

Auctioneer

DECEMBER 2014/JANUARY 2015

The official publication of the National Auctioneers Association

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EXPERIENCES AND TIPS
FROM THEIR FIRST YEAR

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- EVERY NAA DESIGNATION OFFERS 2015 “WHAT TO WATCH”
- IMAGES FROM NAA’S 19TH ST. JUDE TOY AUCTION
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Thomas W. Saturley
CAI, NAA President

National Auctioneers Association President Thomas W. Saturley, CAI, joined NAA in 1991. He served two terms on the NAA Board of Directors as Presidential Appointee before being elected as Vice President in 2013. Prior to that, Saturley served one term as a Director beginning in 2002, and was awarded the NAA President's Award of Distinction in 2003. Also, he served on the Board of Governors for the Auction Marketing Institute.

Saturley is President of both the NAA and Tranzon Auction Properties. He has an extensive background in law, real estate, auction marketing and business management. He makes his home in Portland, Maine, with his family.

New committees & a new NAA website!

National Auctioneer Association members will be the preferred auction professionals used in the marketplace.

That is the NAA's vision and we accomplish this through our Mission of existing "to provide critical resources to auction professionals that will enhance their skills and successes."

The Annual Report of Progress for 2014 will be issued in January and although we will be sending you an email detailing our results, you will find a short summary of that annual report on page 8.

In addition, I am also pleased to share that beginning January 2015 we will develop the next two strategic initiatives to advance the organization on the path to our vision. The Educational Institute and staff deliver a phenomenal education program built on years of experience, and we will not lose our focus on this important part of our mission. However, there are two new committees that have been assigned to develop plans for the other strategic imperatives: promotions and advocacy.

Board member, David Whitley, CAI, CES, has accepted the responsibility to chair the Advocacy Committee that is charged with developing a plan to lead NAA's advocacy efforts. Similarly, Board member, Tim Mast, CAI, has agreed to chair the Promotions Committee, which is charged with developing a plan to promote NAA members, the Association and the industry. These efforts will take time to undertake. We are committed to building a sustainable effort – one that will be financially supportable as well as endure long past the current administration. This has been an important part of the Board's vision for *Pathways to 2020* – building those sustainable plans.

The Board has established it's priorities for 2015 and it's an aggressive agenda. Not only will these two Committees be establishing their criteria for the future, but plans for new educational

programs are also being fashioned in order to continue to meet your needs as members for relevant, high-quality programing.

We need your help

None of these activities can occur without dedicated leadership, and the newly appointed Nominating Committee, led by Past President Paul C. Behr, CAI, BAS, is currently seeking candidates for the vice president, treasurer and director positions. It is crucial for the NAA to have the best possible volunteer leadership available. Current position descriptions that outline the needed competencies and commitment required from individuals are located on the website.

Speaking of websites, the number one priority for the NAA Board in 2014 was the development of a new website – one that could meet the ever-changing needs of our members. By the time you receive this issue of *Auctioneer*, the new NAA website at Auctioneers.org will be launched! The site is designed to be easier to locate the tools that the NAA offers you to help you grow your business and become more efficient.

The NAA has had a productive year: record attendance at education programs, a great International Auctioneers Conference and Show, a new website and much, much more. We are happy with all of these accomplishments, but more than anything we hope we have made a difference in your professional life. Only then will we be truly successful.

From my family to yours, here's wishing you a very, very happy holiday season and a great and successful 2015!



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On the cover: It can feel like quite a climb just getting into the auction profession, but the challenge of staying in business? That's a wholly different view.

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NAA member Ryan Jordan wins Indiana state bid-calling title

Auctioneers from across the Hoosier state convened Oct. 30-Nov. 1 for the Indiana Auctioneers Association (IAA) annual conference. Held this year at the Wyndham Indianapolis West, the conference's title sponsor was Schrader Real Estate and Auction Company.

Highlights of this year's conference included: the Indiana Champion Auctioneer Competition; Auction Marketing Awards; Hall of Fame inductions; Presidential Luncheon; and the election of the Board of Directors.

Throughout the weekend, Auctioneers were presented with dynamic and engaging educational seminars from industry leading Auctioneers and presenters.

The Indiana Champion Auctioneer Competition was the largest the IAA has had in recent years with 29 contestants, including three women. NAA member **Ryan Jordan**, of Pana, Illinois, was crowned the 2014 Indiana Senior Champion Auctioneer. **Zachary Franks**, CAI, was named Senior Reserve Champion, and **Laura Mantle** was named Senior First Runner-Up. **Justin Croy**, of Culver, Indiana, was crowned the 2014 Indiana Junior Champion Auctioneer.

The highest award conveyed to an Auctioneer in Indiana is an election into the Indiana Auctioneer's Hall of Fame. **Mike Heimel**, of Beech Grove, Indiana, and **Sara Minor**, CAI, GPPA, of Madison, Indiana, were elected into the Hall this class.

Also, the IAA held its annual election of officers at the annual membership business meeting, electing **Mike Berger**, President-Elect; **Chip Kugler**, Vice President; and **Seth Seaton**, AARE, Secretary/Treasurer. New directors include: **Jonathan Baker**, CAI, CES; **Andrew Wagner**; **Mike Heimel**; **Sue Wickliff**, CAI, GPPA; **Steve Shupperd**, and **John Beechy**. **Jonathan Kraft** is the IAA 2015 President. ❖




The highest award conveyed to an Auctioneer in Indiana is an election into the Indiana Auctioneer's Hall of Fame.



Several NAA members won seats or were reelected at different levels of government in November. NAA congratulates those members on their successes!

- Jeff Duncan - U.S. House of Representatives (South Carolina's 3rd District)
- Billy Long - U.S. House of Representatives (Missouri's 7th District)
- Tom McInnis, CAI, AARE - North Carolina State Senate (25th District)
- Kenneth E. Freeman - Elected to two-year term on the Boone County Board (Illinois)
- Tom L. Hurst - Elected to Missouri House of Representatives, 62nd District
- Rick James, Elected as Linn County Commissioner (Kansas)



Did you win a race in your city, county, state, region or nationally? NAA wants to hear from you. Email bmcgrath@auctioneers.org with your story!



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By NAA staff

The *Pathways to 2020* was adopted by the NAA Board of Directors in December of 2013, after more than a year of discussions regarding the organization's future direction by the NAA Board, the Education Institute Trustees and several member task groups.

From those discussions, seven priorities, along with a list of existing work projects, were identified to be accomplished in 2014. A report will be sent to all members in January 2015 detailing the work that has been accomplished. In addition, priorities for 2015 will be announced in that document.

Highlights of work that has been accomplished will be featured in the annual report, including:

1

Develop a website for members and consumers that contains content for consumers that explains the auction profession, the value of auction education and enhances "Find an Auctioneer." Funding will be identified to ensure that the site is marketed to consumers.

As of press-time, the release date for the new website is Dec. 16. Due to the importance the Board placed on this priority, a permanent web manager has been hired, which allows NAA to keep the site dynamic and current. The site has been developed for full search engine optimization, meaning the design and content is such that search results place it high on the list.

Also, the site has a tab that specifically draws consumers' attention to the place where they can find an auction or an auction professional quickly and easily. The "Find An Auctioneer" function will also be improved so that individuals can search not only by name, company, state or specialty but also by the NAA designation.

Members can expect the site to change often with new tools to help them in their business being added as they are developed.

In 2015, the Promotions Committee, chaired by Tim Mast, CAI, will begin to discuss a plan that reaches out to consumers. The web site will play a pivotal role. Work will be undertaken to improve the auction calendar function as well.



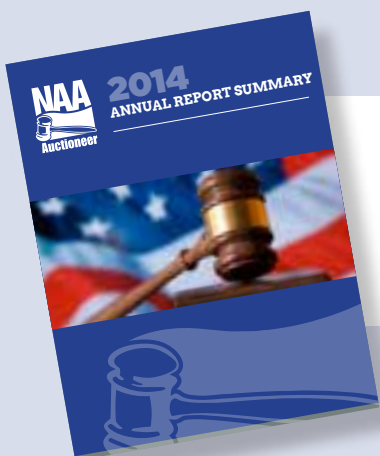
2

Develop and begin to implement a meaningful data collection plan with an emphasis on identifying what data should be collected and how.

At its April meeting, the NAA Board of Directors discussed the diverse ways that data could be collected and used within the auction industry. The Board directed funds be used to hire a company with industry data expertise to provide recommendations to them about the type of data that should be collected and the process that can be used for collection.

A task force was identified to provide the firm and the Board feedback on its recommendations. At the present time, the selected firm is completing its report and will be making a presentation to the task force in December. It is expected that the Board will discuss the task force recommendations at its meeting in December.

Both of these priorities and the remaining ones will be detailed in the NAA Annual Report, to be published electronically at the end of January.



The full NAA Annual Report – 2014 will be released digitally to members at the end of January.

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 professionals
3. **ADVOCACY** of the methodology and for the NAA auction professionals

OUR MISSION:

To provide critical resources to auction professionals that will enhance their skills and successes.

OUR VISION:

That NAA members will be the preferred auction professionals used in the marketplace.



How to **survive** your first year



Climbing into the auction industry can be a tough gig, but how do you stay in once you're there?

By Nancy Hull Rigdon, contributor



Auction professionals have to find ways to climb above competition throughout their career, but especially in the first year. Education and networking are sturdy rungs on a success story's ladder.

As NAA members look back on their early days in the auction industry, they emphasize the importance of education, networking, realistic expectations and a willingness to prioritize experience over pay and pride.

“A lot of people think, ‘I’ve graduated from auction school. Now, I’m an Auctioneer.’ No, that isn’t how it works. You have a lot of learning to do, and your education is just beginning,” says Andy Conser.

He emphasizes that new Auctioneers should join the NAA as well as state Auctioneers associations for the education as well as networking and mentorship opportunities.

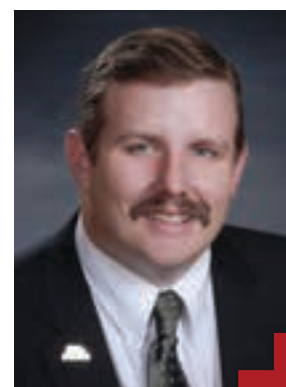
“Joining an association is an expense, but the benefits of education and everyone you meet

are so huge that you make your money back and then some over the years,” says Conser, of United Country Heart of America Real Estate & Auction, in Oskaloosa, Kansas. “There are a lot of people in the NAA and KAA willing to share their knowledge, and knowledge is power.”

Outside of classroom education, Conser encourages new Auctioneers to head to auctions and sit and watch. “You have to soak up as much as you can,” he says.

He also encourages new Auctioneers to seek out a mentor. His own mentors, he says, have been invaluable.

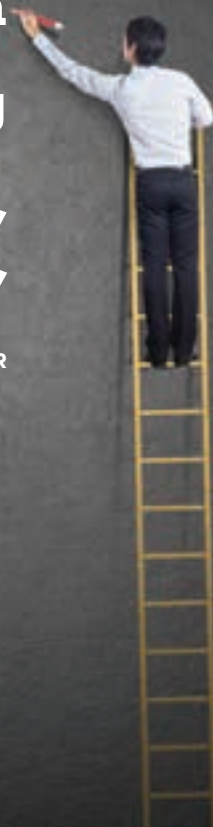
Conser, a first-generation Auctioneer who was new to the industry 17 years ago, learned the value of experience, which in the early days can mean working without pay.



ANDY CONSER

“There are a lot of people in the NAA and KAA willing to share their knowledge, and knowledge is power.”

— ANDY CONSER



caption placeholder



CHRIS BOBER

“Don’t expect experienced Auctioneers to hand you the microphone. You’ve gotta pay your dues and be willing to go work for a veteran for free,” he says.

Conser gained advice from his own early missteps.

“I tried to jump into the business full-time before I was ready,” he says. “I learned the hard way that it’s very important to save up money and carefully examine every aspect of your business before completely jumping in.”

With time, Conser also learned the importance of using forethought to plan the type of business you envision in the future. “I’m a firm believer that you only get one chance to make a first impression,” he says.

Chris Bober, who started auctioneering less than two years ago, has learned that building a successful business takes time.

“You have to be open and willing to realize that you’re stepping into an industry that requires a

lot of knowledge,” says Bober, of Deeb Realty, in Omaha, Nebraska.

Bober works as a real estate and personal property Auctioneer as well as a Realtor, and he’s found the balance among marketing, learning and selling to be the industry’s greatest challenge.

“The auction is the easy part. The hard part is finding people to hire you,” Bober says. “When you’re first starting out, it’s tough to work on everything at the same time.

He’s donated his time to charity auctions in order to gain the exposure necessary to grow his business.

“I’ve learned that people aren’t going to trust you until they see you in action, so you have to be willing to work for someone else or do whatever is necessary to gain that experience,” Bober says.

He says it’s also important to realize that working toward your dream career takes time. “You have to swallow your pride a little and be willing to take whatever is out there,” he says.

“First and foremost, the NAA – and this is not a cliché – has changed my life.”



TAMMY MILLER

In addition, Bober says the education and networking opportunities available through the NAA have and will help move him forward in the industry.

Tammy Miller, BAS, has been passing on her advice for surviving the early auctioneering days to her daughter, Tiffany Earnest, who graduated from auction school this summer.

“First and foremost, the NAA – and this is not a cliché – has changed my life,” says Miller, of Tammy Speaks, in Port Matilda, Pennsylvania.

The education, mentors and trusted colleagues she gained through the NAA’s CAI and BAS programs as well as the benefits of a strong mentor enabled her to leave a previous full-time job for auctioneering, she said.

With Miller’s encouragement, her daughter joined the NAA soon after receiving her auctioneering license.

“Before the BAS and CAI, I knew I had the ability to work with people and talk, and then with the BAS and CAI, I gained the confidence that comes with education,” Miller says. “I then knew the answers to the tough questions. I wasn’t just trying to wing it.”

The assistance she’s received from other NAA Auctioneers has been key to her success.

