



EPFG

JUNE 2006

Free to EPFG Members

Serving Washington & Alaska

July 11th

General Meeting

William Bounds Gallery, Burlington

Evergreen Picture Framer's Guild

GENERAL MEETING

WILLIAM BOUNDS GALLERY HOSTS AGAIN!

The first General Meeting after the Education Festival was a great success! The meeting was hosted by *Luke City Picture Framing* in Seattle. Lynn Clark graciously volunteered once again to host the meeting. It was a great opportunity to see how to maintain your shop equipment. Joe Garitone and Paul Anderson both of *Larson-Juhl* were on hand to show the proper maintenance procedures for the varied equipment.

The July General Meeting is being hosted by *William Bounds Gallery* in Burlington. Bill and June have opened their shop up for the July meeting once again. Come see their beautiful shop, get to know your fellow members and enjoy another great EPFG meeting. There's more information about this meeting in this issue of the newsletter.

The Evergreen Jackpot will be for \$150 at the July meeting. Yet another great reason to attend! You can't win if you don't attend.

Help get the newsletter out on time. Send in an article that pertains to framing or business in general. Your article will help fill the pages of the newsletter and keep the editor from losing his mind trying to think of informative information to pass along.

As the days of summer are fast approaching, it's time to think about the summer Art Festivals once again. They are all over the area and you'll probably find one or two just around the corner. It's a great way to get out and enjoy the area, but also to see what artists are selling and even better, what people are buying. So get out there and see what's going on. The Fremont Festival and Edmonds Art Festival have already come and gone. Don't miss any other opportunities. The Bellevue Art Festival is right around the corner. The last weekend of July, and it'll be here before we know it.

It's the hot days of summer. With the extra long daylight hours, there's lots of time to get out and enjoy the day even after a full day of work. With the sun not going down until around 10 p.m. Get out and work in the yard, or take a walk. Perhaps visit some friends and get your mind off work. Clearing out the cobwebs really helps to keep your mind clearer and more easily focused on the day to day matters at hand.

With ongoing projects always waiting to be worked on, it seems there's never enough time to get the "extra" jobs/chores/projects done. Maybe your store needs a good cleaning or re-arranging. Maybe a coat of paint or new carpet installed. It seems that the old sayings are usually old sayings because they work and are thus passed along so that they can become old sayings. Here's one example: Make a list and check items off when they are finished. This way you know what needs to be done and what has been finished. Another old saying: Do one thing at a time. That's a pretty good way to get things accomplished. Another that I've been using is: Set a goal and work to meet it (just make sure it's not unrealistic).

So I've decided to redecorate my store and have it ready for the November meeting. The meeting is being held in my store so I have set a goal to have the work completed by that time. Will it happen? Only time will tell, but I'm going to do my best.

I'm taking before pictures and am working on a program that will be part of the meeting discussion. I'll be updating you all on the progress in the newsletter as work progresses. I may even put a few photos in the newsletter to whet your appetite.

Just a little heads up as to what's to come for the November meeting being held at Millennium Gallery in Redmond, WA.

June 2006 Issue

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<p>Classified Ads</p> <p>Free for EPFG Members. \$15 for non-members.</p> <p>Display Ad Artwork</p> <p>Digital Artwork is preferred. Submit via e-mail or on disk.</p>	<p>Newsletter Ad Copy & Classified Ads</p> <p>Bob Holcomb c/o Millennium Gallery 16118 NE 87th Street Redmond, WA 98052 425-895-8822 e-mail: hobtheframer@yahoo.com</p>

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**THE
EVERGREEN
JACKPOT**

At each EPFG general meeting, there is a drawing for \$25 and it grows by \$25 each meeting until someone wins. All you have to do is attend and you could win the jackpot. At the last meeting Gary Mitchell of *Custom Corners Frame & Specialties* name was drawn. As he wasn't in attendance, the Jackpot will be \$150 for the July meeting!!

HOST A MEETING

There are opportunities available for Members to host a meeting. If you would like to host a meeting, contact any of the Officers or Board members. The Guild offers \$100 to offset the cost of hosting a meeting.

This Newsletter is Published by Bob Holcomb. Mailing Address: Millennium Gallery 16118 NE 87th Street, Redmond, WA 98052. Phone:425-895-8822. E-mail: bobtheframer@yahoo.com. Newsletter design and content copyright Evergreen Picture Framer's Guild. All rights reserved. Do not duplicate or redistribute in any form without priorpermission.



