

NEXT MEETING
ART LAMINATORS: REDMOND
TUESDAY, OCTOBER 12TH, 7:30PM

OCTOBER 1993

FRAMER'S POINT

Frank Larson, CPF

On October 23rd and 24th I will be attending PPFA's Chapter Leaders Conference in Richmond, Virginia. This is a yearly event with the purposes of training the local chapter leaders, exchanging information and establishing better connections between the chapter leaders and the staff of PPFA.

Part of the program includes improving chapter relations. What can PPFA do for us and what can we do for PPFA? I just came from a meeting with several of our members where we did a little brainstorming on this issue.

In order to come up with some ideas on what PPFA could help us with we had to ask ourselves a simple question...Why do people join PPFA? Three major reasons came to the forefront: networking, free exchange of information and ideas, and education.

Networking is very effective on a local basis. Getting to know your neighbors in the business and cooperating on projects or sharing information is one of the more important functions of a local chapter. PPFA could function as a national network but I'm not sure how useful this would be.

Free exchange of information and ideas is an area that I like to think our chapter really shines in. Many of our monthly meetings have ideas bouncing all over the place. In fact some of our best meetings have been of the open roundtable type with members

bringing in their new ideas or problems to be openly discussed. We never seem to have a problem with people not wanting to share a good idea. This is an area that I would like to see PPFA develop more on a national basis.

One way this could be developed is if PPFA was to establish an Electronic Bulletin Board System (EBS). Many of us have computers in our businesses and/or at home. By simply adding a modem and some inexpensive software we would be able to directly access PPFA information and communications. If operated properly this could greatly enhance PPFA's ability to communicate in a timely manner (currently a weak area) and enable shops all over the country to exchange ideas and information instantly. We could even set up times for industry experts to be on line. PPFA would benefit greatly from this in just being able to get input and help directly from their membership. The industry is due for this. Unfortunately this would be an expensive undertaking initially. Most EBS's charge a small fee to the user for maintenance. PPFA could do the same and pay for the system eventually. Good idea but a little beyond the scope of the upcoming meeting.

Where PPFA could be a great help is in education. We need speakers and programs on a variety of topics, not just framing techniques but in: retail store

management, personnel management, selling, organization, tax preparation, refinishing frames, gilding, and etc. Several good ideas came up at the meeting. This is what I am going to concentrate on if possible at the conference.

1. Speakers Bureau...we could use a listing of national speakers and teachers that the local chapter could bring in for seminars or workshops. This would include a synopsis of their program, their home base and costs involved for each program. This should be simple enough for PPFA to implement almost immediately, or at least by the first of the year.

2. Create 3 or more traveling programs per year for Chapter meetings. These could include a video and/or a script and physical examples if appropriate. Using someone with an education and framing background to coordinate this project is a must, even if we need to hire an outside consultant to do the project. These programs don't have to be very long, just long enough to serve as a base for the chapter to build a meeting around.

3. Expand the video programs available through the PPFA library. PPFA was once making videos, what happened? These need not be real expensive productions. It is important, though, that all demonstrations of framing adhere to the PPFA published guidelines.

Hopefully, I can generate enough support from other chapters to have PPFA implement at least one of these ideas. Wish me luck!

CALENDAR OF UPCOMING EVENTS

- OCTOBER 12TH: Monthly EPFG meeting. Art Laminators in Redmond hosting. Carl Swanson will be demonstrating French Matting techniques.
- NOVEMBER 9TH: Monthly EPFG meeting. Tax Accounting, Chapter Leaders Conference report. Moss Bay Gallery, Kirkland hosting.
- NOVEMBER 30TH: Board Meeting, Marie Calendar's, Northgate, 6:30pm.
- DECEMBER: Due to the seasonal crunch, there will be no meeting in December.
- JANUARY 11TH: Monthly EPFG meeting, topic to be "Nightmare on Frame Street"
- JANUARY 25TH: Board meeting.
- FEBRUARY 8TH: Monthly EPFG meeting. Tentative topic...Public relations and marketing.



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Paul J. "Jerry" Wildman, CPF
Wildman's Northwest-Pacific Art & Frame
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Edmonds, WA 98020

Frank Larson, CPF, President
Evergreen Picture Framers' Guild
19928 Bothell-Everett Hwy
Suite 1116
Bothell, WA 98012

Dear Frank,

PPFA National has asked me to renew my membership with them for another year. I have given their request long and careful consideration and have seriously reflected upon what has been going on at PPFA since they (we) hired Rex Boynton to be Executive director during the third year of my tenure on the Board of Directors as Northwest Regional Director.

