

NEXT MEETING
SILOUETTE PAPER, INC., SEATTLE
TUESDAY, SEPTEMBER 14TH, 7:30PM

SEPTEMBER 1993

FRAMER'S POINT

Paul Miller, CPF

We have completed our 1993 Chapter elections and the newly elected officers are:

President:

Frank Larson

Vice President:

Mike McPherson

Secretary:

Jeff Schuffman

Treasurer:

Nadine Karr

Board of Directors:

Joe Garritone

John Ferens

Ron Norton

Barbara Mercer

Helen Kane*

Paul Miller*

*exofficio

Newsletter Editor:

Jodi Norton

I am very confident that the dedication of our new leadership will continue, and even expand, our local Chapter programs of education and support of the retail framers.

Since our last meeting, communication between Terry Scidmore of The Mitered Corner and PPFA Consumer Marketing Council? PPFA Richmond has been ongoing. Terry has continued a most literate and eloquent statement of the problems faced by retail framers trying to make sense of the misguided promotional program from our PPFA Supplier Council. I wish to express my personal

appreciation to Terry, not just on behalf of all the Chapter members, but on behalf of retail framers everywhere.

The important factor however, is that Terry can't be the only voice to Rex Boynton at Richmond or Larry Ahern at Victor Moulding. If you feel support of Terry's position and those others of us objecting to the CMC's policy of unqualified promotional listings, we need you to put that support in writing. Our feelings will only be recognized as having meaning if

PRESIDENT'S CORNER

The first thing I wish to do as the newly elected president of EPFG is to thank the past Officers and Board for a fantastic job last year. Under the leadership of Paul Miller we have grown to well over 60 members and are still growing, the monthly meetings have always been educational and of high standards, and we have continued in our quest of pushing National PPFA in the right direction. Of course none of this could have been done without the excellent guidance of the Board.

As I look at the Chapter's future I see several issues that the

the mail boxes at Richmond and Oakland have sufficient "on-record" letters.

I wish to express my thanks to the Chapter Officers and Board during this past year. Their work made this term a pleasure. As we enter this period of what appears to be increasing unrest with national PPFA's policies and decisions, I know that all of us will do whatever we can to support Frank, the officers, and Board for this new and challenging term of the Evergreen Picture Framers Guild.

Paul Miller, CPF
Past President

Frank Larson, CPF

executive committee will need to resolve. Not the least of which is our relationship with National PPFA. This latest mess with the Better Homes and Gardens advertisement has really put the membership in a furor. Justifiably so. PPFA needs to be reminded that the organization was formed to benefit it's members, not to take business away from them. To send a customer to a member's competition is unforgivable, even if that competition has paid the enhancement fee on their invoices. If they want PPFA benefits let them join us. I believe EPFG needs to take a very strong stand on this issue.

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CALENDAR OF UPCOMING EVENTS

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.

OCTOBER 12TH; Monthly EPFG meeting. Art Laminators in Redmond hosting. Carl Swanson will be demonstrating French Matting techniques.

NOVEMBER 9TH: Monthly EPFG meeting. Moss Bay Gallery, Kirkland hosting.

CPF EXAMS:

Lake Tahoe, CA	Sept. 19
Portland, OR	Sept. 19
Missoula, MT	Sept. 24

COLUMBIA RIVER CHAPTER PACIFIC NORTHWEST TRADE SHOW SEPTEMBER 19TH, 9:30 AM - 4:30 PM

The Columbia River Chapter is sponsoring it's annual trade show, the third Sunday in September. Previously held in Wilsonville, this year's show is being held at the Jantzen Beach Red Lion Inn, conveniently located off I-5 in Portland. With over 50 booths of framing merchandise and art this is an excellent opportunity to look at new samples, products and ideas as well as taking advantage of show specials. Additionally the CPF test will be given Sunday 8:00 to 12:00 and there will be two free seminars available on a first come first serve basis. The first seminar will be "Introduction to Gilding" given by Jerry Soloman from 12:00 to 1:30pm. The second presentation is "Fabric in Framing" from Frank Chavez of Framing Fabrics from 1:30 to 3:00pm.

The Red Lion Jantzen Beach as of 8/18 was sold out of rooms - check for cancellations at 1-800-547-8010. The CRC has arranged for a block of rooms at the nearby Oxford Suites at a rate of \$70.00 per night including breakfast. If you call, remember to mention the CRC-PPFA Show to receive the special room rate, (503) 282-3030. The Columbia River Chapter will also be having a dinner Sunday night, for more information call Mike Johnson (503) 644-9766.

