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HCPA Wins Prestigious ASAE Power of Associations Gold Award

*HCPA and its member companies were recognized
by the association community for their COVID-19 response efforts*

Washington D.C. – The Household & Commercial Products Association (HCPA) is proud to announce that it has received a 2020 American Society of Association Executives (ASAE) Power of A Gold Award for its COVID-19 response efforts. The [Power of A Awards](#) – the industry’s highest honor – recognize the extraordinary programs undertaken by associations to solve problems and strengthen lives, the workforce, the economy, and the world.

“Congratulations to HCPA on being named among the very best organizations that go above and beyond their tax-exempt purpose to improve society and our quality of life in America and abroad,” said Susan Robertson, CAE, President & CEO, ASAE. “This has been a very trying year for associations, but even amid a months-long pandemic, associations are proving that positive change can happen. More than ever, the Power of Associations is on full display in this year’s award-winning programs, providing tangible evidence that associations will help lead the way toward economic and societal recovery in the months ahead.”

HCPA was awarded for its ongoing COVID-19 response efforts, which ensures that Americans continue to have access to the cleaning and disinfectant products that are needed to stay safe and healthy during this public health crisis. Among the most significant initiatives, HCPA called on key government officials at the start of the coronavirus pandemic, to ensure that cleaning and disinfectant product manufacturers were recognized as essential critical infrastructure workers by the Department of Homeland Security’s Cybersecurity & Infrastructure Security Agency (CISA) and could maintain operations despite stay at home orders.

HCPA also worked closely with the Environmental Protection Agency (EPA) to implement temporary flexibilities to minimize supply chain disruptions, as well as provided input for [List N](#), which identifies the products that are approved for use against SARS-CoV-2, the virus that causes COVID-19. HCPA member companies continue to work around-the-clock to meet consumer demand for cleaning and disinfectant products.

“We’re extremely proud to be recognized as an ASAE Power of A Gold Award winner,” said Steve Caldeira, President & CEO, HCPA. “This is a highly respected industry honor and a true testament to how associations can solve problems. It’s only by working together that we can successfully tackle challenges, and that’s what associations were created to do – find solutions to complex issues. Our COVID-19 response efforts wouldn’t be possible without the commitment, innovation, and tireless work of our talented staff, and all our member companies who are on the frontlines of the coronavirus pandemic. This award is well-deserved for them.”

ASAE is the Association that represents associations, and is made up of 47,000 individual members from 7,400 trade associations and professional societies. ASAE created [the Power of A](#) to help associations tell the story of how they strengthen America and the world.

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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 trusted and familiar 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.