



Division Update / April 2021

[en français](#)

The IFAI Canada Board is excited to release a quarterly newsletter! The goal of the newsletter is to feature stories about IFAI Canada - it's members, their projects and issues with a Canadian-centric approach. The quarterly newsletter is just one of the objectives that board members want to achieve for the membership. They are also gearing up to offer a podcast which is expected to be released soon.

In this first newsletter, we introduce the current IFAI Canada advisory board members. Like you, they are IFAI members, who decided to volunteer their time and expertise to ensure that programs and initiatives are developed that will bring value to the members. There are still vacant seats that the board wishes to fill. If interested, please reach out to IFAI Division Operations Manager Christine Gerard at cmgerard@ifai.com.

Next issue - Member Spotlight!

In the next IFAI Canada newsletter, we will feature an interview with one of our past board members, Claude LeBel, owner of Sollertia Inc. Learn all about Sollertia's product line, how the company got started in the fabric industry and grew into the business it is today.

IFAI Canada LinkedIn page

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

IFAI Expo 2021

IFAI Expo 2021 returns in-person to Nashville, TN for the 100-year anniversary as the leading show in the textile industry for sourcing, education and networking. Expo 2021, for the first time, will co-locate with Messe Stuttgart's new U.S. based show Sun Shading Expo North America. Join thousands of stakeholders across the industry for four days of sourcing, education, and long-awaited social interaction. Exhibit booths and sponsorships are open for purchase now at IFAIExpo.com/Exhibit. Registration will open in May 2021. Sign up to be notified at IFAIExpo.com.

The 75th Annual International Achievement Awards

2021 marks the 75th anniversary of the International Achievement Awards (IAA). After having to cancel the 2020 IAA's due to the worldwide pandemic, Industrial Fabrics Association International (IFAI) is thrilled to have them return. For exactly 75 years, the IAA's have recognized technical skill and design excellence in projects across the industry that incorporate specialty fabrics into their design. Entries are judged by industry experts and design professionals who are individually selected for their expertise in a particular field of study or product area. All projects entered are automatically listed in the IAA online gallery which is promoted year-round. Grow your brand, showcase your talent, and get the recognition you deserve! Entries will open for purchase in late April – July, 2021.

The IFAI Canada Board – Who are they?



Mark Tyrrell, LaSalle Canvas Inc.,
Chairman

Mark is the managing owner/director of LaSalle Canvas Inc., based in Montreal, Quebec. LaSalle is a family business, started by Mark's grandfather, that currently has 2nd, 3rd and 4th generation family members involved in the operations. Mark has a bachelors' degree in Commerce/Business Administration with a major in Entrepreneurship



The purpose of IFAI 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

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Membership Renewal

Is your membership current? [Click here to renew online](#) or email [Janet Atz](mailto:Janet.Atz@ifai.com) or call +1 651 225 6982 or 800 486 3947.

Member Directory

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

Member Benefit Programs

Preserve Working Capital with Equipment Financing

SCL Equipment Finance (SCL) is a nationwide equipment finance company and an IFAI 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

Offering significant savings across a wide variety of products and services including fleet fuel, office supplies, furniture and technology equipment, payroll processing and more! [Learn more!](#)

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!](#)

IFAI Textile Career Center

Businesses meet employees on IFAI'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!](#)

IFAI Small Business Center

IFAI 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!](#)

from McGill University in Montreal, so he is doing exactly what he studied. His experiential background includes working as a salesperson and sales office manager for an advertising/promotions company based out of Montreal and then Vancouver, including a stop in Edmonton and running satellite offices in Victoria and Kamloops, BC. After that, he had a 10-year career managing various P&L business units for a large international electronics distribution company based out of Montreal. From there, Mark went to work for his grandfather at Lasalle and eventually he and his parents bought out the company. He has two daughters in University and likes to spend his free time active and outdoors whenever possible.

Melynda Norman-Lee, J J L Events Inc., Vice Chairman



Melynda is a dedicated professional with 20+ years project management experience. She always works diligently to provide the best for her clients in all aspects of her experience with them, from developing their vision, sourcing their needs, and delivering their ideal outcome. At the helm of J J L Events after the passing of John Lee, Melynda's business offering is unique to the industrial fabric industry. The company offers solutions and ideas based on client requests – could be designing, planning and managing an event (wedding or automotive launch), or maintaining an existing standard or custom fabric structure, awning, canopy, or tension structure, or providing a new and replacement fabric structure, whatever the client needs.



Alex Petizian, Naizil Inc., Advisory Board Member

Alex drives sales growth in North America for Naizil Coated Fabrics. Alex is also part of the supply management team at Naizil. Alex joined Naizil after retiring from professional hockey in February 2013. He received his bachelor's degree from St. Lawrence University in 2010, with a major in Economics, and minor in Mathematics. Most recently, he completed his Graduate Diploma in Business Administration at John Molson School of Business.



