

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

FRAMER'S POINT

BY FRANK LARSON, CPF

With a lot of planning, organization and effort we are about to host our 1st weekend education program. This is a great opportunity to take advantage of top quality workshops with national speakers. The importance of continuing education is what has fueled this slate of programs. We must continually try to better ourselves and our techniques in both framing and business practices in order to enhance our workmanship/design talents and streamline our businesses. The speakers that will be hosting these workshops are leaders in the framing industry and we are very fortunate to have them appear on April 9th. Alan Lamb, CPF is a recognized authority on the subject of photography and how to identify, and preserve this artform. He is currently working on a book soon to be released on this subject and will be sharing his expertise and opinions with those signed up for his workshop. John Ferens, CPF is also recognized nationally as "The" Computer Expert. Having written a column for Decor magazine for several years. John brings to his seminar a wealth of information about using computers "effectively" in our businesses. Marilyn Neill, CPF has been a Framing Skills Educator for several years and has been conducting classes for Framer's Inventory since 1990. With a strong background in framing she has undertaken graduate studies in fine art and art education. Her class on Shadow Boxes will inc-

lude an overview of all the components required to undertake such a project along with a hands on demonstration.

APRIL 1994

We will also round out the day with a print framing competition and Awards Banquet. The Northwest has produced a number of National Award winning competition pieces and this year's framed prints should prove to be no different. A record number of prints have been distributed nationally and the competition should be steep. Come and view some of the best framing in the country and cast your vote for popular choice. There will also be an award for Ex-

(Continued on page 2)

APRIL MEETING SATURDAY, APRIL 9TH

EPFG EDUCATION PROGRAM & AWARDS BANQUET

DOUBLE TREE INN
SOUTHCENTER
205 STRANDER BLVD
TUKWILA
EDUCATION 8:00 A.M. - 4:00 P.M.
NO HOST COCKTAILS/DINNER 6:30 P.M. 10:00 P.M.

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cellence in Service among our vendor/advertisers. This is the chance to recognize the outstanding work of our suppliers.

All of the education and the dinner will be held at the Double Tree Inn at Southcenter in Tukwila. This is a central location for those coming from both north and south and we appreciate the effort of all of you who make the trip, including especially those coming from the east.

This is going to be a great time and one that should not be missed!

Hope to see you there,

Frank

NOTES FROM THE MARCH MEETING

On March 8th the general meeting was held at **Backstreet Frame and Art in Bellevue. Bill and Marianne Hussey** along with their very talented and dedicated staff generously hosted the meeting. Located in the Old Main section of Bellevue, the Hussey's have moved into new gallery space that is beyond compare. From the work hanging on the walls to the carefully planned layout, the custom fixtures and the exceptional work area this gallery shows the level of design talent, workmanship and professionalism that has always accompanied the Backstreet name.

The program for the evening started with announcements. Laura Longacre, Recycling Coordinator for Dimensions Gallery in Bellevue contacted the King Co. Solid Waste Department

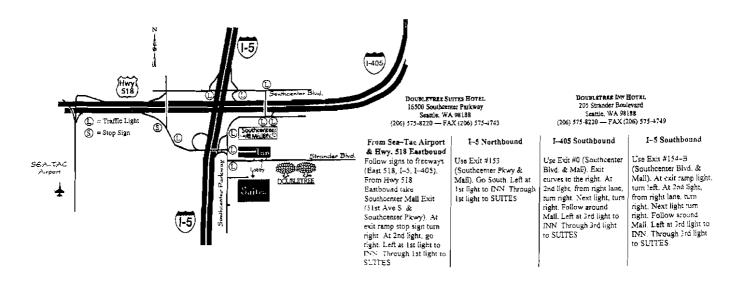
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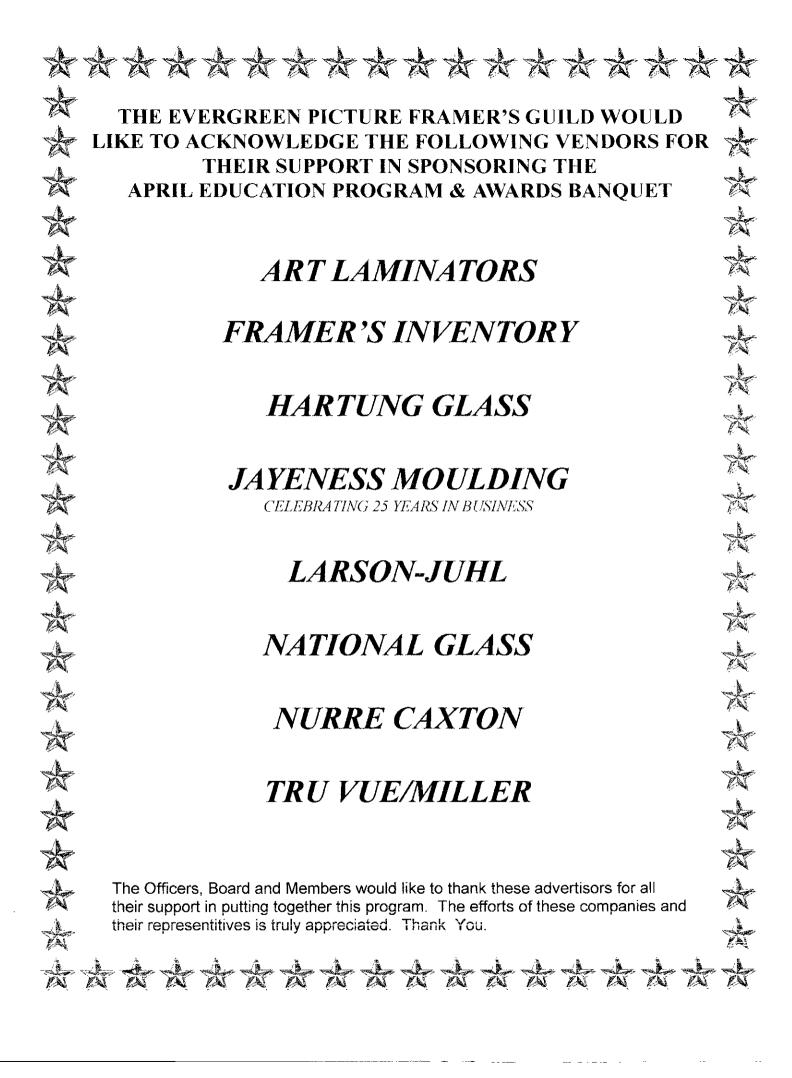
APRIL MEETING SATURDAY APRIL 9, 1994

