



Professional Awning Manufacturers Association



PAMA's Combined Website— Awning Info for All

If you haven't already seen it, don't hesitate! View the combined PAMA website www.awninginfo.com and see the professional, informative, attractive site "to establish PAMA and its members as the preferred first source for awning and awning-related products and services to end users." Awninginfo.com combines the "Awnings Today," "Design With Awnings" and "Awning Info" sites into one dynamic site that provides information for PAMA members and prospective members, residential customers and commercial end users.

The new site features slideshows and videos throughout, as well as a simplified member locator on each page.

In the "Members Only" section are valuable marketing resources such as:

- The order form for awning brochures which PAMA members use for trade shows and sales proposals
- The American Institute of Architects (AIA) accredited architecture education program "Awnings Enhancing Your Design" materials to help PAMA members connect with their local architectural firms
- The two-year marketing plan to help members know more about the potential for selling and marketing awnings and canopies
- The 30- and 60-second Commercial Case Study Broadcast TV spot videos and order form

PAMA members still need to enter their email addresses as the username and their

IFAI constituent (member) number to access the "Ask Your Peers" section of the Awning Info website. If you do not have this information contact the PAMA managing director, Michelle Sahlin, mesahlin@ifai.com or +1 651 225 6948.

The "Awnings For Homes" pages help homeowners learn the potential energy savings for using awnings in their geographic area. The design center helps them choose the type of awning or canopy that best fits their needs and the style of their home. They also can learn about the different awning styles, fabrics, valances and trims and electronic controls. The shop locator is on every page so that potential buyers can contact a PAMA member directly from the website.

The "Awnings for Commercial Spaces" pages help professionals such as architects, designers, city planners, landscape architects and interior designers learn about the sustainability and energy savings of awnings, as well as see many design ideas, access the "Awning & Canopy Fabric Specifier's Guide" and find case studies on how awnings and canopies meet business needs such as:

- Image and branding
- Customer comfort and satisfaction
- Energy savings
- Graphic capabilities
- Expanded profits and ROI

All the pages of the "Awnings For Commercial Spaces" section of the website feature the shop locator so professionals can contact a PAMA member directly.

The media, news community and government agencies are not left out—they have access to the "Media Center" where they can find recent press and media releases, videos and contact information

to find out more, or write a comprehensive article.

Awninginfo.com is updated continually. Visit the site often for updates on workshops and events, press releases and as a resource for your sales and marketing efforts.

News & Information

Spring 2011

Upcoming PAMA Events:

IFAI Expo Asia 2011

March 22-25, 2011

Marina Bay Sands, Singapore

www.ifaixpoasia.com

PAMA Workshop

Virginia/Carolinas Zone 4

September 2011

Watch for date and topic

New Bern, N.C.

www.zone4canvasproducts.com

IFAI Expo Americas 2011

Trade Show & Symposiums

October 25-27, 2011

Baltimore, MD

www.ifaixpo.com

PAMA Awning Tour

October 24, 2011

In conjunction with the
IFAI Expo Americas 2011

Our Mission:

The mission of the Professional Awning Manufacturers Association is to establish PAMA and its members as the preferred first source for awning and awning-related products and services to end-users.

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News from the Chair

Greetings PAMA Members!

First, please welcome three new members to your PAMA Board: Andy Morse, IFM, Ohio Awning; Marsha Markle, Horizon Awning; and Matt Carroll, Hoover Canvas Products. Their experience and insights make them valuable additions to our Board.



**Byron Yonce, MFC
PAMA Chairman**

The Board held the winter meeting in January and we are off to a great start. We are working on an awning tour for the IFAI Exp Americas 2011 trade show in Baltimore in October, a new set of hands-on workshops to travel the country, and we hosted the first hands-on workshop on "Metal Fabrication for Fabric Awnings & Canopies" in early February in Chicagoland area, the same week as the third largest snow storm on record! Nevertheless we enjoyed a good turnout of around 85 people. Thanks to all who showed up to make it a great workshop.

