



# Auctioneer

APRIL 2015

The official publication of the National Auctioneers Association

## EXPERT WITNESS

HOW TO PREPARE YOURSELF

### ALSO INSIDE:

- #NAACS 15: ALL ABOUT ATTITUDE!
- 4 MARKETING COMPETITION HINTS
- MAKE YOUR NAA MEMBER PROFILE SHINE

# BIDOPIA<sup>®</sup>

## Internet Auctions

# NO PERCENTAGES

Webcast →



← Live catalog



Catalog →



Screenshots above are customized  
with your logo, colors, etc.



### Webcast Live Bidding

- Includes prebidding prior to lot going live
- Simplified bidding interface increases participation
- Audio/video broadcasting included
- \$25 setup + \$125 max bidding fee per auction\*



### Internet-Only Auctions

- Live Catalog provides real-time info; no refreshing
- Soft-Close extends bidding per lot; prevents sniping
- Linked Soft-Close - link multiple lots together
- No setup + \$75 max bidding fee per auction\*



### Internet Absentee Bidding

- Accept internet bids before your live auction
- Higher starting bid amounts speed up live auction
- No setup + \$25 max bidding fee per auction\*

\* Price is 25¢ per unique bid not to exceed the max bidding fee per auction. Fees for the optional credit card authentication registration service are separate.

WHERE AUCTIONEERS COME FIRST: NO CONTRACTS, NO STIPULATIONS, AND NO PERCENTAGES.

WE PROVIDE THE TOOLS YOU NEED TO BUILD YOUR OWN BRAND.

Visit [www.auctionflex.com/bidopia.htm](http://www.auctionflex.com/bidopia.htm) for more information.



# NEW FEATURES

CATALOG, CLERK, AND MORE  
ON YOUR TABLET & SMARTPHONE



WORKS ON IPHONE, IPAD, ANDROID,  
WINDOWS MOBILE, WINDOWS, MAC,  
CHROMEBOOK, AND MORE.  
USE YOUR WI-FI, NO INTERNET REQUIRED.

INTEGRATED  
CREDIT CARD  
PROCESSING



INTEGRATED  
SHIPPING  
CENTER



LIVE OR ONLINE, BIG OR SMALL, SIMPLE OR COMPLEX,  
WE HAVE SOLUTIONS TO HELP YOU GROW YOUR AUCTION BUSINESS.

Visit [www.auctionflex.com](http://www.auctionflex.com) for more information.



**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.

## Thank you for all you do!

**M**onth after month, I have asked for your help to make the NAA better... and month after month you have answered the call. Recognizing and appreciating our members is something I haven't done enough as NAA president, and since this is the month for National Auctioneers Day (April 18), I want to take this time to say thank you!

As a member of the National Auctioneers Association, you have made a conscious decision to join an organization that represents some 4,000 auction professionals across the United States – thank you! We recognize the costs, and we take the investment of your time and money very seriously.

Almost 40 percent of you have attended a face-to-face event sponsored by the NAA, whether it is Conference and Show, an educational summit, CAI or another of the acclaimed designation programs. I suspect, like me, you have never attended an NAA event where you didn't learn something from another member. And, this year even more of our members have taken advantage of the white papers and the webcasts that have been included in the iSeries. For this commitment to professional and industry improvement, thank you!

Last year, more than more than 220 of you volunteered your time and your resources to the NAA, the National Auctioneers Foundation or to the NAA Auxiliary. You have done this because you want to make this organization better for auction professionals across the world. For this, I say thank you!

You have helped us raise millions of dollars for the Foundation that has been distributed to help NAA achieve its mission of providing critical resources to auction professionals. Continuing this theme, please consider a pledge of a portion of your commission from one sale to the Foundation. Just call 913-563-5428 for a pledge card. This deserves a huge thank you!

The thing I most admire about this industry is the unique way we share with each other – I learn from my competitors; from members in the hallways at an NAA event; or from life-long friends I've met through CAI. It is a rare day that I don't connect with someone from the NAA. I connect, they share and I learn. Sui generis!

At CAI several years ago, David Hudgins, CAI, coined a phrase that began a new ritual that clearly communicates my point. We are Auctioneers Helping Auctioneers – AHA! Well done.

I would also be very remiss not to note the tremendous efforts that our professional staff contributes every day on our behalf. CEO Hannes Combest and her team make the work of the Association, Educational Institute, Foundation and Auxiliary possible. To each of you, we say thank you!

I very much look forward to being with all of you at the upcoming NAA International Auctioneers Conference and Show beginning July 14-18, 2015, in Addison, Texas. Our momentum began with the successful event last year in Louisville and has continued with the well-attended educational programs including the Benefit Auction Summit held in Nashville last September, the December Designation Academy in Las Vegas, the February Auction Management and Operations Summit in Tampa and the just completed CAI in Bloomington. We are building off successful events, but we are also building off a momentum in the industry that you have created.

So, on Saturday, April 18, relish in the fact that it is National Auctioneers Day. It is a time to celebrate all that YOU have done, all that YOU are doing and all that YOU will do. Thank you!



14



26

**FEATURES & NEWS**

**10 COVER STORY: Can I get a witness!**

Auction professionals who succeed as expert court witnesses tend to share a common backstory. We take a look at that and what you can do to prepare yourself should you be asked to appear.

**FEATURES & NEWS**

**6 State Leadership Conference**  
Auction industry leaders from 21 states learned association engagement strategies.

**14 #NAACS15: Dan Lier - Keynote**  
Internationally recognized sales & leadership motivator Dan Lier will present in Addison.

**15 2015 NAA election endorsements**  
The NAA Nominating Committee has announced its endorsements for the upcoming election.

**26 NAA/USA Today Marketing Competition: 4 entry tips**  
The 2014 Campaign of the Year winner shares some hints from their winning strategy.

**30 Ambitious AMOS goes 'next level'**  
Providing industry "secrets," the NAA Auction Management & Operations Summit was a hit.

**32 Membership Benefit: Your profile!**  
If your NAA member profile gets clicked on auctioneers.org, is it ready to sell you to clients?

**38 7 content marketing tools**  
These seven tools will help save you time and increase your content marketing productivity.

**56 School Showcase: Kentucky Auction Academy**  
Kentucky's auction history made the school's founders want to provide an in-state option.

**NETWORKING**

- 7 State news
- 40 NAA Hall of Fame form
- 44 Success stories
- 48 In memory
- 50 New members
- 57 Schools
- 58 New designations
- 62 Filler words

**DEPARTMENTS**

- 59 Education calendar
- 65 Marketplace

**MEMBER PROFILES**

**36 In style**  
Carrie Hessney left the fashion world and returned to her family's auction business.

**42 Baritone Babb bids adieu**  
Louisiana's Quarter Horse legend has announced his retirement.

**BUSINESS PRACTICES**

**20 Silence is not good business**  
Received a complaint? As an auction professional, you need to address it.

**24 What, actually, is bid rigging?**  
We know it when we see it, but is the frowned-upon practice legally defined?

**22 Balance your media**  
Match your medium choice to your target market and to the asset you're selling.

**On the cover:** When you are called to be an expert witness, you have to be prepared and 100-percent correct.

Auctioneer issue 4 APRIL 2015 (ISSN 1070-0137) is published the first of every month, with the exception of combined issues in June/July and December/January, which are published in mid-June and mid-December, respectively, by the National Auctioneers Association, 8880 Ballentine St., Overland Park, KS, 66214-1900. There are 10 issues printed annually. Auctioneer is a means of exchanging ideas that will serve to promote the auction professional and the auction method of marketing. The views expressed by columnists do not necessarily reflect the opinions of the National Auctioneers Association. Periodicals postage paid at Kansas City, MO, and additional mailing offices (USPS 019-504). POSTMASTER: Send address changes to Auctioneer magazine (NAA), 8880 Ballentine St., Overland Park, KS 66214-1900. Copyright © 2015 by the National Auctioneers Association. Materials may not be reproduced without permission.

