



EVERGREEN PICTURE FRAMER'S GUILD N E W S L E T T E R

FRAMER'S POINT

BY FRANK LARSON, CPF

FEBRUARY 1994

The new year is well under way; if you like me you've already broken a few of your new year resolutions by now. The first one out the window was the resolution to get my articles into the Newsletter Editor before the deadlines. Sorry about last month.

This is also time to put your shop back together and do a little reorganizing after the Christmas crunch. It's a good idea to spend a couple weeks at the beginning of the year, while the crunch is still fresh in your mind, to reflect back on the work flow and try to figure out what you can do to make things go more efficiently next time. Some little ideas that may help:

Rounding the corners on the work tables so you won't bruise your hips when hustling around them. Ouch!

Floor mats so your feet won't hurt so much after spending 12-14 hours (or more) on them.

A back brace so your aching back doesn't keep you awake at night. We do a lot of reaching and bending, some people have found braces to help.

One shop I know of has several extra tool kits made up for temporary employees. That way the regular employees don't waste hours looking for a tool that

got shoved in the wrong drawer, and the temps don't waste hours looking around for a screwdriver. Each has their own tools.

I've noticed lately that several shops have only a 60" mat cutter. You might consider adding a 40" cutter. The bar is much lighter, faster and less fatiguing to use when running higher production. Also the 40" cutter has very little recurve so you don't have to push down on the bar near as hard to hold the mat in position or the bar flat. Saves on your wrist.

Clear off your worktables. If you're like me, your

(Continued on page 2)

**FEBRUARY MEETING
TUESDAY
FEBRUARY 8TH
7:30 P.M.**

**FRAME DESIGN NORTHWEST
1420 N.W. GILMAN BLVD
ISSAQUAH
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"HOW TO GET OUT OF RETAIL
JAIL"**

inside...

**FRAMER'S POINT
FEBRUARY MEETING
MEETING NOTES
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tools have a tendency to pile up on one end of the workbench. After a while there is always a pile of stuff in the way, especially when you're busy and don't want to take time to clean it off. One of my coworkers (with the same problem) jokingly suggested putting a raingutter on the side of the bench to catch the tools falling off (we called it a toolgutter). At first we laughed but this may actually be a good idea. I'm making a resolution to try it. Although, I don't think we need the down spouts!

Clear off your floors. Many of us have a tendency to set things on the floor leaning against a wall or table. Pretty soon our traffic pattern gets messed up or something (or someone) get broken. Time to put it away or throw it away.

Clean out all your storage spaces. If you haven't used it in the last 2-3 years, sell it, give it or throw it away. You need the space to store the stuff you will throw away 3 years from now. Don't forget that space under your worktables. It's amazing what gets shoved under there and forgotten.

If you're looking at building new worktables in the near future you might consider putting lockable wheels under them. The shop I'm in now has them on all the tables and they are great. Makes it easy to rearrange the shop for special projects, greater efficiency or even just for cleaning.

If any of this sounds to you like spring cleaning, you're right. For a shop to be at it's most efficient it must be a clean shop. Stacks of stuff on counters, floors or anywhere else is a waste of valuable workspace. Dirty or cluttered worktops damage mats and artwork. Stuff laying on the floors is a hazard for you and your employees.

Oh well, so much for resting up after the crunch. After writing this article I'm going to have to follow my own advice or look like a fool. It seems as though my New Year is going to start off by being a Busy New Year!

Frank

FEBRUARY MEETING "HOW TO GET OUT OF RETAIL JAIL"

"How to get out of Retail Jail" is the topic of the February chapter meeting. Mike McPherson will be presenting this interesting, informative and motivational seminar at Frame Design Northwest.

Mike is a proven speaker in our industry, and was a regional manager and sales trainer for 8 years with a leading retail business in the northwest. Currently, McPherson is a sales rep with Nurre Caxton with a reputation for excellent customer service.

Within this presentation, Mike will discuss and review techniques for selling up, how to market ourselves, gallery presentation and how to increase business with customer service.

As we all know, in this economy a successful business relies on outstanding customer service and satisfaction. If you haven't had a chance to hear Mike speak this is an excellent opportunity to pick up new ideas and reinforce positive customer service to benefit your business.

Frame Design Northwest, owner Ron Norton & staff will be hosting the meeting in Issaquah. To get to the meeting, take I-90 east to exit 15, turn right off the exit and left at the first intersection. Frame Design is located in the Meadows Shopping Center at the east end. Turn left into the shopping center at the entrance across from McDonalds. Turn a tight right into the parking lot at the 4-way stop.

If you come to the meeting and leave with just one idea, then the evening has been a success. See you there.

