



## WCPA 2014 Expo 2.0 Location & Date Set

Mark your calendars! The 2014 WCPA Expo 2.0 event is set for February 20-21, 2014 at the Hyatt Regency Long Beach in California. Come join us for this two-day chance to take seminars/workshops on cash flow and leveraging free public relations services to help your business gain visibility.

The 2014 WCPA Expo 2.0 event is streamlined for your benefit and will feature more bang for your buck. The WCPA understands that time is valuable and is putting together a program that will be worth every minute of your time.

The Hyatt Regency is a beautiful beach front hotel. Adjacent to the Long Beach Aquarium, it is the perfect location for our WPCA event. Last year's event was held at the Hyatt and many members appreciated the meeting space, delicious food, and amenities the hotel offered.

So mark your calendars for February 20-21, 2014! Come join your industry peers and friends and soak up the sun, enjoy informative workshops, and more. The event is open to members and non-members. The event will also be less expensive next year, so why not attend?

Look for updates, registration information, and a cost break down in upcoming WCPA E-News Blasts, Newsletters, and mailers. And remember, you can also visit [www.wcpaonline.com](http://www.wcpaonline.com) for more information!

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### WCPA EXPO INFO.

The WCPA 2014 Expo 2.0 is set to include a full day program of useful workshops and seminars.

Registration is open! Sign up today! Below is basic information about the Expo.

#### Location

Hyatt Regency Long Beach,  
200 South Pine Ave., CA

#### Date

February 20-21, 2014

#### Fee Schedule

See Page 3

#### Send Checks and Registration Forms To

Bud Weisbart  
WCPA  
A&R Tarpaulins Inc.  
16246 Valley Blvd.  
Fontana, CA 92335

#### For More Info. Contact

Carol Park  
[wcpa2012@hotmail.com](mailto:wcpa2012@hotmail.com)



### >What do we mean by "Streamlined"?

→Most regional zone annual Expos have the same look—three days and two nights at a different location from the previous year. The goal is to entice the local fabricators to attend, and to fill the time with some seminars, some supplier exhibits ("Market Day") and some fun activities—tours of local attractions and/or fabricator shops, dancing, drinking and socializing.

For some zones, this is a successful recipe. For the Western Canvas Products Association, not so much... It seems like the local fabricators in this region don't want to spend this much time away from their shops and spend the money for lodging and expenses.

The WCPA acknowledges that your time is valuable, and that you need to see the relevance to your business before committing to this event, so we are trying a new concept: WCPA Expo 2.0! What do we mean? You have heard about 'lean manufacturing processes' and 'lean inventory'? This is the 'lean Expo'. Here is what we're doing:

- 1) We are holding this event in the same location as last year's—The Hyatt Regency Long Beach. A pleasant location, close to transportation and a large population with many fabricator shops.
- 2) Instead of three days, the program is only for one day (Friday). So the local shops don't have to pay for a hotel room if they don't want to (and attendees from out of town can stay over in Southern California for the

weekend if they wish).

- 3) We will have breakfast and the business program in the morning, then lunch and a short meeting, then Market Day in the afternoon. For those visitors who will be coming in from out of town (and any local attendees that want to drop by) we will have a Hosted Hospitality Room on Thursday night (this mean free refreshments for you!)—hosted by Glen Raven & Trivantage.
- 4) Most importantly, we have slashed costs for fabricators! Last year our full registration cost \$225 each. [The other zones this year are charging between \$195 and \$250 for registration]. **The cost for full registration for the WCPA Expo 2014 for a member fabricator is \$75; for a non-member is \$95** (see fee schedule for more details). Also, there are discounts for additional staff and a special offer for 2014 membership, so the cost to attend and join should no longer be an obstacle for any shop!