# NAA State Leadership Conference 2015

More than 50 auction leaders from 21 states networked and soaked in association engagement strategies.

By NAA Staff



Keynote speaker Marilyn Bier, CAE, provides her expertise on why engagement begins with “you,” the association, and shouldn’t be left to association members.

Just like the corporate world, associations face the daily challenge of using emails, phone calls, white papers, conferences, webinars, networking groups, polling, volunteering, and other means to make their voice heard in the ethos.

Why is all of that important?

Engagement – those tools are all necessary for associations to get better engaged with their members. And, engagement has to happen or an association’s vitality constantly will be at risk.

Conversations, lessons, and better practices on engagement were among the theme of the 2015 NAA State Leadership Conference, March 2-3, at the Embassy Suites Kansas City International Airport hotel.

Associations have to engage their members with the right voice, at the right time, and in the right place. That involves getting to know your members as much as possible and relating to them. That responsibility falls on the organization’s shoulders, as explained by keynote speaker Marilyn Bier,

CAE, who delivered “Fully Engaged: It All Begins With You” to open the Conference on Monday.

Engagement also can happen through driving conversations and advertising on social media platforms. One specific avenue was explored through “Recruiting and Engagement – Best Facebook Practices” – an hour-long session led by NAA Staff, who showed state leaders some of the thought processes and materials execution done by NAA; including some of the science behind building consistent, effective brand voice and message delivery.

Roundtable discussions on various topics filled most of the afternoon. The first day wrapped with updates on: NAA’s *Pathways to 2020* and how the association continues to meet outlined goals; and both the National Auctioneers Foundation and NAA Auxiliary.

On Tuesday, states were informed on NAA Designations and how to host them by NAA Education before the conference adjourned following open discussion. ❖

# MAA conference stuffed with awards, titles

**KALAMAZOO, Mich.** – Approximately 170 auction professionals gathered Jan. 27-30, 2015, for the Michigan Auctioneers Association Annual Conference in Kalamazoo.

Those in attendance saw stiff competition for the state bid-calling and ringman championships, two deserving state hall of fame inductions, as well as the receiving of the most recent President's Award of Distinction and naming of new state officers following an election.

Wade Leist, 35, topped 14 other bid-callers to win the 2015 state title. John Beechy was first runner-up, followed by second runner-

up Grant Cole. Darin Hower took home the honor of Michigan Ringman Champion after besting a field of six other competitors.

The MAA added two members to its Hall of Fame, as Mike Furlo and Doug Heuker, AARE, GPPA, joined the state's all-time elite. Laura Mantle was given the President's Award of Distinction.

The results of the annual election form the following current board: president – Timothy G. Bos, CES; chairman – Kenny Lindsay; vice president – Wade Leist.

# Nearly 300 attend PAA conference

**HARRISBURG, Pa.** – Almost 300 Auctioneers, apprentices, auction students, support personnel, vendors, presenters, and guests attended and participated in the 67th annual conference and trade show of the Pennsylvania Auctioneers Association, Jan. 13-16, 2015, at the Sheraton Harrisburg-Hershey.

The PAA hosted a wide range of diverse and numerous seminars by industry leaders including NAA President Tom Saturley, past president of the National Auto Auction Association Charlotte Pyle, representatives from the PA Game Commission and many others.

Jeff Pennington bested 22 other Auctioneers to win the state's bid-calling contest, while Michael Dillard finished runner-up. Nolan Bell earned rookie honors.

Nevin B. Rentzel joined the PAA Hall of Fame as a tribute to "over the course of his profession, has committed himself to fostering excellence in the auction industry."

The results of the annual election form the following current board: presiden – Patrick K. Morgan; president-elect – Bill Anderson, Jr.; vice president – Kim Williams; treasurer – Robert Ensminger. Kimberly K. Hemingway is administrator.

**1-800-THE-SIGN**  
Out the door in 24 hours or less!!

**FULL COLOR • CUSTOM DESIGN**  
**4 FT x 4 FT SIGN** **\$89.98** SINGLE SIDED  
**PVC Post Kit - \$84.88** with flat caps  
OR  
**Metal Post Kit - \$39.99** 4 piece  
works with our new Post Pocket™ system

**\$83.87** 2 SIDED

Call Me!

Metal Post Kit \$29.99 3 piece

PVC Post Kit

Tall Boy Sign Stands 10' ↑

1-800-843-7446  
**www.1800TheSign.com**

# Wisconsin members told to ‘be the change’

APPLETON, Wis. – “Be the Change ...” was the resounding theme for the 2015 Wisconsin Auctioneers Association annual Winter Convention, and many attendees noted that it was a social and educational success.

With featured educators presenting on the “Trends and Times of the Industry” and “Negotiating”, the educational forum was well-attended and informative for all. Hearing from speakers from the National Auctioneers Association, including director Scott Shuman, CAI, and a featured speaker in Kit Grant, the audience was inspired to “be the change” in the future of the industry.

The event also saw the induction of Randy Gill to the state’s Hall of Fame, and Dallas Kravlovetz won the novice bid-calling competition to earn the right to compete in the Wisconsin State Champion Auctioneer contest in August.

The results of the annual election form the following current board: president – Kathy Packard; president-elect – Bryce Hanson; vice-president – Wayne Yoder; treasurer – Dave Koning; past president – Tim Miller; directors: Rodney Freymiller; Jeff Hines, CAI, AARE; Sterling Stgrathe; Kendall Thiel; David Allen, GPPA; and, Michelle Massart, CAI, BAS.

---

# Final wishes carried out with OSAA fundraising

OKLAHOMA CITY, Okla. – The weekend of Feb. 6-7, 2015, was a busy one for the Oklahoma State Auctioneers Association (OSAA), as members gathered for the Annual OSAA Winter Meeting at the Embassy Suites.

In addition to networking and educational sessions, some members convened to form a competitive group in the Oklahoma State Championship Bid Calling Competition, the sought after title at each year’s meeting. At the end, Tyler Ambrose was crowned 2015 champion, followed by reserve champion Jeff Crissup and first runner-up Joseph Hendren.

Jessica Heard took home the 2015 Ringman Competition title, and Chris Foster earned reserve champion. Kacy Cronk and Kyle Bennett were named co-champions of the 2015 rookie competition.

Bob Goss was inducted into the OSAA Hall of Fame in a deserving ceremony.

