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## Think Green! Members can Opt for Email Delivery of the WCPA Newsletter!

The Western Canvas Products Association is moving toward being greener! We are now offering members the opportunity to opt out of receiving a hardcopy version of the WCPA newsletter via snail mail.

For the last two years, the WCPA has published a monthly newsletter that has been distributed to members and interested parties monthly. Recently, the board voted to reduce the number of newsletters to a quarterly basis and also cut down on paper mailings by offering members the chance to opt out of receiving a hardcopy.

Because the newsletter has been cut to a quarterly publication, it has been expanded to six-to-eight pages. The newsletter will continue to highlight WCPA activities, members, and offer tips and advice on pertinent business topics. Members are encouraged to also submit articles of interest for publication in the newsletter.

Also, the newsletter will feature a member profile. If you know someone that should be featured in the newsletter as a highlighted company/business and WCPA member, please contact Carol Park at [wcpa2012@hotmail.com](mailto:wcpa2012@hotmail.com).

And remember, you can find all the WCPA newsletters online at [www.wcpaonline.com](http://www.wcpaonline.com).

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### WCPA Web Site Redesign

The Western Canvas Products Association is redesigning its Web site!

No worries though, [www.wcpaonline.com](http://www.wcpaonline.com) will remain the URL for the association.

The association is switching from Wild Apricot to GoDaddy.com for its new hosting services.

The new site will feature more dynamic content including YouTube videos, more content, and of course access to the WCPA newsletters.

As part of the redesign, the association is also getting a dedicated expo page at [www.wcpaexpo.com](http://www.wcpaexpo.com).



If you would like to suggest anything for the redesign, please contact Carol Park at [wcpa2012@hotmail.com](mailto:wcpa2012@hotmail.com) and let her know what you would like to see on the site!

For now, the old site will remain up until the redesign is complete.

The new site is set to go live in October.

Dear WCPA Member,

Thanks for your support of the Western Canvas Products Association! This is a member-driven association and depends on the membership to keep it vibrant and relevant.

We are going through a sea change in our society and our industry right now. Generationally we have new younger ownership taking control and changing how things are done in our market niche. Technologically we are seeing the pace of business speed up and become more automated than ever.



All organizations, including WCPA, must evolve or pass away. We think that the mission of our organization is still important to you—the member:

“To promote and adopt the highest ethical, business and professional standards within the industry, and to work for the betterment of the industry with governmental entities, related professional organizations and customers”.

Why is this important? We believe that the better and more involved our industry is with other influencers, the easier it will be for your business to become successful in this marketplace.

And we think that we can

continue to accomplish this mission, but only if enough members agree with this and help the evolution of this organization by working together in the same direction.



If you want to get involved, please feel free to contact any member of the Board of Directors. We are beginning to organize various committees, so there should be something of interest to everyone, including topics such as website and social media, architectural and consumer outreach and planning for upcoming meetings and the annual Expo.

Right now we have a newsletter, available in hard copy and/or electronic, which will spotlight various members, award-winning jobs and tips for business success.

We also have the Membership Incentive Coupon Book, whereby you can save hundreds of dollars over the course of doing business with your regular suppliers and “make back” the cost of membership.

As a supporting member of IFAI, PAMA, and other related associations, WCPA will work in conjunction with our friends in the industry to bring better and more significant programs and education to our membership.

Regards,

Steve Morenberg

## Member Profile

### Ron Huntley on Business and Helping Others

Ron Huntley, WCPA member and president and founder of King Awnings Inc. in Huntington Beach didn't plan on getting into the shade structure business growing up.

But after a troubled youth and turning his life around, Huntley was given an opportunity to work for Accurate Awnings.

Huntley became an installer for the company in 1988. Since then, he's never looked back.

Today, Huntley is founder and President of King Awnings Corp. in Huntington Beach, California.

King Awnings employs 17 people and operates out of three facilities. Two buildings are offices and storage space. Another is a 5,000 square foot manufacturing facility for welding and sewing operations.

The business is growing, Huntley said. Huntley hopes to expand his team and add another sales person to King Awning's staff.

Huntley's business is nationwide and he travels to multiple states and works with various companies on projects for clients that include: California Pizza Kitchen and Hooters.

