



ASSOCIATION
HEADQUARTERS

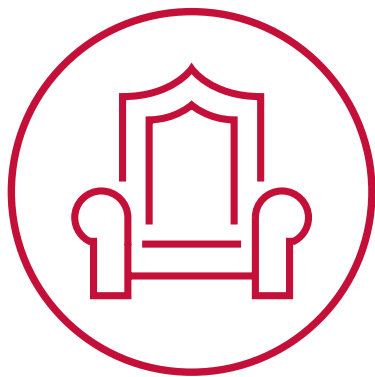
reflections: the 2020 client storybook

*A collection of stories
from AH client partners*

As we reflect

on the year that brought a global pandemic, a new way of life, and potentially a new normal, it is not without recognition of the people who are making a difference and positively affecting society through their work, passion, and commitment to making the world a better place. They are the members of AH client partner associations.

The members we serve are the inspiration and driving force behind the red chair philosophy at AH.



red chair philosophy

Association Headquarters was founded in 1978 and, since 2015, the red chair has been a beacon of AH's unwavering commitment to supporting, achieving, and celebrating the non-profit community. Associations, societies, and credentialing bodies are doing great things to better society and our job is to support them on their journey to greatness, remembering to pause and celebrate when they've achieved it, and be with them as they press on confidently to their next success.

The red chair symbolizes our client partners' seat at the table. It is where they sit while they write their story, make a difference, and advance their mission and cause. Our seat at the table is where we enable them to be their best.

Our clients' stories are our stories.

**We don't build rockets or cure disease, but we enable those who do.
That's the red chair philosophy.**



stories





The JPMA story

The Juvenile Products Manufacturers Association (JPMA) has a vested interest in baby safety — families live their lives in JPMA members' products. In an effort to take the safety conversation beyond their products and promote safety in all aspects of caring for babies, JPMA launched a consumer awareness initiative: Baby Safety Month. Observed every September, the initiative educates new and expectant parents, and has made its mark on expanding the conversation and awareness around preventable injuries.

THE START OF BABY SAFETY MONTH

JPMA members' products range from prenatal and infant care to baby gear like car seats and nursery items. While JPMA is a trade organization whose efforts are primarily focused on industry stakeholders, JPMA uses its presence to help consumers. "Preventable injuries are the leading cause of death of children younger than four years old in the United States," says Kelly Mariotti, Executive Director, JPMA. "Safety has always been and continues to be at the forefront for the association and its members. Naturally, JPMA is motivated to help educate consumers about the safety of juvenile products and keeping babies safe."


The initiative started in 1983 when JPMA launched Expectant Mother's Day. In 1986 it was expanded to a weeklong celebration until 1991, when JPMA sponsored the first Baby Safety Awareness Month. Since then, every September has been designated as Baby Safety Month.

EXPANDING THE REACH OF BABY SAFETY MONTH

As part of its effort to expand the reach of Baby Safety Month and baby safety awareness, JPMA provides members with a digital toolkit. This toolkit allows companies participating in the initiative to develop their own customized social media campaigns with a social media guide, ready-to-go social images, email examples, safety tips, videos, and template press releases.

Companies become Baby Safety Ambassadors, declaring their commitment to increasing awareness of what caregivers can do to keep babies safe. An ambassador allows them to add the Baby Safety Month logo to their website, sharing one social post throughout the month, and encouraging civic engagement.





Anyone can become an ambassador by adding the Baby Safety Month logo to their website, sharing one social post throughout the month, and encouraging civic engagement.

Baby Safety Month Ambassadors include retailers, hospitals, influencers, and other industry stakeholders.

While JPMA's target audience—parents and caregivers—is continually evolving, Baby Safety Month has spread a message of safety that has educated families and protected the most vulnerable population and reached millions.

“Baby Safety Month has provided a credible voice in the industry,” Mariotti said. “This dedication put forth during this month-long campaign among all industry stakeholders drives a strong, collective, industry presence.”