“I know I can pick up the phone and call any one of my BAS classmates for advice,” she says. “In the NAA, we talk about Auctioneers helping Auctioneers, and it really is true.” ❖

THE AUCTIONEER

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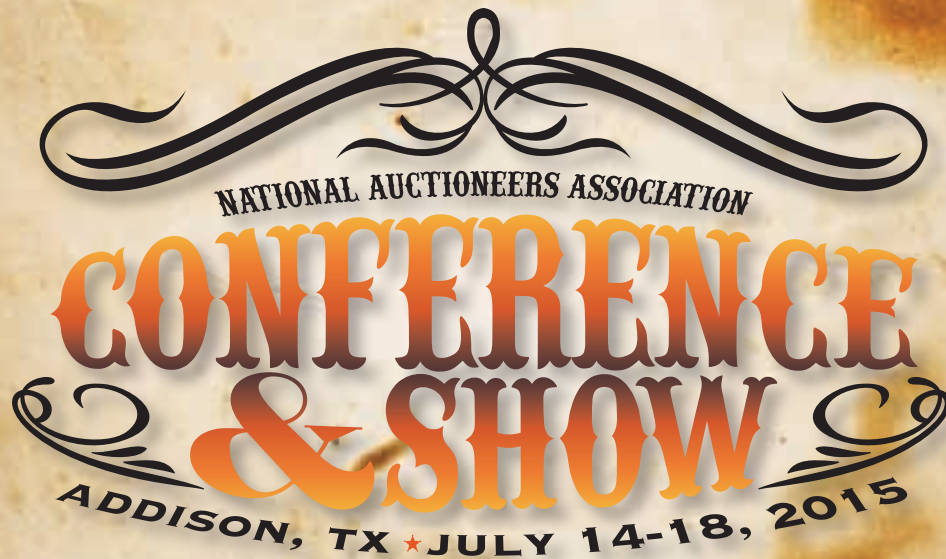
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Steve Proffitt

Steve Proffitt is general counsel of J. P. King Auction Company, Inc. (www.jpking.com). He is also an Auctioneer and instructor at Mendenhall School of Auctioneering in High Point, N.C., and Reppert School of Auctioneering in Indiana. He welcomes questions from readers about auctions and auctioneering. Readers' communications may be edited and revised. Proffitt will answer selected questions, but he cannot provide personal answers. His answers do not represent legal advice or the formation of an attorney-client relationship and readers should seek advice from their own attorneys on all matters. Please submit questions to sproffitt@jpking.com or c/o J. P. King Auction Company, Inc., 108 Fountain Avenue, Gadsden, AL 35901.

Watch your step

Lake Neely Henry is just down the hill from my house, and it's a plenty good place to fish.

When my boys were youngsters and I wasn't available to take them out in the boat, they used to walk to a nearby pier where a nice neighbor has long let boys in our area fish. Recently, I heard some sad news that he might close his pier.

The problem stems from a kid from another state who was visiting relatives here. He accompanied his cousins to the man's pier to fish and he got a nasty splinter in his bare foot. It had to be removed in the emergency room at the hospital.

Unfortunately, our neighbor then received a letter from the boy's parents demanding payment of the hospital bill, or they would sue him. This is another example of people wanting others to be responsible to them for everything, while they feel no responsibility whatsoever for themselves. Why wasn't the child wearing shoes on a wooden pier? I don't suppose that thought ever occurred to them ... or that it would matter to them.

The sad truth is that claimants and claims today are a threat to every business and all of us. Some are justified, but many are spurious. An Auctioneer called me recently and was upset about a claim he has received from a lawyer representing a past seller. That matter struck me as being one of the latter. The advice I gave him holds true for anyone facing such an issue. Here are seven points Auctioneers should know and remember about legal claims.

Perspective. No one wants to be targeted with a legal claim and all it can entail. Dependent upon the circumstances, claims can run the spectrum from aggravating to ruinous. It's important to understand what kind of situation you're facing and act accordingly. You don't want to minimize the danger of a large claim, and you don't want your emotions and imagination to inflate a small matter into Godzilla.

The claim against the Auctioneer totals about what a loaded, full-size pickup truck would list for –

new! It's certainly not chump change, but it's also not the end of the road. No one will go to jail or die as a result of this, and the Auctioneer needs to keep that in perspective as he goes forward.

Be careful. Every step you take on a legal claim needs to first be carefully considered. The objective is to work your way successfully out of trouble and not deeper into it. It's imperative that you never do anything that might make a claim worse than it is. Don't beat yourself.

Get prepared. You need to get yourself and your file tightly organized about such a matter. The claim threatened against the Auctioneer involves something that happened during an auction. The Auctioneer needs to capture all of the relevant information that he can identify about the matter so important details and potential evidence aren't lost, forgotten, or distorted through faulty memory over time.

A list of potential witnesses, what each might know, and their respective contact information is essential for anyone who will investigate the matter – someone such as a claims adjuster or attorney. Likewise, records and documents of every sort that bear on the issue can be crucial and should be quickly gathered and secured. As a professor in a trial-practice class back in law school once told us, "Preparation is nine-tenths of the law."

Write it down. I've long advised clients to write a narrative statement that covers the details of a potential claim from start to finish. This is a great way to memorialize information while it's fresh in your memory. Such a statement can also point a claims adjuster or attorney to possible strengths and weaknesses in your position which you didn't even know existed.

Create evidence. The initial notice of a claim presents you with a unique opportunity to create some potentially compelling evidence in your favor. A letter to the claimant that carefully recaps the facts of the matter and underscores the good intentions and efforts you brought to it can have a powerful

impact with others who might later be called upon to pass judgment on it – like a judge and jurors.

Such a letter should be tightly and persuasively drafted to support your position and correctly state, without embellishment, all of the key facts. Your message should be devoid of anger, pettiness or threat of retribution. It's always wise to have a lawyer assist you in preparing such a letter to ensure you don't unwittingly do anything to damage your position.

Think. When presented with a claim, don't react ... think! Think carefully about the issue. Think about your position. Think how to bolster and advance your interests. One of the best things that you might think of is insurance.

If you have insurance that would provide you with a defense and indemnification for a claim, promptly contact the insurer and learn the details (spelled out in your policy) of how to file a notice of claim. You must then cooperate with the insurer at every stage in its defense of you. Let the insurer do the heavy lifting, because that's the purpose for which you purchased the coverage.

Good insurance can be the difference between resting comfortably and fighting a nervous breakdown, as you go through the travails and costs of a large claim. The Auctioneer learned he's covered for the

claim against him, and he was quite relieved.

Ignore bluffs. The Auctioneer had received a letter from a lawyer demanding he pay money in exchange for the seller not filing a lawsuit. Two things that have long disgusted me are big talkers and big talk. I've many times reminded others of the same thing that I told this Auctioneer: There is never any shortage of the hot air that makes up much of what some people say. Cheap talk is not just cheap; it's disgustingly free and, therefore, freely used. Simply because someone makes a demand and attaches a threat to it doesn't mean anything unless it comes to fruition. Don't let a blowhard's hollow threats diminish your enjoyment of life.

Conclusion

If you're a good person, work hard, help others, and always try to do the right thing, these qualities will form a strong foundation to support you against any legal claim that might be made against you. It is on such points that judges and jurors often decide cases.

Our neighbor is a good man and surely didn't deserve this cheap shot. I hope he will leave his pier open for other boys in our area to benefit from, like so many before have done. It's a shame our society has come to the point that this is even an issue, but it has and we need to be mindful of that. ❖



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By Carl Carter, APR

Carl Carter is President of NewMediaRules Communications, which has provided public relations and marketing communications services to auction companies throughout the U.S. since 1994.

Tracking media

Keeping tabs on the evolution of media is hard to do.

One headline on my favorite financial news site screamed, “Market has hit a ‘V Bottom – Bulls are Back!” The same day, another headline declared, “This market rally is for suckers.” You can see the same on any given day.

That amuses me, because unlike most things we try to track, we can look back at the stock market and see exactly when it hit a top or bottom. Yet, experts have trouble knowing if we’re even in a bull or bear market.

But that seems like child’s play compared to keeping track of changes in the way people choose to consume their information. Who influences their buying decisions? Do we double down on our print advertising or spend the whole budget on Web portals and Facebook ads? Do we still need live auctions, or do bidders prefer to bid online? Should our website dazzle visitors or provide nuts-and-bolts information on sales and assets?

Tracking such things can give you a headache. But we have no choice, because sellers pay us to promote and conduct their auctions, and we have to effectively reach bidders and get them to the auction.

In the last few years, we’ve talked endlessly about changes in how we access information. We try to reduce it to simple formulas like “newspapers are dead – everything’s Web-based now,” but that never works.

Print media is in decline, but the organizations that still print create most of the news content we see on the Web. (Then, we also see that C-Net just rolled out a fancy printed magazine. Are they seeing something the rest of us are missing? They nearly always are.) Laptops were going to replace desktops, and then tablets were going to replace laptops.

Now, industry watchers like IDC and Gartner Group report that desktop sales are holding up nicely, but tablet sales have stalled. And, we’re seeing a surge in “convertible” laptops that either fold over backward or have detachable screens that double as tablets. The picture couldn’t be more fuzzy.

While we can’t predict the future, we can at least adapt to what we see in the marketplace now. And in that regard, one thing is clear: The world isn’t going to settle on one way of consuming information anytime soon. That means “responsive design” – something you’ve heard a lot about but may not really understand yet – will be mandatory for your website.

Until recently, it was enough to have a mobile version that would identify the browser and render a more mobile-friendly version. In the future, that alone won’t be enough because mobile versions are still one-size-fits-all while “mobile” devices are all over the map. Responsive design enables your site to adapt so that it looks good and works properly on a 27-inch desktop

While we can't predict the future, we can at least adapt to what we see in the marketplace now. And in that regard, one thing is clear: The world isn't going to settle on one way of consuming information anytime soon.

screen, a 10-inch tablet held horizontally or a 4-inch smartphone held vertically.

As we look at all these changes, it's easy to forget about our "legacy" media – the dull, old stuff like newspapers, television and radio. Yet, we have to understand changes occurring in these media to do the best possible job of promoting our auctions. You can't get through any media conversation without talking about the decline of newspapers, but they're far from dead, and older readers are loyal. This matters because these older readers are also some of our best bidders.

We may also see some major changes in television, as the old "Cable TV" model comes under pressure from "unpluggers" (who have dropped cable) and from content providers like HBO who are beginning to offer subscriptions directly over the Internet. This could be important to Auctioneers who have used cable advertising as an inexpensive way to reach local audiences with TV commercials. Finally, radio may be starting to give way to podcasting, which allows listeners to select what they listening to just as the DVR freed us from the local television schedules.

Of all these trends, we have to figure out which are the major waves, which are ripples and which are scattered droplets. Then we have to act on those in a way that gets us the best bang for our media buck.

That's not nearly as easy as it looks, but there's no way around it. The important thing is to accept that you can't always tell the difference, and to be willing to adapt when things don't go the way you had them scripted out. They never do.

But adapters survive, and survivors adapt.❖

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Interference

Do Auctioneers have rights if a bidder interferes with others?

Question: I have had a few auction sales in which I suspect someone interfered with various bidders by discussing the value and authenticity of property being sold at auction. Is there any legal basis to bring suit for damages caused by this conduct?

Answer: The law acknowledges various claims that might be applicable when an Auctioneer suspects someone is interfering with their auction sale. First, the auction contract is between the seller and the Auctioneer authorizing the Auctioneer to sell certain property. Second, the bidder registration agreement is a contract the Auctioneer and all of the registered bidders.

The registration agreement can specify the type of conduct that will result in a bidder being removed from an auction sale. For instance, if a bidder were using profanity, making rude comments, or engaging in other improper conduct, the registration agreement may allow the Auctioneer to have them removed from the site of the sale.

However, if a bidder or third-party interferes with an auction that results in lost profits or income, then the seller and Auctioneer may have a tort claim against the interfering party. A tort is “[a] civil wrong, other than breach of contract, for which a remedy may be obtained. . . in the form of damages; a breach of duty that the law imposes on persons who stand in a particular relationship to one another.” Black’s Law Dictionary, Eight Edition, 2004.

There are a variety of legal doctrines that are part of the tort family. A recent decision issued by a federal court relates to the tort of interference with prospective economic advantage. In that case, the owner of a painting alleged the painting was an original given to him by the artist when the artist was unknown.

Several years later, the painter gained notoriety and his paintings increased substantially in value. The owner of the painting took it to an art gallery to potentially sell it. The art gallery recommended selling the painting at auction. The gallery representative met with an auction house to discuss selling the painting. The auction house

contacted the artist’s gallery to authenticate the painting. The artist and the artist’s gallery deemed that the artist’s painted the painting.

Thereafter, the painter died and a debate has ensued concerning the authenticity, and therefore, the value of the painting. At issue was the contact made by the artist’s gallery to the auction house. Specifically, the letter from the artist’s gallery threatened to take legal action against the auction house if the painting was sold as an original of the artist.

Although the Court did not rule on the interference with prospective economic advantage, it provides the framework to generally discuss its application in the Auction profession.

First, the elements of interference with prospective economic advantage are: (i) an economic relationship between a plaintiff and a third-party; with the probability of future economic benefit for the plaintiff, (ii) the defendant’s knowledge of the relationship between the plaintiff and the third-party. (iii) intentional acts by the defendant to interfere with the relationship between the plaintiff and the third-party, (iv) disrupting that

relationship, and (v) economic harm to plaintiff.

Auctioneers may be presented with selling a property that has an innate or intrinsic value, such as art, antiques, or automobiles, where the value of the property is largely based on its authenticity. The value of the item will be based on third parties' authenticating whether the item is an original or a copy.

As in the case above, the artist's gallery denied the painting was an original, which decreased the value of the painting and resulted in the Auctioneer deciding not to sell the painting, which harmed the owner.

From an auction standpoint, consider the following example.

An Auctioneer enters an auction contract to sell a 1965 Ford Mustang. The seller informs the Auctioneer that it the Mustang is all factory original. The auction contract between the Auctioneer and the seller satisfies element (i) above. The Auctioneer contacts a Mustang expert and informs the expert that he is selling the Mustang on behalf of a client and he needs to verify that it is all factory original. This satisfies element (ii) above. The expert examines the car and states that it is not all original, when in fact the expert knows the Mustang is all factory original. This satisfies element (iii) above. The expert contacts the seller and offers to purchase the Mustang directly from the seller at a value less than if it would sell at auction as all factory original. This satisfies elements (iv). The seller elects not to sell the car and the Auctioneer loses the expected commission. This satisfies element (v) above.

Obviously, the seller and the Auctioneer were harmed by the actions of the expert. Imagine if the Mustang was authentic and its actual value was \$5 million and the seller sold it to the expert for \$25,000. In this instance, both the Auctioneer and seller would have substantial damages. The auction contract was entered into by the seller in order to sell the Mustang to get an optimal price.

