

ATA Quarterly News

Summer 2010



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Ballot - insert



Atlanta, Georgia
site of 2010 National AALAS Meeting

ATA on the Web!

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



ATA President Laura Mistretta
and ATA President elect Steve Sussman

Presidential Message

I can hardly believe that the summer is almost over; the days just seem to fly by! I hope that each of you have taken the time to relax and enjoy the summer months.

The mid-year meeting was a success and I would like to thank each of you who attended and contributed to the discussions. Please take the time to read the minutes from the meeting in the newsletter.

It is time for ATA to review our mission and vision for the organization and a sub-committee has been created which includes your ATA board members, Frank Lynch, Dean Kirk and Renee Kahn. We will report our progress during the annual ATA meeting in Atlanta.

As members of the AALAS national meeting site selection committee, both the ATA and EAC played a key role in the site selection for the 2015 meeting. Based upon your answers to the ATA site selection survey – Phoenix was the top choice for 2015 (Long Beach was removed from the list of possible cities due to limited hotel rooms.) Phoenix became the top choice for the AALAS site selection committee and during the BOT meeting in June was selected as the host city for the 2015 meeting. I would like to thank each of you who took the time to answer the survey – your vote made a difference.

During this year's Tri-Branch meeting in Atlantic City, NJ, the ATA sponsored a Roundtable – "From Our Door to Yours – Transportation of Biomedical Research Animals". I would like to thank each of the presenters from Pharmacal, World Courier and Covance for giving their time and expertise to this event. The roundtable was a huge success and will be given at the NCAB Seminar in September. I know that many of you are active in your local branch meetings and are presenters at the regional District meetings and I would like to take this time to thank you. It is important that the ATA continues to be seen as experts in the field of Laboratory Animal Science and that this knowledge is passed on to the technicians and managers of AALAS. ATA has been asked to put together a presentation for the 2011 Turnkey



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meeting, this is a great opportunity for ATA and if you are interested in being part of this presentation, please contact me or any of your ATA board members. Our next goal - AALAS National Meeting 2011.

In closing, I would like to say that it has been my honor to serve as your President.

Laura

ATA MidYear Meeting

14 June 2010

ATA President Laura Mistretta opened the meeting welcoming the attendees and special guests, and thanked Deb Benner and Heidi Duffy for putting together an exciting TriBranch meeting.

Heidi Duffy, 2010 TriBranch Chair, thanked the ATA members for their support especially in this troubled economic climate.



Laura encouraged all ATA members to continue to reach out to their local and branch members, offering support and expertise for their local meetings. ATA members are encouraged to be speakers, mentors and workers for local and national events. Laura noted that this year the ATA had sponsored a round table on transportation of biomedical research animals.

Nominations for ATA president-elect opened. Two candidates emerged:

**Dean Kirk from Life Science Products
Frank Lynch from Pharmaceutical Research Labs**

The slate was approved by the membership.

Kate Ewing and Steve Sussman jointly presented the EAC report. They opened with the discussion on whether EAC should be a "council" or a "committee" in terms of its work with AALAS. The main difference is that a "committee" would have less value to ATA than a "council" because the AALAS president solely appoints a "committee" and ATA would have no formal input. Currently the EAC seats ATA appointed members as a "council."

The EAC has a direct link to the AALAS Board of Trustees for site selection issues, etc., and currently all EAC members are also ATA members, representing small, medium and large booth sizes. Deb Benner, AALAS Treasurer, took the floor to discuss the differences and pointed out that the ATA would benefit more to have EAC as a 'council.'



*ATA President Laura Mistretta
and AALAS Treasurer Deb Benner*



Bob Boyington and Don Bradford



Steve Sussman, ATA President Elect

ATA MidYear Meeting

The main advantage of a 'council' is that if the EAC became a 'committee' ATA could lose our seats on the site selection committee. Councils are appointed by National AALAS.



It was the consensus of all in attendance to remain a council.

Kate resumed her presentation on the EAC. She noted that very few of the 2009 exhibitors at national knew what the EAC or the ATA were. Kate had done a reach-out to exhibitors by email after the national meeting.

The EAC leadership discussed the national exhibition rules and will further discuss this at their midyear meeting.

The Technical Trades Presentations had a record number of submissions for the 2010 meeting. The presentations will be given on Sunday at national. Booth set up is Monday.

Laura resumed her presentation asking if the ATA should obtain an affiliate booth for national AALAS. Also would it be a good idea to have the new products showcased in this affiliate booth? Several of the membership thought this was a good idea.

