

ATA Quarterly News

Winter 2011



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ATA on the Web!

See us at:
<http://www.go2ata.org/>

Presidential Message

Where did the year go? it seems like it was just yesterday that we were welcoming in the new year.

I hope that everyone had a successful National meeting in San Diego. There were 4,947 attendees & 311 Exhibiting companies. Both of these numbers made this National meeting the best attended in history.



The New Products Showcase was again a big success & appears to be getting bigger! Thank you again, Eddie Loyd.

This year, as promised, we have been proactive in responding to our members concerns. We have spoken to National AALAS on a number of issues & although we have not always been successful in getting our points across, at least National is hearing our voice. If you remember, ATA let National know about the tactics of the people selling space in the buyers guide & they acted accordingly. Now National is working on a magazine that could be very similar to ALN. This too shall be discussed.

Our Membership Chair, Malachy Noone, has been very busy working on our renewals & it appears that using Pay Pal has been helpful.

Bob Boyington will be spearheading a very exciting project for us. Bob will be putting together a book telling the story & the history of the Allied Trade Association.

The LAMA/ATA meeting will be held in Austin, TX, April 4-6. Jeanette Bicknell & Jennifer Lynn Volkmann, the Program Chairs, have put together a unique opportunity for ATA members to share their products & services with the Managers. Please read the information regarding this opportunity, elsewhere in this newsletter.

ATA has donated \$1,000 towards the speaker for the LAMA/ATA meeting.

Our Editor, Amy Ingraham, continues to do a wonderful
[continued page 2](#)

ATA Executive Committee

ATA President

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ATA Immediate Past President

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job putting together our newsletter. We are thinking about sending the newsletter via emails rather than snail mail. In an effort to help keep the membership informed as much as possible, we are going to begin quarterly e-blasts. This new addition will provide announcements & important information that might be pertinent to the membership. We ask you, our membership, to provide to Amy, any information, comments or suggestions that you would like to discuss in the e-blast.

I want to take a moment to thank Matt Goodwin of Vicon Publishing for his on going help with our new website & continuing work with our on line membership renewals.

One last topic that the board would like to hear from you on. The locations & dates for the National meetings have now been planned through 2016, with the 2016 meeting being held in Charlotte, NC from Sunday, October 30th-Thursday, November 3rd. During this continuing 5 year cycle, the exhibit hall is scheduled to open on Tuesday & close on Thursday. If we, as an Association, want to consider going back to exhibit hall days of Monday-Wednesday, it will take time to do so. However, if we decide to do this, your board is prepared to go to National & discuss the possibility of breaking the existing cycle as soon as possible.

Please remember that the site committee will be receiving information in the coming months, regarding the location for the 2017 meeting. Once we have the final 5 or 6 choices, please speak with a board member, as well as your District Trustee, to voice your opinion. ATA has 2 votes & EAC has 2 votes on the site committee. If we continue to work together, we will have the majority of the 7 votes.

In closing, I want to thank you for being an ATA member & for continuing to support your Association. If there are any members who would like to volunteer, or if there is anything that they would like to discuss with the membership, please let us know. Membership is important, but your participation is essential to the growth of your ATA.

I would like wish all of you & your families, a very happy, healthy, enjoyable & safe holiday season & New years!

