

N E W S L E T T E R

FRAMER'S POINT

BY FRANK LARSON

This being the last newsletter for the year makes me want to look back at our accomplishments of the past year and forward to the next. This year we had many good programs that included: French matting, tax accounting, conservation mounting, promotional ideas, shop security, chemistry of framing, types of print making, and many more. Coming up with these programs is a constant challenge for the Board. Thank goodness we have a large pool of talented people in our organization to tap for ideas and demonstrations.

This year we also added our first Chapter Vendor Program. I speak, of course, of our bank card processing supplied by NaBanco, high tech processing at a very competitive rate. This program has been well received by our membership. Hopefully, we will be able to add more programs of this type in the future. What would you like to see added?

I'm looking forward to this coming year with a growing feeling of excitement. We will be having several great opportunities presented to us this next year. The Board is planning to have a "weekend workshop" sometime in the near future. The details have not been finalized as yet, but we hope to bring in at least one national teacher. Depending on the response, more such workshops will be scheduled in the future.

In April we will be having our Annual PPFA Print Framing Competition. This year's print is a 5" x 8", turn of the century, sepia toned, photograph of 2 children. This print offers more options for creative framing than last year's abstract piece. We will have it on display at the January meeting, at which time you may pay your entry fee. The print will also be available by mail order. I'm sure this will be a fun contest this next year.

In August, *Decor* is planning an ABC show in Seattle. The last time this happened two years ago, EPFG arranged for a national speaker, Vivian Kistler, to come and speak to us at a banquet, all of

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**THERE WILL BE NO MEETING IN
DECEMBER, DUE TO HOLIDAY
SCHEDULING.**



HAPPY HOLIDAYS

inside...

**FRAMER'S POINT
MEETING NOTES
THE LIMITED EDITION**

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which was sponsored by local suppliers. We were taken by surprise at the large number of attendees (well over 200), but this year we will be ready!

In addition to all of the above, we will still be having our high quality monthly newsletter which Jodi Norton has been working so hard on! This should be an exciting year for our members. If you are not a member, this would be a great year to join.

Have a Merry Christmas and a Happy New Year.

Frank



It was The Night Before. . .

It was the night before Christmas and all through the shop, not a creature was stirring and the employees had dropped.

The pictures were hung in mass disarray, in hopes that the holidays would please go away.

*F*ramer's in aprons and clients in a hurry, had just settled in for a long buying flurry.

When from the back room there arose such a clatter, I sprang from the counter to see what was the matter. When what to my wondering eyes did appear, but a jolly old man and eight tiny reindeer?

The little old driver, so slow and so stressed, I thought for a moment it was UPS.

A bundle of moulding he had flung on his back, he looked like a peddler just opening his pack.

He spoke not a word, but went straight to his work, and filled all the orders, then turned with a jerk.

And laying his finger aside of his nose, and giving a nod to the framer's he rose.

He sprang to his sleigh, to his team gave a push, and away they all flew as I fell on my tush.

But I heard him exclaim as he drove out of sight "Remember to charge for Rush Orders Tonight!"



NOTES FROM THE NOVEMBER MEETING

Cheryl Girard of **Moss Bay Gallery** welcomed us into her gallery for the November meeting. With 28 in attendance, including some new faces; we were treated to a wonderful buffet and very nice display of sculpture & photography along with a new showing of pastels. Thanks again to Cheryl and Suzy for a great job!

The program for the evening was Frank Larson's report from the Chapter Leader's Conference and an overview of the new tax laws from Ross McIvor CPA. Both of these topics covered some very important and useful information.

