



Advocacy Resources For Auction Professionals

Presented by The National Auctioneers Association



Make those minutes count...

Time, among its many qualities, never stops. It is of the essence. It flies. It passes by. And, as the Rolling Stones first sang in 1964, they had it on their side.

The rest of us don't always feel so lucky – often begging for five more minutes of sleep in the morning before bustling through life trying to stay one tic ahead of the next tock. In other words, yes, life is busy. That's not breaking news to auction professionals. However, sometimes "busy" gets in the way of "productive," often because we grind down in day-to-day details instead of focusing on bigger picture initiatives.

When it comes to advocacy efforts – especially those that include meetings with your city, county, state, and national leaders – not focusing on issues that carry potential impact to the auction industry could carry heavy consequences.

The National Auctioneers Association always has encouraged its members to form relationships with their representation. As a community leader and influencer, it should be an auction professional's prerogative. Part of that relationship building involves meetings – often with very busy people who are quick to say time is short.

Knowing this, NAA has developed its latest white paper – "Advocacy Resources for Auction Professionals." In this paper, we discuss how to make the most of your time on Capitol Hill (or in other meetings). We explore new rules based on recent Presidential Executive Actions that will affect the short-term and long-term for auction professionals who sell firearms. We also take a look at how you can best communicate your advocacy efforts by building a winning press release that highlights your advocacy efforts.

And, in the interest of time growing short, we have also included a Proclamation template for auction professionals to view and draft his or her own in time for National Auctioneers Week, April 11-17, in which advocacy efforts will be featured Thursday, April 14, ahead of National Auctioneers Day on Saturday, April 16.

With that, it's time for you to move through the rest of the latest iSeries white paper. Enjoy!

Sincerely,

The NAA iSeries Team

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How to Ace Your Advocacy Meeting

7 tips for making the most of your time on Capitol Hill

Sharing issues and views with Members of Congress is a critical part of the advocacy process, but the first experience can be overwhelming.

From making that initial contact to following up after an appointment, here are seven helpful hints for making your Congressional meetings go smoothly and effectively:

- **Find out who your Congressional Representative and Senators are by visiting www.house.gov and www.senate.gov, respectively.** Each website includes an easy-to-find search box right on the homepage. Individual Member websites will include their contact information, both in Washington, D.C., and locally within their state or district.
- **When making appointments, it is always important to start as early as possible.** Members have very busy schedules, so it is best to request your appointments as soon as

you know you will be in Washington, D.C. **NAA's Day on the Hill will be Thursday, September 8.** Training will be held from 8:30 to 10 a.m. so appointments can be made anytime after 10:30 a.m.

- **Keep an open mind when it comes to requesting specific times.** Many Members will not be in town when Congress is not in session, meaning that late Friday and early Monday appointments are limited and fill up quickly. Hearings happen in the morning, and Congressional sessions happen in the afternoon. Meetings may change locations and times quickly, so be prepared to adapt on the fly. Also, keep in mind that most appointments will be brief, so 15-30 minutes will be more than sufficient in most instances.
- **Staff can be your best allies when it comes to face-to-face time with your Members.** You will work with the staff scheduler to set appointments. Make sure to follow the

specified protocol for setting up meetings, particularly in how they prefer requests to be sent. While some offices will accept appointments by phone, others will require it to be submitted in writing by email or fax.

- **There may also be times when Members are unavailable and you will meet with their staffs instead.** Members rely on staff to help them be subject experts, so brief the staff just as you would the Senator or Congressional Representative. Be polite and respectful. This meeting also gives you a great contact for future communications with the Member's office!

- **When the meeting time comes, make sure to arrive promptly and fully prepared.** Be well-versed with any meeting materials you will be sharing and be ready to answer questions. Discuss major points briefly but completely. It can be especially helpful to help the Member and his or her staff understand why your organization, issue, etc., are important to the constituents and businesses in their district or state. "Leave-behind" materials are always a plus. When participating in NAA's Day on the Hill, you will be provided appropriate collateral materials and you will be trained on the public policy agenda.



NAA's Day on the Hill returns to Washington D.C. on September 8, 2016. Open to all NAA members, the day kicks off with onsite advocacy training at 8:30 a.m.

- **After the meeting, follow-up with the Member and any applicable staff to thank them for the appointment.** A good thank-you letter should also re-emphasize the major points of the meeting.

For more helpful advocacy tools, visit the NAA Advocacy Resource Center page at auctioneers.org/advocacy.

2015-2016 PUBLIC POLICY AGENDA

Presented by the National Auctioneers Association



The National Auctioneers Association is committed to representing members in Washington, D.C. The NAA advocates that its members be the preferred auction professionals used in the marketplace.

