



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

## ***FRAMER'S POINT*** ***BY FRANK LARSON, CPF***

JUNE 1994

Here it is ladies and gentlemen, the third Annual Pricing for Profit Survey that you all have been waiting for so anxiously. I know that you can't wait to get started filling out your survey, but I thought I would point out a few changes first.

The most obvious change in that we no longer have a column for 8 X 10. The reason for this is that I'm lazy...and I thought you might like to save a little time too. That and I feel that most custom shops aren't doing a lot of work in this size range anyway. If I get any complaints I'll put it back next year.

You'll also notice that I've dropped the moulding markup section. This was the least answered part of the survey last year and probably the least likely to change from year to year. I may republish last years' results for those of you who missed them.

I also got more specific in some of the questions. "Stretching needlework" has become "lacing needlework onto rag board." "Conservation Fee" now includes a more detailed explanation and is called "Conservation Mat and Mount." A more politically correct term. This should help to clear up some of the confusion we had last year. I hope.

Several weeks ago I was asked a question and I de-

ided to pass it on to you. How do you charge for special cutouts or carvings on mat board? The person who asked this has a very tough problem. She has several people designing and several different framers. The problem is how can she set up a pricing guide that the counter people can use to come up with consistent quotes. Part of the problem is that one of her framers may do the job in 4 hours whereas another might take 8. My solution of charging for 8 hours and always giving it to the faster framer didn't please her. Any ideas?

Finally last but not least is the Average Frame Job

*(continued on page 2)*

**JUNE MEETING  
TUESDAY, JUNE 14TH**

**JAYENESS MOULDING  
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**MARKETING TIPS FOR TOUGH  
TIMES**

**7:30 P.M.**

**inside...**

**JUNE MEETING  
MEETING NOTES  
THE LIMITED EDITION  
PRICING SURVEY**

**page 4  
page 2  
page 9  
insert**

## framer's point

*(Continued from page 1)*

price at the bottom of the form. Last year so many of you commented on the fact that you never use regular mat board, only conservation grade ( and priced accordingly ), that I've upgraded our average frame job. The job now includes a conservation quality mat.

I would like to thank all of you who fill out this form. This couldn't be done without your help. Last year we had 47 responses to this survey. This year, let's see if we can top 60. The more people who answer, the more accurate the numbers will be; so please take a few minutes of your time and respond. Thank You.

## NOTES FROM THE MAY MEETING

School may almost be over for the year, but for those of you who are planning to take the upcoming CPF test, the studying has just begun. The May meeting that was held at Larson-Juhl was a test overview and study session. There was a mix of framer's planning to take the test and framer's who have already passed the test, all were willing to share tips, formulas and test anxieties.

The evening started off with a basic review of the exam. It will be held August 21st in Seattle at the Trade & Convention Center. If you are planning to take the test, you must register with PPFA at least 3 weeks prior to the test date. The cost of the test is \$150.00 for PPFA members and \$225.00 for non-members.

The test itself consists of 150 multiple choice questions. The questions are written in a task oriented style, that is relevant to your daily work. You must answer at least 104 questions correctly to pass the exam. A sample of test questions was passed out and this sample test is included in the registration packet. After taking the sample test, confidence is raised when you realize that the information that is being questioned is information that we use everyday. There are a number of questions regarding conservation practices,

techniques and materials and if you were able to attend the recent Conservation Workshop you will be ahead of the game. Questions regarding how to handle various types of artwork (art on paper, canvas, needlework, objects, photographs, etc) will also be included. There will definitely be questions that deal with the mathematics of framing. These questions will ask you to figure moulding footage needed for a job, pricing complete jobs, figuring square footage required for acrylic work, etc. Don't panic! You will be allowed to bring in a basic function calculator (no storage functions). The formulas for these types of problems are available in several different publications.

