

JAYENESS NEXT MEETING
JAYENESS MOULDING, SEATTLE
TUESDAY, AUGUST 10TH, 7:30PM

AUGUST 1993

FRAMER'S POINT

What follows is a well written letter sent by Terry Scidmore, CPF to the PPFA National Board Members concerning the problems some of us are having with the ads the Consumer Marketing Council ran in the last 3 issues of Better Homes & Gardens.

Dear Board Member,

I am writing to voice my concern about the PPFA Consumer Marketing Campaign currently being run in the June, July and August issues of Better Homes and Gardens. It seems that the campaign, though well-intentioned, is mismanaged and potentially damaging.

I do like the ads and the placement of the ads in the center of the decorating question and answer page. I like the idea of the 800 number. I take issue with what happens when a consumer calls the 800 number, and the misleading information given to PPFA members preceding the publication of the ads.

Prior to the July 1993 issue of Artframe Today, the indication was that only PPFA member shops would be recommended on the 800 line, and that the enhancement fee would be paid by PPFA members. I called PPFA last year with questions about the campaign and was told this. I understood that the T.V. commercial would promote all frame shops, member or not, but the print ad would be designed to

promote PPFA members. Reading the Artframe Today article, I was shocked to find that PPFA membership is not a criteria for referral. Buying from the correct suppliers is. In fact - it is the only criteria, except for the enhancement fee.

I called PPFA last year with questions about the ad campaign because of an ad I spotted in Better Homes & Gardens. It had an 800 number listed to locate the PPFA shop nearest the caller. I dialed the number, gave my zip code, and was given the name of a shop 40 miles away. It wasn't until the third try that my shop was mentioned - and I am the only PPFA shop in my zip code. I called PPFA to find out why. I was told that the program still had bugs in it, and that the girl had given me the other shops name because she recognized it. I was assured that this wouldn't happen again.

The same problem, and others, are occurring with this new ad campaign. The shops that are given as referrals are not always geographically close. Some of the shops are not businesses or store fronts, and some are not even picture framers. One framer's list included a tool and die shop. Some framers who have paid the enhancement fee are finding that their shops are not being referred, while competitors are. On the list of "picture framer" referrals I got from the 800 line, only 2 of 7 are picture frame shops.

Of the remaining 5, 1 does not do framing at all - she sells preframed artwork, 1 is a part time craft business, 1 sells only Burns of Boston ready made frames, and the remaining 2 are private residences in non-commercial neighborhoods who do not have state or city business licenses. One of these has an unlisted phone number. The referrals were as close as 3 miles to my store, and as far as 28 miles.

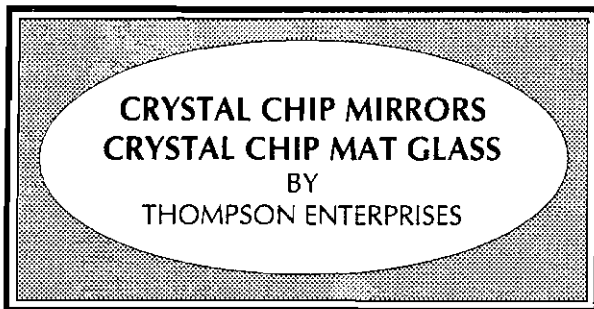
Because PPFA's name is associated with the ad and phone line, consumers will naturally assume that the referrals are PPFA member shops following PPFA guidelines. PPFA has more responsibility to this campaign than simply hiring a telemarketer to read lists of referrals given to them by suppliers. The organization and members reputations are at stake. PPFA states that it is an organization that promotes "professional standards for product quality and business conduct", yet a number of the referrals given to the public don't sustain this image. Is PPFA willing to accept the liability when referring a "framer" who is in reality someone who bought a couple of sticks of moulding for a weekend project, knows nothing about the industry, but recognizes the opportunity to make a couple of extra bucks? Is PPFA "serving as an advocate for its members" by referring any name, member or not, that was supplied to it? Why was PPFA unable to contact suppliers

continued on page 3

CALENDAR OF UPCOMING EVENTS

- AUGUST 10TH:** EPFG monthly meeting.
Topic to be: Chemistry of Framing by
John Ferens at Jayeness Moulding,
Seattle. Yearly EPFG Elections.
- SEPTEMBER 14TH:** Monthly EPFG meeting.
Framing tips, rush orders, and
Christmas promotional ideas. Silhouette
Papers Inc. hosting.
- SEPTEMBER 19TH:** Annual Columbia
Chapter PPFA Trade Show, moved to the
Jantzen Beach Red Lion in Portland.
- CPF EXAMS:**