PROFESSIONAL LICENSING

The National Auctioneers Association advocates for states' rights to implement and regulate professional auctioneer licensing, including online-only auction professionals and companies. The NAA shall provide tools to state associations to educate state legislators and regulators and will govern its members through the NAA Code of Ethics.

FIREARMS AUCTIONS

The NAA advocates for the legal sale of firearms at auctions, following regulations fairly developed and clearly communicated by the U.S. Bureau of Alcohol, Tobacco, Firearms and Explosives.

IVORY REGULATIONS

The NAA advocates for fair regulations on the sale of items that the U.S. Fish and Wildlife Service regulate, including, but not limited to, ivory and mounts of protected species.

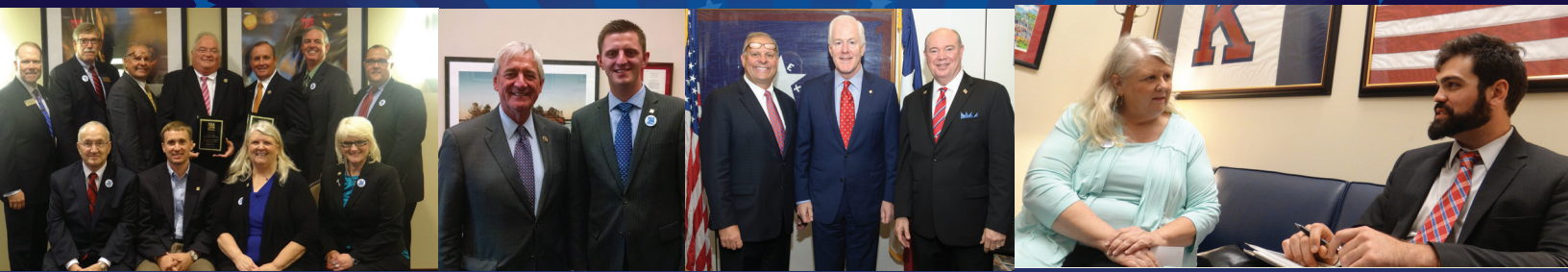
GOVERNMENT ASSETS

The National Auctioneers Association advocates for the use of the auction method of marketing utilizing NAA Auction Professionals when selling government assets.

COURT-ORDERED SALES

The National Auctioneers Association advocates for the use of the auction method of marketing utilizing NAA Auction Professionals for court-ordered sales.

*To learn more about the NAA,
visit www.auctioneers.org or
call (913) 541-8084.*



NAA DAY ON THE HILL

Thursday, Sept. 8
Capitol Hill, Washington, D.C.

REGISTER NOW AT AUCTIONEERS.ORG.

QUESTIONS? Email bmcgrath@auctioneers.org or call 913-563-5429.





How do recent Firearms Executive Actions affect firearms auctions?

What you need to know as an NAA auction professional

Earlier this year, President Barack Obama announced a series of executive actions aimed at reducing gun violence. Though this is still a work in progress, some announced actions could have a more immediate impact on your business if you sell firearms.

The National Auctioneers Association will continue to monitor this important issue moving forward.

1. “If you’re in the business of selling firearms, you must get a license and conduct background checks.” The Department of Alcohol, Tobacco, Firearms and Explosives (ATF) has clarified that a background check through the National Instant Criminal Background System is required regardless of

the location where firearms transactions are conducted, including at gun shows and online. Additionally, ATF continues to better define what it means to be “engaged in the business,” but that definition is yet to be made fully clear. It said that a few transactions or guns sold could be sufficient evidence to establish that a person is engaged. Failure to be licensed and/or conduct background checks may be subject to prison time and/or fines.

2. Background checks will be required on the sale of most “dangerous weapons” and items purchased through a trust or corporation. This pertains to National Firearms Act regulations that allowed individuals to avoid background checks when purchasing specific weapons through a trust or corporation.



3. Dealers must notify law enforcement about the theft or loss of guns. While current laws say that federal firearms dealers and other licensees must already make such reports, the regulations were somewhat ambiguous about guns lost or stolen in transit. ATF has clarified that the licensee shipping a gun is responsible for notifying law enforcement upon discovery that it was lost or stolen in transit.

Also worth noting:

- The Federal Bureau of Investigation plans to overhaul the background check system to make it more effective and efficient. Envisioned improvements include 24/7 processing and improved notification to local authorities about potential threats.
- ATF has established an Internet Investigation Center to track illegal online firearms trafficking and will enhance the National Integrated Ballistics Information Network.
- The FBI will hire more than 230 new staff to help process background checks, while ATF hopes to add 200 new agents and investigators to enforce regulations and laws.

- The Social Security Administration and Department of Health and Human Services will work to improve mental health reporting incorporated into the background check system.

