

# ATA Quarterly News

Summer 2004



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## ATA on the Web!

See us at:  
[www.alliedtrade.org](http://www.alliedtrade.org)

## Presidential Message

Eddie Loyd, ATA President

It is hard to believe that the count down to the National AALAS Meeting is already in progress. It promises to be a great meeting in a great location. We have a lot of new activities which are taking place which I feel will really benefit all of the exhibitors and industry attendees alike. This has been a year marked by greatly improved cooperation between AALAS, ATA and EAC.

This year's National Meeting will be the first year in recent history that the exhibitors will have "Non-Compete Time" in the exhibitor's hall. We have asked for this for many years and the AALAS program committee has agreed to try it. We are grateful for this opportunity and look forward to a significant increase in exhibit hall attendance during this time.

We will also introduce the "ATA New Products Showcase" which is highlighted in this news letter. This is open to ATA members **only** and will be a great opportunity for those members introducing a new product to showcase it in a special area which will be well attended by the key decision makers.

ATA will be promoting these venues with articles and announcements. However, it is very important that each of us "market" these new venues to our customers prior to the meeting. The continuation of each of these new promotional opportunities will depend upon the attendee's participation and that will depend upon the attendees knowing about events. Help us make this a great success by talking to your customers and getting them in the exhibit hall during these special times.

There is still a lot of work to do and you can expect continued updates from me through email. If you did not get an email the first of July, and you want to receive the email notices, please contact me so I can include you on our email list. As always, your comments and suggestions are welcomed.

I hope the rest of your summer is full of fun.



ATA Executive Committee 2004

(Bob Boyington, Secretary Treasurer; Eddie Loyd, President;  
Andy Minenna, President elect; Ken Shapiro, Immediate Past President)

## ATA IN ACTION

### **ATA President Eddie Loyd Sends Letter to AALAS Trustees**

*Supports Action Resolution for National Meeting to Rotate Between Fixed Cities*

### **Branch and Annual Meetings**

Your ATA Executive Committee is busy contacting all Branches and Districts which hold Annual meetings; trying to bring order out of the current chaos of overlapping meeting dates. We will continue to update our membership as we gain closure on this issue.

### **Annual General Meeting AALAS 2004**

**Tamps FL**  
*Set up Sunday  
Breakfast Meeting*

**ATA**  
**Serving the industry  
for over 50 years**

The following was sent to all AALAS Trustees and Alternate Trustees and is self-explanatory.

July 1, 2004

Dear Trustees:

Your EAC Committee is sponsoring an Action Resolution which would designate four specific cities (San Diego, San Antonio, Indianapolis and Baltimore) at which the National Meeting will be held once every six years, and allowing the meeting during the other years to be held at random (floating) locations based on the best location at the time. ATA strongly supports this Action Resolution because we feel it will benefit both Industry and Vendor members of AALAS alike. We urge the immediate adoption of the Resolution at your next meeting.

Our support for the resolution is an attempt to maximize ATA's membership's ability to promote our products AND protect AALAS's income from the exhibit hall. Unfortunately, for both AALAS and ATA, the best place for a decision maker to get information about a product is no longer on the exhibit floor. The rapid proliferation of electronic media and informational sources has given the decision maker a much better way to get the information they want, without having to walk the isles of the exhibit hall. Unless AALAS and ATA can find new and creative methods to improve the value of the exhibit hall to these decision makers and maximize their attendance at the meetings, the inevitable decline in exhibit space request and income will result. This is not just an AALAS/ATA problem, it is a problem in almost all markets. If you enter "Decline in Tradeshow Attendance" on your internet search engine, you will see we are not alone in trying to address this problem.

I am very pleased to say that this year a number of actions by AALAS, EAC and ATA have been taken that will provide both the members of the ATA and AALAS added value at this year's National Meeting in Tampa. These include inclusion of non-compete time for exhibitors, the "ATA New Products Showcase" and an opportunity to discuss effective organization of branch and local meetings with the Branch Presidents. The cooperation between our organizations has been exceptional and I thank all involved. The next piece of the puzzle is to get the most people to the meeting to benefit from these changes.

