

# EVERGREEN PICTURE FRAMER'S GUILD

NOVEMBER 1993

## FRAMER'S POINT

BY FRANK LARSON

As most of you know I attended the Fourth Annual Chapter Leader's Conference in Richmond, Virginia this last weekend. Before I left, all the old hands told me that I would be preached to, my suggestions ignored and would generally be frustrated by the lack of cooperation that PPFA would show me. I am happy to say that they were wrong. The staff of PPFA National tried to answer any and all of the many questions thrown at them by the 32 chapters in attendance. It was a difficult job for them, but they handled it very well. I want to compliment them for all the excellent work they did in arranging and conducting this meeting. Well Done!

Some of the questions were extremely tough and many times neither the staff or the Board would have an answer. At this time they were very forthright in admitting this and in asking for suggestions from the chapter leaders. All in all I thought this was a very successful conference with information and suggestions flowing in both directions.

In the Framer's Point column of the last issue of the newsletter, several ideas were presented. All of these ideas were discussed in depth at the conference. The first suggestion was that of establishing an Electronic Bulletin Board System to help PPFA communicate, educate and inform it's members in a more timely manner than is currently possible. I was a little surprised to find out something like this already in the works. A committee ( Tom McKeon, Chairman ) is in the process of establishing the equipment and software necessary to operate such a system. The concept as it now stands is somewhat more limited in scope than I had imagined. Doug High-

ield (PPFA President), presented the idea of an electronic service that would have a listing of all mouldings and supplies with current pricing that various suppliers would have "on line" so that those shops who are using a computer to figure job pricing would be able to update their data bases quickly and easily. The suppliers would have their entire catalogs "on line" so that we would be able to go shopping with our computers.

Unfortunately, I and many others thought this was a little short sighted. When Doug asked how many of us owned computers nearly all raised their hands. But, when he asked how many were using them to figure job pricing only about 4 or 5 raised their hands. His scenario of a BBS only addresses a minority of members. I believe he needs to rethink this idea. In the conference the Chapter

### NOVEMBER MEETING

TUESDAY  
NOVEMBER 9TH  
7:30 P.M.

MOSS BAY GALLERY  
128 PARK LANE  
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TAX ACCOUNTING/CHAPTER LEADER'S  
CONFERENCE REPORT

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FRAMER'S POINT  
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THE LIMITED EDITION

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leaders came up with about 20 other ideas on what they would like to see on the BBS, all of which were good, solid suggestions that would be useful for all members, not just a small minority. In the upcoming months I intend to look into this issue more thoroughly. If National drags its feet too long on this perhaps we can get something going on a Chapter level.

One of the suggestions in the last issue was of establishing a Speakers Bureau. A listing of national speakers that would be available to local Chapters. I was pleasantly surprised to find out we already have one. Sharon Stanley (Staff, Member Services) has just recently updated the list. I requested a copy immediately. One of my hopes for this year is to bring in several national speakers for our chapter. This listing will help tremendously.

Another suggestion was that PPFA establish 3 or more traveling programs for Chapter meetings. These would include a video or script and physical examples if appropriate. I'm afraid that this one was thrown back in our laps. "Why couldn't the Chapters make these programs and offer them to other Chapters?" Why indeed?

The last idea from last month was to expand the video programs available to us by having PPFA go back to making videos. Several Chapter leaders suggested that PPFA video tape some of the courses and speakers at the trade shows. The staff liked this so much they immediately got out a video camera and recorded the Art and Framing Council presentation so it could be distributed to the Chapters.

Speaking of the devil...the Art and Framing Council (AFC) has initiated several changes of which you should be aware. As of right now, all mention of PPFA has been removed from all ads, referrals, and publications pertaining to the AFC. The reason given for this is that there are 15,000 participants in the enhancement fee of which only about 5,000 are PPFA members. The Board of Directors did not feel it was proper for non-members to be displaying publications with the PPFA logo in their stores or to be associated with PPFA in the ads or any other way for that matter.

The AFC has released the first yearly issue of *FrameWorks* its official publication aimed at the consumer. I have a copy which will be passed around at the next meeting. It looks great. These will be available to all who have been paying the enhancement fee by the first week of November.

The AFC referral list...Probably the biggest bone of contention at the conference. Unfortunately nothing got settled. One piece of information you should know is that the list

will now be compiled every quarter. This should help eliminate those people who only make one or two purchases a year and are still getting referrals. I'll try to answer any other questions you may have on this or any other topic at the next meeting.

