



# EVERGREEN PICTURE FRAMER'S GUILD

## NEWSLETTER OCTOBER 1994

### FRAMER'S POINT

*BY Jodi Norton, CPF*

**MEMBER:** An individual belonging to a group or organization; a distinct part of a whole.

The Evergreen Picture Framer's Guild is made up not only the general **membership**, but of Officers and Board **Members**. The Board is charged with program planning, finances, awards & recognition and numerous other issues. This is an energetic group who works tirelessly to make the Evergreen Picture Framer's Guild a valuable network for framer's, suppliers and anyone involved in the art and framing industry.

Like any organization there are many tasks and responsibilities to undertake and often times not enough resources to complete or even begin these projects. The input of the **membership** is key to the success of this chapter, but it is also important to **remember** that the input alone is not always enough. There are many opportunities to help better this guild and develop its' potential, but it cannot be accomplished by just a few individuals.

The Board is looking at the 1995 schedule and has actively started planning events to be held this coming spring. This however does not scratch the surface of the suggestions and requests that have been brought to the attention of the board.

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### OCTOBER MEETING

**TUESDAY, OCTOBER 11TH**

**7:30 P.M.**

**MAGNOLIA FINE ARTS**

**3315 W. McGRAW**

**SEATTLE**

**283-3338**

**"HOW TO PROPERLY INSTALL FRAMED  
ART IN YOUR CLIENT'S HOME & OTHER  
VALUABLE CUSTOMER SERVICES"**

### **OCTOBER MEETING TO BE HELD AT MAGNOLIA FINE ART**

How many times have you been asked by clients if you would come out to there home and hang the picture that you have just framed for them? Then once you have agreed to provide this service, do you wonder just how you are going to hang it? If you have ever been faced with these types of questions and others that are similar, then the next meeting is for you.

Magnolia Fine Arts is hosting our October

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## MEMBERSHIP

*(Continued from page 1)*

Ideas such as having a directory of **members**, with staff names, specialties in framing, product lines stocked, etc., combined print and open competitions, more weekend workshops, museum tours, community service projects. on-going CPF tutoring and study sessions are just a few of the ideas that have been suggested. All of these ideas are wonderful and would add to the value of this chapter and benefit all **members**.

This is a truly unique chapter; in an industry where competition can be fierce and profits small, this group has come together to support, encourage and learn from one another. This is not true of all business organizations. With this type of commitment from the **membership** it seems reasonable to assume that we can combine our talents to meet all of our goals and objectives.

Currently there is a Board Member position open, due to the resignation of Mike MacPherson who recently relocated to California. Anyone who would be interested in filling this vacancy is encourage to attend the next Board meeting. If you feel you do not have the time to fully commit to a position on the Board, the Guild can still use your help. The programs that were listed and the many other projects that have been suggested can use your time and talents for a short and dedicated period of time. Consider assisting just a few hours to promote one area of interest to further the advancement of this Chapter. Board Meetings are held bi-monthly on the last Tuesday of the month. The next meeting will be held November 29th at 6:30 p.m. at Marie Callendar's Restaurant at Northgate. ALL Board meetings are open to all **members**.

We have a strong foundation and we can continue to build with the support of the **membership**.

### EPFG BOARD MEETING TUESDAY NOVEMBER 29TH 6:30 P.M. AT MARIE CALLENDAR'S NORTHGATE

**MEETINGS ARE OPEN TO ALL MEMBERS**



*BRING ANY SUGGESTIONS, COMMENTS AND TALENTS THAT YOU WOULD LIKE TO SHARE.*



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### CALENDAR OF CLASSES

#### October

- 11th - 14th .....4-Day Basic Skills Class
- 17th - 20th .....4-Day Advanced Skills Class
- 8th - Workshop, Shadow Box and Object Framing

#### November

- 8th - 11th .....4-Day Basic Skills Class
- 5th - Workshop, Conservation Framing of Needle art

#### December

- 6th - 9th .....4-Day Basic Skills Class

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Marilyn Neill CPF

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**October meeting**

*(Continued from page 1)*

meeting on Tuesday, the 10th at their store at Seattle. The program will be covering different aspects of handling installations for your clients. Frank Larson, CPF of ArtWorks N.W. has vast experience in customer installations, as ArtWorks is the provider of art & framing for the Yankee Diner restaurant chain. Not only do they do all the framing, but they are responsible for completing the project by hanging all the framed pieces. Frank will be demonstrating the various methods, products, tricks, and tips in making this process successful. We will also be adding an open discussion to explore ways to make picture hanging and other customer services profitable for your business.



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**A suggestion box will be brought to each general meeting - starting in October. All comments and suggestions will be forwarded to the Board.**

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Cash Register Counter	\$300.00
Work Counters with Mat Storage	\$275.00
Design Counters with Mat Storage	\$275.00
Print Display-Metal Tubing	\$160.00
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## MEETING LOCATIONS

The board is currently looking for new locations for our monthly meetings.

If you have any suggestion or would consider hosting a program at your gallery/store, please call Ron Norton at Frame Design Northwest.  
**(206)392-9727**

Your input is important to us and we will take all suggestions into consideration.

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## EPFG PRESIDENT TO GO PPFA CONFERENCE

On October 22nd & 23rd EPFG's President, Frank Larson will be attending the PPFA Leadership Conference in Richmond Virginia. During this conference chapter representatives from across the country will be coming together to examine the past years' results of PPFA programs and its' current status. Along with this basic agenda it, it is a time for chapters to exchange ideas, and a time to present questions and comments to the National Leadership. If you have any questions, concerns, comments or issues that you would like Frank to address at this workshop/conference, please contact him at the next chapter meeting.

Frank will review and report back on the outcome of this leadership conference in the upcoming months.



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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.

**JOB CHANGE** **Jeff Schuffman** has resigned his position as representative with Studio Moulding and has accepted a position as Northwest Representative with Piedmont Moulding. Jeff will be calling on distributors, and clients in Washington, Oregon, Idaho, Montana and British Columbia. For more information, you can contact Jeff at (206) 223-1810.

**GET WELL SOON** to **Carolyn Norton** of Frame Design Northwest who is recuperating from surgery.

**ON THE ROAD AGAIN** **Linda Ellis-Watson & Jodi Norton** were back on the road again. This time it was

to Montana for the Northern Rockies Chapter's Annual Trade Show and Banquet. Although away from home, many familiar faces were in the crowd. **Ben Edwards with Crescent, John & Merilee Ferens of Ferensoft, Mike MacPherson of Metropolitan Moulding, Roz Hopkins & Mary Murray of Framer's Inventory, and Randall Haupt of Jayeness Moulding.**

This column is WAY TOO SHORT, for any details about the show or its' activities. Maybe later.

Many thanks to our special hosts for the weekend **Lynne Himes and Amber Watson of L.A. Designs** in Missoula.

*Art is the child of  
Nature*

Henry Wadsworth Longfellow

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<b>May</b>	<b>June</b>	<b>July</b>	<b>August</b>
<b>September</b>	<b>October</b> OCTOBER 11TH - CHAPTER MEETING MAGNOLIA FINE ART INSTALLING FRAMED ART FOR CLIENTS & OTHER CUSTOMER SERVICES.	<b>November</b> ELECTION DAY - 8TH NOVEMBER 15TH - CHAPTER MEETING NOVEMBER 29TH BOARD MEETING	<b>December</b> NO MEETING

**EVERGREEN PICTURE FRAMER'S GUILD**  
**C/O JODI NORTON, CPF**  
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