**CHRO Association Name Change**

**Member Internal Organization Announcement**

From: CHRO/HR Executive

To: CEO/C-Suite Colleagues

I am pleased to share news about the upcoming public launch of the **CHRO Association**, the new name for the HR Policy Association, of which our organization is a proud member. The change will be made public in late October. *[Feel free to adjust if your organization has a long history of involvement, board participation, or executive engagement with the Association.]*

Representing more than 400 of the world’s most influential organizations—together accounting for over US$ 8 trillion in market capitalization and 20 million employees—the CHRO Association is a critical forum for intelligence-sharing and candid peer exchange on building a future-ready workforce in rapidly changing times. With our input and support, the Association helps shape workforce policy, regulation, and strategy in ways that directly support our business.

*[Optional: Insert a short note on how you or your team engages with the CHRO Association and the value it provides to your work.]*

I look forward to sharing more about our engagement and priority topics in upcoming conversations. From executive compensation, policy intelligence, and advocacy to global workforce structure and strategy, the Association provides a wealth of resources and expertise we can leverage. I am particularly excited about the new Center on Workplace AI, which will deliver insights we can apply across our company.

The week of October 20, I will follow up with the official press release and a link to the new website: chro.org. In the meantime, I wanted to share this news so you are aware of the transition and the important role this Association plays in advancing our HR and business priorities.

Regards,

*(Member CHRO)*