



Photo by Albert Barragan

WCPA Annual Meeting & Expo was a Hit!

The Western Canvas Products Association's Annual Meeting & Expo was a successful melding of product manufacturers, seminars, networking events and exhibits!

More than 130 participants attended this three-day event at the New York-New York Hotel & Casino in Las Vegas. WCPA members had the opportunity to meet and network with the Industrial Fabrics Association International's Tent Rental Division members.

As a result of the meeting, we have attracted several new members! We also fortified old connections and made new friends, business partners and resources. Throughout the event, interested TRD members inquired about WCPA and how they could learn more. We passed out newsletters and membership applications. We even had an on-the-spot membership sign up during the event!

In all, WCPA had 26 members represented during the annual meeting and expo. Our luncheon was also packed! Check out the articles and photos below to find out more about what we discussed, saw and participated in. Also, remember you can sign up or renew your membership at www.wcpaonline.com. Keep in mind when you sign up, you get the MIP Coupon Book which has a minimum of \$800 in value!

IN THIS ISSUE

WCPA Expo a Hit1

WCPA Meeting Update2

Sorry if We Missed You! ...2

Green Resources3

The Value of Internships3

IFF Call for Nominations ...4

WCPA Annual Meeting Update

During the WCPA Annual Meeting & Expo we discussed several topics and issues.

One of the things that we need your help on is deciding on the location of our next annual meeting. Please give us your input and email us with your suggestions.

We also talked about starting regional meetings for WCPA members. If you have any ideas for topics and locations, we'd love to hear from you!

During the annual meeting we also talked about the financials of WCPA; we're doing very well.

For our next meeting, suggestions were made that spouses be included in the registration fees and more workshops relevant to WCPA members be offered. Please send us your thoughts on how we can make our annual meeting bigger and better.

Finally, we also need your input for our monthly newsletter. We welcome your thoughts, editorials or comments. Thank you for your continued support of the WCPA!

Carol Park
Coordinator
WCPA

16246 Valley Boulevard
Fontana, CA 92335
wcpa2012@hotmail.com

That glow I feel is caused by still basking in the success of the joint WCPA and IFAI Tent Rental Division event held a few weeks ago at the New York, New York Hotel in Las Vegas: Over 130 participants and exhibitors serving end product manufacturers, seminars addressing needs pertinent to our businesses, and most importantly perhaps the opportunity to network with fellow members of our industry and attract new members to WCPA.

To the latter point, we have attracted four new members to date. I am certain we will turn that into a trend with the value we are bringing to members with events such as the joint meeting in Las Vegas, with this monthly newsletter, and with value such as our revised Membership Incentive Program's coupons.

The coupons allow a minimum \$800 value for your expenditure of only \$150 to become a WCPA member.

And, of course, the immeasurable value we receive from the opportunities to network, collaborate and connect with members of this noble fabrics industry in which we all participate.



Photo by Lucia Rivera

Goodwin-Cole Director Dan Cole accepts the WCPA Jimmy Powell III Industry Person of the Year Award on behalf of his father Bob Cole. Bud Weisbart presented the award during WCPA's annual meeting in Las Vegas.



Photo by Albert Barragan

Members of the WCPA and IFAI TRD mingle February 26-28 at the New York - New York Hotel & Casino in Las Vegas.

A personal highlight for me of the meeting was the naming of the Jimmy Powell III Industry Person of the Year Award.

Bob Cole, a pillar of our industry here in the Western United States and the now retired principal of Goodwin Cole in Sacramento was honored with the award.

In addition to setting the example of the representation of our industry we all aspire to be here in the West, Bob is a former IFAI President of the Board (now titled the Chairman of the Board).

Bob has always, as with Jimmy Powell himself, been ready with his hand out to help members of our industry.

So where do we go from here, you might ask? In addition to the continuation of the efforts we are pursuing, we are already looking toward next year and the possibility of once again collaborating with others in our industry for our annual meeting. And most importantly, we are planning regional meetings to meet with those of you who can

Green Resources

Green technology is all the rage right now. Solar power, electric vehicles, geothermal homes and various other green products have caught everyone's attention. But how can manufacturers take advantage of the green wave?