In the summer of 2014, OSAA member, Larry Frederick from South Coffeyville, Oklahoma, lost his battle with cancer. Before Larry’s passing, J.B. Robison, a fellow Auctioneer, was contacted to complete a list of tasks for Larry. J.B. followed through with Larry’s wishes. The completed tasks included: selling Larry’s ranch, equipment and cattle at auction. There was still one thing left on the list: to sell three belt buckles and two president gavels at the 2015 OSAA Winter Meeting at the Annual Saturday Night Awards Banquet.

The proceeds of these items would be donated to St. Jude Children’s Research Hospital as it was Larry’s desire to help children with cancer enjoy life as Larry did. With the help of the OSAA and past Presidents of the Association, \$1,660 was raised.

---

# McDaniel wins state bid-calling title

GUNTERSVILLE, Ala. – Blake McDaniel was named Grand Champion bid-caller for 2015 during the Alabama Auctioneers Association annual conference, held Feb. 8-9 at Lake Guntersville State Park.

Approximately 50 Alabama auction professionals attended the conference, which saw McDaniel and four others compete for the

right to be named the state’s 2015 champ.

The results of the annual election form the following current board: president – Daniel Culp, CAI; vice president – Clint McElmoyl; secretary/treasurer – Kimberly Battles; director – Ted Harper; director – Wesley Cain; director – Scott Williams; chairman – David Farmer, CAI.



# WANTED



**NAA AUCTIONEERS**



Y'all come on down for a rootin', tootin' good time at the  
**NAA's 66th annual International Auctioneers  
Conference and Show**

July 14-18, 2015

InterContinental Dallas Hotel ★ Addison, Texas


**REGISTRATION  
NOW OPEN**



#NAACS15



913-541-8084 ★ [memberservices@auctioneers.org](mailto:memberservices@auctioneers.org)

A person wearing a dark blue, pinstriped suit jacket is shown from the back. Their right hand is raised high, palm facing forward, and their left hand is resting on their lower back, palm facing forward. The background is plain white.

---

**Once an auction professional gains significant experience testifying in the legal field, the work can boost an individual's auctioneering career.**

---

# EXPERT WITNESS

By Nancy Hull Rigdon

**A**uction professionals who succeed as expert court witnesses tend to share a common backstory. Often, they were first tapped as an expert witness due to their expertise, that they excelled under pressure, and now, attorneys seek them out for their solid reputations on the stand.



For example, take the story of Mark Manley, CAI, AARE, CES, MPPA.

“I got into this almost by accident, and it’s led to a tremendous amount of expert witness work for the past almost 15 years,” says Manley, who works as Auction Coordinator at Rowell Auctions in Moultrie, Georgia.

While working as an auction appraiser, attorneys representing clients in U.S. Bankruptcy Court

asked Manley to offer valuation testimony. His appraisal expertise was often key in disputes concerning the value of assets. One day on the witness stand, the opposing attorney cross-examining Manley was doing all he could to make him crack.

“He kept asking me the same question multiple ways, and I

kept giving the same answer. Finally, he looked at the judge and said, ‘Will you ask Mr. Manley to answer my question?’ The judge said, ‘He has answered your question – three different times. Please proceed.’”

The next week, that opposing attorney called Manley’s office, said Manley was the best witness he’d ever seen and asked if Manley could begin working for him as a witness. Today, Manley calls that attorney his best client. Manley estimates he testifies at least once a month – always for attorneys who have contacted him based on his previous work. In addition, he’s made educational expert witness presentations to the NAA.

Manley and other NAA members who work as expert witnesses find that their testimony often plays crucial roles in lawsuits where asset value is disputed, such as divorce and insurance cases in addition to bankruptcy cases. Auctioneers and auction appraisers are also called to testify in various other types of cases where expertise in auction or appraisal methods is beneficial. No matter the case, NAA members stress that an expert witness can never go too far in the areas of preparation, qualification and professionalism.

Manley emphasizes preparation.

Prior to taking the stand, he always asks the attorney that’s hired him to provide a list of possible questions that could be asked in court, and he’s not afraid to turn down work if



When taking the stand, there is no room for error. Know your area of expertise inside and out, and don't stray from those areas.

an attorney isn't willing to help him prepare.

With regard to professional dress, Manley sticks with a dark gray business suit and what he calls a "power tie." Timeliness also goes a long way in ensuring expert witness success, Manley says.



KRUSE

Rich Kruse, Managing Director at Sperry Van Ness/Gryphon Parker & Parker Kruse Asset Management and Instructor at Ohio Auction School, works as a state court receiver, which differs from an expert witness in that judges appoint him to testify. He likens taking the courtroom stand to teaching a course at the NAA's Conference & Show.

"The spotlight is all on you," he says of both situations.

**No room for error**

There's no room for error in testimony, Kruse says, so he emphasizes the need for those taking the stand to know their areas of expertise inside and out and not stray from those areas while testifying.

"If you are the expert, you can never be wrong," he says.

It's not uncommon for expert witnesses to be questioned on their qualifications, so he encourages those looking to build expert witness work to first focus on building their auction and appraisal careers.

Once seen as an expert, Auctioneers may start regularly receiving calls, asking for their rates, Kruse says. On the rate topic, Kruse recommends Auctioneers charge hourly for expert witness work, and the rates should be similar to appraisal charges.

Then, once an auction professional gains significant experience testifying in the legal field, the work can boost an individual's auctioneering career.



LUKE

"When you're trying to get jobs as an appraiser and your resume shows the court considers you an expert on value, that can be significant," Kruse says.

Tim Luke, MPPA, serves as a rebuttal expert witness. He's found that NAA membership significantly helps him on the stand.

3/12/15

- 1  **Expert Witness Testimony**
  - Dress and Grooming
  - Be on Time
  - Ask for or Provide a List of Tentative Questions
  - Practice
  
- 2  **Expert Witness Testimony**
  - Possible Direct Examination Questions
    - Please state your name and address.
    - How are you employed?
    - How long have you worked for \_\_\_\_\_?
    - Please generally describe your job duties.
    - Do you have any prior experience with other auction firms?
    - Do you hold any professional designations? Describe.
  
- 3  **Expert Witness Testimony**
  - Possible Direct Examination Questions
    - Have you worked for \_\_\_\_\_ before? Describe prior auctions where you worked with him as either a bankruptcy trustee or receiver and emphasize successful auction results.
    - Has your employment as an auctioneer been approved by Courts in the past? Describe Courts and property being auctioned.
  
- 4  **Expert Witness Testimony**
  - Possible Direct Examination Questions
    - Please generally describe how the auction process works. Make sure you include a description of advertising the sale.
    - Please generally describe how you will be compensated for acting as an auctioneer.
    - Please describe how the buyer's premium works.
    - Have you visited the subject's property before?

1

An expert witness must be at the top of their game across the board, which means everything from subject matter and being able to confidently answer any possible questions, to making sure he or she is sharply dressed for the part. This is all important in the interest of building credibility.

“The minute I get up there and say I’m a member of the NAA, immediately that builds credibility with the judge or mediator or jury,” says Luke, Owner of TreasureQuest Appraisal Group.

To be as credible as possible, Luke says an expert witness needs a CV that demonstrates a strong and current educational background. For Luke, this means staying up to date educationally in areas including USPAP and IRS standards, and keeping current on state licensing is also important.

