



EPFG

JULY 2006

Free to EPFG Members

Serving Washington & Alaska

August 1st, Board Meeting

Honey Bear Bakery

Lake Forest Park

Evergreen Picture Framer's Guild

SUMMERTIME AND THE LIVING IS EASY

Well, it's easy if you're not having to be out in the really hot weather anyway. Hope your summer is going well. It's the dog days of summer and I think those dogs are starting to smell a little already.

The meeting was well attended at *William Bounds Gallery* in Burlington. If you missed it, you missed out. Read about the meeting inside. Thanks to Lynn Clark of *Lake City Picture Framing* for doing the write-up about the meeting.

The Annual Education Festival is being worked on for next year. Yes, already. Surely you didn't think that all happened very quickly, did you? Anyway, your thoughts would be welcomed. Ideas for classes. Volunteers would be greatly appreciated too! The next board meeting is scheduled for the first Tuesday of August and it's the first day of August as well. Easy to remember. The board is meeting at the Honey Bear Bakery, Lake Forest Park. It's upstairs by Third Place Books. Members are encouraged to join in.

The Education Festival date is set. It's March 25th, 2007. Only a few short months away. I know it seems like a long time yet, but you know it'll be here before any of us are really ready for it. Mark your calendars so you won't forget.

We didn't have a winner of the Evergreen Jackpot at the last meeting. That means the Jackpot grows by another \$25 for the next General Meeting. You can't win if you don't attend. Couldn't you use \$175? I bet you could. What with gas prices being what they are, you could afford to fill the tank up a couple of times without having to do without lunch.

Have you seen some of the great new products being offered by some of our advertisers? Great stuff. Why Baer Charlton was just by the other day to show me the new "flexible" fabric fillets that *Frank's Fabrics* for

Framers is now offering. Available in all their fabrics. Great for going around curves, corners and normal mat openings. They won't shrink either, like the old plastic ones from the past. You don't have to build up around these either. That makes your mat package thinner so you can use smaller frames without problems.

Speaking of smaller frames. Have you seen the new small frames that Nurre Caxton has put out. More great stuff. Ray Miles was by showing off the new frame offerings and there are some great small frames that still have enough meat for you to get a screw into for the hardware and wire. Several new shapes and colors to choose from. The price points are great too.

Well, we've had another Nightmare on Frame Street article come in. Hope you enjoy this one. It sure is nice to have these to read to help prevent our own nightmares. Look at the picture at the bottom of the before. There's a photo of the after inside this issue. It's found at the end of the article. Good information, that we all can benefit from.

It's hard to tell these nightmare stories as sometimes we might think we look foolish. But, hey we're all apt to make mistakes and why not help others to learn from ours and hopefully not repeat them. If you have a story you'd like to share, please do.



July 2006 Issue

<p>Membership Dues Advertising Payments</p> <p>Lynn Clark c/o Lake City Picture Framing 14028 Lake City Way NE Seattle, WA 98125 206-363-2100 e-mail:lynn.clark@comcast.net</p>	<p>Change of Address</p> <p>Paul Knoop 1054 Berkeley Ave. Fircrest, WA 98466 253-279-2598 e-mail: pknoop@earthlink.net</p>
<p>Classified Ads</p> <p>Free for EPFG Members, \$15 for non-members. Display Ad Artwork 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: bobtheframer@yahoo.com</p> <p><i>Newsletter Deadline 20th of the month</i></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 the name, Mark Scholl of *Kingston Frame Shop* was drawn. As he wasn't in attendance, the Jackpot will be \$175 for the September 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 prior permission.



