

NEWS Briefs

TGA Launches New Industry E-newsletter

AS A VALUED MEMBER OF THE TRAVEL GOODS INDUSTRY, WE HOPE YOU have been taking advantage of the many member benefits TGA offers. As our industry continues to change, we are committed to our members to keep you informed of these changes in a timely manner. To that end, TGA has recently partnered with MultiBriefs, the leading publisher of association news briefs, to launch the new **TGA Industry News Briefs** which you will be receiving via email on a weekly basis. TGA Industry News Briefs is targeted to the more than 6,000 travel goods industry professionals (including TGA's member manufacturers, retailers and sales reps) and members of the media. If you have any questions regarding TGA Industry News Briefs, please contact Rob Holmes at rob@travel-goods.org; 609-720-1200, x-203. ■

Capitol Beat | By Nate Herman

A New Year... but the Same Old Issues

As we say good bye, and good riddance, to 2009, we look ahead to what will hopefully be a better year for our industry and our economy. Will our friends in Washington, DC help or hurt our efforts to make 2010 a truly good year?

With the results of the recent Massachusetts Senate race fresh in everyone's minds, the Democrats in Congress and President Barack Obama must now find a new way forward on health care reform or take the issue off the table altogether.

If health care is stalled, Congress will turn to other issues that affect our industry. Some are positive, like improving access to capital for small businesses or eliminating credit card interchange fees. Some are unclear, like efforts to stop climate change that could include "border taxes" imposed on imports from China and other countries that don't commit to similar efforts. And some negative, like the *Employee Free Choice Act*, which would eliminate secret ballot elections on unions in the workplace and force binding arbitration on contracts between employers and unions.

2009 did end with some positive developments regarding the Consumer Product Safety Improvement Act (CPSIA). The Consumer Product Safety Commission (CPSC) extended the current stay of enforcement on third-party testing for another year. The CPSC also agreed to allow component level testing for CPSIA compliance.

Regrettably, California decided not to take this approach. Instead, 2009 ended with a slew of new cases being filed against travel goods alleging that the products contained chemicals that violated California's product safety labeling law — Proposition 65.

So, as our industry works to rebound from a less than perfect 2009, here's hoping that our elected officials will choose to help us and not hurt us in 2010. ■

If you have any questions or would like additional information, please contact TGA's Nate Herman at 609-720-1200, x-208; nate@travel-goods.org.

Upgrade Your Sales Force

TGA HAS UPDATED THE TRAVEL Goods Specialist Certificate Program, and we're rolling it out at The 2010 Travel Goods Show.

New product info, streamlined course content and up-to-date security regulations and travel recommendations make TGSCP 2.0 the fastest way to get your sales force up-to-speed, and help add real value to your customers' shopping experience.

The Travel Goods Specialist Certificate Program trains sales associates to assess customer needs, and zero in on the products that will resonate with those customers. By giving your sales team a handle on the latest in materials technology and product design, TGSCP 2.0 helps them make travel an easier, more rewarding experience for your customers, turning them from one-time visitors into repeat customers — and that's good business.

Stop by TGA Booth #703 and learn how Version 2.0 of the Travel Goods Specialist Certificate Program can help your sales team add to your bottom line. ■



TGA News Briefs continued on next page

New Members

A hearty welcome to the following companies that have joined TGA since November:

