

EVERGREEN PICTURE FRAMER'S GUILD

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

IT'S TIME TO GET READY FOR THE APRIL EDUCATIONAL PROGRAM & BANQUET

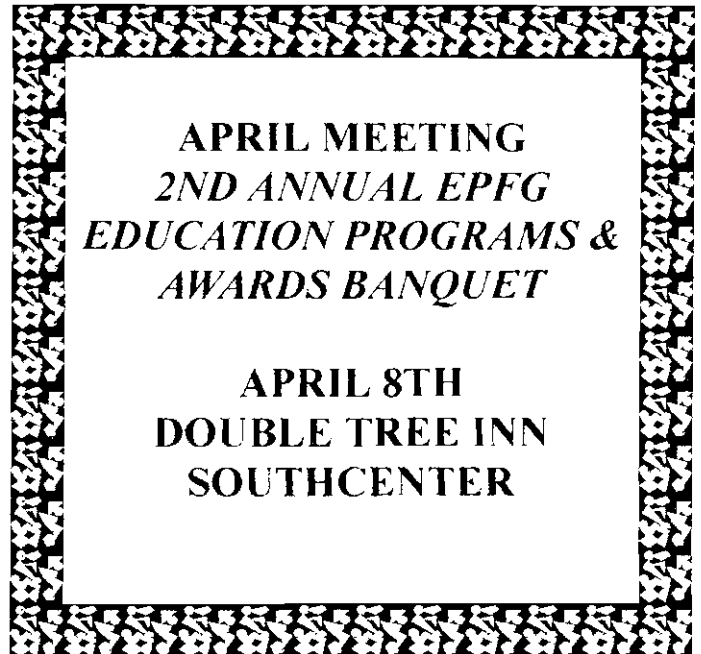
There are certain things/events that you wait all year for...Vacations, Birthdays, Holidays, and of course the Annual EPFG Education Program and Awards Banquet. Well, the time is finally here! The 2nd Annual EPFG Education Program & Awards Banquet is just around the corner, April 8th to be exact. This event has taken considerable planning & organization to pull together, and we are looking forward to an outstanding day of education and an evening of fun.

By now you have received a registration packet, containing the list of educational programs planned throughout the day, along with information regarding the framing competitions and the dinner. But, of course you can never have too much information or enough reminders to fill out the materials needed to complete the planning of this event.

The classes planned for the day are a real benefit to anyone in this industry.

The Basic Mat Cutting Class is being taught by John Ferens, CPF, and it is an excellent review. There will be a mat cutter available for each participant along with all the materials needed to instruct you on the fine art of cutting mats. The class is limited to 12 participants, so that you will receive individualized attention and instruction. This class is highly

(continued on page 2)



Notes from the March Meeting: *Sumi Paintings*

The March meeting was held at Fast Frame in Tacoma on Tuesday the 14th. Our Hosts for the evening were Brenda Vint & Mitch Anderson, who were recently married, Congratulations!

Frank Larson, President open the meeting with several announcements: The competition print was introduced and is available for \$15.00. The competition will be held in conjunction with the Education Program & Banquet on April 8th.

The prize structure for the framing competition

(continued on page 6)

inside...

EPFG 2nd Annual Education & Awards Program
March Meeting Notes
Registration/Reservations
Classified Ads

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enclosed
page 7 & 9

April education & banquet

(Continued from page 1)

recommended if you are just starting out, if you have new employees that need to have comprehensive instruction, or if you need a refresher course on the technical basics.

The Advanced Mat Class is being presented by Allan Lamb, CPF. This course was incorrectly described in the registration packet. Allan has put together an outstanding program of Advanced Mat Design. During the course of the program, participants will be learning how to executed a painted bevel, how to use a ruling pen for ink lines on mats, learn to use different mediums to produce panels, hand cutting techniques, the use of fillets and much more. With this class, participants will produce a series of example mat that can be used in a shop/gallery. This is a course appropriate for anyone in the framing industry. Classes with just a small portion of this information are regularly included at PFFA shows.