He’s realized the value of a steady nerve, honesty and answering only what’s asked.

Luke’s valuation testimony has brought to light that an appraiser did not inspect items in a divorce and triggered a different appraisal to be thrown out in a business dispute. Attorneys often contact him when they’re first reviewing a matter to see whether they have a strong case.

“I look at my role as a teaching role,” Luke says. “I sit down and think, ‘What can I do to help the judge or the court or the jury understand what it is that I do, why my opinion is one way or the other? And then they can use what I taught them as they make their decision.’” ❖

# #NAACS15 Keynote: All about attitude

Dan Lier: “It is impossible to be doing great and have a bad attitude.”

By Nancy Hull Rigdon, contributor



**D**an Lier, this year’s NAA International Auctioneers Conference & Show keynote speaker, stresses that success often boils down to one aspect everyone can control: attitude.

“If you think about it, it is impossible to be doing great and have a bad attitude. When you look around, the people who are doing well are the people with positive attitudes, and when people are struggling, I can guarantee there’s a bad attitude,” Lier says.

That said, he recognizes people can’t simply flip an attitude switch.

“Attitude is a learned skill, and when I speak, I share the tools that allow people to be able to shift the way they think, make changes in their attitudes and become peak performers,” Lier says.

Lier is a best-selling author and internationally recognized sales and leadership motivational speaker who has presented more than 3,500 customized talks to professionals around the world. In the past two years, he has spoken in at least 30 countries on the topic, “Maximizing your true potential.”

He’s a behavior expert, and his talks are rooted in psychology.

“What separates a top performer from someone who is struggling? What would a top Auctioneer be thinking? And, how does that Auctioneer manage his or her mindset?” Lier questions in advance of preparing for Conference & Show.

“When it comes to the psychology of success, embracing change and overcoming adversity are key.”

Lier hosts his own TV show, “Your True Potential,” and was a regular on HSN, where he was known as America’s Coach and shared what he titled his “Strategies for Success” with millions. His work has been featured on shows including “The Today Show” and “Inside Edition,” and he’s appeared as a guest on shows including “The Howard Stern Show” and “The O’Reilly Factor.”

Previously, Lier worked as an international speaker and was a top performer for well-known life coach and self-help author Tony Robbins. Early in Lier’s career, he achieved the title of No. 1 sales performer in the country. In addition, as a college basketball player with Fort Hays State (Kan.), he was part of back-to-back NAIA national title teams in 1984 and 1985.

He’s known as a speaker with a high-impact message and charismatic delivery style that connects with audiences and provides attendees inspiration as well as proven strategies for achievement.

“I gave a talk yesterday in L.A.,” Lier said last month. “Afterward, people said to me, ‘That is just what I needed. You made me realize that everything is about me and my mindset and how I’m approaching these situations. I am in control of my own destiny.’”

The reaction was precisely his goal.

“I’m there to give people the tools to realize, ‘No matter what the situation is, I’m still in control.’ And then once people have the necessary resources – either external or internal – the decision is theirs.”



**Watch Dan deliver his dynamic attitude message live at Conference and Show in Addison! Register now at [conferenceandshow.com](http://conferenceandshow.com).**

**2015 NAA**

# Election

**NAA Nominating Committee announces its endorsements for the 2015 election.**

**T**he NAA Nominating Committee has concluded its work for the 2015 election and endorses a total of seven candidates for four NAA Board of Directors positions – Vice President (2), Treasurer, and two Directors (4).

According to the NAA Bylaws, the Nominating Committee may endorse up to two candidates per position.

The election will be held at the annual meeting on July 16, 2015, in Addison, Texas.

Absentee ballots will be available on May 1, 2015, for members only, at [auctioneers.org](http://auctioneers.org). Ballots must be received in the NAA office by July 1 in a sealed envelope with the member's name and member number on the outside of the envelope. Individuals who vote by absentee ballot and then decide they wish to vote in person may request their ballot be returned prior to the closing of the polls on July 16.

“NAA is very fortunate to have this slate of candidates for the membership to consider,” said Paul C. Behr, CAI, BAS, chair of the Nominating Committee. “Each of these candidates submitted high-quality materials and presented themselves in the interview in a very professional manner.”

Nominating Committee members: Paul C. Behr, CAI, BAS; Tom Saturley, CAI, NAA President; Larry Theurer, CAI, Foundation Vice President; JillMarie Wiles, CAI, BAS, EI Trustees Vice-chair; Lori Lemons-Campbell, CAI, Texas Auctioneers Association President.

More information about the candidates will be available in the May issue of *Auctioneer*.



2015 NAA

# *Election*

## *Vice President*



John Nicholls



Terri Walker,  
CAI, BAS, CES

## *Treasurer*



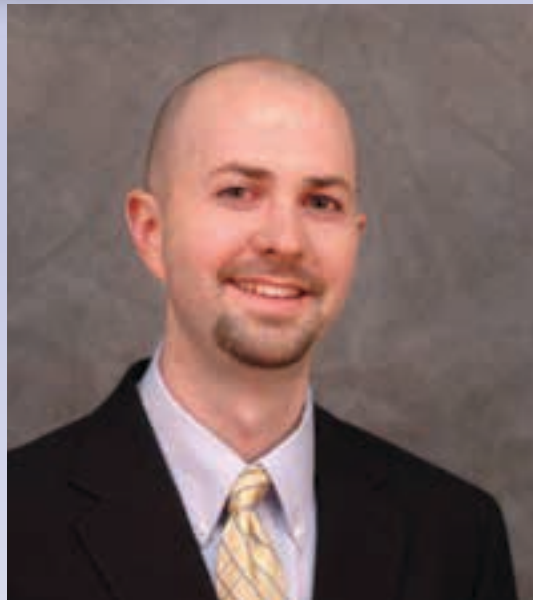
Devin Ford, CAI, CES



*Director*



**Cary Aasness**



**Matt Corso, CAI, ATS**



**Will McLemore, CAI**



**Richard D. Schur,  
CAI, BAS, MPPA**

# UPSIDE DOWN ON AUCTION CATALOGING?

Build your catalog easily and quickly connect it to these bidding platform providers.

[WWW.WAVEBID.COM](http://WWW.WAVEBID.COM)



Proud to be selected as the clerking software by the National Auctioneers Association for CAI, BAS, and the IAC

763.355.3985

info@wavebid.com

wavebid

wavebid

# UPSIDE DOWN ON WEBSITE MARKETING?

Connect your marketing with our unmatched syndication of online auction content.

[WWW.AUCTIONSERVICES.COM](http://WWW.AUCTIONSERVICES.COM)



540-206-3311

Proud to host the websites of more NAA members than any other vendor.

info@auctionservices.com | auctionservicesinc | auctionservices



### Steve Proffitt

Steve Proffitt is general counsel of J. P. King Auction Company, Inc. ([www.jpking.com](http://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](mailto:sproffitt@jpking.com) or c/o J. P. King Auction Company, Inc., 108 Fountain Avenue, Gadsden, AL 35901.

# Silence is not good business

## Received a complaint? Professionally address it.

**T**he sign read: "Be thankful for customers who complain. You still have a chance to make them happy."

Now, isn't that a gold nugget of business advice.