Baby Safety Month is just one of JPMA's many initiatives. “As the voice of the industry on quality and safety for baby and children's products JPMA advocates for safety through product certification programs and legislative and regulatory involvement,” said Mariotti. “We also support a broad and diverse membership through member-only programming and industry promotion and act as a comprehensive source for baby product information and education for parents.”



The HCA story

alloween celebrations looked a bit different due to the COVID-19 pandemic, but families were still looking forward to celebrating the spookiest holiday of the year, according to the National Confectioners Association.

Even though there were fewer monsters mashing, ghouls and goblins on the streets, and vampires stalking the night, the Halloween & Costume Association (HCA), together with its partners including The Hershey Company, created guidelines to help communities and families foster a safe and fun Halloween night of trick or treating.

“We want parents to know that there are definitely ways to safely celebrate Halloween this year,” Michele Buggy, CAE, executive director for the HCA said.

Buggy saw that the Harvard Global Health Institute had been mapping the COVID-19 risk levels for each county in the country.

“I said, ‘How do we take that map and help people understand what they can do based on their risk level?’” Buggy said. “The problem we were facing is that the guidelines weren’t going to be the same across the country.”

HCA contacted the Harvard Global Health Institute, which allowed the HCA to use their mapping system and endorsed HCA’s guidelines.



Halloween2020.org displayed four different COVID-19 risk levels: green, yellow, orange, and red. Those colors correspond to colored zones that allowed users to see the activities deemed safest during Halloween in their zone.

The HCA story CONTINUED



The Green Zone (the lowest risk level) suggested going to Trunk-or-Treats or visiting official trick or treat safehouses, while the Red Zone (the highest risk level) suggested holding Zoom parties or a scavenger hunt house.

Dr. Ingrid Katz, infectious diseases expert, and associate faculty director at the Harvard Global Health Institute said in a press release that she hopes that the interactive map is a reliable source to help families celebrate Halloween in the safest and most fun way possible.

“We are on a mission to ensure the safest Halloween celebration possible this year and want to make sure families and communities have access to the best, up-to-date guidance that prioritizes community safety,” Kevin Johnson, chairman of the HCA and chief excitement officer at Elope said in a press release.

The guidelines were in development for months and aligned with social distancing precautions established by the U.S. Centers for Disease Control and Prevention (CDC). The guidelines were also endorsed by the National Retail Federation, UNICEF, Spirit, fun.com and the National Confectioners Association to promote a safe Halloween.

A SWEET PARTNERSHIP

The HCA had some help spreading the word about Halloween safety in 2020 from its partner, The Hershey Company.

“We approached Hershey and told them about what we were doing, they thought it was really spot on,” Buggy said. “They actually had their own Halloween happiness initiative, and so our efforts tied in really nicely.”

In addition to providing insight on the guidelines, Hershey helped expand the reach of the HCA’s guidelines by sharing them with the Hershey network and on the company’s social media channels.





The **WOCN** story

educated specialty nurses make up The Wound, Ostomy, and Continence Nurses Society[™] (WOCN[®]). WOCN was founded in 1968 and is the largest and most recognized professional nursing community dedicated to advancing the practice and delivery of expert healthcare to individuals with wound, ostomy, and continence care needs.





The NADCA story

According to the Federal Trade Commission, Americans lost more than \$4 billion to fraud and scams in recent years due to growing fraud in the air duct cleaning industry. While the fraudulent companies or individuals who initiate HVAC fraud and scams are to blame, lack of consumer awareness continues to further the problem. The National Air Duct Cleaners Association (NADCA) saw this growing issue and decided that it was critical to take action and launched an initiative that seeks to inform the consumer of their rights and responsibilities in combating HVAC scare tactics used by air duct cleaning companies.

