

Auctioneer



NOVEMBER 2014

The official publication of the National Auctioneers Association

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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.

The practices we keep

I wish everything were black and white. Actually, that isn't true – I like shades of gray!

No, this isn't an article about my personal taste, nor the latest edition of that now famous series. It is an article about ethics. The NAA Code of Ethics can be found on www.Auctioneers.org/code. It is, without question, one of the significant reasons to belong to the NAA. It's what makes our organization stand apart from other industry associations.

In September, there was a discussion in the Auctioneers Facebook group about ethics and how they are applied in business. The case that was discussed is explored in detail on page 10, and although there is much to learn from this case, it's important for us to realize how much more the Code represents.

From time to time, some members and nonmembers have criticized the NAA Code of Ethics as being ineffective. Perhaps what is not understood is the process. A number of years ago, a respected group of practitioners were charged with revising the Code to reflect the best ethical practices of our profession. They explored the Code of the former Auction Marketing Institute, the then current NAA, as well as Codes from numerous other professions such as CPAs, Realtors, Attorneys and Appraisers.

From this group came our 14 Articles that define what the NAA expects from members in order to adhere to our Code of Ethics. These Articles are points upon which we can all agree: We must promote the interests of the seller (client); we owe the buyer (customer) the duties of honesty, integrity and fair dealing; and, we have to disclose any conflict of interests we may have to our current or potential client ... to mention just three of the 14.

Few of us will disagree in principle with the 14 Articles because we all want to do what is right. The gray area starts with how they apply as we conduct our business. Fortunately, we have guidance in their application from the section of the Code called the Standards of Practice. Let me give you an example of what I mean.

The first Standard of Practice states "members must not build unreasonable expectations about the outcome of an auction in the mind of a potential Client in order to secure the Client's business." No one that is successful in business

wants to do this, but in this economy, with prices changing as quickly as they do, how do we know we are not building unreasonable expectations? The majority of the complaints filed against members are because a consumer believes that an item is worth more than what it sold for. Did the member try to clarify expectations? Most likely. Did they succeed? Obviously not. But, is it a violation of the Code of Ethics? Not usually.

The NAA takes all complaints very seriously. The Code has a specific section that identifies the steps necessary to follow upon receipt of any report of wrong doing. The process requires that once received, the NAA headquarters immediately forward a copy of the complaint to the individual against whom the complaint is made. Then, both documents are sent to the NAA Grievance Committee with names blacked out so that the Grievance Committee can make a decision on whether or not a grievance has occurred. Although the process takes time, considering the importance of the accusations and the ramifications, it is sound.

Not surprisingly, most grievances result from insufficient communication between the member and the client or customer. Occasionally, there are bad business practices and often times miscommunication, but rarely has the action of the member actually been ethically negligent. However, when it is, there are sanctions: public or private censure, or even suspension or revocation of membership. And it does happen – even if NAA members don't know about it.

Finally, the Code requires all of us as members to "police" our own. This is crucial if we hope to instill confidence in our clients and customers. As the Code appropriately notes, members have the "unique ability to observe and therefore assist in the stewardship of this trust." Therefore we must assist the NAA in "all matters, including the investigation, censure, discipline, or dismissal of members engaged in the violations of the Code of Ethics."

As I stated earlier, I believe that our Code sets us apart. Let's print out a copy, read it one more time, circulate it to our staff and include it with our contracts. After all, we are only as good as the practices we keep.



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On the cover: Ethics are involved, but there is also a high level of strategy that goes into weighing the option of accepting a cash offer vs. going through with an auction.

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NAA Board

New NAA Promotions, Advocacy committees formed

Strategic priorities, revenue figures and future sites for the International Auctioneers Conference and Show were all major topics at the NAA Board of Directors meeting held in Overland Park, Kansas, Oct. 13-14.

The Board continued its work in planning 2015's priorities for *Pathways to 2020*, its multiyear business plan. New in 2015 will be two new committees appointed by President Tom Saturley, CAI, both of which support two new strategic initiatives adopted by the NAA Board in 2014.

The Promotions Committee, chaired by Tim Mast, CAI, will begin to develop a plan to identify specific target audiences

and strategies used to promote NAA auction professionals. The committee will also identify desired metrics to illustrate the effectiveness of the various promotional efforts.

The Advocacy Committee will be chaired by David Whitley, CAI, CES. This committee will develop a plan to communicate to various governments the benefits of choosing NAA auction professionals to sell goods and assets and to develop a proactive legislative response system that will highlight key issues and subsequent actions that NAA members should take. In addition, they will be responsible for identifying key metrics that illustrate the effectiveness of this strategic initiative.



The 2014-15 NAA Board of Directors (from L-R): (front row) Joseph Mast (CAI), Director; Hannes Combest (CAE), Chief Executive Officer; Spanky Assiter (CAI, AARE), Vice President; Tom Saturley (CAI), President; Paul C. Behr (CAI, BAS), Past President; Chris Pracht (CAI, AARE, CES), Treasurer; (back row) Scott Shuman (CAI); Tim Mast (CAI, AARE), Director; Larry Theurer (CAI, GPPA), Foundation representative; David Whitley (CAI, CES), Director; Will McLemore (CAI) - Chair of Education Institute Trustees; James Devin Ford (CAI, CES) - Director. (Not pictured: Terri Walker (CAI, BAS, CES) - Director; Christie King (CAI, AARE, BAS) - Presidential Appointee)

The committees will begin work in 2015.

“Both of these committees support the mission and vision identified by the NAA Board,” said President Saturley. “We have three strategic initiatives: education, promotions and advocacy. NAA’s education program is world-class and will continue receiving significant attention and resources. But, it is now time for NAA to begin to expand the services we offer on behalf of our members.

“Promoting our members in the marketplace and advocating for them to government entities are important next steps.”

In addition to these strategic priorities, the Board discussed other projects and began to prioritize what they believed would drive success toward meeting NAA’s vision of ensuring that NAA members are the preferred auction professionals used in the marketplace. To support the plan, the Board discussed projected revenue figures for 2015. The completed plan and budget will be finalized in December.

“Promoting our members in the marketplace and advocating for them to government entities are important next steps.”

The Board also discussed potential changes to the NAA Bylaws. These revisions and the rationale for consideration can be found at right.

Other items on the Board’s agenda included a discussion on future sites for Conference and Show. The Board voted to begin negotiations with the Amway Plaza hotel in Grand Rapids, Michigan, for 2016, and prioritized a list of other sites for staff to begin researching for 2017.

Prior to the meeting, most members of the Board participated in a half-day training session on presentation skills offered by NAA member and Interpersonal Communications faculty member Tim Luke, CAI, MPPA. This training is part of a development program design to help improve the Board’s skills in leadership areas.

“Research from the American Society of Association Executives shows a clear link between have a strong and well-functioning board and the success of the organization,” said Hannes Combet, CAE, chief executive officer of NAA. “The training provided to the Board will help them communicate to members more effectively, and that is good for everyone.” ❖

NAA Bylaws change notice to membership

At its October meeting, the NAA Board of Directors discussed three revisions to be made to the NAA Bylaws. The Notice to Members of the changes appears below.

The three proposed changes are as follows:

Article II, Membership 4) Vote.

The revision to this Article will allow greater efficiency for the membership in submitting an absentee ballot. If approved ballots will be available under the “Member’s Only” section on the website. Members would download a ballot and mail it in with their name and member number on the outside of the envelope. This still provides the security required for the election process (the ability to verify the validity of the voter). The due date for absentee

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ballots would be changed to having the ballots received at NAA headquarters by July 1 or the closest business day to July 1.

Article XII, Committees; 2) Nominating Committee.

The revision to this Article changes the chair of the Nominating Committee from the Vice President to the Past President and substitutes the President on the Committee for the Vice President. This ensures that the people with the greatest amount of NAA leadership experience are guiding the process.

Article XII, Committees: 4) Education Institute Trustees

As per the bylaws revision in 2012, the number of Education Institute Trustees will be reduced from eight individuals serving four year terms to six individuals serving three year terms. This aligns the Trustees with the Board terms. However, this revision provides that the chair of the Trustees must have completed a three-year term on the Trustees and may or may not be a sitting member of the Trustees. The chair of the Trustees also serves on the NAA Board and on the NAA Executive Committee. As a result, they do not have the time to serve as a committee chair for



the Trustees. This revision will be considered in order to ensure that there is ample volunteers to serve as Trustees.

The Board will vote on these revisions in December.

The following reflects the revisions that will be made to the Bylaws:

Article II, Membership, 4 (Vote)

All members in good standing are eligible to vote in the annual meeting and in any special meeting. Elections will be held at the annual meeting. ~~If a member in good standing will not be able to attend the annual meeting, they~~ A member in good standing may obtain a ballot by June 30 or the closest ~~request a mail-in ballot in writing by May 31~~ or by the closest business day before May 31. ~~Ballots will be mailed out by June 1 or the closest business day after June 1.~~ Ballots must be returned and received at the NAA Headquarters no later than by July 1 or the closest business day prior to July 1; envelopes must contain an individual's name and member number in order to be valid. Members who return a ballot by July 1 and determine they wish to vote in person must notify the Election Committee. The Committee will identify the appropriate ballot by the member's name and number and then must destroy the ballot prior to giving the member a new ballot.

Article XII, Committees

2. Nominating Committee. ~~The Past President Vice-President, subject to the approval of the Board of Directors, shall lead the~~ appoint a Nominating Committee, the members of which shall serve for one (1) year or until their successors are appointed and qualified. The Nominating Committee will consist of the ~~Vice President, the Past President, the NAF Representative to the Board, the chair of the Education Institute Trustees and a member leader from a state association~~ (appointed by the Past President, subject to the approval of the Board of Directors).

4. Education Institute Trustees

b. The Education Institute Trustees shall annually elect a Chair and a Vice Chair of the Institute, neither of whom shall be the Association Vice President. The selected Chair must have at least three years' experience as an Education Institute Trustee. The selected Chair is not required to be a sitting Trustee at the time of his/her election. Neither the Chair nor the Vice Chair shall serve as such for more than two consecutive years. Except for the Chair of the Institute, and the Vice President\members of the Board of Directors shall not serve or continue to serve as a Trustee. Trustees may not serve consecutive terms. ❖

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Cash now or sale later?

An auction professional took his ethics question to Facebook. This is what he found ...

By James Myers, contributor





Trying to gauge the right move between accepting a cash offer and going through with an auction can be a chess match at times.

Ed Warden recently experienced what he called an “ethical dilemma” while setting up an auction, and he wanted to see how the auction community would react if faced with the same issue.

He posed the question on Facebook, which generated around 40 responses.

“Ethical dilemma! Have a live, on site estate auction scheduled for this Thursday evening,” Warden began in his post, continuing to describe the contents of the sale, which included a mobile home and all its contents. “While showing the mobile home to a bidder, they make an offer to buy ALL everything now for cash.....at a price that is notably above my estimate of what we will gross after setting up, carrying everything out and selling by the piece. What would you do?”

Warden, owner of Warden Auction Services in Dixon, Missouri, told Auctioneer that he actually knew what he was going to do before he wrote the post. However, he was just curious what others in the auction community would say, and with the “advent of social media, you can air (questions) like that,” he said.

“We ended up turning down the cash outright offer and went ahead and had the auction and conducted it live,” Warden said. “The bottom line is the seller netted more than the initial offer.”

Warden said this situation is not uncommon.

Several times he’s had interested parties want to buy something before the auction. If it’s just an individual item, Warden said the answer is easy – “no.” However, serious offers on the entire lot require a discussion with the seller.

Tina Weiman, CES, of Mound City Auctions in Hazelwood, Missouri, was faced with a similar situation in 2009 as she prepared to auction 3,000 comic books that had been stashed in a basement for many years. She's not an expert on comics, but she knew they were sitting on some rare books that could fetch big money.

The offers started coming in – \$50,000, then \$600,000. On top of that, the largest auction house for collectibles in the world offered to come in and take over the sale.

“Let me tell you, there was some DEEP soul searching that went on,” Weiman said in her response to Warden on Facebook. “Lots of prayer too. We decided against the offer and were happy we did because the books sold for \$1.072 million. It is not a position I like being in though.”

What might be more of an interesting ethical dilemma is that early in the process, the owner offered to skip the auction on the comics and sell them directly to Weiman for \$5,000.

“I said ‘you really don’t want to do that,’ Weiman told Auctioneer.

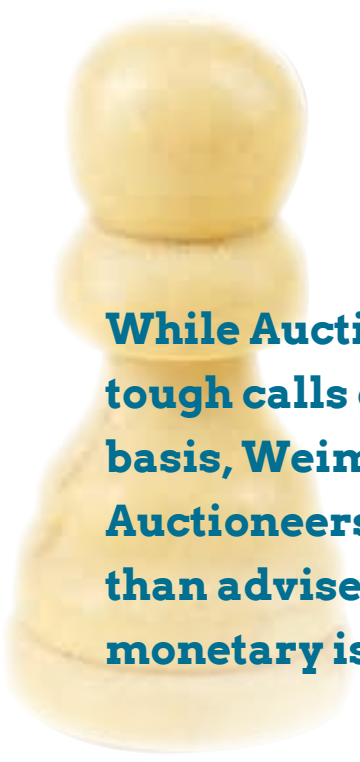
Her auction company obviously went ahead with the sale, breaking many comic book auction records in the process. Auctioneers wear many hats, Weiman said, and on the day she stepped into the comic book auction, she was wearing her Auctioneer’s hat.

