

Empowering your business decisions through collaboration, connection, and information.

2024

# HPBA

HEARTH, PATIO, & BARBECUE ASSOCIATION // ANNUAL REPORT



# From the President & CEO



Nearly two years ago, we set an ambitious mission to modernize HPBA, enhance member value, and demonstrate consistent financial stewardship. Central to this initiative is our commitment to fostering a culture of feedback and collaboration. It began with a CEO listening tour, where I heard

directly from many of you about your challenges, expectations, and hopes for HPBA.

Through our conversations, several consistent themes emerged. Our members needed stronger support in a tough business landscape. HPBA needed to restore its financial footing. And we needed to create a more collaborative, informed decision-making environment for your business growth. Based on your feedback, we set short-term goals to refocus HPBA on our core membership and their needs.

In the last 20 months, a lot has happened. HPBA is now back in the black, and paid off \$600,000 in post-pandemic debt. Developing new revenue streams and continuing disciplined expense management are setting us on a strong, positive trajectory. Our next step is to rebuild our reserves that were depleted over the course of the pandemic as we continue to be judicious stewards of our resources.

To address the need for improved retailer relationships and more business opportunities, we focused on two key areas - the HPBExpo and the HPBA Affiliate network. As the industry's premiere event, HPBExpo brings buyers and sellers together to showcase industry advancements and provide opportunities for professional development contributing to your business growth. Working with HPBA affiliates—coordinating our advocacy work and providing support

to the network of retailers who join HPBA through affiliates each year—is at the core of this endeavor. HPBA is adding year-round member benefits as well as programming at HPBExpo that increases value to retailer attendees and in turn, increases their engagement in HPBA.

At HPBA, our mission centers on your business needs and success. We want to do all we can to support you and protect your livelihood through advocacy, codes and standards, and workforce development. With active engagement from you and HPBA affiliates, we've achieved significant industry wins, such as our work to overturn an ASHRAE addendum that would have banned unvented room heaters in homes. Another win, we blocked a forced electrification bill in Maryland that supported a ballot initiative to protect gas infrastructure.

Your participation and feedback were critical to these successes. More challenges and continued work lie ahead, such as the solid fuel New Source Performance Standards (NSPS), fuel choice, and the evolving collaboration with affiliates. Codes and standards will always need your input to ensure they work for your business, not against it. Investing in our workforce and meeting your business needs with insurance and industry research will remain consistent priorities.

In 2023, I committed to lead changes with clarity, purpose, and transparency. These successes showcase the strength of our coalition, but there's

more work to accomplish. Your involvement is key to shaping the future of our industry, and we welcome your voice. Engaging with HPBA gives you the information and the influence to shape the future of not only your business, but also your industry as a whole.

**Central to this initiative is our commitment to fostering a culture of feedback and collaboration.**

HPBA is now working from a strategic plan, a flexible blueprint that respects our history while looking to the future. This plan aligns resources with your needs, ensuring we adapt as your business environment evolves. It's a living document, one that we continue to use as a guide in our resource allocation and also modify as the

environment and needs change. We are developing a strategic direction for HPBA product sections through our new Government Affairs Committee and at in-person section meetings held with manufacturer members last month in Chicago. There are smart, visionary people in this industry and when we get them together in the same room to create solutions, we all win.






My vision for HPBA is to not only be responsive to your needs and the changing business environment, but to be proactive thought leaders helping to evolve the business itself. I look forward to our continued work together as we build a strong future for our industry.

**Jill McClure, CAE**  
President & CEO



# Strategic Plan Snapshot

The following report addresses each of the 5 pillars of the HPBA Strategic Plan. While each section addresses our collective success these past 20 months, the report ends with our Future Forward plans and how you can contribute to our continued success. If you have any questions or need additional information, please do not hesitate to reach out.

ADVOCACY	VALUE	FUTURE FORWARD	AFFILIATE NETWORK	RESOURCES
<p>As the industry’s voice and legislative leader, HPBA positively influences legislation, regulations, codes, and standards.</p>	<p>HPBA is committed to providing members with professional growth and value for their businesses.</p>	<p>Prepare HPBA for changing business environments and members of the future.</p>	<p>Encourage and support the network of affiliates.</p>	<p>Diversify and grow leaders and revenue to carry out the mission of HPBA.</p>
 <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>

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

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After operating with a net loss for five years, **HPBA is back in the black** with a positive net revenue.

### Advocacy & Wins

**With our affiliates**, we have:

- Worked against gas restrictions in several state and local jurisdictions.
- Helped to pass a ballot measure in Washington State to ensure access to natural gas.
- Voiced our concerns with the new Colorado state energy code.
- Overtuned an ASHRAE requirement that would have banned vent free room heaters.

**With coalition partners**, we've achieved significant wins:

- Passed a fuel-choice legislation in Nebraska.
- Blocked a forced electrification bill in Maryland.

The new **HPBExpo suitcasing policy** was implemented to **eliminate unfair competition** and **resulted in \$328,000 in new revenue** toward the viability of the 2024 event.

# Facts & Figures



**Eliminated \$600K** in post-pandemic debt in **20 months**.

Two key areas have been central to enhancing member engagement: **HPBExpo & our network of Affiliates**.



**HPBExpo revenue** accounts for **58%** of **HPBA's total revenue**

Our Future Forward strategy includes **reviewing HPBA's governance structure, fostering dialogue and collaboration, and refreshing HPBA's brand** to better align with marketplace trends.

97%

HPBA overall member retention rate

34%

HPBA's total assets increase over the past 20 months

18%

Average increase in **HPBExpo** revenue since 2022

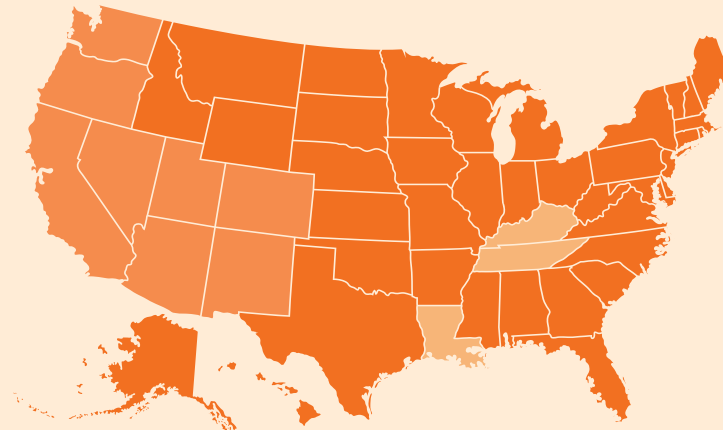


Operating Expenses Reduced by 15%



Decreased staff by 30%

**HPBExpo25** will welcome **over 300 brands** and **1,300+ buying entities** to New Orleans.



We are actively searching for a host city **farther west**.