



EVERGREEN POINT PRINT FRAMER'S GUILD

# NEWSLETTER

JANUARY 1994

## FRAMER'S POINT

BY JODI NORTON

It's that time again! Time to exercise your creative flair. The PPFA/EPFG annual print framing competition is set for the month of April. New and exciting changes are planned for this year's event.

Event is an appropriate description for what is planned in April. Not only will there be the framing competition, but it will be combined with a weekend workshop featuring a national speaker and our first ever awards banquet. This is an opportunity for EPFG and it's members to come together for education, competition, friendship and recognition. Mike MacPherson, Chairman of the Awards/Recognition Committee is currently making plans for the awards banquet and welcomes any suggestions or help you have to offer.

Also new this year is the prize structure. For the winners (First & Popular Choice) each will receive airfare to the National Show in Chicago to enter in the Hall of Fame competition.

More details for the weekend will be published as plans are confirmed. Whether you're interested in one or all of the options for the weekend, now is the time to start planning for your participation in this event.

As for the competition itself, the print that was se-

lected for 1994 is a 5" x 8" sepia toned photograph of two children from the turn of the century. The print will be available at the monthly meeting starting with the January meeting on the 11th. This print offers several different options for framing and should provide for a very interesting competition.

The New & Creative framing competition for this area will be held at the Art & Framing Showcase in San Francisco in May. If you are interested in competing for the Hall of Fame, you must have your open piece judged at the S.F. show.

Past history has proven the N.W. to be a formidable

*(continued on page 2)*

**JANUARY MEETING  
TUESDAY  
JANUARY 11TH  
7:30 P.M.**

**FRAMES PLUS  
7317 GREENWOOD N.  
SEATTLE  
784-8475**

***"NIGHTMARE ON FRAME STREET"***

**inside...**

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

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contender for the national Hall of Fame award and we hope that the trend continues.

If you have never participated in these competitions this is the year to enter. New & improved prizes, awards banquet, increased participation, education and a national speaker. IT LOOKS LIKE WE'RE OFF TO A GOOD START FOR 1994!



## 1994 COMPETITION PRINT



# “A WISE MAN WILL MAKE MORE OPPORTUNITIES THAN HE FINDS”

FRANCIS BACON  
*ESSAYS: OF CEREMONY AND  
RESPECTS*

## JANUARY MEETING “NIGHTMARE ON FRAME STREET”

We start the new year off by looking back into the past at our most “memorable” projects. Not that these projects were in most cases spectacular in design, but spectacular in mishaps, problems, disasters and in recovery. We’ve all had them, whether we want to admit it or not. In most instances, we generally try to forget them, but not this time. Now it’s time to share these memories and console each other with a good dose of humor and possibly come away with some new remedies/hints to keep in mind the next time disaster strikes one of your projects.

January’s meeting is being hosted by Tim Tarrico of **Frame Plus** in Seattle. Directions are simple and apply to both south & north bound. Traveling on I-5 exit onto N. 85th and it will take you west. Go 1 1/2 miles to Greenwood Avenue. Turn left on Greenwood and go to 73rd.

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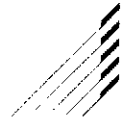
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## ARTFRAME TODAY IDEAS WANTED

PPFA's newsletter *artframe today*, inserted in *Picture Framing Magazine*, needs your input! They need controversial industry topics for your Point/Counterpoint Column. Thanks to the Chapter Leaders Conference in October, many ideas were generated, but **THEY WANT MORE!** What is really debated in the industry? Let them Know. They are also looking for humorous bizarre framing requests. Tell them about some strange things your shop has been asked to frame and how you were able to accommodate them. Other framer's would get a kick out of your framing nightmares/anecdotes and may learn something too! Finally, share with us some creative business/marketing programs that have worked for your shop or gallery. They want to hear from you. You may be published if they can use your ideas. Write to *artframe today*, PPFA, 4305 Sarellen Road, Richmond, VA 23231-4311.

This request also applies to this publication. Any ideas for articles, request for items to be included, letters to the editor would be helpful. Contact Jodi Norton at 392-9727 or write to EPFG newsletter, 1420 N.W. Gilman Blvd., Issaquah, WA, 98027.

### THE FAR SIDE



"My boy made the frame."

