**Lobby Presentation – Everett’s 2/12 Rule**

Try to conduct your lobby appointment according to this rule. You will find that this is nearly impossible to actually accomplish, for so many reasons. One Congressman will tell you he can only give you five minutes. Another will ask questions and spend fifteen minutes on the first issue and then rush you out.

So, this is a guide. Aim for these targets and adapt as needed i n each meeting.

* 2 Minutes of introductions – Introduce each member of your team and their company name and location. Name some constituents in his district and explain that you will send photos to them after the meeting.
* 2 Minutes of Introducing NAMB and what our industry does
* 2 Minutes on the 3% bill – ask for support
* 2 Minutes on the VA bill – ask for support
* 2 Minutes on the delay of enforcement of August 1st changes
* 2 Minutes of wind down and photos