






STRATEGIC PLAN

Mission: Through advocacy, education, and networking, we champion the hearth, patio, and barbecue community to help members thrive.

ADVOCACY	VALUE	FUTURE FORWARD	AFFILIATE NETWORK	RESOURCES
As the industry's voice and legislative leader, HPBA positively influences legislation, regulations, codes, and standards.	HPBA is committed to providing members with professional growth and value for their businesses.	Prepare HPBA and its members for changing business environments & members of the future.	Encourage, support, and collaborate with the network of HPBA affiliates & retailer members.	Diversify and grow leaders and resources to carry out the mission of HPBA.
				
<p>HPBA advocates for members and industry, engaging with federal, state, provincial, and local officials, and regulators.</p> <p>HPBA is the leader for legal, regulatory, and technical issues in the industry.</p> <p>Uniting industry leaders, innovators, and coalition partners, we tackle the industry's complex issues together.</p>	<p>We provide industry data, curated communications, and relevant content designed to inform your business decisions.</p> <p>HPBA connects you with fellow members and thought leaders to foster meaningful discussions, business relationships, and learning.</p>	<p>HPBA is evolving its brand and programming to ensure it aligns with industry and marketplace trends.</p> <p>HPBA is building a pipeline of future leaders through education programs, service roles, and recognition.</p>	<p>HPBA continues to expand tangible benefits for retailer members, reinforcing our commitment to retailer growth and prosperity.</p> <p>Together, with HPBA Affiliates, we're building a stronger, more connected industry that thrives on collaboration, support, and shared success.</p>	<p>HPBA is optimizing resources to scale its value and influence by engaging member volunteers, staff, and other stakeholders.</p> <p>As responsible and innovative stewards, HPBA will have the means to continue to deliver on its mission to serve members.</p>