

FOR IMMEDIATE RELEASE

August 12, 2020

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HCPA President & CEO Steve Caldeira Named Chair of the ASAE Board of Directors

Washington D.C. – Today, Household & Commercial Products Association (HCPA) President & CEO, Steve Caldeira, assumed the role of Chair of the American Society of Association Executives (ASAE) Board of Directors during the last day of the 2020 ASAE Virtual Annual Meeting & Exposition.

“During his tenure on the ASAE Board, Steve Caldeira has exhibited a deep commitment to ASAE and the association community,” said ASAE President & CEO, Susan Robertson, CAE. “Steve’s leadership of the ASAE Board comes at a time of change for the association community, as we react to the ongoing impact of COVID-19 and the fight for social justice happening across the United States. I look forward to working with Steve and the ASAE Board to face these challenges and create a pathway to move the industry into the future.”

Each year, ASAE’s Leadership Committee selects a pool of Board candidates that best exemplifies the organization’s membership profile and supports ASAE’s mission. ASAE is made up of more than 47,000 individual members from 7,400 trade associations and professional societies, and Caldeira’s nomination is a testament to his knowledge of and dedicated service to the association community over the last 20 years.

“It is truly an honor and a privilege to serve as Chair of the ASAE Board of Directors,” said Caldeira. “Today, the association community is dealing with circumstances unlike anything we’ve ever seen: a global pandemic, unstable economy, and an emotional, jarring and long overdue, national reckoning with racial injustice. Together, this confluence of issues presents unique challenges and opportunities for ASAE and the association professionals it represents.

Moving forward, ASAE will remain committed to strengthening the value proposition for its members so they can successfully navigate through an increasingly complex public health, political, economic, and social climate. Now more than ever, trade associations and professional societies must reimagine their missions. With a new strategic plan nearly complete, ASAE will remain uniquely positioned to communicate the power of associations and their significant impact on society and the U.S. economy. I look forward to working with our dedicated Board of Directors, talented ASAE staff, and members to drive meaningful, positive and lasting change.”

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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.

About ASAE

ASAE is celebrating 100 years of making society smarter, better and safer. The Centennial anniversary represents ASAE's role as a leader and supporter of progress and innovation in the association industry. ASAE is a membership organization of more than 48,000 association executives and industry partners representing 7,400 organizations. Since it was established 100 years ago, its members have and continue to lead, manage, and work in or partner with organizations in more than a dozen association management disciplines, from executive management to finance to technology. With the support of the ASAE Research Foundation, a separate nonprofit entity, ASAE is the premier source of learning, knowledge, and future-oriented research for the association and nonprofit profession and provides resources, education, ideas, and advocacy to enhance the power and performance of the association and nonprofit community. Visit ASAE at asaecenter.org.