San Luis Obispo, CA	Aug. 14
San Diego, CA	Aug. 29
Lake Tahoe, CA	Sept. 19
Portland, OR	Sept. 19
Missoula, MT	Sept. 24



Clear, blue and bronze glass selectively sandblasted,
glue chipped and silvered to achieve this unique
look.

NEW PRODUCTS:

- Blue and bronze picture frame glass
- Crystal Chip mirror plaques for awards and incentives
- 5"x7", 8"x10", 12"x16", 16"x20" blue, bronze and clear Crystal Chip mirrors.

BLDG. 13 • LAKEWOOD INDUSTRIAL PARK
TACOMA, WA 98498

206-581-9850

FAX 206-581-9881

CLASSIFIED

FOR SALE: Lateral 2 drawer file, small re-
frigerator, small microwave.
Call Paul.....(206) 368-9323

FOR SALE: Morso Chopper. Bosley Max Jr.
(similar to Thumbnailer), supplies, handtools,
plastic sleeves, posters etc.
Call Ted.....(206) 698-7132

FOR SALE: Large Acc-U-Rite oval mat cutter,
only \$250.
Call Ron.....(206) 458-3518

Columbia River Chapter

Professional Picture
Framers Association
PRESENTS THE:

PACIFIC NORTHWEST TRADE SHOW '93

September 19, 1993
9:30 a.m. to 4:30 p.m.

To be held at the
Red Lion Inn—Jantzen Beach
909 N. Hayden Island Drive
Portland, Oregon
(I-5 Jantzen Beach Exit)
(503) 283-4466

**TWO FREE SEMINARS
CPF EXAM TO BE GIVEN**

FRAMERS' POINT CONTINUED...

with members names and set up the enhancement program based on members? I appreciate that framers and suppliers can work together to promote framing, and I welcome the suppliers support (but not control) of PPFA programs. PPFA should have at least screened the referrals to weed out the obvious misfits.

As a framer of 16 years who joined PPFA because I believed that the organization stood for education, cooperation among framers, and professional standards, I am sorely disappointed. PPFA appears to be letting down the very people it was founded to serve. Indeed, in my mind, PPFA's ability to "lead, unify, and serve the art and framing industry" is highly questionable. I respectfully request that you do some fast fixing on this ad campaign to save all of our reputations.

To follow up this letter here is a little fairy tale written by Allan

Lamb, CPF just for our amusement.

Once upon a time (good beginning for a story, right?) there was an organization that was created by framers to improve the framing industry and establish standards (or guidelines as some like to say). This organization we will call the T&U (Them and Us) has a saying that they like to put in all of their literature that goes sorta like this " The T&U leads, unifies and serves the" Well you know how it goes.

Early in the reign of good King Miter the T&U created an organization called the Commercial Committee (CC for short) which has been trying to do a national TV ad in the biggest way, inspite of the negative feedback they have received from at least this area. They could not get the support to do this so they changed the approach by trying an ad in a national magazine. Since this is what we recommended from the first we shouldn't complain should we? Well

you know how it goes, things just get screwed up no matter what seems to be right.

Our hero or heroine if you prefer, the M&P (short for ma and pa) frame shop was told several months ago by one of the T&U gang that when the TV ad came out (if it did which it hasn't) all T&U members would be listed on the 800 telephone number. If the list was too long they would just rotate the names making sure each had a fair shot. That seemed reasonable to the M&P since we were all members of the T&U. So the CC under the umbrella of the T&U set up a taxation program that they called the "enhancement". I believe that one of the statements I have seen recently is " Join the T&U and Save Money!".

