



EVERGREEN PICTURE FRAMER'S GUILD

NEWSLETTER JUNE 1995

June meeting to focus on PPFA

The world is filled with abbreviations and acronyms. One that you should be familiar with is PPFA. We will be conducting a roundtable discussion concerning the Professional Picture Framers' Association. Their (Our) current situation, their proposed programs, upcoming changes and the ongoing problems with this organization. As it was mentioned in the last newsletter, we several members met with the President and Executive Director of PPFA to begin to clarify and voice our concerns. This was just the beginning of a dialog with National. More input is needed if this organization is going to survive and be a viable resource for framers like you and me. There are a number of issues that we need to respond to; and without clear and concise ideas and comments, we are not aiding PPFA or helping to direct its course. Enclosed in this issue is a questionnaire that PPFA has provided in order to identify the membership and to make available a medium in which members/non-members can comment on current programs and resources provided by PPFA. Please take the time to complete this questionnaire and bring it with you to the June 13th meeting. If you will be unable to attend the meeting, please forward your responses to PPFA directly.

Consider coming into Kirkland a little earlier, and enjoy al fresco dining at one of the many waterfront restaurants prior to the meeting. Hope to see you there.

CHAPTER MEETING
JUNE 13TH
7:30 P.M.
PPFA ROUNDTABLE
DISCUSSION
WOOD N' YOU GALLERY
107 Park Lane
Kirkland
(206) 827-6835

call for directions

Notes from the May meeting

The May meeting was held at ArtWorks Northwest and was conducted by Kyle Ondricek, Sales Manager for Lineco Products. The topic for the evening was conservation framing with the use of products that are currently available on the framing market.

Standard conservation principals were discussed and the two most common rules that everyone should observe are:

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inside...

June Meeting
May Meeting Notes
Classified Ads

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EPFG BOARD MEETING
TUESDAY
July 25th
7:00 p.m.
AT
MARIE CALLENDAR'S
NORTHGATE

MEETINGS ARE OPEN TO ALL
MEMBERS



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AND TALENTS THAT YOU WOULD LIKE TO
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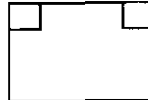
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Conservation methods-May meeting

(Continued from page 1)

1. DO NOTHING that will harm the original art.
2. Make anything you do "easily" reversible (removable).

The most traditional and most excepted method of hinging art work is still Japanese Hinging. This is the only method proven by centuries to be flexible. The drawbacks are that this method is time consuming, water risky and technique intensive. Kyle also covered alternate methods for mounting. Those methods included: Sink mounts, Mounting strips (mylar & rag strips), Corners, Encapsulation (mylar only), Hinging tapes (gummed paper & linen), and Pressure Sensitive tapes (tissue, paper, & linen). Mounting corners and strips provide framers with a method of mounting light to medium weight prints, photographs and documents without adhesives ever coming into contact with the actual artwork. When used correctly, these mounting devices not only provide adequate support, but will allow for the expansion and contraction of the art within the frame. Artwork can always be removed in its original pristine condition. Mylar encapsulation is also an alternative to hinge mounting. The clearest, safest form of plastic available Mylar contains no polyvinyl chloride (PVC), it presents no danger to the artwork in which it comes in contact, and provides a layer of protection. However, because of a slight static electrical charge, polyester should not be used with pastels, charcoal or similar mediums.

Frame sealing was also discussed and it is sometimes the forgotten step in conservation framing. In conservation framing it is preferable to use an acid

Just a note to let everyone know that Jeff Schuffman is now the new rep for MAX Moulding and for Devon Editions.

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OUTREACH

Sample Answer

Instructions: Please only use #2 lead pencils and darken in the rectangle box completely.



1. How familiar are you with PPFA?

<input type="checkbox"/> Very familiar	<input type="checkbox"/> Somewhat familiar
<input type="checkbox"/> Never heard of it	

2. What is your attitude toward PPFA in general?

<input type="checkbox"/> Favorable	<input type="checkbox"/> Neutral
<input type="checkbox"/> Not very favorable	

3. Why do you have this attitude?

<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____

4. What are the three most practical needs of your business (please be specific)?

<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	

5. Do you believe PPFA is capable of addressing itself to the practical needs of your business?

<input type="checkbox"/> Yes	<input type="checkbox"/> Not sure
<input type="checkbox"/> No	

6. Are you a

<input type="checkbox"/> Retailer	<input type="checkbox"/> Distributor
<input type="checkbox"/> Manufacturer	<input type="checkbox"/> Print Publisher
<input type="checkbox"/> Independent Sales Rep	

7. Are you a

<input type="checkbox"/> Member	<input type="checkbox"/> Non-member
<input type="checkbox"/> Former member	

8. If PPFA could do only one thing, what would it be and why?

<input type="checkbox"/> _____	<input type="checkbox"/> _____
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FOR MEMBERS ONLY

9. What is the single most important reason you belong to PPFA?

<input type="checkbox"/> _____

FOR NON-MEMBERS ONLY

10. What would it take for you to join PPFA?

<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	

List Additional Comments on Back...

1994

January	February	March	April
May	June June 13th-Chapter Meeting Wood N' You Gallery June 24th-25- Larson-Juhl Frame Fest	July July 10th-Chapter Meeting July 21st-23rd-PPFA Chicago July 25th-Larson-Juhl Creative Classic Reception July 25th -Board Meeting	August
September	October	November	December NO MEETING DUE TO HOLIDAY SCHEDULING

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