Now for the more exciting news...The first of the CPF extension courses has just been announced..."GALLERY MANAGEMENT". This is a seven course certificate program designed for gallery directors and prospective directors. The courses available in 1994 will be " The Elements and Techniques of Art " and " Exhibition Development ". More on this at the next meeting.

## MOSS BAY GALLERY HOSTS NOVEMBER MEETING

This month's meeting on Tuesday, November 9th will be held at Moss Bay Gallery. Our host for the evening will be owner Cheryl Girard. Located in downtown Kirkland, Moss Bay Gallery is part of the new and exciting arts community that is rapidly gaining recognition in the northwest. Showcasing photography and new northwest artists in a variety of mediums is the focus of Moss Bay. As participants in the popular Art Walk the face of the gallery changes at the beginning of each month, currently a juried show of sculpture is featured.

The November meeting is a decidedly business related one. Ross McIvor, CPA will be giving us an overview of the new tax laws and how they apply to our businesses. Additionally Mr. McIvor will be commenting on the effects of the passage/failure of Initiatives 601 and 602 on small business owners. Frank Larson will also be reporting to the membership regarding his recent meetings in Richmond for the PPFA Chapter Leader's Conference. This should provide some interesting exchanges and hopefully some enlightening information.

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## NOTES FROM THE SEPTEMBER MEETING

September's meeting was hosted by Ken Goroshoff and Flip Wood of

**Silhouette Papers, Inc.** The meeting was a 1 roundtable discussion of ideas, trade secrets and; Christmas promotional ideas as usual there were a number of good ideas passed back and forth.

As we all know the holiday season can be a trying time at best, with the additional work loads & long hours. Some of the ideas presented at the meeting may make this season a little easier.

- ◆ To avoid rush charges when ordering moulding for a customer, that has to have the picture ASAP, Tag mouldings that are available from local suppliers with a bright colored tags. This provides your customer with a reasonable choice of frames, without adding additional freight charges.
- ◆ If a customer cannot find a locally available moulding, many stores explain that the Blue/Red label charges will be added to their bill.
- ◆ It's helpful to have a list of shipping cutoff dates for UPS so you can schedule accordingly. Take the time to ask the client whether or not the picture will be shipped. This will also avoid the inevitable changing of the glazing material when they come to pick up the item. ( Oh, by the way - will this glass be okay to ship to Chicago? ).
- ◆ Most shops have cutoff dates for custom framing. Once that date has passed, a rush charge is considered. Most agree that if you can work with the client, a little consideration and good will goes a long way for continued business and personal recommendations.
- ◆ When custom framing is not an option, gift certificates are an excellent item to have on hand. Small pre-matted prints and ready made frames are also wonderful impulse items at this time of year.
- ◆ Taking time for lunch during the holidays becomes a distant memory for some. One store makes sure that there is always a supply of cold cuts, breads, cheeses, etc. available and sets them out in the back room for the staff to eat whenever they have a chance. Not only does this insure that your staff won't pass out from hunger, but it offers a little bit of that holiday spirit.

One of the most popular classes at PFFA shows always seems to be the potpourri of framing tips. EPFG had it's own version at this meeting. Those with questions left with answers and all gained some very helpful information to use in the future.

- ◆ A product called "Fast Orange" was introduced as a

solution for easily removing putty from your hands. This is available from auto supply stores.

- ◆ A simple solution for creating multi-open double mats is something called "key stock". A solid piece of steel sold in hardware stores that is available in 1/8", 3/16", 1/4", 1/2" sizes. By laying out your design on the bottom mat and by lightly attaching the top mat as the slip board, you are left with score marks on the top mat. Place the "key stock" along the score line and draw the opening for the top mat.
- ◆ This same idea can be accomplished with "Innerspace".
- ◆ When cutting an inlay for a mat, a common problem has been weighting the bottom of the mat. In order to avoid changing the mat guide, a piece of acrylic cut in 1/4" & 1/2" widths can be placed against the guide in order to change the margins without changing the position of the bar.
- ◆ A simple tool called a "bamboo knife" was

*(Continued on page 8)*

## NOTES FROM THE OCTOBER MEETING

**Art Laminators** in Redmond was the site of the October meeting. Bob and Debbie Hug were kind enough to open their business to us for the evening. Art Laminators specializes in a new form of picture lamination, that is quickly gaining popularity in our industry. Poster, maps, photographs, etc. can be mounted onto a board, covered with a non-glare acrylic surface with a 80% uv rating and trimmed with a variety of colors and faux finishes. They're are several styles available. The standard flat mounting (lite), a float style and a deluxe box style. Bob also introduced a smaller version of the float style, instead of a 1" float frame it now comes in a smaller 1/2" size. The deluxe box also now is available with an oak trim to accompany the standard black. You can change the trim colors of existing pieces, simply return the piece with the new color order. Other interesting comments were that if you laminate both sides of the piece and attach velcro hangers to the back, you could hang the piece in the shower. An additional feature is to have the channel for the dry wall screw cut in both the top and bottom to use as a security hanging system.