Our President's Pen

Electronic check verification, conclusion: to follow up on last month's column, I was not able to find out much at all about the verifying companies or the data bases used to verify checks. Apparently, they are not the three recognized credit reporting firms, but Encircle was not willing to discuss anything about how or who they use. One of my banks I spoke with indicated that they do not routinely provide account information to any such service, and that on one occasion when they were aware of a bad check activity and attempted to notify a verification service, the service refused to take the information, stating that "you (the bank) are not one of our customers". Also, you may recall from last month that the business owner was waiting for a visit from the bank providing the service. It seems that when the scanner was installed, the technician forgot to attach the cable connecting the machine to the internet, thus there was no transmission of the check image to the verifying company, Encircle, in Florida! On the surface, this immediately begs the question of why some checks were approved at all and others declined, since nothing was being sent anywhere. Even then, after making the connections, the owner attempted to use his personal account to reimburse the business for some purchases, and his check was declined...another call to the Bank and a threat to remove the D@#n machine if it was not fixed immediately. (He has more patience than I would have had.) The bank made some programming changes, apparently "loosening" the verification threshold, and it seems to be working fine now. But, if it will basically accept more checks, what does it take to refuse one? Is the system worth having in your business? Only you can decide, but I feel it would be worth a good deal of checking (no pun intended) around to get all of the details before installing an on-line verification service. I guess the upside would be that if a check is accepted, and then proves to be fraudulent, you, as a business owner already have your money, and any collection efforts fall on the verifying company, or at least the bank.

October is National Picture Framing Month. As I recall, this was sponsored several years ago by the Art and Framing Council, an arm of PPFAs, as a fund raising program for charity purposes. Details, downloads and current purposes can be found on Vivian Kistler's site www.columbapublishing.com/help. Lots of good info there.

I have recently been archiving our past Newsletters in preparation for posting on our web site now being developed. What a hoot, looking back at some of the issues; and I have come across some things which are still current today. I will be passing some of these on to our editor, Bob Holcomb, so look for some recycled items in this and future issues. Our files seem to be missing some past issues, so if you have a pile of our Newsletters gathering dust in the back room, please check and let me know. After scanning, I will return them to you if you desire. See the list of issues we are searching for, and help if you can!

Summer is here, have a great one, and look forward to seeing you at a meeting soon!

Thanks for reading,

Paul Knoop, CPF



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JULY MEETING REVIEW

by Lynn Clark
Lake City Picture Framing

A warm summer evening in the Skagit Valley brought framers and vendors together at the *William Bounds Gallery* in Burlington for the July meeting of the Evergreen Picture Framers Guild. Our guest speaker, Linda McAleer of TruVue, came all the way from Chicago. Guests had time to mingle, meet Bitsy the dog, and enjoy the lasagna, salad and pie before Linda started her presentation.

The EPFG website looks very promising.

President Paul Knoop brought us new information on the web site he is preparing with Tim. It looks very promising; he has spent a great deal of time scanning all the previous issues of the newsletter into the site. Paul also asked for, and would appreciate, any input from the membership of subjects you would like to see on the website. Please contact him via landline or e-mail.

We drew a name for the Evergreen Jackpot of \$150.00 and Mark Scholl of *Kingston Frame Shop* should have won. He was unable to attend the meeting so the jackpot grows to \$175.00 for our next meeting in September. Not to be outdone, Linda also offered a box of 32 x 40 Conservation Clear glass and that was won by our new member Autumn Kegley of *Autumn's Framing and Gallery* in Edmonds.

Tips to Promote Your Customer Promotions and Events

Linda Presented red bags filled with TruVue goodies, cutters, pen, glass handling gloves, a calculator, Meg Peters book "A Self-Help Guide for Small Business Success", mouse pad and their latest glass brochure. Also included was a handy month by month idea planner on Tips to Promote Your Customer Promotions and Events. Linda also brought with her framed examples of the different types of glass and acrylic and she graciously donated these items to whoever wanted them for their shops. All of the items shown are available to any shop owner by ordering from the sample materials order form. Or visit the TruVue site at www.tru-vue.com to see what items are good for your shop.

The presentation then opened with Linda asking us what event had worked for us in the past. There was interactive discussion about using the Chamber of Commerce, interior designers, gift certificate donations,

inserts with high school graduation pictures, referrals, photo contests, hosting art parties, business to business events, networking, kids corner in the store, installation services to your premier customers, wine and art events.

Direct mailing, in-store events, food drives, frequent buyer cards, mats with graduation year cut into them and working with the DECA group of the local high school. Quite informative to hear various ways shops are working to market different events

Linda then talked about the different kinds of glass and acrylic Tru Vue has to offer.

When to use acrylic instead of glass.

