



Happy Thanksgiving Members! WCPA is Working Hard for You!

Happy Thanksgiving WCPA members! As we head into the holiday season, the WCPA wants you to know that we are working hard.

The WCPA Board is feverishly working on bringing you an improved and shorter

Expo in the first quarter of 2014. The location is likely going to be in Long Beach. If you have any suggestions or questions about the Expo program please feel free to contact your board. Send us an email at

wcpa2012@hotmail.com.

Throughout this year, membership has been growing. The board has plans to bring members regional meetings and more. The WCPA is thankful for its members!

Happy Holidays!



Message from WCPA President Steve Morenberg



WCPA President
Steve Morenberg.

Where did the Summer go? It seems like only a couple of weeks ago we were at the WCPA Expo in Long Beach, looking forward to accomplishing so many things this year.

Now we're looking the holiday season square in the face

and planning for 2014!

So, for all the undone things I promised to do this year, the promise is still valid—for next year ☺!

As we head into Thanksgiving and then Christmas, let's not forget to realize why most of us work so hard—our families.

For those of you who haven't heard, one of our canvas products colleagues in St. Louis experienced a tragedy last week.

Jerry Grimaud, owner of Lawrence

Fabric Structures, lost his 20-year old son Christopher in an auto accident near his college in Mississippi.

All of us here at WCPA mourn his loss.

Your Board of Directors has been doing a few things before the holidays—we have been working on "streamlining" the 2014 WCPA Expo.

We know that your time is valuable and that you need a good reason to spend the time and money to come to one of these events, so we are try-

ing to design a shorter, more 'action-packed' experience for you!

We are finalizing plans now, and will have details in the December newsletter. Have a great Thanksgiving!



Public Relations Tips: Save your Money & Send a Press Release

By Carol Park

Marketing is an expensive way to get your company's name out there. There's another way to do it for far less than the cost of a radio spot, newspaper or television ad.

Public Relations is a valuable tool that can save you hundreds, if not

thousands of dollars. How can you do this? By writing a press release that's relevant to the media outlet you're sending it to. For example, if your company expands its footprint, that's news! Put together a short 250 -300 word release and send it to your local paper or

television station. They might decide to write a story on your business.

The coverage you get from that story is worth its weight in credibility and gets you more than what a radio or t.v. spot ever could. Plus, it costs you nothing but your time!

"Public Relations is a valuable tool that can save you hundreds, if not thousands of dollars."

*– Carol Park
Public Relations Specialist*

IFAI | INDUSTRIAL FABRICS Association International

The Industrial Fabrics Association International recently announced its Specialty Fabrics Expo 2014 and expanded Advanced Textiles Expo will be held at the Minneapolis Convention Center in Minneapolis, Minn., Oct. 14-16, 2014.

Considered the largest specialty fabrics and technical textiles trade show in the Americas.

The show will feature programming that will help attendees better comprehend the specialty fabrics markets and more.

Also featured will

Be the Third Annual ShowStoppers awards competition and the International Achievement Awards.



For more information check out www.ifai.com and click on the IFAI Expo 2014 link.

Meanwhile, this year's show was a great success!

The 2013 IFAI Specialty Fabrics Expo had more than 5,300 attendees, from 65 countries. The show was held at the Orange County Convention Center in Orlando, Fla.

The event co-located with the Specialty Graphics Imaging Association's annual show.

Both events had 407 exhibitors from 22 countries, filling 102,000 square-feet of exhibition space.

This year, WCPA members attended the event and walked away with knowledge, new business partners, and achievement awards.



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