

ATA Quarterly News

January 2010



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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

From Laura Mistretta, ATA President

Happy New Year and welcome to 2010! I hope everyone enjoyed the holiday season and took some time to rest and recharge.

The 2009 AALAS National Meeting evaluations are in and the meeting received very strong rating from the survey respondents. Registration numbers came in very strong at 4,624, and of the 944 individuals who completed the meeting evaluation, 73% are already planning on attending the meeting in 2010. The Technical Trade Presentations received a 40% response rate and 95-97% of those liked the format, the length of the presentations and found them informative. The time slot did receive a lower rating and it appears, kept some individuals from being able to attend. Forty-six percent of the respondents visited the New Product Showcase and 60% of those found the information helpful. 91% found the exhibit area to be very important to the success of the national meeting and the attendance was equally split on Monday and Tuesday. No surprise to this group, Wednesday afternoon receiving the lowest attendance rating. The vast majority of the attendees visited the exhibit hall to look for new products or to meet with a specific vendor. The success of this meeting should be a positive driver for the 2010 meeting in Atlanta.



We are in the process of selecting the meeting location for 2015 and the following cities are on the bid list – Denver, CO; Long Beach CA; Phoenix AR, Salt Lake City, UT. Betty Cartwright is still waiting for information concerning the possibility of a location in Las Vegas. The selection committee will meet in early April to determine the list of 3-4 cities to be sent to the BOT for vote. Please contact any of your ATA Board members, Jerry Shapiro or James Lemken to voice your opinion. Your ATA site selection committee will meet prior to the AALAS selection committee vote. Your opinion counts – but can only be heard if you voice it!



Dr. Ann Turner, AALAS

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ATA Executive Committee

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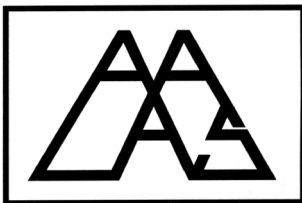
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I would like to thank Don Bradford for taking the lead and getting the ball rolling on an ATA roundtable or workshop during the Tri-Branch meeting in June. Success requires input and output from the ATA membership. The request for submission for AALAS is open January 8-March 15, anyone interested in helping to put together an ATA roundtable or workshop please contact an ATA board member.



In closing, I want to thank everyone for being an ATA member and continuing to support the organization. But it takes more than just being a member - it takes action to keep an organization growing - please step up and volunteer your time and service

Laura

AALAS New Buyer's Guide

Article submitted by John Farrar, AALAS Communications Manager

AALAS has launched a robust new buyer's guide on www.aalas.org <<http://www.aalas.org>>. The guide's search engine allows members to conduct detailed searches for products and services contained within the websites of the companies listed in the guide. For example, if you were to search on "synthetic alkaline detergent", you would see a link on the results page that will take you directly to the company's web page that mentions this product. This search will provide more relevant returns than engines such as Google™ or Yahoo™ because the sites contained in the guide have been pre-qualified. Users can also use the "browse by category" feature to locate companies in various predetermined categories or search geographically by state, city, or distance.



Chris Lyons, AALAS

Another new feature is the desktop search tool. From the "tools" menu bar, download the desktop search tool and then you can search directly from your computer's desktop. You don't have to even open your web browser. In addition, users can install a Firefox search plugin, which allows users to search directly from the browser.

To access the buyer's guide, visit <http://laboratoryanimalsciencebuyersguide.com>.

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ATA President Laura Mistretta and AALAS Treasurer Deb Benner



Bob Boyington and Don Bradford



Steve Sussman, ATA President Elect

National AALAS ATA Breakfast Minutes

ATA Annual Meeting
8 November 2009
Denver Colorado



The ATA General Meeting was held over breakfast at the Denver Colorado Convention Center on 8 November 2009. Laura Mistretta called the meeting to order and thanked everyone for attending.

Several introductions were made. AALAS leadership members included President Dr. Scott Perkins, President-elect Deb Donohue, AALAS Executive Director Ann Turner, Deb Benner, AALAS Treasurer and ATA member, AALAS management Chris Lyons, Betty Cartwright, and Tom Boeschinger (AALAS legal counsel). The 2009 Program Chair, Dr Stuart Leland and 2010 Chair John Long were also introduced. Trustees representing Districts 1, 2, 3, 4, 5, 6, 7, and 8 stood and introduced themselves. Jay Brede was introduced. Laura welcomed all new members and the entire ATA membership in the audience.



Dr Ann Turner and Chris Lyons requested time to speak to the ATA membership. Dr. Turner discussed the attendance at this meeting and was pleased to note that despite the economic issues of 2009, the pre-registration was over 4,000 and the trade show was very well represented. The security team and the local FBI and police have reported the threat assessment this year is very low. However, Atlanta might be a slightly different story next year. The 2010 Meeting will be in the Georgia World Conference Center Building A, next to the Omni Hotel.