Several books that will be helpful in preparing for this test are:

*PICTURE FRAMING - VOLUME I*

BY Vivian Kistler, CPF

( This book is highly recommended by those who have taken the test )

*PPFA GUIDELINES FOR FRAMING WORKS OF ART ON PAPER*

*PPFA GUIDELINES FOR FRAMING WORKS OF ART ON CANVAS*

*MOUNTING, LAMINATING & TEXTURIZING*

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*A GUIDE TO USING JAPANESE PAPERS*

*NEEDLEWORK FRAMING*

BY Vivian Kistler, CPF

All of these books are available through the PPFA Bookstore or you may also order a number of them through Larson-Juhl.

There was also discussion among the group about the benefits of receiving the CPF designation. The general consensus was that it is a valuable asset. Only approximately 3000 framers have passed this exam, and by taking and passing this test it places you in a very distinctive class. By representing this

*(Continued on page 4)*



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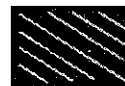
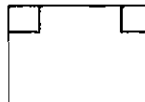
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## may meeting

*(Continued from page 2)*

information to your clients you are instilling a confidence in them that others may not. As far as how it can benefit a framer who is not a store owner, it has been demonstrated by several people who have recently been through the application/interview process, that having the CPF does make a difference in getting hired.

There are different reasons to take the test for different people. Whatever your reasoning is, it is important to consider what you will gain not only by receiving the designation of a Certified Picture Framer, but also what you gain by studying and reviewing information and by challenging yourself with this test.

For more information about registration contact PPFA at 1-800-832-PPFA

**GOOD LUCK!**

## JAYENESS MOULDING HOST THE JUNE MEETING - MARKETING IN TOUGH TIMES

It is during these tough economic times it is the time when we should be taking a serious look at which marketing techniques are working and which are not working for our businesses. It is also a difficult time to become excited about new strategies and ideas and even more difficult to come up with new ideas. The first question we should ask is "How do we go about evaluating our current marketing/merchandising tactics?" and then ask "What can I do differently?"

Four of our vendor members have offered to facilitate a round table discussion on marketing and merchandising strategies. Ben Edwards of Crescent Cardboard, Jeff Schuffman of Studio Moulding, Joe Garitone, CPF of Larson-Juhl and Mike MacPherson on Nurre Caxton will be sharing ideas that they have seen work in other stores throughout their collective territories. These gentlemen have the unique opportunity to visit and observe literally hundreds of frame shops and galleries and are well aware of the

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different techniques in sales and marketing that are used and that are effective for their clients. They will be sharing their insights with us as well as helping us to critique our own marketing/sales practices.

As in the past, these round table discussions are usually very lively and very informative. The amount of information that is shared and passed on is truly remarkable and should not be missed.

Our host for the June 14th meeting will be Randall Haupt and his staff at Jayeness Moulding in Seattle. If you haven't had a chance to visit their showroom lately, now is the perfect time to stop by and take a look at the new lines introduced from Victor Moulding. For directions to the Jayeness showroom call 1-800-423-6287 or (206) 292-9664.

**MAKE A NOTE: THE ABC SHOW WILL BE HELD IN SEATTLE AT THE TRADE AND CONVENTION CENTER - AUGUST 20TH - 21ST. MAKE YOUR PLANS NOW TO ATTEND. LOOK FOR MORE INFORMATION UPCOMING**

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**NEWSLETTER**  
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## EPFG UPCOMING PROGRAMS & EVENTS

This has been an exciting year so far for the EPFG Officers and it's Board, with new programs and events that have already been sponsored to upcoming events that are still in the planning stages. The chapter will be sponsoring a booth at the ABC show in August to educate and recruit framers to the benefits of becoming a chapter member along with sponsoring a Open Framing competition to be held during the show. We will also be hosting a hospitality suite for those of you planning to attend, & we plan to have Kaye Evans, CPF as our speaker for the evenings program. We are currently looking into the possibility of organizing a trip to the Northern Rockies Chapters' Annual Trade Show to be held in September in Montana. This show receives excellent reviews each and every year.

