

NEWS Briefs

TGA's New 4-1-1

TIME TO BUST OUT THE BLACKBERRY, the iPhone, the Rolodex, or whatever it is that passes for your address book — your friends at TGA have settled into their new digs, and that means new contact info, including a new toll-free number, too:

Travel Goods Association
301 N. Harrison St. #412
Princeton, NJ 08540
Phone/Fax: 877-TGA-1938
(877-842-1938)

Trivia hounds — 1938 was TGA's inaugural year! Please take a moment to update your records, files, and PDAs. ■

2010-2011 Board Officers Announced

TGA'S 2010-2011 TGA BOARD OF DIRECTORS slate is now complete with the recent election of its Officers.

TGA 2010-2011 Board of Directors

Officers

Peter Cobb, eBags (R), *Chair*
Jack Holodnicki, Olivet International (M),
Chair-Elect
Randy MacKenzie, Edwards Luggage (R),
Vice Chair
Edward Gerch, Kingport Trading LLC (M),
Treasurer
Cliff Ensley, Leisure Merchandising Corp.
(M), *Secretary*
Ricky Schlesinger, The Next Chapter (M),
Immediate Past Chair

Directors

David Bieber, Delsey Luggage (M)
Tim Bleish, Bag and Baggage (R)
Robert Dodson, Ricardo Beverly Hills (M)
Frank Fine, Lieber's Luggage/ALDA (R)
Jerry Kallman, Airline International (R)
Scott Kosmin, 24/7 International (M)
Richard Krulik, Briggs & Riley (M)
Larry Lein, knomo USA LLC (M)
Dennis Owcarz, Sears Holdings (R)
Peter Paradise, Paradise Pen Company (R)

M=Manufacturer, R=Retailer ■

Delivering Big-Time Selling Power With The Travel Goods Show

Nearly one in five retailers attending The Travel Goods Show delivers over \$10 million in annual sales. And 91% of retailer attendees make purchasing recommendations. In other words, The Travel Goods Show is the smartest way to reach the world's best travel goods retailers. It's no wonder more new travel items debut at The Travel Goods Show than any event on the planet. This is the place trend-setting retailers turn to for the season's hot sellers. Which means Travel Goods Show exhibit space gives you the best return for your marketing dollar, getting you in front of the retailers who can make a real difference in your sales. Space is selling fast, and The Show will sell out. Get your exhibitor application at www.thetravelgoodsshow.org, or contact Show Director Cathy Hays at cathy@travel-goods.org, 877-TGA-1938 (877-842-1938).



TGA's Facebook Page is Going Strong

IF YOU WANT TO KNOW WHAT'S GOING ON IN THE WORLD OF travel goods, or have some good news you'd love to broadcast to the industry at large, a terrific way to do this is TGA's own Facebook page. It's like a radio station that broadcasts relevant news directly to our industry. TGA's Facebook entries aren't just news items — they're calls to action on issues that directly affect your business and our industry. And we can put our Facebook page to work for you as well, helping to disseminate news about your media hits and awards. (Done something noteworthy? Please contact Cathy Hays, cathy@travel-goods.org.) If you haven't done so already, link up with TGA's Facebook page as a page you like. And do drop in on a regular basis; it's a quick way to stay in step with industry news and developing issues. ■

TGA is Smart Social Networking

FACEBOOK AND ONLINE SOCIAL MEDIA MIGHT BE THE NEW IN things, but when you get right down to it they're just another way of networking. And when it comes to disseminating information to the travel goods industry, there's no better way to get the word out than TGA. If you want industry insiders to know who your company is and what it's about, the easiest way to tell your story is submitting a TGA Member Profile online, in the Members-Only section at www.travel-goods.org. It'll run for a month on the TGA homepage, and appear in print in *Travel Goods Showcase*. You can also improve the hitting power of press releases by e-mailing them to tgapr@travel-goods.org, for editorial consideration in *Travel Goods Showcase*, the world's largest trade publication devoted to the travel goods industry. So when you've done something newsworthy — be it a new product launch, a new philanthropic undertaking, hiring or expansion — let *Travel Goods Showcase* help you get the word out. ■

Capitol Beat | By Nate Herman

Access to Credit — the Government Might Really Be Here to Help You This Time

As you strive to pull your business out of the economic recession, Congress and the U.S. government have been rolling out or considering new restrictions on China, an ever-growing number of customs requirements and new rules on labor and the environment – all potentially bad news for business. But, there really might be some good news around the corner. This month, Congress is set to consider legislation strongly supported by President Barack Obama that aims to increase something critical to your business during these tough times – access to credit.

