



EVERGREEN PICTURE FRAMER'S GUILD

NEWSLETTER MAY 1995

FRAMER'S POINT

by Ron Norton-EPFG Board Member

"YOU MISSED YOUR OPPORTUNITY!"

How many times have we as individuals or a group (EPFG) disagreed, dismissed or discounted the ideas, programs or promotions of PPFA?

During the April 8th dinner meeting, Frank Larson announced that there would be a special meeting on April 20th at the Sea-Tac Red Lion with the Executive Director of PPFA-Rex Boynton and the President of the Board of Directors for PPFA - Doug Highfield.

The purpose of this meeting was to conduct a "Town Meeting" with the members of this chapter. To answer questions, explain programs and to listen to our concerns. The sad part about this-was that only 2 members and 3 Board Members bothered to take the time to meet with them.

I personally feel a lot of good ideas were exchanged and even though we may not fully agree with PPFA on all programs, their points were well taken and presented.

The real questions is "WHERE WERE YOU?"

We will hold a round table discussion at the June Meeting to review several topics raised at the meet-

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CHAPTER MEETING
MAY 9TH
7:30 P.M.
CONSERVATION
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Notes from the April Banquet & Educational Program

If you missed the April meeting -- you missed alot! We had a full day of education, framing competitions and banquet with awards ceremony.

To start off the day we had two rooms of education running. Classes were being conducted throughout the day with a variety topics, from basic mat cutting to a business roundtable. Good information and techniques were abundant that day. Thanks to our sponsors who helped to un-

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April education & banquet

(Continued from page 1)

ing with Rex & Doug. Some of the issues raised were - - "Should PPFA be a professional organization or a trade group?" "Where would you choose to hold the National Convention?" "Do you think there are too many trade shows, during the year?" "Should PPFA get out of this business?"

These are just a sample of the questions asked and discussed during the meeting with our National Leadership. I hope you join in on the round table with questions and comments, so that we can better respond to PPFA and present great concepts from the Northwest. With positive participation we can effect change.

**PPFA Round Table Discussion
June 12th
Wood n' You Gallery
Kirkland**

**THANK YOU
to everyone who has already paid their
1995 EPFG dues!**

**If you still have not paid-the annual
membership cost is \$40.**

**If you would like just the newsletter the
cost is \$18.**

**PLEASE MAKE YOUR CHECKS
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**EPFG BOARD MEETING
TUESDAY**

**May 29th
7:00 P.M.**

**AT
MARIE CALLENDAR'S
NORTHGATE**

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MEMBERS**



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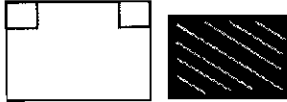
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April meeting notes

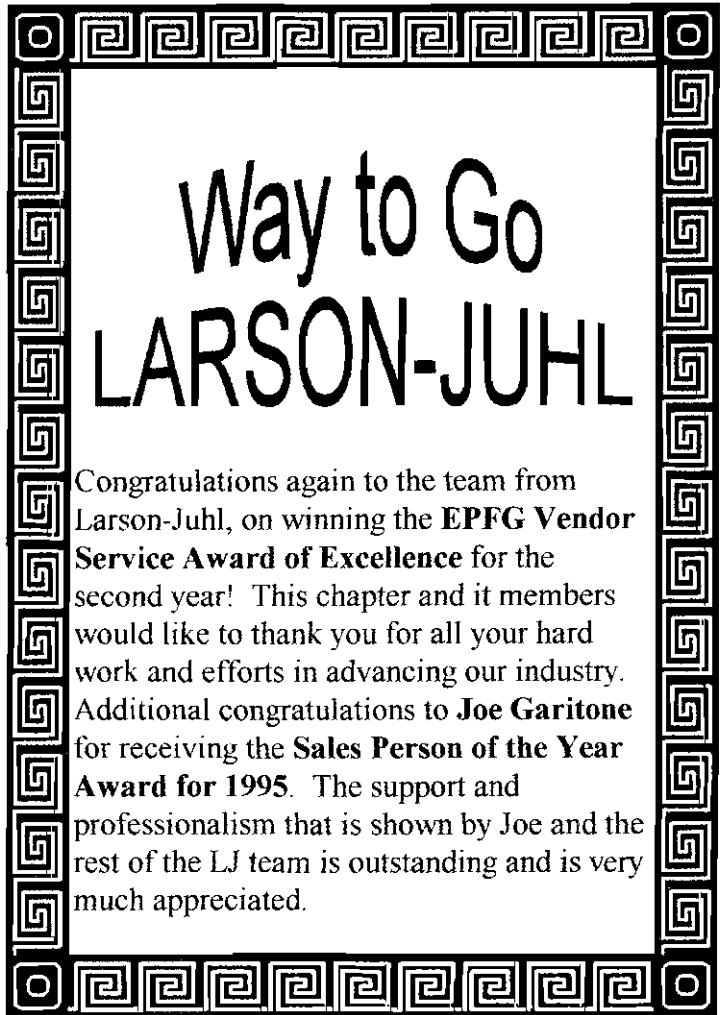
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derwrite the expenses of the day, the classes were an extremely good value for the presentations that were being offered.