We have combined all our websites into one dynamic site. Be sure you check it out: www.awninginfo.com. Access the "Members Only" section for marketing and educational resources not available to the general public. An email was sent to PAMA members the week of February 21 with the user name and password. The "Ask Your Peers" online networking tool is available through the "Members Only" section of the website. Your "Ask Your Peers" username and password was sent in the February 21 email. If you need additional assistance accessing the "Members Only" section or "Ask Your Peers" contact PAMA Managing Director Michelle Sahlin, mesahlin@ifai.com.

We would love PAMA Members to get more actively involved. I personally invite every member to be involved with a task force or committee as an at-large member. If you would like to be on a committee please email me, byron.yonce@awningtent.com or Michelle Sahlin, mesahlin@ifai.com. We will tell you about the different committees and see which one you would like to be part of. It is a wonderful way to be involved and help shape your great association and impact the industry.

Here is to a great year 2011!

Byron

Just *right*

Bob Campbell ignores the competition and focuses on his best small business strategies.

I don't worry about the competition. They can do whatever they want to do," says Bob Campbell, MFC, president of Mt. Lebanon Awning in Presto, Pa. "They can be more expensive than we are. They can be less expensive than we are. We just do what we do, which is make sure we provide a quality product for our customer." Though providing a quality product is the cornerstone of Campbell's approach to the business, it's only a part of the philosophy he applies to heading the company in the direction of success.

From the ground up

Campbell began working for the awning company, which was owned by his uncle, in 1969—during the summer months when he was off from college. The first day he walked onto the job his uncle handed him a screwdriver and sent him to the third floor of the building to start taking apart storage racks in preparation for a move. Though his first day on the job was literally spent on the top floor, Campbell values the fact that he learned the business from the ground up. "Those first four years I learned the outside part of the business as far as measuring and installing," he says. "At first I was an installer's helper, and eventually became one of the lead installers and was mostly on my own when I would go out [on jobs]."

After achieving his degree in music education from Duquesne University, Pittsburgh, Pa., he took a position teaching elementary school band, which left his summers open to continue working for the awning company. Within a couple of years Campbell decided that he wanted to work at the awning company full time, so in 1977 he resigned his teaching position. His uncle was looking for someone to groom to take over the business, and the two

When you're making a profit providing a good product, when you're comfortable with what's going on at your shop and you can leave satisfied every day—that's when you're at the right size.

agreed that if Campbell came on board full time, his uncle would teach him the "inside" portion of running the business, such as cutting, sewing and selling. In 1980 Campbell bought the company. "Basically he gave me the opportunity to run the business for a year without his input before I actually purchased it," he says. "It was a good transition because he left it up to me to make my mistakes before I was the owner."

Growing pains

At the time Campbell took over, the company employed about a dozen people during the busy season. Now the company employs twice that number. Campbell made a conscious decision to limit the company's growth and remain a small business. "There was a point at which I wanted the company to become the world's biggest awning company," he says. "Early on we were making awnings and sending them all over—doing one large shopping center job over here, another large job over there. It seemed like all I was doing was waiting for the mail to come with a big check and if it

Robert Campbell, MFC, pres.

Mt. Lebanon Awning
Presto, Pa.

www.mtlebanonawning.com

IFAI member since 1978

Most valued benefit:
Networking and keeping up with trends

didn't come—then things weren't going too well." Now the company focuses mostly on providing residential awnings within a 1.5-mile radius of the shop. And when the company does commercial awnings, "that's gravy," he says.

'Small' benefits

"It's been quite a while since I backed off and decided we're going to stay about this size to be manageable and able to provide people with a quality product," he says. Campbell identifies some of the benefits of that decision as the ability to stay intimately involved in design and production, to evaluate new techniques and their possibilities for the company, and to maintain relationships with clients.

"When we go out to homes, we're often told that we were called because another company came out and told the client they couldn't do the job—and the bidder told them to call Mt. Lebanon," Campbell says. "We have some design capabilities that other companies don't, and we're willing to take on jobs that are a little more complicated. Sometimes I think the other companies just don't want to be bothered with the challenge." That can-do attitude and attention to customer needs has earned the company a reputation that attracts new clients and keeps existing clients coming back.