As King Awnings continues to expand, Huntley hopes that he can continue helping people, growing his business, and enjoying life.

Below is a Q&A with Ron Huntley on his business and helping others.

**WCPA:**

What has been the biggest challenge you've faced in your business?

**HUNTLEY:**

The growth process; that's been the toughest one. Being a nationwide

company...especially in the first five years of business.

Flying out [for jobs] and getting the product out there and being able to do that and accommodate our customer's needs in such a short time, that's been the challenge and at the same time we have our at home stuff, things that have to happen here. If I could clone me that would be great.



**WCPA:**

How did you get into the awning business?

**HUNTLEY:**

Growing up I never thought I'd be in the awning industry. I had a troubled past as a kid.

I was involved in things that were not good. So coming out of that when I was younger, when I started to be more, when I actually was able to see life as life and not as a party time, I was given an opportunity through Accurate Awnings.

They offered me help as an installer in 1988. So I started that day as a helper and it snowballed since then.

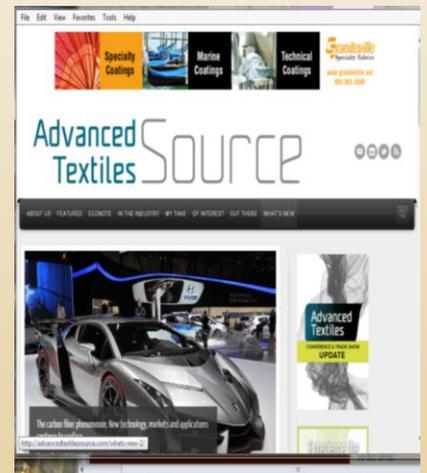
### IFAI Launches Site for Advanced Textiles

The Industrial Fabrics Association International launched a new Web site: the [Advanced Textiles Source](http://advancedtextilesource.com).

The new site is located at <http://advancedtextilesource.com>.

Advanced Textiles is dedicated to digital publication devoted to the highly specialized textiles market.

The site is being officially published by the Advanced Textiles Conference & Trade Show and the Safety & Technical Products division of the IFAI.



The site is dedicated to news and issues that cover a range of advanced textiles markets.

Every month the site will feature a specific topic. The site is designed to present information to users in an easily consumable manner.

IFAI officially launched the Advanced Textiles Web site in July.

## Member Profile Continued

# WCPA

### WCPA:

What was the turning point of your career?

### HUNTLEY:

When I worked at Accent Awnings, it was the height of my career. I was an installer and ended up with Robert Stewart who was the operations person, and ran manufacturing and installation at Accent with him for 10 years. That was huge for me because that's when I got the knowledge of the business side and got to be more involved in the manufacturing. They really pushed me to my limits and allowed me to explode and then they brought me upstairs to help run manufacturing.

Now I had a real handle on it and knowledge of awnings. They helped me grow to be a better person and I got to know awnings deeper, know the business side of the industry. The owner Karl Desmarais was one of the guys I looked up to and he taught me how to be a business owner.

### WCPA:

What's the best part of doing what you do?

### HUNTLEY:

I love awnings, and I love what I do but the best part is honestly being able to help people.



I don't mean the customers only, I mean our employees too. Our employees have come from a background that I come from and they don't want to be from that anymore. I extend opportunities to both those with and without troubled pasts. It's amazing to watch people grow. Seeing people grow, that's the best part of all this.



### WCPA:

Where do you see yourself and the business five or 10 years from now?

### HUNTLEY:

I believe that everything is possible. One of my thoughts would be to have multiple locations across the country and franchise out. That would be an awesome thing for us. That would be a great target for what we do because we're a nationwide company.

If we were able to franchise out, I still wouldn't stop growing. That's part of the five year plan. I really see ourselves growing rapidly, like we are now. We currently have nine dealers and other awning companies that buy from us and that's on the West Coast, we have yet to get to the East Coast and that's the next challenge. And I really do love those awning companies out there, they are so friendly.

## Global Competition

Global competition is a reality. Competitors come from within your city, state, country and around the world.

Manufacturers in China can make the products you sell for way less and can undercut your prices significantly.

So how can you compete? Through services, quality of your products, and integrity.



You can also take your business global and start exporting your products and services.