As you must have heard by now, our meeting this month is an education program, banquet and print framing competition. All of these events will take place on Saturday-April 9th at the Double Tree Inn at Southcenter. If you are unable to spend the whole day consider taking part in either one of the various two hours seminars or coming to dinner. If you have not already registered for either education or dinner or both, there is still time contact: Jodi Norton at Frame Design N.W. (206) 392-9727 for your reservations.

DRIVING INSTRUCTIONS:

DIRECTIONS TO DOUBLETREE SUITES & DOUBLETREE INN





march meeting

(Continued from page 2)

and found a company willing to recycle our glass scraps. The company is located in Renton and charges \$10.00 a truck load to recycle the glass into paving material. It was suggested that we try to form a co-op of stores to take advantage of this service. If you would like more information regarding this program, please call Laura at (206) 455-0607. Announcements were also made in regards to the upcoming Saturday Education Program and Awards Banquet. The program will be held April 9th-Saturday at the Double Tree Inn at Southcenter. A special flyer has been mailed with registration information for both the PPFA Conservation Seminar and for the EPFG Seminars that are running concurrently. PPFA sent out registration prior to this flyer that stated the deadline for registration was March 4th. In fact you may register up to April 8th if space is still available, contact PPFA for more information. Also included in the flyer was the registration for dinner. If you are unable to attend the education part of the program, consider coming to the dinner! This is the first banquet held by EPFG and judging by the attendance at the meetings lately, we are expecting great things. The cost for dinner is only \$10.00 per person. Staff and Owners are encourage to attend to spend some time meeting and exchanging ideas with others in the same industry.

Please take time to fill out the registration/reservation form (make sure to specify meal preference) and return to the address printed in the brochure. The awards presented during the evening will include the winners of the print framing competition. Response to this year's print has been outstanding and should provide for an interesting and creative competition. The final portion of the flyer was for the Vendor Service of Excellence Award, this is also a first for this chapter. We would like to recognize our vendor/advertisers with an award that promotes Excellence in their field. Again, please take the time to complete the ballot/evaluation and return to the address printed on the back. With all the effort that has gone into the Saturday program, it should be a great success and we hope that you will be able to take part in it.

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With announcements made, the evening's program continued with Tracey Schneider of TLS Marketing of Seattle presenting unconventional marketing tips.

To start out Ms. Schneider presented some marketing "truths":

- 1. Marketing is everything and Everything is marketing. Everything you do is marketing your business, from sending invoices with your logo imprinted on them, to talking face to face with clients. Try to see your business with new eyes. Look at your signage to display walls to your printed materials. What do they say about your business.
- 2.Become a better time manager. Make the time to market your business/yourself. Arrange time to work on your marketing and stick to it. If it's once a week or once a month.
- 3.Read Marketing Publications. Tracey recommended

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THE PERPLEXING PICTURE BY CARL SWANSON, CPF

Perhaps the trick isn't so much knowing a good thing when you have it, but being able to keep it around when you do.

We are all witnessing the growth of a good thing. It is my opinion that the direction this guild is progressing towards is one that will become the envy of every other guild out there. Fortune has given us a multitude of hard working people involved in something they truly believe in - the betterment of our industry on a local level. There is something here for all of us. For me it is motivation and the periodic great idea; Our next order of business cards will have something on the back! And for our group as a whole it sure helps knowing that we are all in this old leaky rowboat together.