NADCA developed a two-pronged approach to dealing with scammers in their industry. First, NADCA developed an anti-fraud task force to combat scammers and fraudulent companies that take advantage of unsuspecting homeowners with their “too good to be true” air duct cleaning services. Next, the organization launched its Breathing Clean consumer awareness campaign, believing that customer awareness and education is a vital part of avoiding HVAC scams.

“Breathing Clean includes free tools that homeowners use when looking to hire an air duct cleaning company,” said Jodi Araujo, CEM, AH’s Vice President of Organizational Development and CEO of NADCA.



“The Breathing Clean initiative educates and equips homeowners with the information and confidence they need to ensure that they’re hiring a company they can trust and that the job is being done correctly.”

The Breathing Clean consumer awareness initiative has three goals to help homeowners avoid getting scammed:

1. Educate homeowners about the benefits of air duct cleaning services and the importance of hiring a NADCA member company to perform the services.
2. Be a resource to homeowners, providing helpful information including tips for hiring a reputable air duct cleaning company and easy-to-understand instructions for making sure the job is done right.
3. Provide NADCA members with tools to help communicate with current and potential customers.



A dedicated website was created for the initiative, BreathingClean.com, which includes a blog, FAQ section, and an interactive checklist to help homeowners know what questions to ask when hiring an air duct cleaning company.

“Breathing Clean is the ultimate resource for homeowners,” Araujo said. “In addition to the various interactive materials like videos, graphics, downloadable checklists, there is an easy-to-use directory for homeowners to locate air duct cleaning companies who are NADCA members, within their area.” NADCA also hosts dedicated social media accounts for the Breathing Clean initiative, creating a community and open dialogue for homeowners around the world.

According to Araujo, the Breathing Clean initiative has reached more than 5 million consumers through the various communications channels that NADCA employs. As an ongoing campaign, NADCA has also created and distributed press releases and public service announcement-style videos. In addition, through a partnership with the North American Precip Syndicate (NAPS), the videos have been seen in the homes of millions of Americans.

“Through this partnership with NAPS, NADCA content has been viewed by more than 70 million people through more than 11,200 online articles,” Araujo said. “In addition, the Breathing Clean videos have been aired nearly 400 times and viewed by a combined audience of over 101 million people.”

One Breathing Clean video campaign on Facebook and Instagram had more than 33,000 total impressions with more than 1,200 total link clicks to BreathingClean.com and more than 1,100 unique link clicks to BreathingClean.com.

“These metrics help illustrate the exposure Breathing Clean has received and, in turn, shows the increased awareness of NADCA and its members to the general public,” Araujo said. “For NADCA members, this is crucial. The increased awareness of NADCA and the importance of hiring a reputable company to perform air duct cleaning services leads the way to business growth for NADCA’s members. In fact, in just three months’ time, website traffic to NADCA’s Find a Professional Directory, where homeowners can locate a NADCA member company in their area, increased by nearly 20%.”

NADCA saw a growing problem in their industry, HVAC fraud and scare tactics, and created an initiative that not only helps homeowners who are looking for reliable air duct cleaning companies but increased consumers’ awareness of NADCA and their contractors and the great work that they do for homeowners.

The RIA story



Restoring faith is the job of members of the Restoration Industry Association (RIA). RIA is the oldest and largest non-profit, professional trade association that provides leadership and best practices through advocacy, standards, and professional qualifications for the restoration industry. The RIA represents nearly 1,000 member firms specializing in cleaning, water and fire damage restoration, contents restoration, mold remediation, and environmental issues.

Disasters come in endless varieties – hurricanes, fires, floods, lightning strikes, earthquakes, wind damage, or even burst pipes. Whatever the cause, everything stops – abruptly. RIA members are on the front lines of helping families and businesses recover from these often catastrophic events by providing critical restoration services.

GETTING THE INFORMATION OUT

“RIA is not only a resource for restoration professionals, but also provides consumers with important information to help them recover from these types of disruptive events,” said Kristy Cohen, RIA’s Chief Executive Officer.

