



EVERGREEN PICTURE FRAMER'S GUILD NEWSLETTER

FRAMER'S POINT

BY FRANK LARSON, CPF

MARCH 1994

I'm excited... and I hope you'll be excited too! On April 9th the Chapter is hosting it's first Education Weekend. We have several programs planned which will inform, educate and entertain all who attend.

To start off the day, we are hosting the PPFA workshop, "Conservation Framing for Works of Art on Paper". Don't miss this opportunity to take this popular workshop. Enroll in this class to find out the answers to your important questions about conservation framing. Study the effects of the environment on framing materials and artwork. Identify your role in choosing proper materials and techniques. Learn how to handle and store artwork safely. Discover how to sell your client on the importance of conservation framing. This is an all day workshop, starting at 8:00 a.m. and finishing at 5:00 p.m. with a 1 hour lunch break. The cost of this workshop is \$95 for PPFA members, \$135 for non-members. The EPFG Board has decided that this is important enough that we want as many of our chapter members to attend as possible. We want our members to be the best educated framers in the area. As an additional incentive the Board has agreed to cover \$30 of the fee for any current EPFG member. So if you are a member of this chapter the fee is only \$65. Please register ASAP (preferably

before March 3rd) as we have a limit of 30 people.

For those who have already taken this course or don't wish to, we will have three 2 hours presentations to attend collectively or individually. These seminars will be presented by EPFG members. More specific information regarding these classes and their registration will be sent to you in a separate flyer.

These seminars will be \$15 each for members or \$25 each for non-members. Very inexpensive for the amount of good information you'll be collecting.

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MARCH MEETING

TUESDAY
MARCH 8TH
7:30 P.M.

BACKSTREET FRAME & ART
10240 MAIN STREET
BELLEVUE
455-3442

UNCONVENTIONAL MARKETING
TIPS

inside...

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framer's point

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And as if all this wasn't enough, you can enter our annual PPFA Print Framing Competition and win a trip to the Chicago PPFA trade show (see related article in this issue) AND you can attend our first annual Awards Banquet the night of the 9th. The print framing competition will be on display the day of the seminars and the winners will be awarded at the banquet that night. There will also be many other awards given out during the banquet. This will be an exciting and fun evening with lots of chit chat and story telling and we hope everyone will attend and share in the festivities.

Hope to see you there...

Frank

MARCH MEETING

Marketing is everything. The March program will feature speaker Tracey Schneider of TLS Marketing in Seattle. Tracey specializes in advertising, direct marketing, public relations and promotions for small business, and firms entering the international market.

As an industry, we tend to focus and concern ourselves with the customer's work that needs to be done now, and less on how we got the work in the first place or how can we get more of that work.

Marketing is everything.

Now is the time to stop putting marketing our businesses aside to do on another day. Ms. Schneider will be presenting ideas and tips that we can implement and use each and everyday. This is useful and important information that we cannot afford to miss, because **Marketing is everything.**

The March meeting will be held at the new **Backstreet Frame & Art** location on Old Main in downtown Bellevue. Bill and Marianne Hussey recently relocated to new gallery space and have done

an impressive job renovating the building. With a long history in this industry they have earned a reputation for outstanding quality and creativity, not only in their work, but in their service and surroundings as well. Please join us as they host this informative program in their new gallery.

DRIVING DIRECTIONS TO BACKSTREET FRAME & ART

From north or south via I-405:

Take the N.E. 4th St. Exit in Bellevue. Go west. (turn left from the south - turn right from the north) to 4th until you reach Bellevue Way. Turn Left on Bellevue Way. Continue to Main Street. Turn Right. Backstreet is approximately 1 1/2 blocks from the intersection, directly across from Masins Furniture.

From Seattle via 520:

Exit 520 at the Bellevue/Bellevue Way Exit. Proceed south to Main Street. Turn right on Main. Backstreet is located directly across from Masins Furniture on the right.

From Seattle via I-90:

Exit I-90 at the Bellevue Way exit. Proceed north to Main Street. Turn left. Backstreet is approximately 1 1/2 blocks from the intersection, directly across from Masins Furniture.

Our greeter for the evening will be **Roz Hopkins of Framer's Inventory.**

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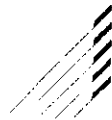
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NOTES FROM THE FEBRUARY MEETING

February's meeting was hosted by **Frame Design Northwest** in Issaquah with an attendance that just about surpassed capacity. With Mike MacPherson as the program speaker, the evening was not only informative, but lively as well. The topic for the evening was "How To Stay Out Of Retail Jail".

"How To Stay Out Of Retail Jail" is a program to improve your business. There are basic retail laws that should be followed faithfully and when they are not followed retail law is broken and culprit is stuck in retail jail.

Some of the rules that were discussed, and as we found out occasionally broken by all of us were:

HAVING THE RIGHT ATTITUDE

Show your customers and or your employees in a positive way that you are concerned, interested, involved and paying attention.