- Bugatchi Uomo/Haute Image International, Naples, FL (M); www.hauteimage.com
- BedVoyage, Seattle, WA (M); www.bedvoyage.com
- BJX, New York, NY (M); www.bjx.com
- Boblbee Division, HP Marketing Corp, Pine Brook, NJ (M); www.hpmarketingcorp.com
- Cabeau, Inc., Woodland Hills, CA (M); www.completesupportpillow.com
- Dancebag, Colorado Springs, CO (M)
- Delphinus Inc., San Jose, CA (M)
- Denco Sports Luggage, Inc, Redwood City, CA (M); www.sportsluggage.com
- DIFRwear, New York, NY (M); www.difrwear.com
- Earl Jans, Diamond Bar, CA; www.wayneintl.com (SR)
- Ecogear, Chang Hua, Taiwan, (M); www.cotec-epo.com
- Ellington Handbags, Portland, OR (M); www.ellingtonhandbags.com
- FAB/Starpoint, New York, NY (M)
- Garment Saver by Hot Accent, Mission Viejo, CA (M); www.garmentsaver.com
- Intelligent Luggage, Stoneleigh, UK (M); www.intelligentluggage.com
- ITW Space Bag, San Diego, CA (M); www.spacebag.com
- Just Me by Annette, Ogden, UT (M); www.justmebyannette.com
- Kenlo, New York, NY (M); www.kenlo.com
- Kobold (Xiamen) International Co., Ltd., Xiamen, Fujian, China (M); www.kobold-international.com
- Lipault, New York, NY, (M); www.lipault.com
- Make Love Not Trash, Culver City, CA (M); www.makelovenottrash.com
- Marjorie Frank, New York, NY (SR)
- Naftali, Inc., N. Miami Beach, FL (M); www.naftaliinc.com
- Oughton Limited, Pawlet, VT (M); www.oughtonlimited.com
- Oxford & Wells, LLC, Dallas, TX (M); www.oxfordwells.com
- Planet Earth Eco-Friendly Luggage, Brooklyn, NY (M)
- Relief Pod International, Santa Ana, CA (M); www.reliefpod.com
- Return If Found, Boca Raton, FL (M); www.returniffound.com
- Seat Buddy LLC, Irvine, CA (M); www.theseatbuddy.com
- Sebens Consulting LLC, Bound Brook, NJ (A); www.davidsebens.com
- Spibelt, Austin, TX (M); www.spibelt.com
- Strandle, Canyon Country, CA (M); www.strandle.com
- StarKids Products, Denver, CO (M); www.starkidsproducts.com
- Travelocity/Cellular Abroad, Inc., Playa del Rey, CA (M); www.cellularabroad.com
- Vemayca, Bellevue, WA (M); www.vemayca.com
- VinniBag by Ellessco LLC, Ventura, CA (M); www.vinnibag.com

M=Manufacturer; R=Retailer; SR=Sales Rep, S=Supplier; A=Affiliate


DEMOCRACY IN ACTION

Highlighting the corporate citizenship of the travel goods industry

Briggs & Riley is Suffolk County's #1 Corporate Team of the Juvenile Diabetes Research Foundation

Briggs & Riley Travelware is pleased to announce the success of its 2009 fundraising efforts for the Juvenile Diabetes Research Foundation (JDRF). This year's contributions, exceeding \$26,000, have again led to Briggs & Riley being recognized as the #1 corporate team in Suffolk County, NY. For over nine years, Briggs & Riley has partnered with JDRF in its mission to find a cure for diabetes and its complications through the support of research. This year Briggs & Riley's staff coordinated various fundraising efforts, including auctions, comedy night, book and CD sales, pizza lunches, and "jeans Fridays." The campaign drive culminated in a 5K Walk to Cure Diabetes held October 4, 2009 at Belmont Lake State Park on Long Island. 


Eagle Creek Food Drive a Success with 75,000 Meals for North County Food Bank

Eagle Creek Travel Gear counts its 21st annual food drive a victory in the fight against hunger as the company raised \$20,000 in support of North County Community Services' Food Bank in San Diego, California — equivalent to about 75,000 meals. Eagle Creek associates donated and collected both food and money from local businesses and friends, delivered to North County Food Bank by long-time supporter Roadway Trucking. Fundraising efforts for the food drive included an online donation site, donations at their parking lot sale event, and the set-up of food bins at 11 local organizations. 



Eagle Creek and North County Community Service associates celebrate success at Eagle Creek's 2009 food drive weigh-in.