“You have a fiduciary responsibility (to the owner/seller),” she said of her decision to not even consider buying the comics.

While Auctioneers face tough calls on a daily basis, Weiman said Auctioneers do more than advise clients on monetary issues. She explained that when people call on the services of an Auctioneer, it’s likely that they are not in a favorable position – they’ve just lost a family member; there has been a divorce; or, someone is facing a prolonged illness. On top of that, they also sometimes are nervous, afraid and unaware of how the auction process works.

“You end up being a counselor,” Weiman said.

Mark Bisch, CES, Blue Skies Auction, Inc., in Kokomo, Indiana, said that while the seller’s needs take precedence over the needs of the Auctioneer, when you sell items prior



While Auctioneers face tough calls on a daily basis, Weiman said Auctioneers do more than advise clients on monetary issues.

to the auction, you risk compromising the auction and all future auctions.

“If you are known for doing that, they will eventually stop showing up to your auction,” Bisch said. “You’ll really upset a lot of people who come for that particular item.”

Ultimately, you have to communicate each and every offer to the seller, as David Whitley, CAI, CES, said in his Facebook response to Warden’s dilemma: “You represent the seller. It is the seller’s decision. Convey the offer to the seller, and give the seller the appropriate advice on what you believe the auction will net.”

Bisch agreed and said in his response to Warden that “If you present an offer and the seller asks you to decide, I would throw it right back at them and tell the positive and negative aspects of pre-auction offers and tell them that they need to make the decision.

“I feel like you should give advice, but they should decide.”

A contract can also help one decide how to address a situation.

“If an auction is the only selling method that is mentioned in the contract, then I feel like you must continue on and do the auction,” Bisch said. “If your contract gives you an alternative way to sell, then you may want to consider other alternatives.” ❖



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Statute of frauds not just for real estate

Question: I have heard the term statute of frauds throughout my auction career. However, I have not had an explanation of how that term affects or could affect my practice. Can you provide any examples of how the statute of frauds could influence my Auctioneer business?

Answer: The statute of frauds is a legal doctrine that has its basis in English common law and has been adopted in some form by nearly every state. This doctrine requires some type of written document before a court will enforce it. In the auction industry, the statute of frauds is most commonly discussed with the real estate auctions. However, the statute of frauds is not limited to real estate auctions alone.



As stated above, nearly every state has adopted its own version of the statute of frauds. In Indiana, for example, certain types of actions must be based on a written document signed by at least one party. These actions include, but are not limited to the following: (1) an action charging an executor to answer for damages from the executor's own property; (2) surety contracts; (3) any agreement or promise made in consideration of marriage; (4) contracts for the sale of land; and (5) contracts that cannot be performed within one (1) year from the date the contract was entered. Ind. Code § 32-21-1-1.

The purpose of a "statute of frauds" is, as the

name suggests, to prevent injury from fraudulent conduct. There is some criticism of the continued existence of these statutes, as they are often used by parties who freely entered into fair contracts yet wish to avoid having to fulfill their agreements. At the same time, the abuses these statutes were designed to prevent are quite real, so a strong argument remains to keep them in place. It is also arguably good public policy to require that parties to certain significant transactions, such as those of long duration or which involve real estate, reduce their agreements to writing. A written document will both reduce the chance of fraud and future litigation, and also give the parties the opportunity to take a second look at the terms and conditions

of their agreement before it becomes final.

One of the key requirements for the statute of frauds is that the contract (or at least a memorandum containing the essential terms) must be in writing and signed by the party to be charged. In other words, if a seller seeks to sue the buyer of certain real estate, and the buyer has not signed any documents for the purchase of the seller's property, then the buyer may have a defense under the statute of frauds. The seller cannot enforce his contractual rights if there is no signed written document memorializing the transaction. There are some exceptions to the statute of frauds. In addition, there could be other legal theories that may allow an individual to recover, but the statute of frauds may prevent the enforcement of the oral contract.

In the Auctioneer context, oral contracts are formed every day. At most auctions, the sale of small, personal property will occur when the Auctioneer is calling for a bid and a bidder will respond by submitting a bid. If a written document were required for every contract, an auction for personal property of minimal value would be much slower and inefficient. The statute of frauds does not require a written document for each and every contract, just specific ones that the law considers important.

With respect to personal property, the Uniform Commercial Code provides:

Except as otherwise provided in this section a contract for the sale of goods for the price of \$500 or more is not enforceable by way of action or defense unless there is some writing sufficient to indicate that a contract for sale has been made between the parties and signed by the party against whom enforcement is sought or by his authorized agent or broker. A writing is not insufficient because it omits or incorrectly states a term agreed upon but the contract is not enforceable under this paragraph beyond the quantity of goods shown in such writing.

U.C.C. § 2-201; see also Ind. Code § 26-1-2-201. For the sale of goods for \$500.00 or more, some writing is required to provide evidence of the terms of the contract.

The above statute affects the Auctioneer industry daily. All types of auctions routinely sell personal property for \$500 or more. Auctioneers should have established practices that require the prevailing bidder to sign something memorializing the transaction shortly after the bidding on that item has concluded. This ensures that the statute of frauds is satisfied. Some Auctioneers may choose to wait until the auction sale has concluded and then present the buyer with a copy of the purchase agreement. The longer the wait, however, the more difficult it may be to obtain the buyer's signature. After the sale is concluded, a buyer could begin to question whether he or she bid more than he or she should have. It is not uncommon for individuals to feel some buyer's remorse or look for other alternatives. If the buyer finds the item online or

at another location at a better price, the buyer may then refuse to sign any documents relating to the purchase.

Some Auctioneers include language in the bidder registration agreement that gives them the authority to sign purchase agreements and other documents on behalf of the buyer. However, Auctioneers should be careful about the language used. Auctioneers are the exclusive agents for the seller. Sellers and Auctioneers enter into an auction contract that outlines their relationship and mutual obligations. By including language in the bidder registration agreement that Auctioneers are able to sign a document on behalf of the buyer could create a potential conflict of interest. For example, what should an Auctioneer do if after the sale of an item, the successful bidder expressly revokes the Auctioneer's authority to sign the purchase agreement on his or her behalf? At the same time, the seller is instructing the Auctioneer to sign the buyer's name to form the contract. It places the Auctioneer in a difficult position.

Auctioneers need to be aware of the statute of frauds and the context in which it can affect their business. Since each state has adopted its own version of the statute of frauds and the Uniform Commercial Code, Auctioneers should become familiar with it and establish procedures for getting written documents when required. If an Auctioneer does not obtain signed documents to comply with the statute of frauds, he or she is assuming significant risk. ❖





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.

Shine a Light

Last time, we looked at the difference between “material facts” and “sales talk.” We saw that the misrepresentation of material facts can be fraud, while the exaggerative opinions that comprise sales talk (also known as “puffery”) are usually judged lawful.

This month we’re going to extend our review of material facts by considering the issue of disclosure. Auctioneers should view disclosure of material facts three ways.

Right thing

Disclosing material facts about auction lots to prospective bidders is the right thing for an Auctioneer to do. This is how bidders want to be treated. If you were looking at a used car and the seller told you it was a good vehicle, but it needed some transmission work, would you feel better or worse about the seller? You would, of course, feel better. How would you feel if the seller just said it was a good car, you bought it, and later learned it needs transmission work and the seller had to know that? You would likely, and rightfully, feel the seller had cheated you.

When an Auctioneer knows something material about an item and fails to disclose it, what is the thinking behind that decision? It seems apparent that the objective for the silence is to prevent would-be bidders from learning something about the lot that might stop them from bidding for it, or dampen the amount they would be willing to pay to buy it. Anyone who thinks this is the right way to do business has a selfish and short-sighted view of commerce.

The only thing that an Auctioneer can hope to gain from nondisclosure is a sale and higher selling price. This leads to the question: How much money is your reputation worth, and why would you sell it for any amount? The Golden Rule (“Do unto others as you would have them do unto you”) is a good and time-tested one that applies as much to selling as to anything else. It’s hard to go wrong when you treat people like you want to be treated.

Reputation building

Auctioneers who conduct business even-handedly and provide prospective bidders with the material information they possess about the auction lots build reputations for being trustworthy sellers. Disclosure brings sunshine to the auction process, and this helps instill comfort and confidence in bidders that they have the information they need to make good buying decisions. Shine the light and the bidders will come, because they realize they won’t be victimized by shadowy tricks.

Auctions require bidders to bid and pay real money for what they purchase. Today, more than in many decades, money is harder to come by and bidders are more careful about offering it up for something else. Every buyer appreciates aboveboard dealing by sellers, and Auctioneers who offer this type of buying experience will draw larger followings, generate greater bidding competition, and reap higher selling prices. Disclosure yields real benefits for sellers and Auctioneers, too.

Finish line

When Darrell Royal was the head football coach at the University of Texas, he famously said, “When you throw the football, three things can happen, and two of them are bad.”

It’s the same with an auction sale. What every Auctioneer wants is a sale that crosses the finish

line – i.e., paid for, closed and ended. Two other results can occur, however. One is bad and the other terrible.

The bad one is that the buyer can renounce the sale and attempt to cancel it and leave the seller and Auctioneer with an unsold lot and no money for it. The terrible consequence is when something about a sale causes a buyer to react adversely and file a regulatory complaint against the Auctioneer and/or maybe a legal claim against both the seller and Auctioneer. Full disclosure of material facts is an invaluable step in holding sales together and avoiding the damaging reactions that disappointed buyers can have when assets purchased are discovered to be different from what was expected.

Seller approval

Despite the importance of disclosing material facts about auction lots, Auctioneers should not be unilateral decision makers who act independently of their sellers. An Auctioneer is an agent for the seller and should always work in concert with the seller on matters related to the marketing and sale of the seller's assets. The auction contract the Auctioneer makes with the seller should include a provision that the seller will give the Auctioneer the material facts the seller knows about the lots, as well as the right for the Auctioneer to disclose this information to prospective bidders. Cementing the parties' agreement on this issue in the contract keeps them on the same page and ensures there will be no misunderstanding about this critical point.

[Practice pointer: Should a seller balk at the idea of disclosing material facts relative to an asset, this is not justification for an Auctioneer to let the issue slide and proceed with the auction. To the contrary, the Auctioneer should impress upon the seller the reasons that disclosure is needed. This communication should be confirmed in writing. If the seller continues to resist, it's decision time. The Auctioneer must decide whether it's better to do wrong and expose his or herself to damage to reputation, a potential legal claim, and maybe liability, or advise the seller that the seller's position makes conducting the auction an untenable choice. Sometimes the best way to avoid trouble is to walk away from it before it happens.]

Rule of thumb

Here's a simple rule of thumb for disclosing material facts for an auction: Everything of significance that is known about a particular

lot should be revealed to prospective bidders. If an Auctioneer knows something about a lot and is uncertain whether this is "material" information, the best advice is to disclose it. I've seen numerous sellers and Auctioneers fall into jams by not disclosing what they should have, but I've never seen anyone get into trouble for disclosing too much when the seller had agreed to it.

Conclusion

At the end of the day, the property will have to stand on its own merit. If the lot is a sow's ear, the Auctioneer should never try to sell it as a silk purse. It's not. No good ever comes from trying to trick a bidder out of money. All that does is tell a lie, which puts the Auctioneer on the boulevard to an angry confrontation with an unhappy buyer, loss of reputation, possible legal jeopardy and all that could follow. ❖

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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.

Is your marketing changing behavior?

“**Y**ou’ve communicated brilliantly; so, what?” Those words boomed down from the stage as Pat Jackson faced an auditorium packed with public relations professionals from all over the world. We squirmed.

Jackson always got that reaction. The New Hampshire-based author and public relations consultant took great pleasure in skewering our definitions of success and taking away our excuses. Nothing mattered, he said, until we changed somebody’s behavior. He became one of the pioneers in what is now known as the “behavioral communications” school of public relations.

Great writing, design and production didn’t impress him. All that mattered was that people take some kind of action.

This reality, once we realize it, changes our entire approach to promoting our auctions – whether through advertising, press releases or old fashioned shoe leather. It means we can’t just put something on our web site, buy some ads, post it to social media and wait for magic to happen. Rather, it means we have to combine media, messages and action to get people to act differently than they’re acting now.

Here are some things that’ll improve your odds of changing people’s behavior:

Aim smaller. In the movie, “The Patriot,” the hero tells his sons to “aim small, miss small” when firing a musket. It’s good advice. People act when something touches their own area of interest, but not when it’s vague and too general. Advertise “something for everybody,” and you may have a hard time selling anything to anybody. Promote

those 30 Beretta over/under shotguns (preferably just before dove season) and you’ll probably get more of them – and the handgun buyers as well.

Identify your prospects. Once you know who a prospect is, you have a lot more options available to you. Every new auction is an opportunity to

It means we can’t just put something on our web site, buy some ads, post it to social media and wait for the magic to happen.

identify more individuals and pinpoint their interests. When people register as bidders, add their contact information to your database. Ask about their interests and get permission to contact them about future sales that might align with those interests. Keep an eye on interactions (e.g., “likes” or new followers) on your social media accounts, which can also give you some useful information on who your audience is. It’s useful to think through how much information you give out before forcing prospective bidders to declare themselves. Some Auctioneers will “hold back” some information until people show their cards, while others feel this throws up barriers and reduces the number of bidders they attract. Try it

both ways and see what works for you.