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is to have done it."***

Ralph Waldo Emerson



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NOTES FROM THE JANUARY MEETING

The January 11th meeting was held at **Frames Plus** in Seattle with owner **Tim Tarrico** giving us a warm reception. Tim has an impressive display of art on his walls, including a section of creatively framed golf items (photos of the course, with score cards and clubs included), that are used as promotional items for golfers that achieve a hole-in-one at various courses. We were also privy to some of his ongoing orders that included matting with hand carving and art applied to the mat to coordinate with the print. Tim also had a great sales tool available to show his customers the difference between regular and acid free mats. Tarrico mounted both types of mat boards cut with bevels onto a board and over time the inevitable has happened. The bevels are distinctly different and it's a good example to show customers the benefit of buying the quality product.

The evening's program was "Nightmare on Frame Street" based on the article regularly featured in *Framing* magazine. As it turns out, we have all had our share of "nightmarish" experiences and it was amazing how many different stories were presented. We laughed and commiserated with each other and if nothing else, we learned to avoid certain situations that could otherwise end up as nightmares.

If you missed the meeting here are a few of the tips passed around that night.

If you are ever framing a piece of paper that is part of a NCR carbonless form, DO NOT spray with Wei To. This spray will turn yellow paper orange. (Bright Orange)

The numbers routinely placed on the backs of runners in marathons are generally made of product called TYVEK. This is the same type of material that is used for security envelopes. Do not try to iron out the wrinkles. TYVEK responds to heat by shrinking severely.

When framing the occasional football, be sure to secure through the seams, without puncturing the bladder inside the ball. However, if you do puncture the bladder, sporting good stores have a solution that when sprayed inside the bladder will reseal the puncture. This is similar to a tire repair kit product.

Special Event tickets that are issued through TicketMaster are sensitive to heat. DO NOT heat mount. The tickets will turn black. This also applies to images that have been run off on bubble jet printers. Currently there are family crests available that have been printed with this technique. The images turn into blobs.

Metallic paint markers are also sensitive to heat.

When trying to clean up your backroom by tossing out scrap matboard, make sure you check both sides of the mat before destroying. You never know when you might be destroying customer's art work mounted to the other side.

(continued on page 8)

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THE PERPLEXING PICTURE BY CARL SWANSON, CPF

In the spirit of helpful information sharing with a dose of fun thrown in, here is a new feature which I hope will get us all searching deep into the dark corners of our frame-brains for the answers to puzzling situations which may come our way. The format is straightforward, you will be provided with a perplexing framing-related experience to ponder, speculate and swell upon. Be the first to send the correct solution to the address below, and you will be awarded with the esteemed and venerable recognition of your peers as they see **your** name mentioned in this prodigious periodical (not-to-mention the possibility of a valuable prize graciously donated by one of our generous advertisers???).

Here is this month's stumper:

Four years after framing a stone-litho for a customer, he returned with the framed artwork and quite a perplexing problem. The glass had cracked for "no apparent reason" He said one minute all was fine, then all of a sudden, he heard the startling sound of cracking glass right in front and above where he and his girlfriend were enjoying a quiet evening staring into the fire. Immediately my antennae were tuned in to the fact that his art was hanging above his fireplace and proceeded with a dissertation on fluctuating temperature and humidity and the effects on frame components. He quickly, and somewhat defensively, rebutted with the fact that he was concerned with the same and often checked for heat by placing his hand on and around the frame to make sure everything was cool. He said it was. I believed him, especially when considering the amount of money he spent on the art - not to mention what he paid for the framing: triple suede mat, large silver-leafed frame, museum hinging. The fact that the frame was produced in our shop assured me that proper fitting procedures were followed. Upon examining the frame in question I was amazed to see a small series of cracks in a ovalesque shape, about 4-5 inches across, centered along the bottom edge of the glass. He didn't quite appreciate the artistic quality of the design as I did. So I told him I would replace the glass and inform him of my discoveries

What I discovered was quite intriguing. If you have a theory as to what could have caused this spontaneous glaziel rupture, or if you have and experience appropriate for this column, please send your solution/idea to:

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CORRECTION: In a January letter to advertisers it was incorrectly stated that the **ABC SHOW** would be held in April. The correct month of that show is in August.

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MEETING NOTES

(Continued from page 4)

Always check what is underneath the piece your about to trim or cut to ensure that a one of a kind photo isn't cut in two.

Of course there was the general warning of liquids of any type around photographs, especially every framer's "favorite" Cibachromes. This warning about liquids also included eating an apple anywhere in the near vicinity of a photograph.

