

EVERGREEN PICTURE FRAMER'S GUILD

N E W S L E T T E R NOVEMBER 1994

FRAMER'S POINT

BY Paul Miller, CPF

In the November 1994 issue of *Inc.* magazine are the results of a very interesting poll. The poll was conducted among 63 business leaders, trend setters, and economy soothsayers. The question asked, "If you had to do it all over again, what business would you start today?"

Some very interesting answers -- from solid business concepts to capitalization on current or thought-to-be future trends. It was curious to see answers that followed a similar concept to that which brought the respondent their current success, and those that boldly ventured where they had not been before.

One that caught my attention was voiced by John Naisbitt, the highly successful author of *Futuretrends*, *Megatrends*, *Megatrends 2000*, and other well-received books. The Concept: A retail art business in Kuala Lumpur, the capital of Malaysia.

His rationale: "As countries move from poor to rich, their people first of all start eating out. Second, they start to buy clothes. Third, they start to buy appliances: air conditioners, refrigerators. Then they buy cars, motorcycles, and apartments. Their next stage is overseas travel. After that, they start to buy art. Various people in Asia are at any one of these stages. Geographically, Kuala Lumpur is at the center

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Classified Ads

NOVEMBER MEETING

TUESDAY
NOVEMBER 15TH
7:30 P.M.

AT
DIMENSIONS GALLERY
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NOVEMBER MEETING TO BE HOSTED BY DIMENSIONS GALLERY IN BELLEVUE

Dimensions Gallery is hosting the November meeting in Bellevue on the 15th. The meeting had been rescheduled from the 8th due to election day. Dave Allred and his staff have a fine reputation in the gallery and framing industry as well as in the recycling community, and this is an excellent chance to see some new and creative ideas in effect. The topic for the evening's program is altering finishes on wood mouldings. There are many techniques that are very simple and effective

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Framer's Point

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of southeastern Asia."

Scope and size: "I'd build a network throughout Asia, and I'd operate in about 20 cities...I would not target Japan. That market is saturated. A little after the year 2000, there will be half a billion people in Asia who will be what we generally understand as middle class. The whole center of the world is going to be in Asia. I'd get there now, and I would preempt everyone else.

It should be very encouraging to find someone of Naisbitt's stature enthused about a growing art market. As a matter of fact, after *Inc.* concluded their poll, they then sent the answers out to the persons that participated in the poll to see their reaction to what others had to recommend. Naisbitt has more favorable reaction than any other participant.

I thought about trying to get a good deal on the return trip of an empty shipping container going to Malaysia. I thought about buying several hundred -- no, maybe thousand -- prints to anticipate the future demand. But then there was the realization of the present cash flow levels.

I wonder, maybe I could just sell Naisbitt a headquarters store on the edge of the Pacific Rim from which to run his Asian operations??? One with mall hours - to keep him from spending too much time on leisure projects??? Well, I could try,

There will be no meeting in December due to holiday scheduling.

The first meeting of 1995 will be held on January 10th

**EPFG BOARD MEETING
TUESDAY
NOVEMBER 29TH
6:30 P.M.
AT
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CALENDAR OF CLASSES

October

- 11th - 14th4-Day Basic Skills Class
- 17th - 20th4-Day Advanced Skills Class
- 8th - Workshop, Shadow Box and Object Framing

November

- 8th - 11th4-Day Basic Skills Class
- 5th - Workshop, Conservation Framing of Needle art

December

- 6th - 9th4-Day Basic Skills Class

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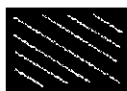
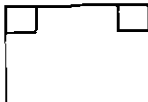
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October meeting

(Continued from page 1)

for altering a moulding to better match your project. By adding a wash you can change the complexion of a moulding, or you may want to strip the existing finish and change the look completely. These types of techniques open up endless possibilities for you current stock of moulding. By employing these methods, you can update mouldings to match current trends or specialize a piece to make it truly unique. The meeting will start at 7:30 p.m., hope to see you there.



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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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OCTOBER MEETING NOTES

If you were unable to make the last meeting, you missed out on some very clever and useful ideas for hanging customer's art. Frank Larson of ArtWorks N.W. shared with us the different methods and handy tips he uses during major installations. ArtWorks provides a hanging service that can include jobs hanging over 1,200 pieces in a single location such as the Yankee Diner Restaurant. As you may know there are many ways to hang a picture, and they were all covered during this meeting. Typically, using a picture hanger is the most common method, but there is a trick when using two hooks, that makes the hook more stable. If you look at the way the wires bisect the hooks you will notice that it descends back to the frame at an angle. If you place the hooks slightly tilted into the center of the hanging space it will alleviate some of the strain on both the wire and the hook making it more secure. A handy tip that Frank has devised for marking the spots for any type of hanging device is a center rule with a level attached to the middle of the rule. This is very effective when using more than one hook or when you have strap hangers.

Paul Miller of Raindrops Gallery and Frank have also devised a trick to make hanging a picture with strap hangers much easier. By taking a loop of wire and attaching it to the ring in the hanger, you can make adjustments if your hooks are slightly out of alignment.