Give details. I once promoted an auction that included a “golf course home site,” which was prominently featured in the brochure and on the website. Because it happened to be on a golf course I frequently played, I took a closer look at the description to see where it was. Which hole? Was it along the tee box, the fairway or a green? How well could you see the course? The brochure and website offered nothing. I called the auction manager, who had no idea. As I recall, the home site did poorly in the auction.

Get your hands dirty. Mass media can't do everything. In many cases, there's no substitute for a little salesmanship. Look over the lists of prospects you've identified and see if you recognize any familiar names. As often as not, you'll identify someone who's bought at your auctions before. Shoot them a personal email, or give them a call. Offer to meet them at the property. If there's one constant among the auction companies with whom I've worked, it is that those that work hardest sell the most.

Respect the lowly sign. Every Auctioneer I know says the same thing: Nothing produces bidders like signs, and I have to agree, especially for real estate. Signs reach the people closest to the asset you're selling, and they help people see exactly what it is. That makes them one of the most valuable media choices you can have. Even if the budget is tight (aren't they all?), make sure you budget properly for signs because...

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2015 Designation Academy preview

A new venue, new course and revamped AARE are in store for attendees.



By Nancy Hull Rigdon, contributor



The National Auctioneers Association Designation Academy returns to Las Vegas with changes including a different hotel, a revamped AARE program and a brand new course, Interpersonal Communications for Auction Professionals.

As always, the annual event, set for Dec. 7-13, will focus on multiple NAA education designations while also offering other training.

“Designation Academy is always a wonderful opportunity to catch up with friends, make new friends, get away from home and out of your element,” says Mike Brandly, CAI, AARE, one of two teachers of the completely reconditioned Accredited Auctioneer Real Estate (AARE) program. “Turn off the phone for a bit, soak up the opportunity to be around like-minded people and explore a little.”

The learning, he says, isn’t confined to the classrooms.

“When you mingle with attendees from other classes in the hallways and restaurants, you get fresh, right-out-of-the-oven thoughts,” Brandly says.

The relationship building opportunities at Designation Academy often lead to business growth, Brandly, executive director of The Ohio Auction School, has found.

“When you’re at Designation Academy, you’re around Auctioneers who work across the country,” he says. “For work, you can be in North Carolina one day, Ohio the next, Utah the next. And that comes from those relationships you’re building within the NAA.”

While the weeklong event has traditionally been held at New York-New York Hotel & Casino, Bally’s Hotel and Casino serves as the event’s home this year. The centralized hotel location is conducive to exploring Las Vegas on foot, versus hailing cabs.

Don Mammoser/Shutterstock.com

“I think everyone will be really thrilled about the hotel change,” says Aaron Ensminger, NAA education director.

Ensminger emphasizes the unique benefits of Designation Academy.

“Everyone is really focused on the designations,” he says. “There are no other events, or auctions at night or central get-togethers. You don’t have to budget your time.”

The schedule features training for every NAA designation, including: AARE, Auction Technology Specialist (ATS), Benefit Auctioneer Specialist (BAS), Certified Estate Specialist (CES) and Graduate Personal Property Appraiser (GPPA). Non-designation training will include Train the Trainer and Uniform Standards of Professional Appraisal Practice (USPAP), as well as Interpersonal Communications for the Auction Professionals – a course that experienced a popular debut last summer at Conference & Show and is taught by Tim Luke, MPPA.

“Interpersonal Communications will be really beneficial for any face-to-face communications. It’s great for sales and is helpful for bid calling,” Ensminger says.

The revamped AARE course will be taught by Brandy and Manson Slik, CAI, AARE, CES.

The course reflects current trends in real estate auctions, including live simulcast, bid center and online only, while also branching into marketing and basic real estate concepts. Following completion of the course, an auction professional continues education with a focus on a specialty within real estate while receiving up-to-date real estate auction information on an on-going basis.

“The course has been overhauled in a positive fashion, and we’re excited to bring it to Designation Academy,” Brandy says.

Register now or find more information about the 2015 Designation Academy by calling (913) 563-5432 or email education@auctioneers.org. ❖



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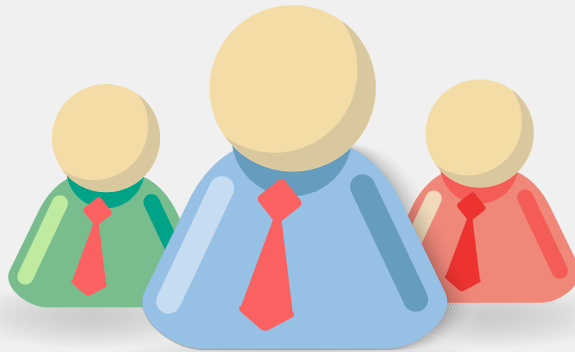
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Auction Psych, part 3



By Tim Luke, MPPA

Match up people, places and things, and avoid a demographic dilemma.



Mapping out a good lot strategy built around your bidding audience's demographics is another way to help set up an event for success.

Auctioneers, buyer, sellers and merchandise all possess unique qualities with distinct differences.

Among those differences are regional characteristics, and the resulting combinations are fascinating. A simple illustration is an Auctioneer selling snow plows during the winter season in the northeast. He or she would have a tough time achieving the same prices for the same assets any time of the year in Florida.

Even though Auctioneers can sell anything, anywhere, there is a distinction in the level of the selling prices like an oil painting by a master painter being sold in a country auction as opposed to being sold in New York City by Christie's or Sotheby's.

Understanding the "region-centric" nature of assets (their popularity in certain areas of the country verses relative obscurity in other places) is a skill. Having this knowledge base is essential for every informed Auctioneer. The naive Auctioneer may think he or she can sell anything, anytime of year. However, the seasoned Auctioneer understands the subtle differences that venues, locations and types of assets have on the strategic marketing of a successful auction.

The Auctioneer's ability to step back and evaluate the person, place and thing of the overall consignment project versus just liquidating assets is key. Let's look at each "P" separately.

Person

The demographic of the bidding public both live and online must be considered when planning an auction event. While the ability to have both an in-room and on-device bidding public is helpful in trying to move an asset, it has blurred regional and cultural



divides and can prove tricky for the auction professional trying to hone in on the physical, mental and emotional cues needed to drive better bid prices for a particular item.

That doesn't speak to considering bidders who are accustomed to attending auctions and may be comfortable with an Auctioneer with a certain chant, while a newbie auction-goer will most certainly be intimidated by the entire experience.

With all of this in mind, Auctioneers must be vigilant in making sure everything is done to ensure the most profitable outcome for both buyer and seller.

Place

Location, location, location is not just a real-estate cliché. It is monumental when selecting a venue to sell assets. The unspoken nature of your location – things like overall appearance, wall color, seating and display area – speaks volumes about you as the Auctioneer and your business.

Your clients have made judgments about you and your business before a word is even spoken. Take stock of your location with an objective eye and make the necessary changes ensuring the type of location is fitting for the type of assets being sold.

... Auctioneers must be vigilant in making sure everything is done to ensure the most profitable outcome for both buyer and seller.

Ed. note: This is the third piece to the four-part "Auction Psych" series, which will appear now through the Dec./Jan. issue of Auctioneer. The series will explore several subtle but crucial aspects to psychology's role in an auction setting. -ck

Use your voice against Order 210!

Let the U.S. Fish and Wildlife Service know how Director's Order 210 regarding ivory will impact your business!

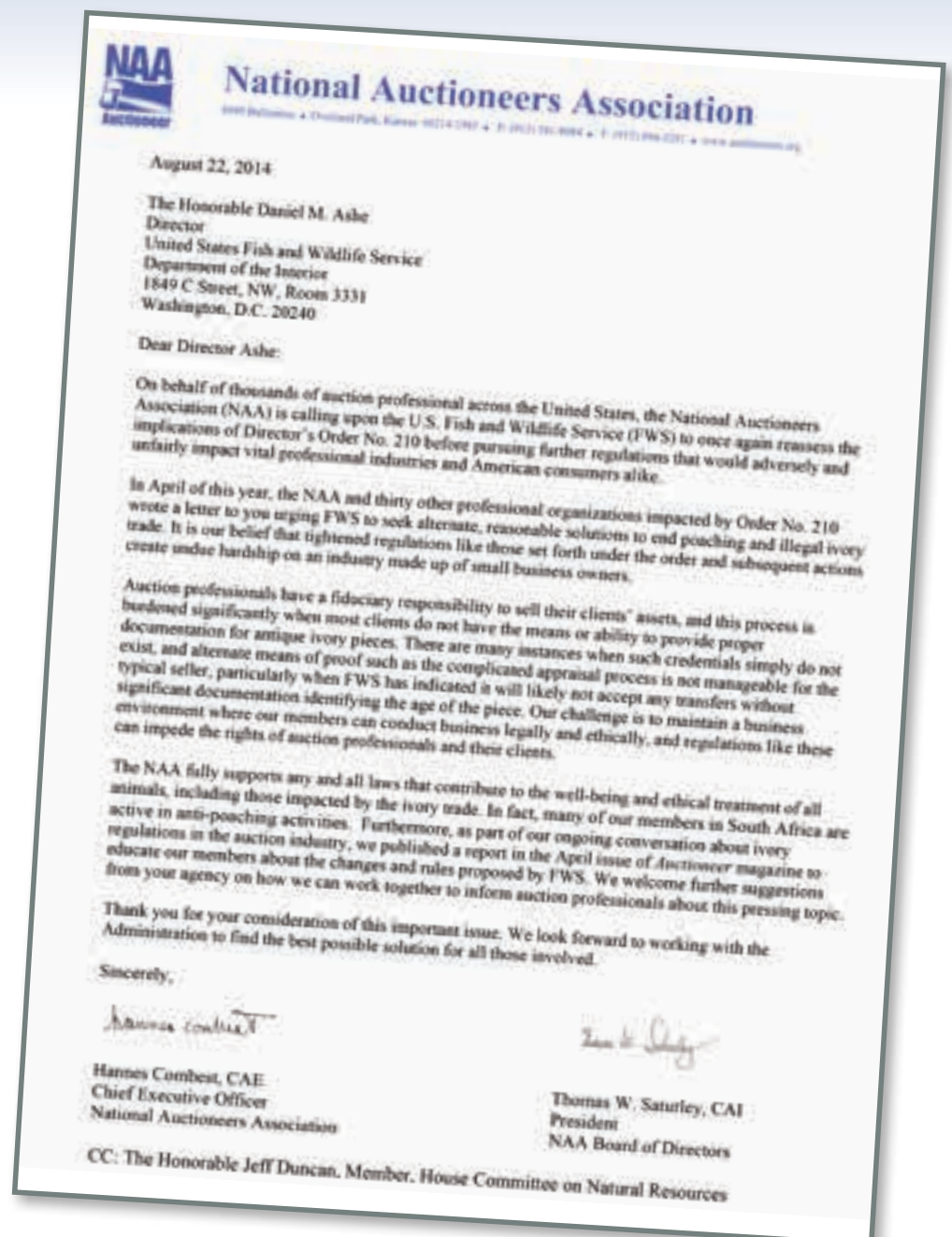
As reported in the April issue of *Auctioneer*, the U.S. Department of Fish and Wildlife Service has issued regulations that significantly restrict the sale of items containing African elephant ivory. The National Auctioneers Association has sent a letter to FWS opposing these and further proposed regulations (right).

The NAA also is encouraging members to submit their own letter to FWS Director Dan Ashe, who made amendments to the original order May 15, 2014.

Use a letter template provided by NAA that you can send via email or regular postal mail:

- 1) **Go** to the NAA home page at www.auctioneers.org.
- 2) **Look** for the template in the "Spotlight" section on the home page.
- 3) **Download** the template and fill it out to fit your specific information.
- 4) **Email** your letter to dan_ashe@fws.gov or mail it to the address listed on the template letter.

To read the full amendments made by Dan Ashe to Director's Order No. 210, go to: <http://www.fws.gov/policy/a1do210.pdf>.



But, the juxtaposition of location and assets also can work in your favor. The unexpected worn-down warehouse sale conducted with professionalism and with the ease of a well-oiled machine sets a good precedent for the general auction public.

The region or place the sale is conducted makes a world of difference, especially when selling brown furniture in Florida verses in New England where it enjoys a far better outcome. Those location or place decisions and discussions must occur with the client, and the Auctioneer becomes the facilitator for the client by enlisting the assistance of a colleague in other parts of the country to achieve a better price for the client through finding the right target audience.

A “win-win” situation is created, and the client may be more apt to bring more items and/or recommend your services to friends and colleagues.

Things

The assets or collection of items provide a road map for the Auctioneer.

For example, farm equipment is sold in a country setting – someplace suitable for the asset. However, high-end jewelry or decorative arts sold at the same event may not achieve the best price. This is not an indictment on the abilities of the auction professional. Instead, to avoid such a situation and to achieve the best possible price the auction professional must ask: Who is the best person to sell the asset? Is this location the most ideal? Is the asset suitable to sell, and will it be desirable in my location?

The assets you are selling may be only familiar or desirable in your immediate location. The professional Auctioneer recognizes this potential trap and utilizes his or her network of colleagues to best assist the client to achieve the best selling price for the lots.

When presented with a collection of diverse grouping of “stuff,” always look to the immediate market. Then look to the bigger market in another location if applicable. You become the hero to your client when those few items sent to another market achieve a higher price.

To summarize, the strategic planning of a successful auction event is taking into consideration the demographic of both buyers and sellers. Arm yourself with specific demographic facts about your buyer and sellers, and the information will shake out the logical location and venue for your event. Once that is established, the assets being sold should also fit

comfortably into the complete picture.