The Auctioneer entered the auction contract to earn a commission through the sale of the all factory original Mustang. Consequently, the interference by the expert was interference with prospective economic advantage. There may be other claims that the seller and Auctioneer could assert against the expert, but the claim for interference with prospective economic advantage would potentially be a strong claim.

This type of claim is extremely fact sensitive and costly to litigate. Consequently, asserting this type of claim usually arises in the

context of very unusual and expensive items. However, it can easily be observed that a third-party can influence the value of an item and interfere with Auctioneer-seller relationship. Engaging a licensed attorney who is familiar with this type of claim is advised if an Auctioneer suspects such interference from a third party. ❖

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Auctioneers' Association of Alberta

2015 All Around Canadian Auctioneer Championship Competition

January 31, 2015 - Edmonton, Alberta

First Prize takes home \$2000, trophy and Customized Buckle

www.albertaauctioneers.com for information, rules and registration

Limited to the first 20 contestants Registration deadline is January 15th

BOARD OF DIRECTORS DIRECTOR/OFFICER REQUIREMENTS

An NAA member who wishes to be elected as an Officer or Director of the association at the 66th International Auctioneers Conference and Show in Addison, Texas, in July, must announce his or her candidacy by **5 p.m. Central time on February 27, 2015.**

NAA POSITIONS AVAILABLE

Vice President: One-year term. Will ascend to the presidency the next year. Must have served a full term on the Board of Directors, Education Institute Trustees, AMI Board of Governors, National Auctioneers Foundation Trustees or NAA Auxiliary.

Treasurer: Two-year term.

Directors: Two are elected to three-year terms.

Board responsibilities: Expected to attend four scheduled face-to-face meetings, monthly conference calls and serve on committees as requested by the President. Board members may be requested to attend and speak at various state association conventions as NAA representatives and attend social and other functions sponsored by the organization when schedules allow. In addition, it is expected that the Board communicates the work of the organization and shows support for the NAA.

APPLICATION PROCESS

Complete position descriptions for Vice President, Treasurer or Director can be obtained by emailing NAA CEO Hannes Combest, CAE, at hcombest@auctioneers.org or going to www.auctioneers.org where the entire process is outlined.

The application process is outlined at www.auctioneers.org. It also can be obtained by sending an email to Combest.

Once an NAA member has reviewed the aforementioned information, he or she may run for election by first submitting a **letter of intent** answering these questions:

- Why are you interested in serving?

- How many years have you been a member of the NAA?
- What committees have you served on?
- What have you learned from serving on a volunteer board, if applicable?
- What state Auctioneer association(s) do you belong to?

Candidates must then submit **two to three sentences indicating how they demonstrate the characteristics of each of the competencies of the "Characteristics and Attributes of an Ideal NAA Board Member,"** which can be obtained in the information packet. They also must provide the Committee **three references** and

a **professional photo** of themselves.

After the Nominating Committee receives the above information, it will then interview the candidates and nominate **up to two candidates** for each position.

Candidates will be notified if they are being nominated by March 18.

Candidates who are not nominated by the Committee but still choose to run must notify the Committee of their intentions by April 1 in order to appear on the ballot.

Contact hcombest@auctioneers.org for questions.

2015 NOMINATING COMMITTEE

- Past President Paul C. Behr, CAI, BAS
- Vice President Tom Saturley, CAI
- Chair of the Education Institute Trustees Jill Marie Wiles, CAI, BAS
- National Auctioneers Foundation Vice President Larry Theurer, CAI, GPPA
- President of the Texas Auctioneers Association Lori Lemons-Campbell, CAI

NAA EDUCATION INSTITUTE TRUSTEE CANDIDATE REQUIREMENTS

NAA members and designation holders who wish to be considered for a position of Trustee for the NAA Education Institute in 2015 must submit information declaring their interest by Feb. 17, 2015.

Two (2) new Trustees will join the Education Institute as of the 2014 Conference and Show in Louisville. Terms are for three (3) years, and Trustees are expected to take a very active role in the planning and implementation of education efforts of the NAA. EI Trustees plan the educational activities of the NAA, including designation programs such as CAI, AARE, ATS, BAS, CES, GPPA and MPPA, summits and educational offerings at Conference and Show.

TRUSTEES MUST MEET THE FOLLOWING REQUIREMENTS:

- Must have been a member of NAA for 5 years
- Have an NAA designation (CAI, AARE, ATS, BAS, CES, GPPA or MPPA)
- Submit a letter confirming a commitment to serve
- Attend the International Auctioneers Conference and Show

TRUSTEE CANDIDATES SHOULD BE AWARE THAT:

- Trustees are required to participate in monthly conference calls and attend four (4) face-to-face meetings each year (one of which takes place at Conference and Show).
- EI Trustees recommend candidates for appointment to the NAA Vice President
- The NAA Vice President makes the final recommendation of candidates to the NAA Board for approval
- Only two (2) Trustees will be appointed
- Terms are three (3) years
- Trustees may not serve two consecutive terms and may not serve concurrently on the NAA Board, other than the NAA Vice President and the Chair of the Trustees
- Leadership positions of Chair and Vice Chair are elected by the Trustees
- Trustees may not teach in seminar or designation programs during their tenure.

CANDIDATES MUST SUBMIT ALL OF THE FOLLOWING BY 5 P.M. CENTRAL ON FEB. 17, 2015:

1. A signed letter of intent to seek a trustee position
2. A brief response (75 words) for each of eight questions listed below
3. A color photograph of yourself

4. The following profile information:

- Number of years in the auction profession
- Number of years as an NAA member
- Work history
- Education
- Prior volunteer activities

Candidate profiles will be reviewed by the Education Institute Trustees. The profile is intended to help Trustees and Board members learn more about the candidate and their respective goals and views.

PLEASE ANSWER EACH OF THE FOLLOWING QUESTIONS WITH 75 WORDS OR FEWER:

1. Why do you wish to serve on the NAA Education Institute Trustees?
2. What specific talents and skills would you bring to the Education Institute?
3. Should you be appointed, what would you like to accomplish during your term with the Trustees?
4. What is your vision for the education of an auction professional?
5. How has advanced education affected your success in the auction industry?
6. What changes do you foresee in the auction profession in the next five to 10 years, and how can the Education Institute make sure the NAA is positioned to address those changes?
7. In your opinion, how can auction education through the NAA enhance the auction professional's image, skills, success and satisfaction?
8. How do you think education should be delivered (lecture, interactive, facilitated, etc.) to an adult learner?

**Please remember that we need all information by 5 p.m. Central time on Feb. 17, 2015.
Please email the requested information to: education@auctioneers.org**

Mile-high merch



Airport auctions can draw big crowds that are interested in the wide range of items people leave behind.

You name it, people have left it at airports that use auctions to raise money from those items.

By James Myers, contributor



With millions of people flying into and out of the Indianapolis International Airport every year, the number of personal items that get lost in the confusion of air travel stack up fast. Phones are left charging in wall outlets as travelers scramble to make their connections; computer bags are left in seats at the gate.

Every 12-18 months, these unclaimed items wind up in an auction along with miscellaneous airport equipment that is no longer of any use to the Indianapolis Airport Authority.

If you've ever caught an episode of "Baggage Battles" on the Travel Channel, you know about the niche market for Auctioneers dealing with surplus items at airports, and perhaps

more popularly, the unclaimed items found in the terminal.

Key Auctioneer's Ted Pike, CAI, AARE, was the lead Auctioneer in an episode in 2012 at the Indianapolis International Airport. The four or five airport auctions his company has handled included items such as jewelry, tablet computers, smartphones, laptop computers, a Louis Vuitton bag and many other items left behind and never claimed by the owner.

While a majority of lost items are reunited with the owner, password protected devices aren't, which is why so many smartphones and tablet computers end up in an auction. One of Pike's airport auctions included a violin, which wasn't claimed by the owner, a professional violinist, until the day of the auction. Due to security reasons, they no longer sell unopened baggage.

A popular item at auctions are boxes of gift cards, the amount of which remaining on the cards is unknown. This represents a gamble for the buyer.

"I've heard of people who have made several hundred dollars or lost several hundred dollars," Pike said of the gift cards.

Their most recent airport auction was at the end of this past October. It was moved off airport grounds into a nearby warehouse, which required a fraction of the security and made



access for the public much easier. The airport auctions include a large amount of items, but this niche market represents a fairly small percentage of the work Key Auctioneers does in a typical year. However, it has an impact on informing the public about the auction industry.

“The really cool part is how much interest it generates,” said Pike. “You have your auction talked about on ‘Good Morning America.’”



Clockwise from bottom: One of many sales is completed during an airport auction; a Louis Vuitton bag will find a new owner; tablets and e-readers are common items left behind.



Left: Laptop computers make up only part of the overall amount of electronics airport passengers lose while traveling. Above: Interest in airport auctions can often be spurred by media coverage.

The auctions also include old equipment the airport no longer needs. Tools and machinery used on obsolete airplane parts, large equipment used in the hangars and old computer equipment accumulate over time – it all adds up and storage space becomes limited. This is where Pike and his crew come in.

Carlo Bertolini, spokesman for the Indianapolis Airport Authority, said bringing in a professional Auctioneer is of great value to the airport, which services approximately 7.3 million passengers a year. Any money made at auction goes into the general fund for operations at the airport.

“The only stuff we get is from what was left in the terminal,” Bertolini said, adding that what is left with the airlines is dealt with separately by the airlines. “Normally, it’s just random, small things like phones, jewelry and laptops. I’d say about 90 percent of it is returned.”

Bertolini said the interest from the public in these auctions is apparent in the frequent inquiries they get about the date of the next auction.

“The one that fascinates the public the most is the lost and found – the unclaimed items found in the terminal,” Bertolini said. “I think some of that is driven by the reality television programs you see.”

Switching the focus from the public fascination with unclaimed merchandise to a potential money-making opportunity for Auctioneers, Renee Jones, ACI, AARE, BAS, CES, offers that

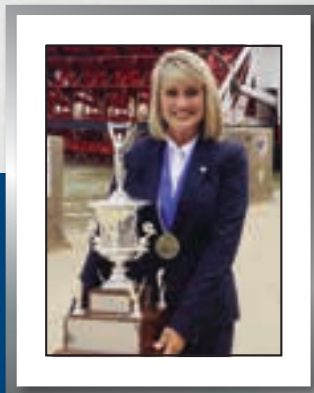
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getting acquainted with local airport board members, regardless of how small, can lead to “incredibly lucrative” opportunities.

“It’s not all about large property,” Jones said, adding that dealing with major airports can include going through several levels of FAA security, including a retina scan. “It goes down to the county governments and local airport boards.”

One of Jones’s first aviation-related sales involved surplus items in a repair hangar. Early in her career, Jones scheduled fly-ins to small airports where sellers brought in planes a month in advance of the auction for inspection. Others brought in parts and other aviation related items for auction.

“The thing that is really great about this,” Jones said, “it’s not about the surplus assets of the airport; it’s about having private planes flying in to sell specific parts or upgrades to radios.”

The U.S. Department of Transportation lists 3,000-plus rural airports throughout the country, including 150-plus in Kansas alone, all but guaranteeing that rural Auctioneers have plenty of opportunities to get involved in this niche industry if they’re willing to put in the work.❖



John Nicholls

for

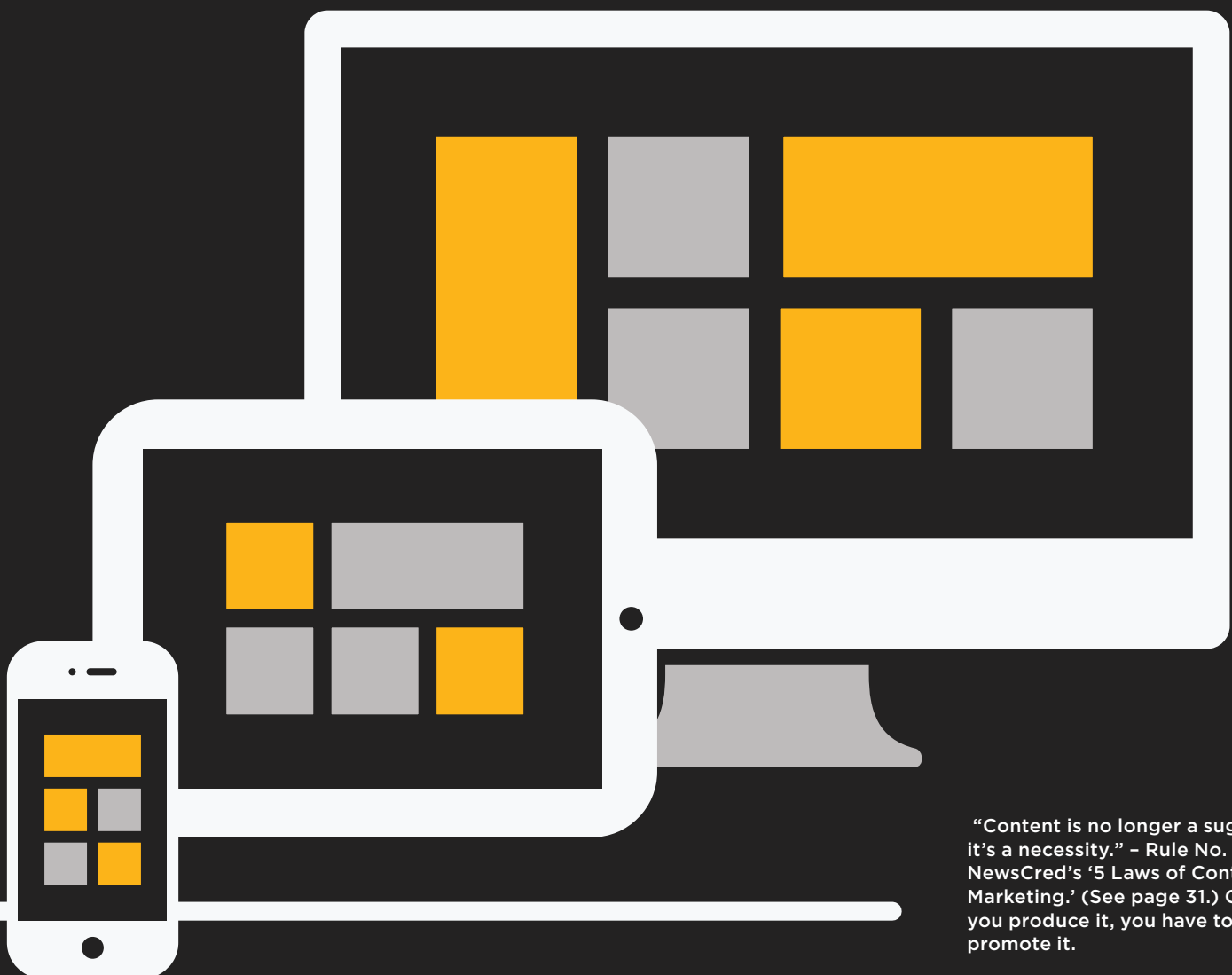
NAA 2015

Vice President

john4naavp.com

Don't Ronco your content

You can't set and forget your content.
Promote it!