The one-two punch of the financial crisis and the economic recession has severely tightened access to credit at a time when small- and medium-sized businesses need it most. As you know, without this critical access to cash flow, otherwise viable and successful businesses will fail. Thankfully, Congress appears poised to do something about it.

Among other things, the Small Business Jobs Act of 2010 (H.R. 5297), if approved by Congress, would greatly expand the size of the loans for which the U.S. Small Business Administration (SBA) will provide guarantees, from \$2 million to \$5 million. Further, the SBA loan guarantee will rise from 75 to 90 percent of the value of the loan. Just as important, the legislation would create a new pool of money available to small- and medium-sized businesses through the Small Business Lending Fund. The fund would provide \$30 billion in new capital to small banks, which could lead to as much as \$300 billion in new lending.

This bill comes at the right time for U.S. businesses. Let's hope Congress does approve this bill.

To contact your member of Congress to urge them to approve the Small Business Jobs Act of 2010 (H.R. 5297), please call the U.S. House of Representatives switchboard at 202-225-3121 and ask for your member of Congress.

If you have any questions or would like additional information, please contact TGA's Nate Herman at 877-TGA-1938, x-708; nate@travel-goods.org.

TGSCP 2.0 List of Specialists Keeps Growing!

THE TRAVEL GOODS SPECIALIST Certificate Program had a very successful June with 117 new courses purchased. The word is getting out that the new and improved TGSCP 2.0 is the fastest way to get your sales force up-to-speed, and help add real value to your customers' shopping experience. Visit the TGA homepage at www.travel-goods.org to register today and join the growing list of Travel Goods Specialists.

New Members

Welcome to the following companies that have joined TGA since May:

- Belkin, Playa Vista, CA (M); www.belkin.com
- Cascade Designs, Inc., Seattle, WA (M); www.cascadedesigns.com
- Continental Kid, McCordsville, IN (R); www.continentalkid.com
- Flapjack Toys, Coronado, CA (M); www.flapjacktoys.com
- Holdup Suspender Company, Southfield, MI (M); www.suspenders.com
- RedCap Luggage & Gifts, Whitefish Bay, WI (R); www.RedCapLuggage.com

M=Manufacturer; R=Retailer

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 Cellular Abroad

NATIONAL GEOGRAPHIC TALK AROUND SOLUTIONS

PHONE RENTAL | **PHONE PURCHASE** | **SIM CARD ONLY**

COUNTRY SPECIFIC SOLUTIONS

Country	US AT (US\$)	US AT (US\$)	US AT (US\$)
USA	\$1.00	\$1.19	FREE
Canada	\$1.00	\$1.19	FREE
UK	\$1.00	\$1.19	FREE
France	\$1.00	\$1.19	FREE
Germany	\$1.00	\$1.19	FREE
Italy	\$1.00	\$1.19	FREE
Spain	\$1.00	\$1.19	FREE
Japan	\$1.00	\$1.19	FREE
Australia	\$1.00	\$1.19	FREE
India	\$1.00	\$1.19	FREE
China	\$1.00	\$1.19	FREE
South Africa	\$1.00	\$1.19	FREE
South Korea	\$1.00	\$1.19	FREE
Thailand	\$1.00	\$1.19	FREE
Vietnam	\$1.00	\$1.19	FREE
Philippines	\$1.00	\$1.19	FREE
Indonesia	\$1.00	\$1.19	FREE
Singapore	\$1.00	\$1.19	FREE
Malaysia	\$1.00	\$1.19	FREE
Brazil	\$1.00	\$1.19	FREE
Mexico	\$1.00	\$1.19	FREE
Argentina	\$1.00	\$1.19	FREE
Colombia	\$1.00	\$1.19	FREE
Peru	\$1.00	\$1.19	FREE
Chile	\$1.00	\$1.19	FREE
Ecuador	\$1.00	\$1.19	FREE
Venezuela	\$1.00	\$1.19	FREE
Costa Rica	\$1.00	\$1.19	FREE
Panama	\$1.00	\$1.19	FREE
Dominican Republic	\$1.00	\$1.19	FREE
Jamaica	\$1.00	\$1.19	FREE
Honduras	\$1.00	\$1.19	FREE
Nicaragua	\$1.00	\$1.19	FREE
Guatemala	\$1.00	\$1.19	FREE
El Salvador	\$1.00	\$1.19	FREE
Belize	\$1.00	\$1.19	FREE
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Ivory Coast			

DEMOCRACY IN ACTION

Highlighting the corporate citizenship of the travel goods industry


Boleo® Supports Disaster Animal Rescue Efforts

BOLEO® is proud to support the current rescue efforts of the Disaster Animal Rescue Team (DART) in the Gulf of Mexico by outfitting volunteers with BOLEO® Hold Your Water® clips. DART volunteers are specially trained to save wildlife and domestic animals following floods, oil spills, hurricanes and other disasters. “We are grateful for the vital work the team does to help save our precious wildlife and thrilled to make even a small difference for these very special volunteers,” says Toby Hollander. 