Once the awnings are installed, Campbell's company offers annual put-up and take-down service in addition to the product guarantee that comes with the awning. About one-third of the company's clients take advantage of the service, which includes annual inspection of the awnings. "As we inspect them and get ready to put them into storage if anything needs fixing and the awnings are under the guarantee period, we just go ahead and fix them," he says. "We don't even call the client first because we already know the awnings need to be fixed, and they're under guarantee." The company also tracks wear and tear and provides the clients with an annual evaluation so they won't be surprised when several years down the line it's time to think about new awnings.



Balance

In a time when the economy is rough and many small—and large—businesses are struggling to stay afloat, this past year was one of Campbell's busiest. "We had really bad winter weather last year and had a lot of damage, so we really had to pick up the slack in the summer. It's not like you can grab people off the street and train them in two days to make and install awnings—so we just all worked harder. It would have been nice to have three or four more people around, but then when things slow down to normal, that's three or four people too many."

Finding the perfect work-to-employee ratio is an ongoing challenge—as is keeping the company at the "right" size. "When you're making a profit providing a good product, when you're comfortable with what's going on at your shop and you can leave satisfied every day—that's when you're at the right size," Campbell says.

LEGISLATIVE PROJECT

One of Bob Campbell's recent awning projects had nothing to do with designing and installing an awning. Campbell was contacted by Congressman Tim Murphy (PA-18) for input regarding inclusion of "awnings, canopies and similar external fenestration attachments" as measures eligible for rebates under the Home Star legislation that was presented to the House of Representatives in April 2010. "The congressman came down to the shop and toured the manufacturing process," Campbell says. "He also asked a lot of questions regarding how the bill might drive business." The bill, which focused on energy conservation, was also intended as a driver for business growth.

The bill passed the House but not the Senate. "Even though this particular bill didn't pass, these are the kinds of things that contribute to a bright future for awning manufacturers," Campbell says. "I think our products are going to be more desirable with more people wanting and needing to conserve energy."





IFAI Certification Update

In March the Master Fabric Craftsman (MFC) certification program for awnings & canopies will launch. The awning MFC program has been completely updated to ensure that the subject matter is up-to-date and relevant. In addition the written exam has been updated so that questions are tied to study documents and current industry know-how. For an overview of the program visit the certification page under "Services" at www.ifai.com.



PAMA members have benefited both personally and professionally from their certifications:

"I was motivated by knowing that the most respected and successful leaders in our industry were also the ones with professional certification. I had been in the industry over 20 years at the time, (now 35 years) was confident I had the knowledge, and the process turned out to be easier than I expected," states Bob Helmsing, MFC, Lawrence Fabric & Metal Structures, Inc. "The biggest benefit has been as a marketing tool. All our salesmen are quick to point out that our company has an MFC certified person on staff. The designation on my business card has also been an excellent conversation starter, giving me the opportunity to present our background, our involvement with IFAI and PAMA, our relationship with other companies around the country and the added benefits all of that has meant. It was well worth the effort. I should have done it years sooner."

Gary Barnes, MFC, Tropical J's was motivated to be certified for several reasons:

"First and foremost I wanted to be the best at what I do and the certification gave me something to work toward. I saw it as a means to stand out from the competition. And I felt we were doing the work of an MFC so why not get the recognition?"

Barnes has benefited in many ways from being certified:

"Certification has really given me credibility within the professional construction and design community. It especially helps at the permit office. It has proven to be an acceptable certification when bids call out for an experienced "certified" fabric professional helping us get jobs where it may have been impossible before. Certification has opened up a new business for me and Tropical J's as a professional consultant for commercial fabric projects, making it easier to justify charging for design advice. The bottom line is having "MFC" after my name is a significant boost over the competition and translates to real dollars. It's amazine how it helps land jobs when marketed along with our IFAI Achievement Awards"

PAMA thanks the extremely dedicated and hard working Awning MFC Certification Committee for their contributions. Thank you Gary Barnes, MFC Tropical J's; Gary Buermann, MFC, G & J Awning; Rosemary Ward-Krienke, IFM, CPP, MFC, North Texas Tarp & Awning LLC; and Byron Yonce, MFC, TCT&A Industries.