“Content is no longer a suggestion, it’s a necessity.” – Rule No. 1 of NewsCred’s ‘5 Laws of Content Marketing.’ (See page 31.) Once you produce it, you have to also promote it.

You remember the Ronco® Rotisserie, don't you? Its smart design and promise to turn you into a cooking star lured you in, but the classic, never-been-this-easy tag line was what really sealed your purchase decision.

“Set it and forget it!”

While the handy device and clever sales pitch did wonders worldwide for subpar culinary skills, applying such a mantra to your content promotion strategy is setting a menu for disaster. No matter how great your content may be initially, you have to push it out in front of consumers because they don't know what they don't know, and what they don't know is that your content exists.

Makes sense, right?

Also, research now exists and proves tangible, (and, more importantly) relevant reasoning for a sound content promotion strategy.

Hubspot, an inbound marketing software platform provider, recently published its “*Comprehensive Guide to Content Promotion*.” In it, the company said it has created over 2,000 downloadable offers in its lifetime. After years of researching its results, the company said that well-coordinated campaigns (i.e. promotions) generated 72 percent more leads than offers with no coordinated campaign.

Imagine the growth potential for your own business if you bolstered your leads by 72 percent ... *per content promotions effort*. That's a good thought, isn't it? But, before you celebrate the leads you know are coming once you start effectively promoting your content, let's analyze three critical points that can help ensure a successful promotional strategy.

1. Single message, many forms

The hard part for many small or midsized businesses is that once they create a piece of content – whether it is a video, blog,

advertisement or social media post – they tend to shut down the creativity process and run that single piece into the ground.

When setting up a promotional campaign, it's key to have a single message but then identify different ways to present it. Write a fantastic blog post? Great, pull out the key points and create an infographic that displays your company logo. Make the information visual. Then, craft the copy so that it can be read over the top of a power point presentation and record it so that it can be shared audibly.

Or, this entire process can be done in reverse. Have a good video ad already made? Expand on the ad's message in a blog or social media post along with images.

The point is to keep your message delivery ideas flexible because “multiplatform delivery” isn't just a cool option anymore; it's mandatory.

2. Get close, but not too close

Not so long ago Facebook peppered my ad space with singles events, dating sites, etc. Then, after I changed my relationship status, those singles ads were gone and here came the onslaught of “Wedding!” stuff.

Indeed, data-driven personalized marketing efforts have come on strong in recent years, and they're not going to stop, which isn't necessarily a good thing. Though I'm a fan of some customization – things like using first names in a marketing email – getting bombarded with three or four emails per day from a company from which I just made an online purchase is too much.

While I remain a fan of that company, I've blocked its email because the quantity of mail finally outweighed the benefit of knowing about any upcoming event or sale.

When you're promoting your content, keep your target's email space in mind. If your product and/or content is good, it'll keep your brand

When setting up a promotional campaign, it's key to have a single message

but then identify different ways to present it.

top-of-mind for consumers way more than some quantity-over-quality marketers want to believe.

3. Your content has a shelf life

Think about it: Are you, as a consumer, impacted strongly by a blog, video or website that was produced years ago? Usually, you aren't, and neither is your target group. You can show them the same link on Google only so many times.

So, unless you've produced some timeless piece of information about your business, which is basically impossible, your content usually has a shelf life that has to be managed in order for the piece to reach its full potential. How well you plan the timing of your content promotion can and will affect your ROI as much as the message itself.

Your target audience has habits throughout the day, week and season – lots of habits. Find out what those are (through tools such as Facebook Insights on your business page, e.g.) and

develop a timeline that best fits your message to your group's consuming habits. Then, stick to that timeline. Miss your opportunity, and your content's value drops in most cases.

Get ahead in 2015

Finally, in addition to keeping these strategy points in mind, consider that if you make the commitment toward content marketing and its promotion, you will be far ahead of the content game in 2015.

A survey from Contently – a software licensing company that helps brands manage content-marketing projects – shows that 52 percent of marketers say one-quarter or less of their 2015 marketing budget is dedicated to content.

If you make that commitment now and do so with an effective promotion plan, you will be ahead of many others in the field and well on your way to achieving that leads success that Hubspot found.

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5 Laws of Content Marketing

In 2014, NewsCred hosted their annual Content Marketing Summit which brought together 700+ leaders in Marketing, Media, and Technology, and addressed how content is shaping the future of marketing. The five lessons below come from presentations by executives at BuzzFeed, Cisco, Dell, Diageo, Dr. Pepper, Forbes, Havas, Mindshare, RedBull, SAP, Spotify, Target, Twitter, VICE Media and more.

1

Content is No Longer a Suggestion - It's a Necessity.

Content is the only way to comprehensively engage your audience at every step of the customer journey. Marketers need to create amazing content that is sharable, hilarious, emotional, entertaining, informative – or best, all of these! You should be obsessed with the content you create. If you don't want to read it, why would your audience want to share it?

“The idea of creating content for content’s sake is borderline psychotic.”

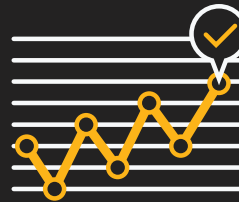
Alex Jutkowitz
Group SJR



2

Data and Measurement Are Crucial To Content Success.

It's essential to have a solid measurement framework in place so that you can try new ideas and find out if your content is working. That said, many marketing experts lament the lack of “hard numbers” when it comes to measuring success. 2015 will be the year measurement becomes standardized across platforms. The marketing tools of the (near) future will be highly personalized, letting you know which members of your audience are the most valuable.



“As a team, we talk everyday about what’s working and what’s not, and we measure like crazy.”

Dustee Jenkins
Target

3

Authenticity Never Goes Out of Style.

We've heard this a million times but it's worth saying again. Your brand needs to “know thyself” in all aspects of marketing. Don't jump in on a meme or trend that won't jive with your brand or audience. Be funny, everyone loves funny (even in B2B), but don't be fake – your audience is smarter than that.

“Humor evokes positive emotion, cuts through the noise, demonstrates authenticity, and redeems.”

Tim Washer
Cisco

4

ROI is Crucial – But Don't Let It Kill Something Good.

While measurement is crucial, don't kill an idea that you know is a winner from the start just because you can't predict its success. Marketers need to try a variety of messages and products, spend slowly, and measure carefully before picking a clear performer.

5

The Future of Marketing is Personal.

New marketing tools are opening up a wealth of possibilities to reach consumers. Better understanding their needs and motivations will help you provide a personalized, comprehensive experience. Companies who go the extra mile with content that is desired and not a disruption will succeed. Brands need to think about the fact that every share, “Like” and tweet is created by a real person.



Women in the Auction Industry Summit held in Kansas City

The two-day event offered panel discussions, how to identify one's workplace assets and a whole lot of networking.



Left to right (Bottom row): Christine Warrington, North Carolina; Kathy Crawford, CAI, CES, Arizona; Shannon Scur, CAI, BAS, GPPA, Colorado; Whitney Nicely, Tennessee; Wendy Lambert, BAS, Texas; Melissa Davis, CAI, AARE, BAS, Indiana.

Middle row: Jo Lockhardt, Connie Johnson, BAS, Minnesota; Shannon Mays, CAI, AARE; Sara Rose, CAI, Florida; Christie King, CAI, AARE, BAS, Alabama; Kathy Packard, Wisconsin; Morgan Hopson, Oklahoma; Charlotte Pyle, Pennsylvania; Hannes Combest, CAE, CEO for NAA; **Top row:** Kerry Boydston, NAA education coordinator; Kathy Baber, Indiana; Kelly Keefer, North Carolina; Carol Miller, Wisconsin; Loraine Sachs-Garcia, CAI, CES, New Mexico; Bridget Siler, Wisconsin; Cynthia Schillig, CAI, Ohio; Janine Huisman, CAI, ATS, BAS, GPPA, California; Linda Terry, CAI, AARE, Pennsylvania; Cookie Lockhar, CAI, CES, GPPA, Colorado; Jane Campbell-Chambliss, CAI, AARE, CES, MPPA, Maryland; Laura Mantle, Ohio; Beth Rose, Ohio; Jennifer Mensler, New York; Megan McCurdy Niedens, CAI, BAS, Kansas; Kendra Gideon, Kansas; Aaron Ensminger, NAA Director of Education; B. J. Jennings, CAI, BAS, Pennsylvania. Not pictured: Darron Meares, CAI, BAS, MPPA, South Carolina; Yve Rojas, BAS, Missouri.

Two years ago, Carol Miller from Wisconsin had an idea of bringing together an educational program that would focus on women in the auction industry.

In November, Miller's idea became a reality when 32 professionals participated in the "Women in the Auction Industry Summit" a two-day program, Nov. 17-18, in Kansas City, Missouri.

Educational programs focused on personal development topics beginning with Tim Luke, MPPA, helping participants to identify their workplace assets. Participants also were involved in panel discussions on family issues and great ideas, and had the

opportunity to participate in a self-defense class. Extremely cold temperatures in Kansas City also opened the door to ample time to network.

Other topics and speakers included the following:

- Melissa Davis, CAI, AARE, BAS – Networking for Women
- Christie King, CAI, AARE, BAS – "Do You have the Right Mindset to Succeed?"
- Hannes Combest, CAE – "Staying True to You"
- Wendy Lambert, BAS – "Making a Name for Yourself- Strategies for Branding Success"
- Dr. Reeze Hanson with "Communication Styles"



Top left, from left to right: Hannes Combest, CAE, Yve Rojas, and Kathy Baber pause for a photo during some relationship-building time at lunch.

Top right, from left to right: Charlotte Pyle, Beth Rose, CAI, and Carol Miller enjoy a good laugh during conversation.



Tim Luke, MPPA, helped participants understand exactly what their skill sets bring to the professional table in the auction industry. Better recognition of one's assets is a key to unlocking any mystery of how to best identify how to be effective in the workplace.



From Left to Right: Laura Mantle; Jennifer Mensler, ATS; Janine Huisman, CAI, ATS, BAS, GPPA; Kathy Packard.



Past President Christie King, CAI, AARE, explains how she received some good support from her family in order to become involved with NAA leadership.

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NAA Auxiliary holds long-range planning meeting



From left to right: J.J. Dower, CAI, AARE, ATS; Traci Ayers-Dower, CAI, AARE; Tom Bauermeister, CAI, CES, GPPA; Susan Bauermeister; Hannes Combest, CAE; Lonny McCurdy, AARE; Annette McCurdy; Rick Hinson, CAI, GPPA; Susan Hinson; Rick Brock, CAI, CES; Debra Brock; Ramona King; Jerry King, CAI; Chad Johnson, CAI, BAS; Angela Johnson; Tom Saturley, CAI; Kim Ward, CAI, BAS, CES.

CARYVILLE, Tenn. – Continuing to build from its mission statement that voices a focus on education and professionalism, the NAA Auxillary Trustees held a long-range planning meeting Oct. 24-26, at the Hampton Inn in Caryville.

During the three-day session, the group discussed several vital areas, including: updating the policy and procedure manual, cultivating future leadership, sharpening branding messages and broadening overall reach for the Auxiliary, and marketing upcoming scholarships. The meeting and forward-thinking discussions came after the Auxiliary, this past July, celebrated reaching giving \$100,000 in scholarships over the program’s history. Also in Louisville, the Auxiliary welcomed long-time, key contributors Lynda Dickenson and Sharon Huisman, two very deserving



Sharon Huisman



Lynda Dickenson

Auxiliary members, into its Hall of Fame.

Auxiliary Chair Traci Ayers-Dower, CAI, AARE, who received her Auxiliary 25-year pin during Conference and Show in Louisville, stressed the importance of becoming part of the group.

“Over the last 25 years, I have received much more than I have given,” she said. “I

have had many mentors and made many friendships – not normal friendships, but friendships with other auction professionals that know what it is to live the life of an auction professional.

With that said, I encourage all auction professionals to join the NAA Auxiliary.”

Despite the load of work being accomplished in Tennessee, the Trustees and their spouses found time to enjoy the local area, including: dining at Cove Lake State Park; a boat ride on Norris Lake; a trip up McCloud Mountain to dine at and view the beautiful Powell Valley; and steaks and music in a rustic cabin at the Provins’ Farm.

Sunday morning, after a full couple of days, the group enjoyed brunch at the home of Hack and Tomi Ayers and officially dismissed the meeting.

NAA Auxiliary scholarships to be awarded in 2015

Once again, the National Auctioneers Association Auxiliary will award scholarships to deserving children and/or grandchildren of Auxiliary members.

In 2015, up to three scholarships of \$2,000 each will be awarded at the NAA International Auctioneers Conference and Show in Addison, Texas, July 8-12.

"I would like to personally encourage all members to consider this program for a qualifying family member," said Debra Brock, NAA Auxiliary Scholarship Chair.

The Auxiliary Scholarship Program benefits members by assisting their children and/or grandchildren as they pursue higher education. The NAA Auxiliary is in its 23rd year of providing this prestigious award.

Eligibility requirements:

- A child /step child or a grandchild/ step grandchild of an Auxiliary Member with continuous membership since Jan. 1, 2010.
- Candidates applying must be graduating from an accredited high school and have been accepted into a qualified college or university undergraduate study program or a school of technology or candidates must have completed the past year at a qualified college or a university or a school of technology. (Undergraduate)
- Candidates can apply for this program more than once, but can only be awarded the Auxiliary Scholarship one time.
- Auxiliary Scholarship Applications will be distributed by "Request Only" from Nov. 1, 2014 through Jan. 15, 2015.
- Return completed packet with a return postmarked by Feb. 15, 2015.
- Request a scholarship packet via email (Debra Brock at djbrock2@cox.net) or via mail at 14501 Sundance St., Wichita, KS, 67230. Call with any questions at 316-641-0748.

