



Fun in the Sun! WCPA Expo!

The WCPA Annual Meeting & Expo is right around the corner! Come join us for fun in the sun! We're going to have a Shade Sail Structure program featuring Steve Morenberg from PolyFab USA, Jon Scuncio from Gale Pacific and Patrick Howe of Wholesale Shade Sails! They will introduce and show some of the tips and techniques used in the sales, fabrication and installation of tension shades.

Learn about the basics and new technology and software available for better efficiency! The Expo also features a Welding Program by Alan Johnson, an American Welding Society, Certified Welding Inspector and an IFAI certified Master Fabric Craftsman. He is also the owner of Johnson Inspection & Consulting. He will be presenting with Clint Keller from Lincoln Electric. A small MIG welder will be on display. The workshop will teach current welding techniques, from the basics and on.

And there will be a presentation by Marine Fabricator Association member Jeff Viehmeyer. (See Page 2 for more details).

Remember, there's still time to register! The Expo is associating with the Geosynthetics Conference which means WCPA members have an opportunity to expand their networks into other industries!

To register for the conference – which is only \$225 for members – go to www.wcpaonline.com. Special rates for member spouses, day passes, and exhibitor prices are also available online.

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Membership Benefits Include the MIP Coupon Book (You Could Save Thousands!)

By Bud Weisbart, WCPA President

Marine Fabricator Association WCPA Expo Presentation Details

Jeff Viehmeyer, a Marine Fabricator Association and IFAI member will present a program on Design for Success and Strategies to Increase sales during the WCPA Expo 2013.

Viehmeyer will discuss how good design should be functional, durable and aesthetically pleasing.

The program will be an interactive session using actual photos of various canvas projects.

Audience members will be encouraged to participate in a discussion of good and bad design elements. Viehmeyer will also provide and ask audience members for suggestions on how to avoid bad design elements in their projects.

During the second part of the program, Viehmeyer will discuss making the most out of every sale—learn unique up-selling techniques with value-added options.

The program is set for 10:15 AM on Tuesday, April 2 and is one of many workshops at this year's Expo.

Register today and don't miss out on this great opportunity to polish old skills, learn new techniques, and network! Go to www.wcpaonline.com to register now!

Dear Colleague:

As everyone knows, we are planning an exciting event in Long Beach for April 1 - 3 this year.

I am writing to encourage you to not only attend this event and the sessions on Shade Sail design, fabrication and installation, the current welding standards, and our marine fabricators workshop, but also to renew or sign up as a WCPA member.

I know we are all busy, but just look at the direct savings in our Membership Incentive Program (MIP) coupons all members of WCPA members get for their \$150 membership fee, thanks to the generosity of our suppliers:

- Rainier Industries offers \$50, or 10% off on any single purchase of \$250 or more;
- Tucson Rolling Shutters offers \$75 or 10% off of any single purchase of \$500 or more;
- Covin Sales offers 10% off any single purchase of up to \$2,500;
- ABC Sun Control offers 10% off of any single purchase of \$250 or more;
- Eide Industries offers \$100 off of any single purchase of \$1,000 or more;
- Alpha Productions offers \$25 off on any minimum single purchase of \$200 or more;
- Tri Vantage offers 10% off

on any single purchase up to \$2,500;

- Made in America offers \$50, or 10%, off on any minimum single purchase of \$250 or more;
- European Rolling Shutters offers 15% off of any minimum single purchase of \$50 or more;
- Futureguard offers \$150 off of one motorized retractable patio awning;
- The IFAI Bookstore offers \$25 off of a minimum single purchase of \$200 or more;
- AR Industries offers \$25 off of any one purchase of Super Kwik Patch (SKP) of \$200 or more; and
- Even WCPA will subsidize your attendance at this year's meeting by offering a coupon of \$50 off of your registration for the meeting. The coupon is in the 2012 MIP Coupon book.

All thirteen coupons are provided for all members, and cover many times over your \$150 cost to join...it's a no-brainer!

You can renew or join by simply going to www.wcpaonline.com. The benefits of joining include the MIP coupons, networking opportunities, and so much more!

Please support us by joining or rejoining and attending our WCPA Expo 2013 in Long Beach! I look forward to seeing you there.

WCPA Meeting & Expo Program
April 1-3, 2013, Hyatt Regency Long Beach, CA

MONDAY, APRIL 1

9 AM – 6 PM

WCPA Market Day Set Up

NOON – 1:30 PM

*Geosynthetics 2013 Opening Keynote, WCPA Members Welcome to Attend
The Coming Urban Water Crisis – Long Beach Convention Center*

TUESDAY, APRIL 2, 2013

9 – 10 AM

WCPA Market Day

10:15 AM – NOON

Shade Sail Structure Program, Part 1
Presented by Steve Morenberg of PolyFab USA
Patrick Howe of Wholesale Shade Sails
Jon Scuncio of Gale Pacific

Program introduces and shows some of the tips and techniques used in the sales, fabrication and installation of tension shades. The first part of the program is aimed at sales and design—how to go from a customer inquiry to a rendering and a quotation.

10:15 AM – NOON

Marine Fabricator's Association Program
Presented by Jeff Viehmeyer, Alameda Canvas & Coverings, MFA and IFAI Member

The program includes two segments on Design for Success and Strategies to Increase Sales. Good design should be functional, durable and aesthetically pleasing. This will be an interactive session using actual photos of various canvas projects. Participate in a discussion of good and bad design elements and suggestions for avoiding them in your own projects. Make the most out of every sale—learn unique up-selling techniques with value-added options.

12:15 – 1:30 PM

Lunch at the Hyatt Regency

1:30 – 4 PM

WCPA Market Day at the Hyatt Regency

4:00 – 5:30 PM

Open time or Geosynthetics Exhibit Floor at the Long Beach Convention Center

5:30 – 6:30 PM

Geosynthetics Welcome Reception on the show floor at the Long Beach Convention Center

7 PM

WCPA Hosted Dinner – Off site at Parker's Lighthouse Restaurant

WEDNESDAY, APRIL 3, 2013

9 – 10 AM

WCPA Market Day at the Hyatt Regency

10:15 AM – NOON

Shade Sail Structure Program, Part 2
This second part of the program is aimed at the shop and field portion of the job—how to take the design and create and install a finished Shade Sail.

10:15 AM – NOON

Welding Procedures
Presented by Alan Johnson, American Welding Society Certified Welding Inspector and a certified Master Fabric Craftsman and Clint Keller from Lincoln Electric.

NOON – 1:30 PM

WCPA Hosted Lunch/Annual Meeting at the Hyatt Regency

WCPA Change in Leadership

Elections are underway! This year the WCPA is looking for a few good men and women to serve on the board.

President Bud Weisbart will step down as president after fulfilling the two years of service allotted by the WCPA bylaws.

A number of positions have also opened up on the board. If you would like to serve or would like to nominate an individual to the WCPA board, please contact us at wcpa2012@hotmail.com.

WCPA

**IT'S NOT TOO LATE TO REGISTER FOR
THE WCPA ANNUAL MEETING & EXPO IN
LONG BEACH, CA**

**VISIT WWW.WCPAONLINE.COM FOR
MORE INFORMATION!**

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