



Bold Thinking. Smart Growth.

Hello ISAers,

As I write this update, I am self-quarantined since I sat in an airport yesterday determining whether I should take the connecting flight to Camelback Inn after learning the World Health Organization officially declared COVID-19 a global pandemic. Taking no chances currently.

ISA, like the general public, is concerned about the growing spread of the coronavirus internationally and the impact it is having here in the U.S. Yesterday, 5 days prior to the 2020 ISA Annual Business Retreat (ABR) kickoff, ISA canceled the event.

There are dozens of details to tend to regarding this cancellation. And, your staff team is diligently tending to all the moving parts to ensure ISA and all our members are taken care of.

As the impact of the coronavirus evolves, you can count on ISA to continue to share information and updates as well as how it impacts ISA's extraordinary members. First and foremost please pay attention to [Centers for Disease Control and Prevention \(CDC\)](#), the [World Health Organization \(WHO\)](#), and the [National Institutes of Health \(NIH\)](#) websites for information to protect your health and the health of all your loved ones.

For those members who had planned to attend the ABR - *Now What?*

ISA's 2020 Annual Business Retreat has a power packed agenda filled with invaluable content prepared by exceptional experts. While we are not under the desert skies, please know that the sessions promised will be delivered virtually (online platform and format TBD). All speakers have willingly volunteered to participate. ISA needs time to regroup and deliver, please be patient as we investigate our most viable and efficient options.

In the next few weeks, you will receive a package from ISA, containing the materials you would have received on site (registration bag, books, program/networking guide, etc.). We are awaiting the shipment of ISA's materials to return from Camelback now. Once these materials have been collated and readied for shipping to all registrants, I will remind you to keep an eye on your USPS mailbox.

ISA is Expanding Services - Here is our "To Do" List

1. Coordinate and schedule ABR speaker sessions for "virtual" delivery along with instructions on how to connect to these sessions. Sessions will be scheduled over a series of days for your convenience and the speaker's convenience.
2. Add opportunities to discuss and compare notes with your trustworthy ISA network about the impact of the pandemic and explore ways to combat the negatives and accentuate opportunities.

3. Add services like:

- An ISA webinar roundup discussion about business strategies in responding to current events.
- Zoom meetings for "Like Size Company" discussions.
- Options to engage a Small Business Administration Advisor to discuss business loan eligibility and applications for interested ISA members, either as a webinar, podcast or conference call.

4. And of course, negotiating the best possible mitigation outcome related to ISA's contract with the JW Marriott Camelback Inn and other vendors, for the short and longer term.

Ongoing and Without Hesitation

5. ISA will continue to monitor the CDC and WHO updates and has added NIH to our list.

6. ISA will be in touch with additional industry specific organizations who are helpful to our members including The Masie Center, i4CP, Training Industry, Training Magazine, ASAE, and others. As highlights become available, we will alert you. In the meantime, you can visit these websites.

7. With your patience and help, we will explore how ISA can best support you in the coming weeks and months.

Frequently Asked Practical Questions About Your Registration Cancellation

1. Will I receive a credit for my ABR registration? The first registrant, most often the designate, is included in every member's annual dues. There is no credit or refund tied to the first registration. A percentage of every member's dues payment is applied to supporting ISA's Annual Business Retreat even when a member doesn't attend. This has always been the case. We will deliver a virtual venue this year and ship you the materials you would have received onsite in your registration bag. Your registration contribution will help us accomplish this task.

2. What about a credit for any second or third plus registrants from my firm? We paid a separate Annual Business Retreat registration fee for each of them.

We expect a percentage of each additional registration to be credited to your ISA membership account going forward once we determine the cost of collating and shipping the onsite materials to you, and the expenses related to the "virtual" delivery of the 2020 ABR.

We appreciate your support in this regard. We will let you know as soon as we know what your credited amount will be. You can use this credit toward your 2021 dues or 2021 Annual Business Retreat registrations.

3. How do I cancel my Camelback Inn Hotel registration? Is there a way to avoid a cancellation fee?

This afternoon, March 12th at 4:01 Eastern, the Camelback Inn informed us that individual cancellation penalties for all ISA 2020 ABR registrants have been waived provided the link ISA provided (known as a passkey) was utilized when making reservations. News for the end of the day.

Please take care of yourself and stay in touch! Thank you for all you do for ISA!

Pam

*Pamela J. Schmidt
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