The framing competition began early in the morning with entrants registering their pieces. Those of us who were receiving the pieces were delighted with the quality and creativity that was shown with such a difficult print. With nine entries in the print division and three in the open competition-the judges had their hands full with the task of evaluating each piece.

The evening was rounded out with the second annual awards banquet. This is always a fun event. With a room full of framers you know that the conversation is going to be lively and animated. The popular choice voting was held during the reception. We had a number of award recipients. The Vendor Service of Excellence was an extremely tight race this year with only

(Continued on page 6)



Way to Go LARSON-JUHL

Congratulations again to the team from Larson-Juhl, on winning the **EPFG Vendor Service Award of Excellence** for the second year! This chapter and its members would like to thank you for all your hard work and efforts in advancing our industry. Additional congratulations to **Joe Garitone** for receiving the **Sales Person of the Year Award for 1995**. The support and professionalism that is shown by Joe and the rest of the LJ team is outstanding and is very much appreciated.

Next month's meeting - Conservation products & mounting solutions.

The June meeting covers a topic that we should all be aware of, and concerned with-conservation. Conservation is the top issue in today's framing. We need to stay abreast of any new techniques and products that address the conservation issue. Kyle Ondricek of Lineco Inc. will be in town for our next meeting and he has agreed to speak to us about some of their innovative mounting products and techniques. He will review the following methods that will speed the framing process and still adhere to safe conservation principals.

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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 meeting notes

(Continued from page 4)

1/10 of a point separating the top winner. For the second year in a row Larson-Juhl was the winner. The first annual sales person of the year award was also presented with the trophy being given to Joe Garitone, CPF of Larson-Juhl. The responses to this award were very strong, with a record number of responses submitted.

The presentation of awards for the framing competitions were next. The winners of the Print Framing Competition were Shelly Bedsaul & Mary McAlhaney of Frame Dame/Blue Heron Gallery in Silverdale - 1st Place. Helen Kane of Anabel's Custom Framing in Everett - 2nd Place. Donald Jones of Alpine Art & Frame in North Bend - 3rd Place. Kiyoshi Toda of Accent on Framing on the Pine Lake Plateau in Issaquah - Honorable Mention. Lynne Himes & Amber Watson of LA Designs in Missoula, Montana - Popular Choice. All of the winners are now eligible for competition in Chicago for the National Award. The Northwest has always been very strong in the National Competition and we hope to have another National Winner within the EPFG.

The winners in the Open Framing Competition were Alan Lamb, of Lamb Cottage Framing in Lynnwood - 1st Place. Shelly Bedsaul & Mary McAlhaney, of Frame Dame/Blue Heron Gallery in Silverdale - 2nd Place & Popular Choice. Paul Knoop, of Frame Makers in Tacoma - 3rd Place.

Congratulations to ALL!

So if you did not attend the April Function -- Look what you missed!

***Business will
continue to go where
invited, and remain
where appreciated.***

Be an ART-SPEAK Expert

Do you have trouble communicating with those artists & collectors you meet at shows or who come into your shop?

The following glossary of often misunderstood art terms should help you in any conversations with artists, curators, collectors and other nefarious "art-speak" experts.

COLOR COMPLEMENT - - Congratulations on the tan.

CROSSHATCHING - - Mixed chicken breeds.

DRYPOINT - - A pen without ink.

FRISKET - - What customs does to your luggage.

GOUND - - Coffee cup dregs.

HALATION - - Bad Breath.

LOCAL COLOR - - Street characters.

LOST EDGE - - Lacks initiative.

PICTURE PLANE - - Pretty aircraft.

TEMPERA - - The word preceding "tantrum".

TEXTURE - - What's in a book.

UNDERPAINTING - - Art in Australia

Adapted from Joseph Nordmann's article in *The Artists Magazine* December 94 issue.



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CONGRATULATIONS!

TO ALL THOSE WHO PARTICIPATED
IN THE FRAMING COMPETITIONS AND
TO THE WINNERS

THE WINNERS ARE:

PRINT FRAMING COMPETITION

first place

*Shelly Bedsaul & Mary McAlhany - Frame
Dame/Blue Heron Gallery*

second place

Helen Kane - Anabel's Custom Framing

third place

Donald Jones - Alpine Art & Frame

honorable mention

Kiyoshi Toda - Accent on Framing

popular choice

Lynne Himes & Amber Watson - LA Designs

OPEN FRAMING

first place

Alan Lamb - Lamb Collage Framing

second place & popular choice

*Shelly Bedsaul & Mary McAlhany - Frame
Dame/Blue Heron Gallery*

third place

Paul Knoop - Frame Makers

Congratulations also to Linda Ellis-
Watson & Jodi Norton of Frame Design
N.W. on winning 1st place & Popular
Choice in the Open Competition in
Vancouver B.C.

1994

| | | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-----------------|--------------------------------------------------------------------------|
| January | February | March | April |
| May May 9th-EPFG Chapter Meeting May 15th-Registration Deadline for the Larson-Juhl Creative Classic May 29th-EPFG Board Meeting May 31st-June 4 th Spectrum '95 San Francisco, CA | June | July | August |
| September | October | November | December NO MEETING DUE TO HOLIDAY SCHEDULING |

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