Continuing her remarks, Dr. Turner said that AALAS has begun looking at an on-line Buyer's Guide. A company (MultiView) was identified to develop and populate the Guide, and the Exhibitor Advisory Council (EAC) was involved in the process. The AALAS Executive Committee approved the company and the new Buyer's Guide was established. Chris Lyons gave a brief power point presentation of the Guide showing the accessibility of it and how individuals can have a desktop icon on their home computers for easy access to the Guide.

Dr. Karen Froberg from BioServ was asked to speak to the Guide by Chris Lyons. She mentioned the dynamic interaction of the Guide and how much more they liked this version than the hard copy. Dr. Froberg had a good interaction with the MultiView company individuals when designing her advertisement. She



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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



Annual Meeting

noted that the tools are on the Guide, making it easy for individuals to search the Guide. Firefox has a plug in that takes the user directly to the Guide, and the information tool is very helpful.

Chris Lyons pointed out that the basic listing was free and the enhanced listing allowed companies to add names and categories. The cost for the first year was \$39 and the Guide (MultiView) also allows for indexing of the advertising company's web site, leading the viewer to a specific page on the company's web site if a search has been started.

The main ATA questions revolved around the security of the web site.

Several members of ATA were not pleased with the roll out of this new Guide and expressed opinions to Chris Lyons and Dr. Turner. Since even the district Trustees did not know about the Guide until the roll out, ATA members felt unrepresented in an AALAS decision and with the lack of direct line back to national AALAS. ATA members felt that with all the requests over the years for communication with national AALAS either with the trustees or through the EAC, this new Guide was swept past the individuals who were going to have to pay for it, without any place for comment.

This brought on a secondary discussion on the status of the EAC. The EAC is an advisory committee. Several ATA members expressed a desire that the EAC might be elevated to a standing committee of AALAS.

Returning to the discussion of the communication issue of this Guide, Dr. Perkins spoke about an email that was sent to the EAC concerning the Guide. Steve Sussman said that the email sent was done when the Guide was already set up and the company running it had started to communicate with vendors. In fact some very aggressive sales people approached the vendors from MultiView before AALAS had announced the formation of the Guide and notified EAC and ATA of its existence. Chris Lyons acknowledged that AALAS has been working on the Guide concept for over 2 years, although ATA was not involved nor contacted about it prior to its roll out. Steve wanted to move past this point, as it was already a done deal, and work on enhancing communication in the future.

Andy Minenna questioned Chris and Dr. Turner about the lack of communication. Andy pointed out that ATA has two meetings a year, and Dr. Turner attends both meetings. He asked why AALAS never broached this point prior to now.

Don Bradford addressed the Board of Trustees members in attendance. He felt that the Executive Committee was representing neither the BOT nor the membership, but acting as a ruling party of AALAS. Don emphatically stated that we

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should have representatives, not rulers. Further, Don was surprised with the attitude of AALAS leadership that no one thought of ATA or EAC during the two years of development.

Chris Lyons noted that his staff did all the legwork on the Guide, and was not sure what they had missed, but they worked very hard to pull this together. Steve Sussman noted that what was missing was communication, specifically with the ATA in June at our midyear meeting, or at our annual meeting in Indianapolis last year.



Dr. Turner said that she had spoken about the Guide at the ATA Midyear Meeting in Atlantic City, June 2009. Amy Ingraham looked over her notes and stated that there was no mention of a Guide nor of Dr. Turner discussing this in the minutes from the Midyear Meeting in June 2009. Dr. Turner stated that Amy had missed this point of discussion. Amy felt otherwise and stated so.

Deb Benner (AALAS Treasurer) spoke to the EAC Chair. Deb will be working on communications and input from EAC to the BOT. Deb sees all this as a positive; we now have an electronic Guide. Deb encouraged the ATA membership to contact their trustees and also Dr. Turner if concerns are noted. Deb said that all the parties at AALAS do listen and care about the ATA issues. And the Executive Committee and leadership groups are looking at the EAC to become a standing committee of AALAS.

Eddie Loyd stated that the ATA and the vendors do a great deal of carrying AALAS financially, with our involvement in the trade shows yearly and with our advertising with AALAS, but he feels we don't get a great deal of respect from national AALAS.

Steve Sussman said that this Buyers' Guide and MultiView have a 5-year commitment with AALAS. After that point, ATA and AALAS can make changes.

Laura Mistretta asked if the ATA meeting might move on at this point. She introduced Gail Thompson who welcomed everyone to the Denver Convention Center and encouraged everyone to come to the local arrangements booth if anything was needed. Gail also was pleased to note that the Air Force academy cadets would be involved in the opening ceremony on Sunday evening.