As customer service becomes a more and more integral part of doing business, one added service that can offer is a Hanging Service. Frank Larson, CPF has extensive knowledge in organizing and arranging large installations for corporate and residential accounts. With his experience, you can

(Continued on page 4)

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TUESDAY

March 28th

7:00 P.M.

AT

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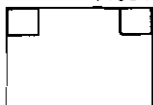
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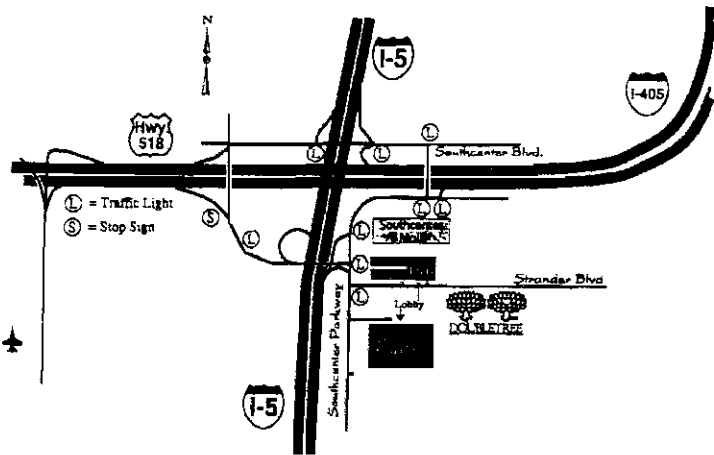
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I-5 Northbound
Use Exit #153 (Southcenter Pkwy & Mall). Go South. Left at 1st light to INN. Through 1st light to SUITES.

I-405 Southbound
Use Exit #0 (Southcenter Blvd. & Mall). Exit curves to the right. At 2nd light, from right lane, turn right. Next light, turn right. Follow around Mall. Left at 3rd light to INN. Through 3rd light to SUITES.

I-5 Southbound
Use Exit #154-B (Southcenter Blvd. & Mall). At exit ramp right, turn left. At 2nd light, from right lane, turn right. Next light turn right. Follow around Mall. Left at 3rd light to INN. Through 3rd light to SUITES.

April Education & Banquet

(Continued from page 2)

learn the tricks to prepare a piece for easy installation, what tools are essential to carry with you to any outside job. The tricks of the trade that will be provided in this class will give you the inside track to make this service an attractive marketing tool for your shop or gallery.

Do you cringe when you see a customer walk through the door carrying a hanger with a dry cleaner's bag over it? This is a sure sign of Needle Art anxiety. With this class, Techniques for Framing Needle Art presented by Paul Miller, CPF., participants will learn proven methods for stretching needlework. From lacing to taping, stretching can be a daunting task; but with the proper techniques, it does not need to be reoccurring nightmare. There are also framing options to consider when working with needle art and the various methods will be covered during this session. If by taking this class, you more effectively handle one job involving needle art you are money ahead.

Framing Tips are the real time savers in this industry. We all have some tips, and we always need some more tips. Linda Horsfall, CPF is putting together a program of just TIPS! Ideas on how to make our jobs easier, tools to do our jobs better, tips to save our mistakes (who makes mistakes?). Come to this Pot-pourri of Framing Tips with questions and you will leave with answers.

It has been said that 15% of business that fail, fail due to lack of funds. 85% of businesses that fail, fail due to lack of management. Creativity is key in this industry, but business is the bottom line. How is your bottom line? Do you know what your profit margin is? Is marketing really that important? With the help of EPFG vendors and board members, attendees will be discussing in a roundtable format key business elements, and practices.

(Continued on page 6)

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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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April Education Program & Banquet

(Continued from page 4)

All or any of these classes are important tools to running a successful business and a great opportunity to improve existing talents. We hope that you will take advantage of these programs and then stay to enjoy the company of your framing colleagues.

Hope to see you there.