The RIA website and C&R Industry Resources Hub offer a mix of consumer resources on topics such as working with insurance companies after a disaster and disaster planning tips, along with technical papers, reports, and information to promote best practices for restoration professionals.

“We offer relevant resources related to what’s happening in the industry, and the latest concerns or questions that restorers and consumers are going to have.” said Cohen.

One recent example was the development of a guidance document designed to assist property owners returning to fire affected properties. It was developed in response to the Australian bushfires and provides consumers with a checklist of information about building safety, contamination and knowing when it’s safe to go back to your property after a fire.

“It’s designed to increase awareness and education of consumers. We understand that it can be very overwhelming to go through these types of catastrophic events,” said Cohen. “Our goal is to provide helpful information to say, ‘OK, here are some things that you need to be aware of if this happens to you.’”

The website also includes an insurance FAQ to help consumers who may be overwhelmed in the wake of experiencing a catastrophic event.



“We want to help educate consumers on the intricacies of dealing with the insurance company and your insurance policy process after a loss,” said Cohen. “Providing practical information can help people get through these types of events.”

With the information made available to the general public via the RIA website and C&R Industry Resources, restoration professionals are better able to help their customers recover from catastrophic events.

A PERSONAL TOUCH

RIA members understand that in addition to the knowledge, skills, and experience needed to do the job right, it also takes a kind, personal touch to help consumers out in their most dire time.

“Sometimes you’re putting them back together emotionally as well as helping them go through a grieving process, when they’ve lost something,” said Katie Smith, CR, RIA’s President-Elect and owner of PHC Restoration in North Carolina. “It’s a tough, emotional process for our customers to have property damage. Whether it’s their home or business, you think about how that would impact your own family or livelihood and how scary that loss is for the customer.” Depending on the severity of damage, customers may be displaced for months at a time, prolonging the trauma that comes with a catastrophic event. “What people have in their homes are not just things, they’re memories,” said Smith. “That loss can be devastating.”

Smith explains that restorers need to build a bond with their customers, understanding that, to some customers, they’re almost like “the hero that shows up” during a time of need. “Recently, I went back to visit a customer just to say, ‘Hey and welcome back home’ and, she spoke about how awesome the experience was and said, ‘I want to do something for your team,’” said Smith.

The team at PHC Restoration restored important furniture and quilting supplies that the customer used for an Etsy store. Smith’s team ensured they were good stewards of the insurance funds so the customer wouldn’t have to pay out of pocket for any of the restoration services provided. Smith’s team received a cake and thank you card from the customer praising the work they had done.

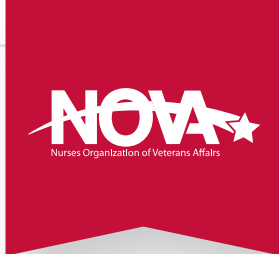
Another customer got up at 3 a.m. to cook breakfast for the 20 people that helped restore her home and brought it to PHC Restoration before the workday, which starts at 6:45 a.m.

“Think about how hard you work to buy a house,” said Smith. “It’s the place where you raise your family. Even if you don’t have kids, it’s your safe place. And when you have a fire, especially those that require restoration projects that last longer, you build a strong relationship with your customers and can make a big impact.”

After the many hours of hard work restoring homes, businesses, furniture, and other valuable items, Smith says that at the end of it all, it’s fulfilling to see their customers get back on their feet and move back home.



“We always say that the best day of our work is the day that we move our customers back in.”



The **NOVA** *story*

nurses Organization of Veterans Affairs (NOVA) is a nationwide, nonprofit professional organization whose members are nurses working for the Department of Veterans Affairs Medical Centers and Clinics. Their mission is to educate, communicate and advocate for the Department of Veterans Affairs nurse professionally, personally, and legislatively. NOVA nurses touch the lives of our nation's heroes every day and are very special to those they serve.





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