Panel Discussion: Jerry Makos, Carole Bork, Ed Keogh, Elizabeth Coble, Bob Carroll



Workshop attendees

Employment Strategies Workshop

The "Employment Strategies" workshop was held in conjunction with the Canvas Products Association Zone 7 in Pittsburgh, Penn. Everyone who attended the "Employment Strategies" workshop in December learned something new to take back to their shops.

- Attendees learned new techniques for recruiting qualified employees in a timely way during a session presented by Jerry Makos, Lehrman & Lehrman.
- Ed Keough, Futureguard Building Products, presented how to keep your best employees by recognizing that they are assets to the business and acknowledging their individual as well as group contributions.
- Many managers find dealing with employee problems, bad behavior and disregard for company policy to be extremely challenging. Elizabeth Coble, Glen Raven Inc, used her long-term experience dealing with just about any employee issue you can imagine to illustrate how do deal with difficult people.
- Attendees learned from Bob Carroll of the Pittsburgh Area OSHA office requirements applicable to their shops and the steps to take to prepare for an OSHA audit.
- Another challenge to business owners is the legal obligations and consequences of employment. Carole Bork, TriVantage discussed personnel files – what to include and what to place in separate folders; payroll – overtime, salaried and hourly wages; affirmative action – are you a government contractor or subcontractor?; harassment; discrimination; internal policies that guide the way you do business; and what to do when you receive an EEOC complaint.

PAMA Winter Board Meeting

The PAMA Board of Directors convened in Marina del Rey, Calif. on January 20 for the winter board meeting.

Opening Remarks and Chairman's Report: Chairman Yonce welcomed the new board members, Matt Carroll, Hoover Canvas Products; Marsha Markle, Horizon Awning LLC; and Andy Morse, IFM, Ohio Awning & Mfg. Co. He stated that his goal was to better promote membership benefits and PAMA accomplishments to PAMA members, and get PAMA members to participate in the association more.

Financial Report: PAMA's financial situation remains sound. In the first half of 2011, fiscal year financials ending November 30, 2010, PAMA realized revenue of \$40,486, expenses at \$21,002 with a balance of \$19,484, and ending funds available of \$112,752.

Membership Report: As of December 6, 2010, PAMA membership numbered 293, down from 309 in July. Follow up calls to cancelled members indicated that these companies are no longer in business, having cash flow problems, or could not take time away from their business as they had downsized. There were no complaints about PAMA. The board will continue to work closely with the IFAI Membership Department to recruit and retain members.

Symposium, Workshops, Certification, Codes:

- The "Marketing Your Awning Company in the New Economy" symposium at IFA Expo Americas 2010 was well received, however, attendees had trouble finding the location and it was noisy. Changes will be made for the 2011 symposium.
- Although attendance was lower than expected, the "Employment Strategies" workshop at the Zone 7 conference in December 2010 was outstanding.
- The "Metal Fabrication for Fabric Awnings & Canopies" will consist of hands-on demonstrations of welding, bending and metal finishing equipment and techniques, and a session on getting metal fabricators certified through the American Welding Society. The next workshop will be in conjunction with the Virginia/Carolinas Canvas Products Association Zone 4 in September 2011.
- The code task force will revisit the "Awning Design Manual" and the Building Code Reference. PAMA members are active on the California State Fire Marshals Flammability Committee to help guide the outcome of the new labeling, testing and documentation for specialty fabrics used in buildings and displays. The codes task force will look at getting a specific code identification for fabric awnings and canopies in the International Building Code. The MFC and IFM Certification programs are well on their way to launch. (See Certification article page 4 for details.)

By-laws: There were no changes to the By-laws.

