



WCPA EXPO: Registration & Details Seattle, WA – March 26 - 28, 2015

Happy New Year! Registration is now open for the 2015 WCPA Expo! You can register online at www.wcpaonline.com or by sending us a completed registration form found in this newsletter. (Page 3 & 4 Insert). Also included in this newsletter is a tentative program. Remember, we're touring Rainier Industries, having our Annual Meeting & Expo and having an awards competition.

This is a great opportunity to meet up with your peers, learn something interesting during a workshop or seminar and see Seattle! We're staying at the Hilton Seattle Airport & Conference Center March 26 – 28, 2015. Room rates start at a low \$119 a night!

If there is a particular topic or subject you would like to learn about for a workshop or seminar, please let us know! Or if you would like to be a speaker for the event, send us your proposed topic and contact us at wcpa2012@hotmail.com.

Remember, it's a great opportunity to not only network with your industry peers but also to bring your family and tour this great, famous city when the expo is over. (We finish on Saturday the 28th so Sunday is all yours to enjoy!) So register today and secure your spot! www.wcpaonline.com.

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WCPA Board Nominations are Now Open

(2015-2016 Term Nominations)

Things to do at the WCPA Expo in Seattle

After you get to Seattle and you're enjoying the Expo take a moment to go see the sights! There's plenty to do, from food to museums, you won't get bored while touring this famous city!

Places to Visit:

Pike's Place Market
Space Needle
Woodland Park Zoo
Museum of Flight
Waterfront Park
Chihuly Garden and Glass

You can also eat at many of the city's restaurants, bars, and fine dining locations. Here's a link to TripAdvisor's suggestions:

<http://www.tripadvisor.com/Restaurants-g60878-Seattle-Washington.html>

And remember, if you're attending the WCPA Expo, downtown Seattle isn't too far (about 25 minutes) and you can catch public transportation for just a few bucks.

Hope to see you all at the 2015 WCPA Expo! Let us know if you have any suggestions for the annual event and contact us at wcpa2012@hotmail.com.

You can also visit www.wcpaonline.com to register for the Expo.

Below is the slate of candidates submitted by the WCPA Leadership Development Committee for the 2015-2016 term:

President

Steve Morenberg
POLYFAB USA LLC

Vice President

Ron Huntley
KING AWNINGS, INC

Treasurer

Eric Christensen
Glen Raven Custom Fabrics LLC

Secretary

Lydia Kauffman
Trivantage LLC

Membership Director

Conrad Masterson
SHADE Industries

At Large Director #1

Buddy Sliva
Sattler Corp.

At Large Director #2

Bill Pattison
Goodwin-Cole Co.

At Large Director #3

Fred Scuncio
S-C International

Immediate Past President

Bud Weisbart
AR Tech

The WCPA Bylaws allow for the submission of independent nominations. The procedure for such nominations is set out in Article VIII of those Bylaws. Any independent candidate much inform the Leadership Deve-

lopment Committee Chairperson no later than thirty calendar days from the date of this email.

Any such independent nominations must be emailed or sent via US mail to the Leadership Development Committee Chairperson:

Mr. Bud Weisbart
AR Tech
16246 Valley Blvd.
Fontana, CA 92335
Email: bud@artech2000.com

Please feel free to contact me should you have any questions or would like to receive a copy of the WCPA Bylaws.



You can also find a copy of the updated bylaws of the Western Canvas Products Association online at www.wcpaonline.com.

As always, if you have any questions, comments, or concerns, contact us at wcpa2012@hotmail.com.

2015 WCPA EXPO & Annual Meeting

March 26 - 28, 2015

Hilton Seattle Airport & Conference Center

17620 International Blvd.
Seattle, Washington, 98188

FEE SCHEDULE

	Fabricator Member	Fabricator Non-Member **	Supplier Member #	Supplier Non-Member **
Full Registration – Includes Meals/Entire Program	\$150	\$175	\$295	\$345
Trade Show Only - No Meals/No Program	FREE	FREE	\$50	\$100
Additional Staff/Spouse Registration (After First Company Registration)	\$125	\$150	\$270	\$320
Exhibit Fee # - (Requires Minimum of One Full Registration)	N/A	N/A	\$200	\$250
Additional Supplier Staff for Exhibitors# - (No Meals/No Program)	N/A	N/A	FREE	FREE

Suppliers are required to pay for a least one full registration per company.