It has become increasingly apparent that PPFA has suffered serious deterioration since that time including several failures to produce successful trade shows, erosion of the Association's membership (even though PPFA was opened up to include art dealers specifically for the purpose of increasing its size), and phenomenal reduction of the financial resources of the Professional Picture Framers Association through mismanagement and some instances of inappropriate and/or unapproved spending. Why the Board of Directors has not replaced the Staff personnel responsible for these problems, I don't know. I suspect it is because the Board is ineffectual and the Association no longer possesses the financial wherewithal to seek replacements.

Furthermore, in reviewing what PPFA National membership has meant to me personally as a "member". I find that for the past four years or so, I have paid \$82.50 per year for essentially one benefit: the use of the PPFA logo in my Yellow Pages advertising. It seems to me that this is a pretty steep rental fee...especially when I seem to be the only one in the entire Puget Sound area who uses that logo (meaning, of course, that damn near no one around here knows what PPFA means!)

To make a long letter longer, I have come to the conclusion that PPFA is out of control and has little value to its membership (or connection with them, for that matter), and that it is time to do something about it. I have devised a scheme which might serve to do this and I wish to ask for your support as well as that of our Chapter Officers and Board.

Enclosed you will find my check in the amount of \$82.50 made out to the payment of the Professional Picture Framers Association for renewal of my membership. I am sending this check **to the Chapter** and formally asking that you place it in an **escrow account** controlled by the Evergreen Picture Framers' Guild. (If there are any expenses involved in setting up such an escrow account, please be assured that I am willing to reimburse the group for them.) I further request that a receipt for this check be provided to me acknowledging its whereabouts so that a copy of it can be sent to PPFA National. Each member of our Chapter should then be made aware of this new escrow account and the opportunity to deposit their membership renewal checks into that account, should their consciences direct them to do so.

The means for releasing these checks from escrow **would be the responsibility** of a newly formed committee selected from the national Chapter Officers group which is scheduled to meet in Richmond on the 23rd and 24th of October. They would determine the policies necessary to utilize these resources for the Association and, hopefully, to return PPFA to more appropriate management with **greater membership-level input**.

Finally I would intend to write to each of the Chapter Presidents now holding office across the country and fervently petition them to institute a similar opportunity (i.e., an escrow account) for each of their Chapter groups post haste.

The Officers and Board of the Evergreen Picture Framers Guild should be assured that I am formally asking for support from them in this matter. This is not a whim! I am entirely serious about this request. I have given liberally of my time, effort, money, and support of this group over the years and I'm not too proud to ask for the Chapter's support now in this endeavor.

I think the time has come to ask for changes in the PPFA structure and for greater membership control over the Association's destiny...this would be a start in that direction. Time is short. Please determine your position on this issue at tonight's meeting of the Board and let me know your decision.

Thank you very much.

Sincerely,

Paul J. Wildman, CPF
Former Northwest Regional Director

PAID ADVERTISEMENT

PAID ADVERTISEMENT

At the September 28th meeting of the Board of Directors for the Evergreen Picture Framers Guild, a concept and request for action was made by Jerry Wildman from Northwest Pacific Art & Frame. As a part of this "Paid Advertisement", the participating shops are reprinting Jerry's letter to Frank Larson, Chapter President, for your information and evaluation.

When most of us joined the PPFA, the name of the organization was the Professional Picture Framers Association. Many of us appreciated that name, and aspired for our individual shops to be as "professional" as possible - to fit into the positive image of the association name. During the administration of the present Executive Director the name has been played down, changed and evolved into just PPFA. Among the reasons given include, it is not representative due to more diverse membership (art publishers, art-only galleries and increased supplier participation) and just too difficult to handle. We often hear from Richmond that their role model is the FTD - and in the flower industry, the Florists Transworld Delivery has little usage. This may be part of the problem that we face - in that our national association has changed. Changed from an association for and of framers. Changed to a trade group for the sake of just being a trade group.

It is most likely that the majority of our shop members in the Evergreen Picture Framers Guild do not often think about the relationship between themselves and PPFA National. Through Art Frame Today and press releases from Richmond we get only the idealized views that Richmond wishes the members to see and hear. It may be difficult for shops without direct contact or experience with national to understand the serious nature of Jerry's action and proposal. The participating shops of this advertisement know that Jerry speaks from experience - with six years as our PPFA Northwest Regional Director. Some of the other EPFG shops have had experience with National through Chapter office, trade shows, letters, and phone communication.