Columbia River Chapter

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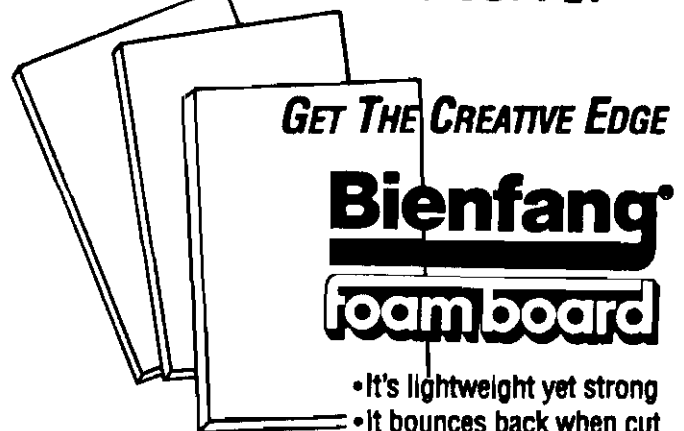
September 19, 1993
9:30 a.m. to 4:30 p.m.

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Another issue we need to take a look at is continuing education for our members. Not only at our meetings but on a larger scale also. Several times our speakers at the monthly meetings had much more information to give but were very limited on time. I believe we need to have longer workshops and seminars throughout the year. Combining these with national speakers and teachers would be a bonus.

In the upcoming meetings I will be asking those attending for ideas on how the Chapter can benefit you. What do you expect of us and what are you willing to give? What topics interest you most? What would you like to learn? What can you teach? See you at the next meeting....

Frank Larson, CPF
President, EPFG

PPFA NEWS

Frank Larson, CPF

Recently in the mail I received a script from PPFA concerning the recent Better Homes and Garden advertising snafu. I have included it in total but I'm afraid I couldn't resist some comments.

In response to the many inquiries regarding this program and the complex nature of some of the program elements, (Why can't they just say screwup?) this script has been prepared as a guide for giving out information. **Please release only information written below regarding this program.** (I'm not the one who did the emphasizing, they did...I find this a little arrogant). Any inquiries that require more information or those who wish to discuss the program beyond the parameters of this information should be referred to Kim Shumaker, Director, at 804-360-9227, or fax, 804-360-4393. (send lots of faxes!)

1. How was the referral list put together?

At present, the referral list is made up of all customers of participating suppliers currently paying the 1/2 of 1% enhancement. If a customer has paid the enhancement, he should be on the referral list. Yes, there are many different types of retailers on the list, some of which may not have storefronts or may not cater to walk in traffic. If a consumer is referred to a shop that is out of business, doesn't frame, etc., and notifies MMI, the shop is removed from the list after verification. (Why wasn't the verification done before so we wouldn't have this problem now? Why are we recommending non PPFA members? What does this do to the credibility of PPFA if a consumer gets recommended to a truck driver for framing? Who's the supplier selling direct to a truck driver anyway?)

continued on page 4

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From page 3

2. Will the referral list ever be "cleaned up" to reflect only those retailers paying into the program who have storefronts, cater to foot traffic, definitely sell framing, etc.? (How about being PPFA members?)

Yes. The next phase of the program will facilitate this. We are currently in production with a 16 page, full color consumer's guide to art and framing (exact title to be determined) which will be available in October. Only participating retailers (those on the referral list) will be allowed to stock this publication, giving it away free to their customers. Participating retailers must agree to stock this booklet at the production cost of \$30 per hundred to remain active on the referral list, as all future advertising efforts will direct consumers to call our 800 number to obtain a free copy of this booklet. This should help eliminate those stores who do not wish to increase store traffic or don't frame, etc. (Great, now we not only have to pay the enhancement but have to cough up another \$30 to boot. Why don't you save the members some money and just require the non-members to join PPFA to be remain on the list. That way PPFA makes some money on the deal too.)

3. Can a retailer pay the enhancement through only one supplier and still be referred?

Yes. However, the more money contributed to the program, the greater the benefit to all participants and to the entire industry as a whole. Therefore, we ask that participating retailers agree to pay the enhancement on all invoices where it appears.