Steve



*ATA President Elect
Frank Lynch*



ATA Annual Meeting - San Diego, CA 3 October 2011

Submitted by Gina Ward, ATA Secretary 2011 - 2014

ATA Meeting – San Diego, 2011 National AALAS Meeting, Monday October 3rd

Breakfast began at 8:30am

Meeting began at 8:55am

| | |
|---------------------|--|
| Steve Sussman, ATA | Introductions of AALAS Executive Committee, AALAS staff and District trustees. |
| Bob Dysko, AALAS | <p>Thank you to ATA for attendance. Current count for registration approximately 4700. Thank you ATA and members for support and sponsorships, receptions and events.</p> <p>Special mention of ATA participation due to economic times, appreciate continued support and efforts, with attendance, ads and promotions, both at national and local levels.</p> <p>Recognized importance of vendor business doing well so that AALAS members can also benefit.</p> <p>Also a welcome and thank you on behalf of Anne Turner and Betty Cartwright.</p> |
| Anne Turner, AALAS | Next year in Minneapolis temperature will be 64-68 and sunny! (well.....nice to think it could be!) |
| Steve Sussman, ATA | National USA election will be during AALAS meeting in 2012 – reminder! |
| Patricia Foley | Online global Bio conference in February 2012, contact her for more details. Written information was left during ATA meeting. |
| Jay from Brede | Thanks for cooperation. |
| Steve Sussman | Thank you to Trish as she is the program chair for San Diego. |
| Patrick Murphy, ALN | Discuss changes in the website. Go to ATA.org website changes completed. Pay for membership online via paypal. Membership listing should have website and contact email address. Patrick asked that everyone check to make sure information is correct and confirm with him. Thank you to ATA and board for help with this project. Matt who works for Patrick did a large load of the work – thanks! |
| Steve Sussman, ATA | Thank you to Rich Foyle for golf tournament. Acknowledge Lisa Osborne from LAMA. Next year LAMA meeting in early April in Austin. |

continued next page

Elizabeth Dodemaide
TriBranch 2012

June 12-13, 2012

Theme – 5 Rs, basic 3 Rs with addition of respect and responsibility. Discuss challenge of past attendance, in attempt to improve attendance, 2012 will be 2 full days of presentations instead of 1.5.

Vendor co-chair are Steve Benigni and Karen Froberg, local arrangements Joe Bellomo, Denise DiFrancesco doing posters. Exhibit hall will still only be 1.5 days, not 2 full days. Concurrent events – two rooms of talks, workshops, posters and exhibit hall

Amber Lange
TriBranch 2012

Moving ahead by introducing new technology into the meetings to attract more people. Webinar sessions will be introduced on one day. Individuals or entire facilities will be able to stream designated presentations. Discussing adding sub-headers for exhibitors in the form of advertisements or have exhibitors do presentations so they get benefit of people participating in tribranch that are not actually present. Cost for webinars is \$50-75, TBD.

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Andy Minnena
Question about TB '12

Question – concern that webinar will be an excuse to not come. Suggestion is video tape instead for access at a later time as opposed to broadcast.

Amber Lange
TriBranch 2012

Webinars are well known and often used today. These have already been arranged and they do not feel that it will decrease attendance. Reminder not all presentations will be part of webinar, only a select few.

Karen Froberg
Comment on TB '12

The addition of workshops and the additional full day will should attract more in person participants.

Ann Dinkel
TriBranch 2012

Overall attendance has gone down, thus reinforced changes presented for 2012 conference. Recognized importance new changes in 2012 and 2013 will build off of success.

FaceBook and **LinkedIn** now have Tribranch website pages. Advertising and call for posters and speakers will be posted on these sites as well as normal venues.

Deb Benner
TriBranch 2102

Looking at new venue selection for future meetings, including 2013. Will stay in AC for 2012 and costs will be held by convention center and Sheraton will decrease hotel rates by 10%. This will be one year contract for 2012.

ATA Annual Meeting -continued

Deb Benner
TriBranch 2012

Reminder that webinars are to attract people who cannot come, institutions and companies may only be able to send a handful of people, but may have 100+ technicians on staff. This is an attempt to reach those who cannot make it as opposed to keep regular attendees at home.

Deb Benner
National AALAS Treasurer

Opening speaker for 2011 Nationals was excellent and recognized members reaching out to BOT helped to accomplish this. Board increased budget for this kind of speaker because of BOT efforts.

Working hard on mentoring, call for members interested in working on committee.

Steve Sussman

On behalf of the membership, Steve presented Laura Mistretta with a special plaque to thank her for her many years of contributions to the ATA

Jeanette Pearson

Discussed Bastrop, Texas fires and asking for individual or commercial donations. Can go to Red Cross to make donations.