Well back to our story, where was I? Oh, yes. When the program was officially blessed by good King Miter it was sort of different than expected. The M&P frame shop was

continued on page 4

FOR MORE PROFIT, TAKE A REAL CLOSE LOOK.

Specify Image Perfect™-RR, a non-glare glass one-third the price of Denglax.™

It eliminates reflection. Gives artwork the clarity it merits. And provides you with the kind of profit margin you deserve.

NWI is the exclusive Pacific Northwest distributor for Image Perfect-RR and stocks

all commonly used sizes up to 40" x 60."

We're also a full-line distributor of Tru-View™ picture glass products.

Call today. Get fast action delivery from your one-stop, full service picture glass distributor with a 200,000 sq. ft. Seattle manufacturing facility.

You need it. We provide it. Fast.



2500 West Jameson, Seattle, WA 98199 • 206-285-3140 • Fax 206-285-3603 • Watts 800-426-2771

From page 3

not really notified that they could change their minds and support the magazine ad nor was there a provision that allowed them to donate just for the magazine ad. So they did not participate. Well except for one distributor which they allowed to continue to "enhancing" their bill. (Maybe "enhancement" means make bigger?)

The CC decided that they had the right to do anything they wanted especially since they had the support of the T&U. So the program was initiated in a major national magazine. Curious, the M&P frame shop called the 800 number and asked which shops were in their neighborhood. Well the young princess on the other end told them that the six shops that she was providing were T&U members. Well boys and girls do you know what she told them? One

of the names had quit and closed down it's retail store over 6 months earlier, one was several miles (yes several miles) away, and many were not even real frame shops. But the worst news was that most of them were not even members of the T&U.

During this same campaign T&U offered M&P, for paultry fee of \$8 or so, a placard that can be used to advertise the efforts of T&U and the national magazine. A very interesting problem, since the unknowingly the M&P would have been also advertising the other non-T&U shops right there in their shop. M&P got on the phone and called other members of the local T&U chapter and had them call the 800 number. The results were the same.

Can it be that the T&U has forgotten why they exist? Remember that our friends at the M&P frame shop had let one of the suppliers continue to "enhance" their bill so

that should mean that the M&P should be included, right? Maybe they had not paid enough.

M&P was very puzzled as to what had happened. What was their T&U membership fee going for? Had the CC forgotten that they are there to support the T&U members or has T&U forgotten to tell the CC that they were created by the T&U to support the members of T&U? Or has both the CC and the T&U forgotten that they work for the membership and are responsible to them? Or...(agast) have they never really been partners with the member M&P's around the country in the first place.

Well girls and boys where will this story end? I will give you a clue, the CC just recently announced that they had added 6 new members and not one of them had anything to do with actual

continued on page 5

TO ALL CHAPTER MEMBERS:

Our chapter nominating committee has presented their report and we will be proceeding with our election of officers at the next meeting. Those voting member shops not in attendance at the August meeting may mail their ballot to me at Raindrops Gallery. We appreciate your participation and look forward to an active and exciting new term.

Paul Miller, CPF
President, EPFG

OFFICE	COMMITTEE NOMINATION	FLOOR/WRITE IN
President:	<input type="checkbox"/> Frank Larson	<input type="checkbox"/>
Vice President:	<input type="checkbox"/> Mike McPherson	<input type="checkbox"/>
Secretary:	<input type="checkbox"/> Jeff Schuffman	<input type="checkbox"/>
Treasurer:	<input type="checkbox"/> Nadine Carr	<input type="checkbox"/>
(vote for one)	<input type="checkbox"/> Jamie Thomas	
Newsletter Editor:	<input type="checkbox"/> Jodi Norton	<input type="checkbox"/>
Board Member:	<input type="checkbox"/> Ben Edwards	<input type="checkbox"/>
(vote for four)	<input type="checkbox"/> John Ferens	<input type="checkbox"/>
	<input type="checkbox"/> Joe Garritone	<input type="checkbox"/>
	<input type="checkbox"/> Chris Hudson	<input type="checkbox"/>
	<input type="checkbox"/> Ron Norton	
	<input type="checkbox"/> Barbara Mercer	

