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Dear ,

I hope this message finds you, your families and friends safe and well during the ongoing pandemic. As you continue to take care of your employees, clients, guests and company, I want to briefly update you on how CHPA continues to support you and your company.

My [last message](#) outlined difficult decisions made by the CHPA Board to help the association best pivot to support you and provide ROI for your membership investment. I'd like to update you on the priorities on which CHPA will focus for the next few months.

### **Keeping you informed and connected**

CHPA's strength is connecting us all as an industry. We have created a number of new resources to keep you connected, with more in the works:

- **Virtual Network Connections** – Designed to facilitate discussions and connections on how member companies are adapting. Watch for more information about these in the coming days.
- **Webinars & Podcasts**– Providing education and best practices on navigating the new reality.
- **Behind the Headlines** – Quick interviews with members on what they're seeing in the news and how this impacts our industry.
- **COVID-19 Resources** on the [COVID-19 information hub](#) on our website.

We hope these keep your network vital and growing.

### **Providing new visibility opportunities**

We know that keeping your company in front of your target market is more critical now

than ever. We have a number of new options to help you meet your marketing goals via sponsorship opportunities for [webinars](#) and [virtual network connections](#).

### **Extending your access to member programs and services**

I want to extend a personal thank you for helping make CHPA's membership the strongest it's ever been, with a record 335 member companies. Our industry is stronger when united, and we've been inspired by the ways our members have come together to help their communities, frontline workers and each other during this time. Please reach out to colleagues if you need help, can help, or just want another perspective.

You received your dues renewal recently, and we are offering a grace period through December 31, with new payment options if needed. We hope this helps with cash flow while keeping you connected to the CHPA services you depend on.

### **What's Next?**

**CHPA 2021** – We are beginning to plan for CHPA's 2021 Annual Conference, slated for Feb 8-10 in Tuscon. The call for presentations, as well as exhibit and sponsorship opportunities, will open in July.

**Small Staff Summit** – We are working on a new virtual event in the fall focusing on best practices to ensure your company is operating optimally. Details available soon.

The CHPA Board and staff continue to work on your behalf to provide the support you need today and ensure the longevity of our organization. We'll continue to keep you updated via emails, our weekly e-news, CHPA's social media and the CHPA website.

In these uncertain times, CHPA remains the best place to protect your business. If there are resources we haven't provided, or if you have other ways that CHPA can help, please feel free to [contact me](#).

On behalf of your Board of Directors,

Lee Curtis, CCHP  
CHPA Chair

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