The NAA encourages anyone who deals in the sale of firearms to get educated on how this could impact their business and to be appropriately licensed. The ATF has material that provides more clarification on the necessity of a license for auction professionals, which you can view at tinyurl.com/atfupdate. Auction professionals should read the entire document, but refer specifically to page 6 for an answer on “Do I need a license if I’m an auctioneer and simply auction guns for my customers?”

You can also read more about the proposed executive actions at www.whitehouse.gov/the-press-office. You can get information on obtaining your FFL at www.atf.gov.



How to build and distribute a winning press release

Keep three keys in mind: Write action, Write place, Write time.

As the concepts of Owned Media (media a company controls) and niche content have matured (and public confidence in traditional journalism has waned), the press release once again has proven its immense value in helping control a narrative.

Marketers who best use their Owned Media channels and build trust with their audiences are in the best position – they become a trusted source for their own company's or client's news.

Much of that trust building comes through timely, factual information, presented in predictable fashion. And, it's here where a solid press release can pay great dividends. But, what constitutes a "solid" release? There are three key components.

Write Action

Of course, the first step is to produce a quality release. There are six pieces, listed in order of importance: brand identity; contact information; headline; lede; body; and, boiler.

The first four components all communicate your message long before the actual "guts" of the release appear. Readers need to know who is sending the information (brand). They want to know, specifically, who can explain things if necessary (contact info). It has to grab attention (headline). It then needs to cement their decision to read more (lede).

All of this must happen before the rest of the release matters because, if it doesn't, the rest of the release won't be read.

As you navigate through this writing process, keep a couple of general rules of engagement in mind. First, grammar and punctuation are non-negotiable. Nothing kills credibility faster than spelling and sentence errors. Next, avoid hype. This means no using exclamation points – no matter how exciting you believe your news is. It screams amateurism. Lastly, keep paragraphs short. This keeps your release looking clean and limits the chance that a reader gets lost or confused in the middle.

Write Place

Targeting is everything. Remember, you control, at least initially, who sees this information. Hopefully, you have good data that tells you where sending this release will result in the most reads or whatever else your stated goal is.

If you need help in building a media list – a good resource is easymedialist.com. There are fees for the lists (the more you need, the more expensive it will be), but they aren't bad and it sure beats having to look up local, regional, or national lists manually. Time is money, after all.

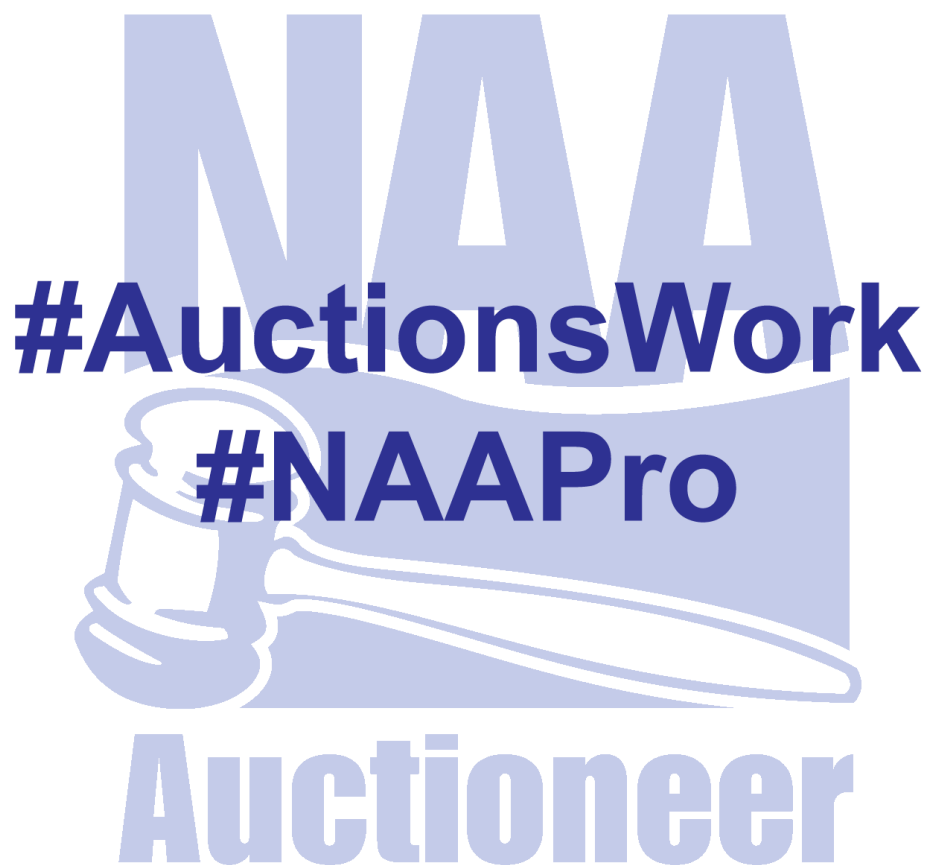
Past all of that, remember if you really want to control things, you should also consider publishing the release first on your website and then pushing out the link through your distribution channels.