Education Committee: The revised Architect Education program "Awnings: Enhancing Your Design" is complete and a number of PAMA members are using it to their advantage. The task force will look at developing a guide for presenters. PAMA will have a half-day awning shop tour in conjunction with the IFAI Expo Americas 2011. The Open Forum session with IFAI Japan at IFAI Expo Americas 2010 was successful and IFAI Japan will be invited to participate on the awning shop tour and an open forum afterwards.

Although PAMA continues work with the National Fenestration Rating Council (NFRC), PAMA is exploring alternate means to get awnings energy rated. The energy task force is also exploring research through various universities and PAMA joined the European Solar Shading Organization (ESSO) to learn more about energy initiatives in Europe.

The "2011 Awning & Canopy Specifier's Guide" has been edited and will appear in the March/April issue of *Fabric Architecture* magazine. The long-term goal of the Specifier's Guide was to make it an interactive tool and eventually allow architects to cut and paste specific fabrics into building plans. This interactive version will be web-based and allow user's data to be compiled and analyzed so fabric mills and distributors know what users are looking for.

Marketing Committee: PAMA will reprint a small quantity of the residential brochure "Awnings: An Attractive First Impression for Your Home" to make them available to members during the Home & Garden Show season. The publications task force will update it and make it ready for print-on-demand. PAMA will have a booth at the various Zone meetings throughout the year and at the IFAI Expo Americas 2011. The PAMA websites have been consolidated into one site which is better than ever. The two-year marketing plan will be updated after the 2011 awning industry market research is completed by the IFAI Market Research Department.

Nominations: Gant, Grimaud and Paratore have completed first terms. If they are willing to continue serving they will be formally nominated for a second term at the 2011 Annual Meeting in October. A replacement is needed for Ghareeb, whose term ends October 2011. Several potential candidates will be reviewed and the nominations committee will make their recommendations known to the board at the Summer 2011 board meeting.

Long Range Planning: The committee discussed fund-raising efforts for lobbying, communications and energy research.

PR Campaign: The Awnings Today Public Relations Campaign is in its fifth year. More emphasis has been placed on commercial end-users and a case study video has been launched and promoted to gain attention. The board needs to decide the future of the program. A conference call will be held a few weeks after the board meeting.

Open Forum: The Specialty Graphics Imaging Society (SGIA) show will be held in conjunction with the IFAI Expo Americas in 2013 and JEC the European Federation composites association will hold its show with the IFAI Expo Americas in 2012. PAMA will prepare to tap into opportunities these other groups might present. The board also discussed the IFAI elimination of the D membership classification. A letter will be sent to PAMA D member to explain the change.



Customizable Broadcast TV Spots Help PAMA Members Reach Commercial End Users

PAMA members can now promote awnings and canopies to their local commercial market by using the new broadcast TV spots on local network, cable, and satellite TV or as postings on their websites. The broadcast TV spots were developed using the three case studies from the commercial video, "Awnings Provide Successful Solutions for Commercial Buildings." Each highlights the benefits of using fabric awnings and canopies on offices and warehouses, hospitals and restaurants and retail buildings. PAMA members can choose either a 30- or 60-second spot with their logo, contact information and voiceover for \$550 plus shipping. This is a real bargain considering the cost of professional production and editing. To view the broadcast spots visit the "Members Only" section of the Awninginfo.com website under "Marketing Resources." Use the online form found there to order your copy or contact PAMA managing director, Michelle Sahlin, mesahlin@ifai.com or +1 651 225 6948. Order your copy today!



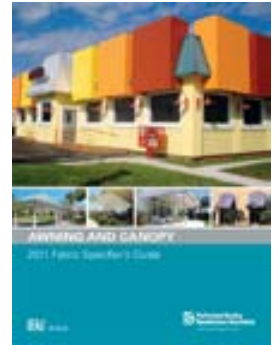
New PAMA Member Directory

The 2011-2012 printed PAMA Membership Directory has been published and copies will be sent to PAMA members. Additional copies are available.



