



EXPO-WEST 2008

Presented by the Western Canvas Products Association

MARCH 5, 6 and 7, 2008
at the Doubletree Hotel Sonoma Wine Country, Rohnert Park, California

Program Schedule

Wednesday, March 5, 2008	
End by 3pm	Set up Photo Contest
9:30 am – 11:00 am	Board of Directors Meeting
9:30 am – 10:00 pm	Exhibitor's Set Up
12:30pm – 6:30pm	Pre-Convention event: Bus Tour of the Wine Country (box lunch included); including Dinner in Sonoma on your own.
7pm - 10pm	Convention Registration
7pm - 10pm	Hospitality Room Open

Thursday, March 6, 2008	
7am - 5pm	Photo Contest Voting
7am – 8am	Breakfast
8am - 9:30am	Market Day Exhibits
9:45am - 10am	President's Welcome and Expo Chairman's Overview
10am – 11am	Speaker: Roger Owens, "The nuttiest guy you will ever meet"
11:15am – 12:15pm	Roundtable Discussion Group: Planning for Succession: Strategies to Exit Your Business (Facilitator: Bill Fuller, retired from Acme Awning Company)
11:15am – 12:15pm	Roundtable Discussion Group: Value Selling and Price Based Selling (Facilitator: Howard Goldstein, Alpha Awning Products / Sun Solver)
12:15am – 1:30pm	Lunch & I.F.A.I. Report, P.A.M.A. Report , & WCPA Annual Meeting
1:30pm – 2:30 pm	Speaker: Peter Fuller – founder & principal of SV-1, Marketing & Business Development
2:45pm – 3:45pm	Roundtable Discussion Group: The Impact of the Current Economic Environment on Our Businesses (Facilitator: to be named)
2:45pm – 4:15 pm	Speaker & Roundtable Discussion Group: Bud Weisbart, AR Tech, Corporate Culture, Capacitating Employees. Building Your Team From Within.
6:00pm - 10pm	Dinner – Gloria Ferrer (meet in the Lobby)
10pm – 11pm	Hospitality Room Open

Friday, March 7, 2008	
7:30am - 9:00am	Breakfast / vendor presentations (3 min. per vendor) (Facilitator: Roger Gilleland, Goodwin Cole Company)
9:00am – 10:45am	Market Day Exhibition
11:00am – 12:00pm	Speaker: Paul Tyler, John O'Groats Restaurant, Good Customer Service - Get It and Thrive
12:30pm - 2:30pm	Awards Luncheon
2:30 pm	Conclusion of Expo, Exhibitors move-out
2:45 pm – 5:15 pm	Post Expo Board of Directors meeting



Roger Owens – Keynote Speaker

Roger Owens is the famed peanut vendor who tosses bags of peanuts under-the-leg, behind-the-back, and two at a time, all with unbelievable accuracy, and to those seated even more than 30 rows away. Roger has charmed and amazed generations of fans with his "show within a show" at Dodger Stadium for nearly 45 years. But he's worked the crowds for almost 50 years if you include the Coliseum years from '58 to '61.

He didn't start trick-tossing peanut bags until 1962 when the Dodgers moved into Dodger Stadium, even though he started at age 15 by selling soda at the Coliseum, and moved up the vending chain to sell peanuts in 1959. His consistent hard work and showmanship throughout the 1960's not only helped increase his growing fan base who were thrilled with his amazing tosses, but also with his growing media attention in the 1970's. Although he was the focus of a number of television appearances including news stories and game shows, Roger's career as an icon of Dodger Stadium, who brings added fun and excitement to the game was launched when he was seen nationwide on "The Tonight Show" in

September, 1976, on stage with Johnny Carson, as Carson's first guest for the evening.

Roger's theatrics and nutty joke telling haven't been limited to Dodger Stadium over the years. In fact, he's taken his peanut pitching to countless Rams, USC, and UCLA football games at the Coliseum, Dallas Cowboys football games once a year for 12 years straight, boxing matches, hockey games, minor league baseball games, and he even has quite a following in Japan after tossing out peanut bags at the American collegiate football all-star games for a number of years at Yokohama Stadium.

There is so much fascinating information, from his personal life of traumas, obstacles, happiness, and depression, to his public life of pioneering and remarkable talent, sense of humor and a natural ability to entertain, that to try to cover all of it here would be impossible and inadequate. For a complete biography, please refer to the book, "The Perfect Pitch, the Biography of Roger Owens, the Famous Peanut Man at Dodger Stadium" by Daniel S. Green.



Peter Fuller – Marketing and Business Development

Peter Fuller is founder and principal of SV-1, a marketing and business development company. He has more than 15 years of experience in marketing and business development. During that time, he's founded two industry associations, served on five executive teams, founded two companies, raised series A capital, helped one company sell for 8X its series A funding in just six months, and helped launch nearly a dozen other companies in Silicon Valley.

His current assignments include:

- Executive team of LifeWind International
- Advisory board, Symphoniq
- Advisory board, Razz
- Marketing strategist, GigaLogix
- Marketing executive, Primas
- Board of Directors, Hands of Hope International

Paul Tyler – Good Customer Service, Get It and Thrive

Paul Tyler has been the managing partner of John O'Groats Restaurant in Los Angeles since 1994. He has been putting into practice the theories he learned at Cornell University's School of Hotel and Restaurant Administration. Paul, encouraged by the principle "the harder I work, the luckier I get" continues to passionately strive to serve you the best product with a smile.