*(Continued on page 9)*

## HANDY TOOL TIP - BAMBOO KNIFE

COURTESY OF JEFF WANEE, CPF

One of the handiest tools you can make to use in a frame shop is a bamboo knife. Conservators have used them for years and you can too. We have several different sizes and they are easy to make. Here are four reasons for you to make some.

1. You can separate two mats that have been ATG'ed together without cutting the mats.
2. If an item has been mounted on a mat board and you want to remove or split the mat board, just insert your bamboo knife and cut the layers away. If you use a regular steel knife, you'll surely cut through the top of the mat and possibly damage the print.
3. Having problems removing some of the tape on the back of a print? Just apply your solvent and carefully work on the adhesive. It won't cut the print like a metal pallet knife will.
4. Ever touched up a frame with a metal pallet knife and had it scratch the surface of the frame? Try

using your bamboo knife.

Bamboo can be found in most large nurseries or farm stores and one pole can last a lifetime. you will need a stick about 2 1/2" in diameter and 8' long. Split the bamboo with a knife and start sanding. We made two sanding blocks about 3/4" x 2" x 10" and wrap 60 grit sandpaper on one and 120 grit on the other. Start with the 60 grit and take the rough edges off the handle end so you can hold it without cutting yourself. Make the inside of the bamboo pole a flat surface as it seems to cut better if one side is flat. Round the cutting point and sand down each side about 1 1/2" so the edge is fairly sharp. Finish with 120 grit to get a nice smooth edge. When your bamboo knife gets dull, just sand it down again until its's sharp.

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## THE LIMITED EDITION

THE LIMITED EDITION is a new feature for the newsletter. This is a column for and about you, your staff and vendors. A chance to tell us about your personal and professional accomplishments and messages ( new cpfs, new employees, newspaper or magazine features, shows, new babies, promotions, college degrees, get well messages, etc. ).

### CONGRATULATIONS!

**SHELLY BEDSAUL** of **The Frame Dame/Blue Heron Gallery** of Silverdale, who recently won the third place award at PFFA'S Hall of Fame - Grand Print Competition in Chicago. Shelly won the first place award in the EPFG regional print competition in April. **LINDA ELLIS-WATSON** and **JODI NORTON** of **Frame Design NW** of Issaquah for winning the Framer's Choice Award in the Larson-Juhl Creative Classic - Seattle Region & the third place in the juried competition. **CARL SWANSON** of **Van Go Custom Framing** in LaConner for a honorable mention in the Larson-Juhl Creative Classic  
GOOD LUCK

To **BILL HUSSEY & STAFF** of **Backstreet Frame & Art** at their new location on Main Street in Olde Bellevue.

Their new address is 10240 Main Street - Bellevue, 98004

### "WE CAN HELP"

Starting October 15th **LARSON-JUHL** will be collecting new and used blankets and coats as well as non perishable food items. All the items collected by November 19th will be delivered to the Salvation Army on Monday November 22nd ( just prior to the Thanksgiving Weekend ). Any donation ( items listed above ) can be dropped off at the LJ showroom or their delivery team will be happy to collect them at the time you receive your order. Let's **all** help to make someone's winter more comfortable.

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**SEPTEMBER MEETING NOTES**

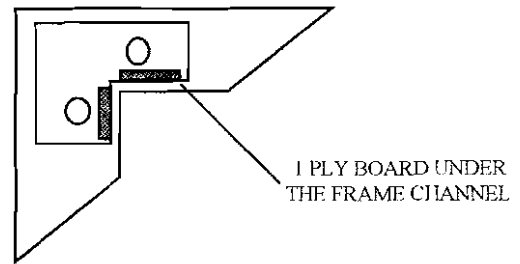
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stores that is available in 1/8", 3/16", 1/4", 1/2" sizes. By laying out your design on the bottom mat and by lightly attaching the top mat as the slip board, you are left with score marks on the top mat. Place the "key stock" along the score line and draw the opening for the top mat.

