



WCPA members tour A&R Tarpaulins Inc. in Fontana, CA with IFAI CEO Mary Henessey on September 6, 2012. WCPA members gathered for a meeting and talk with Henessey. For more information on this meeting, see page 3.

WCPA ANNUAL MEETING & EXPO LOCATION SET

Attention WCPA members!! The location for the next WCPA Annual Meeting & Expo is set to be at the Hyatt Hotel in Long Beach, California, April 1-3, 2013!

WCPA is co-locating with the Industrial Fabric Association International's Geosynthetics Materials Association 2013 conference. The details are still being worked out. But there will be plenty of seminars, workshops, and a tradeshow that you can attend!

WCPA and Geosynthetic members will have free access to each other's tradeshow and opening reception. Our members will have the opportunity to mingle and learn from each other.

Registration for the event will begin no later than the end of the year. IFAI will be hosting the registration and payment Web site this year. Look for the updates and email blasts as your board continues to put this event together.

As a quick preview of the location of the upcoming WCPA Expo, Long Beach, CA is a wonderful beach city! Shops, an aquarium, restaurants, and local attractions surround the hotel and convention center. Attendees will have the chance to hang out in beautiful sunny Southern California weather!

If you have any questions or suggestions, please contact Carol Park at wcpa2012@hotmail.com.

IN THIS ISSUE

WCPA Annual Expo Info. ...1

Cut the Stress!2

Looking to the Future2

Geosynthetics 2013 Info.3

WCPA Meeting Recap3

WCPA Donates \$500 to IFAI
Zone Meeting4

Take a Break Cut the Stress!

You work hard. You work all day. Sometimes you even dream about work!

You've put your blood, sweat, and tears into your passion. You think about how to grow, manage, and help your company thrive.

In fact, you probably think about your business day and night. Well, remember, your business shouldn't run your life. Take a moment to relax and recharge! Don't let the stress beat you!

If unchecked, stress can cause and lead to an increased risk of mental and physical problems. Some of those issues include infection, illness, diabetes, obesity, and heart disease, as well as depressive and anxiety disorders.

So what are some good ways to relax while you're working?

Have a cup of tea and take a ten minute break outside. Talk to people you trust for support. Take a moment to relax by breathing deeply, stretching, meditating, and going for a short walk.

Most importantly, get your sleep!

To learn more about stress at work click the link below to read an interesting report by the National Institute for Occupational Safety & Health, a federal agency.

<http://www.cdc.gov/niosh/docs/99-101/pdfs/99-101.pdf>

Dear Colleagues....Today I was honored at a ceremony at the university from which I received my undergraduate degree 50 years ago.

I had the great honor of celebrating with the professor at this university who had the greatest influence on me during my time there; Professor Emeritus Dr. Warren Campbell.

Warren and I haven't been in communication often, but our 50 years of experience led to an extended conversation today, during which time we discussed how our lives had progressed during the time of the founding of the university, my graduate work, the business and, most significantly, the formation of what we are today.

He attributed what I have become to my graduate school program, but then we both came to realize that we are a product of all of our experiences, some of which remain obscured until we look back on them through the benefit of time.

As I reflect on my years as a student, I'm compelled to look at my future and the future of WCPA and our industry. On Sept. 6, WCPA had an opportunity to look at its future and the role WCPA, IFAI, and other organizations have to play to amplify the understanding of the values we bring to our communities through the work we do.

This vision was expressed by the presentation of the recently appointed CEO of IFAI, Mary Hennessey. Her visit was an honor for us and our members. As testimony to the effort to promote collaboration within our industry through the work of WCPA and IFAI, Mary provided a proposal for having a joint meeting of IFAI's Geosynthetic Materials Association

(GMA) from April 1-4 next year in Long Beach, California, with our annual WCPA EXPO.

More will come later about specific programs, but one feature of the GMA program will address energy issues, something those of us in the awning industry have been looking to promote for many years.

Mary's proposal was immediately agreed upon unanimously by your WCPA Board as an opportunity for mutual suppliers to share a connected location, an ability to tie our annual meeting and EXPO to the other resources and divisions of IFAI (PAMA and the Marine Fabricators' Association in addition to GMA), all of whom share a common supplier base.

WCPA will employ the resources of IFAI for general business seminars during our event. There will be free association of all attendees to the events conducted by both organizations, and the administrative functions (registration, publicity, logistics, etc.) will be managed by the professionals at IFAI, while we at WCPA will be able to conduct our annual meeting and EXPO at a price for suppliers and members that is similar to previous events managed by our volunteer Board and members.

We feel the result of this mutual and collaborative effort will be of greater value for WCPA attendees, as well as GMA attendees, and a significantly broader value for our supporting supplier base.

The one essential element is you, so mark your calendars for this event and look to your future issues of the WCPA newsletter for more updates.