Whether you believe the greatest benefit of the meeting is the educational program or the exhibit hall, the bottom line is still "the more people the better". One way to get the most people to the meetings is to hold the meetings in the locations that have historically generated the best attendance. Those locations are the four cities recommended by your EAC Committee in the Action Resolution. The inclusion of two floating cities gives AALAS the flexibility to avoid one of the designated cities should circumstance make it undesirable for that year.

For some of you, the vendors may be viewed as a necessary evil (the dark side). For others we may be viewed as your life's blood. Regardless of your view-point, we can all agree that the better the attendance, the better off we all are. The best way to maximize attendance is to hold the meetings where the people show up. Whether these actions will truly reap the benefit anticipated is unknown, but at least we have tried new ideas. The important thing is we must keep trying new ideas and working together to insure the continued success of the National AALAS Meeting.

Please give the EAC Action Resolution your careful consideration and adopt it this year. Your comments to the ATA are solicited and always welcomed.

Sincerely,

Eddie Loyd President, ATA

cc ATA Executive Committee  
cc ATA Past Presidents

# Minutes of the ATA Midyear Meeting

## 6 June 2004

Adams Mark Hotel  
Philadelphia PA



*Eddie Loyd*  
*ATA President 2003-2004*

Eddie Loyd, ATA President, called our meeting to order at 4:15 PM. He introduced the AALAS dignitaries (AALAS Executive Director Dr. Ann Turner, AALAS President Gail Heidbrink, Sally Thomas, EAC Chair) and thanked the TriBranch committee (chaired by Deb Benner) for providing the refreshments for the meeting.

Bob Boyington, ATA Secretary-Treasurer, reported that the ATA is solvent.

Eddie delivered his presidential report at midyear. Eddie's theme for the ATA this year is ROI (return on investment).

He reported on the progress of the ATA cooperation with the Exhibitor Advisory Committee and AALAS with the ATA. ATA will be involved in the AALAS Branch Presidents Meeting in Tampa (national AALAS 2004) and further ATA involvement in local (branch and district) issues and affairs will be stressed.

Eddie announced that AALAS has designated non-compete time this year at Tampa. This means that there were be blocks of time when no platform sessions are being held, when the only attraction should be the Exhibit Area.

At the national this year, there will be a New Product Showcase on Monday 12 October. This will hopefully bring in more individuals to the Exhibit area also. Details of the New Product Showcase will be presented shortly.

The Turn-Key Conference, sponsored by Animal Lab News, was a success.

AALAS President Gail Heidbrink, who will be the ATA-AALAS liaison in 2005, spoke about the new spirit of cooperation with AALAS, ATA and the EAC. The new Product Showcase, which will allow vendors 45 minutes to discuss new products, is an example of the new collaboration. Gail noted that the other issue of importance was the local meeting attendance question. Vendors are increasingly concerned about the costs associated with attending and sponsoring local meetings that are poorly attended.

Sally Thomas presented the Exhibitor Advisory Committee (EAC) report. This year in Tampa we will see dedicated vendor time each day from 1:30 pm – 2:15 pm. The program committee was extremely helpful in setting up this non-compete time. Since AALAS uses the so-called "swipe" reader cards, the ATA members are encouraged ask attendees to swipe their cards during this time period to see if this concept is viable.

The EAC has recommended to the Board of Trustees that AALAS narrow its national meeting sites to six cities, four standard ones, and two floaters, for rotation. The rationale is that AALAS could get better rates and pricing by locking in repeat business, and vendors have discussed city preferences over the years. The EAC recommends Southern California, East Coast (Baltimore area), San Antonio, Indianapolis, and two floaters. The EAC will present this request to the Board of Trustees in July 2004. In addition the EAC will recommend that exhibit halls close at noon on Wednesdays at national meetings, allowing everyone the afternoon to pack up.

Gail added that the local arrangements committee in Tampa this year will walk the exhibit hall on set up Sunday with tool cases and tools available to assist vendors in set up. The local arrangements committee will also offer a shuttle service from the truck parking site to the convention center for exhibitors.

