



American Suntanning Association

Dear Tanning Industry Leaders,

Many exciting things have happened to our industry's new salon association this past month, delaying our launch, but I'm sure you'll agree that the delayed launch will be worthwhile. It's important to start this exciting new organization off on the right foot, so we waited to launch the American Suntanning Association until a plan of success was completed. This is a ten-year marathon we are embarking upon, requiring detailed planning to support such an endeavor.

In December, the ASA board met with the ASA management, lobbying, media and public relations teams to make plans for 2013 and beyond. Two days of meeting resulted in a detailed plan of action based on a solid foundation of new scientific research to move our market forward.

We've commissioned a committee of leading scientists to develop research to counter the anti-tanning research used against us. Much of the research is already completed, and we'll be ready to utilize this powerful arsenal for our lobbying and PR initiatives in 2013.

ASA's PR team has already been active thanks to the development of our Immediate Response Program designed to flag and respond to every online blog post, web story and communication. The ASA will also be investing in a paid online advertising program for 2013, as well.

The ASA's state lobbying plan will include the development of targeted research and data packaged for lobbyists and advocates to easily communicate to regulators. Our job is to educate every lobbyist, politician and regulating body about our scientifically supported position.

As industry leaders, we encourage you to contact the ASA offices to get involved with this new and exciting effort. With your help and this new ASA plan, we can build a brighter future for us.

Thank you,
Barton D. Bonn, ASA President



**President
Government Relations**
Bart Bonn
Ashley Lynn's Tanning



Communications
James Oliver
Beach Bum Tanning



Treasurer
Rick Kueber
Sun Tan City



**Legal
Science/Research**
Diane Lucas
Palm Beach Tan



Public Relations
Doug McNabb
Fabutan



Membership
Roger Holmes
Celsius Tannery

What makes the ASA different?

The ASA's primary objective is to develop and implement a carefully planned, scientifically supported, long-term market growth initiative through proper research, legal and political channels. Your membership will help support the local, state and federal programs designed to bolster your business and the indoor tanning industry. Here are the primary tools the ASA has developed to help launch your business and our industry:

Credible Research

Funding objective research that challenges the controversial studies that target our industry unfairly is the foundation the ASA is built upon. ASA research projects designed to defend and promote the indoor tanning market are currently being conducted by many leading scientific minds.

Media and PR

The ASA has commissioned a professional PR team to improve our industry's messaging and communications, bolstered by an online advertising campaign and an Immediate Response Program.

State and Federal Lobbying

The ASA will be working closely with state and federal lobbying groups to ensure our industry's message is represented at every level of government.

The only missing ingredient for this successful indoor tanning market growth program is YOU! The ASA has built the foundation and has developed the tools to help our team of professionals further the indoor tanning market, but we need your help through membership support and your participation in these important programs. Please contact the ASA to see how you can get involved with this important effort.

AmericanSuntanning.org/salon

855-879-7678