Match all of these factors up in sound fashion, and you are well on your way to getting sought-after lots in front of eager bidders, which is always a great thing.❖

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May God Bless You & Keep You

Under the Influence

By Curtis Kitchen, editor

A network of black spheres connected by lines, with one sphere highlighted in red. The spheres are arranged in a grid-like pattern, and the lines connect them. The red sphere is in the foreground, and the black spheres are in the background. The background is a light gray gradient.

A successful content marketing strategy often doesn't try to hit every consumer at once. It looks for influencers who can then pick up your brand's message and spread it to the masses.

An influencer program is vital to a content marketing strategy's success.

Boil down your content marketing strategy, and what do you find in there?

You likely see a thought process that leads to social media and an approach or at least an idea for how to try and get more page views, clicks, likes, follows and links. Surely, those are all good things, and they represent to some degree where your brand is positioned within the public consciousness.

What you likely don't find within your overall strategy, however, is a dedicated program to getting your strategies and initiatives under the influence.

"Influencers should be a key part of any marketing strategy because they present an opportunity to add credibility to what you do while at the same time expanding your reach to new audiences," said Kevin Cain, Content Marketing and Communications Consultant. "Since it only costs time and effort, rather than budget dollars, it's really a win-win."

A strong influencer program can solve a lot of issues for small, mid and even large-sized businesses. It helps develop brand loyalty, and it can help a business save spending way too much on sometimes high-priced, short-lived social media campaigns that are like lighter fluid – they make for an impressive flame and heat up front but then quickly burn off.

And, let's face it, nobody likes to hear "fire's out."

Influencers are the long burning, sweet smelling, wood chips in your content marketing and social media strategy smoker. Influencers are what the public trust, according to a Nielsen white paper, "The Role of Content in the Consumer Decision Making Process."

"Overall, our research suggests that there is a higher degree of trust from consumers when they are reading content from credible, third-party experts," the paper said. "Knowing the power of expert content, advertisers may want to consider increasing consumer exposure to expert content to build greater trust while also supplementing with branded content and users reviews to build familiarity and influence opinions about the product.

"Our findings suggest that such a strategy could be more effective at influencing consumers, particularly with their final purchase decision."

So yes, it is about brand building and awareness. But, it is also vitally important (perhaps to your future bottom line as the paper indicates) in today's sharing world that you identify those people who pay attention to your industry and your brand and get them on your team.

I first found Cain online through a search that led me to an article named "Amplify Your Content Strategy with Influencer Marketing." In it, Cain described several points on how to get started identifying and building influencers.

The points included doing keyword searches to find names, prioritizing them based on potential impact, and keeping their involvement with your project as easy as possible. Like most worthwhile things, the points took experiences and time to develop.

"Those pointers were developed over the course of a couple of years while I was working as the Director of Content Strategy at OpenView Venture Partners," Cain said. "We did a lot of work with influencers there and our content marketing program wouldn't have been nearly as successful without them.

Influencers are the long burning, sweet smelling, wood chips in your content marketing and social media strategy smoker.

According to Nielsen research, “there is a higher degree of trust from consumers when they are reading content from credible, third-party experts.” Your influencers are those experts.



“I had the good fortune to learn a lot about influencer marketing from my colleagues there.”

Man, doesn’t that sound nice? And horribly daunting? And, again, time consuming?

Solid influencer marketing will help you with the important heavy lifting in developing the public’s positive attitudes and behaviors toward your brand.

“Remember that you’re only going to get out of an influencer program what you put into it,” said Cain. “You’ve got to make an effort to build strong relationships with influencers, and that



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“The bottom line is that the more you can help your influencers, the more they’re going to be willing to help you.”

takes time. If you want to expedite that process, you need to have something compelling to offer your influencers to entice them, such as giving them access to new audiences that they might not otherwise be able to tap into.

“The bottom line is that the more you can help your influencers, the more they’re going to be willing to help you.”

It is also crucial to remember that your influencers are real people – something that sometimes gets lost in the email/text/Internet world. Your best relationship can go south in a hurry if you don’t cultivate and then maintain it, or simply mistreat the human on the other end of the relationship.

In other words, remember this: *hell hath no fury like an influencer scorned.*

“Fail to treat an influencer well and you’ll not only damage whatever relationship you may have with that person (thereby reducing the chances that they’ll help you in the future), but you may also hurt your reputation more broadly,” Cain said. “The fact is that people talk and communities are often quite small.

“You can’t afford to have one influencer have a bad experience with you and potentially relay that experience to others.”

Read more of Kevin Cain’s personal experiences and insight into content marketing at kevinrcain.com. ❖

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National Auctioneers Association members and partners once again surpassed the Association's annual Auction for Hope fundraising goal when they brought in more than \$140,800 to support St. Jude Children's Research Hospital.

The NAA is currently in its third year of its five-year, \$500,000-commitment to support a post-doctoral research fellowship at St. Jude. In addition to those who gave at the 2014 International Auctioneers Conference and Show in Louisville last July, the NAA and St. Jude would like to thank:

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Joe R. Wilson, CAI
Hot Springs, AR

John Roebuck, CAI, AARE
Memphis, TN

Kentucky Auctioneers Association
Bowling Green, KY

Larry Harb
Okemos, MI

Larry Wigton, CAI, AARE
Ashley, OH

Marvin Henderson
Livingston, LA

Massart Auctioneers Inc.
Green Bay, WI

McCurdy Auction, LLC
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Mendenhall School of Auctioneering
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Musser Bros Inc.
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Richard Garvin, CAI, ATS, CES, GPPA
Scranton, KS

Richard Hart, CAI, BAS, GPPA
Orlando, FL

Richard Ranft, CAI, AARE, GPPA & Patricia Ranft
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Dallas, TX

Tim Lile, CAI
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Tranzon LLC
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Western College of Auctioneering
Lewistown, MT

World Wide College of Auctioneering
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The St. Jude giving cycle goes from July 1 to June 30. For more information on Auction For Hope, visit stjude.org/naa or email bmcgrath@auctioneers.org.

Worth the effort

After deciding to “rededicate” himself, NAA member Michael Chambers’ hard work has led to a big year.

By Nancy Hull Rigdon, contributor

About a year ago, automobile Auctioneer Michael Chambers made the decision to, as he says, “rededicate” himself to auctioneering. The success that’s followed has left him repeating words including “flattered” and “humbled” increasingly often.

In just the past year, he finished as runner-up in the 2014 World Automobile Auctioneer Championships, earned the Chuck Cumberlin Sportsmanship Award in the 2014 NAA International Auctioneer Championship and, mostly recently, received the National Auto Auction Association’s Bernie Hart Memorial Auctioneer Award – an award honoring the association’s most visible individual in the auction industry.

“The previous winners of this award read like an Auctioneers hall of fame,” Chambers says of the NAAA honor. “To be recognized by the auto auction industry in this manner is beyond measure. I am very humbled to be associated with this grouping of Auctioneers.”

Chambers, of Chambers Auction Service in Atkinson, New Hampshire, has spent 20 years in the auction industry and considers his experience at this year’s NAA Conference and Show a career highlight.

“To compete in the IAC with the best in the business and be



Auctioneer Michael Chambers met his wife, Kathleen, at an auto auction. Their two children, ages 7 and 6, along with Mom and Dad, enjoy all sorts of activities, including cruising in the family’s 1967 Chevrolet Camaro.

awarded the Chuck Cumberlin Sportsmanship Award far exceeded my expectations,” Chambers says.

The trip to Louisville marked his first time at Conference and Show, and he found the networking experience invaluable. “I felt I became a true part of the NAA fellowship,” he says.

Chambers was first attracted to auto auctions as a teenager. He worked at his father’s car dealership after school and on weekends, and after attending his first auto auction with his dad, he was intrigued by the fast-paced auto auction environment.

He had the unique experience of going through auction school at the same time as his dad and attended the Mendenhall School of Auctioneering as well as the World Wide College of Auctioneering, where he trained with auction greats, including Mike Lambert.

“The seed was planted not only to aspire in become a great Auctioneer, but I also wanted to compete for a world championship title,” he says.

His career honors outside of the past year include earning the title of 2006 Massachusetts Bid Calling Champion from the Massachusetts Auctioneers Association. Today, he typically works multiple auto auctions a week and also finds time to

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

Brittney knew of St. Jude Children's Research Hospital, but she never thought she'd need it. She'd seen programming about St. Jude on television, and sometimes it would make her cry. "I didn't know what I would do if my child was in that situation," Brittney says.

Then, in May 2013, her daughter Khamoni fell and was unable to stand back up. That night, Khamoni was kept awake by pain. "She had never cried like that before, so I knew something was wrong," says Brittney.

Brittney took Khamoni to the hospital several times before an abnormality was found in her bloodwork. Khamoni was then sent to St. Jude, where she was found to suffer from acute lymphoblastic leukemia. "I just started crying," says Brittney. "I thought it was something she couldn't survive."

But the staff at St. Jude talked with Brittney and eased her fears. "They explained what was going on and how the kids with her type of cancer are doing better than they were before," she says. In fact, St. Jude has increased the survival rates for acute lymphoblastic leukemia from 4 percent before opening in 1962 to 94 percent today.

At St. Jude, Khamoni was placed on a three-year course of chemotherapy. Now 5 years old, she is almost halfway done with cancer treatment. Khamoni just started kindergarten and is really excited about learning to read. She even enjoys her visits to the hospital. "My daughter loves going to St. Jude just to play," says Brittney. "She is enjoying life."



Chambers was awarded this year with the NAAA Bernie Hart Memorial Auctioneer Award (shown here), which came after several awards and honors, including the 2014 NAA IAC Chuck Cumberlin Sportsmanship Award.

volunteer as a benefit Auctioneer for organizations including the Special Olympics, Boys and Girls Club of America and the Juvenile Diabetes Research Foundation.

"I feel a duty to give back to the community with the experience and talent that God has given to me," he says. "I feel blessed with a gift that can make a real difference in someone's life."

Chambers' family is very involved in auctions as well. In fact, he met his wife, Kathleen, at an auto auction. They now have two children, ages 7 and 6. Outside of auctions, his family enjoys activities including snowboarding, snowmobiling, boating, fishing, cruising in their 1967 Camaro and riding roller coasters.

A competitor at heart, Chambers plans to continue competing in events including the WAAC and IAC.

He hopes to use his recent recognition to promote the NAA's mission and vision while looking for ways in which the NAA and NAAA can work together for the benefit of both organizations.

He aspires to teach young Auctioneers one day. He's been recognized as an advocate and mentor within the industry and plans to continue passing on his lessons learned.

"In my experience, I've learned that the key to success in this business is your integrity," he says.

In addition, he encourages other auction professionals to tap into the auctioneering network.

"Don't be afraid to ask others for advice. Within the fellowship of the NAA, there are so many professionals willing to help in any way they can." ❖



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Khamoni
age 5
Tennessee
acute lymphoblastic
leukemia

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“Thankful to be alive”

Carlette Metcalf is winning a health battle against a foe she never expected to face.

When and how National Auctioneers Association member Carlette Metcalf contracted hepatitis C is a mystery.

Forever passionate about helping those in need, Metcalf, of Springdale, Arkansas, where she operates Appraisals By Carlette, has spent her life doing things like volunteering to build homeless shelters and transitional housing, and working in home health and nursing facilities. She loved working side-by-side with hospice patients and their families to help provide comfort. However, this type of work exposed her to open wounds, infections, needles, body fluids and other contaminants that put her at risk for contracting blood-borne diseases.

When she was diagnosed with hepatitis C in 2012, she was stunned.

“Even after all of the years working in health care and hearing warnings,” Metcalf says, “there was no way to prepare for the full impact of hearing ‘You have hepatitis C, genotype 1.’”

According to epidemic.org, hepatitis C is “believed to be transmitted only by blood,” and that “in more than 40 percent of all cases, the infected individuals cannot identify a source for their infection. It is believed that most of these are due to know risk factors – however, in more than 10 percent of all cases, no risk factor can be identified.”

The virus lives in the liver and if left untreated can lead to cirrhosis, liver cancer and death. Genotype 1 is considered very difficult to treat.

The only treatment option available at the time of Metcalf’s diagnosis wasn’t appealing, as it had a success rate less than 50 percent. A combination of the antiviral ribavirin and shots of interferon had to be taken for as long as a year, and side effects could lead to severe flu-like symptoms, anxiety and depression.

“Because of these side effects, many people who took these medications quit treatment before they were able to clear their bodies of the virus,” Metcalf says.

Today, due in large part to better treatment options, Metcalf has chosen to share her story because she believes better knowledge means better decision making.

“I want to encourage people who are at risk to get tested,” Metcalf says, “and to raise awareness among those already diagnosed with hepatitis C that they now have better options when it comes to treating this potentially life-threatening disease.”

The Diagnosis

For years, Metcalf had no idea she was living with a virus that could kill her.

“I had no symptoms at all,” she says. “Then my health began to take a downhill slide in 2009. It was very noticeable because, until then, I was very active. I had my own antiques appraisal business, was a horse rider and trainer, baseball umpire, kayaker, swimmer and team photographer for my son’s baseball team.”

First, the overall muscle aches began limiting her activities. Then fatigue turned to pure exhaustion and began disrupting her entire life.

“I was completely devastated when I was unable to attend my son’s Youth Baseball World Series games in Dallas, Texas, with his Triple AAA travel team,” says Metcalf.

Metcalf also began suffering acute anxiety and could no longer stand to go out in public. The weight loss was so dramatic that her skin and muscles simply sagged. She stopped driving, shopping and attending any social functions.