Don Daniels, for Eddie Loyd, presented information about the New Product Showcase. The deadline is 1 August. He also felt that this could be incorporated into the ATA affiliate booth for showing during the week at national. There was discussion if ATA should pay to get a card mentioning the new products and place that card in every exhibit packet and in the welcome gifts for national AALAS. Don Bradford said that since we paid for it, we could do what we wanted, and encouraged this. We could mention the value of being an ATA member and the value for local and regional meetings of having ATA members be involved in the planning and the implementation of meetings.

Kate asked 'what is the value of being an ATA member' Steve Sussman continued that each ATA company could have one individual send to the secretary of the ATA an answer to this question. From the answers we could develop a mission statement for ATA. This could also produce a value statement for ATA membership.

Laura concluded that she would ask AALAS to include our flyer on the ATA in the welcome bag. **(Note: AALAS denied the request)**

Laura also asked should we have a booth or should we have a poster? Chris Lyons suggested we consider a marketing group to assist us. Laura said she would gather a small group to research this. The issue was tabled for the moment.

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

National Meeting Note

New Exhibit Hall info (2010)

Tuesday, October 12
8:30 a.m.-5:00 p.m.
Wednesday, October 13
9:00 a.m.-5:00 p.m.
Thursday, October 14
9:00 a.m.-1:00 p.m.

The hall will open promptly at 8:30 a.m. after the ribbon-cutting ceremony on Tuesday, October 12, and will close Thursday, October 14, after 1:00 p.m.

This information is from the AALAS web site



ATA Midyear

Chris Lyons gave the AALAS update (Dr. Turner was overseas at FELASA). National AALAS membership is now 13,100. The EAC had doubled the Technical Trades Presentations. There are over 200 booth applications for 2010 Atlanta National Meeting. "Whyville" has won national awards. Pfizer has offered to expand the AREA program. National elections are on line this year. Certifications have declined. The Buyers Guide is doing well.

Gail Thompson gave a brief discussion of the IAT (greetings from London).

The Site Selection for 2015 issue: Long Beach, Phoenix, Salt Lake and Denver were the four sites considered. Long Beach was removed because of lack of local hotel space. The ATA membership had been polled and ATA's choices were: #1 Phoenix, #2 Salt Lake City, #3 Denver. ATA members were encouraged to talk to their Board of Trustees' members. Deb Benner noted that the AALAS BOT look at very different issues in regards to site selection than we vendors do, hence a courtesy phone call could make a big difference to them.

(Footnote: The AALAS BOT choice was Phoenix for 2015)

Other upcoming meetings:

The NCAB Symposium for 2010 will be 31 August – 2 September at the Gaylord, National Harbor, MD.

The Turnkey 2011 will be 14-15 April in Baltimore, MD.

Amy Ingraham presented the tiered membership proposal for ATA. There has been some interest from independent representatives and the smaller or newer companies to join an organization such as ATA, but the membership fee of \$150 is considered steep, especially since smaller companies may not seek national AALAS booth space, which has a discount for ATA members. The proposed tiered membership might offer an individual membership for the independent representatives, and perhaps a 'newcomer' discounted fee for companies that have never joined ATA. Laura will put this to a sub committee for consideration.

Laura asked for a motion to adjourn. So received. We will meet again at national AALAS, Atlanta GA, for breakfast on Monday 11 October 2010, in the Georgia World Congress Center, 8:30 am – 10:30 am.

Congratulations to Don Bradford, 2010 Garvey Award Recipient.

AALAS Update from Chris Lyons

Administration - The first online AALAS National Election opened June 1 and closes June 30. If a member didn't have an email address, then they are mailed a paper ballot.

Meetings and Finance - The 61st AALAS National Meeting in Atlanta is well underway with Topic Submissions closing on March 15th. The Program Committee had many more submissions in all areas than could be accepted. The Abstract Submission deadline is June 1st and we are anticipating an excellent number of submissions for this area as well.

The Exhibitor Advisory Council had more than double the number of Technical Trade Submissions than can be accepted and they are in review at this time. 210 commercial and affiliate booth applications have been submitted, compared to 214 in 2009 and 250 in 2008, and applications continue to arrive.

Member Relations and Marketing - AALAS Membership as of 4/30/2010 is 13,100, which includes 171 commercial members and 558 institutional members.

Professional Development - As of 04/30/2010 AALAS tested 806 candidates; this is 25.6% less than the number of exams given by the end of April 2009. We have processed 1,162 applications during this period, almost 16% less than 2009.