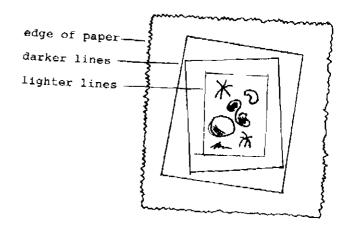
This month I have a perplexer that results from a pernicious process that, I would wager, we were all guilty of at one time or another. But enough hints!

To make life easier for herself, a customer decided to remove a print (a serigraph printed on hand-made paper) from it's original frame before she brought it in for re-framing. She didn't want to have to lug the monster in. Normally this is something we should try to dissuade customers from. Not only could damage come to the print while removing it from the frame, but transporting a loose print poses plentiful potential perils if one is inexperienced in the handling of artworks.

Unfortunately these concerns were unnecessary, in this case, because the original framer had dry mounted the print smack dad on the back of a sheet of mat board (Crescent # 956 if I remember correctly).

The customer then proceeded to explain how sentimental this piece was to her and I responded, with as much delicate grace as possible, that this was fortunate since the piece probably had little value in any other realm. This didn't seem to bother her too much. However, she was curious about some dark lines around the image in the border. She said she was almost certain the lines were not there when she originally had the piece framed 12 years earlier.

Upon closer examination I found 3 "sets" of rectangular marks around the border of the print (one fairly light in comparison with the other two). it was interesting to note that though the sets of lines were distinct rectangles, none were parallel to one another (see diagram).



I had my suspicions as to the cause (as I'm sure you do too!). But to make sure, I asked the client to please bring in the frame. For the sake of science she agreed to haul the monster in. What, pray tell, did we find?

If you have a good idea, or even an inkling to what may have caused this inadvertent style of French lines send your answer to:

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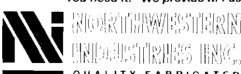
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(Continued from page 4)

two publications. The first is *Guerilla Marketing* by Jay Conrad Levinson and the second is *How To Get Clients* by Jeff Slutsky. Also read business and trade publications.

4.Get to know your customers. Ask your customers if they know about all your services. Determine what your customer is buying. Remember to ask questions of your customers. With this industry, we have the potential to change the tenor of someone's room withcustom framing, so it is important to ask questions and to make them aware of what we can do for them.

5.Stand out from the crowd. What is it that sets you apart from other business? Find one thing that can be identified with you or your business and use that image in your marketing.

A list of unconventional marketing tips are also included in this newsletter. Ms. Schneider is offering a workshop on May 28, 1994 at Seattle University for more information on Developing a press list and writing a press release, Creating one-of-a-kindbrochures or direct mail pieces for your business, Making the most of "free advertising" that professional associations offer, and how to network your way to new business with ease. She also has two books available The 1994 -95 Guide To Business-Related Organizations in Puget Sound features listings of Organization Names & Address, Contact Names & Phone/Fax Numbers, along with brief descriptions of the organizations, founding years, number of members and newsletter/directory availability. A companion piece to the 1994-95 Guide is a book entitled Marketing by Association that includes How to Write a Press Release, Self-Introduction Secrets, How to Master the "Art of Referral", Speech Writing Tips and More. For more information on these books and/or the workshop contact: Tracey Schneider/TLS Marketing at (206) 281-8720.

AND THE WINNER IS...

Join us on April 9th at the Double Tree Inn to find out who will win the EPFG Vendor Service of Excellence Award.



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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.

RECORD ATTENDANCE

There were a record number of people in attendance at the March meeting. This is a trend that we would like to see continued. Remember, If you leave with just one good idea than the evening has been a success. This is just one of the incentives and benefits of attending these meetings.

NEW FACES

There were many new faces at the March Meeting. Laura Longacre, Dimensions Gallery & Framery; Walter (Otto) Hazen, Hazen Gallery-Kent; Lin Whitney, Whitney Boehm Gallery; Sandy King & Paula Cappeniatti, Fast Frame-Tukwila; Jim Beach, Picture Plus-Tukwila/Puyallup; Bill & Myrna Brady, Fast Frame-Bellevue. We Hope To See You All Again at Another Meeting.

NEW SALES REP

Roz Hopkins of Framer's Inventory in Portland introduced Jena' Belles as the new sales rep for the Portland Area. Congratulations and Best of Luck to Jena'

HAPPY BIRTHDAY

To **Frank Larson** our EPFG President, who celebrated his birthday on February 28th.

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January	February	March	April
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			Print competition
May May 10th - EPFG Chapter Meeting CPF update & study session ART & FRAMING SHOWCASE-San Francisco	June	July PPFA ART & FRAMING SHOWCASE '94 CHICAGO, IL JULY 29 - 31	August ABC SHOW WASHINGTON STATE TRADE & CONVENTION CENTER
May 20-22 September	October	November	CPF TEST

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