Our President's Pen

Well. It seems like summer is here, at least in the South Sound area and I hope in your neck of the woods also

First, a continuation of last month's letter on checkverification. I need to make a correction to that article before updating; using the verification system does not mean that the merchant cannot deposit the checks the "old fashioned" way, but is only taking a risk if the customer is not known or there is anything shaky about the transaction. OK, two weeks after my letter to the processing company, I received a reply which stated "To authorize checks, EnCircle cannot verify funds in your account. Instead, EnCircle used banking databases currently available nationally for screening...Based on the limited information available about your account, we were unable to process your check." I would like to note at this point that I have had an account with this national banking chain since 1960, and it has been my principal bank during that time. So, I doubt that there is a lack of information available. EnCircle did enclose a form to allow me to update their database by providing much personal information, to include giving them access to review my complete credit and personal history, which "may help get future checks approved more readily". The letter closes by noting that they are a check processing company, not a credit bureau, and that all consumer data is kept strictly confidential.

My merchant friend is now waiting for his bank, which installed the service, to come and discuss/defend the system, as he has had numerous other recent instances of declination. And, I am attempting to find out more about these banking databases, to include what information is provided, if any. It may be that my bank chooses not to participate in this program, but I would doubt that. To be continued.

Just a note about our meeting at Lynn's on the 9th of last month. We welcomed two new members, Lucy Brady of *I've Been Framed* and Danielle Springer, the sales rep for *Roma Moulding*. Another good meeting, with great food provided by Lynn and Jack, and another most informative program by the reps from *Larson-Juhl*; Thanks, guys, for taking your time to share your knowledge and experience with us. If you were not there, you missed an opportunity to win \$125 in the drawing we have at each meeting. The winner would have been Gary Mitchell, *Custom Corners Frame & Specialities*, in Lynden WA. Sorry, Gary! And, don't miss the July meeting in Burlington, at the Round's Gallery, where there will be another great program, sponsored by *True-View*, offered to help boost your sales.

See you at the meeting in Burlington and,

Thanks for reading.

Paul Knoop, CPF



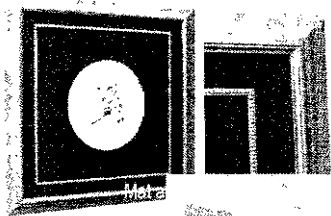
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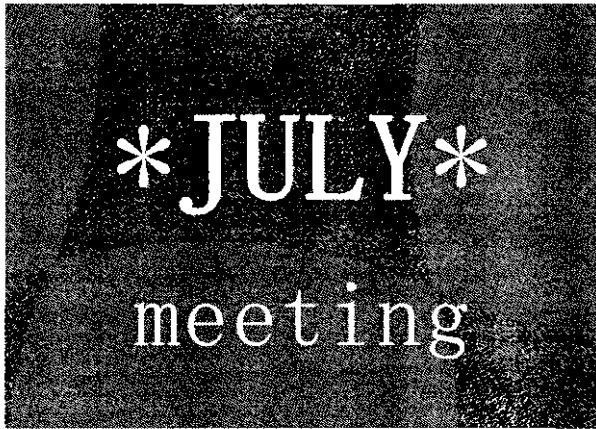
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Linda McAleer

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.....
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****PROMOTIONAL IDEAS FOR EVERY SEASON****

This informative presentation offers marketing strategies geared to boost sales year around. Attendees receive a calendar highlighting dates for planning each unique season of the business year.

Linda will also share the latest info on conservation glazing. EPFG and Tru Vue are pleased to bring you this great opportunity to gain marketing tips and meet with other framers. . . Don't miss it!

DATE: 7/11/06
TIME: 7:00P.M.

LINDA McALEER



Linda McAleer is the Sales Distribution Trainer for Tru Vue®, Inc., a leader in the production of high performance glazing products for the custom picture framing and museum markets.

Linda has over 18 years' experience in management and sales. Prior to being appointed Sales Distribution Trainer, Linda was a Regional Distribution Manager and Inside Sales and Customer Service Manager for Tru Vue for 4 years.

Linda's ability to listen and communicate effectively lead to her being selected to represent Tru Vue in a new training role brought on by Voice of the Customer. Linda specializes in specific one on one training as well as group training for distributor's sales representatives and other distributor employees, framers, PPFA speaking opportunities, etc.

Evergreen Picture Framers Guild
6523 California Ave SW #104
Seattle WA 98136-1833



**YOUR INPUT IS SOUGHT AND WOULD BE
GREATLY APPRECIATED
IT ONLY TAKES A MOMENT!**

As you've probably noticed this is the June issue of the newsletter and it's really late once again. How does that happen? I know I can't seem to figure it out. But there are a few hints. It seems every month when it's time to get the next issue out to the printer, there's always that darned Murphy and his law that tend to get in the way. What's up with that? Business will pick up on the day I sit down to really get the newsletter together. Of course, I can't just say, come back tomorrow I'm busy. Then when I should get back to it, there are other commitments that have to take precedence because I'd already set aside one day when I'd planned to have the newsletter finished (but didn't get there). I then have to "find" another day somewhere to "make it happen".