High Sierra Supports VH1 Save The Music Foundation

The VH1 Save The Music Foundation is a nonprofit organization dedicated to restoring instrumental music education programs in America’s public schools, and raising awareness about the importance of music as part of each child’s complete education. In support of this effort High Sierra Sport Company proudly provided the AT559 32” Expandable Wheeled Duffel to VH1’s Save The Music Kick-off party in May. The ATGO Series 32” Expandable Wheeled Duffel with its 7,980 cubic inches of space, numerous packing compartments, functionality and easy access is designed to be ideal for family travel. 


Ivar Gives Away Over a Thousand Backpacks

Ivar — maker of the patented ergonomic and organizational shelf design packs that distribute one’s weight evenly among foam and nylon shelves — has donated 1,800 packs over the past six months to needy individuals in Africa and the San Francisco Bay Area. In East Africa, an ongoing donation program has benefited young students at The School of St. Jude, in Arusha, Tanzania. Ivar has also donated hundreds of backpacks to the Mike’s Bikes Africa Program, which has benefited the people of Mutjiku, Namibia. San Francisco Bay Area donations were handled through The Ritter Center and DrawBridge Organization, both of San Rafael, Calif. 

Students with new Ivars at The School of St. Jude in Arusha, Tanzania, East Africa.




McBrine Luggage Supports Cancer Foundation

McBrine Luggage Inc. recently launched its new ORA Originals Pink Ribbon line of ripstop folding bags. And as part of their Pink Ribbon program, \$5 from the sale of each Pink Ribbon bag will be contributed to the Canadian Breast Cancer Foundation. ORA Originals are a casual line of tote bags that are fully-lined and have deluxe hardware. 

and more recently, Cellular Abroad is collaborating with Travelocity in a licensee partnership to provide cellular service for international travelers under the Travelocity brand.

“Cellular service for the international traveler has been an expensive challenge for the majority of the traveling public,” says Cellular Abroad’s Harrison. “The Travelocity Talk Abroad International Service is affordable, easy to use and does not require you to switch your current carrier. Virtually any overseas traveler often pays just a fraction of what they usually pay through their carrier, and benefits from this service.” Highlights include coverage in over 200 countries, free incoming calls in 60+

countries and 24/7 toll-free U.S.-based customer service.

For more information, log on to www.cellularabroad.com or contact Sebastian Harrison at 310-591-2020; sebastianharrison@cellularabroad.com. 

MEMBER PROFILES

CH Marketing

ESTABLISHED FOUR YEARS AGO, CH Marketing specializes in the introduction and distribution of products to the North American accessories market. Current exclusive distribution includes Goon Designs from Paris, Cavies personal alarms from

New Zealand, and plans to introduce new products in 2010. CH Marketing works with a wide variety of buyers and store types, priding itself on represent-
Continued on next page



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ing quality items and providing excellent customer service.

CH Marketing aims to create a bridge between manufacturers and retail stores, especially for international customers, with clients from three different countries and an office that's conversant in five different languages to help their international companies work in the North American market. "We handle a wide range of logistics for the manufacturer, including sales and distribution," states Michael Hibachi. "Our relationship with customers, sales teams and our diverse trade show schedule provides our clients with the exposure they want for their products." ■

MEMBER PROFILES

Clark & Mayfield TODAY'S MEN AND WOMEN NEED



to simplify their lives. That was the belief of Clark & Mayfield founders Lauri and Barry DeLacay, whose bags offer laptop protection and hold all daily

essentials for both men and women. By eliminating the need to carry multiple bags to and from work, class, meetings and while traveling, they provide the consumer with bags that fit a variety of lifestyles and keep them well-organized and unhampered.

Clark & Mayfield's variety of laptop carrying cases includes totes, briefs, rolling laptop cases, sleeves, netbook cases and messenger bags will be available for the 2010 holiday season. "Clark & Mayfield's mission is to design laptop cases for men and women that allow them to carry everything they need throughout the day," states Lauri DeLacay. "As Clark & Mayfield's variety of carrying cases continues to grow, so does its family of followers!"

For more information, log on to www.clarkandmayfield.com or contact: Lauri DeLacay at 888-264-7895; lauri@clarkandmayfield.com. ■



TOYKO NEW YORK LONDON PARIS MILANO