



January 8, 2021

**National Region Directors, Region Presidents, Secretaries and Treasurers,**

As many of you know, for several years ASHE had provided funds to the Regions and Sections to promote the advancement of the Society. These funds came from two separate programs; Exposure Funds and Grant Funds. Feedback from many of our members indicated that the two programs were somewhat confusing. And for several years, the funding was not budgeted to support this program.

Effective this year, the ASHE National Board has reinstated the Exposure Grant program and combined the two programs into one. We are pleased to advise you that funds will be allocated to each of the five (5) active Regions for their use, and/or allocation to the Sections in their Region to aid in the funding of initiatives and events that the program was originally intended to support.

Exposure Grant funds have been allocated and are being distributed to the Regions this year based on the National Board's desire to be equitable with what was budgeted in the ASHE National 2020-2021 fiscal year. The Regions will be responsible for administrating and distributing these funds to Sections (or may use funds at the Region level) in accordance with the attached Guidelines and consistent with the Vision, Values, and Strategies outlined in the current ASHE Strategic Plan. <http://ashe.pro/documents/D34-2018-2021-STRATEGIC-PLAN.pdf>

It is the National Board's intention that as the program reestablishes itself, funding allocations will be based on the effectiveness of the program and changing needs of the Regions/Sections for the benefit of ASHE.

Attached is an application/request form for the Regions' use at its discretion in distribution/administering the funds allocated to them by the National Board as part of this revitalized program.

The funding listed below will be distributed to Regions soon by the ASHE National Treasurer. Checks will be mailed to the Region Treasurers. Please confirm the address and contact information for the Region Treasurer so that we can ensure the funds get to the Regions in an expedient manner.

Exposure Grant funding allocation: (Total of \$6,000 in this FY's budget)

- Northeast Region: \$1,200
- Great Lakes Region: \$1,200
- Mid-Atlantic Region: \$1,200
- Southeast Region: \$1,200
- Southwest Region: \$1,200

We are a little late getting this information out, so I suggest for this year that a reasonable goal is to distribute funds by the end of the first quarter of the 2021 calendar year (March). Please distribute this information out to the Sections via your Region Boards to make this happen. We



all know the pandemic has presented obstacles for the Regions and Sections to do what we do best: network, socialize, and promote the transportation industry in face-to-face forums. This funding allocation is intended to provide financial means to maintain and/or increase ASHE's presence and visibility to all our membership and beyond via the Regions and Sections efforts in conjunction with the other initiatives that are ongoing across the organization.

Thank you for all that you do for your Regions' and Sections' members. Please feel free to contact me with any questions and thank you in advance for your cooperation. As soon as we get confirmation of the mailing address for your Region's Treasurer, the funds identified above will be distributed.

Happy New Year. We wish you a safe and prosperous 2021 and look forward to the day when our face-to-face forums will resume.

A handwritten signature in black ink that reads "Frank J. Bronzo".

Frank Bronzo  
ASHE National Board  
Chair, National Outreach Committee  
[fbronzo@envdesigngroup.com](mailto:fbronzo@envdesigngroup.com)  
Work Phone: 330-375-1390  
Mobile Phone: 330-329-9702

Attachments:

ASHE Exposure Grant Program Guideline  
Exposure Grant Fund Request Form

cc: National Treasurer  
National Secretary  
Administrative Assistant to the National Board  
National Outreach Committee