I heard from a man who was disgruntled over an unsatisfactory auction experience. He told me he had written "a polite letter" to the Auctioneer to complain about his bid being "ignored" on a lot he wanted. He was adamant the bid had not simply been overlooked.

When I asked how he could be sure, his voice rose as he added that he had sent the Auctioneer a letter about the matter over a month ago, and it had never been answered. According to the man, that's all the proof he needed. I had no way of knowing what had happened on the bid, but no response to the letter was a mistake.

### Bad vibe

No one likes to get a complaint, whether oral or written. A complaint is an expression of dissatisfaction that will almost always offend and upset the recipient in some manner and have them degree. What's more, too often those who make complaints take the low road and wrap them in anger, sarcasm, and even threats of retaliation.

Nevertheless, when a complaint is received, no good can come from answering with silence. Silence shows arrogance and indifference. It accomplishes nothing positive and validates the complainant's position. It can stoke the emotions of a dissatisfied client or customer and push that person to animosity and even a desire for retribution. None of that would help an Auctioneer.

### Basis

Most complaints fall into one of five categories: deficiency, disapproval, error, misunderstanding, or intentional wrong. A complainant will always

state the matter subjectively and in a light most favorable to the complainant and unfavorable to the Auctioneer.

Sometimes, however, a complaint is an insight into how others, and not just the complainant, view the Auctioneer or some aspect of the business. Maybe the Auctioneer hadn't fully considered how a procedure or practice would be received. Maybe the Auctioneer's intention wasn't translating correctly. Maybe the Auctioneer missed something and an error resulted. This can be valuable knowledge to gain.

### A choice

An Auctioneer who receives a complaint can do one of two things: A) dismiss it and take no action, or B) investigate and consider the matter. The right choice is always the latter. Indeed, an Auctioneer has an obligation to answer every complaint, regardless of its tone or perceived legitimacy. This is how professionals do business.

Unfortunately, some Auctioneers react with as much emotion and lack of restraint as complainants – sometimes more. These extremists are prone to blowing their tops. Good business cannot be conducted by hotheads. Good business requires maturity and good judgment – particularly when it comes to important matters – and every complaint is a big deal to someone or it wouldn't have been made. The arrival of a complaint is an opportunity for an Auctioneer to carefully think through the issue and formulate an appropriate response.

### Unfounded

Suppose the Auctioneer determines that the complaint is unfounded. It would be easy to react negatively to being wrongfully accused of something, but that would be a mistake. The complainant has done the Auctioneer a favor by not keeping an adverse feeling hidden. Silence would mean the Auctioneer would never know there was a problem, let alone have a chance to

address it. A complaint serves notice of the issue and affords the Auctioneer the opportunity to respond.

The Auctioneer's tempered reply might help explain the matter to the complainant and defuse the issue. A professional letter, either alone or following a telephone call to the complainant, can work wonders to clear up an issue and repair bruised feelings – not to mention stop the complainant from spreading word of the dispute to others.

### Well-founded

If a fair review of a complaint finds that it was triggered by fault of the Auctioneer, the Auctioneer should promptly accept responsibility and sincerely apologize. Most people are surprised and delighted to receive a real apology and quick to accept it.

Think about a situation where you had a negative experience with a person or business and that other party made a sincere expression of regret and apologized. Did you feel better or worse about that person or business? Surely you felt better and that's the dynamic at work here. An Auctioneer who makes a mistake and is big enough to acknowledge it is going to reap a reward of good will from the complainant. This is how most people are wired. It is also how good businesses become great.

### Writing tip

An Auctioneer who chooses to write a letter to a complainant should be very deliberate. The Auctioneer knows who the complainant is, but the Auctioneer cannot know the identities of the other people with whom the addressee might share the letter – and that often occurs. Each member of this unknown audience is a potential adviser to the complainant. This means each of these persons might weigh in on the matter and influence the complainant's view and even future action.

The Auctioneer wants to draft the communication to speak positively to both the complainant and this broader audience. This letter is the perfect chance to convey the Auctioneer's position and professionalism. It should be written carefully to ensure that it is clear, complete, and correct. Never forget – this letter might one day be read by lawyers, jurors, and a judge and an Auctioneer should be mindful of this every time pen is put to paper.

### Complainant's expectation

Let's return to the man who contacted me. The fellow was upset at his perception that the Auctioneer had ignored his bid.

The Auctioneer didn't simply ignore the man's complaint. However, the Auctioneer missed a valuable opportunity to explain what had happened during the auction, why it occurred,

and then try to smooth over this rough spot in order to keep a customer. The Auctioneer's failure to answer the complaint fortified the man's belief that he had been wronged in the auction and should never patronize this Auctioneer again.

I asked the man whether a professional response by the Auctioneer would have impacted his view. He said it would have made a big difference. The fellow added that he wasn't nearly as interested in receiving an apology as he was in learning why his bid hadn't been taken.

### Conclusion

Studying complaints should be an integral part of an Auctioneer's regular evaluation of business philosophy and practices. When done objectively, this process can lead to improvements in the business for the benefit of clients, customers, and the Auctioneer.

*Right now, there is an Auctioneer pondering a complaint from a dissatisfied bidder, buyer, or seller. The Auctioneer should promptly and thoughtfully answer it. Doing the right thing is the professional's way. ❖*

**Are You Interested In  
Becoming An Auctioneer?  
If So, This Is Your  
Opportunity!**

**Your Income Potential In The  
Auction Business Is Unlimited...**

**Mendenhall School Of Auctioneering  
Teaches You The Skills You Need.**

- Open Your Own Auction Co.
- Be A Contract Auctioneer
- Establish A Family Business
- Work For A Established Auction Co.

**The Choice Is Yours!**

**14 Of America's  
Top Auctioneers & Instructors  
The Best Training Facility In America**



**Enroll Today  
For The Class  
Date Of Your  
Choice.  
Classes Fill  
Rapidly. You  
Could Save  
\$100.00 Call  
For Information**

**2015  
SCHEDULE**

FEB. 7 - 15  
JUNE 6 - 14  
AUG. 1 - 9  
NOV. 7 - 15

**Mendenhall School of Auctioneering**  
Since 1962

PO Box 7344 High Point, NC 27264  
Phone: (336) 887-1165 Fax: (336) 887-1107  
[www.MendenhallSchool.com](http://www.MendenhallSchool.com)



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.

# Balance your media

## Match your medium to your target market and to the asset you're selling.

By Carl Carter, APR

If you're selling skateboards, you're probably not going to spend much money advertising in AARP Magazine. Common sense tells us that much.

But sometimes, when we're marketing our companies or upcoming auctions, we make mistakes almost that silly: We fail to picture the people we're trying to reach and select our media accordingly.

I learned this the hard way many years ago, when managing employee communications for a large utility that had thousands of employees who spent their days going from place to place in a truck and climbing poles to fix telephone lines. Some of them reported to an operations center now and then, but not always. They didn't have cell phones.

Almost nobody had email, and the World Wide Web hadn't been invented yet. For years, we'd been sending employees a beautiful and costly quarterly magazine almost nobody read. We clearly had to re-tool our media mix, because the business was changing rapidly and our people weren't getting the information they needed for important work, policy and benefits matters.