FRAMING COMPETITION UPDATE

Now is the time to test your creative talents against your fellow framers. The second annual EPFG framing competition is scheduled for April 8th. As with last year we will be sponsoring the regional print framing competition. The winners are then eligible to compete at the national level for PPFA's Hall of Fame Award. The print that was chosen for competition is a hand colored etching titled *The Playful Bull*. This is a challenging piece that will result in some very unique designs. The print is now available through the Chapter for \$15.00. If you have not already obtained the print-please call Linda Watson at Frame Design N.W. (206) 392-9727 for your copy. The second phase of competition will be the open competition, also known as the new & creative competition. For this field, you are charged with creating a piece with no restrictions as to subject matter or materials. The idea is to use new techniques in presenting your idea/designs. The EPFG open competition does not qualify the piece for national competition. If you are interested in pursuing the PPFA award you must enter your piece at either the Vancouver, B.C. or the San Francisco show.

The prize structure for the EPFG competition is one of the best in country, and it is an excellent incentive to submit an entry. Ribbons will be awarded to all prize winners and honorable mentions in both categories. Cash awards will be given for the

(Continued on page 10)

EPFG BANQUET

"I would like to make reservations for dinner."

One of the best features of the April event is the banquet. Once a year this energetic group gathers to enjoy each others company, trade stories, compare information, giggle, laugh loudly and cry on each others shoulders. They also eat dinner.

The EPFG and it's Vendor Sponsors underwrite the cost of this event and it is an excellent value. For the low, low price of \$10.00 per person, you can partake in the banquet, with a choice of menu items. This is a wonderful way to introduce yourself, your staff, spouses and significant others, who otherwise might not be able to participate in the monthly functions.

To make reservations, complete the Registration/Reservation form included in this newsletter. Make sure to note your choice for dinner.

March meeting notes

(Continued from page 1)

is outstanding, with a top prize of airfare to Chicago to compete at the National Level. There will also be a Open Framing competition with cash prizes to be awarded. More information regarding the specifics of the competition can be found within this publication or in your registration packet.

Information was also provided regarding the Vendor Service Award, which is being directed by Ron Norton of Frame Design. In your registration packet there is a ballot for voting, this ballot contains two changes. The first is the overall rating column; this is what the scoring will be based upon. The individual categories should be filled out to reflect your satisfaction with your vendors. These scores are related back to the vendors, so that they are made aware of any concerns or are acknowledged for a job well done. The second change is a Sales Person of the Year award. This is not a popularity contest, but is a an award to recognize the person who best represent their company & this in-

(Continued on page 8)

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March meeting notes

(Continued from page 6)

dustry as well as provides you with excellent service. This is a popular award, and your help is needed. Take time to fill out the ballot and return to the address listed on the back of the form.

A reminder was also made in regards to the April 21st 1& 22nd PPFA Trade Show that will be held in Vancouver, B.C.. Prior the show, PPFA President Doug Highfield, CPF and Executive Director Rex Boynton will be in Seattle to host a Town Meeting. This is an opportunity to ask the questions, we all seem to have and to listen to the explanations behind some of the recent decisions made by the Board of PPFA. The location for this meeting will be announced shortly.

With the announcements concluded, Frank introduced the program for the evening: Techniques for mounting Sumi Watercolors. Paul Knoop, CPF of Framer Makers in Tacoma presented a lively and informative discussion on his methods for handling this delicate type of art. Having studied with a well-known Sumi artist he has successfully mastered techniques for mounting the tissue thin work. Sumi work in most every case comes to a framer in a very wrinkled state and is not easily framed in that condition. Using papers from Dan Smith Art Supply, Paul uses a wet mount to stretch the paper to an exceptional finish.

To start, Knoop uses a piece of clean glass several inches larger than the watercolor, and places the sumi face down on the glass. Using a thin cornstarch paste and a Hake brush, he "slops" the paste onto the art to saturate the paper. With the Hake brush, he smoothes out the wrinkles and air bubbles until the piece is totally flat. Once the piece is free of wrinkles he then places a larger piece of Mulberry paper over the entire surface of the sumi. By smoothing with his hands or a brayer he adheres the Mulberry paper to the sumi. Once adhesion is complete, he lifts the Mulberry off of the glass. The sumi should be tightly mounted to

(Continued on page 10)

