

TGA's Membership Is Always Working for You

ARE YOU TAKING ADVANTAGE OF a free member benefit that extends the reach of countless products every year? TGA's media relations program is always working on your behalf. Have a hot new product or exciting company news? We want to know the details so we can share with writers working on stories for outlets like *CNBC*, *Money Inc.*, *The Los Angeles Times*, *USA Today*, numerous blogs and others. Contact Kate Ryan today at kate@kateryanpr.com with questions, company news or product info. Don't forget to send Kate your press releases (with images) on company letterhead, too – we'll post to TGA's robust social media channels. ■

New Members

A HEARTY WELCOME TO THE following companies that have joined TGA since May:

- Always In Via, West Palm Beach, FL (R); alwaysinvia.com
- Auklet LLC, New York, NY (M); aukletusa.com
- Bullbird, Boulder, CO (M); bullbirdgear.com
- Cixi Letu Travelware Co., Ltd., Ningbo, China (M); smartrip.cc
- Dr Segal's, Richmond, BC, Canada (M); drsegals.com
- H2Armor, Seattle, WA (M); h2armor.com
- Hadaki by Kalencom, New Orleans, LA (M); hadakishop.com
- HEX, Boulder, CO (M); exxel.com
- J.L. Childress, Orange, CA (M); jchildress.com
- mumi LLC, Miami, FL (M); mumidesign.com
- Nola Travel Agency (R), New Orleans, LA; mysignaturetrip.com
- Tortuga, Walnut, CA (M); tortugabackpacks.com

M=Manufacturer; R=Retailer



Give Your Business Room to Grow

New customers give your business room to grow! The 2020 Travel Goods Show is going to be the most-marketed Show in history, with aggressive outreach appealing to related retail segments, consumer and trade press. Bottom line: Exhibiting at The Show will expose you to potential new customers, making it a growth opportunity you won't want to miss. Join us in 2020 and give your business room to grow. Contact Cathy Trecartin for details, cat@travel-goods.org, 877-842-1938, x-702. ■

Boost Your Presence with TGA

TGA IS HERE TO HELP ITS MEMBERS BUILD BRAND AWARENESS and a strong social media presence. TGA's social networks reach thousands of travel media experts and travel goods professionals, with a very active presence on Instagram, Facebook, Twitter and LinkedIn. You can also get free editorial product placement in TGA's quarterly magazine, *Travel Goods Showcase*, which is distributed in print and online to hundreds of members of the mainstream press, travel writers and news outlets, and thousands of members of the travel goods industry. Discover everything TGA can do for you – contact Member Services Director Cathy Trecartin for details, cat@travel-goods.org; 877-842-1938, x-702 or log on to travel-goods.org/become-a-member. ■

CALIFORNIA PROP 65

U.S. Travel Goods Industry Faces More California Prop 65 Notices; TGA Prop 65 Best Practices Guidance

In the last two months, new California Proposition 65 (Prop 65) "60-day" notices have been issued alleging that brands and retailers sold totes, stadium bags, duffel bags, passport holders, luggage tags, handbags, wallets, backpacks, cosmetic bags, travel cases, travel pillows, phone/tablet cases/holders/sleeves/dry bags, fanny packs, and travel kits in California that contained di (2-ethylhexyl) phthalate (DEHP), Di-n-butyl phthalate (DBP), and/or diisononyl phthalate (DINP) in violation of a California law known as Proposition 65 (Prop 65). The notices serve as intent to bring lawsuits against companies that made and sold these products. Check out TGA's California Proposition 65 (Prop 65) Best Practices Guidance and other Prop 65 information on TGA's website at travel-goods.org/how-to-comply-with-prop-65-and-sample-labels/. ■

Capitol Beat | By Nate Herman

Winter Has Come Early for the U.S. Travel Goods Industry

To paraphrase one of my favorite TV shows, winter is coming – and it's not just another cold spell for the U.S. travel goods industry, it has been a blizzard that kicked the industry's butt. We all felt the chill. On May 10, ahead of the critical back-to-school and holiday shopping seasons, President Trump increased the punitive tariffs on U.S. travel goods imports from China from 10% to 25%. As noted previously, this 25% tariff is on top of the incredibly high 8%, 10%, 17.6%, 18.6%, and 20% tariffs we already pay on our imports of travel goods. With 82% of all U.S. travel goods imports coming from China, the situation is dire to say the least.

And any prospect for a quick resolution of the U.S.-China trade war seems to have gone out the window in the months since that announcement. Instead, the situation has gone from bad to worse.

Add to this dire situation the fact that on May 31 President Trump withdrew India from the Generalized System of Preferences (GSP) program. India is the third largest supplier of travel goods to the U.S. market.

The bottom line is that our industry is facing a generational shift in our supply chains not seen since the end of import quotas almost 20 years ago.

So, like the heroes from Game of Thrones, can our industry overcome this adversity and find its way to spring?

Let's look at the options.

You can stay in China. Many of you have long-term relationships with your suppliers. And production is hard to move, or can only be moved over a long period of time, at great cost. But how much of the 25% can you and your suppliers absorb? And will consumers still buy with higher prices during the upcoming holiday season?

You can move your production. It is hard, can be costly and it takes time. But where would you move?

Vietnam is the #2 supplier of travel goods to the U.S. market, but everyone is rushing to Vietnam. And not just our industry. Clothes, shoes, toys, electronics, etc. are headed there too. Even if you can get capacity, you could be paying a steep price for it.