** Non-members can pay \$100 on top of non-member fees and get a 2015 WCPA Membership

REGISTRATION

COMPANY _____ 2015 WCPA Member: ____ YES ____ NO

NAME _____ \$ _____

NAME _____ \$ _____

NAME _____ \$ _____

EXHIBITOR'S – MARKET DAY TABLE _____ \$ _____

TOTAL REGISTRATION FEES: _____ \$ _____

STREET ADDRESS _____ CITY, ST., ZIP _____

PHONE _____ FAX _____

MAIL 2014 WCPA EXPO REGISTRATION TO:

FOR RESERVATIONS:

<p>Expo Registration & Fees Bill Fuller WCPA 18309 Maffey Drive Castro Valley, CA 94546</p> <p>e-mail: wcpa2012@hotmail.com</p> <p>Make checks payable to "WCPA" and mail both payment and completed Registration form to the above address. Or you can register online at www.wcpaonline.com.</p>	<p>Hotel Accommodations Hilton Seattle Airport & Conference Center</p> <p>17620 International Blvd. Seattle, Washington, 98188 206-244-4800</p> <p>\$119 a Night</p> <p>Indicate that you're part of the 2015 WCPA Expo when registering.</p>
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2015 WCPA Annual Meeting & Expo Schedule
March 26-28, 2015
Seattle Hilton Airport & Conference Center

TENTATIVE PROGRAM

THURSDAY, MARCH 26, 2015

12 PM – Midnight **Market Day Setup**

7 PM – 10 PM **Registration**

7 PM – 10 PM **Hosted Hospitality Mixer**

FRIDAY, MARCH 27, 2015

8 AM – 5 PM **WCPA Excellence Awards Photo Contest Voting**

8 AM – 9 AM **Breakfast**

8 AM – NOON **Registration**

10 AM – 1:30 PM **Rainier Industries Tour & Lunch**

2 PM – 3:30 PM **Social Media Tips & Self Defense for Your Business**

Speaker – Carol Park, a Public Relations expert and Black Belt in Karate

Learn about Social Media and free resources to help promote your business. Also learn about self-defense for your business and how even the way you talk or stand during a meeting or sale affects your business. Also learn techniques to protect yourself.

3:30 PM – 5 PM **Market Day**

6 PM – 10 PM **Dinner in Seattle**

SATURDAY, MARCH 28, 2015

7:30 AM – 8:45 AM **Breakfast**

9 AM – 10 AM **Industry Roundtable Discussion**

Fabricator Speakers TBD

10:30 AM – Noon **Market Day**

Noon – 1:30 PM **Awards Luncheon**

1:45 PM – 4 PM **Market Day**

Creative Ways to Target your Potential Clients Utilizing Social Media and other Ideas

By Carol Park



Creative ways to target your market include things like newsletters, e-news blasts, utilizing social media outlets like Twitter, Instagram, and Facebook.

But how do you create a comprehensive and cohesive campaign to target your potential customers?



First, you have to figure out what your message is; what do you want to tell your potential clientele? Second, decide on how you want to reach them. You can use e-mail lists or try using other social media outlets like Twitter or even Pinterest. Third, create a unified campaign that you can post on all of your social media outlets.



Facebook and Twitter are great because you can post to both and only have to upload your message once.

Once you've created your platform(s) for your campaign, keep track of it in an Excel file or other report so you can see how

the campaign has helped generate sales for your business.

If social media isn't your cup of tea, then you can try things like contests or reward programs. You've seen these types of campaigns everywhere from winning gift cards to earning points at your local grocery store, these types of creative campaigns have garnered sales for multiple businesses and it could work for you!



You can put together a contest for a free product from your business, a coupon, or something that your potential customer might value.

Try creating a graphic that you can add to your e-mail signature, a newsletter, or you can post on Instagram or Facebook or Twitter. You'd be surprised at how fast people will pick up on this and click on the link and sign up for more information about your company's products.

If contests and reward programs aren't your thing either, then you can try working with an association that deals with your potential clientele and provide that organization with a donation or put on event for them. This can help bolster your company's reputation and garner interest from potential clients. These suggestions are by no means the tip of the iceberg when it comes to creative ways to tapping your potential clientele or market. But, hope this helps!

IFAI Upcoming Events

January 29
[Fabric Graphics Day Conference at the Sunbrella Plant](#)

January 29-31
[IFAI Tent Expo](#)

February 4 - 7
[Canvas Products Association Zone 7: 2015 Convention](#)

February 15-18
[Geosynthetics 2015](#)

March 12-13
[IFAI Canda EXPO](#)

May 17-19
[Outlook Conference 2015](#)

Visit the Industrial Fabrics Association International at www.ifai.com for more information about the trade organization and its upcoming events.

The WCPA is a proud affiliate of the IFAI and welcomes its members to its events and functions. Contact us at wcpa2012@hotmail.com for more information.





2015 WCPA Expo Registration Forms Inside! We're Going to Seattle!

2015 WCPA Expo Forms Enclosed Seattle, WA – March 26-28



Western Canvas Products Association
18309 Maffey Drive
Castro Valley, CA 94546
www.wcpaonline.com