Then there is always the question of what to put into the newsletter to keep it interesting. What would you the reader want to see. Now that's a hard one to answer. So it's usually left up to a handful to come up with some ideas for the articles. And of course one of them also has to write the article as well, though not always.

I've received help from various Board members and officers in the past and unfortunately for them (and thankfully for me) it's also on-going.

I've been given ideas that don't really have anything to do with art, framing or running a business. I don't know if this is appropriate material or not. Some of it would be interesting, but this isn't *Martha Stewart Living*, *Sports Illustrated* or *House Beautiful*.

So a question. Would you rather have only framing and business related articles or would it be just as good to have recipes, jokes and articles that are general in nature and could include some of those e-mails we all get with information that's titillating just to fill the pages with something and have the issue out on time?

Another option would be to have an issue that's smaller in size and therefore not so many pages to be filled every month. For those months when there is extra information, the newsletter would be expanded to the size it regularly is now.

Only two questions! The questions are easy! The answers should also be easy. Which do you personally prefer?

Question ONE:

Framing only OR Other material as well.

Question TWO:

Short and on-time OR Normal Size (with possible delays).

Send your answers to:

bobtheframer@yahoo.com or you can call 425-895-8822 and even if there's no answer, you can leave your answers on voice-mail. No name or anything else is necessary. Call anytime. This is the only time I'm going to ask this so take one minute and put your two cents worth in and let me know what you want to see. The newsletter can be what you want, but only if you respond. Our normal response is tiny, let's make this different so the newsletter can be what we really want and need it to be, for all of us.

Written articles and ideas for articles are always welcome. Send any articles, Helpful Hints or other ideas you have to bobtheframer@yahoo.com. Your help is appreciated.

A GREAT IDEA FOR YOUR WORK AREA PLASTICIZED CARDBOARD

by Terry Scidmore, CPF
The Mitered Corner

Thinking of changing your work table surface? The next time you do, you might consider trying a product called polyflute or coroplast. This is a plastic sign making material that looks like corrugated board. There is a coated plasticized version used in preservation framing as a filler board behind the backing boards. Framers can use both types of boards in their businesses.

A SMOOTH EASY TO CLEAN SURFACE

The non archival corrugated plastic boards make a smooth, easy to clean surface that has give to it. It won't hold dust, glass and metal shards the way carpet does, or tear like a paper covering does. Polyflute comes in 4' x 8' sheets, is easy to cut to size, lightweight and is quite inexpensive to purchase. The board will develop scratches from glass edges just like any other surface. It will also dent (like foamboards) and will melt if you try to iron directly on it or put a hot tacking iron on it. If you get glue on it, you can just pop the glue off. A little paint thinner or lacquer thinner removes putty and paint stains easily.

Keeping your fitting table dust free is easy because you can wipe the surface off with a sponge before starting to fit.

REFLECTED LIGHT MAKES THE AREA BRIGHTER

The white color of the board throws light back from its surface, so if your fitting area is dark, you will notice that the reflected light makes the area brighter.

When one side of the board gets too scratched or dented to use any longer, flip the board over and use the other "new" side.

I love this stuff! I put it down on my fitting table, touch up area, papercutter table and vice table. I cut strips to lay on top of shelves where the finished frames are stored - easy to clean and a bit of a cushion for the frame when it is put away.

Polyflute can be used between sheets of matboard in a storage area, to keep frames from damaging each other if you are leaning them against each other or stacking them.

If you are painting a frame, use a sheet of polyflute under the stick of moulding while you apply the paint. Cleanup is a breeze. Once you start using it,

you will think of lots of other applications!

USED TO MAKE STORAGE BOXES FOR ART

The non-plasticized version used in archival framing is used to make storage boxes for art, as a backing behind an oil to prevent the canvas from being dented or torn if something were to penetrate the back of the frame, and as a filler board behind the backing boards in a preservation framing job.

As conservators keep working with this product, they keep finding new uses for it in their line of work.

Hugh Pihbs has written about a number of uses for coroplast in framing. Check out some of his articles to learn more about this versatile product.

Where do you buy plastic corrugated polyflute? At least one of our advertiser/festival sponsors carries this product in both the plasticized and the archival quality in 4' x 8' sheets at a very reasonable price.

Small sign blanks (18x24) can be purchased through sign making shops or even some home centers.

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CALENDAR OF UPCOMING ART FESTIVALS FOR JULY

Here are a few of the up-coming Festivals in the Seattle area.