One interesting fact she brought to us was that of 640 customers surveyed, 85% listened to the framer and used the framers recommendation for glass. She talked about the thickness of glass, the etchings for non glare, how museum glass is made and how to clean it with the micro fiber cloth (small circular motions). The question arose as to when to use acrylic instead of glass and or why to use acrylic instead of glass. Baer Charlton, framing's Supreme God in the Pacific Northwest, says that acrylic resists condensation and has four times the insulation of glass. Anyhow refer to page 23 of the TruVue brochure book for the answer of when to use acrylic instead of glass.

Thanks you Linda for sharing your ideas with the membership. We all had another wonderful time together, eating great food and exchanging framing ideas. Plan to join us for our next meeting on Sunday, September 10th in Port Townsend. Watch for details in the next issue of the newsletter.



SHIPPING NIGHTMARE ON FRAME STREET

By Gary Mitchell, Custom Corners Frames & Specialties, Lynden Washington

I am a framer with a small shop, but with big aspirations. In fitting with the goals of our Evergreen Picture Framers' Guild, I have tried to follow the advice, wisdom and counsel of the "old salts and saltines", you know who you are. We have been very fortunate to have people mentor us and provide exceptional counsel, advice, support and just generally being there when you need an ear. Molly, a dear friend, (last name anonymous) owns a frame shop in Seattle...oh I'm not supposed to say that...anyway she offered me a tip to use FedEx to ship a shadow box project that I sent to the Las Vegas Art and Frame Show. I told her how concerned I was with the package, it was a set of Knight Templar Swords, over eighty-five years old that belonged to my Grandfather and (thank goodness it wasn't a customers). She insisted FedEx would honor the up arrows. Most times Molly is dead on with her advice...most times.

I worked with Bob Victor of Mighty Mount Company who was the contest sponsor, and he had me ship the crate to him in Kansas fearing theft if it went directly to Las Vegas. I made plywood, 1/2 and 3/4 inch crate. I lined the interior with dense carpet under pad. Then I used four layers of the large bubble wrap, over the shadow box, which was 17 x 45 x 3 inches in size. I then used closed density foam for the corners and the top and all sides to keep the package centered in the box and away from any sharp interior edge.

The box went to Kansas and Bob took it to the show. He had to do some minor repair, but since he owns the company it wasn't too hard. (Thanks Bob) From the show, it went back to Kansas with Bob, to be opened and be photographed, then shipped back to me in Lynden.

Shazam! Upon opening the box, the entire frame was disjointed, a corner was broken, and the acrylic was floating loose in the box over the top of the swords, the mirror accent was broken, the swords had broken completely free and were scratched in ways that broke my heart. I was devastated, all that work for naught.

I called FedEx and they told me over the phone that a claims person would come by to inspect the damage and let me know what would be next. No one showed, then a delivery truck comes and the same individual that delivered the box with the bright Red Arrows pointing not up but horizontal came into the shop, he said I need to pick up your box. I refuse, asking why? He tells me it has to go to Burlington about 34 miles away, his driver (boss) comes in looks at the package and says boy did we trash that, and then said it must go to Burlington to be viewed if I have any hopes of a claim. I give in.

I tell them they can take the box but not the

swords. (Enough damage) He looked me in the eye said it would go on his truck and be examined then returned on his truck in a day.

The following week not hearing from them or having any contact, I call the 800 number. FedEx lady tells me my box at 10 AM (Thursday) is in Kansas and was delivered there Wednesday. I freak out and ask for the love of God why? She told me that the computer said to do that! So I ask for a supervisor, and get some poor soul in Kansas who after hearing my story tells me thanks but why don't you call Burlington, I advise...I THOUGHT you were! I then make another long distance call to Burlington and "Danny" tells me that he saw the box and didn't know where it was, but gave me a number to get it back by calling Bob in Kansas. So I e-mail Bob to avoid yet another long distance call and give him the number, asking him to send it back because I need to redesign the package as it's ruined and would like the old one for patterns.

At 2:35 PM this same day, the FedEx truck delivers the box to me. I'M SHOCKED and ask how it got from Kansas at 10 AM to me in Washington at 2:30 PM? He said, "I don't know". He did say to me "I am shocked at what we did to the box", (Eddie Perez) was sorry, concerned and helpful (a step up from the prior folks). He actually picked the box up en-route to Kansas and said to himself there was no way that they could hurt that shipment. When he was here I asked him to watch while I opened the box. This from a man of experience now...the frame is now in four pieces, and nothing left of what was once a pretty sweet package. Even the plywood box is split open and torn loose. He was stunned.