Outstanding value from the EPFG & our Vendor/Sponsors

In today's world, finding a good value is not always very easy. However, The Evergreen Picture Framer's Guild and their Vendor Sponsors are changing all that. With the upcoming Educational Program and Awards Banquet, the guild is able to host an array of classes at greatly reduced prices. Two of the classes are being presented by Nationally recognized speakers, John Ferens, CPF and Allan Lamb, CPF. These classes, Basic Mat Cutting and Advanced Mat Design are programs frequently held at PPFA shows throughout the country. One difference however, is the price of the class. In the recent mailing for the Vancouver Show to be held April 21-24, Basic Mat Cutting is offered. The price for this class is \$149.00 -- The price for the EPFG class is just \$25.00 for members.

How Can They Do That? you ask. The answer is simple...Outstanding support from our Vendors. Our local Vendors understand the important benefits of the Evergreen Picture Framer's Guild and they have continually gone out of their way to provide this chapter with any support we may need. From underwriting the April event to locating speakers, hosting meetings, phone calling to research, these fine companies are always available to assist this chapter with its many projects.

You can literally spend the entire day at the Double Tree Inn, participate in education all day, enjoy dinner and compete for the price of just one PPFA class. We hope that you will take advantage of this fine value; and, we hope that you let our local vendors know how much we appreciate their involvement and commitment.

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March meeting notes

(Continued from page 8)

the backing paper. Set aside the sumi & it's backing, and thoroughly clean the glass. After cleaning the glass, place the sumi with the backing side down on the glass. Now in order to complete the process, Paul runs a line of paste underneath the excess border of the Mulberry paper and works the backing paper down for a tight adhesion. Once the piece is thoroughly dry, he then cuts the piece out inside the final paste line. This leaves a nicely stretched sumi with additional border which he then hinges to a backing in order to complete his framing package.

This is a very simple method that any framer can reproduce when presented with this beautiful and delicate type of art work.

Framing competition update

(Continued from page 6)

following:

1st place - Print Competition

Airfare (1) to Chicago to compete at the PPFA National Show or a cash prize of \$200.00

2nd place - Print Competition

\$50.00

3rd place - Print Competition

\$25.00

Popular Choice - Print Competition

Airfare (1) to Chicago to compete at the PPFA National Show or a cash prize of \$100.00

1st place - Open Competition

\$100.00

2nd place - Open Competition

\$50.00

3rd place - Open Competition

\$25.00

Popular Choice - Open Competition

\$100.00

There is also a new wrinkle/rule to PPFA

(Continued on page 11)

Framing competition update

Competition. This new rule will apply to any piece being entered at either a regional show such as Vancouver or at the National level. The rule is that each piece being entered for judging by PPFA must have a B&W photo and a color slide accompanying the entry. In order to help our members, the EPFG will photograph all entries received for our competition at no charge. Entries must be received at the Double Tree Inn on Saturday, April 8th during the hours of 8:30 a.m. to 1:00 p.m. If you will not be able to deliver your piece/pieces during these hours please contact Ron Norton of Frame Design N.W. (206) 392-9727 for assistance in making alternate arrangements.

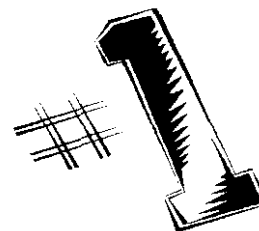
Popular choice voting will take place during the no-host cocktail hour (6:30 p.m. - 7:00 p.m.) Awards will be presented during the banquet. Make your reservations now, so that you don't miss a thing.

Schedule at a glance

| | |
|---|--|
| 8:30 a.m. - 1:00 p.m. framing competition registration | 2:00 p.m. - 3:00 p.m. Frame Competition Judging |
| 9:00 a.m. - 12:30 p.m. Basic Mat Cutting | 3:45 p.m. - 4:45 p.m. Business Roundtable |
| 9:00 a.m. 10:45 a.m. Handling & Hanging Artwork | 6:30 p.m. - 7:00 p.m. No Host Cocktails & Popular Choice Voting for Print/Open Framing Competition |
| 11:00 a.m. - 12:30 p.m. Techniques in Framing Needleart | 7:00 p.m. - 10:00 p.m. Dinner & Awards Ceremony |
| 12:30 p.m. - 1:30 p.m. Lunch Break | |
| 1:30 p.m. - 5:00 p.m. Advanced Mat Design | |
| 1:30 p.m. - 3:30 p.m. Potpourri of Framing Tips | |