We scuttled the fancy magazine and cobbled together a patchwork of media that included paper notices, interoffice mail, snail mail, fax, cork bulletin boards, Telex and sometimes even messages on pay stubs. It wasn't pretty, but it worked.

We face similar challenges today, and sometimes it still calls for a messy patchwork. This can be especially challenging when we're looking for one-stop shopping or some kind of magic media bullet. So when you're messing with your media mix, here are some basics to keep in mind:

- **Identify your target audiences.** (There are usually several.) Are they defined by geography, age, income or some combination of those?
- **Monitor surveys about media preferences for various demographic groups.** A good source for this kind of data is Pew Research ([pewinternet.com](http://pewinternet.com)). This will help you track the preferences of various demographic groups.
- **Avoid falling in love with one way of reaching bidders.** This is a very real temptation, and one that it's difficult to avoid. We swear off other media that don't seem to be working and put all our eggs in the shiny new basket. These days, I know people who swear by print newspaper, online portals, Twitter or Facebook advertising. The danger is that we lose balance and fail to reach some of our target audiences.
- **Make sure your web site is visible.** The percent of traffic to web sites is growing rapidly, and Google has announced just in the last couple of months that it now favors "mobile friendly" sites in its mobile search results. Don't just settle for a generic "mobile site" plug-in. Your competitors are going to sites that adapt for the screen you're using – tablet, phone or desktop. Make sure you look good by comparison.
- **Embrace the "quick and dirty."** I love a four-color coated brochure as much as the next guy, but sometimes your signs and one-page flyers distributed around town may bring the bidders you need.
- **Don't skimp on information.** People rarely buy things they don't understand. If you can't provide details through one vehicle, at least refer people to a web page where they can do further research.

## Avoid falling in love with one way of reaching bidders.

- **Respect your bread-and-butter.** As we say in Alabama, “Dance with the partner who brung ya.” If a specific way of communicating it is continuing to work for you, don’t cut it off entirely. By all means, reduce it to make room for the new, but do it in phases.
- **Don’t overlook the personal legwork.** Organizing and promoting an auction is hard work, and all things equal, the ones who work the hardest tend to be the most successful. Sometimes, the best part of your “media mix” is a smile and a firm handshake. ❖

**CLERKING AUCTIONEERS**  
**SUPPLIES**  
*America's #1 Suppliers*

- Tags, Labels & Markers
- Clerk Sheets & Forms
- Signs & Banners
- PA Systems

*Over 3,000 Products*

**KIEFER**  
**AUCTIONSUPPLY.COM**

*America's Largest Supplier to Auctioneers*

417 W. Stanton Ave.  
 Fergus Falls, MN 56537  
 (Free Catalog)

**218.736.7000**  
[www.kieferauctionsupply.com](http://www.kieferauctionsupply.com)

Kurt Kiefer, CAI. President. NAA Life Member.

**148**  
 AUCTION

**E. R. MUNRO & COMPANY**

Licensed in all 50 states  
 Member,  
 National Auctioneers Association

## BONDS & INSURANCE

Unbeatable service and competitive prices on the coverage you need.

- ▶ Liability Insurance
- ▶ Workers Compensation
- ▶ Consignment Property
- ▶ Errors and Omissions
- ▶ Bonds to support your license
- ▶ Bankruptcy Court Auctioneer Bonds

We can place insurance in as little as 7 to 21 days.

**877-376-8676**

**Bonds**

Extension 146, Stevi or [sdell@ermunro.com](mailto:sdell@ermunro.com)  
 Extension 128, Diane or [dseitz@ermunro.com](mailto:dseitz@ermunro.com)

**Insurance**

Extension 157, Greg or [gmagnus@ermunro.com](mailto:gmagnus@ermunro.com)

**VISIT US AT [WWW.ERMUNRO.COM](http://WWW.ERMUNRO.COM)**



**Kurt Bachman**

Attorney and licensed Auctioneer from LaGrange, Ind. He can be reached at (260) 463-4949 or [krbachman@beersmallers.com](mailto:krbachman@beersmallers.com).

Kurt R. Bachman and Beers Mallers Backs & Salin LLP appreciate the opportunity to review and answer legal questions that will be of interest to Auctioneers. The answers to these questions are designed to provide information of general interest to the public and are not intended to offer legal advice about specific situations or problems. Kurt R. Bachman and Beers Mallers Backs & Salin LLP do not intend to create an attorney-client relationship by offering this information, and anyone's review of the information shall not be deemed to create such a relationship. You should consult a lawyer if you have a legal matter requiring attention. Kurt R. Bachman and Beers Mallers Backs & Salin LLP also advise that any information you send to **Auctioneer** shall not be deemed secure or confidential. Please visit one of our offices to ensure complete confidentiality.

# What, actually, is bid rigging?

## We know it when we see it, but is it legally defined?

**Question:** I have heard that bid rigging means two or more people agree not to bid on property being offered for sale at an auction, which results in a lower purchase price. Is that correct?

**Answer:** You are correct, in part. Bid rigging, in general, means a scheme to artificially inflate or suppress prices. Bid rigging stifles free-market competition. It is not a universally defined legal term. The concept is embodied in federal law under the Sherman Act concerning restraint on trade. Several states have laws that also prohibit bid rigging. Some states have expressly defined bid rigging.

In Colorado, for example, “[i]t is illegal for any person to contract, combine, or conspire with any person to rig any bid, or any aspect of the bidding process, in any way related to the provision of any commodity or service. The term ‘commodity’ includes land and real property.” C.R.S. § 6-4-103. In Ohio, bid rigging is defined as “a conspiracy between auctioneers, apprentice auctioneers, special auctioneers, any participants in an auction, or any other persons who agree not to bid against each other at an auction or who otherwise conspire to decrease the number or amounts of bids offered at auction.” O.R.C. § 4707.151.

The National Auctioneer Association defines bid rigging as, “[t]he unlawful practice whereby two or more people agree not to bid against one another so as to deflate value. See ‘Collusion.’”

Bid rigging involves an agreement of two or more people to manipulate the number of bids submitted for the purchase of property or

items sold at auction. The general scenario is two or more bidders agree not to bid against one another and in return for refraining from bidding, the non-bidding parties are compensated, in part, by the savings realized by the winning bidder (assuming that the winning bidder was a participant in the agreement).

The idea is to keep the purchase price artificially low and avoid competitive bidding. For example, Seller Sam owns 40 acres that is adjacent to Farmer Fred's farm. Seller Sam engages an Auctioneer to sell his 40 acres at an auction sale without reserve. Prior to the auction Farmer Fred talks to the other adjoining landowners and offers to pay them not to bid on Seller Sam's property. On the day of the auction, Farmer Fred is one of only a few individuals bidding on the property, and he purchases the 40 acres for a low price. This would be bid rigging.

Auctioneers can also participate in a bid rigging schemes, but clearly should avoid doing so.



Auctioneers are agents of sellers. Sellers want their property to sell for the highest prices. Auctioneers also want the property to sell for high prices, because their commission increases as the sale price increases. It is not common to find Auctioneers engaging in schemes to artificially suppress prices. Instead, it is more common to find Auctioneers working with sellers or shills to artificially increase the prices.