### >Why should you attend this event?

→ **FABRICATORS:** If you're a West Coast canvas fabricator, and wanted to see what was new in the industry, you could rely on the Internet and try to determine if what was touted on someone's website was what you really wanted to use for your business, or you could

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**"Streamlined"**

# 2014 WCPA EXPO & Annual Meeting

February 20 - 21, 2014

**The Hyatt Regency Long Beach**

200 South Pine Avenue, Long Beach, CA

## FEE SCHEDULE

	Fabricator Member	Fabricator Non-Member *	Supplier Member #	Supplier Non-Member *#
Full Registration - Includes two meals & entire program	\$75	\$95	\$275	\$325
Market Day Only - No meals or program	FREE	FREE	\$50	\$100
Additional Fabricator Staff Registration – after first company registration	\$65	\$85	N/A	N/A
Spouse Registration or Lunch Only	\$55	\$75	\$55	\$75
Exhibit Fee - Requires minimum of one full registration	N/A	N/A	\$200	\$250
Additional Supplier Staff – Exhibitors at Market Day no meals or program	N/A	N/A	FREE	FREE

\* For \$100 more per company, includes 2014 WCPA Membership (\$150 value)  
# Suppliers are required to pay for at least one full registration per company

### REGISTRATION

COMPANY \_\_\_\_\_ 2014 WCPA Member: \_\_\_\_\_ YES \_\_\_\_\_ NO

NAME \_\_\_\_\_ \$ \_\_\_\_\_

NAME \_\_\_\_\_ \$ \_\_\_\_\_

NAME \_\_\_\_\_ \$ \_\_\_\_\_

EXHIBITOR'S – MARKET DAY TABLE \_\_\_\_\_ \$ \_\_\_\_\_

TOTAL REGISTRATION FEES: \_\_\_\_\_ \$ \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_ CITY, ST., ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

#### MAIL 2013 WCPA EXPO REGISTRATION TO:

##### **Expo Registration & Fees**

A&R Tarpaulins Inc. - WCPA  
Attn: Bud Weisbart  
16246 Valley Blvd.  
Fontana, CA 92335  
Ph 909-829-4444

e-mail: [wcpa2012@hotmail.com](mailto:wcpa2012@hotmail.com)

**Make checks payable to "WCPA" and mail both  
payment and completed Registration form to the  
above address.**

#### FOR RESERVATIONS:

##### **Hotel Accommodations**

Hyatt Regency Long Beach  
200 South Pine Avenue, Long Beach, CA  
Room Reservations: (562) 491-1234  
[www.longbeach.hyatt.com](http://www.longbeach.hyatt.com)

**Indicate that you're part of the 2014 WCPA Expo when  
registering.**



# Reasons to Join the WCPA

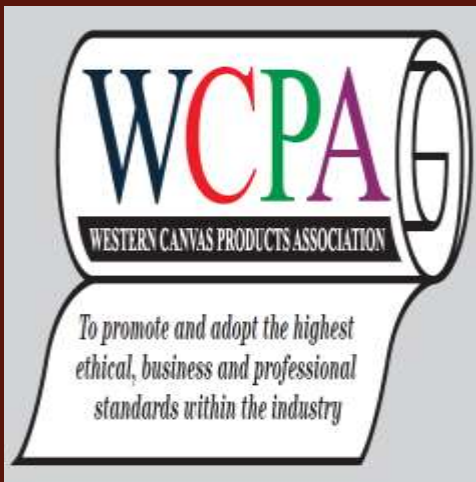
by Steve Morenberg



## >What are the benefits of membership?

→ When a fabricator joins the WCPA, she is sent a “MIP” (Membership Incentive Program) coupon book. These coupons give you discounts from your regular suppliers, and have a value of hundreds of dollars (depending on how much you buy), so your membership dues can be basically covered and then some!

→ You can display the logo on your letterhead, business cards and in your shop. For example, something like this:



Don't you think your customers (especially high-end residential and commercial clients) recognize and appreciate the value of belonging to a reputable trade association? You might show them your business license, insurance documents and tell them how long you've been in business, just to get them comfortable with placing their trust in you. Isn't this another piece of that trust?

→ When you join and participate in this organization, you will start to meet and know other professionals who may do the same things as you, and perhaps have the same

challenges and questions that you do about some factor in your business. A WCPA meeting or Expo is a great opportunity to ask these questions and find out (the easy way) how to do something or how to overcome some hurdle in your work.



→ In addition to using networking for getting answers to your questions, you may also find potential suppliers or subcontractors in other WCPA members. Say a shop in town does contract fabric welding or has a cutting table, and you have a job requiring some contract service. By knowing who you are dealing with, you can avoid problems and seize opportunities.

Or perhaps you do some contract service—you can find potential customers in other members!

Ultimately, whether you make awnings, marine products or shade sails, this organization is set up for your benefit, so we can be and do what YOU want.

