

President's Message



Rob Quinn

President, Indoor Tanning Association

The ITA board met in late November and I sensed renewed optimism about our organization and industry. There is new science published practically every week touting the benefits of regular non-burning exposure to UV light. Washington seems to be on a trajectory for smaller, less regulatory-minded government which bodes well for those of us who loathe the "nanny state" mindset of some who govern us. This also seems to be true in state government where public officials appear less inclined to pass job-killing legislation based on flimsy science, especially in a time of recession and huge budget deficits.

While I have enormous shoes to fill at the helm of this organization, I am hopeful that new ideas and new energy coming from our board and from you will allow us to continue to protect and promote this industry in 2012. For everyone who has supported the ITA with your time and resources, I say thank you. For everyone else, please get on board. If we all work together, I know we can build on our successes and accomplish great things.

Thanks,

Rob Quinn

ITA COMMITTEE ASSIGNMENTS

At the Nov. 30 ITA board meeting, newly installed board president Rob Quinn announced his committee assignments for 2012. In his plan, Quinn created two new committees and combined the functions of two others.

Due to the importance of the legislative and regulatory functions, Quinn divided the old regulatory committee into two segments: federal and state. Dan Humiston will oversee state issues and Bart Bonn is responsible for the federal committee.

Bill Pipp will again chair the revenue committee, which is now accountable for all membership matters including member benefits. Here is a comprehensive list of all ITA committees:

Executive Committee

- Dan Humiston
- Bill Pipp
- Marty Gallagher
- Hans-Juergen Kreitz
- Greg Henson

Finance Committee

- Greg Henson
- ITA Treasurer
- Dan Humiston
- Eric Weber

Federal Regulatory Committee

- Bart Bonn
- Diane Lucas
- Hans-Juergen Kreitz
- Jim Shepherd

State Regulatory Committee

- Dan Humiston
- Bart Bonn
- Marty Gallagher
- Don Hirsch

Political Action Committee

- Marty Gallagher
- Diane Lucas
- Lewis Henry
- Ed Jerger
- Max Recone

Public Relations Committee

- Rick Kueber
- Karen Bentlage
- Bart Bonn
- Kevin Apgar

Special Fund Committee

- Diane Lucas
- Ed Jerger
- Jim Shepherd
- Karl Platzer

Revenue Generating Committee

- Bill Pipp
- Susan Miller
- Greg Henson
- Marty Gallagher
- Karen Bentlage

Tradeshow sub-committee:

- Bill Pipp
- Don Hirsch
- Susan Miller
- Rick Norvell

Research Committee

- Jim Shepherd
- Karl Platzer
- Kevin Apgar

STATE ISSUES

2012 is already shaping up to be a busy year. In addition to the legislation that carries over from 2011 in 12 states, we already know legislation will be introduced in Colorado, Delaware and Florida this year. The 12 states carrying legislation from the previous year are Illinois, Iowa, Massachusetts, Minnesota, New Hampshire, New York, North Carolina, Ohio, Pennsylvania, Rhode Island, Vermont and Washington State.

In 2011, 25 states had a total of 39 bills with the potential to affect the industry – mostly age restrictions. We tackled one under-19 ban (originally an under-21 ban), 20 under-18 bans, five under-16 bans, and six under-14 bans. Because of California's adoption of the first statewide under-18 tanning ban, we are anticipating the renewed enthusiasm of our opponents in 2012.

Even in the middle of December, New Jersey, Pennsylvania, Ohio, New York and the District of Columbia are still in session and working on issues that affect this industry.

Make it a priority to get involved with your local elected officials. As we have seen over and over, personal relationships have made the difference in these fights.

FEDERAL ISSUES: TAN TAX

The failure of the "super committee" to strike a grand deal on budget deficits likely means any agreement on comprehensive tax reform is still a ways down the road. Unfortunately, without tax reform legislation we may also have to wait on repeal of the Tan Tax. Our Congressional supporters have told us that the best way to get rid of this unfair tax would be as a part of an overall tax reform package. With the super committee folding its tent, this may not come until after the 2012 elections.

Congressional Republicans have been very reluctant to pass legislation that chips away at the health care reform bill, and are instead focusing their energy on a repeal of the entire package. The House passed repeal legislation earlier in 2011, but the bill is stalled in the Senate and unlikely to ever move.

The Supreme Court will consider the constitutionality of health care reform, with a ruling expected by July 2012.

The court could strike down the entire bill or only invalidate parts of it. If the court leaves the bill standing or only acts on part, this could open the door for Congress to dismantle the bill part by part and thereby repeal the Tan Tax.

In the meantime, everyone should ask his or her home state senators and representatives to repeal the Tan Tax by co-sponsoring either H.R. 2092 or S.1278.

TIME TO JOIN

December marked the end of calendar and financial year for the ITA. We'd like to send a hearty thanks to all of you who stepped up in 2011 to support the ITA and our industry. In addition to memberships, many contributed via donations, special funds and the PAC fundraiser. It has also been a great help

to encourage those that do business with our industry to join our associates program.

As we begin 2012, there are still battles in front of us. Restrictive laws are being proposed in more states than ever, and they have the power to impact the way we do

business. If you are a current member, we thank you for your support. If you are not, please step up and invest in your industry! For less than \$1 a day, you can invest and support the ITA – the indoor tanning industry association that works for you 24/7 to combat these issues and more. Join today!

HAPPY NEW YEAR

On behalf of ITA board of directors and staff, thank you for your generous support in 2011. We hope you had a happy holiday season and wish you a healthy and prosperous New Year.