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St. Jude Children's Toy Auction

2014





Clockwise from top: 2014 IAC Men's Champion Jason Miller helps a young bidder pick out his favorite lot; a smiling participant eagerly displays a bidder number while waiting on the next item to be "sold"; an excited youngster looks over a newly-won lot; NAA President Tom Saturley is introduced to the official Duckmaster at the famous Peabody Hotel in Memphis.

2014 Toy Auction



Clockwise from top: 2014 IAC Champions Wendy Lambert and Jason Miller kick off the 19th annual NAA St. Jude Toy Auction; in 1962, Danny Thomas founded St. Jude Children's Research Hospital, which now has a daily operating budget of \$2 million; a room full of bidders stretch their paddles high as 2013 IAC Men's Champion Andy White looks on.





Clockwise from top: NAA President Tom Saturley warms up the room at the beginning of the St. Jude Toy Auction; a mountain of toys for children ages infant thru teen was “sold” to a room full of participants; every nation that St. Jude has hosted in its halls has a hanging flag – a visually stunning representation of how far-reaching the St. Jude mission has stretched.



Clockwise from top: This year's NAA contingent made up of NAA staff, members and supporters stands proud in front of the St. Jude Hospital entrance; a soon-to-be winning bidder keeps a paddle raised high; children survey the lots prior to the start of the Toy Auction.



Clockwise from left: Children of all ages are excited each year to participate in the NAA St. Jude Toy Auction; Tom Saturley displays his official proclamation naming him “Honorary Duckmaster”; Jason Miller does his best to sell the virtues of a toy car to his wife, Anna (left), and Terri Walker.





Top: Tom Saturley and Wendy Lambert play to the crowd while showing their selling skills. Bottom: An intent bidder eyes a prize while others in the background sit it out.

2014



Top: Tom Saturley enjoys his reserved seat at the Peabody Hotel, where he was proclaimed Honorary Duckmaster, which meant he led the daily Duck March. Saturley's daughter, Hannah, displays the duck cane given to her father. Bottom: Wendy Lambert and NAA Director Terri Walker interview a winning bidder.

Support the kids of St. Jude by participating in *Auction for Hope.*

When Lillian was 6 years old, she started complaining about back pain. Because of her young age, it was assumed she had growing pains.

Then, while on a family vacation, Lillian went on a rollercoaster, and when she got off she was in so much pain that the vacation ended early. Her mother, Leslie, thought, "This is not right. It has to be something more."

Leslie took Lillian to her doctor, where bloodwork revealed Lillian had acute lymphoblastic leukemia. The doctor immediately referred them to St. Jude Children's Research Hospital®.

Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to more than 80 percent since it opened.

At St. Jude, Lillian began chemotherapy. Her cancer is now in remission, but she'll need to continue receiving chemotherapy for two and a half years so that the cancer doesn't return.

It's a long road ahead, but Leslie loves how friendly the staff is at St. Jude. It gives her a sense of security that her child is in the right place. "They're so thorough here, and they take the time to get to know the patients," Leslie said. "St. Jude, it's amazing."

Lillian is a creative kid who loves crafting and wants to be a chef when she grows up.



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Lillian
age 7
Illinois
acute lymphoblastic
leukemia

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stjude.org/naa



Industry trends for 2015

A look into the future through the eyes of each of NAA's designations.

By James Myers, contributor

Ed. note – As each new year begins, we always like to take a look into the future and see what might be on the horizon facing NAA members and the auction industry as a whole. This year, we've taken a look at things through the eyes of each designation – a little different twist than simply making sweeping blanket predictions. It's our thought that when you sharpen the focus and take a little better aim, maybe that shot-in-the-dark prognostication stands a better chance at hitting the mark. –ck

AARE



Kim Hagen, CAI, AARE, CES, CEO of Hagen Realty Group, in Carrollton, Georgia, has conducted auctions for Fortune 100 companies and a wide variety of banks, estates, attorneys and individuals throughout the United States.

For a person who jokingly says he could barely spell “computer” a few years ago, the last 18 months have been a massive change as his company has increasingly taken real estate auctions online and added more access to information for investors via the company website. It's a trend that came up suddenly and will continue into 2015.

“That's why we are excited with the new AARE designation,” Hagen said. “The real estate Auctioneer in the future will have to understand cash flows, internal rate of returns, and net present value of real estate dealing with leases. What's happening is the investor that was structured in the traditional real estate transaction is moving into the online auction, and they expect access to the same information.”

ATS



Aaron Traffas, CAI, ATS, CES is a community evangelist with Purple Wave, Inc., a no reserve auction site based in Manhattan, Kansas. He built Purple Wave's “Cliquidator,” which is the company's Internet-based clerking and cashiering platform.

Traffas said in 2015, he foresees an increase in mobile usage. However, he also sees a need for less attention to social media and more attention to the functionality of auctioneering websites.

“Many Auctioneers' websites still aren't responsive or have bidding experiences that are frustrating on anything smaller than a tablet,” Traffas said.

Traffas said the fact that most popular websites have worked fine on mobile for many years just “underscores how important it is for the auction industry to catch up with everyone else.”

“It's absolutely practical to have a great experience on mobile – we have them every day. We as an industry have to first recognize the importance and then find the correct way to create such an experience,” Traffas said.

BAS

Kathy Kingston, BAS, CAI, founder of Kingston Auction Company, LLC, in Hampton, New Hampshire, is an expert at benefit auctions. She's a consultant, speaker, and author of a book on benefit auctions, "A Higher Bid," being published mid-2015 by John Wiley & Sons.



She said a trend that will continue into 2015 is the "exponential" growth of benefit auctions. A second trend is the increase in the number of Auctioneers becoming educated in benefit auctions. She cites NAA CEO Hannes Combest, CAE, in her book as saying the benefit auction specialty is now one of the fastest growing areas in the auction business.

"Benefit auctions are one of the most powerful ways to raise money, to engage donors, to have fun and communicate the impact of the cause," Kingston said.

Other trends include the growing popularity of curating fewer items that have greater value, and something called "Fund-a-Need," which gives participants the opportunity to make a donation to a cause without actually bidding on items.

CES

Joe Gribbins, BAS, CES, is the principal Auctioneer/broker with Wardlow Auctions, Inc. The Louisville, Kentucky, native is a third-generation Auctioneer with 45 years in the business.



Gribbins said he's seeing a trend in Louisville and larger cities where more people outside of the auction industry are getting involved with providing services for people who are downsizing their estates.

"What they really want to do is tag sales," Gribbins said, "but they're packaging it in such a way that they're coming in to service the family and take care of other aspects for the family beside simply selling the items."

A trend related to the non-auction businesses doing more estate sales is their utilization of online auctions, which most states don't regulate.

"I think what Auctioneers are going to have to do in the

future," he said, "especially in the larger cities, is market their services differently ... we're not just selling merchandise, we're servicing the family."

GPPA/MPPA

As the chief operating officer at Schur Success Auction & Appraisal, Rich Schur, CAI, BAS, MPPA, knows that economic trends directly correlate to the appraisal business. Fortunately, he's not expecting any downward trends in the economy in 2015.



When the economy is up, Schur said, people are more curious about the value of their household goods and collectibles and are more inclined to insure their assets, which requires an appraisal. The same is true on the mechanical side – with more businesses seeking loans, equipment becomes collateral.

"Banks don't loan against collateral without an appraisal," Schur said.

As for trends affecting the appraisal industry in 2015, Schur said it would be "nice to say that the appraisal market jumps by leaps and bounds when the economy spikes, but the truth is, we simply follow the trends ... the good news is, there will be more work for appraisers."

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How much for Stockschnitzler?

An NAA member's keen, educated eye helped discover a rare Pennsylvania German work of art.

By Garry Lenton*

The kindly man with the weathered face was well-known in the taverns and farms around Kutztown (Pa.) a century ago.

“Der alt” (the old one), some called him. To others, he was “Stockschnitzler” Simmons (the cane carver), and from 1885 to 1910, this German immigrant lived a vagabond life trading wood carvings for food, shelter and liquor. He made canes, mostly, but his fame in 2014 rests on the elegant simplicity of his birds, particularly bird trees.

Carved from sassafras and dogwood, the trees are prized by collectors. Less than a dozen were known to exist. Then, last month, another was found in a modest duplex in Fleetwood.

The pristine carving of five birds perched on willowy curved branches sold at auction recently for \$30,000. Two hand-carved single birds found with the tree sold for \$10,000 and \$5,000. If Simmons only knew.

Auctioneer George Miller, IV, GPPA, found the carvings wrapped in a crib quilt inside a blanket chest in a back bedroom at Mary Ann Seaman's Fleetwood home and recognized Simmons' work.

“You just know,” he said. “It's a style.”

They never knew

Seaman got the trunk from her grandmother many years ago. “She gave me the trunk and said, ‘You clean it out.’” Seaman never did. She put the chest in the bedroom and left it there. For years, Simmons' work laid undisturbed, hidden from the paint-fading rays of the sun, and eventually passed from memory.

Ramona Deysher, Seaman's daughter, said she

never saw the carvings until her 91-year-old mother accepted an invitation to move in with her and her husband, Lynwood, in Laureldale, earlier this year.

“We were going through everything,” Deysher said. “I opened the trunk and started pulling stuff out.”

The carvings were interesting, she said, but after looking them over, she returned them to the chest and moved on.

“I just looked at them as a bunch of birds and put them back in the box,” Deysher said. “I had no clue.”

It's a scenario that plays out in every household in transition – the artifacts of one life are boxed up and handed off to the next generation, frequently landing in storage. It's why collectors troll yard sales and flea markets. It's why junk dealers offer to clean out homes in return for the right to keep what they find. They're hoping to find buried treasure.

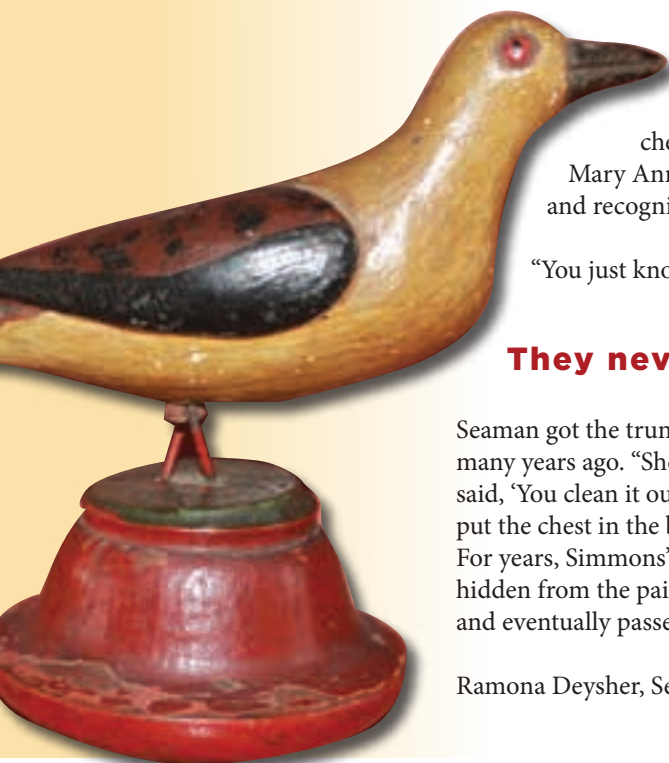
When Miller, hired by the family to auction some of Seaman's property, called Deysher after the sale and told her how much the carvings brought, she was stunned.

“You talk about a shock,” she said. “That was it. We were like, ‘What?’ I even said to him, ‘Did I hear you right?’”

Valued by collectors

Pennsylvania German art is prized by collectors and can fetch life-changing prices at auction houses. Last January, a large private collection sold at Sotheby's of New York for nearly \$13 million, according to Lancasteronline.com.

The Berks History Center has exhibited works by Simmons in the past. Winterthur Museum in





NAA member George Miller helped Mary Ann Seaman realize the full value of an art treasure she had unknowingly kept in a back bedroom for years. The collection featured wooden carvings, including the piece shown above right.



Delaware and the Henry Food Museum in Dearborn, Michigan, have his work in their collections.

There's a market out there watching and waiting for discoveries like this, Miller said.

"It's the kind of provenance a guy like me hopes for," said the bidder whose winning \$30,000 bid took the bird tree. "I've known about Simmons for many years. [His work] is very, very hard to find."

The private collector and dealer from Pennsylvania, who did not want his name used, said creations like these are often damaged and have less value. But, the tree from Fleetwood was pristine, he said.

Simmons was one of many itinerant artists who traveled Pennsylvania, painting and carving for food, said Joshua Blay, associate director and curator at the Historical Society.

The Pennsylvania German Cultural Center in Kutztown recently preserved wall paintings from a farmhouse in Lehigh County done by a wandering artist. The paintings, mostly of animals, were created about the same time.

Another artist, Ferdinate Braigher, was a "poor soul who would do drawings for people if they would put him up in their barn," Blay said.

Braigher was known for his farmscapes and often painted himself standing in the doorway of the barns, he said.

So it was with Simmons, whose work was popularized by Richard S. and Rosemarie Machmer of Berks County in the book "Just for Nice."

"Simmons has been described as a huge, ruddy-faced high German; an extremely kind and gentle man," they wrote. "He sometimes gave his carvings to farmers or tavern keepers who offered him either drinks or hospitality as he roamed the rural areas surrounding Kutztown, Moselem Springs and Hamburg."

Simmons also was crafty enough to get arrested in late fall so he could spend the cold winters in jail, or so Miller was told.

"My mom's family all came from farms," Deysher said. "Her grandmother had a farm, too. He could have easily worked for food there. Her grandparents used to do that."

Seaman and her family have settled down emotionally since the learning of the windfall. When asked if they had celebrated the find, Deysher said not yet.

"We did go out for breakfast," she said, "at Shoey's Diner in Shoemakersville." ❖

**This article first appeared last May and was reprinted with permission from The Reading (Pa.) Eagle. For more on NAA member George Miller, a first-generation auction professional who has had a love for fine art and folk art since the age of 10, see page 48.*

A first-gen's first love

Always liking the “art of selling,” George Miller opened his first shop at age 13.

