



# EVERGREEN PICTURE FRAMER'S GUILD

## NEWSLETTER

JULY 1994

### FRAMER'S POINT

For a number of years the Board of the Evergreen Picture Framers Guild has been trying to put together a library for the membership. We are pleased to announce that Kiyoshi Toda of Accent on Framing has volunteered to act as Librarian and has with member input selected a large variety of materials that are now at your disposal. Kiyoshi will have the materials available at each chapter meeting for you to check out. This comes at a particularly good time for those of you who are studying for the upcoming CPF exam in August. There are also some new titles and videos that are worthwhile for everyone to check out.

The rules for the EPFG Library are very simple and are as follows:

- TO CHECK OUT BOOKS OR VIDEOS FROM THE LIBRARY, YOU MUST BE A CURRENT MEMBER OF EPFG.
- FIRST-TIME BORROWERS MUST FILL OUT A LIBRARY REGISTRATION CARD.
- ALL BORROWED MATERIALS MUST BE RETURNED BY (OR AT) THE FOLLOWING EPFG MEETING
- ALL PERSONS BORROWING LIBRARY MATERIALS ARE RESPONSIBLE SHOULD THEY BECOME LOST OR DAMAGED.

**inside...**

**Framer's Point  
Meeting Notes  
Classified Ads  
The Limited Edition**

### JULY MEETING

**TUESDAY  
JULY 12TH  
7:30 P.M.**

**ANABEL'S FRAMING  
2351 BROADWAY  
EVERETT**

**HUMAN RESOURCES**

### MEETING NOTES FROM JUNE

#### *"Marketing in Tough Times"*

The June meeting, a roundtable discussion of how to market your business during tough economic times, was held at the Jayeness showroom. Our hosts for the evening were Randall Haupt and Carrie Borchers. The panel was led by Joe Garitone of Larson-Juhl, Jeff Schuffman of Studio Moulding and Mike MacPherson of Nurre Caxton. These three individuals have a unique perspective on the retail end of the framing industry, due to the fact that they have the opportunity to visit a wide territory of frame shops and galleries, and observe what works and what doesn't in the ongoing game of marketing.

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## EPFG LIBRARY AVAILABLE TO MEMBERS

This is a list of the books and videos that are available for your use, the asterisk items indicated materials that are a benefit for studying for the CPF exam.

### VIDEOS

*Basics of Mat Cutting & Decoration*, Vivian Kistler, CPF  
*Basics of Picture Framing*  
 Vivian Kistler, CPF  
*Carved Mat Designs*  
 Brian Wolf, CPF  
*Color Selection in Matting*  
 Vivian Kistler, CPF  
*Conservation Framing-Bowen*  
 Don Bowen, CPF  
*Conservation Framing-Kistler*  
 Vivian Kistler, CPF  
 \**Conservation Framing of Needleart*  
 Kaye Evans, CPF  
*Framing Needlework*  
 Vivian Kistler, CPF  
*French Mats and Inlaid Mats*  
 Brian Wolf, CPF  
*Traditional Gilding*  
 Bill Ada

### BOOKS

\**Art of Showing Art*  
 James K. Reeve  
*Beginners Guide Faux Finishes*  
 Susan Goans Driggers  
*Business Forms*  
 Vivian Kistler, CPF  
 \**Conservation Framing for Professional...*  
 Ann Ferguson, PhD  
 \**Easy to Build Object Box Framing*  
 Don Bowen, CPF  
 \**Framer's Book of Materials and Techniques*  
 Paul Frederick, CPF  
 \**Framer's Guide to Using Japanese Paper*  
 American Packing, Inc.  
 \**Frames and Framing*  
 G. Laird & L. Dunn, CPF  
*Guerilla Marketing*  
 Jay Conrad Levinson  
 \**How to Care for Works of Art on Paper*  
 F. Dellor & R. Perkinson  
*How to Sell Framing*  
 Commerce Publishing  
 \**Is Your Contemporary Painting more Temporary...*

During a recession the first thing you must do is evaluate your business practices. What are you doing that consistently works and what are you doing that doesn't seem to return any business? These questions should be asked for each marketing idea that you implement. Do not simply enact the plan, but follow it up with an evaluation. The following ideas were discussed and seemed to have the most positive responses from those who have tried these approaches.

Direct mail has varying rewards for different business. Some of the most effective ideas in direct mail have been mailing specifically to your current customers offering them a special discount, frequent framing cards and referral discounts. A good tip for direct mailers, was to space the number of pieces mailed out over a period of time. With this idea your responses and work load will be spaced out over a longer time, instead of having a rush of responses and orders all at once.

The PFFA Marketing Manual is also a good source of prepared marketing ideas and materials. While most framer's cannot afford to use an ad agency or graphic artist on a regular basis, this manual provides camera ready, artwork that can be used by most stores and galleries.

A suggestion was made to consider pooling store resources and exchange artwork or possibly hire an ad agency for some generic ads that could be shared among participating stores.

Newsletters to your customers are another method of communicating directly with your client base. Unlike a direct mail coupon/special a newsletter allows you to pass on valuable information about framing standards, common questions from customers and announce new products, ideas and designs.