“My appraisal business, which had led to hosting a local TV show called ‘Treasure Travels,’ declined as I stopped seeing clients,” Metcalf says.

It was several years and countless doctor visits before she was properly diagnosed.

Some doctors suggested her symptoms were part of reaching

middle age, or just her imagination. She disagreed.

“I refused to believe them,” Metcalf says. “I was tested for a variety of other ailments – chronic fatigue, fibromyalgia, irritable bowel syndrome, sleep apnea, thrombosis and varicose veins – but none explained what was happening to me.”

Finally, after dealing with the symptoms for half a decade, an acquaintance suggested Metcalf visit the Mayo Clinic in Rochester, Minnesota, one of the country’s premier medical research facilities. Mayo Clinic doctors performed a battery of tests on her over the course of 17 days, and it was there she was diagnosed with hepatitis C.

Though finally diagnosed, treatment didn’t start right away.

“I refused to go through a year-long course of ribavirin and interferon,” Metcalf says. “The side effects scared me more than the virus itself.

“The disease had taken such a toll on my body, the doctors debated whether I was even healthy enough to withstand this treatment.”

For Metcalf, however, the fight was on. She had to be her own advocate, “because no one knows my body better than I do,” and she truly believes every single person has a right to live a full, healthy life.

Getting back to normal

Knowing new therapies were on the horizon, Metcalf continued to research treatments for hepatitis C on her own. On Dec. 6, 2013, she came across a U.S. Food and Drug Administration announcement for the approval of a new hepatitis C medication called Sovaldi (sofosbuvir). Adding Sovaldi to the previously used medications shortened the duration of treatment from a year to only three months.

The shorter timeline intrigued Metcalf, so she called the doctor and said she wanted to try it.

Only one week into the treatment and still feeling very tired, Metcalf went to the Arkansas Auctioneers State convention, where she won the first-runner-up in the rookie division of the state bid-calling contest. Though tired, the new treatment appeared to work almost immediately for Metcalf.

“No one even knew I was in treatment or sick,” she says. “I was ‘officially’ cured of hepatitis C three months after treatment ended, meaning the virus was no longer detectable in my blood.”

Now, her life is finally getting back to normal.

“My husband and I just bought an old farm house and we are remodeling it ourselves,” Metcalf says. “I am working with my



Carlette Metcalf and her husband, Terry, pose for an award-winning shot during the Arkansas Auctioneers Association annual convention. Terry is a Director on the AAA's Board.

horses again, including my white stallion, La White Knight.

Her son and she are spending time together fixing up old cars, and Metcalf can again take walks and swim. She is also back to taking on antique appraisals.

“Treatment worked for me,” she says. “I am thankful to be alive today and glad that I kept up the fight.

“This disease affects more than 3 million Americans, many of whom are Baby Boomers like me, and most of us don’t even know we have the disease since it often has no noticeable symptoms for years — or even decades.

“I would encourage those affected to become their own advocates, and together we can help change the knowledge base of both patients and doctors when it comes to testing and available treatment options.” ❖

Heavy dose of optimism in third quarter

NAA members show even more confidence in Q3 than the previous three months.

From Northcoast Research



In an attempt to better understand the heavy equipment auction industry, Northcoast Research and the National Auctioneers Association have partnered to conduct a survey of select NAA members. The goal of this survey is to take a snapshot of industry sentiment, and an understanding of the key business trends affecting independent auction companies on a quarterly basis.

The second installment of the NAA & Northcoast Research Quarterly Auctioneer Survey, sent out in mid-September, depicts a growing positivity among industry operators. Respondents were asked to describe, on a 1 to 5 scale (5 being the strongest), the business conditions they had observed over the months of July, August and September.

We note that 67 percent of responses for the quarter were a 3 or above, with positive sentiment rising from 64 percent in July to 76 percent for September. We are encouraged to see that Auctioneers are experiencing increasingly favorable business conditions, and look for this improvement to carry through the end of 2014.

In an attempt to quantify the business environment, our survey tracks the growth of three key industry metrics: (1) Gross Auction Proceeds (GAP), (2) auction volumes, and (3) equipment pricing. Respondents were asked to quantify the performance of these metrics compared to the same time period last year.

All three metrics showed marked improvement across the three months, approaching mid-single digit growth rates in September. We are encouraged that Auctioneers are seeing growth in these important areas, and view it as a healthy sign for the industry as a whole.

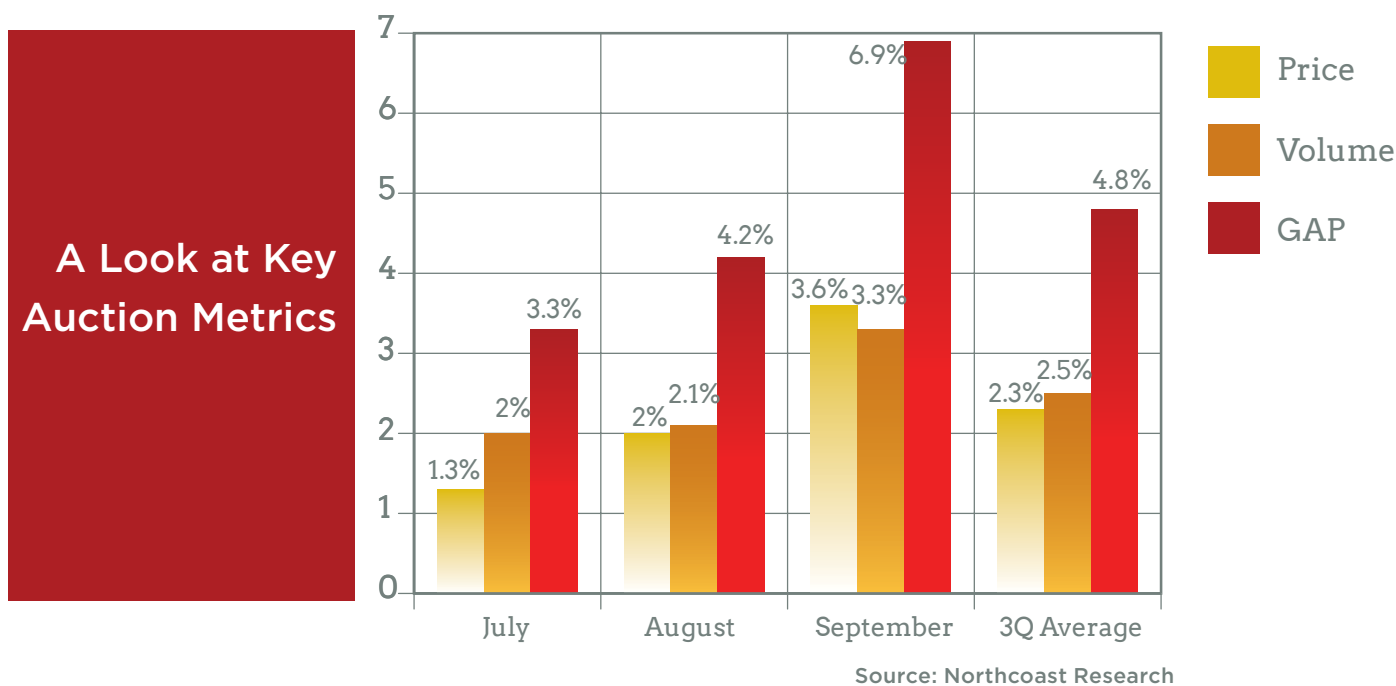
A few of the Auctioneers surveyed observed that the quality their equipment inventory is improving, but the supply is just not there at the moment. We also note that 43 percent of respondents reported a modest increase in auction fees realized, which is a 24 percent increase compared to the second quarter survey.

Table 1: After a slight decrease through the summer, confidence in business conditions grew in September:

Independent Heavy Equipment/Industrial Auctioneer Survey							
On a scale of 1-5 with 5 being the strongest, how would you rate business conditions?							
Feb 14	Mar 14	Apr 14	May 14	Jun 14	Jul 14	Aug 14	Sept 14
3.24	3.35	3.62	3.8	3.6	3.14	3.14	3.48

Source: Northcoast Research

Table 2: A strong September in price, volume and GAP helped shape up a solid third quarter in the industrial machinery auction market.



Our survey suggests that improvement in Auctioneer inventory mix is coming slowly. Only 10 percent of respondents noted a marked decrease in the age of their inventories, and only 14 percent indicating increased volumes of 3-5 year equipment, traditionally a cyclical “sweet spot” for auction equipment.

We believe that the industry is still feeling the lingering effect of a sharp depression in new equipment sales in 2008-09 (the heart of the recession) as there is a lag period between the sale of new equipment and the entrance into the used auction market. Going forward,

the equipment age mix should begin to improve due to increased equipment sales since 2009, leading to better pricing for auctioneers.

To wrap up the survey, we asked respondents to give us their thoughts on gross auction proceeds (GAP) for the fourth quarter of 2014, and looking forward to 2015. On average, 4Q14 GAP is forecast to grow at a 3.2-percent increase from 2013, a solid way to close out the year. In looking to 2015, the auction industry outlook is bright as respondents anticipate growth of approximately 5 percent driven by volumes and pricing/mix trends. ❖

Bob Penfield was NAA
President in 1968-69 and
has attended 55 consecutive
Conference and Show
events.



NAA: A look back

By Bob Penfield, Special to Auctioneer

An NAA past president shares his historical perspective.



Editor's note: NAA Past President Robert E. Penfield (1968-69) submitted this letter to NAA before Conference and Show took place last summer in Louisville. It is a remarkable look into his personal and family history, as well as an insightful gaze into NAA's beginnings also. As NAA's 65th year comes to a close and opens the door to what should be an eventful and spirited 66th, this piece is a worthy tribute to NAA's start as we look toward its future endeavors, which will aim to continue cross-industry alliances such as the one you can read about on page 52. I hope you enjoy the piece. -ck

I will be attending my 55th consecutive Conference and Show in Louisville in July, the good Lord willing and the crick don't rise, as the old saying goes. I attended my first one in Lansing, Michigan, in 1957 and got hooked. My second one was Buffalo, New York, in 1958, and the hook got deeper. Later that summer, my wife (Winona) and I bought the livestock auction at Bowman, North Dakota, 70 miles up U.S. Highway 12 to the west. This made me the youngest livestock market owner in the United States at age 27.

For some reason, North Dakota had never been included in the Packers and Stockyards Act that Congress passed in 1921. One of the regulator/enforcers told me one time that the reason for that was our state had never had a claim filed, and they had been busy farther east where there had been a lot of them. Anyways, all the North Dakota markets got notified in the summer of 1958 that they would have to resister with the P&S Act of 1921 and get licensed and bonded with the federal government.

South Dakota had been under those rules and regulations since 1948. Lemmon Livestock was owned and managed by

my grandfather, B.L. Penfield, and I was the Assistant Manager. When the North Dakota markets got the notice that they were going to have to comply with the Federal law, they about lost it. They were already licensed and bonded with the state Livestock Sanitary Board.

The kid that had just bought Home Base Auction Market in Bowman got elected as the president of the North Dakota Auction Markets at their winter meeting, and I was asked to act as their liaison at the Livestock Marketing Association (LMA) meeting that June. I was elected to the LMA Board of Directors at the June 1959 marketing congress. Later that year, the SD Director resigned for personal reasons, and I was asked by the LMA president to take over that state too. Now, I had a territory that ran about 400 miles each direction with nearly 100 livestock auctions inside its borders.

I took it upon myself to personally visit every livestock auction in North Dakota (all 46 of them), and did it before the fall run started in 1959. I served as a representative for both of the Dakotas from that time on for four or five years. The LMA congress was always the last weekend in June, so I missed the '59 and '60 NAA conventions. With a young family and a young business that both needed attention, I could not justify a week away from either of them and then leave for the NAA meeting a week or two later in mid-July. In other years, we as a family always used the NAA week as vacation time.

We went to the NAA Conference and Show in Lincoln, Nebraska, in 1961, where the NAA office had been moved. In those days, the NAA office was in the Secretary's home, as it had been in Frankfort, Indiana, before Bernard Hart (NAA Secretary and magazine editor) moved to Lincoln. Bernard was also the secretary and editor of the Polled Hereford World magazine. At that convention, I was nominated for election to the Board of Directors by Frank Fitzgerald, an old-time Auctioneer/orator from Beulah, North Dakota, whom I had known for 10 or 15 years and worked with at a few livestock sales. I don't remember



Albert Ferguson, shown here at the 1949 NSA Convention, was selected to be NAA's second president beginning in 1950, but he passed away unexpectedly before taking office.



who else was nominated, but I won. I completed my three-year term and never missed a meeting during that term.

My three-year term ended in Philadelphia, Pennsylvania, and as usual, we had a Board meeting the first day. At the business meeting later in the week, I was nominated for the office of second Vice President, and at that time in our history, whoever made the nomination was expected to make a two- or three-minute speech about his candidate. I had served a year or two on the Board with Harris Wilcox, from Bergen, New York, and he made my nomination. If you knew Harris at all, you knew he was an orator of the first echelon. When he finished his speech, no one had enough nerve to stand up and nominate anyone else. I went up through the chairs and was elected President of the National

Auctioneers Association in Oklahoma City, Oklahoma, in July 1968. I was the youngest president up until that time at 37. The convention I presided over was in Roanoke, Virginia, in 1969, and it set an attendance record at 830 people registered.