frame shops. T&U in the mean time has announced that all tested framers will have to retest if they were tested later than 1993 and those tested before are encouraged to do so. Folks do you really think that retesting is going to accomplish anything? A continued advanced program makes sense if it is well developed and executed but retesting is like taking your high school or college degree over again. Could this be another ploy to make more money for T&U in the disguise of reaching for higher standards, OOPS I said the wrong word, sorry, I mean guidelines. Have the M&P along with other T&U members created a form of the Trojan horse? The only difference is that we may have rolled it into our own gates. I don't know about you but I like happy endings and since I don't see one here I will just stop. P. S. This is story is rated "G". I didn't think the "R" version was appropriate for your young ears.....Allan



**PACIFIC
FRAMING SUPPLY**



- It's lightweight yet strong
- It bounces back when cut
- It resists warping
- Its smooth surface is perfect for framing, mounting and laminating
- It's available in a wide range of thicknesses and sizes
- BEST OF ALL-IT'S CFC-FREE

P.O. Box 5577
Salem, OR
1-800-872-4445

465 S.W. 41st #12
Renton, WA
(206) 656-4181

Now Available!

*Software worth getting
a computer for...™*

FRAMESHOP™ created by John Ferens, CPF,
DECOR™ "Computer Ease" columnist.

• *Fast, flexible, full-featured. Fun to use and
easy to understand! Call today for more
details: (206)-323-5115.*



WDA/Washington

Joyeness Moulding Co.

Complete moulding and framing supplies.

SALES REPS

PORTLAND Jim McCarthy

SEATTLE Carrie Borchers

Seattle Ware house

2928- 4TH AVE. S.

206 292 9664

1 800 423 6287

Fax 624 9343

WDA FRAMING SCHOOL

SEATTLE, WA 98133



THE ART DOCTOR

Restoration of Oil Paintings, Japanese Screens,
Art on Paper, Art Objects

NANCY G. WHITE
Restorer

(206) 783-9160
By Appointment

LARSON · JUHL

Your Source For Quality Picture Framing Supplies

Order Desk

Other Services

LOCAL

(206)433-6002

(206)433-1617

LONG DISTANCE

800-627-1500

800-627-0362

FAX

(206)433-2805

ART LAMINATORS WANTS YOU

TO BECOME A DISTRIBUTOR OF AN EXCITING NEW WAY TO DISPLAY

Are you tired of seeing customers walk out your door because they don't want to pay the price for framing their poster, photo, or certificate? With Art Laminators you can keep that customer in your store.

It's so simple to sell, you could teach all of your employees in minutes. Choose a process, pick a color, give a price, and write it up. Save valuable time on selection and we spend the time on production. Cut your overhead and make a 100% mark-up. How can I get involved, you ask?

Supply Art Laminators with a business card and three posters for samples. We will supply your company with: Point of Sale signs, a Color Chart, Order Forms, Price Lists, and your artwork is finished in each of our three processes. Art Laminators trims the edge of your artwork in 18 exciting standard colors as well as offering custom colors at an extra charge. Our wood product is coated with an attractive non-glaring vinyl finish that is permanent and cuts out 80% of the ultra-violet rays. The cost of all this is only \$105 C.O.D. This will then activate an account with 30-day terms and entitle you to purchase at wholesale (less 50%). We also offer custom fiber optic and neon treatments to your images.

If you are expecting an order to be delivered, have your next order ready and our driver will courier it to our shop free. If you don't have an order to go you will be responsible for the courier charges of your next order. Dealers outside the greater Seattle area will be responsible for shipping to and from Art Laminators on orders under \$250 wholesale. Over the \$250 wholesale price we will pay the shipping charges.

Art Laminators will ship or deliver your order back within 5 working days of the day we receive your order.

We look forward to you becoming an Art Laminator distributor. Please call us if you have any questions.

ART LAMINATORS, INC.

6975 176th Ave. N.E. #300 Redmond, WA 98052 Phone:(206) 883-1780 FAX:(206) 883-1880

SILHOUETTE

PAPERS, INC.

Distributor for:
RISING, CRESCENT and
ARCHIVART matboards

2713 W. Fort, Seattle, WA 98199

Personalized service
(206) 281-8682
Ken Sarshoff

VICTOR MOULDING CO.

