

International Sleep Products Association

working strategically to serve your business



"The International Sleep Products Association is dedicated to protecting and enhancing the growth, profitability and stature of the mattress manufacturing industry."





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International Sleep Products Association



Working strategically
for you in 2003

1. Better Focused to Serve Your Business Needs

OBJECTIVE

Internalize ongoing strategic planning process.

- 2003 was a watershed year for the association. More than 250 ISPA members participated directly in development of a new strategic plan initiated by the Board, ensuring that ISPA is focused on what's important to you and your company.
- Implementation of the Strategic Plan is evident across all of ISPA's programs and services, creating a more favorable business environment for both your company and the industry. Read on to see how internalized strategic planning objectives are providing better services for you.

2. Important News and Information at Your Fingertips

OBJECTIVE

Strengthen and refocus ISPA communications program.

- Time sensitive information is critical to business leaders. Recognizing this, ISPA transformed its communications functions in 2003 to provide you with the most current and comprehensive industry and association news.
- An all new ISPA Web site, www.sleepproducts.org, was launched in June with special members-only content. For more efficient and accurate delivery to you, information has been synchronized among the ISPA Web sites, newsletters, and publications such as *BEDtimes*.
- *Tuesday Morning at ISPA* was reformatted for weekly e-mail delivery to members, and was linked to the ISPA Web site bringing you full coverage of relevant issues.
- *BEDtimes* has been revamped and enhanced to bring you the most comprehensive editorial coverage of industry news. Breaking news coverage is now delivered online by *BEDtimes* on the ISPA Web site.
- A Communications Council was formed in June to deliver timely and consistent information. The Council's members created the *Bedding Bytes* newsletter to apprise members of each committee's major activities, and revised ISPA's Code of Ethics.

3. Your Business Deserves our Support

OBJECTIVE

Enhance industry image.

- The Better Sleep Council (BSC) merged with ISPA in 2003 and launched its own innovative Web site to better inform consumers and press about the importance of mattresses to sleep, health, and quality of life. A proactive consumer education campaign has been integrated with qualitative research to assist consumers with mattress evaluation, purchase and replacement.
- *Sleep Savvy*, our premier retailer publication, continues to enhance the consumer experience by helping mattress retailers sell more and better quality bedding products. It achieved high marks in its first reader survey, and launched its own Web site in June to better aid retailers. Circulation has increased to nearly 23,000 retailers, a gain of almost 3,500 since the 2002 launch.
- ISPA's Suppliers Council addresses industry issues from a supplier perspective in promoting the mattress industry's increased growth. *ISPA Suppliers Council Advisory* features an improved look and is loaded with news for mattress component suppliers and their businesses.

4. Your Voice Is Heard, and Is Making a Difference.

OBJECTIVE

Influence government actions to achieve industry policies.

- The Sleep Products Safety Council (SPSC), an ISPA affiliate, has been the leading advocate at the Federal and state levels for the development of an effective science-based solution to the mattress flammability issue.
- Through continuing work with the California Bureau of Home Furnishings and the U.S. Consumer Product Safety Commission, we are well positioned to both influence flammability standards, such as July's modified TB603 Flammability Standard, and to resolve critical issues.
- A Government Relations Committee was formed in May to enhance ISPA's ability to effectively represent the industry's positions on a focused set of priority issues.
- ISPA's relationship with the National Association of Manufacturers (NAM) and other business groups increases the industry's influence with government in reducing business taxes, health care costs, product liability, expenses, and the cost of complying with regulations.
- In keeping with our tradition of responsible action, important consumer concerns, such as health questions surrounding PBDEs, boric acid and foam odors continue to be addressed. Mattress tags and their uniformity among states remain a top priority.
- The ISPA Mattress Disposal Task Force, which held its initial meeting in October, was created to analyze the challenges and opportunities to establish commercially viable mattress disposal options and to ultimately increase your product sales.

5. Enhanced Programs Create Higher Member Value

OBJECTIVE

Provide and communicate strong member value propositions.

- ISPA's Bedding Center at Interzum in Cologne, Germany and its new 2003 Industry Conference were two successful events created with member satisfaction in mind, bringing timely business-focused topics to the membership. Ninety-six percent of conference participants noted that the event met or exceeded their expectations.
- Member Value surveys have been prepared to gather your input in early 2004 about our programs and services, and to make sure ISPA is effectively addressing the issues of critical importance to you and your operations.
- Monthly and annual statistical reports, including the newly revised *Bedding Barometer, Annual Report & Sales Statistics* and the *Bedding Industry Forecast*, are provided to keep you abreast of the latest industry trends.
- *BEDtimes* continues to improve in response to reader feedback. According to the *BEDtimes* 2003 Readership Survey, ninety-three percent of readers found magazine content to be valuable to them.

6. ISPA's Commitment to Member Service

OBJECTIVE

Build and maintain effective ISPA governance, responsive to member needs and priorities.

- At ISPA's new Industry Conference in September, ISPA provided relevant business information via keynote speakers and exhibits to attendees to use to improve their operations.
- The password-protected information in the Member Resource Center on the ISPA Web site provides members with the most current industry news, statistics, publications, and more. Web site demonstrations at ISPA events allow members to communicate their needs so that the association can constantly provide updated information and the tools you need.
- A Governance Committee has been formed to examine ISPA's current structure and to recommend enhancements that will continually improve the way your association operates.
- ISPA adopted *Conflict of Interest Guidelines* for members & staff.

7. Raising the Bar for Member Satisfaction

OBJECTIVE

Maintain fiscal strength, professional excellence and accountability to members.

- Critical management tools that help you improve your company's performance operationally and financially include the ISPA Wage and Cost Surveys.
- This year, ISPA made its member lists available for rent to members only through a distribution house for direct marketing.
- A number of accounting and financial enhancements have been instituted to improve reporting and accountability to members.

**We encourage member participation in ISPA activities so that
we can continue to represent your needs effectively!**

*Continuous improvements
to better serve your needs...*

- ISPA/Shoptalk Flammability Seminars
- ISPA EXPO 2004
- Enhanced Government Relations
Advocacy
- Focused Communications on Industry
Priority Issues
- Consumer Quantitative Research
- Member Value Survey
- CPSC/SPSC Precision & Bias Study
- Continuing Updates and Coverage on
Flammability Regulations
- Member Insurance Programs
- New Look for *BEDtimes*
- Member Web Site User Survey

ISPA

501 Wythe Street
Alexandria, Va. 22314-1917
1-703-683-8371
www.sleepproducts.org