NAA is born

Back 20 years earlier, my dad, Earl Penfield, of Lemmon, South Dakota, had traveled by train to Sioux City, Iowa, to attend the annual meeting of the National Society of Auctioneers (NSA). He had been a member of the NSA since he graduated from the American Auction College in Kansas City in January 1936. There was also an American Auctioneers Association, and both groups had agreed to meet in Sioux City to talk about a merger. Neither

group had 300 members, but they both had over 200.

The two sides met and agreed to join together. They called the new organization the National Auctioneers Association. They elected a complete new set of officers and agreed to put all the money in one pot. Jan. 1, 1949, was to be the first day of business for the NAA. This would give both secretaries and treasurers time to get their books together and closed out, and funds transferred to the new bank account.

Albert Ferguson, of Grand Forks, North Dakota, was selected to be NAA's second president. Colonel Ferguson was well-known enough to get himself elected but not healthy enough to serve a day in office. He died of a massive heart attack in November 1949.

Dad sold his first ranch/farm at auction in the spring of 1936, about three months after graduating from auction school. The 800-acre place had a typical set of homesteader buildings on it, but it was mostly sandy soil, and they hadn't had a crop for four or five years.

"Sand Hill Pete" had come to town to ask Dad to sell his livestock, horse machinery and some household goods for him. Dad's reply: "Pete, you must have got your place sold." Pete's reply: "No, I'm three years behind on my taxes, and I've already bought tickets for me and the family to go to Moses Lake, Washington. The listing on the place at \$5 per acre has run out, and we never had a looker, so it's time to go. The Hoover Dam has just been completed, and we will try it out there."

Dad said, "Pete, we are going to be spending some of your money advertising anyway, so why don't we include the ranch and see what the market is?"

So, they set a date for two or three weeks later. Sale day turned out to be a nice spring day (too dry, of course, as the Dust Bowl had another year to go), but a nice crowd showed up to see what was going to happen as there had never been a land sale in the area, expect on the courthouse steps. There were several bidders, and it ended up at \$7.25/acre. That sale got Dad started in the land auction business, and the rest is history.

Education was vital, and still is

I was the first Auctioneer in North Dakota to get a real estate broker's license (1969) because a licensed Auctioneer could sell anything except alcoholic beverages, including all kinds of real estate. I kept telling my fellow Auctioneers they needed to get a broker's license so they could sell a property the next day if they didn't get it sold sale day. Eventually, many of them did get one.

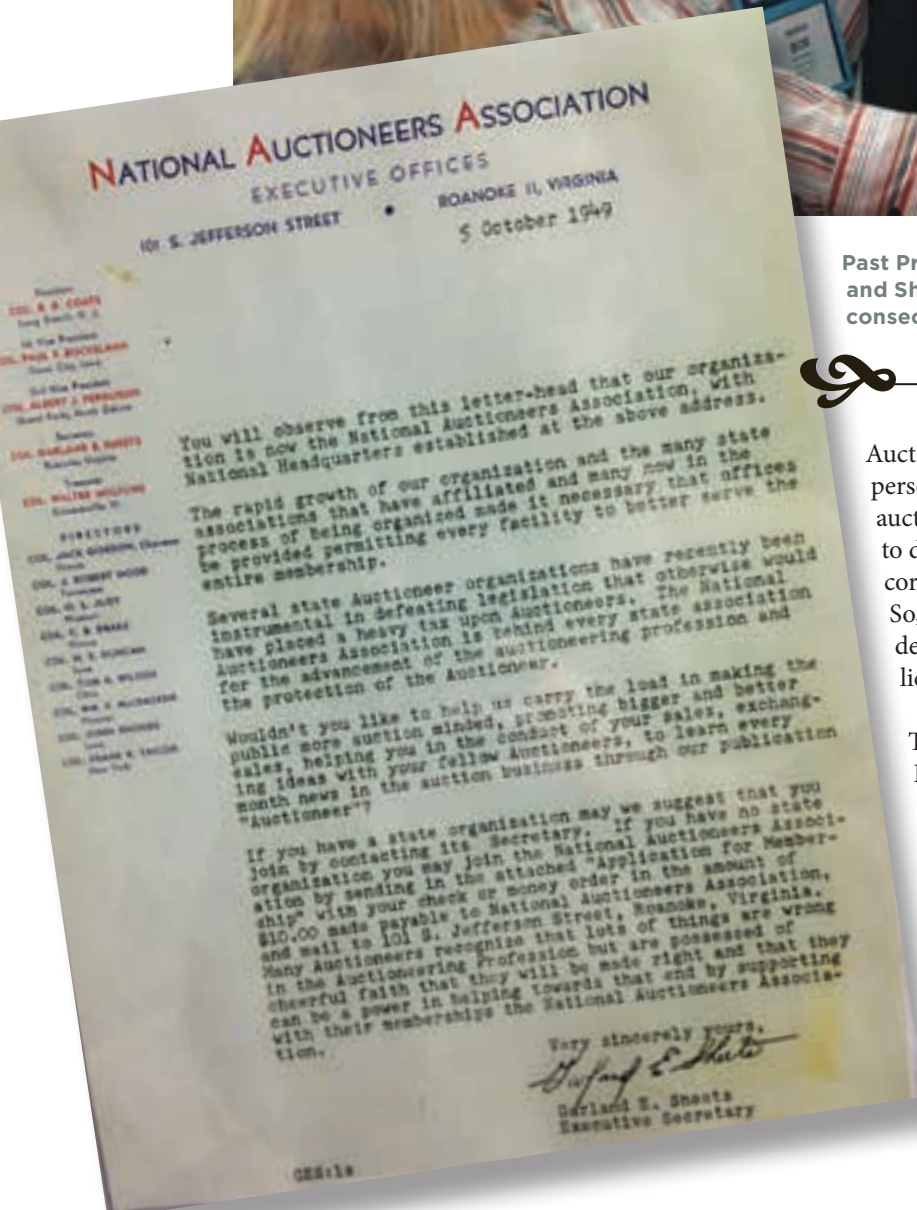
I also got the first Certified Appraisers License held by an

Dad said, "Pete, we are going to be spending some of your money advertising anyway, so why don't we include the ranch and see what the market is?"

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Past President Penfield shakes hands at Conference and Show in Louisville. The event marked the 55th-consecutive Conference and Show he has attended.



Auctioneer in North Dakota, and that led me to booth personal property and land and commercial real estate auctions. After I got my broker's license, it didn't take me long to discover that the National Association of Realtors had a corner on the education aspect of the real estate business. So, I joined the Realtors and both my wife and got our GRI designation within a year or two. Winona got her broker's license in 1970.

The Farm and Land Institute (FLI, which later became the Realtors Land Institute – RLI) was the land arm of the Realtors organization, so I took every course they offered. They had marketing breakouts at reach regional meeting where the guys and gals would bring their problem properties to promote. I liked to go to these as I could see a good auction prospect in about every third or fourth presentation. I don't ever remember going to one of these marketing sessions that I didn't come home with a good lead or two that turned into an auction. Of course, I had a broker that shared the commission, but there is an old adage that I learned once – a half of a loaf is better than none!

The National Association of Realtors

I took lots of land courses and received my Accredited Land Consultant (ALC) designation in the mid-1980s. At these sessions, both new and old friends suggested that I should write a Continuing Education course about real estate auctions. It took at least two years to get it finished, along with trying to make a living and keep a couple of kids in college. Once done, it had to be approved for content by the RLI, which took several months as the educational committee only met quarterly. Thankfully, it passed. From there, the NAR educational committee gave its approval as well, and the course was announced at the fall meeting sometime around 1990.

In the meantime, NAR had formed an Auction Committee. When they called and asked if I would be willing to serve on it, of course the answer was YES.

At the 1990 annual fall meeting, they decided there should be a Real Estate Auction Seminar at the 1991 winter meeting in a few months. Since I had the only course that had been approved for CE credits, I was asked to teach as they were sure it would draw more interest as a CE course. That meant I had to get busy and get the course accredited in each state, and we wound up with approval from 27 states by seminar time in January.

I felt honored to be able to teach the first CE Real Estate Auction course ever conducted at a NAR meeting. NAR always gives their attendees at least two choices of seminars each hour, and I had to compete with Roger Dawson, a very popular motivational speaker, right across the hall. I was honored to have several NAA members – including at least three past presidents – among the 83 realtors who attended that session. ❖

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Dallas event raises more than \$65k for St. Jude

Over \$65k was raised Sept. 14 for St. Jude Children's Research Hospital by members of U.S. REO Partners - Default and Real Estate Professionals, United Country Auction Services and United Real Estate - Dallas.

"We are ecstatic with the results of this year's event," said Michael Weaster, representing USREOP. "The auction produced twice the total amount raised in 2013, and we are already planning for next year's event now."

Live Auction highlights included: a signed Charlie Daniel's fiddle; autographed guitars by country music legends George Jones and Tanya Tucker; a trip to Puerto Plata, Dominican Republic; a rare gold coin; a beach house at the Outer Banks, North Carolina; a case of California red wines; new HP computers and REO software.

The event also included a special appearance by former NBA player Spud



From L-R: Doug Bradford; Lori Jones; Mike Jones, CAI, AARE; former NBA player Spud Webb; Mike Weaster, U.S. REO Partners; Montie Davis; Shaun Roberts; Bonne Whittaker, St. Jude/ALSAC

Webb and music by the Chris Watson Band. National Auctioneers Association Hall of Fame auctioneer Mike Jones, CAI, BAS, GPPA, and his team conducted the Live Auction and Fund-A-Need portion of the evening which took place

at Sambuca-Uptown in downtown Dallas. Bonne Whittaker spoke on behalf of St. Jude Children's Hospital. Michael Weaster emceed the evening and represented USREOP.

Schulz and Cortes tie for top honors; diamonds dazzle



HARRISBURG, Pa. – An oil painting by Edouard Leon Cortes and a comic strip by Charles Schulz each sold for \$27,000, a signed Kentucky rifle brought \$4,100, and a 5.13 CTW brooch in an unusual form brought \$7,000 at Cordier Auction & Appraisals' Summer Two Day Firearm & Militaria and Antique & Fine Art Auction Aug. 23-24.

The 1,048-lot auction was held at the company's auction house located at 1500 Paxton Street in Harrisburg.

The sale featured items from more than 150 consignors. Almost 200 people were in attendance over the two days in addition to phone and absentee bidders, while more than 3,500 bidders were pre-registered to bid over the Internet. Prices quoted are hammer prices.

Saturday's sale offered firearms, militaria & collectibles, coins, silver and jewelry. Online bidding for the firearms was enthusiastic. A German DWM 1916 dated Luger hammered at \$1,200, and a Colt 1860 Army revolver sold for \$1,600 on an estimate of \$800-\$1,200. In long guns, a W.L. Evans Model 1816 flintlock musket sold for \$1,200, while a Colt 1878 SxS 12 ga shotgun with side hammers hammered down at \$1,400, within the estimate

of \$1,000-2,000. A John Moll signed Kentucky rifle sold for \$4,100 to an online bidder after spirited bidding.

John Moll was one on the very early gunsmiths in America. A Parker Brothers "D" grade SxS shot gun with an extra barrel set with matching serial numbers sold for \$4,000 after heavy competition to an out of state bidder in the room. In militaria & collectibles, an Early 19th century A.W. Spies marked saber sold for the low estimate of \$800. A large scale model of a Colt 1911 pistol standing 33 inches tall with a moving slide and hammer and removable magazine sold online for \$6,500.

Coins featured a 1854 Liberty Head gold piece graded very fine that sold for \$1,500, and a 1924 St. Gaudens \$20.00 gold piece in choice brilliant uncirculated condition that sold for \$1,400. Collectibles offered several notable items including a Continental sterling owl form vessel with articulated wings that sold for \$1,800. The athletic medal archive of Clara M. Schroth (born in Philadelphia), which included medals for gymnastics as well as track & field, sold for \$900 after heavy bidding. A Baily, Banks & Biddle sterling water pitcher in a floral and scroll motif sold for the high estimate of \$750.

In jewelry, diamonds stole the show. A 5.13 CTW diamond and 18k white gold brooch in the unusual form of a compote of fruit sold to a phone bidder for \$7,000. A dazzling 2.49 CTW diamond & platinum 3 stone ring also sold to a phone bidder for \$6,500, just above the estimate of \$3,500-5,500. An unusual Joseph Johnson Liverpool 18k fusee pocket watch hammered down at \$1,700.

Sunday's session featured furniture, ethnographic and Asian arts, collectibles and textiles, decorative arts, art, clocks, and lighting. The day opened with furniture, a highlight of which was a Pennsylvania walnut Chippendale high chest that sold to an online bidder for \$3,400. A stunning oak side by side desk and bookcase sold to the room for \$900, exceeding the estimate of \$500-750. Two antique Persian Serapi room sized rugs sold for \$3,400 each. In Asian Arts, a Chinese scholar's stone hammered down at \$1,100 and a Chinese Qianlong cloisonné candlestick sold for \$4,900 after heavy bidding.

The star among collectibles was an original hand drawn comic strip by Charles M. Schulz (American 1922-2000) that sold after very enthusiastic bidding for \$27,000. Another lot that drew aggressive bidding was a Leica M3 outfit that hammered to the floor for \$2,400. There were a number of lots from the family of Robert Fleming (PA Senator 1836-1839) including the Pennsylvania Senate chair of Robert P. Allen (Robert Fleming's son in law, PA Senator 1875-1878) that sold to an online bidder for \$450. Another outstanding lot was an applique album quilt top that finally hammered down to the internet for \$1,200.

