

## Heartland Tech Group LLC (HTG) HTG Policy Guide (See also HTG Membership Agreement.)

### Overview

All HTG Members shall operate their companies and themselves in a manner consistent with the vision, purpose, mission, and values of HTG. HTG Members will conduct themselves with a focus on “Business and personal growth driven by execution through accountability.”

<b>Vision</b>	To connect leaders by fostering authentic relationships and opportunities for sharing.  We will become the leading framework for peer interaction, personal growth and professional development as we equip and inspire you to make a difference.
<b>Mission</b>	We walk with leaders in life and business to help them reach their desired growth and legacy.
<b>Values</b>	Legacy, Accountability, Relationships, Influence & Wisdom

### Member and Vendor Participation Norms

Participation. For a peer group to work, you must be present and you must participate in good faith in the discussions, programs, and activities. Primary Member Attendees (as identified in the Membership Agreement) shall attend and participate in peer group meetings and other group activities. In the event these individuals are unable to attend, consistent with applicable group plans, an appointed management level representative of the Member shall attend and participate. Vendor representatives are considered members of HTG and are subject to the norms set forth herein.

You are expected to complete the 4 Plans: legacy, life, leadership, and business. You are expected to set and achieve goals aligned with your business, leadership, legacy and life plans. You are encouraged to engage in member-vendor planning activities.

You are expected to intentionally mentor your peers and openly share best practices and accurate financial information.

Timely Response. Members are expected to timely respond to communication within the group and from HTG. It is expected that phone calls and emails will be acknowledged within 24-48 hours. In areas of service or technical support, the response time needs to be same day if possible.

Confidentiality. The spirit of sharing in HTG is founded on and protected by a sense of confidentiality within the peer group. Subject to the HTG Membership Agreement, what you and other Members present and divulge in the peer group should remain in the peer group. (View agreement at <http://hub.htgpeergroups.com/resources/agreements>.)

Specific Group Plans. Your peer group may have a Group Plan which contains additional expectations and participation norms beyond the Membership Agreement and this Policy Guide. Your Group Plan is binding on you as a member in good standing. Failure to comply with that Group Plan may cause you to become the subject to a Member Improvement Plan. (View Member Improvement Plan at <http://hub.htgpeergroups.com/resources/agreements>.)

Professional Behavior. HTG Members shall behave in a respectful, professional, and law abiding manner at all times during their Membership.

Member Improvement Plan (MIP). In the event you fail to meet the participation or behavior norms or your specific group plan, you may, at the discretion of HTG or your Facilitator, be subject to a Member Improvement Plan. The Member Improvement Plan will include specific intervention and remediation guidelines for your improvement. Failure to comply with the Member Improvement Plan may lead to your removal from HTG. (View MIP at <http://hub.htgpeergroups.com/resources/agreements>.)

Marketing within HTG. HTG is a peer group supported by IT channel vendors. Relationships and clarity have value and are important for creating a healthy peer community. To avoid confusion and maintain the peer community health, HTG has developed ways for Members to promote their products and services to the other members in a specific group or the Membership-at-large during HTG meetings or through other HTG channels. Only upon obtaining prior written approval of HTG or participating in applicable HTG vendor, sponsor, or consultant programs are you authorized to do so.

Surveys. Member shall complete and update the online Member profile survey at least annually. Member shall also participate in periodic surveys as requested by HTG.

Employee Solicitation. The targeted, proactive recruiting of employees of other HTG Members outside Member's Peer Group should not occur and is not aligned with the values of HTG.

HUB Online Community Code of Conduct. There is a Code of Conduct for use of the online community called the HTG HUB. This applies to you. You are expected to comply with it; failure to do so may subject you to a Member Improvement Plan or removal from HTG.

## **Payments and Fees**

Payment Method. Members may pay Membership Fees, additional program expenses or other fees as determined by your peer group by credit card or Automated Clearing House (ACH) payment as specified by HTG Accounting ([accounting@htgpeergroups.com](mailto:accounting@htgpeergroups.com)). Charges and ACH withdrawals will be made on the first day of the quarter.

If you have made foreign currency or other special arrangements and a check is used to pay these fees, the payment is due to HTG on the first day of the quarter.

### Non-participation Fees.

Non-participation fees applicable to HTG **empower** or **engage** group members:

1. **Service Leadership Benchmarking Index Service.** Due to program expenses incurred by HTG, if you fail to participate, you will be billed the applicable non-participation fee each quarter you fail to participate. This fee is to encourage your participation and to reimburse HTG for its expenses including payment to Service Leadership.
2. **Meeting Attendance.** Active participation is critical for the group to be effective. The applicable non-participation fee will be assessed to companies that do not prepare for or attend the quarterly meetings. This is in addition to the Membership fee which will still apply. The assessment of the non-participation fee is determined by facilitators and may be waived due to personal circumstances.

## **Group Meetings**

Recruiting. HTG will use its best efforts to fill each group with the HTG program target number.

HTG will not intentionally recruit members so as to create a density of Members in excess of what any market will support.

HTG publishes a list of prospective members in regularly scheduled communications. Members have 48 hours to provide written feedback on any objections they may have to the prospects under consideration.

Group Member Placement. No new Members will be placed in a specific peer group (**emerge, engage, empower**) if there is an existing Member with a primary market actively serving that area without the potentially conflicting Members agreeing that no market conflict exists.

Other factors HTG considers in placing member into a group include the pool of applicants, member attributes, peer group culture and fit, specific peer group plans, and input from facilitators.

Logistics. Group meeting dates and logistics are set and planned by HTG. You are expected to reserve a guest room in the HTG contracted hotel.

Removal. A Member who fails to satisfactorily work through the Membership Improvement Plan can be removed from the group. This can lead to termination of the Member Agreement and complete removal from HTG. Decisions regarding Member removal are made by HTG and are final.

## **Vendor Relationships**

Vendors are an important part of the HTG community and their sponsorships provide a significant portion of the HTG operating expenses. As such, you are expected to act in good faith in building mutually beneficial business relationships and to participate fully in all vendor presentations and interactions such as:

- Seat at the Table
- Lunch and Learns
- Group dinners
- Happy hours
- Community day activities
- Vendor exhibit halls
- Other vendor interactions that build the relationship

It is not acceptable behavior to leave the meetings, focus on distractions such as email, or engage in other things that detract from engaging with the vendors.

Although HTG or individual HTG peer groups may negotiate special HTG pricing from vendors, you have no obligation to make purchases of the vendor products or services. Purchasing will be the responsibility of the Members.