I remembered that when I sent it to Burlington, I only put five of the 15 screws in the lid to secure it, as it was only going IN THE ONE TRUCK, and BACK in one day. Guess that explains why FedEx wrapped it in shrink wrapped plastic to keep it together!...HAHAHA...fooled me...I guess Kansas had to bid goodbye to it or they thought Bob Victor might want to shake incense over it or something...my dilemma continues with the claim. I now as told I had to fill out an online claim form, I wasn't told that previously, and a clock is ticking.

I do the claim form, wait, no response, I call...no response, I wait...the package was insured for \$2,000 so I feel confident that is what insurance is for, and try to remain calm. A check comes two weeks later for \$100 with a copy of the disclaimer, which you never see when you insure anything, but it excludes all art, antiquities, glass, artwork, emus, and emu eggs pottery, and Dorothy's red high heels that were on the Wizard of Oz,

not surprisingly, I was once again shocked. I begin the calling up the chain...you will get many a voice mail, lots of please leave a message, and you must type or say the 27 digit tracking number till it becomes routine. The highest level I reached told me that it had been referred to a supervisor and they were not allowed to talk to me. I get transferred. The new supervisor gets a message, no answer for another week. I call back she has transferred the case to yet another supervisor. She identifies herself with first name only and the title "executive management" no last name. I plead my case, tell them to exclude damage to swords which took me over four hours of time to machine polish out. So according to their exclusions, now you have a wood box that I could place jelly beans in. And acrylic is not glass, ha got you there, and looks like glass but not the same. So they should insure the loss. She insists that I forward photos of the damage to her, via secret e-mail. I comply, my pictures were not sufficient; thank goodness my son is a photographer. I send photos and wait. One week, two weeks, three weeks no letter, no call, no response. The local manager calls to offer sympathy and brings me some posters to mount and frame. "I think he feels pity" his driver Eddie knows how bad they messed up and relays the information. Oh, okay I'll do the mounting, (no discount). Mail comes two months later and yes they wrote me another check for about 75% of the damage claim. I am exhausted, I need to move on, the crate is in the way, the frame is crying for the trash, and I am now breeding lamas to haul my things. My shipping is done with a magic wand, and I no longer advise customers to use FedEx. I have them read the corporate disclaimer which will cause anyone angina when you see that you have been lucky when you shipped previously and were fortunate and no claim was needed.

A lesson in life and a big thank you to Molly who stood my be and sobbed with me on the phone.

You can view the swords at: mighty-mount.com.

p.s. FedEx local cancelled the frame job for their posters, indicating "too expensive". I smiled and thanked them for their business.



BLAST FROM THE PAST

This space will feature some highlights, articles and/or photos from past, WAY past Newsletters. Hope they bring back good memories for you, and give you a feel for our history.

PAUL FREDERICK'S FRAMING RULES

RULE #1

Never do anything that you cannot easily undo.

RULE #2

Always double check measurements before cutting

RULE #3

When in doubt, replace the blade of the cutter

RULE #4

The window cut-out is always under the bar (except when cutting a reverse bevel)

RULE #5

Double check measurements before cutting

RULE #6

If you can't hide it, paint it red.

RULE #7

Don't expect ragboard to prevent fungal attack.

RULE #8

Before you pick something up, know here you will put it down.

RULE #9

Never discard anything; just know where you keep it.

RULE #10

Don't try to quickly finish a job at quitting time or you'll have to stay after hours to straighten it out.

This was originally published in our January, 1994 Newsletter, and was excerpted from one of Paul Frederick's books. Paul is one of the old masters of picture framing in the US and an author of numerous reference books for framers worldwide.

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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 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.

August 4 - 6 Anacortes Arts Festival featuring 250 juried booth Artisans, Artists at work, International Cuisine, Two stages of Free Entertainment and an Interactive Youth Discovery Area among other offerings. Hours are 10 to 6 Friday and Saturday and 10 to 5 on Sunday. 360-293-6211

September 8 - 24 Puyallup Fair Admission: Adults \$10, Youth (6-18) \$7 and Seniors (62+) \$7. 24 hour hotline 253-841-5045 Hours: Sun - Thurs 10 - 10, Fri & Sat 10 - 11.

MISSING NEWSLETTERS

Newsletters we are searching for--please check your files.

