



VAPOR TECHNOLOGY ASSOCIATION

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VAPOR TECHNOLOGY ASSOCIATION EXPANDS EFFORTS TO COMBAT ANTI-VAPOR LEGISLATION IN THE STATES

WASHINGTON, DC – Today, the Vapor Technology Association (VTA) announced it would expand efforts in the states as part of its ongoing campaign to combat legislation that would devastate small vapor businesses. Jake Butcher, a seasoned vapor industry expert and state government affairs specialist, will join VTA as its State Affairs Manager at this critical juncture as the 2017 session is set to begin in state legislatures across the country.

“We cannot save vapor unless our industry is also prepared to fight at the state level. It’s as simple as that,” said Tony Abboud, VTA National Legislative Director. “With the FDA’s declaration that we are ‘tobacco,’ the state-level anti-vaping groups in coordination with their national counterparts are already planning their assault on our industry. We will combat their coordinated assault with our own multi-state coordinated strategy.”

“Jake has had great success working with vape shops and the state vapor association in Illinois to repeatedly defeat anti-vaping bills in a hostile state. His knowledge and experience as a lawyer, state-house policy staffer, and contract lobbyist will be of great benefit to all state vapor associations with which VTA works,” Abboud said.

Victoria Vasconcellos, the owner of Cignot, a leading industry advocate, and the leader of the Smoke Free Alternatives Coalition of Illinois, can’t say enough about Butcher: “I am delighted to hear that Jake will have an expanded role to play with VTA. I have worked with his firm for the past 2 years with great results! Jake is not only a pleasure to work with, he is truly gifted in the realm of Legislative Affairs. He gets our business, he cares and most importantly, his advice has always been spot on.”

Since its launch, VTA has rapidly expanded operations and affiliations with state organizations and vapor businesses across the United States. Now, with its expanded State Association Plug In Package, VTA offers state vapor associations the professional support, multi-state coordination, knowledge base and advocacy tools previously unavailable at the national level.



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“I am excited to be working with an unparalleled team of experts who know how to be successful at the state level and are fully committed to doing so. We have to guard against the overreach of anti-vaping advocacy groups that are pushing bills to devastate the vapor industry in the states,” said Butcher. “We are at a critical juncture and I have already started working with the various state vapor associations to provide them support and strategic insights. My goal is to make sure that we are ready with an aggressive state public affairs strategy not only to fight hostile legislation, but also educate legislators on vapor and the public health benefits our industry provides.”

“Our professionally run state advocacy strategy is as important as our professionally run federal strategy,” added Abboud. “Jake will be a real asset to state vapor associations and their lobbyists, and he will be key to providing needed support for state advocacy efforts.”

For more information on VTA’s State Plug In Package, and all the services that our national association will provide state groups, go to our **States** page www.SaveVapor.org.

The Vapor Technology Association represents the manufacturers, wholesalers, small business owners and entrepreneurs who have developed innovative and quality vapor products, providing adult consumers with a safer alternative to traditional combustible products. VTA and its members are leaders in the vapor community, promoting small businesses and job growth, responsible public policies and regulations, and a high standard of safety within the industry.

To learn more about the Vapor Technology Association (VTA), visit www.vaportechnology.org or click here to follow us on [Facebook](#) and [Twitter](#).

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