

FOR IMMEDIATE RELEASE
October 1, 2009

Contact: Karin Mahoney
kmahoney@sleepproducts.org
(703) 683-8371, ex 1131

ISPA SURVEYS INDUSTRY, WORKS TO DEFINE NEW DIRECTION

(Alexandria, VA) – The International Sleep Products Association (ISPA) understands the importance of member satisfaction, and is reaching out to its members and beyond for insights to help refocus its mission and strategic plan.

ISPA Chair **Don Wright**, Vice President of Member Services **Debi Sutton**, and Executive Vice President **Ryan Trainer** were on hand during the recent Las Vegas World Market Center to gain feedback from all sectors of the industry. ISPA surveyed member and non-member manufacturers and suppliers, as well as industry retailers before the Market to gather information that will help ISPA prioritize its programs and services. Following the Market, ISPA staff will follow-up with members to gather as much feedback as possible about the association.

ISPA is compiling survey responses now, and will present highlights of that analysis at the ‘Defining ISPA’ roundtable discussion at ISPA’s [Industry Conference and Exhibition](#), taking place November 4-6 in Bonita Springs, FL. This interactive session will provide an overview of the survey results, and allow attendees to talk about these topics in smaller breakout groups.

“To do the best job of representing the industry, we need to take a step back and carefully examine the key value that ISPA provides our members,” noted ISPA Chair Don Wright. “Vegas was a great opportunity for staff and me to listen to our members and potential members and to get their thoughts on current and future plans for ISPA. We are in a time

of change—throughout the world and throughout our great industry. And with change and transition comes opportunity. As we move forward, the industry has the opportunity to speak with a more unified voice and to help shape ISPA’s programs and services.”

ISPA Vice Chair **Gerry Borreggine** noted, “ISPA leadership recognizes that at this time, it's imperative that we understand the needs of both current and future members. To help ISPA provide meaningful services to the industry, we must better understand what the membership wants from ISPA. We are collecting that information now, and now is a great time for both the members and non-members to speak up and be heard.”

Established in 1915, the International Sleep Products Association (ISPA) is dedicated to protecting and enhancing the growth, profitability and stature of the mattress industry. As the industry’s trade organization, ISPA represents over 600 mattress manufacturers and suppliers throughout the world.

ISPA provides a wide range of services that benefit its membership. These include exclusive industry surveys and statistics, advocacy support, educational offerings, the industry’s ISPA EXPO trade show, safety research through its Sleep Products Safety Council, consumer research and education through its Better Sleep Council, BedTimes and Sleep Savvy publications, the ISPAEarth™ Industry Sustainability Initiative, and more.

To learn more, visit www.sleepproducts.org or contact info@sleepproducts.org.

XXX