



## **LAPFCA IS NOW WPCCA**



We are pleased to announce that LAPFCA, the largest Union-affiliated painting contractors trade association in Southern California, has changed its name to **Western Painting & Coatings Contractors Association (WPCCA)**.

The new identity was created to better symbolize our growing range of members within the Association. Recently, WPCCA brought in three other local associations - the Orange County, San Diego, and Ventura/Santa Barbara/San Luis Obispo Painting Contractors Associations -- to combine a stronger, more unified painting management voice. While we have undergone significant changes during rebranding, our values and commitment to our members remain the same.

Established in 1970, the Association is dedicated to serving our members and industry through labor representation and negotiations, legislative advocacy, education and training programs, regulatory and safety services, networking, and more. As we continue to grow the Association, we hope that our new brand identity reflects the way we're expanding and evolving.

"There is strength in numbers and unity, and with all members working together," Deveney Pula, executive director of WPCCA, said "We firmly believe that this newly-formed Association will further the goals of the Union painting industry as the best-trained and most experienced

painting contractors in the industry.”

In addition to adopting a new name and logo, our website, social media, and e-newsletters have also been redesigned to provide effective platforms that better conveys the rebranding effort. The new brand identity allows WPCCA to be the most unified, innovative, and trusted resource for DC 36 signatory painting contractors.

May we take this opportunity to thank you for your constant support. We look forward to continuing to serve our communities and growing the WPCCA together.

Please note that our rebranding and name change does *not* affect our current mailing address.

[Click Here To Visit Our Rebranded Website -  
www.TheWPCCA.com](http://www.TheWPCCA.com)



**WPCCA** (Formerly LAPFCA)

If you have any questions, please reach out to Deveney Pula at her \*new\* email address - [dpula@thewpcca.com](mailto:dpula@thewpcca.com).



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