



## IFAI President Mary Hennessy to Attend 2014 WCPA Expo 2.0

Mary Hennessy, President of the Industrial Fabrics Association International is coming to the Western Canvas Products Association 2014 Expo and Annual Meeting at the Hyatt Regency Long Beach, CA on February 20-21!

She will be attending our programs, our annual banquet lunch, and mingling with all of you! This is a great opportunity to get to know the president of IFAI and discuss issues, topics, and ideas with her about our industry.

During the annual banquet lunch, Mary will be saying a few words to the WCPA members. Let's all show her what a great association WCPA is and welcome her to the event.

Remember, you can register online for the event at [www.wcpaonline.com](http://www.wcpaonline.com). Also, the registration form and updated program is in this newsletter on pages 3 and 4.

Look for more updates, registration information, and more in WCPA E-News Blasts, Newsletters, and mailers. And remember, you can also email us at [wcpa2012@hotmail.com](mailto:wcpa2012@hotmail.com) for more information.

### IN THIS ISSUE

IFAI President to Attend  
WCPA Expo .....1

WCPA Excellence Awards  
Contest Instructions .....2

President's Message .....2

WCPA Expo Program .....3

WCPA Expo Updated  
Registration Form .....4

WCPA Expo Photo Contest  
Entry Form .....5

## WCPA Expo Photo Contest is Open!

Excellence in Fabric Product  
Design & Craftsmanship

**Sponsored by Keyston Bros.**

*An annual awards and photo  
contest held during 2014  
WCPA EXPO*

### WCPA EXCELLENCE AWARDS

*c/o Eric Christensen Contest  
Chairman*

5714 Folsom Blvd., # 270  
Sacramento, CA 95819  
(541) 554-6766

[echristensen@glenraven.com](mailto:echristensen@glenraven.com)

### Introduction

Commencing at the *WCPA EXPO, February 20-21, 2014, at the Hyatt Regency Long Beach in Long Beach, CA*, the WCPA will host its Annual Excellence Awards program and photo contest sponsored this year by **Keyston Bros.** All paid members of WCPA are invited to submit photos and entry forms for this awards program.

Entries must be received at the above Sacramento address no later than **Monday, February 17, 2014.**

### Entry Rules:

- Entrants must be current, paid members of WCPA in good standing.
- Entrants may enter as many categories as they wish; up to three entries (projects) per category.

[Continued on Page 5](#)

Well, I did it. I wrote the checks, sealed the envelopes and applied postage, so I guess I'm really going to do it... I paid my company's dues for WCPA for 2014, and paid the fees to attend the 2014 WCPA Expo in Long Beach. Now I have to go online and make my hotel reservation before the deadline—have you?

I'm hoping to see you at the Hyatt Regency Long Beach on February 20-21. This year's "streamlined" Expo is only 21 hours long, from 8:00 pm on Thursday until 5:00 am on Friday. Not too much time to be away from work and home, but hopefully enough time to see old friends, make new ones, maybe learn something new about the industry?

One of the WCPA Board members, Brian Holian of Trivantage, forwarded me a letter written by the chairman of the International Casual Furnishings Association (ICFA). I would like to steal, er, borrow some of the points he makes about why we all should attend our industry's annual Expo:

- These are the reasons why I'm going and I hope my sharing them with you will motivate you to join me:
- To connect: We're a family and this gives us a great chance to network in a "non-sales" environment.
- To learn: Besides interaction with other leaders in our industry, the agenda is full of fantastic topics that will help shift my paradigms, challenge me and address some company challenges.
- To have fun: ...Thanks to our Hospitality Mixer, there's time

in the schedule to unwind and have fun with our industry colleagues.

- To share: The breakfast and lunch provide a perfect forum to share what's working and what's not with other fabricators at your table.
- To listen: I love hanging around the folks who have been around the block and hearing how they're winning.
- To invest: A good conference is a personal investment in you!

So if you're not already signed up, I encourage you to clear your calendar and do so now. Please also encourage your industry friends to come too. They'll be glad they did.