KIVA Co-Sponsors Rick Steves' MS Fundraiser

For the third year in a row, Kiva Designs, Inc. cosponsored Rick Steves' bicycle team, the Eurostars, in the Seattle MS Bike-A-Thon held every fall. The team rode a total of 1,100 combined miles, raising over \$28,000, substantially beating last year's \$21,000. Steves personally matched 50 cents on the dollar for every dollar raised by the team. 



The 16-member team was led by Shipping Manager Tom Platt and included General Manager Anne Kirchner, her husband Harry, Jan Steves, Rick's sister, and Steve Cammarano, editor of "Rick Steves' Europe," as well as 11 other friends and employees.

MEMBER PROFILES In an effort to publicize and promote the travel goods industry, TGA profiles both new and long-standing members in every issue of *Travel Goods Showcase* and on TGA's website, www.travel-goods.org. TGA members can submit profile information by visiting the website at www.travel-goods.org.

MEMBER PROFILES

Mellow World Inc.



Mellow World

LOS ANGELES-BASED MELLOW World is a designer/manufacturer of handmade products that combine unique design with sophisticated colors and the finest materials. High-luminosity colorations, diverse textures and intricate woven designs make their collections both one-of-a-kind and exclusive, and encompass a full line of products from fashion handbags to travel bags and accessories.

Mellow World's in-house design team gives them full custom capability to collaborate with customers for customized handmade products, and Mellow World can manage the complete process from design and prototyping to manufacturing and delivery. "We provide the best handmade products with the highest quality, comfort, and the fairest price," states Mellow World's Lillian Chen.

For more information, log on to www.mellowworld.net or contact Lillian Chen at: 909-622-0801; lillian@mellowworld.net.

MEMBER PROFILES

Pocket Armrest

ENOUGH'S ENOUGH. MATT MOSTAD spent too many flights seated in back, fighting for the armrest and losing his personal space, and decided to do something about it. Most seating, in airplanes and at long events, require people to cross their arms or clasp their hands for hours at a time, and it's just not comfortable. So he devised the Pocket Armrest, which allows travelers and event-goers to gently hold their

hands while giving them the freedom to rest their muscles, relax or sleep.

The Pocket Armrest is the perfect add-on for sales of neck pillows and other travel comfort items. It is a patent-pending, new travel accessory that gently supports/cradles your arms so you can sit in small travel seats and event spaces more comfortably. "The Pocket Armrest gives travelers their personal space back, increases relaxation and perhaps even allows some travelers to sleep when they couldn't before," said Mostad. And that's a good thing.



Pocket Armrest

For more information, log on to www.pocketarmrest.com or contact Matt Mostad at: 206-619-0156; matt@pocketarmrest.com.

MEMBER PROFILES

Storage Kaddy Space-Saver Bags

TOO MUCH STUFF? NO PROBLEM. Create more space in luggage and hand-carry bags with Storage Kaddy. Storage Kaddy is a trademarked brand

of space-saving bags by Misumaru, which specializes in air-tight compression bags, food packaging, and decorative gift bags for the consumer and corporate markets. "Misumaru pioneered the patented one-way check valve and firmly believes in the highest quality products, excellent customer service, and competitive pricing," states spokesperson Jon Sharver.

The company points out that Storage Kaddy Roll Bags are the number #1 choice for using luggage and carry-ons for at-home storage. By placing garments inside the bag and compressing them by hand, travelers can easily maximize their available

space for storage in luggage, closets, attics, wardrobes, drawers, and basements.

For more information, log on to www.storagekaddy.com or contact Jon Sharver at: 707-290-6262; jon@storagekaddy.com.



Be Our Guest!

Grab a Cup of Java, Sit
Back and Refresh
at **TGA Booth #703**

Check out the new updated
2.0 Travel Goods Specialist
Certificate Program

Meet with your peers
and compare notes

Travel Goods ASSOCIATION

Chat with TGA staff