2011 Awning & Canopy Fabric Specifier's Guide

The "2011 Awning & Canopy Specifier's Guide" has been posted to PAMA's awninginfo.com website. Choose the "Fabrics" tab on the homepage navigation bar to access both a viewable or print version of the guide. There are plans to add an interactive function to the Guide in the next few months by providing a link from the fabric color data field to color palette charts to assist architects, designers, specifiers and city officials with their projects and planning. Watch in the monthly PAMA e-newsletter for notification when the color palette online version becomes available.



Shade Structure Grants

The American Academy of Dermatology awards Shade Structure Grants of \$8,000 for non-profit organizations and public schools. The deadline for submissions is April 22, 2011, 4:00 PM Central Time. If you have installed a canopy or other shade structure or have such a project in the works for these types of customers, you can help them apply. For more information visit www.aad.org or email shadestructure@aad.org. If one of your projects is awarded a grant, let us know and we can promote it.

Important Notification Regarding the California State Fire Marshal

The California State Fire Marshal (CSFM) is updating its textile flammability document, Title 19, for the first time since 1993. A change to the pass/fail for the small scale test was drafted in 1993 and used by the industry ever since, but had not been vetted through the CSFM's official process.

Some issues currently being discussed that have the potential to impact the awning industry include:

- Article 4: Registration of Flame-Retardant Fabric or Material – Essentially this is a second flammability test that outdoor synthetic or coated fabrics may have to undergo. The CSFM staff are still considering this requirement.
- Article 7- Field Testing for Fire Resistance – The field test method may be changed, most notably to use a butane lighter rather than a match.
- Article 8 – Flameproofing Certification, Labeling and Installation – The CSFM wants to develop a system that definitively traces a fabric back to its manufacturer and be able to identify that it in fact meets CSFM requirements.

For a more detailed summary of revision efforts, including a link to the CSFM page on the revision, visit the "Technical Bulletin" on the IFAI Technical Committee portion of the IFAI website: <http://www.ifai.com/tactechnicalbulletin> Contact Juli Case at jcase@ifai.com or +1 651 225 6935 for more information.

PAMA at Expo

PAMA will host several events at the IFAI Expo Americas 2011 October 25-27 at the Baltimore Convention Center, Baltimore, Md. PAMA will host a symposium and a hands-on workshop on the show floor. PAMA will hold its Annual Meeting and host a booth. IFAI Expo Americas 2011 is the place for the awning and canopy industry to learn about new equipment, techniques and know-how, meet key people for resources and expertise, and have a little fun on the side.

"Expo is the place to meet the suppliers and see all the new products for our industry. It's not unusual for me to find several useful things that I've never seen before. The seminars deal with subjects of concern to all owners of awning shops, and are presented by very knowledgeable speakers. I always come away with new ideas and different points of view to think about. This is of great value in running a business."

Marsha Markle
President, Horizon Awning LLC
PAMA Board Member

Gain Visibility with Architects

Benefit from being featured in *Fabric Architecture* magazine—read by the most influential architects and designers working in the *Fabric Architecture* field. *Fabric Architecture* regularly features a "ReVision" column, specifically for awning and canopy fabricators, to show how awnings or canopies have transformed the look of existing buildings. Contact *Fabric Architecture* editor, Bruce Wright, +1 651 225 6953 if you are interested in having a project featured in the "ReVision" column.

2011 International Achievement Awards

IFAI/PAMA invites you to enter the 2011 International Achievement Awards competition. The award entry deadline is July 15. Winning projects receive extensive media exposure including: press releases written and distributed to trade and consumer media outlets, features in IFAI's seven publications, website exposure, an award plaque, and permission to use the IAA winning logo in business and promotional pieces. For more information, call the Achievement Awards Manager at 800 207 0657, +1 651 225 6926 or email awards@ifai.com.