We will also be introducing four new Board members to WCPA this year. We are excited about the "new blood" and new ideas they bring with them. Here's a quick intro to them:

>**Conrad Masterson—Shade Industries** (Phoenix, AZ).  
[www.shadeindustries.com](http://www.shadeindustries.com)

>**"Zach" Zachwieja—Affordable Awnings** (Corona, CA).  
[www.affordableawningsco.com](http://www.affordableawningsco.com)

>**Gary Kerr—The Awning Company** (Irvine, CA).  
[www.theawningcompanyca.com](http://www.theawningcompanyca.com)

>**Greg Chaffee—Keyston Bros.** (Anaheim, CA).  
[www.keystonbros.com](http://www.keystonbros.com)

I also wanted to offer a special thanks to the Sponsors of two important events at our upcoming Expo:

>**Glen Raven Mills & Trivantage LLC**—Sponsors of the Hospitality Mixer, and

>**Keyston Bros.**—Sponsor of the WCPA Excellence Awards photo contest

See you in Long Beach!

# 2014 WCPA EXPO & Annual Meeting

February 20 - 21, 2014

**The Hyatt Regency Long Beach**

200 South Pine Avenue, Long Beach, CA

## UPDATED FEE SCHEDULE

	Fabricator Member	Fabricator Non-Member *	Supplier Member #	Supplier Non-Member **
Full Registration – Includes two meals/programs	\$75	\$95	\$275	\$325
Market Day Only - No meals or program	FREE	FREE	\$50	\$100
Additional Fabricator & Supplier Staff Full Registration – after first company registration	\$65	\$85	\$225	\$275
Spouse Registration (includes meals/programs) or Lunch Only non-spouse	\$55	\$75	\$55	\$75
Exhibit Fee - Requires minimum of one full registration	N/A	N/A	\$200	\$250
Additional Supplier Staff – Exhibitors at Market Day no meals or program	#	#	FREE	FREE
* For \$100 more per company, includes 2014 WCPA Membership (\$150 value) # One full registration per company required				

### REGISTRATION

COMPANY \_\_\_\_\_ 2014 WCPA Member: \_\_\_\_\_ YES \_\_\_\_\_ NO

NAME \_\_\_\_\_ \$ \_\_\_\_\_

NAME \_\_\_\_\_ \$ \_\_\_\_\_

NAME \_\_\_\_\_ \$ \_\_\_\_\_

EXHIBITOR'S – MARKET DAY TABLE \_\_\_\_\_ \$ \_\_\_\_\_

TOTAL REGISTRATION FEES: \_\_\_\_\_ \$ \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_ CITY, ST., ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

#### MAIL 2014 WCPA EXPO REGISTRATION TO:

#### FOR RESERVATIONS:

##### **Expo Registration & Fees**

A&R Tarpaulins Inc. - WCPA  
 Attn: Bud Weisbart  
 16246 Valley Blvd.  
 Fontana, CA 92335  
 Ph 909-829-4444

e-mail: [wcpa2012@hotmail.com](mailto:wcpa2012@hotmail.com)

**Make checks payable to "WCPA" and mail both payment and completed Registration form to the above address.**

##### **Hotel Accommodations**

Hyatt Regency Long Beach  
 200 South Pine Avenue, Long Beach, CA  
 Room Reservations: (562) 491-1234  
[www.longbeach.hyatt.com](http://www.longbeach.hyatt.com)

**Indicate that you're part of the 2014 WCPA Expo when registering.**



**2014 WCPA EXPO 2.0**  
**February 20-21, 2014**  
**Hyatt Regency Long Beach, CA**

**TENATATIVE SCHEDULE OF EVENTS**

THURSDAY, FEBRUARY 20, 2014

Noon – 8 PM	Registration
8 PM – Midnight	Hosted Hospitality Mixer Sponsored by Glen Raven & Trivantage
8 PM – Midnight	Excellence Awards Viewing & Voting
8 PM – Midnight	Market Day Setup

FRIDAY, FEBRUARY 21, 2014

7 AM – 9 AM	Market Day Set up
8 AM – 9 AM	Registration
8 AM – 9 AM	Continental Breakfast/Excellence Awards Viewing & Voting
9 AM – Noon	Business Improvement Programs “Cash Flow Management: The Lifeblood of Your Business” “Public Relations & Marketing: Getting more Bang for Your Buck”
Noon – 1:30 PM	WCPA Banquet Lunch/Annual Meeting Excellence Awards Viewing & Voting
1:30 PM – 4:30 PM	Market Day with Vendors
4:30 PM	Excellence Awards Winners Announced Sponsored by Keyston Bros.