Don Bradford discussed the TurnKey Conference. The 2004 request to involve the ATA in this function has been honored. The 2004 meeting hosted 250 plus attendees. The only negative comment about the meeting was that the same individuals who attend national AALAS also attend this meeting. Vendors who participated felt this was a very worthwhile effort. The 2005 site will be San Diego Marriott. The meeting

### Updates

### New Products Showcase

### National Meeting Issues

### EAC

### TurnKey Conference

*2003 ATA Meeting (continued)*

area will accommodate more people per room size and will allow for 80 exhibitors and 350 registrants. Security will also be improved should protestors mar the meeting. The 2005 theme will be New Construction and Renovation. Exhibitors will pay approximately \$1000 – 1100 for 2 people.

Eddie queried the ATA members in attendance about whether they would come back for this meeting. All thought it was very worthwhile.

*TriBranch*

Deb Benner, TriBranch Chair 2004, presented a brief overview of the Tri-Branch changes. Deb has met extensively with the hotel this year to improve services to the vendors and the registrants. Over 900 people (300 vendors, 600 attendees) have pre-registered for this year's meeting, and final totals should be close to 1100 with the walk-ins. The 2005 TriBranch will be held at the Adams Mark in Philadelphia, the 2006 meeting will be at the Meadowlands in New Jersey, and the 2007 and 2010 meetings will be in Philadelphia. Deb has locked in rates at the Adams Mark. The Meadowlands (hosted by the NJ AALAS branch) will offer 60,000 square feet of space with all the vendors in one room. The Meadowlands offers meeting rooms for the Scientific and Technical sessions, and the other sessions (Posters, Learning Resources, etc.) will be held in partitioned areas of the exhibit floor. While the site is a little 'pricier' than the current venue, there are four hotels surrounding the exhibit area, and New York City is fairly close, so this should be an excellent site for the meeting.

Gary Novak from LAMA spoke about the LAMA-ATA conferences. The 2005 meeting will be in Nashville, 2006 in New Orleans, and 2007 in Puerto Rico. The ATA has input on the sites. Steve Sussman and Peggy Nahorski will work with Steve Benigni to develop the programs for these meetings. LAMA has its sights set on affordable meetings that do not conflict with other regional meetings.

*ATA Elections*

Bob Boyington mentioned the CALAS meeting coming up. He will attend and represent ATA.

*ATA Awards*

John Munster announced the slate for the upcoming elections. For President-elect, Steve Benigni and Don Bradford are running. For Secretary-Treasurer, Deb Benner is running unopposed. Bob Boyington has announced his retirement from that position.

The ATA Awards are also coming due. John Munster requests that ATA members send their nominations for the Floyd Polling (for the vendor who has done the most for ATA, Floyd was a founding father of the ATA) and the Innovation Awards to him.



*Bob Boyington*

Amy Ingraham discussed the review process for Tech Talk, in light of the recent ATA concern about perceived negative articles. Amy noted that ATA members are afforded several opportunities to present information in Tech Talk, specifically with the "Q+A with ATA" column, and also as a technical note should the vendor wish to submit an article for possible publication.

Bob Boyington talked about the ATA web site which is being renovated and will soon be offering password protection.

In New Business, Todd Weaver asked about donations to the AALAS Foundations. Ken Shapiro requested that we have more discussions on this topic.

Also in New Business, the ATA New Product Showcase and literature presentations have been set up but the criteria is not fully developed yet. One suggestion from this meeting is to have a lounge area with poster boards for New Product showcases. Unanswered questions are how to determine what is 'new' and how to approve posters or presentations. The ATA will set criteria shortly and will send out applications. This may be offered only to ATA members and opened to non-ATA members for a fee similar to the cost of joining the ATA.

After some discussion on these topics, the meeting was adjourned.

## Membership Information

Most of our members have paid their dues as we went to press. However, some have not, and there is a chance you will not be included in our AALAS National advertising campaign if your dues remain unpaid. Our membership listing in this issue reflects members as of 11 June 2004.

