

FOR IMMEDIATE RELEASE

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**HCPA Hosts Consumer Products Executives from
Across the Entire the Supply Chain for 2018 Annual Meeting**

Association Hits 2018 Membership Recruitment Goal with 25 New Members and Releases Government Relations & Public Policy Report

Fort Lauderdale, FL– The Household & Commercial Products Association (HCPA) has concluded their Annual Meeting, XPAND 2018, gathering more than 400 member company executives for collaborative and strategic discussions about the future of the industry. The Annual Meeting gathered executives throughout the entire supply chain, drawn by the conference’s exclusive networking opportunities, exceptional educational content and nationally-renowned keynote speakers.

At the opening session of the conference, HCPA President & CEO Steve Caldeira shared exciting news with the membership.

“I am pleased to report that due to the extremely hard work of HCPA staff and many of HCPA’s board members, just last month we passed the aggressive membership recruitment revenue goal for calendar year 2018, adding 25 new members,” said Steve Caldeira, HCPA President & CEO. “This is a tremendous accomplishment that we should all be proud of. To put this in perspective, the last time the association achieved this measure of growth was in 2009.”

“I’m also pleased to provide another real-world example on the positive strides and impact of our communications and marketing efforts,” said Caldeira. “Just prior to Thanksgiving, HCPA was informed that it received a 2018 Marcom Gold Award in the print media and publications category for the [2017 HCPA Annual Report](#). The Annual Report is one of the key information leave behinds we take into Congressional offices to share who we are, what we do, who we represent, and to convey the impressive economic impact of our industry. This recognition validates the hard work of our talented team, and the strategic decision by the HCPA Board of Directors to rebrand the association to more effectively advocate on behalf of our members.”

Caldeira also shared the work of HCPA’s advocacy activities, including HCPA’s recent meeting with Acting Administrator of the Environmental Protection Agency (EPA) Andrew Wheeler, the release of the [2018 HCPA Government Relations & Public Policy Report](#), preparations to educate the 116th Congress on industry priorities, as well as current actions on ingredient communication at the state and federal level, in the courts,

and with retailers. Caldeira also called on the membership to work across categories to bring positive messaging about household and commercial products to the influencers that are shaping the conversation around products online, in the media and in academia.

“Looking forward, HCPA is operating from a position of good standing with key stakeholders, including highly-respected NGOs, on ingredient communication,” said Caldeira. “In fact, a recent report from the Breast Cancer Prevention Partners lauded HCPA for these efforts. Our reputation is invaluable as we continue to build and strengthen relationships with major retailers, NGOs and elected officials in preparation for the 116th Congress in January. We will always be transparent, collaborative, and work to find common ground with those who may not always agree with us.”

The association also announced that Pamela Lam, Vice President of R&D Home and Laundry Care at Henkel will become Chair of the HCPA Board of Directors. Hal Ambuter, Vice President, Regulatory Affairs & Policy, RB; George Buckland, Vice President-Commercial, CAPP Division, Crown Holdings (formerly known as Crown, Cork and Seal, Inc.); Luciana Castro, Sr. Vice President, Global Regulatory Services, Firmenich Inc.; John Dowd, Vice President, Corporate Marketing, Diversified CPC International; Nick Ferring, General Manager PLZ Aeroscience; Richard Stepan, Director, Consumer Products North America, Stepan Company were also newly elected to the Board of Directors.

HCPA was thrilled to have an extraordinary set of speakers join attendees for the Annual Meeting, including Jennifer Duffy, Senior Editor of The Cook Political Report; Robert Fry, Chief Economist, Robert Fry Economics LLC; Michael Goodis, Director, Registration Division, Office of Pesticide Programs, EPA; Anita Pease, Acting Director, Antimicrobials Division, Office Of Pesticide Programs, EPA; and consumer trends analyst Paco Underhill, author and founder of EnviroSell.

HCPA looks forward to another active and engaging Mid-Year Meeting, IMPACT 2019, on May 1-3, 2019. Acting EPA Administrator Wheeler has been invited to speak, and the new location at The Mayflower Hotel in the heart of Washington D.C. will offer opportunities to advance our public policy priorities with legislators and regulators. Similar to our inaugural Capitol Hill Day in 2018, HCPA will be organizing another Hill Day in coordination with the Mid-Year Meeting to stress to Members of Congress the economic impact of our industry, the benefits of our products to society, and to advocate on the association’s top public policy priorities.

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About HCPA

The Household & Commercial Products Association (HCPA) is the premier trade association representing companies that manufacture and sell \$180 billion annually of products used for cleaning, protecting, maintaining, and disinfecting homes and commercial environments. HCPA member companies employ 200,000 people in the U.S. whose work helps consumers and workers to create cleaner, healthier and more productive lives.