You Be the Judge

If you are an architect, fabricator, editor, educator, or specialty-fabric industry expert, we invite you to judge the 2011 International Achievement Awards competition. Those who are interested must have at least five years of experience, be a consummate professional, a strong supporter of the industry and have a keen eye for excellence. For more information, contact Christine Malmgren, IAA manager, at 800 207 0657, +1 651 225 6926, or email cmmalmgren@ifai.com. IAA judges earn one continuing education unit (CEU) towards qualifying for certification or certification renewal.



create | enter | inspire



2011 INTERNATIONAL ACHIEVEMENT AWARDS

Recognizing specialty fabrics design excellence

Congratulations to the following PAMA member companies that won awards in the 2010 International Achievement Awards competition. Awards were announced during the IFAI Chairman's Gala at the IFAI Expo Americas 2010 in Orlando, Fla.



AWARD OF EXCELLENCE

AWNINGS, COMMERCIAL

Miami Awning, Miami, Fla.
Ave Auction House

Continued on
page 8





AWARD OF EXCELLENCE

AWNINGS AND CANOPIES, RESIDENTIAL

Sunmaster of Naples Inc.
Naples, Fla.
Pezeshkan Patio Canopy



Pezeshkan Patio Canopy

AWNINGS AND CANOPIES, RETRACTABLE

Lawrence Fabric & Metal Structures Inc.,
St. Louis, Mo.
Copia Urban Winery



Copia Urban Winery

EXTERIOR SHADES

The Chism Company Inc.
San Antonio, Tex.
Main Plaza Envisions Vibrancy, Shade



Main Plaza Envisions Vibrancy, Shade



Door Awning



Walkway Cover



Diner Façade Awnings

OUTSTANDING ACHIEVEMENT



AWNINGS AND CANOPIES, RESIDENTIAL

Hoover Canvas Products Co., Fort Lauderdale, Fla.

Door Awning

Lake Gaston Awning, Henrico, N.C.

Walkway Cover

AWNINGS AND CANOPIES, RETRACTABLE

CE King & Sons Inc.

East Hampton, NY

Recessed Window Awnings

AWNINGS, COMMERCIAL

Hoover Canvas Products Co.

Fort Lauderdale, Fla.

Diner Façade Awnings

EXTERIOR SHADES

Sunmaster of Naples Inc.

Naples, Fla.

Bay Colony Golf Club Shade/Storm Protection



Recessed Window Awnings



Bay Colony Golf Club Shade/Storm Protection



OUTSTANDING ACHIEVEMENT

CANOPIES, COMMERCIAL

G & J Awning and Canvas
Sauk Rapids, Minn.
St. Joseph's Hospital

Miami Awning
Miami, Fla.
Hilton Miami Downtown

FREE STANDING STRUCTURES

Miami Awning Co.
Miami, Fla.
Mondrian South Beach Custom Canopies

MULTIPLE FABRIC STRUCTURES

Sunmaster of Naples Inc.
Naples, Fla.
Tavira at Bonita Bay



St. Joseph's Hospital



Hilton Miami Downtown



Mondrian South Beach Custom Canopies



Tavira at Bonita Bay



Welding Demo



Alan Johnson on Metal Welding Certification

Metal Fabrication for Fabric Awnings & Canopies Workshop

Despite a blizzard, canceled flights and bitter cold weather the “Metal Fabrication for Fabric Awnings & Canopies” workshop went on and proved a valuable learning experience for members of the Midwest Fabric Products Association and PAMA. Attendees viewed on-site demonstrations of metal welding, bending and finishing equipment and processes presented by industry experts. In addition, they learned what steps are needed to qualify for metal welding certifica-

tion through the American Welding Society. A special thank you to Rodney Allott and Thatcher Oaks, Elmhurst, Ill, for hosting the event, and Alan Johnson who helped coordinate all the demonstrators and presented on Welding Certification. PAMA's next workshop will be in conjunction with the Virginia/Carolinas Zone 4 2011 Convention, September 22-24, in New Bern, N.C. Details and registration information will follow in the next few months.



