



## WCPA Membership Gives you Discounts to the 2015 EXPO Valuable MIP Coupon Book

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It's the holiday season and everyone's planning for vacations and family time. But before you take off to go enjoy that turkey feast or Christmas dinner, remember you still have time to become a WCPA member!

Membership Benefits include:

- Discount to the 2015 Expo.
- The MIP Coupon Book: You can save hundreds if not thousands on orders from a variety of specialty fabrics companies.
- Invitations to regional meetings, workshops, and events.
- A chance to win WCPA Excellence Awards.
- Networking opportunities.
- WCPA is also affiliated with the Industrial Fabrics Association International.
- It's tax deductible!



The WCPA was founded in January 1940; its history rich with stories, innovation, and excellence. Becoming a member is easy and only costs \$150!

So don't miss this wonderful opportunity to enjoy all the benefits of membership and join us for the 2015 WCPA Expo. Visit [www.wcpaonline.com](http://www.wcpaonline.com) and join today! Or contact us at [wcpa2012@hotmail.com](mailto:wcpa2012@hotmail.com) and we'd be happy to send you the application materials!



And remember, if you have suggestions, thoughts, questions, comments, or even concerns, the WCPA is here to listen!

Also, if you want to contribute articles to this newsletter about industry topics and issues, let us know!

But for now, enjoy the festivities and safe travels. Happy holidays and warm wishes from the Western Canvas Products Association!

## Exports: Tap into the Market! Simple Tips & Advice

The trade deficit, it's pretty bad. In September the deficit stood at \$43 billion! That's up \$3 billion compared to August, according to the U.S. Census Bureau and the U.S. Bureau of Economic Analysis, through the Department of Commerce.

Total September exports tallied in at \$195.6 billion and imports were \$238.6 billion. September 2013 compared to September 2014 showed an increase in exports of goods by 2.8 percent or up \$5.3 billion.



The increase in exports were reflected in capital goods (\$1.4 billion); consumer goods (\$0.9 billion); industrial supplies and materials (\$0.8 billion); other goods (\$0.8 billion); and automotive vehicles, parts, and engines (\$0.4 billion). A decrease occurred in foods, feeds, and beverages (\$0.2 billion).

So what does all this jargon mean for us, the business owner? Well it means we have an opportunity to tap into this market and do our part to decrease the trade deficit!

Getting into international trade isn't

as hard as it might seem. In fact, you have a ton of resources at your disposal. The U.S. Department of Commerce, the SBA, and even your city have programs to help you become and exporter. There's even a government site - <http://www.export.gov/> - that you can visit for more information on how to become an exporter! But aside from government help, here are some simple tips:

- Use online resources like eBay and Amazon.com and sell your products to the World Wide Web community.
- Research your market.
- Establish a list of contacts that are not just local, but international. Then start contacting them with your goods and services through e-mail blasts/marketing campaigns.
- Attend export trade shows and events and network!

While there is so much more to this than just these simple tips, remember, you too can reap the rewards of exporting and increase your bottom line. Just do your research and see if you too can become an exporter. Visit [www.export.gov](http://www.export.gov) for more info. on exporting.

## WCPA Expo March 26 - 28

We're moving forward with our plans to host the 2015 WCPA Expo in Seattle March 26-28! If you have suggestions for a workshop or a seminar topic, contact us today [wcpa2012@hotmail.com](mailto:wcpa2012@hotmail.com)

Remember, we're going on a tour of Rainier Industries and so much more!

Remember, if you're a WCPA member you will enjoy reduced registration fees, receive the valuable MIP Coupon book, and invitations to regional meetings and events. The cost of membership pays itself back! So sign up today and see you at the Expo!

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