



EVERGREEN PICTURE FRAMER'S GUILD

N E W S L E T T E R February 1995

PPFA BOARD FACED WITH TOUGH DECISIONS

The following are excerpts from the PPFA Leaders Packet.

This fall when the executive committee met in Richmond to begin the 1995 budget process, they were faced right away with making some tough decisions that would ultimately affect the bottom line in 1995.

PPFA, no different than most businesses over the past five years is forced to make changes. Some changes are painful; however, the executive committee has worked very hard putting many hours into the final 1995 budget. When the proposed budget was submitted to the entire board of directors, it was approved as submitted.

Below are changes members of PPFA need to be aware of.

- ◆ Effective January 1, 1995, the PPFA 800 toll free number will be temporarily suspended. Members will be asked to call (804) 226-0430 as the direct line to the PPFA office.
- ◆ The PPFA Board of Directors will meet seven times in 1995; six via conference call and once in San Francisco or Chicago.
- ◆ Travel and telephone budgets for officers and directors have been "bundled" and will be allocated on an as needed basis.

(Continued on page 2)

**FEBRUARY MEETING
TO BE HELD AT
LARSON - JUHL**

**TUESDAY
FEBRUARY 7TH
7:30 P.M.**

**EQUIPMENT
MAINTENANCE**

JANUARY MEETING NOTES

The first meeting of 1995 was held at ArtWorks Northwest in Kirkland. Frank Larson, CPF and President of the EPFG was our host.

The evening started off with a social hour and informal tour of the workshop and showroom. ArtWorks N.W. deals primarily with corporate clients, restaurants and high end residential customers. They have 2 full time art consultants who meet with prospective

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**PPFA Board Decisions
January Meeting Notes
Classified Ads**

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Tough Decisions

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- ◆ Committee business will be conducted via conference call
- ◆ The Executive Committee will conduct its business via conference calls with the exception for the Finance & Budget Committee who will meet in Richmond in the fall for the purpose of developing the 1996 budget.
- ◆ Personnel and related expense has been cut by 34%. The staff will be comprised of 13 full-time employees and 3 part-timers.
- ◆ Staff travel has been reduced by 41% and staff education/training has been eliminated.
- ◆ Individual membership dues have been increased from \$45 to \$100 as recommended by chapter leaders.
- ◆ The PPFA certification fee has been increased from \$200 to \$225 for members and \$300 to \$325 for non-members. The exam retake charge will stay at \$150.
- ◆ *artframe today*, PPFA's newsletter has been reduced from twelve, 8-page editions to six, 4-page editions with the first issue January, 1995. It will continue to be tipped-into *Picture Framing Magazine*.
- ◆ There will not be a Who's Who Membership Directory in 1995.
- ◆ Because of the reduction in staff and cost affiliated with owning your own building, PPFA's headquarters building will be sold. Headquarters will be moved to a location in Richmond, Virginia that will considerably reduce annual occupancy costs.

If you should have any questions concerning these changes, please do not hesitate to call PPFA staff, or our regional director Ray Dwyer at (406) 862-5246.

**DUES ARE DUE
YOUR EPFG MEMBERSHIP DUES
ARE NOW DUE.
ANNUAL MEMBERSHIP COST IS
\$40**

EPFG BOARD MEETING

TUESDAY

January 31st

6:30 P.M.

AT

MARIE CALLENDAR'S

NORTHGATE

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MEMBERS**



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SHARE.*



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Please note the change in the
February Meeting Date.

The meeting will be held on
February 7th instead of the 14th.

Happy Valentines Day!



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Board.**

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JANUARY MEETING NOTES

(Continued from page 1)

clients and tour their facilities or homes to determine their needs. They then prepare presentations of art and framing options. The average number of pieces framed per week is approximately 150 pieces. The type of framing produced ranges from a \$35 straight fit metal frame for a poster to a \$15, 000 elegantly framed piece of original art.

In order to accommodate the variety and volumes of work that are processed through Art-Works, Frank has designed innovative workspaces that are well organized and adapt to the needs of the framers.

The topic for the evenings' program was needlework stretching, conducted by Paul Miller, CPF of Raindrops Gallery. This is a subject many of us would rather avoid, but it is a necessary evil.

Paul commented that his methods of stretching have changed over the last 8 1/2 years. He originally followed the methods in Vivian Kistler's book *Picture Framing vol. 3 - needlework* (this book is available through the EPFG library). The method he started with was to mount a 4 ply ragboard over needlework board and stretch the piece with staples. He would then use a sink mat to insure proper positioning of the piece. The problems with this method was that each piece required a mat and a frame with at least a 3/4 rabbit depth in order to accommodate a sink mat. This was the method that Paul used until Frank Larson came to work at Raindrops Gallery.

Frank had been stretching pieces of needleart for women who would enter the pieces in competitions and were extremely pleased with his abilities. His methods are very similar to stretching canvases. He uses 8 ply cotton rag board and applies stitchery tape to the sides of the board and burnishes the tape down. This

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April Banquet and Education Program Plans are Underway

The date has been set and the location has been confirmed for the 2nd Annual EPFG Banquet. The banquet will be held on April 8th at the Double Tree Inn at Southcenter. We will again be hosting a weekend of education, along with the Print Competition and the Vendor Service of Excellence Award.

More information will be sent to you in a special mailing.

If you would like to assist in planning any portion of this program, please contact Joe Garitone of Larson-Juhl, Jeff Schuffman of Piedmont Moulding or Frank Larson, President of the EPFG.

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.

We are still trying to acquire prints from PPFA. If you would like to receive your print ASAP, call PPFA directly to order.

This year's framing competition on 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

Work Wanted

Experienced Framer interested in finding employment as a framer in a gallery, frame shop or production shop. Prefer locations between Seattle & Marysville, but will consider others. For a resume contact Matt Freed (206) 778-1829

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Resume and references available upon request

PLEASE CONTACT:

ELIZABETH RUSSELL(206)440-8656

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1994

<p align="center">January</p> <p>EPFG Board Meeting - January 31st</p>	<p align="center">February</p> <p>February 7th - Chapter Meeting Larson-Juhl Equipment Maintenance</p>	<p align="center">March</p> <p>March 14th - Chapter Meeting Fast Frame/Tacoma</p> <p>March 28th-EPFG Board Meeting</p>	<p align="center">April</p> <p>April 8th-EPFG Annual Banquet Print Framing Competition & Education Weekend</p> <p>April 21-23 PPFA ART & FRAMING SHOWCASE IN VANCOUVER OPEN COMPETITION</p>
<p align="center">May</p>	<p align="center">June</p>	<p align="center">July</p>	<p align="center">August</p>
<p align="center">September</p>	<p align="center">October</p>	<p align="center">November</p>	<p align="center">December</p> <p>NO MEETING DUE TO HOLIDAY SCHEDULING</p>

EVERGREEN PICTURE FRAMER'S GUILD
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