Government programs offer resources and sometimes even funding to help you develop your green thumb.

The [Department of Energy's Industrial Technologies Program](#) helps U.S. industries improve industrial energy efficiency and environmental performance.

The program invests in high-risk, high-value R&D projects, conducts on-site energy efficiency assessments for U.S. companies, and disseminates best practices in the field of energy management. For more information, visit:

<http://www1.eere.energy.gov/manufacturing/>

Another green resource for manufacturers to tap is the [Green Suppliers Network](#). The network is a collaboration between the EPA and the U.S. Department of Commerce. GSN was established to help small and medium-sized manufacturers stay competitive and profitable while reducing their impact on the environment.

Visit www.gsn.gov for more information.

I've had the privilege of running two intern programs over the years; one at a marketing and public relations agency and one currently at a university in California.

At first I was ambivalent about intern programs. I thought that it would be difficult to teach students, that it would be a waste of time and resources.

I was wrong.

The interns I had at the marketing agency brought new ideas and fresh perspectives. Sure, it took a little time to teach them how to do things. However, once they got the hang of it, they were writing press releases, giving me input on new resources that I had no idea about. They were tech savvy and up to par with the social media craze. They gave back more than I could have imagined.

In return, I made sure they learned everything about our company and how our business worked. I had them go from department to department; they learned about the structure of our company and the importance of teamwork.

When the interns finished their three month stint with us, we gave them letters of recommendation and helped them build portfolios. I was honored to have worked with them. I learned from them just as much as they learned from me.

At the 2012 WCPA Annual Meeting & Expo, Yukasa Shida, an intern at A&R Industries Inc., talked about the value of internships.

She hit the nail on the head when she said that internships are a two way learning street that benefits everyone.

The value for her, she said, was



A&R Industries Inc. intern Yukasa Shida spoke about the value of internships at the 2012 WCPA Annual Meeting & Expo in Las Vegas February 26-28

in the fact that she had an environment to practice and put into action the things she learned while going to school. Ms. Shida is currently earning a Master of Business Administration degree.

The skills and knowledge she learned translated into an added resource for A&R Industries, according to its Vice President, Bud Weisbart.

"She brings to the table not only her education, but her ideas, and an objective point of view," Weisbart said. "Interns are a wealth of knowledge that we should appreciate."

The eight interns I currently have at the university in California are instrumental in helping get projects off the ground. They are my resources as I am a resource to them; it's a two way learning street that I am grateful for.

Students can earn school credit for their internships with companies; interns cost little to no investment. But you, as the business, get a lot out of it. Talk to your local school to find out how you can start helping students learn and tap into this valuable resource.

IFF Specialty Fabrics Innovation Award

The Industrial Fabrics Foundation is calling for 2012 Innovation Award nominees in the specialty fabrics industry.

IFF honors the achievements of manufacturers whose innovative ideas have made or will make a difference in today's competitive marketplace.

The competition is open to any company which has developed and manufactured an innovative product or process related to the specialty fabrics industry.

The award and a \$5,000 prize will be presented at IFAI Expo Americas 2012 (Nov. 7-9, Boston Convention Center).

Entries must meet several criteria: Innovation distinctive from other products currently manufactured or processes currently in use; benefit to the specialty fabrics industry or consumer; practicality and cost-effectiveness. For more details and information visit: www.ifai.com/post/pressreleases/239



Continued from Page 2

spare less time to attend events such as our annual event.

Regional sessions will directly bring value to your businesses through presentations on practical business subjects for those of us in the fabrics industry.

Regional meetings will be hosted lunch or dinner sessions at no cost to attendees. Also as a quick reminder to everyone in our industry here in the

West, IFAI will be in Boston this year and Orlando next year, so it will not be until late 2014 before we can expect something from IFAI that will be closer to home.

So we invite all of you to get on board with us, participate, give us your ideas and suggestions as to where we should conduct both regional and annual meetings, and make WCOPA a resource you can use!



Western Canvas Products Association

16246 Valley Boulevard
Fontana, CA 92335
Phone: 909-829-4444
Fax: 909-829-0564
www.wcpaonline.com