



Vision2020 is our plan for growth. Simply stated, our plan is for growing our assets; and growing our reach.

Vision2020 will strengthen the public's awareness of Auction.

Vision2020 will improve our internal relations with our members.

Vision2020 will allow Indiana Auctioneers to lead the way through policy initiatives at our state government, becoming a force for auctioneers.

Vision2020 will build a modern programming structure that will be industry leading.

Most importantly, **Vision2020** will build upon the efficiency and effectiveness of our board of directors and central office. We will outline a plan to strengthen our volunteer structure and develop our future leadership.

Using the Strategic Plan of 2008 as a foundation, **Vision2020** will guide our board and act as a roadmap for success. **Vision2020** will accomplish all of the objectives outlined in that initial strategic plan and guide us into our next strategic planning session.

The ultimate outcome of **Vision2020** will be a more meaningful Association for our members.

The following core areas outline the focus of **Vision2020**:

LEADERSHIP

We recognize the greatest catalyst of positive transformation in any Association is strong and engaged leaders.

Indiana Auctioneers Association (IAA) bylaws currently state that the IAA Board will be comprised of 14 directors. Current bylaw changes will act to reduce the size of the IAA Board to improve board effectiveness and to reduce IAA operating costs associated with director training and other related board expenses.

Based upon a desire to make the Board effective in both cost and increased productivity, the IAA Board will be reduced from 14 to 11 directors (over time through attrition) while simultaneously transitioning from 7 districts to 3 regions (North, Central, South). The creation of 3 regions would not only continue to provide members an outlet for geographic representation on the Board but would also provide continued opportunity for members to serve on the Board based on their location.

Simultaneous to creating a more effective Board, the IAA will design a Leadership Program to recruit and train future leaders of Auction. The purpose of the Leadership Program will be to identify Auctioneers who have demonstrated strong leadership skills within Auction or community involvement and have an interest in further developing these skills. The Leadership Program is geared toward preparing these individuals to assume future roles of responsibility within the IAA.



PROGRAMMING

New advancements within Auction have spurred a generation of industry change. This change demands a new generation of programming for the IAA. Our Association should position itself now to capitalize on increased revenue activities through innovative, dynamic, and engaging programming such as:

- Annual conferences/programming in the Spring, Summer, and Fall across our (3) regions
- Education accessible to all Auctioneers, all the time
- A Young Auctioneers Network to engage the next generation of Auction
- Collaboration with parallel industries and trade organizations

AWARENESS

Public awareness of Auction is important to the relevance of the IAA. We live in a world where technology allows a smooth flow of information, easily accessible by many. Perception is reality.

Our method to develop awareness of Auction for the IAA will be to create an annual public relations strategy to earn media with outlets across the state through such publications in Indianapolis, Evansville, New Albany, Northwest Indiana, Lafayette, Muncie, Ft. Wayne, and others.

Additional focus will be to earn media through online outlets such as Inside Indiana Business, PR Newswire, and through our own proprietary email distribution list and social media.

Through this annual campaign we will create a key messages document tied to the IAA mission and prepare spokespeople on behalf of our organization. These spokespeople can then engage parallel organizations to spread the message of Auction.

ADVOCACY

The Indiana Auctioneers Association should be committed to representing our membership and advocating issues of importance to the auction community at every level of government. Through a member-driven process, the IAA will annually develop a public policy agenda that serves as a framework for our efforts to impact the legislative process.

Our organization will engage our members through our policy committees, a potential political action committee and special events with our elected representatives. It is our goal to create a forum to educate our members on issues affecting their business and the community, while providing an opportunity to be a part of the process.

During the legislative session of the Indiana General Assembly, the IAA has a paid lobbyist to watch the legislative process on our behalf.



Legislative action will be required to ensure the IAA protects the interest of its members. Our Association should make it a priority to continue to build relationships in Indianapolis so that we can be involved in shaping policy for the auction profession.

We will develop an Auctioneers Day at the State House during the General Assembly to allow Indiana Auctioneers the opportunity to access their respective legislators and decision makers to affect positive outcomes.

FOREVER

Auctioneers are not alone in the universal attempt to achieve sustainability. In an evolving world, it is only natural that a group of Auctioneers would want to leave their professional association better than they found it.

The creation of the Indiana Auctioneers Foundation endowment will allow the IAA to establish a permanent fund or funds to capture investments from members and other gifts for future benefit. The IAA will create the Foundation to recognize individuals who share its dedication to our industry, through annual, planned, estate, and legacy gifts.

IAA Auxiliary fundraising and scholarship functions can and should be incorporated into this endowment.

A separate board of directors will be developed to govern the new Foundation, thereby involving and engaging our membership in new, more meaningful ways. Day-to-day functions will be managed by the Association's management company.

Our goal will be to build the endowment to \$250,000 by 2020.