

**Andrew Platt**  
**Attorney**

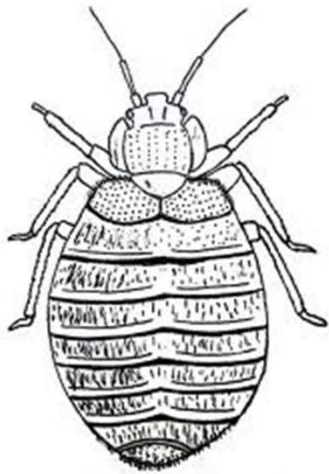
**Woods Erickson**  
**Whitaker & Maurice LLP**

# **Trade Associations**

in  
practice;

by the  
rules

# Flashpoints



- Who has to fix a problem?

~~Manufacturers~~ ISPA  
FBUMA

Furniture renters & retailers

~~Residential end-users~~

~~Commercial end-users~~ NRA  
AH&LA  
LVHA



# **WITHOUT a business association**

- No cost sharing
- Regulatory patchwork landscape
- Reacting vs. Navigating

# Perpetual flashpoint



1<sup>st</sup>  
Amendment



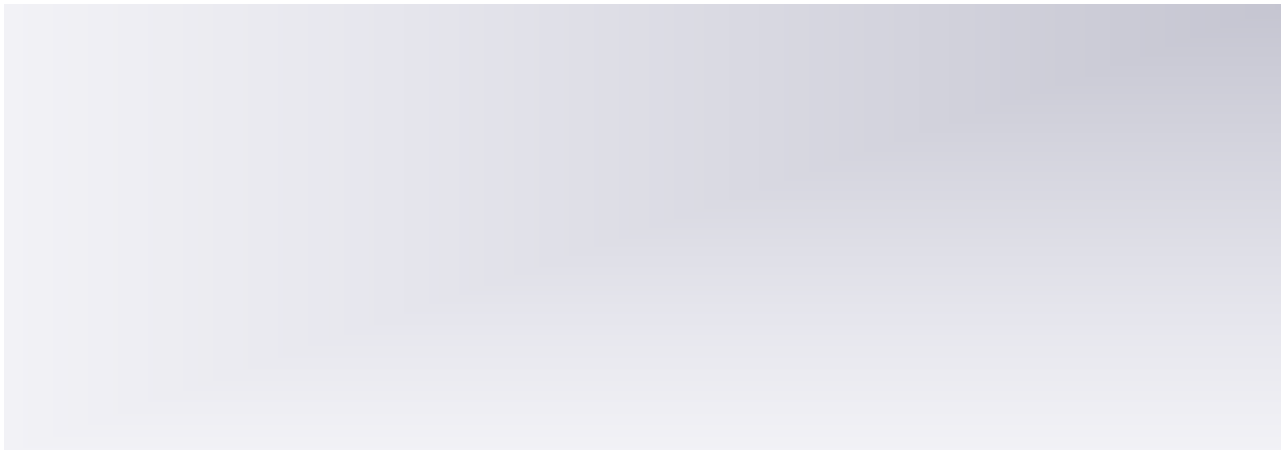
MPAA  
ESRB  
TVPGMB



**WITH  
a business  
association**

- Displace regulation