Many of us have had hope in what PPFA National can be; and disappointment in what it currently is. Can we truly expect a turn around in their programs and fiscal responsibility with the current Richmond administration? We think not.

When we pay our national dues, unfortunately, Richmond looks at this as an endorsement of their current action and fiscal spending. In 1990 Richmond was quoted as having over 7,200 member shops in PPFA. In 1992 the quote was something over 5,000. Even this dramatic drop and shift in membership has not yet made the PPFA staff and executive board react with concern.

Until now, shops have had but two choices: Pay our regular national dues, or not pay the dues and become one of the dropouts. Dropouts leave without a voice and become unheard forever. Jerry's call for action offers a new alternative, a means of expressing our concern and dissatisfaction - and in a manner that the Richmond staff and the PPFA Board will hear and become aware of those wishing to protest.

As seen in Jerry's proposal, an account will be set up to receive checks from shops wishing to join in the effort to return PPFA to the framers. As we each look and evaluate paying the upcoming dues for National, consider this alternative. Consider making your check to PPFA, but sending it to the proposed escrow program.

It is not that the Chapter, nor the shop members present at the meeting, wants to shut down or terminate our national organization. It is felt, instead, we wish to reclaim the PPFA, to insure it is an Association for Professional Picture Framers. To make sure the organization is fiscally responsible. To have staff and board that are responsive to field feedback and actually welcome it.

The following participating people do support Jerry Wildman's proposal and suggested course of action:

- | | |
|--|--|
| Frank Larson of Artworks Northwest | Barbara Mercer of Edmonds Frame Design |
| Ron and Carolyn Norton of Frame Design Northwest | Allan Lamb of Lamb Cottage Industries |
| Nadine Karr of Magnolia Fine Arts | Paul Miller of Raindrops Gallery |

During the next few weeks, Chapter Presidents throughout the country will be made aware of the "Escrow Alternative", and communication will be opened to obtain feedback from as many shops as possible. We want to obtain as much grassroots expression as possible.

In addition to hearing back from across the country, we are especially interested in hearing from you - our EPFG members. Over the past few years the EPFG has grown in its membership. Your Chapter Board of Directors wants to be responsive to that membership. The Board, representing the Chapter, has tabled Jerry Wildman's request to a later date. To a date after you, the members, can provide some feedback on this concept.

Please take the time to fill out the coupon below and mail it back to your Board. We appreciate your effort, and feel free to add additional information if you wish.

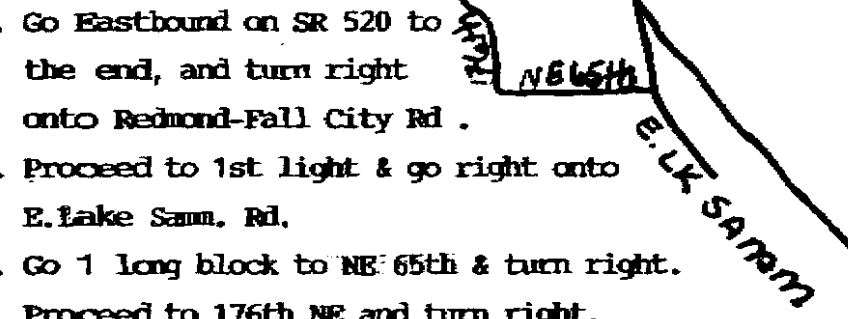
-
1. Is PPFA National currently providing the services, information, and member benefits you expect? Yes No
 2. What benefits/services would you like your national organization to provide? _____
 3. Would you support a movement to reclaim PPFA National through an "Escrow Alternative"? Yes No

NEXT MEETING

DATE: TUESDAY, OCTOBER 12TH
TIME: 7:30 PM
PLACE: ART LAMINATORS, INC., REDMOND
SUBJECT: FRENCH MATTING

Our October meeting will be held at Art Laminators at 6975 176th Ave. NE, Suite #300 in Redmond. If you are the least bit curious on how they do the poster laminating and finishing this is the meeting to attend. The folks at Art Laminators are going to give us a tour of their facilities and show us how they get those great finishing touches on their laminations.

After the tour we will be turning the meeting over to Carl Swanson from VanGo Framing of LaConner. Carl has been winning our framing contests lately and he decided to share some of his expertise on French Matting. He promises to cover the equipment, materials and techniques he uses to produce his award winning designs. He also plans on comparing some of the differences between the traditional and not so traditional styles of French Matting. Given the time, Carl plans on going into what to charge for the beautiful mats we will all be inspired to be doing next week.

- 
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