## WCPA Excellence Awards Categories

### Category 1 - Awnings

- a) Commercial Awnings
- b) Commercial Canopies
- c) Renewal Projects (before & after)
- d) Residential Awnings
- e) Retractable Awnings
- f) Retractable Solar Shade Screens
- g) Rolling Shutters
- h) Tension Shade Structures
- i) Other Awning & Fabric Shading Projects

### Category 2 - Marine

- a) Cockpit Upholstery
- b) Interior Upholstery
- c) Dodgers
- d) Covers
- e) Sailboat Canvas Products
- f) Power Boat Canvas Products
- g) Other Marine Projects

### Category 3 - Industrial, Banner & Other Projects

- a) Banners & Flags
- b) Industrial Projects (architectural, aerospace, industrial, transportation, or other specialized applications)

### Awards Judging Process

Photo entries will be on display at WCPA EXPO on February 20 and 21, 2014. Conference attendees will receive a ballot to vote for their 1st – 3rd place award choices throughout Friday until 3:00 pm. The Awards Committee will tally ballots and results will be announced at 5 pm on that day. Each category with four or more entries will have three awards. Categories with less than four entries will have one less award than the total number of entries in that category. Entrants need not be present to win or receive awards!

### WCPA Excellence Awards Entry Form

Entries must arrive no later than Monday February 17, 2014. Send entries to WCPA Excellence Awards, c/o Eric Christensen, 5714 Folsom Blvd., # 270, Sacramento, CA 95819. Please print clearly and attach this form to the back of each submitted photo. Keep a copy of this information for your records.

Company name: \_\_\_\_\_

Contact name: \_\_\_\_\_

Street address: \_\_\_\_\_

City, State & Zip: \_\_\_\_\_

Phone / Fax: \_\_\_\_\_

Award category: \_\_\_\_\_

Photo # \_\_\_\_\_ of \_\_\_\_\_

Your project's name: \_\_\_\_\_

Date installed: \_\_\_\_\_

Approximate size: \_\_\_\_\_

Brief Project Description: (up to 25 words):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

I affirm that I have read the Entry Rules for this awards program, that I am a current paid member of the WCPA and I am making a good faith effort to comply with the rules. The information I am providing on this form is true and accurate to the best of my knowledge.

Signature of contact name: \_\_\_\_\_ Date: \_\_\_\_\_

### Continued from Page 2

- All entries must be for projects completed between February 1, 2013 and February 15, 2014.
- Recover projects are not eligible in any category.
- If there are insufficient entries in a particular category, the Awards Committee may delete the category.
- Entries in the deleted category will be placed in another category if possible.
- All decisions of the Awards Committee are final.

### Submission Guidelines

- Submitted photographs (up to 2 photos per entry may be submitted) must be 8" x 10", 5" x 7" or 9" x 12."
- "Renewal Projects" category requires the submission of two photos - "before" and "after."
- All photos must have a completed entry form secured to the back; photocopied entry forms are acceptable.
- Photos with any company identification on the front of the photo will be disqualified.
- Submitted photos shall not be mounted or framed.
- The Awards Committee will attempt to return all photos to the entrants after the conclusion of the Expo.
- WCPA is not responsible for lost or damaged photos.

**Submission deadline is Monday  
February 17, 2014, at 5 PM.**

Mail Entries To:  
**WCPA EXCELLENCE AWARDS**  
*c/o Eric Christensen*  
5714 Folsom Blvd., # 270  
Sacramento, CA 95819

**Questions** about the WCPA Annual Awards Program may be addressed to:

Eric Christensen, Glen  
Raven Custom Fabrics,  
LLC, 541-554-6766  
[echristensen@glenraven.com](mailto:echristensen@glenraven.com)

# WCPA

WESTERN CANVAS PRODUCTS ASSOCIATION

**Western Canvas Products Association**

18309 Maffey Drive  
Castro Valley, CA 94546

[www.wcpaonline.com](http://www.wcpaonline.com)