Be Actively Involved with PAMA – Become a Certification Mentor or Proctor

There are many ways PAMA members can actively participate in association projects and initiatives. If you are certified, one such way is to volunteer as a certification mentor or proctor. When awning professionals complete an “Intent to Apply” form indicating that they intend to be certified as an awning Master Fabric Craftsman (MFC) or Industrial Fabric Manager (IFM), they are assigned a mentor to guide them through the certification process. Current certified professionals can also act as proctors for the written exam. When a candidate cannot travel to an IFAI or division event where written exams are conducted, the exam can be administered at a current MFC/IFM's shop. The proctor follows set procedures to ensure the exam is administered in a fair and confidential manner. If you are certified, consider building the professionalism of PAMA and the awning industry by acting as a mentor or proctor. Mentors and proctors receive one continuing education credit, (CEU) per year of service. A maximum of five credits may be applied toward their certification renewal.



2011-2012 Trade Show Calendar

Welcome New Members & Contacts!

PAMA welcomes new members and new contacts at member companies who have joined between August 1, 2009 and January 31, 2010

Walter Le Master

Artisan Awning Company Inc.
El Cerrito, Calif.

Terry Morgon

Awnings by Morgon
Long Beach, Calif.

David Hixson

Baker-Lockwood Western
Awning Co.
Grandview, Mo.

John Bowen

Dockside Canvas Inc.
Harrison Township, Mich.

Vince Hankins

Glen Raven Custom Fabrics LLC
Burlington, N.C.

Mark Skvarla

GPS Specialty Construction Inc.
North Highlands, Calif.

Connie Gates

Joplin Tent & Awnings
Joplin, Mo.

Fred Ready

Ready Awning
Tewksbury, Mass.

Leo Liao

Rose Sun Motor Tech LTD
Markham, Ontario, Canada

Herb Goodwin

Royal Awning & Shade
Markham, Ontario, Canada

David Conine

Safety Components Fabric
Technologies Inc.
Greenville, S.C.

Albert Chung

Shadestar Florida
Deerfield Beach, Fla.

Chad Tobin

The Blind Butler
Vacaville, Calif.

John Watkins

Watkins Awnings
Richmond, Virg.

Alfred Aliolli

West Coast Awning Inc.
Northridge, Calif.

2011

January – December

American Institute of Architects
Various Locations
www.aia.org

January-December

Sign Industry Tradeshows
Various Locations
www.signindustry.com

January – December

Home and Garden Shows
Various Locations
www.homeownernet.com/event_calendar.php3

March 11-12

SWIFA and WCPA Convention 2011
Hilton Phoenix East
Mesa, AZ
www.swifa.org

April 27-30

ISA International Sign Expo 2011
Mandalay Bay Convention Center
Las Vegas, NV
www.signexpo.org

May 2-3

Outlook Conference 2011
The Greenbrier
White Sulphur Springs, WV

May 12-14

AIA 2011 National Convention
and Design Exposition
Ernest N. Morial Convention Center
New Orleans, LA
http://convention.aia.org

June 15-16

West Coast Energy Management
Congress (EMC)
Long Beach Convention Center
Long Beach, CA
www.energyevent.com

September 22-24

Virginia/Carolina Zone 4 Convention
New Bern, NC
http://zone4canvasproducts.com/
2011conventioninfo.html

October 25-27

IFAI Expo Americas 2011
Baltimore Convention Center
Baltimore, MD
www.ifaiaexpo.com

October 30 – November 2

American Society of Landscape
Architects (ASLA)
San Diego Convention Center
San Diego, Calif.
www.asla.org

December 5-9

Ecobuild America 2011
Washington Convention Center
Washington, D.C.
www.aececobuild.com

2012

January – December

American Institute of Architects
Various Locations
www.aia.org

January – December

Sign Industry Tradeshows
Various Locations
www.signindustry.com

January – December

Home and Garden Shows
Various Locations
www.homeownernet.com

February 28 – March 3

The R+T Show
ICS International Congress Centre
Stuttgart, Germany
www.messe-stuttgart.com

November 7-9

IFAI Expo Americas 2012
Boston Convention Center
Boston, Mass.
www.ifaiaexpo.com

December 3-7

Ecobuild America 2012
Washington Convention Center
Washington, D.C.
www.aececobuild.com

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