- ◆ This same idea can be accomplished with "Innerspace".
- ◆ When cutting an inlay for a mat, a common problem has been weighting the bottom of the mat. In order to avoid changing the mat guide, a piece of acrylic cut in 1/4" & 1/2" widths can be placed against the guide in order to change the margins without changing the position of the bar.
- ◆ A simple tool called a "bamboo knife" was shown to be an effective device when trying to separate mats or other mounted pieces. (directions for making bamboo knives are on page 5). It was also mentioned that chopsticks that have had the points sanded also work well.
- ◆ The question of how to join the 1/4" "Crescent Bevel Board" was also addressed. At the time of the meeting the best method seemed to be a high tack glue. Since the meeting, a 5mm v-nail has been introduced that should work well in joining the thinner board.
- ◆ Available from the *Light Impressions* catalog (conservation products) is a product called "Groomstick". This is a putty like substance that will remove lint and other small "things" from the glass without leaving and marks. For a catalog write to *Light*

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- ◆ For the problem of metal frames that don't have a tight fit on the front of the corner, try placing a piece of 1 ply board under the lip of the channel on top of the corner plate. This should adjust the roll of the frame enough to produce a tight corner.



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(Continued from page 4)

additional feature is to have the channel for the dry wall screw cut in both the top and bottom to use as a security hanging system.

The topic of the meeting was French Matting. Carl Swanson of **Van Go Custom Framing** in LaConner demonstrated some of his techniques and ideas. French matting products were also provided as door prizes courtesy of Joe Garitone of **Larson-Juhl**

Carl has been winning awards with his creative and beautifully executed designs in French matting for some time. French matting as decoration for works of art on paper dates back to the nineteenth century. Watching this demonstration and looking at his sample pieces shows that this type of mat design requires patience, practice, talent and good equipment. Carl's list of necessary equipment starts with .....

- ◆ a good ruling pen. Your pen should not have a sharp point, as it could tear the top fibers of the mat. The pen should be free of any nicks and any residue left on the inside of the blades. Most of those in attendance agreed that if you can find an older ruling pen that is in good shape works better than the new pens that are available.
- ◆ a corner rule guide. Carl uses one called a "Longridge corner rule guide". "Mat Magic" has one that is available in the initial "Mat Magic" package.
- ◆ a mechanical pencil.
- ◆ 811 tape ( 3/4" & 2" )
- ◆ vinyl eraser & eraser shield
- ◆ watercolors ( windsor newton or other quality paints)
- ◆ sable brush
- ◆ inks
- ◆ rottenstone
- ◆ a good straight edge

By using watercolors instead of powders Carl is able to specifically match colors in the artwork. The panels are applied first and the ruling lines are added last. This method works well, as it affords the opportunity to cover any disruption in the panel from the watercolor bleeding. The comment was made that if you add a couple of drops of glycerine to the watercolor before applying it will slow the paint from drying too quickly.

Panels can also be made from decorative adhesive tapes that are available from a number of sources. There are tapes that have a gold leaf surface that can be altered with paints to fit a variety of images. One trick when using the tapes is to miter only one end of the tape at each corner. Occasionally the tape will shrink over time and if both ends are mitered the corner will separate. By leaving the underneath side square you are allowing the tapes shift without

exposing the mat underneath the miter.

For the ruling lines hold the pen at the right angle, use a solid straight edge, move the mat in a clock wise motion, and make one smooth pass on the mat.

Pricing for this type of work is always difficult, but the general consensus was shop time or shop time plus 10%.

This is a beautiful and traditional style of framing that is making a very strong comeback in today's market and it is easily adapted to fit in more contemporary settings as well. For more information Carl suggested an article from the April issue of *Framing* magazine on traditional mat decoration. Other resource materials are available through the PFFA bookstore.

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<p align="center"><b>January</b></p> <p>January 11th - EPFG Chapter Meeting "Nightmare on Frame Street" January 25th - Board Meeting</p>	<p align="center"><b>February</b></p> <p>February 8th - EPFG Chapter Meeting</p>	<p align="center"><b>March</b></p>	<p align="center"><b>April</b></p>
<p align="center"><b>May</b></p> <p>PPFA ART &amp; FRAMING SHOWCASE '94 SAN FRANCISCO, CA MAY 20 - 22</p> <p>Open Competition</p>	<p align="center"><b>June</b></p>	<p align="center"><b>July</b></p> <p>PPFA ART &amp; FRAMING SHOWCASE '94 CHICAGO, IL JULY 29 - 31</p>	<p align="center"><b>August</b></p>
<p align="center"><b>September</b></p>	<p align="center"><b>October</b></p>	<p align="center"><b>November</b></p> <p>November 9th - EPFG Chapter Meeting MOSS BAY GALLERY 7 30 P.M. November 30th - Board Meeting</p>	<p align="center"><b>December</b></p> <p>December - no meeting due to holiday scheduling</p> <p>HAPPY HOLIDAYS</p>

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C/O JODI NORTON  
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