



EVERGREEN PICTURE FRAMER'S GUILD

SUNDAY MARCH 19, 2006

13th Annual EPFG Education Festival

Embassy Suites Hotel 15920 West Valley Hwy
Tukwila WA 98188 Tel (425) 227-8844

On the next pages, you will find the schedule for our 13th Annual EPFG Education Festival. Again this year we have planned a wide variety of seminars for your benefit, most of which are based on special requests from members. You can **mix and match** the **Mini Seminars** with the **Full Seminars** to make up your own schedule.

This year's event will again be at the Embassy Suites Hotel in Tukwila. The day's activities include a Breakfast Bar, an Awards Luncheon with a special Keynote Speaker, and a Social Hour at the close of classes.

HIGHLIGHTS

Object Mounting, Marketing Your Small Business, Applying and Gilding Compo Ornaments, History of Frames and Framing, Legal Issues in Framing, CPF Prep Class, Framing Competition, Giveaways and More!

As usual, we have a great line-up of classes. We are offering seven three hour classes as well as two one-and-one-half hour classes. This year we have three new instructors; Meg Peters, sponsored by *Crescent Cardboard*, Charles Douglas, owner of *Charles Douglas Gilding Studio* here in Seattle, and Leonard DuBoff, founding partner in *DuBoff Law Group* in Portland, OR. Other instructors include familiar faces from the Guild. Please see the class layouts, pages 2 and 3 for specific details.

Do you wonder about the cost of the Festival? Well, last year, our Sponsors paid over ½ the total cost for the day's activities. And, we expect it to be about the same this year. What this means is, you get a real bargain. If it were not for our loyal Sponsors, your classes, breakfast, luncheon, and Happy Hour would cost you \$140, not the \$70 we are asking. So far, Crescent, Elmer's, Framers Inventory, Pacific Framing Supply, and Wizard Intl have signed up, and more are to come. Please check our web site, courtesy of FerenSoft, www.nwpictureframers.com, for the latest listing of who is paying most of the bills. And, of course Thank them as you use their services.

LUNCHEON MENU

Pioneer Square Buffet

Mixed Greens with Choice of Dressing, Fresh Coleslaw, Sliced Fresh Fruit, Pasta Salad in Vinaigrette, Sliced Cheddar and Swiss Cheeses, Cold Sliced Turkey, Salami, Rare Roast Beef and Smoked Ham. Whole Grain Breads and French Rolls, Assorted Deli Mustards, Whipped Horseradish and Mayonnaise, Lettuce, Pickles and Sliced Tomatoes.

Includes: Coffee, Iced Tea and Dessert Selections

SCHEDULE OF EVENTS

Sunday
March 19, 2006

7:30 AM - 8:30 AM
- Class Registration
- Framing Competition
Turn-In
- Breakfast Bar

8:30 AM - 11:30 AM
- Morning Classes
(found on page two)

11:30 AM - 2:00 PM
- Framing Competition
voting for Popular
Choice
- Buffet Luncheon
- Keynote address
- Framing Competition
Awards
- Door Prize Giveaways

2:00 PM - 5:00 PM
- Afternoon Classes
(found on page three)

5:00 PM - 6:30 PM
- Social Hour
- free Hors D'oeuvres
and one free drink
for each attendee

Please check our website www.nwpictureframers.com for latest information!

EDUCATION FESTIVAL MORNING CLASSES

<i>Morning class #1 HALF DAY – Seminar</i>	<i>Morning class #2 HALF DAY – Hands-on</i>
<p align="center">Creative Ways to Market Your Business</p> <p>This seminar will cover the difference between marketing & advertising; how to save money by avoiding expensive advertising mistakes. I will show you how to gain the competitive edge over the big box discounters, and how to turn your size into a marketing advantage.</p> <p>Also, you will learn how to double your profits without building more frames, and how to plan events to win your customer's loyalty.</p> <p>I will teach you the most effective way to attract the best customers, and how easily you can get free publicity. Discover those things you can do Monday morning to start earning more money.</p> <p align="center">Meg Peters, CPF Crescent Cardboard Company</p>	<p align="center">Gilding and Applying Compo Ornaments</p> <p>Composition ornaments have been used since the 18th century to add decorative detail to picture frames. Literally thousands of pre-cast, unfinished ornaments are available and inexpensive. Applied and finished properly, they can be used to conceal miters while adding a final decorative touch and value to pre-finished mouldings.</p> <p>You will be shown how to apply and gild ornaments with a variety of gilding methods and then tone to blend with a finished frame.</p> <p align="center">Class limited to 20-register early!</p> <p align="center">Charles Douglas Charles Douglas Gilding Studio</p>
<i>Morning class #3 HALF DAY – Seminar</i>	<i>Morning class #4 - HALF DAY - Hands-on</i>
<p align="center">Copyright and Legal Issues</p> <p>Leonard DuBoff will present some of the more significant copyright, trademark and other issues that are important to those involved in the framing business. His vast knowledge of the field and entertaining presentation style will make this an extremely important course for anyone involved in framing or a related business.</p> <p>DuBoff, a pioneer of the field of art law, will present the key issues that have emerged in recent years and provide you with an opportunity to ask an expert about the host of legal and business issues that confront you in your art-related business.</p> <p>Be prepared for an entertaining, informative and extremely practical program which you cannot afford to miss.</p> <p align="center">Leonard DuBoff The DuBoff Law Group, LLC</p>	<p align="center">Wrapped Fabric Mats</p> <p>Learn how to hand wrap mats and liners, to add another dimension to your framing. Learn why the rich look of real fabric can add double digits to your bottom line. Learn how to give your customers the look that will have them coming back for more.</p> <p>Baer is an internationally recognized, award winning framer who has been doing, teaching, and writing about framing for 39 years. He recently released his new DVD "Fabric Wrapping 101", which will be available to purchase.</p> <p>As well as the Rep for Frank's Fabrics, Garrett Moulding and others, he is also a frequent contributor to the Guild's education efforts.</p> <p align="center">Class limited to 20-register early!</p> <p align="center">Baer Charlton, CPF, MPF Frank's Fabrics For Framers</p>

Breakfast Bar (included) is served from 7:30 to 8:30 a.m.