It's as easy as setting up an online business where you can sell your products to anyone around the world!

Tie your Web site in with a PayPal account and you can start accepting credit cards right away.

You can also tap into government resources including the Department of Commerce and the Small Business Administration.

Both of them offer businesses tips, advice, classes, and even loans to help you grow your business beyond the boundaries of your state and country.

# Entrepreneurship and Us

By Bud Weisbart

# WCPA

Fifty years ago I was serving in Thailand in the Peace Corps teaching English as a second language in a provincial capital called Suphanburi. During that time I kept a journal of my reflections, which I am now committing to print (no computers in 1963, in fact no fax machines...the most technical we were was using mimeographs and pen and pencil; we didn't even have a phone in Suphanburi).

One of my fondest memories in reading my journal was having the kids I was teaching come over to where I lived and letting them look through the magazines and other literature that I would receive periodically through the mail.



One particular entry in my journal of October 18, 1963 caught my eye and resonated in my memory of these young kids opening their eyes to a world beyond their imagination, and the dreams that set off in their creative minds:

“Now I am listening to ‘Anything You Can Do I Can Do Better’ while two of the kids are looking at my new magazines and are continuously interrupting me to know about the world they’ve never seen that they can now see here--dresses, cars, jets, watches, French paintings and brassieres. One kid’s teeth are eaten

away with decay. They are wearing short pants, all torn. Maybe they know more about the life of people than I do...”

So what is my “take away” from that journal entry and how does it relate to entrepreneurship and the world of business that our industry and our companies seek to serve? The answer to this question is based on how I define entrepreneurship and how it must be integral to our businesses if we are to achieve the successes we seek:

For me the definition is that an entrepreneur is one who creates a core competency to serve his or her markets with products and/or services that provide sustainable value, and, further, that the way we create that core competency in our businesses is through the maximum development of the resources to create that value.

Yes, even those little kids with such limited knowledge of the world in which we live, and in our businesses, even that weakest employee, must be a part of the effort to build the capabilities we need to enable ourselves and our businesses to develop that core competency.

So often as I have traveled to companies both within and outside of our industry and discussed this admittedly idealistic approach to managing people, I have heard that the answer is simply to get rid of the dead weight and bring in the new blood, even though the “new blood” is a gamble in and of itself.

And in the vast majority of cases I see our management colleagues keeping those very same people as they “hope” to see them grow to fulfill the needs of their businesses.

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## 2014 MFA National Convention

The 2014 Marine Fabricators Association National Convention is set for January 17-19, 2014.

The event will be held in Charleston, South Carolina and will feature more than 30 exhibitors, seminars and hands-on demonstrations of fabrication skills and business strategies.



During the convention, attendees will have the opportunity to tour local marine canvas shops and network.

Workshop topics include understanding the importance of proper skills and equipment for the tasks at hand; field measurements and templates that ensure accuracy; unique and clever ideas to make the most of your time and improve profits; simplifying patterns to save time; including and emphasize design as part of your proposals to add value.

Visit

[www.marinecanvas.com/mfaevents/mfaconvention](http://www.marinecanvas.com/mfaevents/mfaconvention) for more information.

## IFAI Offering Benefits to Members!

IFAI is now offering members access to a suite of employee benefits to help its members' businesses grow!

Benefits include, medical, dental, and vision coverage, life and disability insurance, resources to navigate healthcare reform, coverage options and claims.

IFAI partnered with Digital Insurance to bring members these benefits.

For more information contact Wayne Mertel at [wmertel@digitalinsurance.com](mailto:wmertel@digitalinsurance.com).

# WCPA

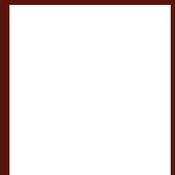
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The answer to me is in that old adage, "when you point your finger at someone, you have three fingers pointing right back at you."

To me the commitment to maximize the core competency of our businesses is in the training and mentoring commitments we make to help our staff grow as individuals and then through those commitments we

develop our capacity to serve our customers with uncompromised quality in the delivery of our products and services.

And, by the way, upon leaving my assignment in Suphanburi, I had subsequently been informed that for the first time in the province's history some of our students went on to the university and technical schools...perhaps a connection.



### Western Canvas Products Association

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