Geosynthetics Conference 2013 Details

The April 1-4 Geosynthetics Conference theme is Water & Energy Challenges.

The conference will feature four days of technical programming, including short courses, panel discussions, and paper presentations.

Topics include: Drainage; Energy; Environmental; Geohazards; Transportation; Water and more.

The Industrial Fabrics Association International organized the four-day event that will be held April 1-4 in Long Beach, California.

For more information visit www.geosynthetics2013.com

The conference is co-locating with the Southwest Geotechnical Engineers Conference (SWGEC) and the Geosynthetics Institute's GRI-25 Conference.

About 1,500 geotechnical professionals from all over the world attend, and 125 companies and organizations exhibit on the trade show floor.

"This industry event is unique in its ability to gather the manufacturing, engineering, installation and academic communities... An excellent investment and return is realized," said Conference Chair Sam Allen, vice president and division manager of TRI Environmental in Austin, Texas.

On September 6, 2012 WCPA members met in Fontana, California to talk about our upcoming annual meeting and expo. Members also had the opportunity to meet and hear from Mary Hennessey, the newly appointed CEO and president of the Industrial Fabrics Association International.

Hennessey spoke about the changes going on at IFAI and the association's relationship with the WCPA.

"IFAI is open to helping WCPA in planning educational [seminars]," Hennessey said.

Hennessey talked about working with the six zones in the IFAI – which includes the WCPA – and fostering a better relationship with each organization.

"I want to hear what zones need and if there are things that we can be doing better together," Hennessey said.

During her visit, WCPA members asked Hennessey about the potential for IFAI to hold its Expo American event and other activities more often on the West coast.

Hennessey responded by saying that IFAI Expo America will be in Anaheim, California in 2013. She also noted that the majority of IFAI events are on the East coast because that's where attendance is best.

Hennessey then asked members if IFAI could help WCPA organize something like a regional expo on the West coast. Members agreed.

Members also asked about how to get on the cover of IFAI's publications like the Specialty Fabrics Review magazine.

Hennessey said that featured businesses are end product manufacturers and a member. The magazine does not feature suppliers



WCPA members gathered during the September 6, 2012 board meeting. Mary Hennessey, IFAI CEO and president attended the event.

on the cover. Hennessey also said that the magazines look for unique stories that allow their readers to learn something beneficial.

Hennessey also talked about IFAI's effort to build a stronger government relationship program. IFAI is looking at the Energy Star rating for awnings. If awnings are rated with an Energy Star, customers can get a tax credit for their purchases.

The idea, Hennessey said, would be to get the rating for rolling shutters, awnings, retractable awnings and other specialty fabric products that help reduce the use of energy.

IFAI is also looking at working with code and building officials on the upcoming California Fire Marshall's code change.

"Maybe WCPA can help us and collaborate with IFAI," Hennessey said. "We can provide the research and staff and WCPA can provide the feet on the ground."

At the end of Hennessey's visit, members were treated to lunch by WCPA president Bud Weisbart who hosted the event at his business in Fontana, California.

After lunch, WCPA Board members met to discuss the direction of the up-

WCPA Board Contributes \$500 to IFAI Zone Meeting

Earlier this month, WCPA Board members agreed to contribute \$500 to the First Annual Industry Zone Breakfast Reunion during the IFAI Expo. in Boston on November 9.

Members from WCPA and other IFAI zones from all over the country are also invited to the free breakfast.

Members and non-members are welcome to the event which will feature conversations, a glimpse of IFAI history, and a continental breakfast.

The event is set for 8:30 AM – 10 AM. Registration is required.

Visit www.ifaexpo.com to sign up for the breakfast by November 1.



Continued from page 4

coming annual meeting and expo.

Henessey joined the meeting and made an offer to the WCPA. IFAI offered space at its upcoming Geosynthetics conference in Long Beach, California.

WCPA will pay \$4,000 to co-locate with the Geosynthetics conference. The fee includes: free admission to the trade show; free meeting space; no hotel room contracts; IFAI will take care of registration and host a Web site for registration and payments; we will have awning as well as marine workshops; members of WCPA can also attend the Geosynthetics welcome reception.

WCPA's Annual Meeting & Expo will begin April 1 and end April 3.

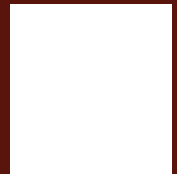
The offer was unanimously agreed upon by the WCPA Board.

During the WCPA Board meeting, members were updated on the association's financials and membership numbers. As of August 2012, WCPA had \$54,020.09 in funds.

As of September 5, 2012 the WCPA had a total of 65 members. Thirty of which are fabricators, 29 are suppliers, 1 is an affiliate member, and five are honored lifetime members.

Two new fabricators joined the WCPA in the last two months. We had one new supplier member join as well.

The meeting was adjourned with no further actions taken.



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