Ed Loyd, ATA
New Products Showcase

New product showcase update. Great way to get additional visibility as a vendor and thanks you AALAS for giving us space. 23 companies are participating this year. It is held in meeting room area which is a high traffic area outside the vendor hall. Participating vendors can leave literature in the lounge area and there is no cost to participate.

Frank Lynch, ATA
EAC update

Reminder of Thursday EAC breakfast at 7:30am.
EAC had 17 vendor abstract submissions, accepted 10, 1 cancellation and 1 no show. Can expand this over time if more participation is warranted and make it a full day if there is demand.
Recognized 3 EAC members in attendance at ATA meeting.

Steve Sussman, ATA
ATA Overview

Accomplishments and new directions of ATA:

1. Public outreach
2. Education
3. Sponsored LAMA keynote speaker
4. We will not participate in any social event with LAMA involving alcohol. We will entertain clients as needed on our own, but it will not be a public event
5. Looking for awards chair, Gina Ward will co-chair.
6. Split secretary/membership/treasure position into 3 individual new positions. Gina Ward as new secretary, Malachy Noone as new membership chair and, Amy Ingraham will stay as treasurer. Amy will stay one year. ATA will open to nominations for 2012 election. This will allow secretary and treasurer positions to rotate election years. Both of these positions will be three year terms.

ATA Annual Meeting -continued

Audience Commentary

Concern from audience – new positions were appointed not voted on.

Steve Sussman

Steve noted that he took liberty and responsibility to appoint them as there was only one nominee for each position.

Recognize Amy Ingraham for her hard work and presented her with a plaque.

Let us know if you have any problems or conflicts with other associations or vendors within ATA. Will problem solve all issues anonymously.

Call for new business

Bob Bentzinger: rates up 54% from last year for material handling and booth set up, why?

Question was unable to be answered; Steve will investigate and send out information at a later date.

Adjourned 9:50am
Approximately 75 attendees



Mistretta Receives Recognition Award

Laura Mistretta was honored at the ATA breakfast in San Diego for her many years of service to the Allied Trade Association. Steve Sussman presented Laura with a plaque and thanked her from the membership.



In Memoriam

The ATA sadly notes the passing of Barry Milton Kline, 61, of Covance Research Products on 11 November 2011.

Barry graduated with a B.S. Degree from Penn State University. He has worked for the past 38 years for Covance Research Products, Inc. serving on the management team as Vice-President. Many of our members remember Barry worked for Covance at the Denver PA site as well as their Michigan site and was involved in the Virginia sites having recently returned to Cumberland to run that facility.

In lieu of flowers, contributions may be made to THON (THON.org, the Penn State online home of the largest student-run philanthropy in the world).

ATA Past Presidents

*Douglas J. Anderson
Deb Benner
Don Bradford
Steve Dwyer
Bill Holohan
Peter James
Ned Leverage
Bob Lemken
Eddie Loyd
Frank Marinaccio
Jim McDonald
Andy Minenna
Laura Mistretta
John Munster
Floyd Poling
Jerry Shapiro
Ken Shapiro
Gilbert Slater
Lee Wilson
Alger Zapf*

EAC Officers

2012 EAC Chair

Robb Kydd
(Elm Hill)

2012 Vice-Chair

Teresa Woodger
(Lomir)

2012 Past Chair

Frank Lynch
(Pharmacial)

<http://www.go2ata.org/>

LAMA - ATA 2012

From Jeanette Bicknell

LAMA invites our Allied Trade Association members to attend the upcoming annual meeting in **Austin on April 4-6, 2012.**

We have added a new segment to our program, **Technical Trade Talks** and would like you to join in for an opportunity to share your products and services with our managers.

