

REASONS YOU SHOULD JOIN

HPBA and your Affiliate help you...

Grow Your Business

- Save hundreds of dollars each year with HPBA's **Cost Saving Benefits** on hotels, shipping, business insurance, credit card processing, computer equipment, business coaching, technical training, strategic planning, marketing and advertising
- Receive **discounts on HPB Education Foundation courses and NFI certifications**.
- **HPB Education Foundation** - provides opportunities for you to learn key marketing and sales strategies to help increase your product knowledge and bottom line including the new Hearth Design Specialist certification.
- Get ahead of your competition – Installers can take part in the **NFI programs** to become certified in wood, pellet and gas hearth installation, (WETT in Canada certifies for wood).
- Benefit from **HPBA's Hearth and Barbecue Consumer Campaigns** that include traditional and social media.
- Access vital industry information on consumer use and awareness with **HPBA's online Market Research Reports**.
- Promote Your Business to Consumers via the **online Member Directory & Products Guide and the HPBA Member Store Locator**.

Make Connections & Gain Business Intelligence

- Receive complementary tickets to **HPBExpo** – the largest North American indoor-outdoor living showcase. See the latest products, services and technology, spot the trends and get an edge over your competition, meet with the people behind the products and get answers to all your questions,

participate in the education sessions to gain insight on growing your business, meet your peers and discover their challenges, and make important connections that you would never be able to do otherwise.

- **Local Opportunities** – Each Affiliate organization hosts events throughout the year to get together with others in the industry.

Stay Informed

- **Industry Publications** – HPBA's monthly newsletter, **Hot News**, keeps you up to date on association projects and events, and the weekly **Newscast** features articles on hearth and outdoor living products as well as news releases that are valuable to small business owners.

Protect the Industry

- **HPBA's Government Affairs Team** is on your side making sure that you can continue to sell the products on your showroom floor. We serve as an advocate for your business at the local, state and national levels.
- **HPBA's Advocacy Center** enables you to voice your concerns to key policy makers at all levels of government.

Grow Professionally

- **Tom Pugh Government Affairs Academy**- Held every two years, this in-depth workshop gives members intense training to acquire the skills associated with media and government relations and become informed on important issues affecting the industry.
- **Leadership Opportunities** – Serve on an Affiliate, HPBA, HPBEF Board or committee and become a thought leader in the industry.