By James Myers

For the last half century, George Miller, IV, GPPA, has immersed himself in antiques, fine art and folk art. The interest took hold when he was only 10. Three years later, he had his first shop.

Miller said he always liked the “art of selling” and was passionate about “old things of the past.” It didn’t hurt that he grew up in southeast Pennsylvania where antiques and fine art are cherished and valued.

“I was just always interested,” said the first-generation Auctioneer. “I enjoyed it and knew a lot of people who were well-known in the NAA.”

He joined the NAA 22 years ago and hasn’t missed a state conference since. It’s the education component that most attracts him to the NAA. Interaction with peers is also important.

“I have a solo business,” he said, “so it’s not like I have partners or family in the business where I can discuss and bounce things off of them.”

If Miller’s name sounds familiar, it could be due to the publicity surrounding his discovery of carved wooden birds by folk artist



Stockschnitzler Simmons earlier this year, which sold for \$45,000.

He found something equally if not more interesting about 10 years ago that still captivates his attention today. In fact, he’s entertaining the idea of having a movie produced about it. The story begins with an estate sale where he wasn’t expecting to find anything rare or art of significant value. The estate was of the John B. Flannagan’s first wife’s second husband. Flannagan was a noted sculptor who was active from 1885 to 1910.

When Miller discovered the estate’s distant connection to Flannagan, he began searching the grounds for

art on the off chance that his ex-wife might have kept some. He found two severed halves of a sculpture in an outbuilding that ended up selling for nearly \$20,000. A second item, the stone bust of an Irish woman, was found in a chicken house. It sold for \$35,000. He and his wife also discovered letters to and from Flannagan that detailed a rocky marriage to his wife, Grace, which ended in divorce. The collection was complete with a “dear John” letter that announced Grace’s plans to separate.

As Miller, who is in his 60s, considers his future in the auction

“It’s about always turning over new rocks and seeing what can be discovered. The big thing is the opportunity to interact with people.”

business, he can’t help but think his fascination with Flannagan could lead to an opportunity to bring the story to the silver screen.

“I would like to do that,” Miller said. “I have a lot of information.”

Meanwhile, Miller, who said he “started business with no business,” has grown his solo operation to include dealing with real estate, collectibles, art, jewelry, coins, furniture, equipment and tools and commercial and industrial liquidation. He’s active with the Lehigh Valley Society of Auctioneers and the Pennsylvania Auctioneers Association.

“It’s about always turning over new rocks and seeing what can be discovered,” Miller said of his continued fascination with the auction industry. “The big thing is the opportunity to interact with people. We don’t always see them at their best so, we have the opportunity to be helpful to them.” ♦

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How the Web was won

In 1996, Jeb Howell turned to a new-frontier tool, the Internet, to auction Olympics seats. The rest is, well, you know ...

By Sarah Bahari, contributor

In 1996, Jeb Howell had a novel idea.

As he prepared to auction the remaining assets of the Olympics in Atlanta, he considered turning to a relatively new tool: the Internet.

And so, an auction selling 32,000 additional Olympic stadium seats became one of the first in the country to incorporate the Web. Scores of bidders attended the live auction in Atlanta, which also accepted email bids.

“At the time, that was something totally new and different. Everything back then was newspapers, direct mail and signage,” said Howell, CAI, AARE, who is now President of Auction Management Corporation in Atlanta, Georgia. “Now we always have a live webcast of our auctions. Times have certainly changed.”

After careers as a geologist and real estate developer, Howell got his start in the auction business in 1990 when he was hired to run the Atlanta office of Resolution Trust Corporation’s auction program. A couple of years later, he joined Hudson and Marshall Auctioneers.

In 1996, Howell started Auction Management Corporation, which specializes in commercial real estate and conducts hundreds of auctions each year across the country. About 10 years ago, his wife, Marsha Howell, joined the company as an Auctioneer and licensed real estate broker.

Howell continued to dabble in the Internet, co-owning the first national online Auctioneer hosting site, Auctionweb.com, which provided a base to Auctioneers who wanted to expand online.

Last year, the couple presided over one of their most notable sales: an 8,000-lb. section of the Berlin Wall. In September 2013, a restaurant owner in suburban Atlanta bought the piece for \$23,500.

Howell says the auction was moving.

“For a lot of us in the United States, the Berlin Wall did not feel real. It was a story and something you heard about on TV,” Howell says. “So seeing it in person was such a stark contrast. It was very moving. A lot of people were emotional.”

Howell and his wife tout the auction method of marketing as an



NAA member Jeb Howell (bottom right) conducted the sale of an 8,000lb section of the Berlin Wall (shown here standing in front of the Suwanee, Georgia, City Hall building). Howell and his wife, Marsha, tout the auction method of marketing as an effective way to generate buzz and obtain the best price for a lot.

effective way to generate buzz and obtain the best price.

In November, the couple sold a closed local bank branch in Biddeford, Maine, for a national bank. The auction netted \$336,000, far more than \$275,000, the highest offer the bank had received for the property before turning to an auction.

For Howell, the auction business provides variety and new experiences.

“I love this business. Every day is different. You never get bored,”

Howell says. “It’s a constantly changing business, so you do have to stay on top of things.”

In order to stay ahead of the game, Howell belongs to the National Auctioneers Association, which he says provides invaluable networking and education opportunities.

“I have gotten to know Auctioneers in every state, from coast to coast,” he says. “It’s like a family.” ❖

Auction Psych, part 4:

Putting a price on memories

How should you manage your seller's issue of sentimental value?



By Tim Luke, MPPA

Ed. note: This is the fourth piece to the four-part "Auction Psych" series, which appeared in the September through this issue of Auctioneer. The series explored several subtle but crucial aspects to psychology's role in an auction setting. -ck

The sentimentality humans place of their "stuff" amazes me.

Grown adults are brought to tears over items. Or, people carry huge amounts of guilt because old Aunt Betsy gifted them an item and despite not wanting it, they in good conscience decide to never sell. (The resolution and release of the guilt is selling the object, moving on and not having it be a constant reminder, but people hardly ever figure that out.)

I have encountered collectors who passionately believe because they own an item, it has exponentially increased value. Other sellers are transfixed by the memories and emotions the item evokes.

The psychology of stuff and its hold over the seller is a hurdle for the auction professional. When sentimentality is factored into the equation, it manifests itself in either the seller's unrealistic monetary expectation or the increase of separation anxiety with the object. Sometimes, in lucky situations, the auction professional gets to deal with both problems. (You never see this phenomenon in the Machinery & Equipment world – owners do not get sentimental over a Carter Day duo aspirator or a Caterpillar 740 articulated dump truck.)

II: "At the end of the day it's only 'stuff'."

As Auctioneers and appraisers, we have all encountered the liquidation client who reminisces, "We celebrated every holiday at that table," or "that porcelain platter was used at every family gathering for the past 20 years." The client's implication through such statements is the auction better bring big bucks.

The astute Auctioneer or appraiser immediately springs into action explaining the differences between monetary value and sentimental value. One example we use

Tim Talk: More Useful Phrases Separating Real vs Perceived Value

in our business is: “Your memories and nostalgic feelings are not in the table or platter, they will always be with you. We can place a value on the objects, but your memories over the years with those objects are priceless.”

TT: “We are selling your mother’s furniture, not your mother!”

This acknowledgement of the sentimental value illustrates for the client their current unrealistic expectations for the items in question. It also allows the auction professional to bring into focus the market realities for the sale of their items. Making a clear distinction between sentimental value and monetary value is paramount in managing your client’s expectations. Take immediate action by illustrating the distinction early in the negotiation process. This will help curb client comments like, “that Auctioneer really did not understand the importance of that piece” or “the Auctioneer really did not know how much that meant to the family, and it should have sold for more money.”

Another tactic is to show the client current auction results for similar items. The numbers do not lie. If similar items are all selling in the \$300-\$500 range, there is no way the client’s table is going to bring \$10,000. Even if they fully believe it will. Presenting proper comparable sales soften the shock of reality to the unrealistic seller.

TT: “One man’s trash, is sometimes just trash.”

The emotional and sentimental power of “stuff” clouds the seller’s rational thinking. Become an observant auction professional equipped with credible data from your and others’ past auctions. Reach out to your NAA auction professional network for confirmation, and tell clients about your NAA membership. Being a member of an auction professional organization entitles you to reach out to your fellow auction professionals. Clients will appreciate due diligence and researching comparable items to establish the potential value of their item.

If your data and references fail to seal the deal, be prepared with responses to address the concerns and unrealistic expectations. My favorite response? “At the end of the day, it’s only stuff!” ❖



TT: “Just because it’s old does not mean it is valuable, sometimes it’s just old.”

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The powerful planned-giving example was made possible through the auction of the land next to NAA headquarters in Overland Park, Kansas, which was originally owned by J.L. Todd before being purchased through NAA member donations.

Once earmarked for possible building expansion, the land's sale will instead provide for the continued expansion of educational opportunities for future auction professionals. Gifts such as these are critical for the Foundation's ability to provide.

A recent report suggests \$27 trillion worth of assets will change hands through inheritance and other similar means in the next 40 years. If you are considering a planned giving option for your assets, please contact NAA CEO Hannes Combest, CAE (hcombest@auctioneers.org).

Speak with Hannes to discuss your planned giving options and how you can continue to support the Foundation and NAA in continuing to provide a bright educational future for the next generation of auction professionals.

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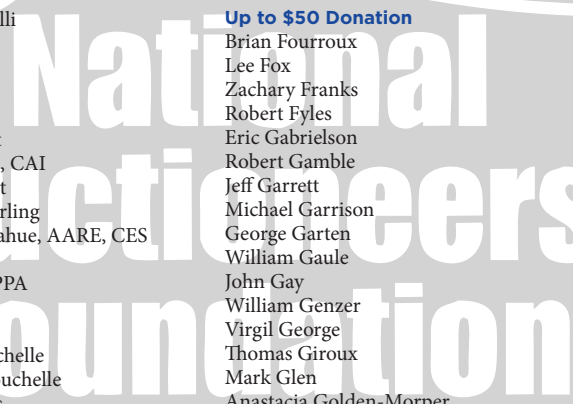
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Better managed, bigger growth

NAA's first "Auction Management & Operations Summit" to deliver management techniques to help uncap business growth potential.

By Nancy Hull Rigdon, contributor



Ochs

Justin Ochs sums up the new NAA "Auction Management & Operations Summit" as "like the Dave Ramsey Entreleadership course for the auction leadership."

Ramsey bills the nationally known course

as a way to "Grow Yourself, Your Team and Your Profits," and Ochs, a member of the NAA summit's committee, describes the new offering as "a one-stop shop for growing your auction business."

The Summit is scheduled for Feb. 24-25 in Tampa, Florida, and will focus on helping auction companies grow and prosper. The two-day event is geared toward business owners as well as key personnel such as office managers and marketing directors.

"There will be something offered for each member of the office," says Ochs, of Diamond Ochs Enterprises in Hendersonville, Tennessee.

The idea for the summit, Ochs, CAI, says, was born out of a common industry challenge.

"A large majority of auction companies are led by an auctioneer who has to wear all the hats. This individual is not just the business owner, but also the head Auctioneer, the one managing the staff, the one in charge of payroll and the one heading marketing," Ochs says.

Companies can experience the most success when each professional spends 80 percent of work time on tasks that align

with his or her strengths, Ochs points out. However, that often isn't the case.

"What you struggle with when you wear all the hats is that your company can't expand because you have so much on your plate. You get caught up in the cycle, and then at some point, there's no growth."

The summit seeks to combat the cycle with speakers who will present management techniques that will allow auction professionals to break through their ceilings and grow their businesses, Ochs says.

A key component of the summit will be a focus on steps to creating an exit strategy. This advice will map out how to create management systems in order to scale a business and possibly franchise the business.

Summit sessions will also cover many other areas, including: sales force development; how to implement a business culture that leads to successful staff recruitment; branding; marketing your brand to employees, buyers, sellers and the public; and effective marketing and management software and other tools.

In addition, the summit will feature strategic planning and highlight lessons learned both within and outside the auction industry.

"When you see what some of the top industries are doing, you can shape those tactics to fit the auction business and then put into place successful tactics that make you stand out in the auction world," Ochs says.

Summit speakers have experienced success in the areas in which they'll present.

"These are people who have lived through the process and will pass their knowledge on so that others can go home and take their businesses to the next level," Ochs says.

2015 NAA Auction Management & Operations Summit Schedule of Events

TUESDAY, FEBRUARY 24, 2015		WEDNESDAY, FEBRUARY 25, 2015	
7:30 AM	Coffee & Registration	8:00 AM	Building Brands
8:00 AM	Welcome	9:45 AM	Building Culture
8:30 AM	Who Do You Want To Be?	11:00 AM	Enterprise Software
10:45 AM	Strategic Planning	12:00 PM	Lunch
12:30 PM	Lunch	1:00 PM	Productivity Tools/Cloud-Based Data
1:30 PM	Sales Force Development	2:15 PM	Great Ideas
2:45 PM	Sales Force Development	3:30 PM	Close of 2014 Summit
5:00 PM	Sponsor Reception		

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Storage auctions benefit wounded troops

MONUMENT, Colo. – Based in Monument, Colorado, Schur Success Auction & Appraisal each quarter chooses a new charity to receive donations from storage auction commissions.

“We chose Homes For Our Troops as our third-quarter recipient,” said CEO and Hall of Fame Auctioneer Shannon Schur, CAI, BAS, GPPA. “We are honored to make a donation of \$1500 that came from our bidders, buyers, sellers, and from our company.

“This wonderful organization provides specially adapted housing for our severely injured veterans. We are very proud to help support this organization and bring awareness to their mission.”

According to Schur, in the Fall of 2011, she and her husband, Rich (also an Auctioneer), decided to make a donation to charity for every storage locker they sold.

“When we announced this to our buyers, they pitched in and helped us to raise money at every location,” Schur said. “We have raised over \$35,000 for good causes since we started this program, one storage auction at a time.”

Nearly 35 percent of the funds come from bidders and clients, and the balance is a donation from the Schur family.



Shannon Schur and her husband, Rich, decided to make a donation to charity for every storage locker they sold. The program has raised more than \$35,000.

Schur said that they have chosen the USMC Toys for Tots drive as their fourth-quarter recipient, in honor of her father, Ray Fenter, the company’s founder who served in the USMC. The goal is to raise \$3,000 by the end of the quarter.