Offering a hanging service to customers was also recommended as an excellent source of customer service. In tough times, customer service is crucial and offering to come to a client's house to hang pictures is an easy and effective way to explore framing options

# JOE THE TAILOR

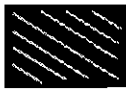
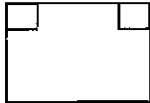
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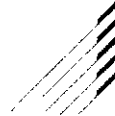
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## “Marketing in tough times” - June meeting

with your client in their home.

Use an answering machine. We all seem to have them in our homes, but how many have them in their business. How many calls are we missing on our off hours, or more importantly are we missing an opportunity to convey a message to our customers/potential customers. One store uses a clever message that includes their business hours and current specials on their machine.

Change your wall and window displays frequently. This does take some time, but everyone commented that the buying response after changing wall arrangements was significant.

Community service and involvement is another important and rewarding option. The contacts that can be made within your business community can prove to be invaluable. The time commitment is paid back in continued referrals from business & community leaders as well as the vast networks of volunteers from within school districts.

The comment was also made in reference to our actual sales techniques, that perhaps we are not using our dead time (the time when we are filling out paperwork) effectively. During the few minutes that it takes to complete an order are we encouraging our customers to look at photo frames, our could we interest them in glass cleaner, or any other add on items? How many times have you heard "Would you like fries with that?" or "We have socks on sale this week - would you like to add a pair to this outfit?" This is an easy sales tip that can easily be incorporated into every sale and these small but numerous sales will add up to additional \$\$\$'s at the end of the month.

*“The frame is the reward for the artist”*

*Edgar Degas*

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### **Anabel's Framing in Everett to host the July meeting.**

Helen Kane and her staff have graciously offered to host the July program . Over recent months Helen has been rearranging her space on Broadway and it will be interesting as always to see what new ideas she has come up with to utilize her space.

The topic of the evening will be Human Resource issues. Jamie Todd, Human Resource Consultant for Small Businesses will be reviewing issues such as:

- ◆ Job Descriptions
- ◆ New Health Laws
- ◆ Employee Handbooks
- ◆ Safety on the Job (Worker's Compensation)
- ◆ Employee Compensation

Whether you have one employee or twenty, these topics should be reviewed and in some cases updated to conform with new laws and standards.

#### **Directions To Anabel' Framing:**

The address is 2531 Broadway. The simplest method of getting there is to take the Pacific Ave. exit from I-5, go west a couple of blocks to Broadway & turn Right. Anabel's is a couple of blocks up on the right.

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## Library

Louis Pomerantz

*Life of a Photograph*

Laurence Keefe

*Marbling*

Diane Vogel Maurer

*\*Mat Cutting and Decoration - Vol 11*

Vivian Kistler, CPF

*\*Matting and Hinging Work of Art on Paper*

Merrily A. Smith

*\*Mounting, Laminating and Texturizing*

Seal Products, Inc.

*\*Needlework and Fabric - Vol 111*

Vivian Kistler, CPF

*\*Picture Framing - Vol 1*

Vivian Kistler, CPF

*\*PPFA Guild Guidelines for Framing...on Canvas*

PPFA

*\*PPFA Guild Guidelines for Framing...on Paper*

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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 CPF's, 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.

### **COMING SOON**

After much anticipation, **Studio Moulding Company** of Carson, CA is opening a new warehouse in support of clients throughout the Northwest. The 15,000 square foot facility is located at:

8214 - B South 192nd Street  
Kent, Washington

and is scheduled to begin shipping lengths, chops and joins of Studio's full line of wood, lacquer, Designer and Nielsen metal, FrameMica and Roma at the beginning of August. Details will be forthcoming.

**Marty Cohl**, who was Operations Manager of Studio's warehouse in Union City, CA has relocated and will assume that position in Kent.

If you have any questions, Studio Moulding can be reached at (800) 262-4174

### **GOOD LUCK - - WE'LL MISS YOU!**

**Carrie Borchers** of **Jayeness Moulding** recently announced she was leaving the framing industry. She will be taking a position with Cort Furniture in Redmond. Best of Luck, Carrie!

### **IN GOOD COMPANY**

**Helen Kane** of **Anabel's Framing** in Everett has been asked to be one of the 4 panelists for the **TruVu** Conservation seminar in Atlanta in September. Congratulations Helen- the other panelists will be in great company!

### **CONGRATULATIONS**

To **Laura Longacre** of Bellevue who has recently been recognized for her work as the Recycling Coordinator for **Dimensions Gallery**.

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<b>May</b>	<b>June</b>	<b>July</b>	<b>August</b>
		EPFG CHAPTER MEETING JULY 12TH- ANABEL'S FRAMING IN EVERETT TOPIC: HUMAN RESOURCE ISSUES JULY 26TH - BOARD MEETING	ABC SHOW - AUGUST 20-21 EPFG RECEPTION & OPEN FRAMING COMPETITION
<b>September</b>	<b>October</b>	<b>November</b>	<b>December</b>

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