Liam Conroy, House Of Canvas, Advisory Board Member

Liam Conroy grew up in the family business with his mother and father, following closely and learning everything he could about the House of Canvas (HOC). Liam is still eager to learn and develop the company, alongside his two brothers, through implementing new technology and strategies to evolve the way they do business. IFAI has always been where his father turned to seek information, supplies, and to learn about new and exciting advances in the industry. Liam aspires to do the same, as he takes on the challenge of keeping up with ever changing technologies.



Brydon Roe, Shade Sails Canada/ Tensarch, Immediate Past Chairman

Brydon Roe spent his early years on the shores of the great lakes in eastern Canada. Brydon and his younger brother owned and operated a windsurfing shop, collectively fostering a fascination with building and marine rigging. Years on, Brydon spent much time in Australia and New Zealand learning the Shade Trade and noticing how architecturally pleasing and impressive shade sails were. Brydon returned home in 2001 to start Shade Sails Canada, a first to the Canadian market. Since then, the business has grown to include his wife and 6-16 staff serving Canadian and American customers. Brydon enjoys spending time with his wife and daughter and nieces and nephews when he isn't selling and flying sails!

A Word from the Immediate Past Chair, Brydon Roe

The IFAI Canada advisory board has been fairly active over the years, with the main and most visible activity being the planning and execution of a Canadian IFAI Exposition every two to three years, depending on circumstances. The last three shows, in order, were Toronto, Vancouver and Montreal. In Toronto - March 2014, many of you will remember this Expo was unexpectedly affected by a heavy snowstorm that hit the city the day before the show and made attendance difficult for some. Next was Vancouver in March 2015, which enjoyed far more amenable weather and was well attended and reviewed by the membership. Following that Expo, the decision was made to go to a format of once every two years for the Canadian shows and due to a scheduling conflict with a Quebec-based show, the next show took place in Montreal in February 2018. A drop in

attendance at that show caused the board to re-examine the format of the expo, as well as the frequency, which was set to go to a once every three-year format that was then disrupted by the global pandemic we find ourselves in today.

In addition to expositions of recent years, the board also voted for the inception of a new award in the name of the late John Lee, who worked tirelessly in the promotion and furthering of IFAI Canada and the industrial fabrics industry overall in this country throughout the course of his career. John's kindness, wisdom and generosity have benefitted so many of us in the industry over the years. The award is not necessarily an annual award, but one that will be given out at the board of directors' discretion when someone in the industry displays the same type of drive that John did in furthering the cause of our industry within Canada.

I have very much enjoyed my time as Chair of the IFAI Canada advisory board and I am already very impressed with the new members that have recently joined board. They already seem to be breathing new life into the board, with fresh ideas like this newsletter and the introduction of a new IFAI Canada periodic podcast to be introduced later this year.

I am honored to pass the role of Chair on to Mark Tyrrell, who already appears to be leading a more active board, with the help of Vice-Chair Melynda Lee. Melynda is John Lee's daughter-in-law, so she certainly comes to the position naturally and is already doing justice to his legacy with her enthusiasm and commitment to the role.

I would like to thank all of the board members of IFAI Canada, both past and present, for their contributions to the board and the membership at large during my tenure as Chair. I am happy to continue to be a part of the board in the capacity of immediate past chair and I am excited about the new direction we are going in. I believe the new era of IFAI Canada is a very promising one.

Sincerely,
Brydon Roe

A Word from the new Chair, Mark Tyrrell

I would like to extend my thanks to Brydon for his kind words and confidence in myself and the rest of the board going forward. I would also like to thank all of the board members past and present for their work in the service of our industry and our membership.

As Brydon alluded to, the board has recently undergone quite the renewal with many long tenured board members stepping down to make room for new blood, so to speak. That new blood has resulted in new ideas and the board is looking to take a different approach to providing value to the IFAI Canada membership than it has up to this point. Our efforts are aimed at getting better aligned with current times in how we communicate information and interact with our membership as a whole. We are seeking to create an online environment for accessing Canadian centric information and stories about our industry and those working to advance our industry here at home.

This newsletter is just the first of several new initiatives the board will be implementing this year. It is designed to bring Canadian Industrial fabrics information and content to our membership throughout the year. We will be spotlighting Canadian businesses and projects they have completed at home or abroad. In addition to the newsletter, we will also be introducing podcasts that will consist of the full interviews that make up the subject of the featured articles in this newsletter. The intertwining of both formats will allow readers the choice to listen to a more detailed account of the business practices and project realizations that most interest them from the newsletter or just settling for the brief summary provided in this medium.

The plan is to publish the newsletter once per quarter as well as posting it online on a member site along with the associated podcast. That site will also allow for comments and feedback from you, the readers and listeners, that will help us improve the content and give you more of what you want and less of what you don't, in addition to creating an open forum for communication with the board and other members concerning events, circumstances and issues affecting our industry.

We hope you enjoy these new initiatives, and we will be working hard to continue to evolve and improve our communication and services to you, our membership.

Sincerely,
Mark Tyrrell

*Keeping our members informed and connected is our top priority.
As an IFAI member you receive many exclusive benefits. Learn more about your member benefits,
advertising and subscribing to IFAI e-newsletters.*

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Industrial Fabrics Association International

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