AALAS Foundation - The Foundation Earned the American Society for Association Executive's Associations Advance America Award of Excellence for developing the Whyville Community Animal Research Environment (CARE). CARE, a series of games in a virtual laboratory that teach young people about the essential role of animals in research, generated over 636,000 game plays and over 16,000 visits to AALAS brochures since August.

- Foundation volunteers and staff are working to implement the following public outreach projects in 2010:
- Develop Public Outreach Course on AALAS Learning Library

Staff will work with volunteers later this summer to produce a course on the ALL to teach laboratory animal science professionals how to effectively educate the public about the essential role of animals in research.

The course will take the best ideas from existing resources and include audiovisual resources that members can use to conduct outreach activities in their communities

Local AREA Program

Pfizer generously agreed to expand the existing Animal Research Education and Awareness program to AALAS district and branch meetings.

Staff is developing implementation strategies for the program as well as a best practices manual for AALAS branch and district leaders interested in conducting an AREA program.

- There has been a dramatic increase in the number of page views when comparing AALAS' old 2009 online buyer's guide to the new 2010 online buyer's guide that is hosted by MultiView

- **2009** **2010**

Jan	568	10684
Feb	515	8746
March	539	12259
April	398	11362
May	442	9468

*Thank You to the
Allied Trades Association*

Submitted by Amber Lange

Thank you to Allied Trades Association for the donation to the Foundation for Peace after the devastating earthquake in Haiti. The funds were used to help build a school for a refugee camp located in Fond Parisian about 45 minutes east of Port Au Prince, Haiti. Over 400 children attend the current school made of tarp material and discarded wood. The new school has 8 classrooms and will hopefully be staffed with teachers by September. Many of the over 1700 people living in the 210 tattered tents in this refugee camp are recovering from traumatic injuries sustained during the earthquake. There are also 108 orphans living with the families in this camp. For more information on the Foundation for Peace visit the website:

foundationforpeace.org



The current school facility



Students in current school (July 2010)

The new school house,
nearly completed

(July 2010)



ATA Election 2010
ATA President-elect Candidates

The Allied Trades Association is pleased to have two candidates for the office of ATA President-elect.

Both candidates were asked to submit a brief statement and a photograph. They are presented here in alphabetical order



Dean Kirk

Dean Kirk

Dean Kirk is the National Sales Manager at Life Science Products. He has been with LSP for 8 years and has participated in ATA functions and events during this time.

"I am honored to be nominated for the position and know that there is a lot of work involved with this position. The membership must stay together as a whole so the ATA organization can stand on it's own. Through new ideas and programs that benefit the membership and it's clients we could grow to be a great resource to our industry. There has been very positive ground work accomplished over the past few years and we can continue to expand on these accomplishments. The ATA can create a need for other companies to join with the continued efforts to create more ROI for it's members. A buyers guide, booth space for promotion of members, and planned functions for the members are just a few ideas that are sound."



Frank Lynch

Frank Lynch

I am the Mid-Atlantic Sales Representative for Pharmacal Research Laboratories. I have represented Pharmacal in a sales capacity since 1981. I've been a National AALAS member since 1983 and am currently the Vice Chair of the Exhibitor Advisory Council (EAC) to AALAS and will be Chair of EAC in 2011. I am a member of NCAB (1983-present), RTB (1984-present) and FAALAS (1984-present). I currently serve on the Executive Council of NCAB as The Institutional Member Chair (2004-present), The Seminar Exhibit Committee Chair (2004-present) and the Ad-Hoc Committee (2005-present). I am the current ATA representative to District IV/AALAS (2008-present).

I'm honored to have been asked to run for the position of president of ATA. I believe it is in the best interest of the ATA to continue to forge a strong partnership with AALAS, its affiliated branches and the EAC. Membership growth of any organization is fundamentally important to sustain relevance. The ATA must provide leadership and value to its current and prospective members in order to grow. The ATA has to have a clear and singular voice in all matters of concern, be it site review for National AALAS-meetings, speaking/exhibiting opportunities at National meetings and other scientific forums and exhibit rules and regulations.



See You in Atlanta GA

Allied Trades Association Membership Annual Meeting

Monday 11 October 2010
8:30 am - 10:00 am
Georgia World Congress Center

ATA New Products Showcase

Monday 11 October 2010
8:30 am - 5:00 pm
Georgia World Congress Center

***ATA needs a
Nominations
Chair***

*Please contact
Laura Mistretta*



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