Write Time

Now that your release is written and your targets have been established, when is the best time to publish and/or distribute? The answer again lies in your data.

Depending on how you will distribute your information, determine when your audience opens email most frequently or visits particular social media sites. Or, if you're a little more advanced as an Owned Media source and have developed a consumer expectancy for when new items will be published, stick to that.

The takeaway here is do what works best in individual situations until you develop some distribution patterns.



NATIONAL AUCTIONEERS DAY

PROCLAMATION

National Auctioneers Day

April 16, 2016

A PROCLAMATION



WHEREAS, auctioneering is one of history's oldest professions,

WHEREAS, auctions are the last bastion of the competitive free enterprise system;

WHEREAS, auctions continue to be the most fair, transparent and effective means of establishing fair market value. No more. No less;

WHEREAS, auction professionals create a competitive marketplace and connect buyers with sellers wishing to sell their assets for the highest dollar value;

WHEREAS, the National Auctioneers Association and its members strive to advance the auction method of marketing and uphold the highest standards of professionalism in serving the American public;

WHEREAS, auction professionals are proud business owners who support their communities;

WHEREAS, a National Auctioneers Day has been observed for more than 25 years by state and local governments and private organizations;

WHEREAS, the designation of National Auctioneers Day by the [City or state] will heighten the awareness of the public of the contributions made by auctions and auction professionals to the history of our Nation and its economy;

NOW, THEREFORE, I, [Official's name and title] do hereby proclaim Saturday, April 16, 2016, as "National Auctioneers Day" and call upon the community and partner organizations to celebrate with appropriate ceremonies to acknowledge these efforts.

Date:

Signature:

[Day, 2016]

For Immediate Release

Contact: [Name]

[Organization]

[Phone Number]

[Email Address]



**Local #NAAPro helping spread #AuctionsWork national campaign
during National Auctioneers Week (April 11-17)**

[City, State] [(Day, Date, Year)] – Local auction professional [NAME], of [Town], wants every consumer in the area to know a simple buying and selling message: Auctions Work. That's why [LAST NAME] is taking part in the #AuctionsWork campaign -- a national social media initiative from the National Auctioneers Association.

Launched in March, the campaign relies on the power of hashtags and the elbow grease of NAA members like [LAST NAME], who will follow a daily schedule of posting events during National Auctioneers Week, April 11-17. Each post will be tagged with #AuctionsWork and #NAAPro. The second tag designates [LAST NAME]'s standing as part of an NAA network of auction professionals that believes in continuing education and ethical auction practices.

Sharing video, talking with the general public about why #AuctionsWork and why they should choose an #NAAPro, and sharing auction success stories -- these are some of the creative ways [LAST NAME] will help launch the campaign that is slated to run through the remainder of 2016.

The activities all build to National Auctioneers Day, which is officially recognized on the third Saturday of each April. This year, it falls on April 16. NAA and its members will encourage all buyers, sellers, and auction enthusiasts to get out and participate at an auction.

For a detailed schedule of events during National Auctioneers Week, visit auctioneers.org/national-auctioneers-week. To learn more about auctions or to find an auction or auctioneer near you, visit auctioneers.org.

For more information about [YOUR COMPANY], including upcoming auctions, visit [YOUR WEBSITE], or call [YOUR BUSINESS NUMBER].

About the National Auctioneers Association

The National Auctioneers Association represents thousands of auction professionals from the U.S. and around the world. The NAA exists to provide critical resources to auction professionals that will enhance their skills and successes. NAA's vision is that its members will be the preferred auction professionals used in the marketplace. The Association's headquarters are in Overland Park, Kansas.

iSeries

Because it's about you!

Now available at Auctioneers.org/iSeries ...

As an auction industry professional, you spend most of your time helping others reach their goals. Now, it's your turn. With skill-sharpening webinars and whitepapers touching on a mix of general and industry-specific marketing topics, NAA is your support. Make sure to check out the iSeries archive as well as plan for the year ahead!

SEPT. 2, 2015

Benefit Auctions

OCT. 7, 2015

Auction Marketing

NOV. 4, 2015

Whitepaper: Social Marketing

DEC. 2, 2015

Future Auction Industry Trends

FEB. 3, 2016

Auction Business Structure

MAR. 2, 2016

Whitepaper: Advocacy

APR. 6, 2016

Bid Calling Tips

JUNE 1, 2016

Your Elevator Speech