977 66TH AVENUE, P.O. BOX 2206
OAKLAND, CA 94621 • 415-430-0400

WHOLESALE PICTURE FRAME SUPPLIES

CHUCK BIGFORD
SALES REPRESENTATIVE

(206) 481-2555

1-800-366-8428
1-415-430-8588 FAX

MESSAGE CENTER
1-800-359-2829
EXT. 3715

Renate Hettrich
Sales Representative

CLARK



CLARK MOULDING CO., INC.

185 INDUSTRIAL ST.
SAN FRANCISCO, CA 94124
(415) 285-7728

(800) 322-5275



*Fabrics • Moulding • Gold Leaf
for the
Professional Picture Framing Industry*

947 North Cole Avenue • Los Angeles, CA 90038
(213) 469-9006 Fax: (213) 469-0940
(800) 342-CHOP (800) 8-FABRIC

THE BEARD OUTLET

WHOLESALE TO THE PUBLIC

ON BEL-RED ROAD
12005 N.E. 12TH
BELLEVUE, WA 98005

(206) 451-9844

SELECTED CRESCENT MAT \$1.99 PER SHEET
4-PLY RAG MAT (32X40) \$5.65 PER SHEET
FOAM CORE \$2.40 PER SHEET
REGULAR GLASS \$25 A BOX

ARQUATI

Matthew Marchesoni
Regional Manager

3308 Garden Brook Dr. Dallas, Texas 75234
(800) 527-0421 (214) 243-8335 FAX

Call
for FREE
Wood Samples
(Oak is Our Specialty)

MfA

Metal Frames Art

Clark, Designer and Wood Mouldings

Williamson Mouldings

N. 1222 Pines Rd. 1-800-344-7329
Spokane, WA 99206 1-509-927-8289

Colorful, Creative, Pure & Strong...



Crescent Rag Mat
100% Cotton Museum Board

The choice of Artists & Picture Framing Professionals,
for archival and conservation matting.
Acid-free and lignin-free.

Send in your business card to receive
your FREE Rag Mat Booklet (RM-100).
Crescent Cardboard Company 100 W. Willow Road, Wheeling, IL 60090 U.S.A.

NEXT MEETING

DATE: TUESDAY, AUGUST 10TH
TIME: 7:30 PM
PLACE: JAYENESS MOULDING, SEATTLE
SUBJECT: CHEMISTRY OF CONSERVATION

Time for our annual election of officers. We need to pick next year's leaders for our local chapter. Please check out page 4. You will notice this year we actually have enough volunteers to have a real election. This is the first time in recent history that we've had more volunteers than offices. In fact I believe this to be the first time ever! Hopefully this is a trend that will continue. For those unlucky enough to not be elected, do not despair...there will be more than enough work to go around (in other words, you won't get off the hook that easy!) For those that are

voting by mail please use the article as a ballot. There will be ballots at the meeting for the rest of us. Also do not be afraid to speak up at the meeting if you wish to nominate someone.

For those who have been nominated please be prepared to say a few words at the meeting about who you are and what you think our chapter should be doing in the upcoming year. This would also be a good time to bring up any other issues you wish to address. By the way, not showing up for the meeting is an almost sure way of getting elected.

John Ferens of FerenSoft will be speaking to us about the chemistry of framing this meeting. Having a degree in Chemical Engineering has given John a more informed outlook on what is happening inside a typical frame job. He's going to explain what Ph levels in matboard and artwork is all about, why UV light is so harmful, what is lignin and why is it harmful, and other things we should be aware of. Some of this may be a little technical but should come in handy to baffle our customers!

Jayeness is located at 2928 4th Ave South in Seattle. Their phone number is 292-9664 for those who need directions. Hope to see you there....