Four-day farmland auction event harvests \$46.3 million

COLUMBIA CITY, Ind. – Four days of farmland auctions in October resulted in a combined total of \$46,318,200, as Schrader Real Estate and Auction Company successfully sold a major portfolio including land in the Midwest, Delta, Southwest and Mountain regions.

The auctions included farms in Illinois, Mississippi, Arkansas, Louisiana, Texas and Colorado – a total of 13,450 acres.

“We had good results on all four days. Our sellers were extremely pleased, and I think these sales demonstrated the continuing strength of the market over a broad geographic range,” said R.D. Schrader, president. “Each auction had a capacity crowd with strong competition.”

Schrader said cooperation with regional firms was one of the keys to the successful sales.



Bidders examine farmland plots and bids during a four-day sale.

“Partnering with other auction companies has long been a hallmark of Schrader’s success, and this group of auctions demonstrated the value of such teamwork,” he said. The company conducted the auctions in cooperation with Paul A. Lynn & Associates LLC (Texas and La.); Walker Auctions (Miss.), and The Lund Company (Colo.).

The series began on Monday, Oct. 20, with the auctions of two farms totaling 655 acres in Illinois for \$7,650,000. Wednesday’s auction of approximately 4,783 acres of cropland in Arkansas, Louisiana and Mississippi brought \$16,993,200. Two days later,

two farms in the Texas Panhandle totaling 6,054 acres sold for \$15,045,000. The series wrapped up with the auction of a 1,963-acre farm in Colorado for \$6,630,000.

“Farmers were active in every auction, but when it came to entering the last bid, it was investors purchasing much of this land. This runs counter to the trend we’ve seen recently of farmers buying most of the farmland at auction, but investors have been very aggressive,” said Schrader.

Additional information is available at schraderauction.com.

Japanese ‘Machine man’ bolts past estimate

LYNBROOK, N.Y. – A vintage, original, battery-operated “Machine Man” toy robot, made in Japan in the 1950s by Modern Toys and standing 14 ¾ inches tall, sailed past its pre-auction estimate of \$15,000-\$25,000 to finish at \$44,850 in an auction held Nov. 4 by Philip Weiss Auctions.

The sale was held in the company’s Lynbrook gallery at 74 Merrick Avenue.

The robot – one of the most rare and sought after examples and part of the “Gang of Five” – had a clean battery compartment but some condition issues as well, such as scuffs and scratches to the body and a missing compartment switch, but these didn’t deter bidders.

It was the top earner of 684 lots offered in an auction dedicated mostly to toys, trains, toy soldiers and die-cast items.

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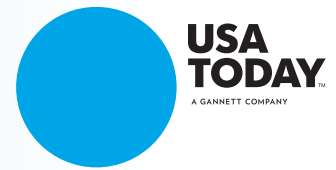
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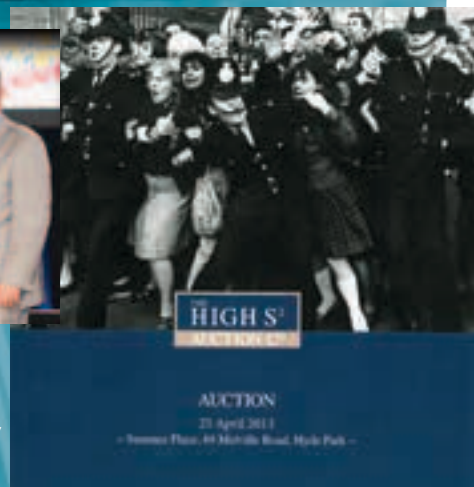
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The Auction Marketing Campaign of the Year was awarded to Scott H. Shuman, CAI, Hall & Hall Auctions, Eaton, Colorado, for his company's Hager Farm & Ranches Absolute Auction campaign, which helped lead to a \$46+ million total sale and land price records being established in two counties.



Joff Van Reenen, CAI, AARE, (second from right) The High St. Auction Co., Johannesburg, South Africa, won "Best in Show — Advertising/PR" for his Property Real Estate Auction Brochure entry.



COMPETITION OPENS MARCH 1, 2015



James T. Pike, CAI, AARE, Key Auctioneers, Indianapolis, Indiana, took "Best in Show — Photography" for his entry titled "Front Page News."



“It was a long and arduous sale, with a lot of bidding that in many cases started out low but eventually climbed up to nice high prices,” said Philip Weiss of Philip Weiss Auctions. “We definitely worked to make this sale a success, and it was.”

Around 1,500 people registered to bid online, via Invaluable.com and Proxibid.com. Many phone and absentee bids were taken as well.

Other highlights from the sale (all prices quoted include a 13 percent buyer’s premium):

- A pair of Roy Rogers-related lots was a hit with bidders. The first was a circa-1953 fiberglass horse (“Trigger”) 10-cent machine, fully operational and professionally restored, with large decals on each side reading “Roy Rogers Double R Bar Ranch.” The coin-operated mechanical horse was once exhibited at the Midwest Museum of American Art and gaveled for \$2,300.
- The second was a circa-1954 Roy Rogers “Nellybelle” pressed steel pedal car and trailer, 68 inches long, professionally restored. The pedal car featured red steel disc wheels with chrome hubcaps, folding rear tailgate and folding windshield, and “Trigger” (Roy Rogers’ horse) and “Buttermilk” (Dale Evans’ horse)



\$44,850



\$1,668

emblazoned on the side. It sped off for a final price of \$1,955.

- Two Bassett Lowke Bing lots found new owners. One was a 1 Gauge green 0-6-2 steam locomotive with a 4-wheeled clockwork tender that appears to be Marklin. It sold for \$1,668. The other was a live green 0-6-2 1 gauge steam Southern 736 locomotive with an 8-wheeled tender. It hammered for \$1,495. Both lots were pulled from an old-time estate.

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Selling range, respect were staples over six decades

Herbert Caspert, who moved office equipment, cars, buses, pots and pans — even pieces of the Berlin Wall — during a six-decade career as an Auctioneer, died this past June. He was 82 and a resident of Norwood.

“He auctioned off everything from A to Z, not once but multiple times,” Mr. Caspert’s son, Ron, said.

Mr. Caspert’s father, Samuel, a New York City marshal, founded an Auctioneer business in 1921. Herbert joined after his service in the Marine Corps in the Korean War.

Like his father, who sold furniture on the Upper West Side, Mr. Caspert also had a home furnishings store for a time. Mitchell’s Furniture operated on eastbound Route 4 in Paramus until the mid-’70s, when Mr. Caspert closed it to focus on auctioneering.

Mr. Caspert cut an unmistakable presence. Big-bellied, goateed and jovial — and often with a half-chewed pencil behind an ear — he was a “showman at the auction stand,” said another son,



Mitchell, for whom the Route 4 furniture store was named.

Mr. Caspert auctioned the detritus of businesses ranging from Van Riper’s Farm in Woodcliff Lake to Mickey Mantle’s restaurant at the Palisades Center mall to Kiwi International Airlines. Reporting on the 1999 Kiwi auction at Newark International Airport, The New York Times found Mr. Caspert drumming up interest in old desks, filing

cabinets and cubicle dividers. “Cheaper than Staples,” he called out.

Mr. Caspert died after a brief illness. He is survived by his wife of 58 years, Bernice; sons Mitchell of North Caldwell and Ron of Woodcliff Lake; a daughter, Lisa Robins of Leonia, and eight grandchildren.

*Information courtesy of *The Record* (New Jersey).

Well-known New York auction professional passes away

Dorothy M. Knapp, of West Nyack, New York, passed away on Wednesday, Oct. 29, 2014, at the age 94. A well-known Auctioneer

and appraiser, she was born in New York City, Feb. 4, 1920. Her husband of 56 years, Arnold V. Knapp passed away in December 2002.

She is survived by her son Sheldon V. Knapp and his wife, Louann, and their children Anthony and Deanna Knapp.

Famous “Singing Auctioneer,” Anne-Lynn Gross, passes away

Anne-Lynn Gross, the famous “Singing Auctioneer,” died peacefully at her home in Frederick on Thanksgiving Day, November 27. She was 67. Anne-Lynn was born and raised in Brunswick,

Maryland, the daughter of the late “Judge” William B. Gross and Thelma Hochin. She was the first woman Auctioneer in Maryland, and the first woman Auctioneer in Maryland to receive the Certified Auctioneers Designation, as well

as the first woman in the nation to serve on the National Auctioneers Foundation Board. At each auction, Anne-Lynn began with a signature song written especially for her by New York composer, John Lehmann: “Last Call — Sold!”

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Check out the Education Calendar for upcoming NAA education opportunities. You can also visit the full education calendar on the NAA website at www.auctioneers.org/education-calendar.

Texas Auction Academy



2014 October Graduates - (Bottom to Top- L to R) (Row 1) Kim Cleaver, Dallas, TX; Kara Powell, Arvada, CO; Jessica Chumbley, Dallas, TX; Stacy Silfies, Frisco, TX; Karleen Talbott, Corrales, NM; Jennifer Calver, Flower Mound, TX; Glenda Baugher, The Colony, TX; Randi Haley, Sheridan, AR; Wanda Soler-Comber, Bryan, TX (Row 2) Troy Lippard, Instructor, Enid, OK; Craig Loe, Ponder, TX; Randall Kirkes, Killeen, TX; Jim Crain, Owasso, OK; Joe Gangata, Johannesburg, South Africa; Chris Cordina, Dallas, TX; Jose A. Camarillo, Pharr, TX; T.J. Die, Lumberton, TX; Steve Hopson, Dallas, TX; Kent Nash, Tyler, TX; Lori Jones, School Administrator; Mike Jones, School Director; (Row 3) Stan Zabochnik, Ennis, TX; Mike Hayward, Frisco, TX; Wayne Groover, Statesboro, GA; Glyn Meek, Plano, TX; Cody Miller, Jasper, AR; Robert E. (Bob)Lingle, Rowlett, TX; Robert L. Meza, Dallas, TX; Doug Sheppard, Mansfield, TX; Montie Davis, Instructor, Keller, TX (Row 4) Jimmy Kidd, Alvin, TX; Dan Small, Pearland, TX; Dave L. Ward, Pryor, OK; J.E. "Bear" Hebert, Pasadena, TX; Dustin Brister, Colfax, LA; Ryan Schroeder, Gainesville, TX; D.J. Helpenstill, Pleasanton, TX; Kirk Hagen, Castroville, TX; Jimbo Hall, Williamsburg, NM; Arvin West, Sierra Blanca, TX; Jose Quiroga, Grand Prairie, TX; Bill Quinn, Denton, TX.

Southeastern School of Auctioneering



A total of 13 students made up the November 2014 graduating class at the Southeastern School of Auctioneering. This class marks the 32nd year for SSA. More information can be found SSAuctioneering.info.

Carolina Auction Academy



Carolina Auction Academy graduates include: (front row, left to right) Brenda Johnson, Chuck Carland, Karen Lowder, Gail Buck, Julie Dunn, Angela Osian, Randy Cook, Bobby Raby, and Seth Wilkerson. Back row: (left to right) David Schulz, Ed Keiziah, Betty O'Neal, Clinton Shumpert, Jasper Davis, James Valk, Larry Morrison and Bill O'Neal. Not pictured: Carol and Joey Taylor.

Mendenhall School of Auctioneering



A total of 17 students from six states made up the most recent class of auction professionals at the Mendenhall School of Auctioneering. The states included were Delaware, Maine, New York, North Carolina, South Carolina, and Virginia. The class graduated Nov. 9, 2014.

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Send your class graduation high-resolution photos and cutline information (class size, graduation dates, states represented and names) to:

publications@auctioneers.org.

Note: Cutline information will be included only as space provides.

Auction method can help reduce stress of estate inheritance

By Curtis Kitchen

**This article first appeared as a content marketing piece in USA TODAY's "Auction Showcase" section, Nov. 7, 2014.*

As the baby boomer generation continues to age, an increasing number of children and grandchildren of those boomers are finding themselves the inheritors of homes and estates.

"It has been estimated by family financial planners that in the next 20 years this country will experience the greatest transfer of wealth in history," says National Auctioneers Association President Tom Saturley, CAI. "As our parents and grandparents pass, the process by which we settle their financial affairs varies according to the needs of the surviving family."

While this type of inheritance may be a dream scenario for some, it can mean worry and stress for others who may not be interested in handling or be able to handle the sudden responsibility that comes with such an inheritance.

"The inheritance of a home or other real estate is, for some, a daunting experience," Saturley said. "Rarely, when dealing with the emotional stress of the loss of a family member are we prepared to make the necessary decisions without the assistance of a knowledgeable team.

"Generally, that team should include competent estate counsel, financial advisors and, in many circumstances, an NAA auction professional specifically trained in the nuances of estate planning and disposition."

The auction method of marketing is the most efficient, most fair and most transparent means for the sale of an asset, and an NAA auction professional is best prepared to a sale where time is of the essence for inheritors.

"In those circumstances where family members are responsible for the disposition of the deceased assets, they are often challenged with a variety of issues which may include the need to raise funds quickly to satisfy monetary obligations such as debts, taxes or other remaining liabilities," Saturley said. "The engagement of a NAA auction professional can bring a transparent process that will minimize potential criticism while ensuring maximum value in minimum time."

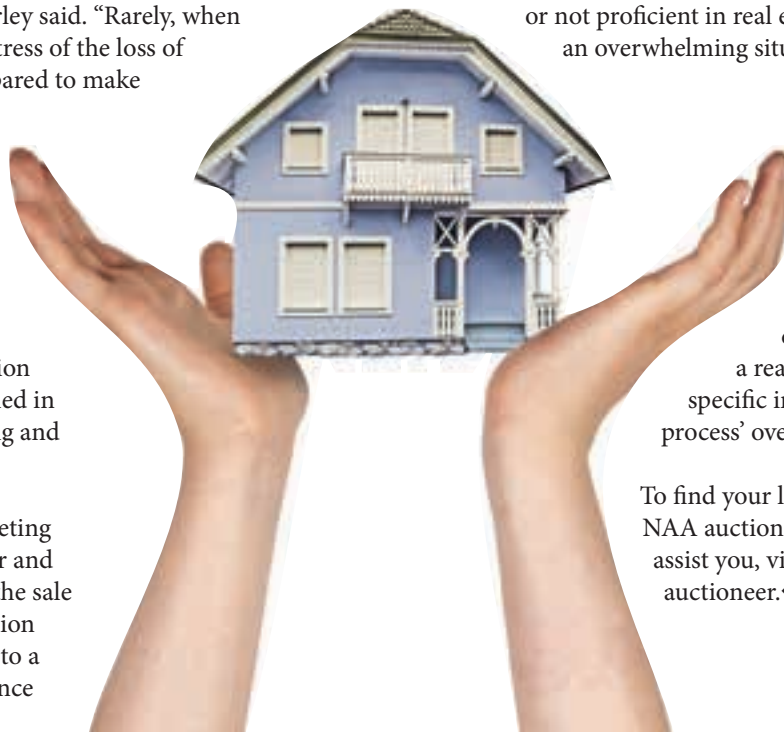
Aside from any monetary relief an efficient sale by auction can provide, there are other benefits to utilizing an NAA professional in these instances as well.