Among porcelain, pottery, and glass, 10 pieces of Royal Copenhagen Flora Danica sold for \$2,300 on an estimate of \$1,500-3,000. An art glass vase in the King Tut pattern attributed to Durand saw spirited bidding before selling to the internet for \$800, just over the \$400-600 estimate.

Art buyers had an eclectic mix to choose from. A mixed media by Edna Hibbel (American, 1917-) depicting a mother and two children sold to an online bidder for \$850. The Ned Smith (American, 1919-1985) print Dutch Country Bluebirds sold to the floor for \$1,200. An art archive of Henry A. Wright that included etchings, crayon drawings and poems, and the artist's personal

notebook, sold after very enthusiastic bidding for \$600. The star of the art category was a Parisian street scene by Edouard Leon Cortes (French, 1992-1969) which hammered down to a phone bidder for \$27,000 after very enthusiastic bidding.

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Colgate mansion event shows teeth, items paste presale estimates

SHARON, Conn. – Contents from the Colgate mansion (of toothpaste fame) were on the block Sept. 27 and included a large collection of china, glass & ceramics, a 1937 Ford Model 79 Deluxe Phaeton and other items.

The without-reserve sale saw 563 lots sold in front of 1,206 registered bidders.

Among some of the items sold, a 19th-century Wootton desk entered the sale with a \$4,000-\$6,000 estimate and achieved \$6,727.50. A marble-surround, cast iron and bronze fountain, featuring the four muses on pedestal base with lions' heads, was expected to only bring \$600-\$800. Bidders, however, found the piece extremely attractive and competed until the hammer fell at \$5,850.

Also smashing its presale estimate, a large bronze sculpture – a copy of “AU BUT (To The Finishing Line)” by Alfred Boucher – walloped its \$200-\$300 estimate and netted \$4680.

Smashing estimates was also the theme for a pair of Asian porcelain urns. While the presale thought was that the pieces would collect \$100-\$200, the lots had a much different, better idea as they intrigued and excited bidders to the tune of \$3,627 – one of several monumental successes for the seller.

Another of those successes cam in the form of a marble statue of the Three Graces. With an estimate of \$500-\$700, the ladies combined to charm bidders into loving the piece and competing for it until it reached a beautiful selling price of \$3,042.

And finally, despite the canvas having



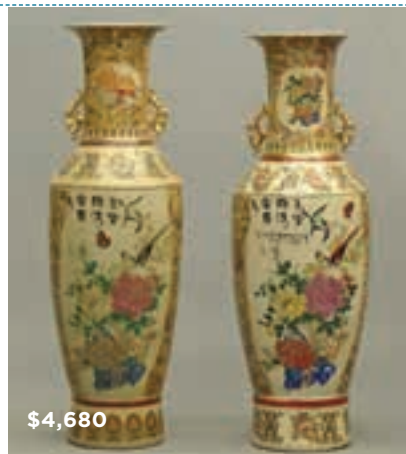
\$3,802.50

a slightly damaged top right corner, an oil-on-canvas depicting a landscape with houses and boats, and signed “LRC ‘Ennis,’” brought \$3802.50 after expecting somewhere in the range of \$1,500-\$2,000.

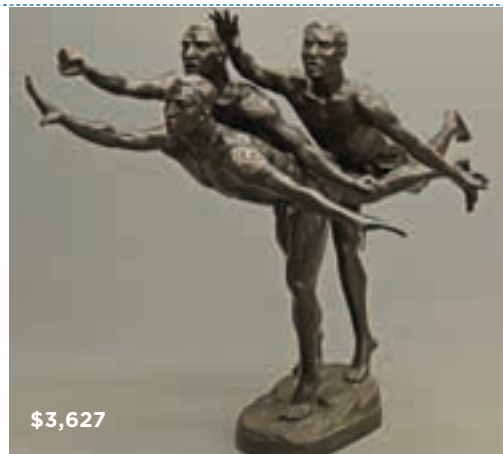
About the Colgate Mansion

Completed in 1906 by an heir to the Colgate toothpaste fortune Romulus Colgate (electricity tycoon) for the modern equivalent of \$43M, the estate known as Filston remained in the Colgate family until, by 1938, it had passed to Romanian expat Edgar Ausnit, who escaped the Nazis and brought his massive fortune (derived from the steel and munitions industries) to this sleepy corner of Connecticut.

Ausnit partied with stars like Cary Grant and many of Manhattan’s then-plentiful playboys, but apparently kept the home in good order. After Ausnit’s death, the stunning mansion was sold and by 1976 belonged to songwriter Paul Leka



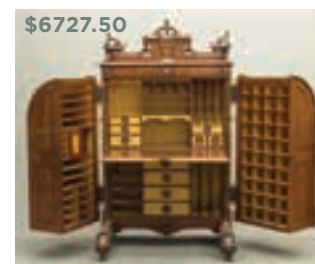
\$4,680




\$3,627

(producer of such hits as “Hey Hey Good Bye” and “Cat’s in the Cradle”).

Leka’s widow Angie Leka commissioned Copake Auction to sell the contents of this grand estate.



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Gallé cameo glass vase realizes \$11,685; grand piano keys \$39,975

PASADENA, Calif. – John Moran Auctioneers opened its fall auction season with a Decorative Arts Auction at the Pasadena Convention Center Sept. 23. The two-session sale, featuring more than 400 lots of American and European design from the early to mid-20th century, traditional Continental furnishings from the 19th century, silver, Asian furniture and art, and a larger-than-usual selection of paintings, demonstrated a strong market for better items across all categories.

In keeping with recent trends, the vast majority of bidders (1235 out of 1443 total) participated online.

The more than 80 California and American paintings in the 228-lot Catalogued Session made an impression, finding a receptive audience among collectors and dealers who otherwise frequent Moran's sales to purchase antiques. They showed a clear willingness to cross over into the fine art market and to pay healthy prices in the process. Several paintings fetched prices commensurate with those earned at Moran's semi-annual Fine Art Auctions, and a few sold for twice the upper end of the pre-sale estimate.

"A Summer Day," a scene of rolling hills by Los Angeles painter William Lees Judson (1842 – 1928) realized \$3,900, while Leland Curtis's more dramatic "Sierra Peaks", reached a price of \$1,882.50 (est: \$600 – 900). A number of bidders competed for a hypnotic scene of a lily pond receding deeply into a grove of trees, painted by Wayne Beam Morrell (1923 – 2013). Boasting deft brushwork and richly saturated color, the oil had no difficulty in selling for \$3,000 (est: \$1,000 – \$1,500).

Drawing intense scrutiny was a group of 10 miniature paintings of various

subjects by John Wenger (1887 – 1976). Loosely rendered in jewel-toned gouaches on board, each measuring no larger than 3.25" x 4.25", they sold to a determined buyer for the outsized price of \$1,129.50 (est: \$600 – 800).

Select examples of early 20th-century design were also greeted enthusiastically. A hauntingly beautiful Gallé cameo glass vase, wheel-cut in brown, green and blue with stark imagery commemorating the 1914 Battle of Lorraine, commanded an impressive price of \$11,685, well over the \$3000 – 4000 estimate.

A two-piece lot of Art Deco "Argenta" pottery by Swedish designer William Kage for the Gustavsberg factory was an irresistible find. Glazed in mottled jade green and inlaid in silver with stylized mermaids and boldly patterned borders, the bowl and charger fetched \$1,192.25 (est: \$600 – 900). A Tiffany Studios bronze and Favrite glass "Lily" lamp with 10 lights earned a price at the high end of its estimate of \$15,000 – \$18,000, realizing \$17,150, while an oak "Morris" chair by Gustav Stickley sold comfortably over the estimate of \$1,500 – \$2,500, at \$4,800.

Good examples of European furnishings and decorative items in classic 19th-century revivalist styles typically perform well at Moran's auctions. This month's crop of standouts included:



- A pair of 19th century Empire style patinated bronze five-light candelabra modeled as cherubs standing on tall plinths, estimated at \$1,000 – \$2,000, brought \$5,400.
- A Louis XV style "Bouffe" marquetry bracket clock dating to the second half of the 19th-century, marked to the movement "H & F Paris", realized \$3,900 (est: \$800 – \$1,000).
- Modeled after "Water" in the "Four Elements" series by J.J. Kandler, a large 19th-century Meissen porcelain ewer elaborately molded and painted with Tritons, Neptune, a mermaid and seahorses brought \$9,840 (est: \$5,000 – \$8,000).
- A Spanish Baroque style vargueno and stand also appealed to buyers despite heavy restorations, bringing \$7,800 (est: \$3,000 – \$4,000)



\$3,900

Moran's was pleased to offer not one, but two outstandingly grand pianos, each clad in a distinctive art case. A 1901 Louis XVI style Steinway Model B, serial number 99,999, was decorated with portraits of composers painted to the exterior lid and a "fete galante" scene of figures in a bucolic landscape painted on the lid interior by Arthur Thomas in 1907.

Arriving at auction with an impressive provenance, the fully functional work of art fetched \$39,975, barely missing the high end of the estimate of \$30,000 – \$40,000.

The other piano, by the venerable Parisian firm Érard, was handsomely outfitted with gilt bronze mounts and complex

marquetry inlay. This instrument also clearly impressed buyers, as bidding rang off the scales to \$27,000, well over the \$10,000 – \$15,000 estimate.

The biggest surprises of the night came with the sale of two pieces of Chinese furniture that came in the "Discovery" Sale, the non-catalogued session following the catalogued sale. Each dating from the early 20th century and each estimated at \$800 – \$1,200, the carved wooden cabinet and altar table realized \$5,400.00 and \$4,200.00, respectively.

All prices included a 20-percent buyer premium.



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CAI, meet ALC

CAI designees can now fast-track to an Accredited Land Consultant designation, thanks to an NAA and RLI collaboration.

By James Myers, contributor



The Realtors Land Institute and the National Auctioneers Association share members. It makes sense because a growing number of land brokers are including an auction wing in their business to satisfy the needs of customers.

Understanding this, the two organizations have begun an educational collaboration that will benefit members interested in land real estate.

The Realtors Land Institute (RLI), a division of the National Association of Realtors, offers its members courses that when completed will earn them the Accredited Land Consultant (ALC) certification. Now, NAA members with a CAI will be eligible to faster track to the ALC designation.

NAA CEO Hannes Combest, CAE, said the collaboration began when RLI president George Cliff contacted the NAA while Bill Sheridan, CAI, AARE, GPPA, was still presiding over the NAA.

“The Realtors Land Institute is a prestigious organization,” Combest said. “Knowing we were going to work with them, we were pleased and honored.”

Combest said the collaboration will reduce the chances of educational duplication in the marketplace.

“We have many members who sell land,” she said. “This will help out members who sell land get the education they need without us actually having to develop that program.”

CAI designees interested in getting their ALC designation can use the credits they earned under their CAI as electives for the ALC. All that is needed to complete the ALC are three courses: Land 101: The Fundamentals of Land Brokerage; Tax Deferred 1031 Exchanges; and Land Investment Analysis. For those planning to attend next year’s Conference and Show in Addison, Texas, the Texas RLI Chapter will be there to provide the coursework for Land 101.

NAA Director of Education Aaron Ensminger said land has

been one of the more stable areas in the auction industry, even during the recession. The value of commercial and residential real estate is dependent on the condition of the structures, whereas land never really changes. He finds land real estate an “interesting place for our Auctioneers to continue to work and get involved,” which makes the relationship with the RLI all the more timely.

The NAA has a focus on educating the next level of Auctioneers, Ensminger said. Bringing a specialty like the ALC into the mix fits in perfectly with that focus.

“We know our people are interested in land,” he said of NAA members. “Our attempt to get them higher education in those specialty areas is a real evolution.”

The most obvious benefit for NAA members is that they will now be able to get information on the land industry a “lot faster and straight from the people who really know” the industry, Ensminger said.

“Also,” he said, “being able to make this beneficial in both directions will result in a lot of cross-pollination in terms of members and information going back and forth.”

Clift couldn’t agree more. He said the RLI recognized there was a gap between their group and the NAA. That gap set the wheels in motion for the current collaboration. He said land brokers who also serve as Auctioneers have something to gain from the expertise about the auction industry within NAA. Likewise, Auctioneers who are interested in selling land can become more professional in their field through RLI classes.

“The way we go about doing business is the same,” he said. “It’s all about providing services for our clients.”

For more information about CAI – the most revered professional designation in the auction industry – visit auctioneers.org/designations/cai.

Getting to know ... George Clift

By James Myers, contributor



Members of the National Auctioneer Association soon are going to become more familiar with the Realtors Land Institute (RLI) as a collaborative educational effort gets underway.

At the helm of the RLI is George Clift, who is serving as the organization’s 2014 national president.

Clift, an Amarillo, Texas, resident, spent 18 years in the feed business traveling to ranches and farms across his region, doing business with landowners/ranchers. He exited the business after a major consolidation of the feed industry changed the philosophy of his company.

“I really enjoyed my job,” he said, “but it wasn’t the same company.”

A “self-starter,” Clift has never had to punch in to a time clock. The transition around 2002 from the feed business to becoming a

self-employed land broker was a somewhat natural experience as he already had plenty of face time with major landowners throughout his region.

Clift Land Brokers has become one of the largest land brokers in the Texas Panhandle and hailed by The Land Report as one of the best brokerages in America. One of the services his company offers is to auction land for clients. After his term as the RLI president, he plans on focusing more of his time on the auctioneering aspect of his business.

