



## Division Update / June 2022

### [en français](#)

Hello, we hope you enjoy reading the latest newsletter! Our goal is to keep you informed about all things happening in the Canada division. First and foremost, Industrial Fabrics Association International (IFAI) became **Advanced Textiles Association (ATA)**, on June 1 and we are now the ATA Canada division! Learn more about the rebrand on [textiles.org](http://textiles.org).

We are also excited to announce a Canada Networking Hour at the IFAI Expo 2022! We encourage you come and connect with other Canadian Expo attendees. The event takes place in booth #2009 on the show floor on Thursday, Oct. 13 from 4-5 pm. The is a free event, sponsored by Naizil Coated Fabrics, for all Canada members. Hope to see you there!

## Talking Textiles

The June episode of Talking Textiles, **Fawcett Passes the Torch...Again**, features owner Craig Fawcett, and son Jonathan Fawcett. You'll hear about the history of Lethbridge Canvas and how it has evolved to become the shade and canvas business it is today.

The following is an excerpt from the podcast with Craig and Jonathan, in conversation with Alex Petizian, of Naizil Coated Fabrics Inc. and Mark Tyrrell, of LaSalle Canvas Inc. Questions and answers have been edited for clarity.

**Alex Petizian:** So how was the transition at the time? Was it a difficult? Did you guys have similar goals or ideas?

**Craig Fawcett:** Well, like most things I did, I never went to school for business or anything. So, everything I know is just because this is what my dad did. Right? So, I've just felt like a mini-me in some ways. The way we ran the business was to carry on with what my Dad did. And now with Jonathan taking over, he's kind of dragged us kicking and screaming into the 21<sup>st</sup> century.

**Mark Tyrrell:** That is a good point. Just out of curiosity, Jonathan, did you work with your grandfather at all? Were you in the business at that point, or did you come in after?

**Jonathan Fawcett:** Not much. I did do some cleaning of tents, like Craig did when he was coming up with business. But I was probably not much older than 13 at the time that was happening. So yeah, very limited



The purpose of ATA Canada is to promote the welfare of the Canadian Industrial Textile Industry, to improve the status of the Association members in the community and to benefit the users of Canadian Industrial Textile products.

### Division Contact

[Christine Gerard](#)  
+1 651 225 6926

### Membership Renewal

Is your membership current? [Click here to renew online](#) or email [Kimberly Hay](#) or call +1 651 225 6909 or 800 486 3947.

### Member Directory

Looking for a member or supplier? Check out the full [Membership Directory](#).

### ATA Canada LinkedIn Page

ATA Canada invites you to connect with them on their LinkedIn page, where you can engage with other ATA Canada members and find out about all the ATA Canada happenings. [Click here](#) to join us today!

### Member Benefit Programs

#### Preserve Working Capital with Equipment Financing

SCL Equipment Finance (SCL) is a nationwide equipment finance company and an ATA member, specializing in providing funding to the Industrial Fabrics Industry. [Learn more!](#)

#### Simple, Secure and Reliable Payment Acceptance

CardConnect provides custom, cost effective solutions for members that are already accepting or looking to accept debit and credit cards. [Learn more!](#)

#### Business AdvantEdge

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experience with working in with my grandfather, mostly with my father.

**Craig Fawcett:** He's been here for last, what, six, seven years now? Pretty well, full time. He did go to the college to do a business program to learn business side. So, he knows, hopefully, more than I do.

**Mark Tyrell:** Yeah, I have to say, in a family business myself, the experience that I got outside of, you know, the business wherever, has really helped me to bring it along. Because yeah, otherwise, you step in, you kind of do things, you know, as they've always been done. And you got to be able to look at it critically.

**Alex Petizian:** Have you guys had help outside from anybody like Jonathan, besides his school? Do you have any networking events that have helped you grow as a business.

**Craig Fawcett:** Other than just being a member of the Chamber of Commerce, and they have networking thickness, and I took advantage of quite a few of those. When I first took over, a lot of my best contacts were through IFAI and the years I was on the board for the Canada division. You know, those connections and those people to bounce ideas off were valuable at the time, so I could always get some-kind-of feedback from somebody if I had questions.

If you enjoyed this little excerpt from the podcast, we're sure you'll enjoy listening to it in its entirety on our website [textiles.org/podcast](http://textiles.org/podcast). A link to the podcast can always be found on ATA Canada's website at [canada.textiles.org](http://canada.textiles.org). Or listen on any of these platforms [Apple](#), [Google](#), [Spotify](#), and [Libsyn](#).

### Welcome to our New Members

As of June, 2022

[YUMA USA](#)

[Stitch Row](#)

[Swiss Shade & Security](#)

### IFAI EXPO 2022

IFAI Expo 2022 returns in-person to Charlotte, NC, Oct. 12-14! Join thousands of stakeholders across the industry for four days of sourcing, education and social interaction. Exhibit booths and sponsorships are open for purchase now at [IFAIExpo.com/Exhibit](http://IFAIExpo.com/Exhibit). Sign up for Expo updates [here](#).



### Member Directory

[Canada's Membership Directory](#) now has improved functionality and information making it easier for you to find what you need, search by product, location and division. You're invited to search the directory for all of your product needs.

supplies, furniture and technology equipment, payroll processing and more!

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### ISO Certification Program

Achieve your ISO certification with a discount on products.

Certification to ISO standards (like ISO 9001) can set you apart from your competition and improve your processes. [Learn more!](#)

### ATA Textile Career Center

Businesses meet employees on ATA's Textile Career Center. Post your resume, apply for jobs and get job alerts. You know just what you need in your search for staff. Our targeted audiences will ensure your listing is seen by interested job seekers, whether actively or passively looking for work. [Learn more!](#)

### ATA Small Business Center

ATA has created an online guide to small business management. Find articles, advice and how-to guides on business, financial and operations management, sales and marketing, staffing and workplace safety regulations. [Learn more!](#)

## CONNECT by ATA

Build connections and find solutions on CONNECT by ATA. This online platform from ATA facilitates valuable networking with industry peers. CONNECT offers a platform for you to post your questions and find answers, share resources and find members that can help you solve challenging problems. Get started today at [CONNECT](#).

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Advanced Textiles Association  
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