Prepackaged security hangers are the most commonly known method of hanging for restaurants and hotels, but they are also the most time consuming of hanging devices to use. Accuracy is essential in using security hangers and one clever trick to placing the T-screw bracket in the exact place is to place the screw in the wall then place a dab of putty on the top of the screw, hang from the top mounts and press the back of the frame against the T-screw. The putty will leave a mark on the frame in the exact location to attach the bracket to the frame.

One interesting comment that Frank made about "security" hanging is that nothing is ever completely secure. He demonstrated this fact by pulling a piece of framed art off drywall. The picture is gone and you are left with gaping holes in the wall. One of Frank's clients does not use any type of security hanging for the reason that it costs more to repair the wall than to replace the art.

The type of hardware that you need is varied and Larson was a wealth of information in regard to new products that are available to facilitate larger pieces. EZ anchor is one such device; it is a plastic anchor that you screw into the wall, and then screw a floreat hanger into the anchor for a secure hook. The other anchor is a EZ toggle; this toggle bolt is automatically set when you screw it into the wall, from this point you can add

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PPFA/EPFG COMPETITION PRINT

The selection for the 1994/95 "Print" Framing Competition is entitled "Toro Jugueton", spanish for "Playful Bull", is signed and number with an edition size of 450. "Toro Jugueton" is printed on Rives BFK, an acid-free French printmaking paper, and measures 5" x 7".

The print will be available at upcoming chapter meetings, or you can contact PPFA.

This year framing competition again will be held in conjunction with our annual banquet and awards ceremony. This is tentatively scheduled for April, prior to the PPFA show in Vancouver. Currently, it is under consideration to combine the print framing competition with an open framing competition as well. Place winners from local chapters who are PPFA members are eligible to compete in the National "Print" Framing Championship, to be held at PPFA's Chicago convention.

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hooks appropriate for your picture. Other items that Frank recommended you have are a wrist magnet to keep your screws, hooks, pins, nails, other miscellaneous items right at your fingertips.

Tips to remember are to use a finish nail near your wall marks to determine if there is a stud available, there is no need to use anchor is a stud if available. A really nice touch when hanging on wallpaper is to carefully score and peel the section of wall paper away and gently tape down. This will endear you to many when the time comes to change the art around; there will be no need to patch the paper, all you have to do is apply a little glue and reattach the paper to the wall. Make sure to have all the tools you need at hand in a hanging kit. The suggested items to have on hand are:

- | | |
|------------------------|------------------|
| Floreat hangers | Nails |
| T-screws | Anchors |
| D-rings | #8 1" screws |
| Security hangers | Wire cutters |
| Awl | Putty |
| EZ toggles | EZ anchors |
| Variety of 1/2" screws | Touch up markers |
| Pens & pencils | Screw drivers |
| Hammer | Tape measurer |
| Needlenose pliers | Glass cleaner |
| Plexi cleaner | |

The charge for hanging services varies from business to business. The average range is approximately \$40 per hour with a one hour minimum. Offering services such as delivery and hanging for fees are not unusual and can provided you with additional opportunities to make contact with your clients. It is common on jobs such as these to come back from a delivery with a better understanding of your customer and their home, as well as making yourself available to them in their home to make suggestions regarding art that is already framed that may need updating or repairs.

Our thanks to Nadine and Dick Karr of Magnolia Fine Art for hosting this program.

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.

CONGRATULATIONS To **Garth Tutor** of **U-Frame-It** in Ballard on passing the CPF exam taken in August at the ABC Show.

NEW FACES at the last meeting from **Summer Song Gallery, Brian Medsker, Craig Vandenberg, & Jim Malecki**. They have graciously offered to host a meeting and we are looking forward to seeing this new and innovative gallery.

NEW SALES REP **Jim Thorpe** was recently announced as the new sales rep for **Nurre Caxton**. If you have not yet met Jim, he is busy orienting himself

to the job and plans on contacting everyone as soon as possible. Congratulations and Good Luck to you, Jim.

FROM ONE SIDE TO THE OTHER **Christine Hudson**, formerly the sales rep for **Nielsen & Bainbridge** has moved over to the retail side of business. She is now the co-owner of **Bellevue Art & Frame**. Congratulations!

BRAVO! To **Victor Moulding Co.** for recently printing a specifier for Screw Eyes that is accurate and complete with the correct size numbers. The littlest things can make framer's so happy.

**HAPPY THANKSGIVING TO ONE AND ALL,
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AND HOPEFULLY PROSPEROUS HOLIDAY
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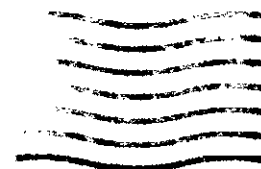
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1994

January	February	March	April
May	June	July	August
September	October	November ELECTION DAY - 8TH NOVEMBER 15TH - CHAPTER MEETING NOVEMBER 29TH BOARD MEETING	December NO MEETING DUE TO HOLIDAY SCHEDULING

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