



Western Canvas Products Association

WCPA Web Site has a New Look & Better Features



The Western Canvas Products Association has a new look!

Over the last couple of months the WCPA has been working hard to bring members a better looking Web site.

The new site is now live at:

www.wcpaonline.com.

The site is still at the same URL we've always had.

Members have a featured section with their logo, contact, Web site link, and a map link.

The site also includes membership payment options, Expo information, Expo registration forms, WCPA highlights, newsletter archives and more.

The Web site is also a one stop shop for updates on the WCPA and its

activities.

Take a look at the new site and let us know what you think. Also, remember you can like us on Facebook at www.facebook.com/TheWCPA.

If you would like to submit pictures or logos for your company, please feel free to contact the association at wcpa2012@hotmail.com.

Sales is about Building Relationships & Communication

For Jill Powers, working in the fabrics industry is just in her DNA.

"My parents owned retail outlet stores when I was growing up," she said. "They put me to work at the ripe old age of eleven.

Growing up, Powers knew she wanted to work in the fabrics industry. She briefly considered becoming a fashion designer. However, her father told her, "No daughter of mine will be a designer without a four year degree."

Powers attended Clemson University in South Carolina where she earned a Textile Manufacturing (Apparel & Textiles) Bachelor of Science degree.

After graduating she

spent 12 years working as a sales manager for a German company. In 2000, Powers also earned a Master's in Business Administration from Duke University.

She immediately joined Lectra where she worked for nine years in various capacities including senior management, product management and sales. But, in 2009, with the economic recession well underway, the company shed several positions – Powers' being one of them. She took time off, married and began a consulting business.

In January 2012, Powers joined Gerber Technology as Senior Account Executive. Since then, she has become one of the highest-performing

sales executives in the company. If there's anything that Powers has learned in her career, it's that sales involve more than just a transaction.

"Being a successful salesperson means building a relationship with each of your customers," she said. "If your customers realize you're there as a partner in their business, helping them find ways to become more profitable, they'll trust you and will view you as an advisor. You have to understand what their challenges are and offer suggestions to solve those challenges based on your experience."

Finally, she notes, strong communication, follow up and reliability are critical factors to success in sal-



Jill Powers is West Coast Senior Account Executive at Gerber Technology.

es and any career.

"You may be working on something for your customer and waiting to get back to them but they don't know that," she said. "Just call or email to update them on status. And, when you say you're going to do something do it. There's nothing that will destroy your character faster than not living up to your promises.

WCPA

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WCPA Regional Meeting Table Top Display Availability

Registration for the WCPA regional meeting is filling up fast. So far, fifteen people are signed up from various companies.

The meeting will be held at A&R Tarpaulins Inc. in Fontana from 10 AM – 3 PM.

WCPA is also offering members the option to have table top displays during the event for a small fee. (Fees will help

cover the cost of the event which includes lunch).

For more information on the event go to <http://www.wcpaonline.com/index.php/events/wcpa-regional-meeting-2013> or email us at wcpa2012@hotmail.com.

The meeting will feature two topics: "Cash Flow: The Life & Death of your Business" and a "Marketing & PR" seminar.

Bud Weisbart of A&R Tarpaulins will present the first seminar and Carol Park of Centaur Public Relations LLC will present the second topic.

This inaugural regional meeting is the first of many to come. Look for announcements about a regional meeting coming to a town near you in upcoming newsletters and e-mails.

"Registration is filling up fast for the upcoming WCPA Regional Meeting, reserve your spot today!"

– WCPA

IFAI | INDUSTRIAL FABRICS
Association International

IFAI Outlook Conference 2014

The Industrial Fabrics Association International has announced dates for its Outlook Conference 2014.

The conference will be held in Asheville, North Carolina, May 5-6.

Co-developed by the United States Industrial Fabrics Institute and the Narrow Fabrics Institute, the event features various seminars and workshops.

IFAI hosts the event for technical textile executives with a focus on business and economic outlooks.

Business leadership; Fiber outlook & economics; Military & trade.



The conference will address politics, economics, and business practices; monitoring and advocacy of member positions in both legislative and regulatory issues in international trade and public policy issues.

For more information,

rates and more, visit IFAI at www.ifai.com.

The United States Industrial Fabrics Institute serves its nearly 50 member companies' interests in both domestic and international affairs.

USIF is a division of IFAI and promotes industry improvement through alliances with government and academia.

USIF is also a member of the American Manufacturing Trade Action Coalition (AMTAC) and the Fair Currency Coalition, and maintains representation on the U.S. Department of Commerce Industry Trade Advisory Committee.

The nearly 30-member Narrow Fabrics Institute works on common interests in the narrow fabrics industry. The institute is a division of IFAI.



Topics to be covered during the event include:

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www.wcpaonline.com