What about the GSP countries – Cambodia, Indonesia, Burma (Myanmar), Thailand, Pakistan, Sri Lanka, etc.? You can import your travel goods duty-free from GSP countries, a nice incentive that makes the investment of time and money more worthwhile. But, as noted with India, President Trump can take away GSP benefits at a moment's notice. In fact, both Indonesia and Thailand are under review right now. Further, the benefits are temporary. Congress has to renew the program before the GSP benefits expire at the end of 2020. They usually do, eventually, but nothing is for certain in the current environment.

What about this hemisphere? Under the CAFTA-DR Free Trade Agreement, U.S. imports from Central America and the Dominican Republic can enter the United States duty-free. These countries do produce travel goods today, though currently in small quantities. And what about the United States? Is it feasible to return production to a country most of you left decades ago?

Lots of questions, questions only you can answer. Of course, TGA stands ready to help as your companies chart new paths in these uncertain times.

And I have confidence the industry can, and will, succeed. I have witnessed the industry overcome the adversity of 9/11, when travel came to a standstill. I have seen the industry weather the Great Recession. Today's existential threat to the industry might be bigger but I have confidence the industry, like the heroes of Game of Thrones, will win the battle and live to fight another day.

For more information, please contact TGA's Nate Herman at nate@travel-goods.org or 202-853-9351.

DEMOCRACY IN ACTION *Highlighting the corporate citizenship of the travel goods industry*

Pocket Socks Distributed to Those in Need

SOX IN A BOX, FOUNDED BY DANIELLE (MARCO) GAFFEN, IS A 501(C)3 CHARITY that has distributed hundreds of thousands of pairs of new socks to people in need around the world. Established when Danielle was 11 years old, it has been in operation since 2002 and has delivered socks to locations as far away as India and Australia, and as close as Danielle's own hometown of San Diego. Such donations by Sox in a Box would not be possible without the generosity of its donors. A special recognition was recently given to Evan Papel, developer and manufacturer of Pocket Socks, for donating thousands of their soft innovative socks with built-in zippered pockets and water bottles made of recycled plastic – one of the largest donations ever received by the charity.



DEMOCRACY IN ACTION *Highlighting the corporate citizenship of the travel goods industry*

Travelon Works Tirelessly to Support the Disabled

TODAY IN AMERICA OVER 13 PERCENT OF OUR POPULATION IS disabled, and it is among this population that Adaptive Adventures works mightily to improve lives. Travelon and the Godshaws have provided leadership, work and over \$300,000 in funding that has helped this mostly local organization become a nationally recognized force serving over 25 states with more and better services and equipment. Travelon lives the cause right down to building a state-of-the-art facility earlier this year where every square inch is disabled-friendly and provides, at no cost, a new Midwest home for Adaptive Adventures operations, equipment storage and staff.



14,000 Wallets Destined for Discounters Donated Instead to People in Need

JIM DIMATARIS, DESIGNER AND CEO OF DIMO GEAR LLC AND THE WalletBe® brand, was set to sell thousands of men's and women's wallets, cell phone and accordion style wallets to a close-out company. Instead some 14,000 WalletBe wallets made their way to charities thanks to a nudge from NAEIR (naeir.org), a gifts-in-kind organization that takes product donations from companies and redistributes them to schools, churches and nonprofits. The idea that his wallets could make their way to women's shelters, churches, veteran's groups, schools and other nonprofits motivated Dimataris, who also felt it fit nicely with the ethos of a company made up of family members working together side-by-side and treating customers with personal attention – from creating customized products for them to greeting them with a live voice when they call.

Program Provides Special-needs Families with Lifelike Air-travel Practice

OPEN SKY FOR AUTISM, CREATED BY AIR HOLLYWOOD, THE WORLD'S largest aviation-themed entertainment studio, assists families living with autism and other developmental disabilities in gaining the confidence, comfort, and enjoyment of air travel. Open to the public with limited seating, Open Sky for Autism allows for vital acclimation, repetition, and supervision during a commercial airport and passenger flight simulation. The cost of the ticket is 100% reimbursable with attendance. Visit open-skyforautism.com for more information.

Eco-friendly Pet Accessories Brand Saves Lives

BARK N BAG LLC, AN ECO-FRIENDLY, PET TRAVEL accessory brand known in the pet world for its generosity to more than 30 animal rescue groups, recently added a new role as a foster parent to a pup in need. Found during a raid, Honey was nearly unrecognizable as a dog when rescued and put in the care of Trenton Animals Rock (TAR). Bark N Bag was one of the donors that stepped up to provide financial support for Honey's care, but they didn't stop there. David Fine, owner of Bark n Bag, reached out and fostered the small pup. Thanks to Bark N Bag's generosity, Fine's superior care and dedication, and Trenton Animals Rock's fierce and loyal supporters, Honey is truly an amazing success story. Bark N Bag encourages anyone interested in being part of the rescue of these innocent pups to join TAR at tarnj.org. You can follow Honey's journey on facebook.com/barknbag.



Mark Gralnick & Associates Support Mitzvah Food Program

DONATING BOTH TIME AND MONEY, MARK GRALNICK is proud of his association with the Mitzvah Choice Food Program at the Klein Jewish Community Center in Philadelphia where clients in need are given the opportunity to choose the foods that will best fit their preferences, nutritional needs and medical conditions using a computer program with a live inventory of items. Mark volunteers at least three hours per week picking up orders, stocking shelves, and during the growing season, he picks up produce at a local farm and delivers it to the pantry.