





Functional Matrix

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All of HBA's volunteers and member leaders are organized into various functional categories and areas at each component level:

	 Executive Functions	 Engagement Functions	 Value Functions	 Marketing & Comms Functions
Geography	Operating Board EC President Vice President Secretary / Treasurer	Operating Board Director Engagement	Operating Board Director Value	Operating Board Director Marketing & Comms
Region	Regional EC Chair Deputy Chair Treasurer	Regional Departments Corporate Relations Membership Exp. Volunteer Exp.	Regional Departments Education & Events Member Value Offerings	Regional Departments Marketing & Comms Market Research
Local*	Chapter EC President Vice President Operations Director	Chapter DAL Membership & Volunteer Experience	Chapter DAL Programming	Chapter DAL Marketing & Comms