The most common safety tip was to take your time and pay attention, but as we all know those are sometime luxuries we don't have. If you or your staff have ever experienced any of these incidents, know that your not alone. Hopefully these tips will spare you some future overtime, nailbiting and stress.

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BY FABIO FRAMER

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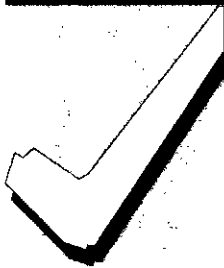
As I sit to write, I see your **Silhouette** against a **Crescent** moon. I can never forget the time we spent in exotic **Arquati** when we climbed over the **Piedmont** to explore **Blue Beard's Outlet** looking for the famed treasures of the **Framer's Inventory**. Even though you had been stung by the rare **Nurre Caxton** the cab ride into the small town of **Hartung** was an adventure. Do you remember our driver **Jayeness** who tried to inform us of the history of the island and it's founding families the **Larson-Juhl's**. By the time we reached **Doctor Art** or was it **Art Doctor** we had learned that the antidote for the bite was **MFA** which could be found in the local's favorite drink. Later that night, as we sat watching the sunset with **Framing Fabrics** blowing past the window I realized at that moment that the **Thompson's Enterprising** plan had worked when they introduced us.

Your promise to me at my **Studio** on **Clark** street, where we toasted our future with champagne in **National Glasses**, was to show me the beauty of the **Northwestern Industries** and the magnificent splendor that the **Pacific Supplies**. I can truly say that I have seen **Seattle Plastic** glinting in the rain and felt the air so **Ferensoft** on my face.

Advertisingly Yours Forever,
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SOMETHING TO CONSIDER

BY JODI NORTON, CPF



How often has this happened to you?

You've just spent a couple of hours laying out a particularly difficult design only to realize you will need to make a scale drawing (or something close) of the whole thing in order to preserve the concept to show the client or for your own benefit when you actually start the work. This is a common task and one that seems to take an extraordinary amount of time to complete. This could easily be taken care of with one small piece of equipment not often found in frame shops. A Polaroid camera.

I realize that many of us have cameras in our the stores in order to photograph particularly nice or unusual pieces. However, there are so many other applications where the instant photo would be a great asset and a great way to save some time that is always in short supply.

I was recently in the Seattle Design Center at one of the furniture rep's showroom when I noticed a designer and client snapping photos of various couches and chairs in order to review them later, without having to rely on their memories. What a great idea! If you could simply photograph your layout and make some simple notes for that gigantic photo collage, you could save yourself the time and frustration it takes to reconstruct the design. This could also work to your advantage when you have framed a number of pieces to be hung together and the customer would like a pattern of how to hang them on the wall. During the spring I framed an entire collection of family photos individually that resulted in over 35 pieces. I laid the pieces out on the floor within the customers wall dimensions and then spent the next two hours drawing a plan out on graph paper so that the client could hang them herself. If I had had a Polaroid it would have been so simple to photograph the arrangement and simply hand her the picture. Another use for this type of camera would be

for instance if you have a client who is very interested in a framed piece on your wall, but would like to show the piece to their spouse, who is not able to come down to the store to see it. Photograph the piece and give the client the picture. It may not be the best picture, but it can carry across the idea.

It's something to consider.

If there is something that you have considered, or have implemented in your business that you feel has saved you time or has made your job easier and would like to share your tip with others, call or write to:

**Jodi Norton
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THE LIMITED EDITION

THE LIMITED EDITION 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 **Sarah Bronte of Art Smart** in Anacortes, recently recieved her CPF.

ENGAGEMENTS

♥ To **Carrie Borchers of Jayeness Moulding Co.**

♥ To **Jeff Schuffman of Studio Moulding** who will be getting married in August.

WELCOME

To **Margaret Hynes** now part of the **Wood n' You Gallery** staff.

IN PRINT

Helen Kane of Annabel's Framing & Gallery in Everett, is featured in an article in *DECOR* on how positive customer service and community involvement enhances her business. Check it out.

NEW ASSOCIATE

Chandler Fernett is a new associate at **Magnolia Fine Arts** in Seattle.

ART NOTES

ArtFair Seattle 1994 is being held at the Westin Hotel February 11-14. Each year leading contemporary art galleries are selected to bring over a thousand works of art to Seattle. During these four days in February you can experience the power and diversity of contemporary art. For more information call (206) 624-7363

Renoir and the European Impressionists. Works by Renoir, Degas, Monet and Pissaro are currently being shown in Tacoma through February 20th at 1123 Pacific Ave. Tacoma. For more information contact the *Seattle Times*.

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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 CPF TEST
September	October	November	December

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