## Welcome New Members

Buxton Medical Equip.  
Phil McCann  
CUH2A  
Chris Cosgrove  
General Polymers  
James Hendley  
Instech-Solomon  
Thomas Nolan  
Ketchum Mfg. Inc.  
Claude Lalonde  
LGL Animal Care Products, Inc.  
Dale Bush  
SRS Specialty Resin Systems  
Dana Lewis  
Techspace Inc  
Meg Wilson  
Total MRO, LLC  
James Raleigh

## ATA Executive Committee

Eddie Loyd  
ATA President  
Phone: (479) 524-4343  
Fax: (479) 524-4210  
eddie@altdesign.com

Kenneth B. Shapiro  
ATA Past President  
Phone: (800) 243-5350  
Fax: (203) 729-5230  
KShapiro@pharmacal.com

Andy Minenna  
ATA President-elect  
Phone: (732) 310-5432  
Andym@thoren.com

Robert O. Boyington  
Secretary-Treasurer  
Phone: 877-404-9777  
Fax: 877-404-9777  
Rboyington@compuserve.com

### Newsletter Material

Amy Ingraham  
1-800-243-5350  
aingraham@pharmacal.com

## ATA Members 2004

as of 11 June 2004  
new members are **bolded**

Absorption Corp/Carefresh  
Allentown Caging Equip. Co.  
Alternative Design Mfg.  
Ancare Corporation  
Anderson's/Bed-o-Cobs  
Animal Care Systems  
Animal Resource Management  
Animal Specialties & Provisions LLC  
Animal Technologies Limited  
Barton's West End Facilities  
Bell Environmental Systems  
BioBubble, Inc.  
BioCon, Inc.  
BioMedic Data Systems  
BioReliance  
BioServ  
Britz-Heidbrink Inc.  
**Buxton Medical Equip. Corp.**  
**Carter 2 Systems**  
Charles River Laboratories  
Colonial Medical Supply  
Covance Research Products  
**CUH2A**  
Edstrom Industries  
Elm Hill Breeding Labs  
Fangman Specialties  
Faxitron X-ray Corp.  
**W.F. Fisher & Son**  
**General Polymers**  
Girton Manufacturing Co.  
Harlan Sprague Dawley, Inc.  
Hilltop Lab Animals  
**Instech-Solomon**  
**Ketchum Mfg. Inc.**  
Lab Products, Inc.  
Lenderking Caging Products  
**LGL Animal Care Products, Inc.**  
Life Science Products  
Lithgow Laboratory Services  
Lomir Biomedical, Inc.  
Lynx Product Group, LLC  
Marken  
Marshall Farms USA, Inc.

Matrix Scientific  
Myrtle's Rabbitry, Inc.  
Nalge-Nunc Int'l  
Northeastern Products Corp.  
Northwestern Systems Corp.  
Nuair  
Omni BioResources, Inc.  
P.J. Murphy Forest Products  
P.W.I. Industries, Inc.  
Pharmaceutical Research Laboratories  
Plas-Labs, Inc.  
Primate Products, Inc.  
Purina Lab Diets  
R&R Rabbitry  
Rees Scientific Corporation  
Ridgland Farms  
**Roe Biomedical Products**  
Schlyer Machinery Corp.  
Scientek  
**Seamless Technologies**  
SE Lab Group, Inc.  
Shepherd Specialty Papers  
**SRS Specialty Resin Systems**  
Suburban Surgical Co., Inc.  
Summit Med. Equip. Company  
Taconic Farms, Inc.  
**Techspace, Inc**  
Tecniplast USA  
The Baker Company  
The Jackson Laboratory  
Thoren Caging Systems, Inc.  
Three Springs Scientific  
Topaz Technologies  
**Total MRO, LLC**  
Transport Container Corp.  
Tri-State Biomedical  
Tuttenauer USA  
Unifab Corporation  
VetEquip, Inc.  
**Vicon Publishing Inc.**  
Viking Medical  
Zeigler Bros., Inc.