VISIBILITY

Let people know what you have to offer, where you are located and what makes you different. Put your best foot forward. Visibility is not just location, it is also how you communicate to your customers. Remember to use in store promotions and displays, planned advertising, appearance and word of mouth.

KNOW YOUR PRODUCT AND SHOW IT

Stay informed of new products and trends in not only the framing industry, but in the home furnishing business. Show off your talents and quality, through quality work on your display walls. Show off your business.

KNOW YOUR CUSTOMER

Ask yourself questions to constantly remind yourself how to treat and service your customers. How you would you like to be treated? What attracts you to

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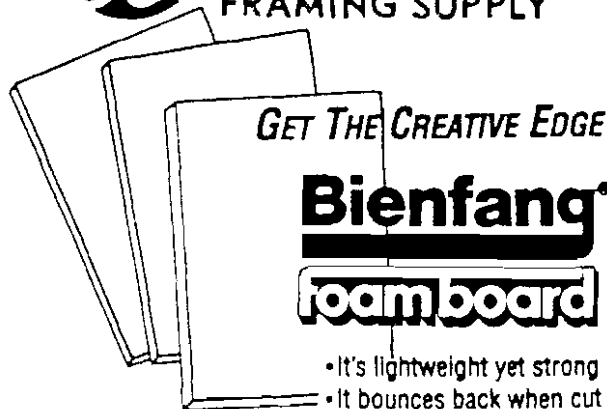
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THE PERPLEXING PICTURE BY CARL SWANSON, CPF

There is a theory out here which states that any puzzling situation should naturally lead us into a process of reflection and speculation. After which, we usually find ourselves questioning and reviewing in hopes of finding the Almighty Solution. The result; we learn (usually) - and the notion for this column.

Last month, we started off with a doozy of a teaser. A customer had returned with a piece framed in our shop four years earlier. It seemed the glass had cracked (literally before his eyes) while hanging undisturbed above his fireplace. He was quite perplexed as to why this could have happened since he periodically checked for warmth emitting from his beloved, beautifully framed litho and found none. Taking him for his word, I too was quite perplexed since I knew the piece had been fitted correctly (i.e. the glass was not squeezed into the frame, nor had it required any fancy rabbet carving for fitting). What more, the actual cracks turned out to be very interesting indeed.

Picture if you will: a swirl of cracks, oval in shape (about 4-5 inch diameter) and centered at the bottom. What ever could have been the cause?

Jack Chapman of Thompson Enterprises (the crystal chip mirror company) came up with a very plausible solution. Jack's reasoning suggested that perhaps the glass had been poorly cut or had had a "scalloped chip" along the edge at the cracked location which, due to unknown cosmic forces, ran. As we know, in this business anything is possible. Conditions of this sort very likely could have produced the described cracks, but it seems most likely to me that the frame would had to have been set down hard on the bottom side or jostled in some way to the cracks-a-runnin'. And as previously mentioned, the frame was sedentary, the cracks; spontaneous. So, what was the cause you ask? The only usable and deceptive clue you had to work with was that the frame had been an expensive leafed moulding. WHAT? Yes, and those of you who thought that the fireplace was somehow responsible (despite the customer's prudence) were also in the ball park. But the real underlying cause was as unpredictable as

supplier price "updates". It seemed that in the customer's chivalrous attempts to care for his artwork, his diligent glass cleaning led to the seepage of glass cleaner down into the rabbet. After a period of time the liquid had softened the gesso under the lip and upon drying (perhaps with the aid of the fireplace below) the glass became bonded to the frame in the precise location where the cracks occurred. Later, natural glass expansion/contraction (again, perhaps with the aid of the fireplace) made for the glaziel rupture.

It was quite a surprise I assure you when we learned of the cause. And since then, we have mentioned (on occasion) this possibility to other customers. The remedy? Spray your glass cleaner onto your rag first, then wipe the glass!

I would like to take this chance to thank everyone for

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"HOW TO STAY OUT OF RETAIL JAIL"

(Continued from page 4)

shop in a particular store? How can you provide even better service? What can we do to keep our customers Happy?

ACTION

As always keep thinking , "How can I make my business better?". Whether it is by updating your gallery or implementing new design techniques you should always be looking for ways to improve your business and yourself. New ideas and projects can be inspiring and that kind of attitude can be infectious with your customers.

This is just a sampling of the information that was provided during the meeting. Mike MacPherson prepared a handout that can be used as a reference guide to keep you motivated. If you would like a copy of this handout, you can contact Mike Macpherson at 1-800-855-1942 or Jodi Norton at (206) 392-9727



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COMPETITION PRINT

One of the highlights of the April 9th Education/Awards Banquet will be the Print Framing Competition. This year's print is a reproduction of a turn of the century sepia toned photograph of two small children. This print provides a lot of opportunity for creativity, unlike last year's abstract print. In order to compete you must purchase the print and deliver it to the Double Tree Inn on April 9th for judging. The exact time of the judging has yet to be determined, more information will be forthcoming. The winners will qualify for PPFA's Hall of Fame Competition in Chicago in July. The first place and popular choice winners will each receive airfare to Chicago to compete (one ticket per award). As it has been mentioned before, the competition in this chapter is some of the toughest in the nation, if you qualify at the chapter level, you have a very good chance of winning an award at the national level. For a copy of the print contact Sharon at PPFA National 1-800-832-PPFA or Jodi Norton at Frame Design N.W. (206) 392-9727. The cost of the print is \$15.00

JUST DO IT!