4. What is the procedure for handling those retailers who are not on the referral list and say they should be?

Have them check with the supplier through whom they think they are participating. Upon verification, that supplier can notify MMI and add their customer to the list. When problems arise beyond this, please notify Kim Shumaker at the above number.

5. Do suppliers add the enhancement to participating retailers' invoices each month?

Yes, and the program is always voluntary.

6. How does program information get out to retailers?

Information regarding the program is channeled through the trade press, PPFA's communication vehicles, industry forums (trade shows) and through participating suppliers.

7. Do PPFA members automatically become a participating retailer and are added to the referral list?

No. Both members and non-members must pay the enhancement through a participating supplier to be included in the referral list.

8. How can we be assured suppliers are remitting monies collected to the fund?

Participating suppliers are expected to remit funds collected from their customers on a regular basis to the independent accounting firm handling the fund. Suppliers are contacted when payments are "late". This program is based on the honor system—retailers and suppliers alike understand the issue of financial impropriety and are highly sensitive to maintaining accurate records.

9. Who answers calls to the 800 number?

MMI Telemarketing handles all referrals and has extensive experience in this area. They handle all referrals for the Home Furnishings Council which have numbered in excess of 300/day.

10. How are retailers referred?

Retailers are referred first by city, street address then zip code, especially in the case of a large city.

We are currently pursuing ways to allow retailers to request several zip codes in which they can receive referrals. The telemarketing company gives out as many retailers' names and addresses as the caller wants.

11. How can a retailer get on the referral list?

A retailer not currently paying the enhancement can begin doing so by contacting a participating supplier who will then add the 1/2 of 1% to his/her invoices. After he begins paying the enhancement, he is added to the referral list and will be given the opportunity to stock the 16 page consumer booklet.

PPFA SEEKS SPEAKERS ON INDUSTRY ISSUES

RICHMOND, VA.—In an effort to expand and update its faculty base, PPFA is currently recruiting individuals to speak on issues concerning the art and framing industry.

Anyone interested is invited to submit a proposal that includes a course objective, a format for the course, an outline, together with a personal biography detailing areas of specialty.

Anyone interested can contact the PPFA at (800) 832-PPFA.

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NEXT MEETING

DATE: TUESDAY, SEPTEMBER 14TH
TIME: 7:30 PM
PLACE: SILHOUETTE PAPERS, SEATTLE
SUBJECT: CHRISTMAS TIPS, ROUNDTABLE

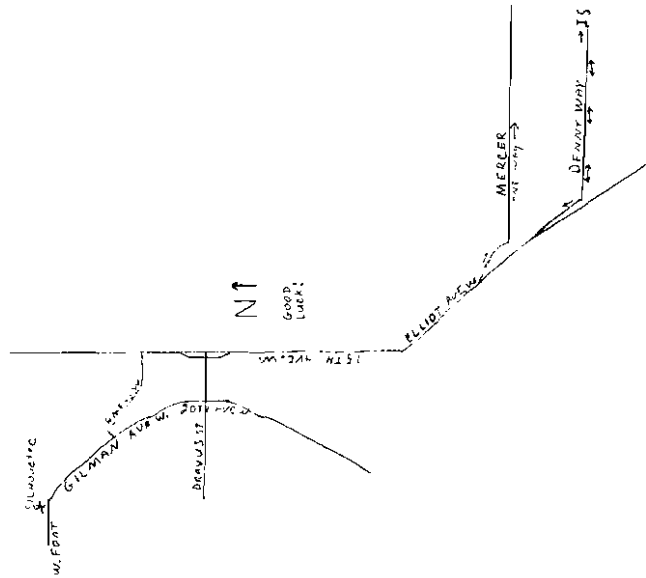
Every year we have at least one of our "roundtable" discussions for a meeting. This type of meeting always seems to work quite well. We basically pick a couple of topics and let you, the guests, bring ideas to the meeting to be discussed. The topics for this meeting have a holiday flavor. We're looking for good Christmas promotional ideas. Something you've done that worked especially well or an idea you've heard but would like to bounce it off a few people before trying.

We're also looking for framing tips of all kinds but

especially ones that will save us time during the busy holiday season, or any other season for that matter. And finally, how do you handle your rush orders? Do you charge extra? How fast is rush?

Do you sell only the mouldings you have on hand for rush orders?

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