(800) 225-7789
 (510) 489-9199
 Fax (510) 489-9198

30441 WHIPPLE RD., UNION CITY, CA 94587

- 5 chops: 5% Discount + Free Freight
- 10 chops: 10% Discount + Free Freight
- Routering Service
- Length: Quantity Discount Available

NURRE CAXTON MOULDING

MIKE MACPHERSON
 Sales Representative

Nurre Caston
 Seattle, Washington
 800-255-1942
 305-741-4626 (fax)

FRAMERS' INVENTORY

Specializing in the Fine Art of Service

MOULDINGS

ARQUATI*	NIELSEN*
BAY*	PRECISION
CLARK*	WILLIAMSON
LAMARCHE	

MATBOARD

BAINBRIDGE*	CRESCENT*
MILLER	RISING
MONSANTO*	PRIMEX

C&H ADVANTAGE*
 FRAMING SUPPLIES
 SPACEMAKER
 FRAMESPACE

*Indicates full-line distributor for these products

FREE WEEKLY DELIVERY-PUGET SOUND AREA

Toll Free 1-800-543-2467

FAX (503) 238-3899

7032 SE Milwaukie Ave. Portland, OR 97202

Local Sales Rep: Rosalind Hopkins (206) 324-1072

Why Hartung for glass? The selection you want. And the service you need.

No matter what others may promise you, nobody offers you more selection of the glass products you need or better delivery service than Hartung.

We have what you want, and we'll get it to you when you need it.

So, if you'd prefer performance to promises, call us for your framing or beveled-mirror needs.

We proudly feature Sandel as well as Tru-View products.

And provide delivery from Bellingham to Eugene, with next-day delivery in most areas.

If you aren't currently enjoying the benefits of Hartung's selection and service, there's no better time than now to begin.

All it takes is a phone call.



17830 WEST VALLEY HIGHWAY, SEATTLE, WA 98188

206/656-2626 or 1-800-552-2227

COMMENTS ON THE NEWSLETTER AND WHAT YOU WOULD DO TO IMPROVE IT: _____

NO NEED TO FILL OUT IF INFORMATION ON BACK LABEL IS CORRECT.

Name: _____

Business: _____

Address: _____

Phone: _____

I do not wish to contribute at this time but please keep me on your mailing list.

I am not able to attend your meetings but I will contribute \$12.00 to help defray the costs of printing and mailing the newsletter to my store.

I wish to be an active member of the EVERGREEN PICTURE FRAMER'S GUILD, a chapter of the Professional Picture Framer's Association. I understand that for only \$40.00 for 1993, my entire organization can participate in the fun, fellowship, and sharing of ideas with others in the area. Please enroll my organization immediately.

YOU WANT IT! WE'VE GOT IT!

NATIONAL GLASS IND., INC. inventories the widest and most complete variety of picture framing glass and size selection in the states of Washington and Oregon.

WE ARE THE FULL LINE DISTRIBUTOR FOR:

TRU-VUE, SANDEL, IMAGE PERFECT AND DENGLAS

FOAM-X foam board is our newest addition to the product line and is available in both regular and acid-free in the more popular sizes.

NATIONAL GLASS *specializes* in the products you need to make your business **SUCCEED**, whether it is glass, plexiglass, custom beveled mirrors, and now Foam-X. We welcome your calls and invite you to allow us the privilege of serving you.



NATIONAL GLASS INDUSTRIES, INC.

17030 Woodinville-Redmond Road, Woodinville, Wa. 98072

(206) 488-8126 (800) 521-7061 Fax (206) 488-3712

**Pacific Northwest Chapter - PPFA
C/O FRANK LARSON
19928 BOTHELL-EVERETT HWY #1116
BOTHELL, WA 98012**

Address Correction Requested

OFFICERS

PRESIDENT
Paul Miller, CPF
Raindrops Gallery
368-9323

VICE PRESIDENT
Joe Garitone, CPF
Larson-Juhl Corp.
433-1617

TREASURER
Carolyn Norton
Frame Design NW
392-9727

SECRETARY
Jeff Schuffman
Studio Moulding

BOARD

John Ferens, CPF
Ferens Frames
323-5115

Mike MacPherson
Nurre Caxton
1-800-255-1942

Sue Mon Wai
Coal Creek Picture
Framing
746-0155

Barbara Mercer
Edmonds Frame Design
771-6520

NEWSLETTER EDITOR
Frank Larson, CPF
487-0154