The 2012 meeting will include twelve, 10 minute "infomercials". These will occur in the hour before lunch each full day of the meeting. Infomercials will be followed by a short Q&A session just prior to the lunch break. Further interaction can continue over lunch if you wish. LAMA feels that our vendors are an untapped resource for information and support for the managers via products and services that may not be known to them. These infomercials should concentrate on information, products or services that could directly benefit the managers and their efforts in making their jobs more efficient and effective.

As always we invite our ATA members to submit abstracts for Special Topics or Trade presentations or Breakout sessions. These presentations will follow the same guidelines listed on the events page and should not be sales pitches.

Please consider adding this exciting meeting to your schedule. Deadline for abstract submissions is January 15, 2012. For more details about the Technical Trade Talks or to submit an abstract: www.lama-online.org/events/call-for-speakers/

ATA Presentation Guidelines

- ATA Technical Trade Talk presentations are 10-15 minutes long. They should be RESOURCE based presentations that your company or group can offer to MANAGERS. These talks would be "infomercials" and will be held tightly to time and content. They should not be overly sales based in nature but highlight the resources available. This is an opportunity to share the products and services you have that directly benefit the managers in their efforts to support and manage with in the Lab Animal Sciences.
- ATA Special Topic Seminars and Breakout Sessions will still be accepted. These presentations should follow the same guidelines listed for these sessions. These are not sales pitches. They will be 20-30 minutes in length.
- Only one presentation per company will be accepted for the Technical Trade Talks. All topics are reviewed and approved by the LAMA Program Committee.

The Annual Meeting Program Committee will meet to review submissions and prepare the program. Speakers will be notified of the committee's decisions no later than February 15, 2012.

Upcoming Meetings

Allied Trade Association Midyear Meeting June 11, 2012

afternoon meeting on set up Monday



TriBranch Symposium 2012
June 11,12,13 2012
Atlantic City Convention Center
Atlantic City, New Jersey

2012 LAMA/ATA 28th Annual Meeting April 4-6, 2012

**The Driskill Hotel
604 Brazos Street
Austin, TX 78701**



2012 TURN KEY CONFERENCE

APRIL 12-13, 2012

BALTIMORE MD

BALTIMORE HILTON INNER HARBOR

ATA/AALAS
452 Hahnstown Road
Ephrata PA 17522

Upcoming Meetings

APRIL 2012

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|--------|--------|---------|---|-----------------------------|--------|----------|
| 1 | 2 | 3 | <i>LAMA - ATA Meeting Austin, Texas</i> | | 6 | 7 |
| 8 | 9 | 10 | 11 | <i>Turnkey Baltimore MD</i> | | 14 |

JUNE 2012

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|--------|--------|---------|-----------|----------|--------|----------|
| | | | | | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |

TriBranch Atlantic City NJ



ATA Midyear Meeting

The ATA would like our fellow organizations to keep us in mind when scheduling meetings. We can post this information on our web site for the ATA members and have occasional email blasts to remind our fellow members of upcoming district and trades meetings.

Please send your information to the newsletter chair or any ATA officer.

Thanks!

2012 Membership Drive

Submitted by Malachy M. Noone, ATA Membership Chair



The 2012 Membership Drive is well under way. As of December 16th, 24 companies have renewed. Thank you for getting these applications in early.

Your 2012 Membership Application, can be completed online via the ATA secure website by visiting <http://www.go2ata.org/>. Click the 'Join Tab' select Purchase, then Annual Membership and select Add to Cart. Fill out the form, click send and you are done! For those who prefer to send an application via regular mail, click on the download 'Membership Form'. Fill out the required information and send to the following address:

Allied Trade Association to AALAS
Attn: Ms. Amy Ingraham
452 Hahnstown Rd
Ephrata, PA 17522

There are many reasons to join the ATA that can have a direct impact on your business. Three key benefits are:

1. ATA Members Receive Discounts and Advertising Recognition at the National AALAS Show
2. Participation in The New Product Showcase at the National AALAS Show is exclusive to ATA Members
3. Members are provided speaking opportunities at the Annual LAMA Conference



