



VAPOR TECHNOLOGY ASSOCIATION

WHAT A WEEK!
Newsletter Update - 12-12-12

What an incredible week this has been for the Vapor Technology Association and the vapor industry. VTA is delivering the critical information, message and strategy coast-to-coast to defend our industry. Check out what we've been up to in just the last week or so:

Saturday, December 3, 2016
VTA at ECC

VTA and many of its members participated in the energizing ECC show at Santa Anita Park in California. VTA's National Legislative Director, **Tony Abboud**, and VTA's State Affairs Manager, **Jake Butcher**, spoke with dozens of companies about VTA federal accomplishments and state advocacy plans. Also, during the Advocacy Session, Tony joined **Chris Jimenez**, Secretary of the California Smoke Free Organization, on stage to discuss the future of vapor advocacy in the State of California, as well as the meeting that CSFO just had with the California Board of Equalization regarding the vapor tax presently being implemented.

Monday, December 5, 2016
VTA Hosts Webinar on
Company Registration and Product Listing

VTA conducted an important and informative webinar during which **Stacy Ehrlich** and **Will Woodlee**, two experienced FDA attorneys from the D.C.-based law firm **Kleinfeld Kaplan & Becker, LLP**, provided a detailed analysis explaining the Company Registration and Product Listing requirements of the Deeming Regulation. Not only did they provide guidance on who should and should not register their company or products, they walked through the product listing form line-by-line, and answered many questions from the **nearly 300 people** who participated in the call. **VTA believes that this information and guidance is too important to be restricted to our membership.** So, we ask that you **please share** the following links to our guidance document and the recording of the webinar with your colleagues in the vape community who could benefit from Stacy and Will's insights.

WEBINAR: To view a recording of the webinar, click here: [VTA FREE WEBINAR](#) (Note: please excuse the technical problems during the video. There is a gap between 3:21 - 8:15 when the internet connection dropped and we had to re-connect. However, no content was missed, as the attorneys picked up where they left off. We'll avoid the tech glitches on our next webinar later this month which will be on *Ingredient Listings*.)

GUIDANCE DOCUMENTS: To read our guidance document on registration click [here](#). Or go to www.SaveVapor.org to review all of VTA's Guidance documents.

Finally, thanks to **Vapor Beast** and **Intrepid Brands** for sponsoring the webinar.

Tuesday, December 6, 2016
Regulation on E-Cigarettes Conference
Smithers-Rapra

VTA's National Legislative Director, **Tony Abboud**, presented *A Multi-Front Battle: The Federal and State Attacks on Vapor* detailing how the federal government and state legislatures are assailing the vapor industry with unreasonable regulations. The presentation also outlined the major challenges and strategies for 2017. In addition, Tony participated on panel on the future of US regulations with Tim Phillips, E-Cigarette Intelligence, Ian Fearon, Chief Scientific Officer with British American Tobacco, and Eric Heyer, FDA attorney at Thompson Hine, LLP.

Wednesday, December 7, 2016
VTA Board Meeting

VTA conducted its year-end meeting of its Board of Directors. The meeting was called to order by VTA Board President **Brittani Cushman**. The Board reviewed the impressive milestones that VTA achieved in its first year of operation. The Board received



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presentations from its National Legislative Director, State Affairs Manager, Federal Lobbying team, and Public Affairs team. The Board also engaged in a strategic planning session with all of its consultants, discussing the industry's strategic priorities and direction for the coming year. As this year comes to a close, it is clear that VTA which got up and running in 2016, has hit its full stride just in time for numerous federal and state challenges that lay ahead in 2017.

Thursday, December 8, 2016 VTA Hosts Vapor Game Plan 2017: A Multi-Pronged, Multi-State Strategy

VTA hosted its first annual state strategy planning session in Washington, D.C. **Jake Butcher**, VTA's State Affairs Manager, organized and ran an informative conference that brought together nearly **75 state vapor industry leaders and state lobbyists from 20 states** to lay out a coordinated lobbying strategy on the key state legislative issues that will be confronting our industry in 2017. Participants were treated to a wide variety of substantive presentations, designed to assist state lobbyists and state vapor leaders, from vapor industry leaders from the national and state levels, federal and state lobbyists, public affairs professionals, and public health professionals.

In addition, VTA provided its substantive and strategic recommendations on how to address 2017's top legislative threats including: tax increases; 18 to 21; flavor bans; indoor air restrictions; labeling; licensing; pharmacy sales bans; and paraphernalia bans. A detailed conference report will be released shortly but suffice it to say, the energy, enthusiasm and optimism in the room was "contagious" in the words of one participant, as state vapor leaders were armed with information and strategies to defend the home front in each of their states.

VTA Responds to Surgeon General Report

While the state strategy conference was going on, VTA's quick response team responded to the new Surgeon General report which was released on Thursday morning. Click here to review VTA's statement: [VTA Responds to SG Report](#)

Kudos to our public affairs team for getting our message great coverage CNN's story on the issue. [VTA Comment in CNN Story](#)

Friday, December 10, 2016 FDA Announces Extension of Deadline to June 30, 2017 for Company Registration and Product Listings

On Friday, the FDA announced that it was extending the December 31, 2016 Company Registration and Product Listing compliance deadlines until June 30, 2017. This 6-month extension is welcome relief for companies struggling to achieve compliance within a cumbersome and confusing system. To be clear, the guidance has been revised to clarify that **for U.S. manufacturers** of newly regulated tobacco products who **first manufactured** those products **prior to August 8, 2016**, the FDA does not intend to enforce the submission deadline for establishment registration and product listing as long as submissions are received by the FDA by June 30, 2017. *However*, if your company began manufacturing newly regulated tobacco products in a domestic establishment *on or after* August 8, 2016, you still must register and list immediately with the FDA.

SIGN UP! GET CONNECTED! STAY INFORMED!

If your company wants to join our fight to save the vapor industry or even if you just want to stay up to date on everything we are doing, please check out www.vaportechnology.org where you can find membership information and access our Policy Action Center (www.SaveVapor.org). And don't forget to SHARE this email and information with all those you know who are interested in our coordinated professional strategy to defend the industry.

Thanks for all you do to protect vapor!

Tony Abboud
National Legislative Director
Vapor Technology Association