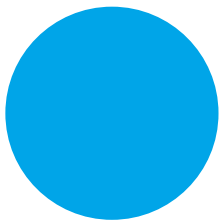
"Often, the heirs either live a considerable distance from or have no need for the real estate or remaining personal assets of the deceased," Saturley said. "With few exceptions, the home, camp or commercial real estate need care and preservation.

"Whether it be from vandalism, deterioration, insurance, taxes or general upkeep virtually all properties require attention and financial support. For those heirs that are either not present or not proficient in real estate management, this can be an overwhelming situation."

Locating and using an NAA auction professional – especially someone who carries the Accredited Auctioneer Real Estate (AARE) or Certified Estate Specialist (CES) designations, and/or works in a real estate environment, for these specific instances – can reduce the process' overwhelming nature.

To find your local, regional or national NAA auction professional who can assist you, visit naaauction.com/find-auctioneer. ❖

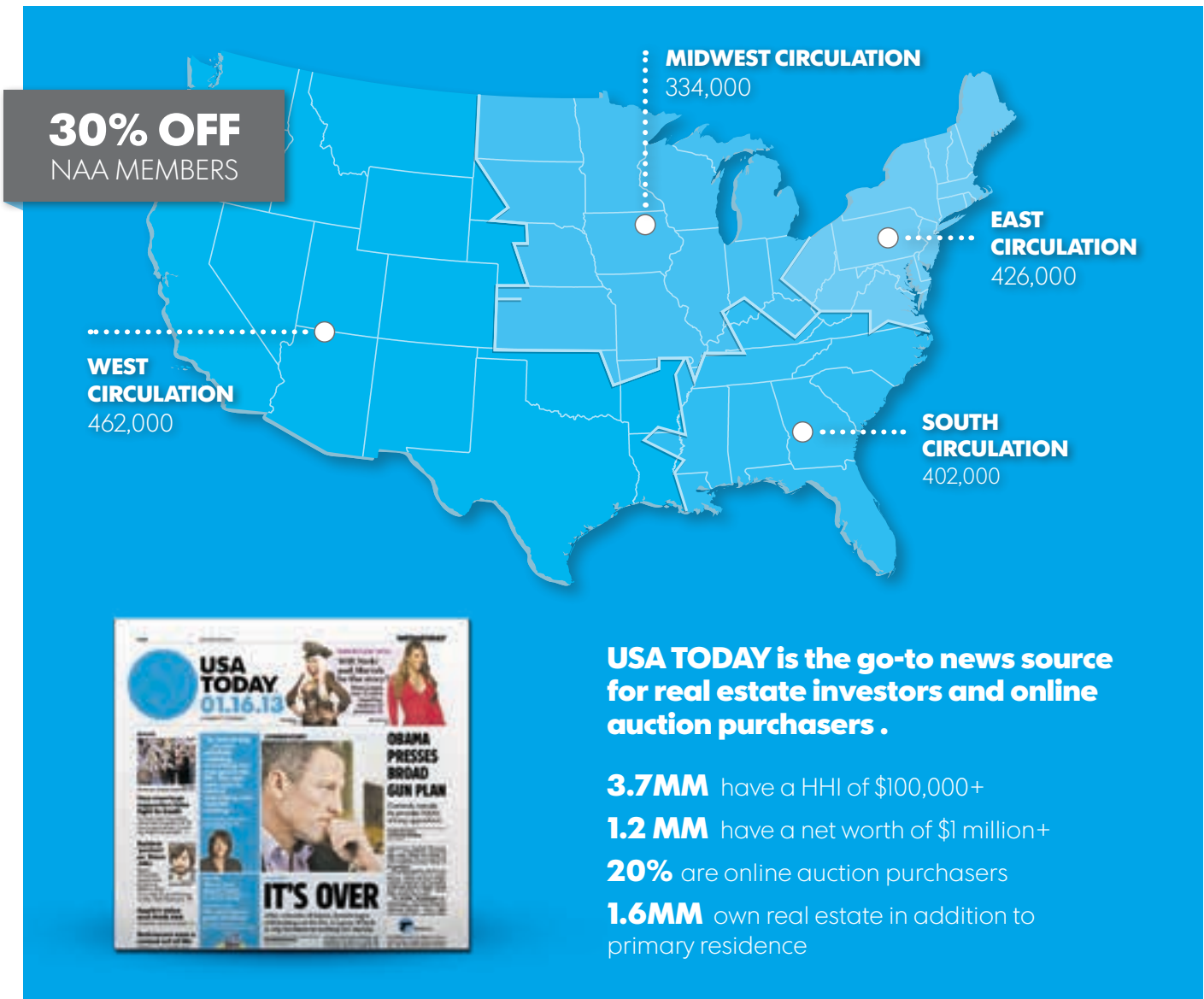




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Sources: 2012 Mendelsohn Affluent Survey, adults 18 or older, HHI \$100,000 or more; September 2012 ABC Publisher's Statement (print copies only)

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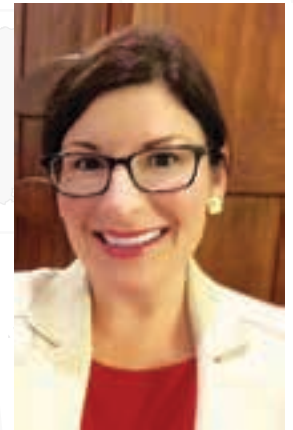
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I joined the NAA because this is a wonderful time to be in the auction business. I'm so excited to be a part of this organization and to learn from the best."

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IN THE RING

PAGE 11 *“Joining an association is an expense, but the benefits of education and everyone you meet are so huge that you make your money back and then some over the years. There are a lot of people in the NAA and KAA willing to share their knowledge, and knowledge is power.”*

Andy Conser

*United Country Heart of America Real Estate & Auction
Oskaloosa, Kansas*

PAGE 44 *“The real estate Auctioneer in the future will have to understand cash flows, internal rate of returns, and net present value of real estate dealing with leases. What’s happening is the investor that was structured in the traditional real estate transaction is moving into the online auction, and they expect access to the same information.”*

Kim Hagen, CAI, AARE, CES

*CEO, Hagen Realty Group
Carrollton, Georgia*

PAGE 53 *“We are selling your mother’s furniture, not your mother!”*

Tim Luke, MPPA

*TreasureQuest Appraisal Group, Inc.
Hobe Sound, Florida*

AROUND the BLOCK

- **2010 IAC women’s champion Kristine Fladeboe Duinick, BAS,** (below) used her passion of auctioneering for International Care Ministries in October – helping raise over \$1.5 million in Hong Kong to help serve those in need in the Philippines. The biggest highlight: selling a four-night, private island stay in the Maldives for \$75,000.



- On Oct. 18, 2014, **Karin Costa, ATS, owner of Costa Auctions, in Reno, Nevada, sold a Bureau of Land Management (BLM) burro named “Boss” for a record price of \$2,600** at the Saddle Horse Adoption event held at the Northern Nevada Correctional Center, in Carson City, Nevada. Costa also had held the previous record before setting the new high mark.
- **John McKenzie, CAI, teamed up with Canadian Astronaut Chris Hadfield** to auction an autographed guitar and pick that Hadfield used on the International Space Station. With the unusual lot, the pair raised \$35,000 at the St. Joseph’s Hospital Tribute Dinner & Fundraiser Sept. 18.
- **Halderman Real Estate Services, Inc., is excited to announce a joint venture with Hall and Hall Auctions of Denver, Colorado,** to conduct farmland auctions nationwide. The effort will combine Halderman’s extensive knowledge of Midwestern farmland and Hall and Hall’s expertise in large acreages and complex transactions to provide an answer to the growing challenge of marketing large agricultural real estate portfolios.

“We are excited to join forces with another National leader to bring even more service to our farmland clientele,” said

Halderman President Howard Halderman. “The market in Indiana, Ohio and Michigan will continue to see Halderman Real Estate doing 95 percent of the auctions we have always done. This venture will only impact the larger sales and auctions outside of those three states.”

- **The Auctioneers Association of Ontario** will hold its annual Convention and Bid Calling Championship from Feb. 19-22, 2015, at the Uxbridge Sales Arena, in Uxbridge, Ontario.
- **NAA Treasurer Chris Pracht, CAI, AARE, CES, and NAA President Tom Saturley, CAI**, took part in a Camden, South Carolina rotary club meeting – where they had the chance to speak on the auction industry and NAA as Pracht was honored for receiving his Level 2 Paul Harris Fellow. They attended the meeting with Rafe Dixon, CAI, AARE, CES, President of the SCAA.



Chris Pracht, Tom Saturley and Rafe Dixon all attended a Camden, S.C., rotary meeting, where they had the opportunity to represent the NAA.

MEMBERS' CORNER

Talk about hitting the sweet spot

David Barber Auctions, Sulpher Spring, Arkansas, hit it and then some as it sold 32 desserts and raised \$50,000 at the fourth annual Frank Sims Memorial Fundraising Dessert Auction, held at the Wal-Mart home office in Bentonville, Arkansas.

The hefty sum surpassed the goal of \$20,000, which was set

after the auction company helped raise more than \$15,000 the year before.

The raised money will go to the local Caring & Sharing group, which makes Christmas possible for approximately 4,000 under-privileged children and their families in the local area.





MEMBERSHIP APPLICATION

Please complete all four sections of this form.

To apply for membership in the NAA, choose one of these application methods:
 Complete this form with credit card information and fax to (913) 894-5281
 Complete this form and return with payment to: NAA Membership, 8880 Ballentine, Overland Park, KS 66214

1 PLEASE CHECK ONE. Membership in NAA is open to individuals, not companies.

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MEMBER	An active auction professional that subscribes to the NAA Code of Ethics and embraces the NAA Mission and Vision. RECEIVE PRINTED MAGAZINE.	<input type="checkbox"/> \$300 (1 Year) <input type="checkbox"/> \$535 (2 Year) <input type="checkbox"/> \$725 (3 Year)
	RECEIVE DIGITAL MAGAZINE ONLY.	<input type="checkbox"/> \$275 (1 Year) <input type="checkbox"/> \$490 (2 Year) <input type="checkbox"/> \$660 (3 Year)
<input type="checkbox"/> SPOUSE	An active member can add his/her significant other for an additional fee. Spouse members subscribe to the NAA Code of Ethics and embrace the NAA Mission and Vision. (Includes Auxiliary membership for spouse for one year.) Spouse's Name (Required): _____	\$150
OPTIONAL FEES		
<input type="checkbox"/> NATIONAL AUCTIONEERS FOUNDATION DONATION	The National Auctioneers Foundation is the fundraising partner of the NAA. Funds promote the auction profession and industry. Donations are tax deductible.	\$50 donation
<input type="checkbox"/> MEMBERSHIP NAA AUXILIARY*	The Auxiliary is a source for the promotion and advancement of the auction team. Membership is open to all NAA members and spouses. One year membership per person. <input type="checkbox"/> Self <input type="checkbox"/> Spouse *Auxiliary Member's Name (Must Complete): _____	\$25 per member

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Number of Years in Industry _____ Year of Birth _____

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Name of auction school attended if applicable _____

Referred By (Optional) _____

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NAAuction.com

Built specifically for the consumer, this website provides the public with information and education about the profession and industry, and connects buyers and sellers with NAA Auctioneers and their auctions.

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Promote your membership in the NAA by using the association logo on your website, business cards, advertisements, letterhead and more!

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Stay tuned to current news and trends impacting the auction industry and profession. This full-color magazine is produced monthly for NAA members.

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Get up-to-date on events, education and news at the NAA with this free members-only e-newsletter delivered to your inbox on the second and fourth Wednesday of each month.

NAA Media Directories

NAA Auctioneers have access to media directories for all 50 states. Access these online directories at www.auctioneers.org/directories.

Online Mentoring and Networking Forum

Share information with fellow members and ask questions about the auction profession when you participate in the NAA's members-only forum. Check back frequently as many topics are discussed on this very active forum. Call NAA Member Services at (913) 541-8084 or log on to www.auctioneers.org for more information.

Auction Calendar

Members can post their auctions for free on the exclusive NAA Auction Calendar hosted at www.NAAuction.com.

NAA Education Institute

The NAA is dedicated to providing professional development opportunities for the auction industry. Members enjoy discounts on all educational events, seminars, designation and certification programs. Designation programs include: CAI, AARE, ATS, BAS, CES, GPPA and MPPA. Learn more at www.auctioneers.org or e-mail education@auctioneers.org.

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\$92 for first and second months; \$91 for third month

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Mission

The National Auctioneers Association exists to provide critical resources to auction professionals that will enhance their skills and success.

Vision

National Auctioneers Association members will be the preferred auction professionals used in the marketplace.

These are just a few of the outstanding benefits of NAA membership. For a complete list of member benefits, visit our website.

www.auctioneers.org



NATIONAL AUCTIONEERS ASSOCIATION

EDUCATION CALENDAR

DESIGNATION ACADEMY

Las Vegas, Nevada • Bally's Las Vegas Hotel & Casino • December 7-14, 2014

AUCTION TECHNOLOGY SPECIALIST

Charlottesville, VA • January 6-8, 2015

CERTIFIED ESTATE SPECIALIST

Geneva, NY • January 16-18, 2015

AUCTION MANAGEMENT & OPERATIONS SUMMIT

Tampa, FL • Doubletree Tampa-Westshore • February 24-25, 2015

CERTIFIED AUCTIONEERS INSTITUTE

Bloomington, Indiana • Indiana University • March 22-26, 2015



CONFERENCE AND SHOW

Addison, Texas • InterContinental Dallas Hotel • July 14-17, 2015

Please note that the information above is subject to change as events approach. This calendar will be updated as information becomes available.

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