

2017



Pathways to 2020

National Auctioneers Association Business Plan

NAA professionals are committed to the skillful management of the accelerated marketing of their client's assets, utilizing continuing education to enhance their abilities, which conduct is guided by the Industry respected Code of Ethics.

MISSION

The **MISSION** of NAA is to provide critical resources to auction professionals that will enhance their skills and successes.

VISION

The **VISION** of NAA is that NAA members will be the preferred auction professionals used in the marketplace.

OBJECTIVES

Ensure NAA Members have the resources they need to assist in growing their businesses, making them more efficient and advancing their professional development.

Educate clients and customers on the need to use NAA auction professionals.

Communicate the value of NAA to non-members and grow membership to 4500 by 2020.

Hannes Combest, CAE
CEO National Auctioneers Association
1/1/2017



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NAA STRATEGIC INITIATIVES

In order for the NAA to grow and maintain relevance, the association will focus its attention and resources in three key areas:

- 1) **EDUCATION** for its members to enhance their business goals and professional development
- 2) **PROMOTION** of the auction method of marketing and the NAA professional
- 3) **ADVOCACY** of the methodology and for the NAA auction professionals

Priorities Selected by Leadership for 2017

- **Establish Communities of Practice** – develop and implement plans to establish five communities of practice to enhance membership.
- **Rewrite the Benefit Auctioneer Specialist designation**
- **Develop a new education program called CAI+**
- **Resource database** – developing a collection of forms and other resources as a membership resource.
- **Cybersecurity** – host a meeting to discuss the need for greater security in the auction industry.
- **Grow NAA's Brand through Consistent Content Marketing and Social Media Marketing**
- **Host a summit for the Personal and Commercial Assets Community of Practice** – holding a summit for those individuals who are interested in the PCA Summit.
- **Develop a long-term sustainable plan of diversity training and promotion of the auction industry to non-traditional groups**
- **Enhance National Auctioneers' Week**– develop and enhance our social media plan to promote the use of NAA members.

2017 Existing Work Responsibilities

- Develop and implement a plan to reach 4200 members by December 31, 2017.
- Study and implement recommendations made by the State Association Task Force.
- Maintain a strong relationship with auction schools.
- Conduct a conference and show in Columbus, Ohio that attracts 790 registrations.
- Manage the National Auctioneers Foundation appropriately.
- Ensure the production of high quality print and digital publications.
- Work with St. Jude's Children Research Hospital to achieve the goal established by the Board.
- Manage NAA affinity programs appropriately.
- Ensure Board meetings and communications are properly managed.
- Offer CAI, CAI+, the Designation Academy at Conference, the Benefit Auction Summit, the Real Estate Summit, the PCA Summit, the Marketing Summit and the winter Designation Academy to meet budget projections.
- Ensure member services are properly managed (phones, correspondence, membership processes, grievances, etc.).