For more information about the ATA and the benefit of becoming a member, visit <http://www.go2ata.org>



We sincerely appreciate your support and look forward to working with you all in 2012

Malachy M Noone
BKN Supply LLC
7 Sycamore Way Branford CT 06405
P203 433 4120 • F203 433 4123 • C203 915 8890

Membership Application for ATA 2012

<http://www.go2ata.org/>

ATA/AALAS
est. 1955

ATA Treasurer
Malachy M Noone
7 Sycamore Way
Branford CT 06405
203 433 4120

Allied Trade Association for Laboratory Animal Science

Invoice

Annual Dues for 2012 \$125.00

Make checks payable to: **ATA/AALAS** and mail to above address

(If you prefer, attach your business card here)

Company Name _____

Contact _____
(person who should receive Exhibitor Information Package)

Address _____

City _____ St _____ Zip _____

Phone _____ e-mail _____

Please indicate two (2) additional persons who should receive all ATA mailings and notices:

1) _____ 2) _____

Mailing Address, if different

Mailing Address, if different

email address

email address

Additional contact e-mail addresses for electronic versions
of our newsletter and other correspondence

MEMBERSHIP IS VOLUNTARY

ATA/AALAS is a non-profit entity and is comprised of exhibitors to the AALAS National Meeting and AALAS Branch and District Annual Meetings. It has been organized for the purpose of assisting the AALAS entities in various ways, in order that the AALAS meetings be more worthwhile for all who attend. Our members are advertised in the AALAS Membership Directory and receive AALAS booth discounts and advanced booth registration, using a member/previous showing points system.

ATA/AALAS is concerned with the exhibitors' interests
Under Article II of the By-Laws: MEMBERSHIP

Any merchant, manufacturer or dealer who purveys to the Research Laboratory Animal Profession shall be eligible for membership. Only one membership shall be accorded any one company or division.



2011 ATA Members (as of September 2011)

Absorption Corp
Allentown, Inc
ALN Magazine
Alternative Design Manufacturing
Ancare Corp
Andersons/bed'o'cobs
Animal Care Systems
Animal Resource Management
Animal Specialties and Provisions
ARM
Art's Way Scientific Inc
BioMedic Data Systems Inc
Bio-Serv
BKN Supply LLC
Boyington
Britz and Company
Buxton Medical Equipment Corporation
Charles River
Clordisys Solutions, Inc.
Colibri Solutions
Colonial Medical Supply co
Covance Research Products, Inc
Drew & Rogers Inc
Dycem
Edstrom Industries
Edstrom Industries
Elm Hill Labs
E-Z Systems - Euthanex
Girton Manufacturing Co Inc
Harlan Laboratories In
Hilltop Lab Animals
Innovive, Inc
Integrated Vivarium Solutions
Lab Products, Inc
Labex of MA, Inc
Life Science Products
Lithgow Laboratory Services
Lomir BioMedical Inc
Lynx Product Group LLC
Marshall BioResources
Millbrook Breeding Labs
Molecular Imaging Products Co
Myrtle's Rabbitry Inc
Northeastern Products Corp
NuAire Inc
Pharmaceutical Research Labs
Plas-Lab
Priority One Services Inc.
Purina LabDiet
Purina LabDiet
Land O'Lakes Purina Feed LLC
Ridgland Farms In
Schlyer Machine (AUDOUBON)
Scientek Technology Corporation
SE Lab Group
Shepherd Speciality Papers
Suburban Surgical Company Inc
Synectic Resources, Inc.
Taconic
Tecniplast
Thoren Caging Systems Inc
Three Springs Scientific, Inc
Total MRO LLC
Tuttnauer USA
Unifab Corporation
Viking Medical
ViraTek, Inc
WF Fisher and Son
World Courier Inc
Zeigler Bros Inc

ATA Mission Statement

"The mission of the AALAS Allied Trade Association (ATA) is to advance and protect the business interests of its membership to and for the benefit of the Laboratory Animal Science community"