Clift became an NAA member in 2010 and sings its praises today.

“The things the NAA does very much mirrors what we do at the Land Institute,” he said. “I look forward to getting to know more Auctioneers because they’ll probably teach me more than I can teach them.”

The land auction

By George Clift, ALC Advanced, REALTORS® Land Institute 2014 National President

Having visited with land brokers as well as Auctioneers throughout the years, specialization and competency required in our business is evident.

I have spoken with land sellers and buyers across the nation, and we as Auctioneers have to be knowledgeable, conduct due diligence, and provide professional services to our clients. With the access to the worldwide Web, our clients often know about us and the land we are selling. They make choices based on this knowledge. Reputation is paramount.



My specialty is selling land, and I currently hold an Accredited Land Consultant (ALC) Advanced designation with the REALTORS® Land Institute. This designation requires successful completion of a rigorous LANDU education program and a specific volume requirement. With the variety of LANDU education classes offered, one has the opportunity to become the true professional consultant.

The land business has evolved into assisting buyers and sellers to meet their investment needs. The auction has become an effective tool in moving property to attain the highest possible dollar value. To make this happen and to be part of this specialization, the combined knowledge of land and auction are needed.

I plan on working toward the CAI designation. That, along with being an ALC Advanced, will bring me to the “top of the game” to market myself as a land auction expert; to be the go-to consultant for buyers and sellers; and to be confident that I have the knowledge and background to guide clients to make smart decisions while increasing professional productivity.

If you are a CAI, the REALTORS® Land Institute recognizes the value of courses taken for that designation and has a “fast track” program to the ALC designation. CAIs are extended some credit

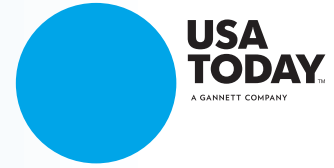
for courses taken in order to earn the CAI. To learn more, call 1.800.441.5263 or write to rli@realtors.org.

* The REALTORS® Land Institute (RLI) is the leading organization for those who specialize in all segments of land—agriculture, timber, ranch, recreation, vacant, land management, appraisal, commercial, auction, legal, investments, and corporate. The best-in-the-business achieve the Accredited Land Consultant (ALC) designation. Through its LANDU curriculum, the REALTORS® Land Institute confers the Accredited Land Consultant (ALC) designation to only those real estate practitioners who achieve the highest levels of education, experience, productivity, and professionalism.

Based on information supplied by NAR Research, the volume of land sold increased between 2010 through 2013 from \$4,031,200,331 to \$16,505,762,861. The results of an Institute survey in which about 200 random land specialists participated indicated that the average ALC earned \$373,925, which is approximately \$100,000 more a year than the average earned by non-designee respondents. The largest ALC transaction in 2013 was \$80 million and the largest ALC transaction reported to date in 2014 is \$562 million. ❖

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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.



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profession!"*

Scott Matthews
Roseboro, N.C.

Alabama Hall of Famer was deeply involved in banking, charities



Henry Leo King, age 78, of Florence, Alabama, passed away Tuesday, Oct. 14, 2014.

Henry was born in Lauderdale Co., Ala., June

14, 1936, to Paul L. and Genevieve Mecke King. His grandparents were Henry A. & Minnie Augustin King, of Loretto, Tennessee, and Leo P. and Annie Zettler Mecke, of St. Florian, Alabama.

Henry was founder and president of King Realty and Auction Co., Inc. He received a B.S. degree in Business Administration from the University of North Alabama and a MBA degree in Economics from the University of Alabama. He was a graduate of

Stonier Graduate School of Banking, Rutgers University, New Brunswick, New Jersey. While there he served as class president and served on the Board of Regents of the school. He was also a graduate of the National Auction Institute in Bryan, Texas.

He was a former instructor in the Department of Business and Economics at the University of North Alabama. He was employed by the First National Bank of Florence as a vice president in Commercial and Real Estate Lending. In 1970, he left to devote full-time to his own real estate and auction company. He was the realtor and local leasing agent in the development of Regency Square Mall. He was a partner in King Livestock Co. and owner of Henry L. King Farms.

Henry was a former director of The First National Bank of Florence and of Sun-Trust Bank He was a former president and director of the Florence Rotary Club and had been involved in many other civic and

charitable organizations. He was a member of the Shoals Area Chamber of Commerce, the Alabama Auctioneers Association, the Muscle Shoals Board of Realtors, the State of Alabama Board of Realtors, and the National Auctioneers Association. He was elected into the Alabama Auctioneers Hall of Fame in June 2004. He formerly served as chairman of the University of North Alabama Presidents Cabinet and the University of North Alabama Foundation Board.

He was a member of St. Joseph Catholic Church.

In addition to his parents, he was preceded in death by two sisters, Ann King Davis and Mary Frances King McCool. He is survived by his wife of 47 years, Janice French King; his brother, Paul L. King Jr.; lifelong friend, Charles Anderson; and several nieces and nephews.

Michigan Auctioneer was Vietnam vet, lifelong resident

Standardbred horseman Kenneth R. Thurlow, 63, of Gladwin, Michigan, passed away at William Beaumont Hospital in Royal Oak, Michigan, Oct. 4, 2014.

Thurlow was born in Gladwin April 12, 1951, the son of Guy & Veda (Dick) Thurlow. On July 8, 1972, he married Joyce Cronk in Gladwin. Kenneth was a veteran of the United States Army, serving his country during the Vietnam era. He was a lifetime resident of Gladwin County, where he not

only farmed, but was also owner of Thurlow Auction Services Inc.

He was a member of the Michigan Auctioneers Association as well as the National Auctioneers Association.

He leaves his wife of 42 years, Joyce Thurlow of Gladwin to cherish his memory. Also surviving him are his children: Kable (Janelle) Thurlow of Gladwin; Brenda (Joseph) Inscho of Gladwin; Constance

(Brock) Hetherington also of Gladwin. Their children gave them six beautiful grandchildren; Kelsee, Kole, Khloe, Klaire, Heidi and Scott; brother: Gayle Thurlow of St. Johns; sister: Joyce (Steve) Fortuna of Haslett; brother: James (Linda) Thurlow of Gladwin; sister: Connie Brent of Okemos; as well as several nieces, nephews and great nieces. He is preceded in death by his parents and brother: Elwood Thurlow.

Naa life member loved family, horses



Ron Coale, 56, passed away unexpectedly Dec. 27, 2013, working on his horse ranch he loved.

He was born in Westfield, NY then moved to Toledo with his family and graduated from Whitmer High School in 1976. There, he met his wife

and together they raised five daughters, who were the pride and joy of his life. Ron worked as a sales representative for Yoder and Fry.

Coale was an auctioneer for 30 years, but found his true calling – caring for horses and running his ranch in Grand Rapids. Through his diverse talents Ron built countless friendships and touched an infinite amount of lives.

He will forever be remembered and cherished by his daughters, Alicia Smith, Amanda Thompson, Marissa Coale, Jilayne (Jeremy) Michelsen, Emilee Lust; his mother, Diane Coale; his sisters, Pam Smithson and Jamie Boggess; brother, Shawn Coale, and seven grandchildren. Ron was preceded in death by his father.



**WESTERN COLLEGE OF AUCTIONEERING,
CLASS 234- October 2014** (Bottom to Top, L to R)

Front Row: Luke Nolte, Indian Valley ID., Ryan Gallagher, Merrill, OR., Mike Lawrence, Watertown, SD., Leon Birky, Halsey, OR., John Snyder, Port Orchard WA.

Second Row: Nick Bennett, WCA President, Travis Xavier, Shandon, CA., Brandon Haun, Riverton, WY., Curtis Westland, Belle Fourche, SD., Tel Merkle, Butte, MT.



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NATIONAL AUCTIONEERS ASSOCIATION

EDUCATION CALENDAR

WOMEN IN THE AUCTION INDUSTRY

Kansas City, Missouri • Embassy Suites Kansas City - Airport • November 17-18, 2014

DESIGNATION ACADEMY

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

CERTIFIED AUCTIONEERS INSTITUTE

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



CONFERENCE AND SHOW

Addison, Texas • InterContinental Dallas Hotel • July 14-18, 2015

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

www.auctioneers.org

CONGRATULATIONS!

NAA Designations earned: September 2014

BAS

Jim Kilby • Kathy Shea

GPPA

Philip Gableman, CAI • Jeff Raines, CAI, AARE



EARN YOUR DESIGNATION!

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.



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

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

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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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"Waiting For the Hammer to Fall - A Guide for Auctioneers" and "Auction Law" by Kurt R. Bachman and Joshua A. Burkhardt provide legal guidance and up-to-date information on issues Auctioneers encounter in their course of business.

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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.

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IN THE RING

PAGE 12 *“You represent the seller. It is the seller’s decision. Convey the offer to the seller, and give the seller the appropriate advice on what you believe the auction will net.”*

David Whitley, CAI, CES
Whitley Auction
Eaton, Colorado

PAGE 27 *“... Our research suggests that there is a higher degree of trust from consumers when they are reading content from credible, third-party experts.”*

Nielsen, in its “The Role of Content in the Consumer Decision Making Process” white paper

PAGE 36 *“We are encouraged that Auctioneers are seeing growth in these important areas, and view it as a healthy sign for the industry as a whole.”*

Northcoast Research, in gauging third-quarter survey results among NAA members dealing in heavy equipment.

AROUND the BLOCK



• In June, NAA member Mike Grigg, AARE, BAS, of Elite Auctions & Fundraising Services in Bakersfield, California, was selected as a **member of Bakersfield Life magazine’s second annual 20 Under 40 People to Watch** feature.

“For Bakersfield Life’s second annual 20 Under 40 People to Watch feature, close to

100 upcoming local young professionals between 18 and 39 years old were nominated,” read BakersfieldLife.com. “It was difficult to choose, but in the end, Bakersfield Life’s selection committee could only honor 20 of these shining stars who are doing brilliant things for the city they call home.

• **Auctioneer Lance Fullerton recently opened the doors** to the new United Country Real Estate branch in Emporia, Kansas. The new business named Great Plains Auction and Real Estate, Fullerton offers full auction services for both real and personal property, along with estate sales and specialty properties.

He is a member of the Kansas Auctioneers Association, the National Auctioneers Association, and was recently crowned as Kansas State Champion Auctioneer at the state fair in Hutchinson.

- **Platinum Auctions was recently launched by St. Louis Auction veteran Cathy Roesch** to provide Auction Services to clients in eastern Missouri and southwest Illinois.
- On Oct. 4, 2014, at the Northern Quest Casino and Hotel, **Rod Elson, CAI, GPPA, was crowned the Northwest Champion Auctioneer.**

This competition is open to professional Auctioneers from Washington, Oregon and Idaho. Elson is currently an Auctioneer with Corbett Auctions and Appraisals, Inc., of Meridian, Idaho. He also serves as the Vice President of the Idaho Association of Professional Auctioneers.

- Hines Auction Service, in Ellsworth, Wisconsin, had a first during the late summer when the business conducted its **first real estate auction sale with the land fully submerged under water.** The 7-acre parcel sold for \$55,000 and is next to the Mississippi River. It is normally used as a recreational paradise for boaters. The area received 14 inches of rain in June to raise the levels of the river past flood stage.

MEMBERS' CORNER

2013 IAC men's champion Andy White is on the hunt for another crown

White, of Ashland, Ohio, proved his talent as a livestock Auctioneer at the first of three qualifying events for the Livestock Marketing Association's (LMA) World Livestock Auctioneer Championship (WLAC). The qualifying event took place at Arcadia Stockyards, Arcadia, Florida, Oct. 20.

Despite the WLAC qualifying event being White's first one to compete in, he is no stranger to the auctioneering field or auctioneer contests. White has been an auctioneer for the past 13 years and regularly sells at livestock auction markets, as well as for purebred cattle, real estate and equipment sales.

White says he was "taken back, humbled" by winning the Eastern Regional WLAC qualifying event. He is looking forward to the WLAC next summer, with the opportunity to expand his network in the business and hone personal auctioneering skills.

The remaining finalists (NAA members are in **bold**) who earned a spot at the 2015 WLAC are: Jeff Bynum, Attalla, Ala.;

Shannon Davis, Winnsboro, Texas; Mark Lane, Russellville, Ala.; **Wade Leist, Boyne City, Mich.**; Brian Little, Wann, Okla.; Jacob Massey, Petersburg, Tenn.; and **Jay Romine, Mt. Washington, Ky.** The contest is conducted during an actual sale with live bidders in the seats. Contestants were judged on the clarity of their auction chant; vocal quality; their ability to catch bids and conduct the sale; and finally, if the judge would hire this Auctioneer for their own livestock market.

Each year, there are three qualifying events that give livestock Auctioneers the opportunity to qualify for the WLAC. The second qualifier will be at Coffeyville Livestock Market, Coffeyville, Kansas, and the third at Torrington Livestock Markets, Torrington, Wyoming. Ten finalists are selected at each qualifying event; those finalists and an international champion selected during the Calgary Stampede compete at the WLAC. The 2015 WLAC will be in Clifton, Texas, at Clifton Livestock Commission Co., June 13, in conjunction with the LMA Annual Convention in Waco, Texas.



2013 NAA IAC men's champion Andy White recently won the Eastern Regional World Livestock Auctioneer Championship in Arcadia, Fla., Oct. 20, 2014.



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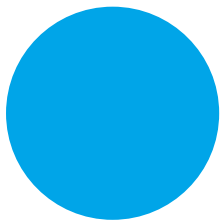
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