Frank has received a complete directory of resources and information from National and brought a handout of excerpts from that directory. There is a wealth of information contained in this publication including a roster of all the committees and their member as well as several analyses on programs, finances and membership. It was interesting to see that although PPFA offers several different programs for it's members, other than education at trade shows, only a small percentage of members participate in those programs. This leads to the

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NOVEMBER MEETING NOTES

(Continued from page 2)

question "What do the members want and need?" Many of the ideas expressed here in the Northwest for new services are already under consideration or in the process of being implemented. Currently, National is working on a dictionary of current terms and definitions. This publication will be different than the *Glossary of Terms* with more up to date terminology and information. We will be looking forward to tool. Also included in the handout was a section on The Future of Certification. The reason for recertification is simple. Since testing for CPF's began technology and products have changed and been improved. The new glazing materials that are now available are a good example of these changes. Recertification is not a re-taking of the CPF examination. This is an educational program (currently in development). The program will be a technical update course on framing practices. As it has been stated previously all CPF's achieving the designation prior to December 31, 1993 will not be required to participate, but will be encouraged. Trade Show information, Competition updates and the Gallery Management Course outline are available through this handout. If you would like a copy contact Frank Larson or Jodi Norton.

The second half of the program focused on the new tax laws. Ross McIvor is a CPA in private practice in Bellevue. This is a very complicated area with several changes that will effect many of us. Questions were raised in regards to moving expenses, travel for spouses and dependents while on business, meals and entertainment, amortization of intangibles and changes in the 1099 form reporting. All of these issues were addressed and questions were answered in general and individual instances. If you are currently preparing your own taxes make sure you check out the new changes!

**“Common sense is
instinct; enough is genius”**
Winslow Homer

EDITOR'S NOTE

I wanted to take a moment to thank everyone for their support and patience while we make some changes in the newsletter. I have received many suggestions and helpful hints that are greatly appreciated. However, it will be several issues before I get a handle on this project. I am still working the "bugs" out of the new software (I only lost this issue once).

We're still working on a new mast head and are developing new columns and features. If anyone would like to contribute articles, letters to the editor or if you have suggestions for topics that would be of interest to the membership, please feel free to contact me or just send the articles to the address on the back.

I am looking forward to hearing your suggestions and hopefully incorporating them into this publication.

ADVERTISING RATES

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CARING FOR OUR COMMUNITIES

"PPFA leads, unifies, and serves" is the beginning of the PPFA creed. The EPFG certainly lived up to this standard with its participation in the Larson-Juhl coat/blanket drive held in October and November.

Larson-Juhl led the effort with its coordination of this project by recognizing and advertising the need and coordinating the collection of donations through their delivery service.

Industry members were unified by this need and responded. Donations of 48 coats, over 50 items of clothing, 3 large bags of children's clothing, hats, gloves, shoes and sleeping bags along with 125 lbs of food were collected.

Our communities and their residents were served. Programs such as this are truly a reflection of the commitment and professionalism that is evident within EPFG, its members and this industry.

Many thanks to all those who participated, and to the employees of Larson-Juhl who spearheaded this campaign to bring some comfort to those who may be less fortunate.

Merry Christmas

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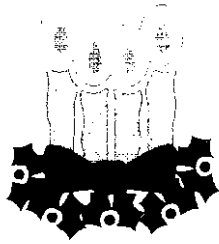
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THE LIMITED EDITION

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.). If you have an item that you would like to have included in this column, call Jodi Norton at Frame Design N.W. or contact any member of the Board.

WELCOME!

To new EPFG members **Rosamond Haupt** of **Mind's Eye** in Woodinville, **Garret DeLaBarre** of **Galerie du Soleil** in Sequim and **Nathan Tribe**.

CONGRATULATIONS & GOOD LUCK

To **Kiyoshi Toda** on the opening of his store **Accent on Framing** on the Sammamish Plateau.

GET READY

PPFA will be offering the CPF test in Seattle during the ABC Show at the Washington Trade & Convention Center in August.

GOOD JOB & THANK YOU

To all those who participated in the **Larson-Juhl** drive for coats and blankets. According to **Rachel Sita** of **LJ** the effort was a great success.

ALL THE NEWS

Check out the letter by **Terry Scidmore** of **The Mitered Corner** and the replies from members of the Art & Framing Council in the December issue of *Art Business News*.

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September	October	November	December
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