THE TOP 10 REASON TO ATTEND THE EPFG EDUCATION PROGRAM & AWARDS BANQUET

- NO. 10 Several hours without having to hear "How much does it cost to frame something?"
- NO. 9 The opportunity to visit exotic Tukwila.
- NO. 8. To see if the Larson-Juhl reps wear matching ties.
- NO. 7. A chance to see who's shorter, Roz from Framers' or Susan from National Glass.
- NO. 6. To hear Helen Kane's unmistakable laughter.
- NO. 5. A chance to put on the fancy go to meetin' duds.
- NO. 4. Hey, dinner for less than the cost of a mega meal at KFC.
- NO. 3. They're givin away money!
- NO. 2. For once you won't be the only person with band aids & putty stains on your hands.



And the Number One reason to attend the EPFG Education Program & Awards Banquet.

You won't have to explain to any one what you do for a living and than hear "Oh, I have something that needs to be framed."

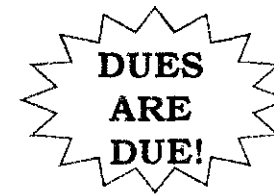
**EVERGREEN PICTURE FRAMER'S GUILD
C/O JODI NORTON, CPF
FRAME DESIGN NORTHWEST
1420 N.W. GILMAN BLVD.
ISSAQUAH, WA 98027**

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HARTUNG GLASS

VENDOR SERVICE AWARD OF EXCELLENCE

At the April 8th Awards Banquet, we will have the 2nd Annual Vendor Service Award. Also added this year is an award for outstanding Sales Person (see details below). Please rate our vendor/advertising sponsors in each category on a scale of 1 to 10 (10 being considered excellent). There is a new column this year, overall rating. It is most important for you to fill in this column, as some of the other categories may not apply to all vendors. The award will be given based upon the overall rating. Balloting must be received by March 31st. Fill it out now and mail to the address printed on the back.

| VENDOR | CLIENT SERVICE | PROFESSIONALISM | PRODUCT QUALITY | PRODUCT SELECTION | PRODUCT AVAILABILITY | PRODUCT KNOWLEDGE | PROMPT DELIVERY & SHIPPING | PROBLEM RESOLUTION | SALES REP | OVERALL RATING |
|--------------------|----------------|-----------------|-----------------|-------------------|----------------------|-------------------|----------------------------|--------------------|-----------|----------------|
| THE ART DOCTOR | | | | | | | | | | |
| ARQUATI | | | | | | | | | | |
| THE BEARD OUTLET | | | | | | | | | | |
| CLARK | | | | | | | | | | |
| CRESCENT | | | | | | | | | | |
| FERENSOFT | | | | | | | | | | |
| FRAMER'S INVENTORY | | | | | | | | | | |
| FRAMING FABRICS | | | | | | | | | | |
| HARTUNG GLASS | | | | | | | | | | |
| JAYENESS MOULDING | | | | | | | | | | |
| JOE THE TAILOR | | | | | | | | | | |
| LARSON-JUHL | | | | | | | | | | |
| METAL FRAMES ART | | | | | | | | | | |
| NATIONAL GLASS | | | | | | | | | | |
| NURRE CAXTON | | | | | | | | | | |
| PACIFIC FRAMING | | | | | | | | | | |
| PIEDMONT | | | | | | | | | | |
| SEATTLE PLASTICS | | | | | | | | | | |
| STUDIO MOULDING | | | | | | | | | | |
| SUPERIOR MLDC | | | | | | | | | | |
| VICTOR MLDC. | | | | | | | | | | |

OUTSTANDING SALES PERSON AWARD

The outstanding sales person for the year should be the person, who professionally represents his/her company, serves your account well and represents what is good about our industry.

My Nominee for Outstanding Sales Person for 1995 is _____ name
 _____ company