1993; January through July

1995; January and December

1996; December

1997; August

1998; August and December

1999; March, Festival Flyer only

2000; April, May and December

2003; November

2004; September

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If you have any of these, Please contact Paul at: 253-279-2598. We would like to borrow your issues to copy for our archives on the upcoming web site.



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.

Picture Framers Guild

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48" FLETCHER 2100
MAT CUTTER
Production Stops Included \$400
Contact Sandra Welch
425-344-8670
sandee@highstream.net**

**C & H Advantage Pro 54" Wall Cutter - \$400
C & H Wall Board & Glass Cutter 50" - \$100
Contact Bea 425-357-5457 located in Mill Creek, WA**

HELPFUL HINTS

To avoid rush charges when ordering moulding for a customer that has to have the picture ASAP, mark mouldings that are available from local suppliers with a bright colored tag. This provides your customers with a reasonable choice of frames without adding additional freight charges.

Need custom mat sample holders? Make your own by linking corner samples of the correct length with four strips of lathe from the local home store. Put two strips where the moulding is joined at the corner (where the inside corner of the mat sample will rest), and one strip each toward the other end of each leg to support the open end of the mat sample. Racks can be made any length by adjusting the length of the lathe. Ornate gilded mouldings look great and can use up short leftovers.

**FRAMERS' INVENTORY****WOOD MOULDING**

Framers' Inventory,
Max, Roma, Studio

METAL MOULDING

Nielsen

MATBOARD

TruVue
Bainbridge, Crescent, Rising

GLASS & FOAMBOARD

Tru Vue,
Bainbridge, Bienfang, & Hart

EQUIPMENT

C&H, Eclipse, Fletcher
Mitre Mile Vn42, Bienfang Mounting

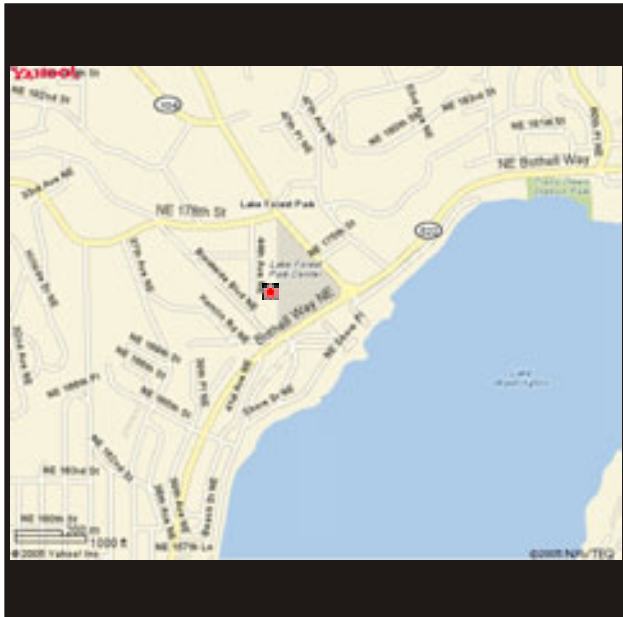
DELIVERY SERVICE

Portland & Seattle Metro areas: Tuesday - Friday

SALES REPRESENTATIVES

Chris Naito ext #275
Mike Oullet ext #420

5000 SE 18th AVENUE, PORTLAND, OREGON 97202
LOCAL (503) 236-9293 - TOLL FREE (800) 543-2467
FAX (503) 238-3899 TOLL FREE FAX (800) 565-9095



2006	
AUGUST 1	SEPTEMBER
Board Meeting Honey Bear Bakery Lake Forest Park	General Meeting Van Custom Framing Port Townsend
OCTOBER	NOVEMBER
Board Meeting Honey Bear Bakery Lake Forest Park	General Meeting Millennium Gallery Redmond, WA

August 1st

**Board Meeting
Honey Bear Bakery
17171 Bothell Way NE
Lake Forest Park, WA
Upper Level Dining Area**

Directions to Honey Bear Bakery
Located in the Lake Forest Park Center Upper Level. Corner of Lake Forest Park and 522.

Evergreen Picture Framer's Guild
6523 California Ave. SW #104
Seattle, WA 98136



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See page two for address changes.

ATTENTION: FRAME SHOP