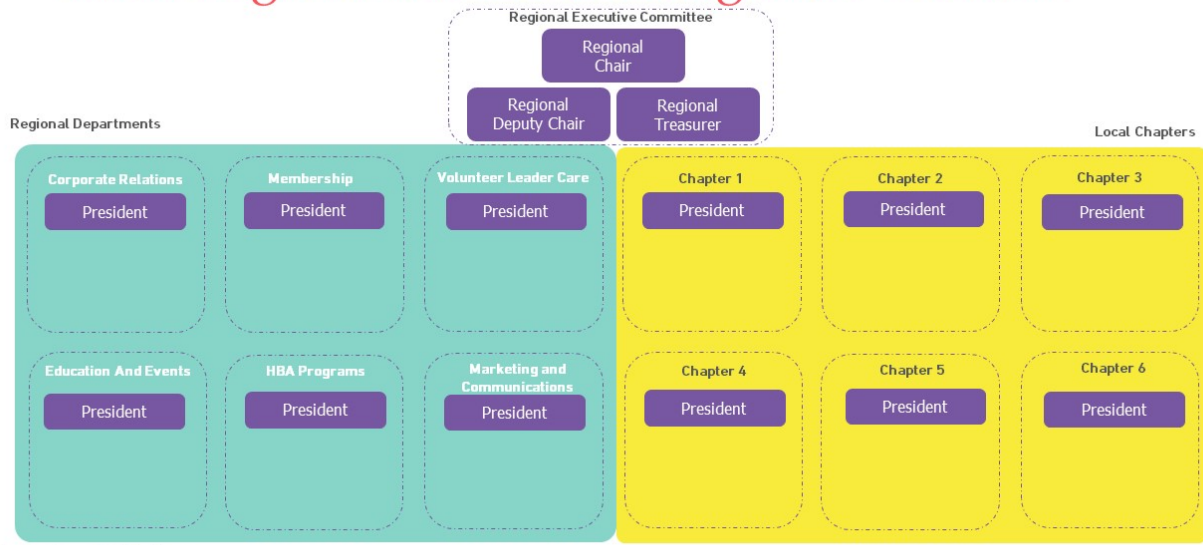


# HBA regional and chapter structure

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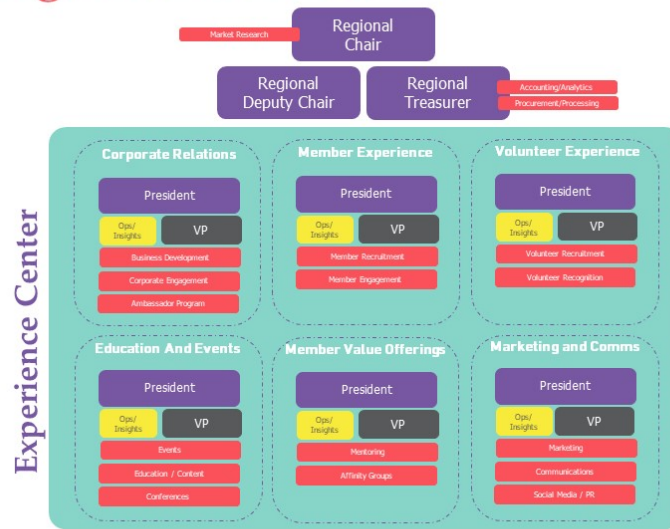
Each HBA Region is comprised of a Regional Executive Committee, regional departments and local chapters. The Regional Executive Committee, Department Presidents and Chapter Presidents make up what we call the Regional Council: the leaders within the region, working together on high-level regional strategy, initiatives and alignment across the entire geographic area.

## HBA Regional Structure: Regional Council



When you put all the departments together, they make up the HBA Experience Center: a group of departments working together to serve HBA's customers and provide them value across the region. It can look complicated at a glance, but as mentioned, the remainder of the department structure is entirely flexible based on the needs of the region. Smaller or less complex regions may have simpler department structures, whereas other regions may have much more complicated structures to serve their area, like the one seen here.

# HBA Regional Structure

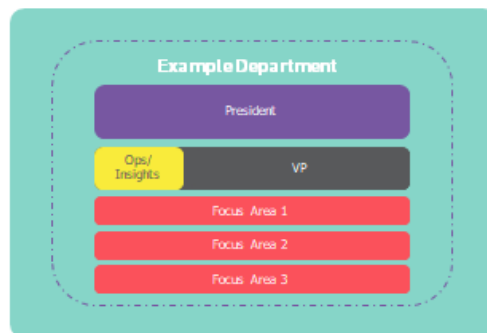


The departments operate in a “flex structure,” meaning the department president only needs to put in place other leaders or regional committees as needed to fulfil the needs of their particular region. This allows all of HBA’s regions to function optimally regardless of the region’s size or how many chapters are located within the region. Departments can build their structure like building blocks as much as needed to fit the need. HBA does require at least a president and vice president within each department: the president to focus on the strategy of their functional area within the region and the vice presidents to focus on the tactical operations of the function within the region, including the chapters.

# HBA Regional Department structure

**Regional committees:** work on tasks specific to their focus area(s)

**Regional director (optional):** A member of the department strategic leadership, oversees a regional committee



**Presidents:** strategy-focused leader

**Vice Presidents:** tactical operations-focused leader

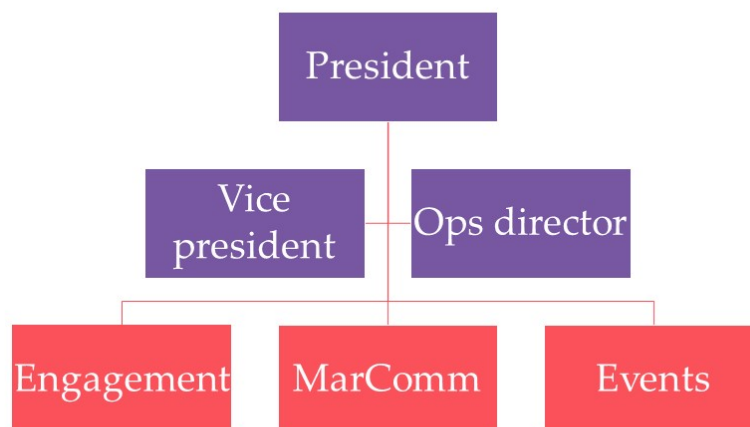
**Operations and insights:** An individual or committee to assist with administration and liaising with Market Research

To maintain some standardization across all regions, HBA has identified a number of focus-areas within each function. If needed, the department president can build out their department’s

organizational structure further based on these focus areas to assist with specific tasks. As the region grows, the department leadership can begin to put in place Regional Committees to handle the work. If one of the regional committees requires a strategic leader to be a part of the department leadership for that focus, a regional director can be put in place.

Lastly, if operations and administration become too burdensome, the department can put in place an Operations and Insights committee or regional director. This individual or group can specifically assist with the administrative tasks of the department, while having the added bonus of acting as a liaison to Market Research to assist in providing the department data for decision-making.

## HBA Chapters



### **Chapter purpose:**

To create the local member experience, engaging individuals to provide the member value.

### **Chapter goal:**

Increase and retain the number of engaged members within the local area.

### **Value strategies:**

- Networking and social gatherings
- Educational programs and workshops
- Professional development through volunteering and recognition

The Chapter Board (left) are the leaders in the local area and work together to define and execute value strategies and goals to provide the best member experience possible to their members.

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