July 14-16 West Seattle Junction Street Festival. Family oriented event with strong community ties offering unique arts and crafts, a great selection of food, live entertainment, a beer and wine garden and free parking in local lots. This is the largest street fair in the state! Check out the website for more information: www.wsjunctionfestival.com

July 15-16 Gig Harbor Summer Arts Festival 145 Arts and Crafts booths set up on Judson Street in Gig Harbor. Ten food vendors to serve the public. For more information call 253-265-8313.

July 21-23 Bite of Seattle at the Seattle Center. Booths, Food and Live entertainment.

July 28-30 Bellevue Festival of the Arts and Sixth Street Fair located in downtown Bellevue the last full weekend of July. Over 400 vendors offering crafts of all kinds including photography, pottery, woodworking among many others. Hours Friday and Saturday 10-8 and Sunday 10-6.

NEW SALES REP

We have a new sales rep for ROMAMoulding in the area. Danielle Springer has joined the ROMA group and will be visiting you soon if she hasn't been by already. Several of us got to meet Danielle at the Meeting at Lake City Picture Framing.

The EPFG would like to welcome Danielle and we hope to get to know her better over the coming years.

If you need to contact Danielle for any help, her card is displayed below with all her contact info.



DANIELLE SPRINGER
Sales Representative

HEAD OFFICE
360 Hantlan Road
Woodbridge, Ontario
Canada L4L 3P6

dspringer@romamoulding.com

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2006 MEMBERSHIP REGISTRATION FORM

Yes, I'd like to join the Evergreen Picture Framers Guild! Dues are \$55.00 per calendar year (March 1 2006-February 28 2007). I'll be able to attend all EPFG meetings at no charge, receive the monthly newsletter for free, be able to check out resource material from the EPFG library and attend any special events such as the EPFG Education Festival in March at a reduced member price. As an option, I can choose to only receive the monthly newsletter for a cost of \$15.00 per year.

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Turnkey Gallery and Custom Frame Shop in Upscale community positioned for growth in Puget Sound Area. Contact for more information: lfaithfull@comcast.net

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HELPFUL HINTS

Along the theme that Paul has been discussing in his President's letters, another point has come to mind.

As I'm sure you're aware, there are several companies out there that want your credit card business. Ours is the best, the lowest rates, etc. We've all heard the story

Of course when you do look into changing your service provider, there are the normal things to look at. The rate per transaction, the percentage rate for the different cards that you take. Credit vs. Debit. It seems to go on endlessly.

One thing you may not have thought about. How fast will the money be deposited into your account. We all know, or should know, that when a e pay with our debit or credit cards the money is taken out immediately. Understandable. But when you take a credit or debit card, the money isn't deposited until two or even three business days later. That's a surprise to a lot of people. A point to remember when thinking of changing your credit card processing service, just how fast will the money be deposited into the account.



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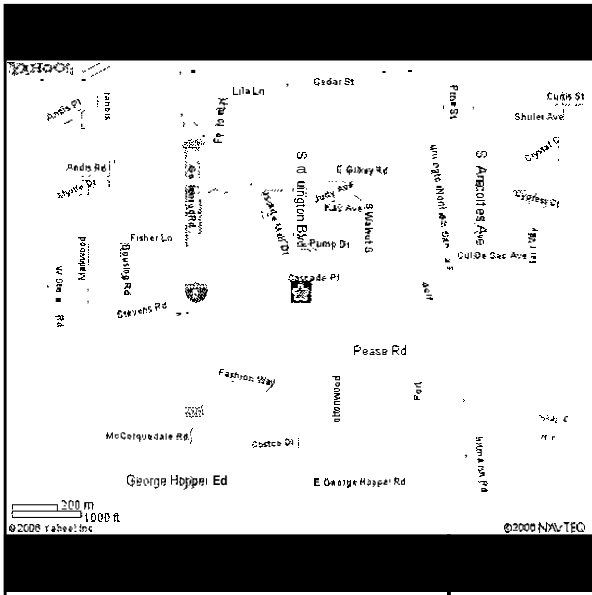
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2006	
JULY 11	AUGUST 1
General Meeting William Bounds Gallery Burlington, WA	Board Meeting Honey Bear Bakery Lake Forest Park
SEPTEMBER	OCTOBER
General Meeting	Board Meeting Honey Bear Bakery Lake Forest Park

July 11th

General Meeting
William Bounds Gallery
160 Cascade Place, Suite 103
Burlington, WA
360-404-2002

Starts at 7:30

Directions to William Bounds Gallery

From the I-5 take the George Hopper Road Exit. Go East onto George Hopper Road. Travel to South Burlington Boulevard and make a Left. Go to Cascade Place (By Schuck's Auto) and make a right. William Bounds Gallery is on the right.

Evergreen Picture Framers Guild
 6523 California Ave. SW #104
 Seattle, WA 98136



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 Permit number 480

See page two for address changes

ATTENTION: FRAME SHOP