- Channel regulation

**Non-profit  
Tax exempt  
501(c) (6)**



# “Business League”

- Common business interest
- Improve business conditions

# Same family tree as 501(c) charities



Prohibited

- owners
- dividends

# Similar character- istics

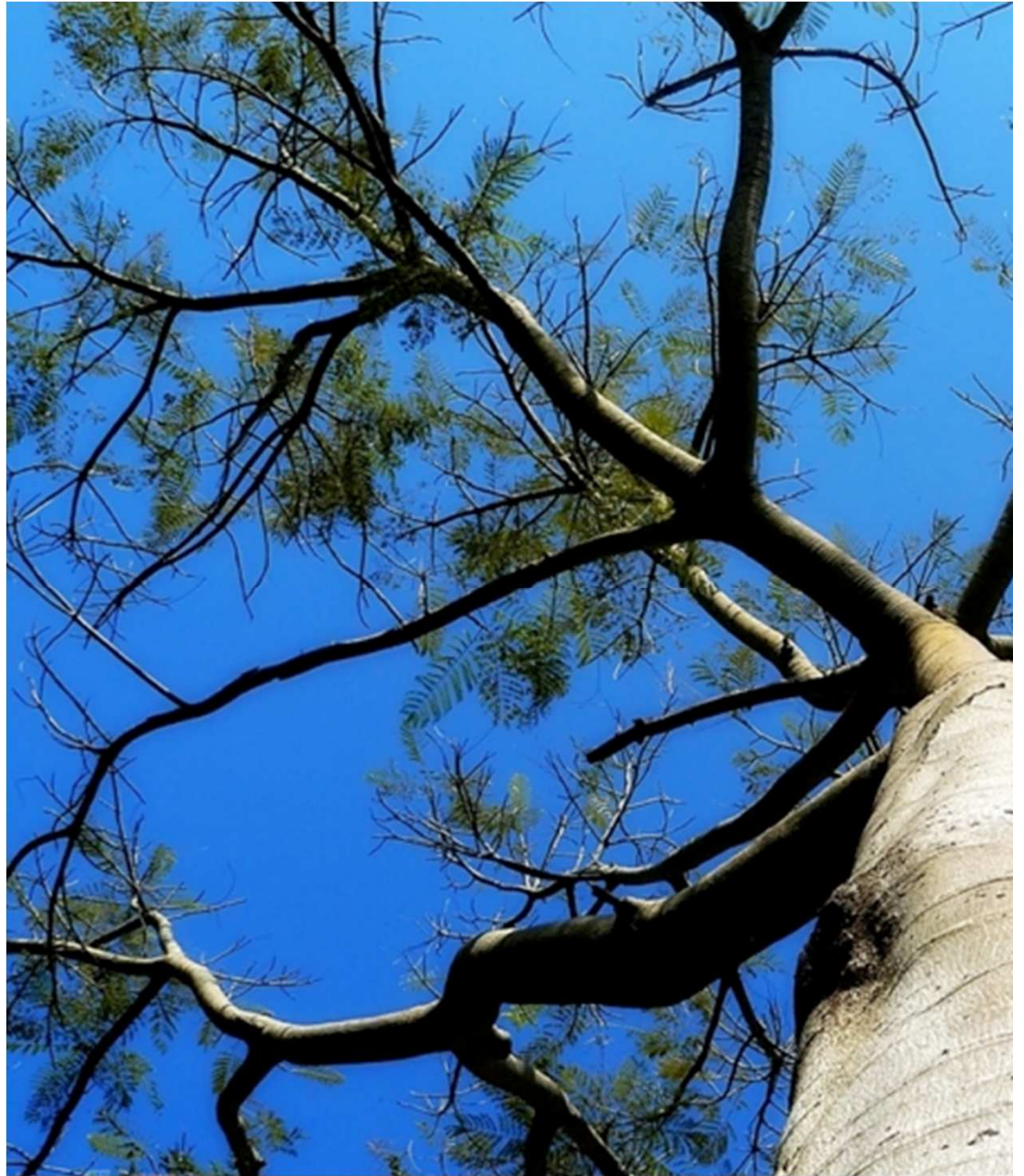


Permitted

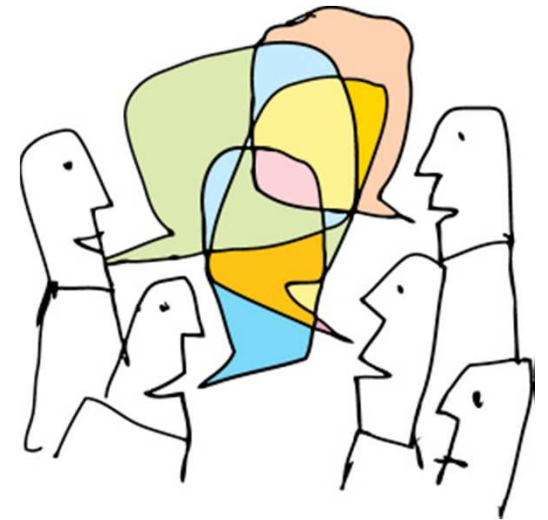
- salaries
- dues
- deductible donations

**Political  
Activities**

**Incidental  
business  
activities**



# **A lot like dealing with people**



**Businesses  
susceptible to  
flashpoint-  
regulation benefit  
from business  
associations**

Image  
Standards  
Cost  
Displacement  
Channeling  
Defining policy