After the morning classes be sure to take advantage of the Buffet Lunch and our Keynote Speaker--It's part of your paid registration.

Be sure to cast your vote for Popular Choice in the Framing Competition at the beginning of the lunch break.

EDUCATION FESTIVAL AFTERNOON CLASSES

<i>Afternoon class #1 HALF DAY - Seminar</i>	<i>Afternoon class #2 HALF DAY - Seminar</i>
<p align="center">CREATIVE FRAMING- Thinking outside the shadowbox.</p> <p>This seminar will cover...</p> <p>The value of offering creative framing; How to build your own brand loyalty; 10 creative techniques you should be selling; Up-selling better products & services; Putting a price on creativity; Easy ideas designed to impress; and, Step-by-step instructions for my favorite framing techniques .</p> <p align="center">Meg Peters, CPF Crescent Cardboard Company</p>	<p align="center">HISTORY OF FRAMES AND FRAMING</p> <p>Baer, in his inimitable style, will guide you on a romp through the history of where frames started, where designs came from, and even some of the back room trash talking about major styles and periods of frames.</p> <p>Do you know your Rococo from your Baroque? All four of the Louies and why they changed art? Who were the Regents, anyway. And, why was the Federal Period a defining moment in the art of the frame? What is unique to America, and when did framing start to be about "the wall". These questions are answered, and more, when Baer talks Big Freaking Gold Frames!</p> <p align="center">Baer Charlton, CPF; MPF Frank's Fabrics for Framers</p>
<i>Afternoon class #3 HALF DAY – Hands-On</i>	<i>Afternoon class #4 QUARTER DAY – Seminar</i>
<p align="center">OBJECT MOUNTING TECHNIQUES</p> <p>A practical, hands-on class in how to mount just about anything. Various methods of attaching dimensional items to mount board, providing the means of controlling the depth of the mount, glazing, and finishing the art will be discussed, shown, and practiced using YOUR object. Please bring an item which will fit into an 8x10 frame and we will provide the remaining materials. More importantly, Grant will provide the guidance which will allow you to leave with a display piece ready to frame for your shop. This class is a must for the individual new to the business of framing.</p> <p align="center">Class limited to 30-register early!</p> <p align="center">Grant Smith, CPF Canadian Picture Framer's School</p>	<p align="center">CPF PREPARATION CLASS</p> <p>Planning to take the CPF test this year? This is the class for you. References and how to obtain them, what to study, when and where the test is to be given. Then, a practice test to give you a "feel" for the real thing. Becoming a CPF makes good business sense, and marks you as a professional in our trade.</p> <p align="center">Molly Boone-Jones, CPF Seattle Custom Framing, LLC</p>
	<i>Afternoon Class # 5 QUARTER DAY– Hands-On</i>
	<p align="center">INTRODUCTION TO GILDING</p> <p>Explore the mysteries of the ancient craft of gold leaf gilding. Seattle gilder Charles Douglas will demonstrate the techniques of traditional water gilding, oil gilding, and restoration of gilded antique frames. Try your hand at laying genuine 23k gold leaf and bring your questions to an open discussion of old world gilding.</p> <p align="center">Class limited to 20-register early!</p> <p align="center">Charles Douglas Charles Douglas Gilding Studio</p>

Door Prizes and Framing Competition Prizes will be given out during the Luncheon.

**Following the afternoon classes, meet new friends at the Social Hour.
It's part of your paid registration.**

**The Social Hour will be in the Atrium in the center of the Hotel.
Come enjoy the free Hor's D'oeuvres and your free drink!**

PRINT COMPETITION INFORMATION**FRAMING COMPETITION**

Once again the EPFG is sponsoring a **framing competition** as part of the annual Education Festival. This is an **opportunity** for you to show off your best creativity and technical skills. As evidenced by the entries of the past years, talent abounds in our area. Read the adjoining article about this year's "print".

Please note that your entry's **size** cannot exceed 24" x 24" at the outside of the frame, and it should have hardware for hanging, but **no** shop information or names on the back of the piece.

Cash **prizes and ribbons** will be awarded for 1st, 2nd, 3rd and Popular Choice.

Entries may be individual or a combined shop entry. Copies of the Judging, Criteria and Framing Description forms **must** be completed and are found on our web site, www.nwpictureframers.com, or contact Bob Holcomb, newsletter editor at 425-895-8822 or exafixer@yahoo.com.

The Framing Competition "Print"

This year's art for the Framing Competition is a limited edition serigraph with a NW Native American theme, done and donated by a local artist, Roger Purdue, who lives on Orcas Island. This would make a great piece to hang on your wall to show your customers what you can do. Just think, you could also win a prize in the Competition. That means money and a ribbon and an interesting item to hang on your store's wall and you could even sell this item! Now what could be wrong about that. Someone's going to win, why not you? Only a few pieces remain, so contact Lynn Clark to get your copy. Lynn can be reached at :

Lake City Picture Framing
14028 Lake City Way NE
Seattle WA 98125
206 363-2100

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