## ATA Past Presidents

Douglas J. Anderson  
Deb Benner  
Steve Dwyer  
Bill Holohan  
Peter James  
Ned Leverage  
Bob Lemken  
Frank Marinaccio  
Jim McDonald

John Munster  
Floyd Poling  
Jerry Shapiro  
Ken Shapiro  
Gilbert Slater  
Lee Wilson  
Alger Zapf



# ATA New Products Showcase

## Rules and Regulations

### Explanation of Event

The ATA New Products Showcase is a literature exhibit, sponsored by the Allied Trades Association which is designed to promote better attendance in the Exhibit Hall by key decision makers and to enable ATA members exhibiting new products better visibility. By increasing attendance of key decision makers in the Exhibit Hall, all exhibitors will have a better opportunity to promote their products to these potential customers.

### Qualified Participants

Only ATA members, with "New Products" can participate in the "ATA New Products Showcase". It is critical to the success of this inaugural event that only those ATA members promoting new products participate in the event. Because the key decision makers' time on the exhibit floor is limited, it is anticipated that they will take advantage of this showcase to quickly identify "what new products" they have interest in and then proceed to the exhibitor's booth to get more detailed information. If products that are not new are exhibited in the "Showcase", the value of the event to the attendee will not be realized and continuation of the program can not be justified. In addition, it is very likely that a company promoting an old product as new, will generate a negative impression about the company and the product on the key decision makers.

### Qualification of Products to be Exhibited

A new product is defined as a product that has been introduced by your company to the market since the last National AALAS Meeting. This product can be equipment, animal models, computer software and services. Minor modifications to existing products will not be considered a new product. Explanation description of the new product and documentation of its introduction date will be required on the participation application. Items not meeting the definition of a new product will not be accepted for participation. Only exhibitors with completed and approved application forms will be able to participate in the "Showcase".

### Exhibit Space

Each participant will be provided a space 20" tall and 20" wide on a poster presentation board. Within this space, the participant can attach literature information about the new product(s) they are exhibiting at the showcase. Each participating company will receive only one space, regardless of the number of products they will be exhibiting. Within this space, the participant can post literature of any type as long as it can be attached to the poster board with push pens. No display devices can be attached to the boards or placed in the exhibit area.

### Confidentiality

Any company that believes that it is necessary that confidentiality of their new product be maintained until the opening of the showcase, should not participate. Neither ATA, the Executive Board nor AALAS will be responsible for maintaining the confidentiality of any new products submitted for inclusion in the "Showcase".

### Setup and Take Down

The event will be held on the exhibit floor on Monday, October 18, 2004 from 10 AM to 12 Noon. All materials must be set up prior to 9 AM on that Monday and must be removed by 12:30 PM of the same day.

### Registration Deadline

All applications for participating must be received by the ATA Executive Board for approval no later than 5 PM EDT, August 16th, 2004. Applications can be downloaded from the ATA website ([www.alliedtrade.org](http://www.alliedtrade.org)), and can be mailed, sent electronically or faxed to:

Mr. Robert Boyington  
ATA/AALAS  
302 Court St., Unit 206  
Covington, KY 41011

RBoyington@compuserve.com or  
Fax: 859-655-9777  
Phone: 877-404-9777

eddie@altdesign.com  
Fax: 479-524-4210  
Phone 800-320-2459

# ATA New Products Showcase Application

Company: \_\_\_\_\_

Key Contact: \_\_\_\_\_ email: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Address \_\_\_\_\_ State: \_\_\_\_\_ Zip \_\_\_\_\_

General Description of New Product(s):

What justifies this as a new product? (Here I am looking for justification and documentation)

When was this product first introduced to the market? \_\_\_\_\_

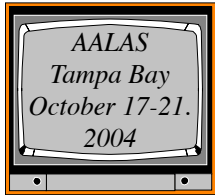
Please attach any documentation of product introduction date, and literature if available.

*I the undersigned hereby certify that this product is a "New Product" as defined in the Rules and Regulations governing the "ATA New Products Showcase".*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Reviewed by: \_\_\_\_\_ Date: \_\_\_\_\_

\_\_\_\_ Approved      \_\_\_\_\_ Rejected – Cause of Rejection \_\_\_\_\_



ATA/AALAS  
302 Court St., Unit 206  
Covington KY 41011