If an Auctioneer engages in a bid rigging scheme to suppress prices, it would invite the seller to sue the Auctioneer for violation of fiduciary obligations in addition to bid rigging. If an Auctioneer engages in shill bidding or other schemes to artificially increase prices, it would invite bidders to sue for fraud.

Auctioneers should be aware of these schemes and watch out for them. If Auctioneers encounter bid rigging, they should consider stopping the auction and notifying the appropriate authorities. This initially should be the local police, but can include the Federal Trade Commission and your state's Attorney General.

Bid rigging is detrimental to Auctioneers and the profession. It may be difficult to prove, but is certainly not impossible. Reporting such activity to appropriate officials will help deter people from participating in bid rigging schemes. ❖



**REPPERT SCHOOL OF AUCTIONEERING**

*The Auction Business School*  
Educating Auctioneers Since 1921

Classes held in Indianapolis, Indiana  
[www.ReppertSchool.com](http://www.ReppertSchool.com) 317.300.1075

# Turning Bidders Into Buyers for more than 45 Years!

We invite you to partner with us! Call now to discuss co-brokering opportunities.



**REO**  
**Residential**  
**Commercial**  
**Land**



**Atlanta**  
**HudsonMarshall.com**  
**800.841.9400**

**Dallas**  
**HudsonAndMarshall.com**  
**800.441.9401**



# Four hints

## for a winning 2015 NAA Marketing Competition entry

The 2014 Campaign of the Year winner shares some tips from their strategy.

By NAA Staff

Whether you're taking part in the NAA Marketing Competition presented in partnership with USA Today for the first time or you're a five-time winner, there is always something you can do to improve your entry.

Maybe your photos last year were just a bit blurry. Maybe your advertising copy changed its voice in the past 12 months and speaks with better clarity. Or, in the case of entering the field for Auction Campaign of the Year, maybe you were missing a vital piece of information that explained your



campaign development, or your entry was unorganized and untidily stuffed into a folder.

Well, it's a new year and a new competition. And, with the April deadline for NAA Marketing Competition entries fast approaching, it's time to get things streamlined, cleaned up and ready to present.

In 2014, Hall & Hall Auctions' Hager Farm sale was awarded as Campaign of the Year. It marked the third time

Hall & Hall won the top distinction. Luck? Location? No.

Krista Shuman, who handles the bulk of marketing material planning, development, creation and execution for the company, has provided four hints on putting together a winning entry.

### 1. Prepare a comprehensive plan.

It starts at the beginning – not at the beginning of the competition, but the auction itself. When you are determining which auction to enter, think back to which auction you put the most marketing thought, work and detail into. That's likely your best choice for a marketing competition because you'll have more stand-out documentation and collateral of it.

“Make sure every avenue is explored,” Shuman said of initial marketing planning. “Think outside the box and explore the ways that make this unique.”

### 2. Recognize and highlight unique qualities of your sale, and plan from day one.

What made you want to make this your entry? Was it the auction's size? Did it reach worldwide? Did you use a new marketing practice or tool? Maybe it was as easy as finding a successful gimmick. Whatever it was that worked, remember the perhaps most important piece all the way from contract signing to event day:

“Take pictures, lots and lots of pictures,” Shuman said. “Not



only for the campaign itself, but also to help remind you why it was such a special project.”

And, if we may add, judges tend to gravitate toward entries with good entries. Don’t just tell about a great marketing campaign, show it.

### 3. Utilize fellow NAA members.

One of the best reasons to be a member of the NAA is networking. Auctioneers Helping Auctioneers is a constant, and that concept is draped over successful auction event marketing.

“I can’t stress this enough,” Shuman said. “We had fellow Auctioneers, IAC champions, several different people from many different blocks that came and helped us with this project.

“It enabled us to use their marketing tools, and, in turn, they used our marketing tools. It was just a good way to make sure our program went off without a hitch.”

Your Marketing Competition entry is the end result of NAA-member collaboration that helped your event be at its best from planning and pre-auction marketing to sale day. In the end, that teamwork provided you with a great event that you can now turn into a great entry.

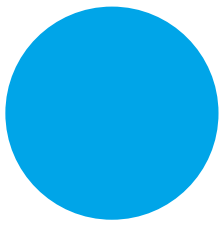
“[Collaboration] is why you’re a part of this organization,” Shuman said. “It’s so we can better one another. When an auction is good, it elevates everybody. That’s why you want to utilize the NAA resources that are available to you.”

### 4. FOLLOW DIRECTIONS.

“That sounds really simple,” Shuman said, “but, there are so many great campaigns. If you did one little thing – you forgot to put the NAA logo on, or whatever else it called for – you’re going to be the first one they’re going to say, ‘well, they didn’t follow the rules.’

“Don’t cause yourself heartache just because you forgot one little thing or one little enhancement that could have pushed you to the front of the pack.” ❖

**Need a new entry form? No sweat! Log in and download it at: <http://www.auctioneers.org/content/downloads/Marketing/2015-naa-marketing-competition-entry-form.pdf>. Entry deadline is Wed., April 22.**



**USA  
TODAY™**  
A GANNETT COMPANY

# AUCTION SHOWCASE | REGIONAL NATIONAL

USA TODAY and the National Auctioneers Association offer a weekly advertising feature that allows you to reach your target audience on a National or Regional scale.

**30% OFF**  
NAA MEMBERS

**WEST CIRCULATION**  
462,000

**MIDWEST CIRCULATION**  
334,000

**EAST CIRCULATION**  
426,000

**SOUTH CIRCULATION**  
402,000

**USA TODAY is the go-to news source for real estate investors and online auction purchasers .**

- 3.7MM** have a HHI of \$100,000+
- 1.2 MM** have a net worth of \$1 million+
- 20%** are online auction purchasers
- 1.6MM** own real estate in addition to primary residence

RESERVE AD SPACE TODAY

**1-800-397-0070** | [auctions@russelljohns.com](mailto:auctions@russelljohns.com)

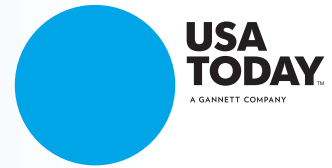


Sources: 2012 Mendelsohn Affluent Survey, adults 18 or older, HHI \$100,000 or more; September 2012 ABC Publisher's Statement (print copies only)

# 2015 marketing COMPETITION

NATIONAL AUCTIONEERS ASSOCIATION'S

PRESENTED IN PARTNERSHIP WITH



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



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



**COMPETITION OPEN UNTIL APRIL 22, 2015**



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



# Ambitious AMOS provides ‘next-level’ experience

Providing industry “secrets,” the Auction Management & Operations Summit was a hit.

By James Myers, contributor



NAA President Tom Saturley (far left) provides AMOS attendees opening remarks to kick off the two-day, ‘next-level’ educational experience.

Organizers for the 2015 NAA Auction Management and Operations Summit say the event held Feb. 24-25 in Tampa, Florida, tackled an ambitious set of objectives, but the feedback has been very positive.

Aaron Ensminger, NAA Director of Education, said the idea was to tackle topics that hinge on trade secrets – topics like hiring and working with quality sales reps and creating a culture of quality within the company.