But, we have to know what you want by you getting involved. If there are not enough fabricators that feel there is benefit to having an industry association in the Western US, then perhaps we should be looking at other alternatives to our current organization?

## The Benefits of Keder

WCPA Member Article  
By Brittany Balistreri  
Made in America LLC

Keder is a textile product that is used to reinforce fabric products. It is made with a flexible PVC cord and polyester material to make the end users product weather tight.

The material is wrapped around the cord and with the help of a welder, the material is welded to the cord for additional strength. There is a flap of fabric that extends from the cord to allow for other materials to be attached to it.

Customers have a choice of three different flap styles; single, double or welded. This flap can be sewn to any canvas material and welded to certain fabrics. Keder is available in many different sizes and colors but can also be manufactured in custom sizes for any project. Using PVC or aluminum rails with keder is an excellent way to attach panels, curtains, and other fabric products. Once the keder is adhered to the fabric of choice, the keder can be fed into a rail that is affixed to items such as boats or structures.

Made In America manufactures keder in its facility and stocks a variety of PVC and aluminum rails. The company is a WCPA member. To learn more about keder visit:

[www.kedersolutions.com](http://www.kedersolutions.com).

# Cash Flow: The Lifeblood of Your Business

By Bud Weisbart



Many years ago when I was headed for Thailand in the Peace Corps, a close friend headed off to law school at the University of California...he later became one of the most renowned bankruptcy attorneys, a field that at the time totally confounded me: if your clients were going bankrupt how were you going to get paid?! His answer was pure logic: up front.

My response was what I also thought was pure logic: "Doesn't that compound your client's problems?" The response he gave didn't resonate until I myself got into business with all the inherent risks all of us often face. "Just because the client is going bankrupt doesn't necessarily mean that the client is broke, it usually means that he or she simply has run out of cash, so our job is to salvage whatever assets the client can hold onto," my friend said.

In running our businesses we often find ourselves focused on our own (yes, logical) concerns about profits and balance sheets...after all that is what our accountants and our bankers look at in order to evaluate us.

Well, that is the truth, but not the whole truth, so help me cash flow. While, metaphorically speaking, the P&L and Balance Sheets may represent our vital organs, the element that keeps those organs functioning is the life blood I call cash flow.

In our company we spend a great deal of time trying to predict the degree to which cash flow will be impacted in ways that go well beyond our P&L and Balance sheets. We focus on the orders we are booking, the expected shipment of those orders, the expected receipts from those orders and, very

importantly, purchasing commitments we are making for the materials needed to fund those orders.

While our P&L and Balance Statements reflect what is current, our predictability of our cash requirements -i.e. our "cash flow" is predicated on our judgment of what is currently in our backlog of orders and when those orders will generate the revenue we will need to meet both the costs of producing those orders (labor and material) as well our General and Administrative expenses (our mortgage, keeping our lights on, running our vehicles, etc.).



To bring our whole team on board with how we can manage cash flow, because everyone has a role in this process, we have developed a little outline of the process itself, that goes as follows:

We receive or seek inquiries for products and/or services, we quote, we receive an order, we produce the order, we ship the order, and we collect for that order...the more prolonged this process, the more negative the impact is on our cash flow, while the more consolidated the process, the more positive the impact is on our cash flow.

Perhaps this is a consideration that will work for you as well.

## Continued from Page 2 "Streamlined"

attend the IFAI International Expo. Of course, for the past several years this trade show was held in Baltimore, Boston, and Orlando, and next year it's being held in Minneapolis—not exactly close or convenient to your location, correct?

If you appreciate the value of face-to-face contact with the suppliers that make and sell what you need to keep your business running, then come to Long Beach—the suppliers will be coming to you to show what's new and exciting in their product lines!

The business program will give you information that you would have to pay thousands to a business consultant to hear, for just the cost of registration!

→**SUPPLIERS:** If you market your product to the Western United States, you could spend several months visiting each and every fabricator in the twelve states represented by the WCPA—or you could invite your customers and prospects to Long Beach and exhibit for the three-hour Market Day on Friday (which is about the same amount of time other zone Expos devote to exhibits with a three day affair)!

Look for more information and details about the EXPO in your email and in upcoming WCPA E-News Blasts and communication.

Happy  
Holidays



WCPA

## 2014 WCPA EXPO 2.0 ISSUE

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