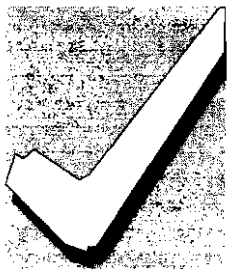
Note: For those of you who have requested prints- we have not forgotten. PPFA has been out of stock and is shipping ASAP. Thanks!

perplexing picture

(Continued from page 6)

their interest. If you have a bewildering tale to share, please send it (with solution) to the address below. And until next month, may your glass be chip-free and dry under your rabbits.

**The Perplexing Picture
c/o Van Go Custom Framing
P.O. Box 999
LaConner, WA 98257**



SOMETHING TO CONSIDER

BY JODI NORTON, CPF

How long have you been in this location? I never noticed your store before. I just came in to look around and see what else you have. That piece just caught my eye. What comment preceded these?

I SAW YOUR WINDOW DISPLAY AND HAD TO COME IN AND CHECK IT OUT.

One of the key elements of doing business is getting people to walk through your front door. Window displays are an effective way of capturing someone's attention. Most people are visual learners, they may not always walk in, but they will remember what they saw and that visual reminder is as good as gold for advertising. "Oh, I need to have something framed or I need a picture for my dining room - where did I see those pictures displayed?"

Window displays need not be elaborate, or expensive, just effective. If you look at the windows in large department stores, a lot of their props are made from materials found in frame shops or around your own home.

For example:

You're displaying a selection of Asian inspired art. A variety of fans of different sizes, from small hand fans to large wall fans that are available at any import store could be suspended from the ceiling at different angles to create a backdrop.

Hanging some of those empty frames from the backroom in the window is also an easy way to get you noticed. Hang the frames from the ceiling and center a piece of framed art work behind it on an easel.

Try using a straw broom. Stand it on the handle end and stick a pair of sunglasses into the straw. Instant person. A fly fishing rod with the tip bent across a

wildlife/lodge look picture can be very useful in highlighting a specific piece of art. Quilts as backdrops. Pots and Pans hanging from the ceiling around art appropriate for a kitchen or if the art is small enough, put the art into the pots and pans with the lids askew. Simple, but effective.

More involved design can include making figures and backdrops from foamcore. Bring the art to life - so to speak. Take parts of the image and recreate them with foamcore and arrange them in your window.

If you are focusing on children's art for a framing special, think about cutting simple paper doll forms from foamcore. You wouldn't even have to paint them. Leave them white, just as if they had been cut from paper. Display them with bright colored children's posters.

One idea that I have always wanted to try, is to make my front window look like a construction site. What I mean by that, is to have plywood or foamcore cut to the size of my window with a single hole cut in each panel. Spray paint the front with framing jargon or the current specials and then center the art for viewing through the holes. If you have ever watched people walk by construction sites, you will notice that they cannot walk by without looking into the holes.

There are endless ideas for window displays, the key is doing it. Try one and watch the reaction.

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

Frame Design N.W.

1420 N.W. Gilman Blvd

Issaquah, WA 98027

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.

NEW CPF

Rosamond Haupt, CPF of **Mind's Eye** in Woodinville passed the test in November in Denver. Congratulations Rose!

NEW EMPLOYEE

Sarah Kauzlarich joined **National Glass** in Woodinville in December as their inside sales contact for the picture framing division.

NEW FACES AT THE MEETINGS

Eleanor T. Culling of Leavenworth
Kappy Trigg & Linda Meirer of **Frame-it-on-Broadway**

EPFG LIBRARY

Kiyoshi Toda of **Accent on Framing** in Issaquah has generously volunteered to act as the chapter's librarian. This is a great new resource for all of us. Currently Kiyoshi is putting together a list of materials to be purchased for our use, this includes both books and videos. If you have suggestions for certain publications that you would like to see included, contact Kiyoshi at (206) 557-5494 or see him at the next meeting. Once the materials have been procured they will be available for check out at each meeting.

CONGRATULATIONS

Framer's Inventory is pleased to announce the promotion of **Mary Murray** to General Manager. Mary is a Certified Picture Framer with fifteen years of experience in the industry. She is committed to customer service with emphasis on a team environment necessary for strong customer relations and the on-going enhancement of Framer's Inventory's fine service

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		March 8th - EPFG Chapter Meeting Creative Marketing	April 9th - EPFG Special weekend meeting w/ education & banquet Print competition
May	June	July	August
May 10th - EPFG Chapter Meeting CPF update & study session ART & FRAMING SHOWCASE-San Francisco May 20-22		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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