



25+ years in association management

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CASE STUDY

“HPA has been a transformative force for us. Since beginning our partnership in 2006, SPD membership has nearly doubled, annual and semi-annual conference attendance has grown by leaps and bounds, our website has been polished, critical communications within our executive board and among members have been streamlined, and development efforts continue to grow under their supervision. HPA has been a crucial catalyst throughout this entire organizational, financial, and administrative evolution. Most importantly, they not only get the job done, but they are a pleasure to work with. I can’t imagine our society working without them.”

— Albert C. Yan, MD
President, 2010-2011

CLIENT:

Society for Pediatric Dermatology (SPD)
(An International Association of 1,000 members)

HOW IT HAPPENED:

HPA took over management of this association after SPD leadership concluded that the society could not continue to develop and mature while being managed by a single administrator out of her home office. Since 2006, HPA has helped to increase overall membership by 50%, increase attendance at the group’s two educational meetings by 25% and increase secured fundraising dollars by 20%. HPA conducted a complete overhaul of the SPD website, newsletter and membership recruitment pieces. Plus, HPA conducted and provided analysis on a number of valuable surveys including Workforce, Salary, Research and Member/Educational Needs. During HPA’s time as association managers, the SPD has added \$150,000 to its financial reserves.