There is always a need for your input and help in planning and in hosting these meetings & events. Please take the time to call one of officers or board members and volunteer your services and insights for any of our upcoming programs.



## 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.

### MOVING ON TO THE BRIGHT LIGHTS

After over four years with **Galleries International**, **Patricia (Tricia) Brittan** is leaving to continue her Theatre/Music career on a full-time basis. She would like to thank her friends in the EPFG and wishes you all the best. And Best of Luck to you Tricia!

### CONGRATULATIONS!

To **Bob Batie** of **Batie & Associates** on the birth of his daughter in April. This is Bob & his wife's first child.

### GIVING A GENEROUS GIFT

The employees of **Larson-Juhl**, Seattle, recently held a successful Blood Drive. This is a very generous gift and the crew at LJ should be commended for their continuing community service.

### FAMILIAR FACES IN SAN FRANCISCO

Local faces were recently spotted at the Art & Framing Showcase in San Francisco. Welcome Back to **Mary Murray** and **Roz Hopkins** of **Framer's Inventory**, **Ben Edwards** of **Crescent**. **Paul Anderson** of **Larson-Juhl**. **John & Merilee Ferens** of **Ferensoft**, **Catherine Mitchell** of the **Stonington Gallery** and **Barbara Mercer** of **Edmonds Frame Design**

### Congratulations

To **Linda Ellis-Watson** for winning 2nd Place & Popular Choice in the Open Framing Competition in San Francisco

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<b>May</b>	<b>June</b>	<b>July</b>	<b>August</b>
	CHAPTER MEETING JUNE 14 JAYENESS MOULDING Marketing in Tough Times 7:30 p.m.	PPFA ART & FRAMING SHOWCASE '94 CHICAGO, IL JULY 29 - 31	ABC SHOW WASHINGTON STATE TRADE & CONVENTION CENTER  CPF TEST
<b>September</b>	<b>October</b>	<b>November</b>	<b>December</b>
NORTHERN ROCKIES CHAPTER - ANNUAL TRADE SHOW MISSOULA, MONTANA			

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## PRICING FOR PROFIT SURVEY

THE BOARD OF EPFG IS DOING A PRICING SURVEY. We would appreciate you filling out this form and mailing it before July 15th. We will be running the results in the August or September issue of the EPFG Newsletter. We can only do this with your cooperation. All responses are confidential, in fact, we don't even ask your name. We need at least 40 responses to accurately calculate the averages. Please do not assume we will have enough without you. WE NEED YOUR INPUT!

	16 X 20	24 X 30	30 X 40
Regular Glass			
Conservation Clear Glass (Tru Vue ®)			
Acrylic 1/8"			
Denglas ®			
Fitting (Normal for Wood Frame)			
Single Archival Mat (ie: Crescent 1550)			
Single Regular Mat (ie: C901)			
Dry Mount on regular foam core			
Spray Mount on regular foam core			
Wet Mount on regular foam core			
Conservation Mat and Mount *			
Stretching Oils **			
Lacing needlework onto rag board			

\*Includes 4 ply rag mount board with the artwork hinged to it with japanese paper hinges and starch adhesive. ALSO includes a 4 ply rag window mat hinged to the mount board as recommended in PPFA Guidelines.

\*\*Includes stretcher bars.

Multiple Openings (rect.) per opening:  Labor Rate per hour for special work:

If you do special carving or cutouts on the mats, how do you figure the amount to charge? \_\_\_\_\_

How do you handle this with your customer? \_\_\_\_\_

Do you normally give discounts to any of the below? \_\_\_\_\_

If so what percentages:

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Regular Fitting

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Please take a few minutes to answer the questions on the back of this form.

**WE DO NOT WANT YOU TO SIGN THIS FORM.**

Many of the chapters in PPFA are completing their own surveys on member pricing. Upon your return we will compile data and provide you the information on low, high and average prices in the area. We appreciate your cooperation.

The survey printed in DECOR is based on a selected small group of frame shops and we know the information may vary greatly for our area. You may read the July DECOR for information on their survey.

---

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