## PAUL FREDERICK'S FRAMING RULES

- RULE #1** Never do anything that you cannot easily undo.
- RULE #2** Always double check measurements before cutting.
- RULE #3** When in doubt, replace the blade of the cutter.
- RULE #4** The window cut-out is always under the bar ( except when cutting a reverse bevel ).
- RULE #5** Double check measurements before cutting.
- RULE #6** If you can't hide it, paint it red.
- RULE #7** Don't expect reagoard to prevent fungal attack.
- RULE #8** Before you pick something up, know where you will put it down.
- RULE #9** Never discard anything; just know where you keep it.
- RULE #10** Don't try to quickly finish a job at quitting time or you'll have to stay after hours to straighten it out.

## ADVERTISING RATES

EPFG always welcomes new advertisers. The monthly charges are as follows:

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- 1/2 page.....\$75.00
- Full Page.....\$135.00

All business card sized ads (1/8 page) will be run a minimum of 3 months. All ads should be camera ready. Ads which require any typesetting will be charged at a rate of \$35.00 per hour, 1 hour minimum. Classified ads are available free to all EPFG members. All ads must be submitted before the 15th of month prior to publication. Send your ads to the address on the back cover. Thank you for your support.

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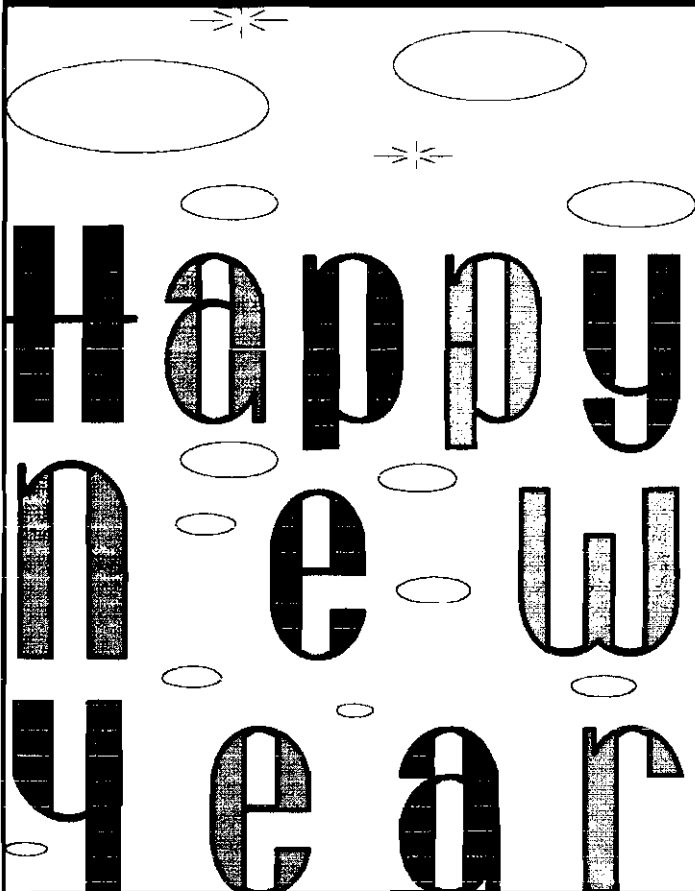
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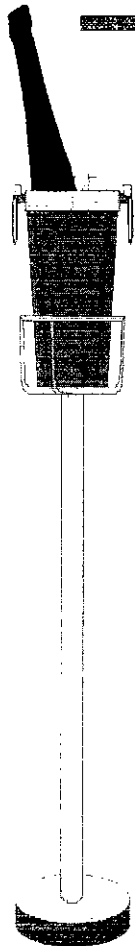


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## THE LIMITED EDITION

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.

### CONGRATULATIONS

To **Bob Batie** of Batie & Associates and his wife in anticipation of their first child due in 1994.

### SANTA'S HELPER

**Carolyn Norton** of Frame Design N.W. recently organized an effort to bring Christmas to the families of the YWCA'S Family Village in Redmond. By coordinating a Kid's Holiday Store that enabled the children and parents of the Family Village to shop for each other with "holiday dollars" for gifts that had been procured for the event. This program was featured in *THE SEATTLE TIMES* on December



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May	June	July	August
PPFA ART & FRAMING SHOWCASE '94 SAN FRANCISCO, CA MAY 20 - 22  Open Competition		PPFA ART & FRAMING SHOWCASE '94 CHICAGO, IL JULY 29 - 31	ABC SHOW WASHINGTON STATE TRADE & CONVENTION CENTER
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