Laura discussed the site selection process for the national AALAS meeting in 2015. She will communicate with ATA about the process as it continues. In addition she encouraged ATA members to communicate with their local trustees on all things national.

ATA Nominations are coming up! Laura is looking for individuals who wish to serve on the ATA Nominations Committee. Please contact Laura if you are interested.

Deb Benner gave a TriBranch Symposium update. The next three years will be locked into the convention center in Atlantic City, New Jersey. The dates are: June 14-16, 2010 (DVB AALAS hosting), June 13-15, 2011 (Metro NY AALAS hosting) and June 11-13, 2012 (New Jersey AALAS hosting). Deb has negotiated with the Atlantic City Convention Center and costs will be held down as per the three-year contract.

Steve Sussman discussed the Exhibitor Advisory Council. The committee is made up of 8 people, and an AALAS liaison. Four people are hand picked by AALAS and four people come from ATA. The ATA individuals are chosen by their booth size (small, medium, large and extra large). The committee is: Kate Ewing (to be the 2010 chair), Rob Drye, Karen Froberg, Tim Hidell, Frank Lynch (incoming vice chair), Andy Minenna, Rob Kydd and Steve Sussman. The EAC is charged with making sure that all exhibitors play on a level playing field at the

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national trade show. Concerns and complaints must be sent to the EAC and signed by the individuals bringing the complaint or concern.

Eddie Loyd ran the New Products Showcase again this year. He had 27 companies respond to put up posters, etc. Eddie had two exhibit areas and gave space on a first come, first served basis. The Showcase gives companies more visibility.

The Technical Trades Presentations are given on Sunday at national and Steve Sussman noted that he had 2 full hours worth of presentations signed on for 2009.

Laura Mistretta and Steve Baker discussed LAMA. LAMA is re-branding this year, with a new logo, new review cover, new web site, more content for management. The 2010 LAMA meeting will be in Clearwater, Florida. The 2011 meeting will be in Phoenix, AZ, and the 2012 meeting in Austin, TX.

The Turnkey meeting 2010 will be in Baltimore, as will the 2011 meeting, announced Patrick Murphy. Contact the conference manager at Viacon publishing for additional information. The tables are already selling out.

ATA Signage Questions – Amy noted that she had not made up signs this year for booths of ATA members. No one had missed them until she mentioned it. The question is, are the signs outdated, do we need to look at other options? Laura asked if were important to have any signs, and could the signs be on a shirt, or on the banner of the booth, rather than the cardboard sign dropped off in the booths? Do attendees understand what the signs mean and why it is important to be an ATA member? Suggestions include making our own ribbons for ATA members to wear on their badges (national AALAS will not endorse this as ATA is independent of national); have a banner in front of the main entrance listing the ATA member booths and their locations; have an ATA booth at the meeting with information on ATA and listing all ATA members; offer Bloody Mary's at breakfast; get ATA involvement on the program.

Don Bradford suggested specifically that the ATA have a wet lab sponsorship run only by ATA members. AALAS does not generally have wet labs, so this would certainly be well received as an educational venue. Don noted that ATA has to do more to promote itself and the educational opportunities it can offer. No one else will do it for us. Laura will take the suggestions and work up some information on them for presentation at the Midyear meeting.

Steve Benigni informed ATA members that the TriBranch 2010 will allow for all electronic registration and will accept credit cards for the first time ever. Frank Lynch noted that the NCAB meeting is August 31 – Sept 2, 2010.

In old business, discussion continued on overlapping of schedule events with branch and regional meetings. The process takes time to complete.

With no further discussion and a need to go set up everyone's booths, a motion was made and seconded to adjourn.

TriBranch Update from Deb Benner

Deb Benner notes that the next three years will be locked into the convention center in Atlantic City, New Jersey. The dates are: June 14-16, 2010 (DVB AALAS hosting), June 13-15, 2011 (Metro NY AALAS hosting) and June 11-13, 2012 (New Jersey AALAS hosting).

2010 Membership Renewal (New Member Application)



ATA/AALAS
est. 1955

ATA Secretary-Treasurer
452 Hahnstown Rd
Ephrata, PA 17522
1-800-243-5350

Allied Trade Association for Laboratory Animal Science

Invoice

Annual Dues for 2010 \$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 _____

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

Mid Year Meeting

Reminder

Atlantic City NJ

14 June 2010

ATA Members

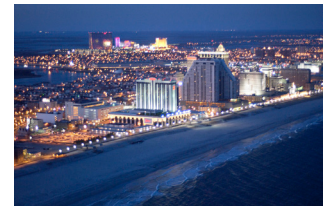
*did you renew your ATA
membership yet?*

***ATA needs a
Nominations
Chair***

*Please contact Laura
Mistretta*



Atlantic City
Convention Center
TriBranch Symposim



ATA/AALAS
452 Hahnstown Road
Ephrata PA 17522