“One of the things we’ve been asked about for a long time is to provide that ‘next level’ educational experience,” he said,

“something that isn’t necessarily accessible to everyone.”

To pull it off, they had to bring in speakers/session leaders who are at the top of their game and didn’t mind sharing their “secrets” with fellow Auctioneers. The steering committee was able to pull together an excellent panel, including Craig Fleming, ATS, CES; Myers Jackson, CAI, AARE, ATS, CES; Leland Little, CAI; Matt Corso, CAI, CES; Kurt Aumann, CAI, ATS, CES; and NAA President Tom Saturley, CAI.

The sessions involved strategic planning, sales force development, building brands, building culture, enterprise



From left to right: Tim Keller, ATS, CES; Will McLemore, CAI; Sid Miedema, Jr., CAI; and Sherman Hostetter, Jr., CAI, AARE, BAS, CES, GPPA, listen to a question during their panel discussion at AMOS.

software/productivity tools/cloud-based data, and developing great ideas.

“It was interesting to get this lineup set,” Ensminger said. “I think we met the expectations. We had the right people there in the room, and we were able to coach them at a higher level than we were ever able to before.”

Peter Gehres, CAI, CES, serves as an NAA Education Institute trustee and as chairman of Auction Management and Operations Summit steering committee. He led the session about sales force development, but a shining moment for him involved the insights gained from Leland Little’s session on building culture from within.

The session focused on the interdependent relationship between employees, bidders, and consignors, with a detailed look at each of the players. Little also touched on the “importance of packaging your culture and of consistently presenting your corporate identity in all interactions.”

“He spoke at length about conducting auctions that fit your company profile and things you want to sell,” Gehres said. “As Auctioneers, we’re literally inundated with opportunities to sell all types of merchandise ... if you want to sell high-end estates, you don’t want to take garage sales. It’s about building your brand.”

Gehres heard from many in attendance during the summit and afterwards, and the biggest takeaways involve the focus on business culture, business branding and developing/attracting a team of committed professionals around you.

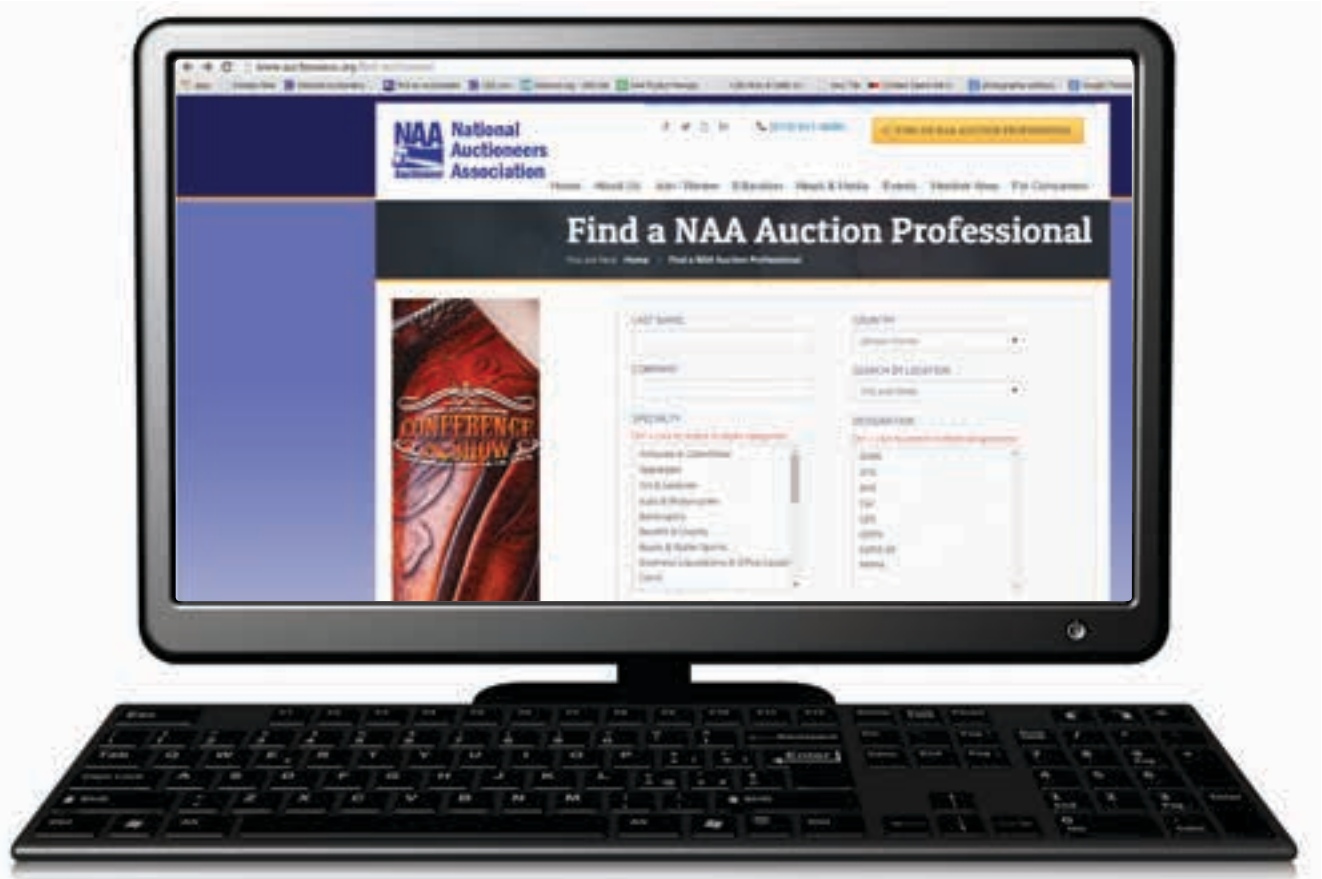
“You need to create a business culture and a business brand that entices people to come work for you ... they understand your vision and stay loyal to your company,” he said of what attendees learned during the two-day event. “Many of us came away from the summit focused on what our company culture is and how can we make the very best it can be.”

With this year’s summit being a “higher-level” topic, Gehres said they were happy with the turnout of around 100 auction professionals. He said the Educational Institute trustees will meet in the near future to begin developing the content of the next summit.

“The thing I really want to stress is that this summit is in response to member feedback,” Gehres said. He also added that members who want to offer their thoughts are encouraged to reach out to NAA CEO Hannes Combest ([hcombest@auctioneers.org](mailto:hcombest@auctioneers.org)) or NAA Director of Education Aaron Ensminger ([aensminger@auctioneers.org](mailto:aensminger@auctioneers.org)). ❖

# Use your NAA member profile!

If your profile gets clicked on [auctioneers.org](http://auctioneers.org), is it ready to sell you to clients?



One of the most important benefits to being a member of the National Auctioneers Association is being listed in the NAA's "Find an NAA Auction Professional" national database.

Easily noticed in the gold button at the top of every [auctioneers.org](http://auctioneers.org) page, the database is open to the general public. With a quick click of a mouse, consumers and potential clients can search for NAA auction professionals by name, company, specialty (antiques, appraisals, real estate, boats, coins, etc.), location, or even by designation.

The design is easy to use, and the results remove a lot of guesswork for consumers. Those characteristics can lead a

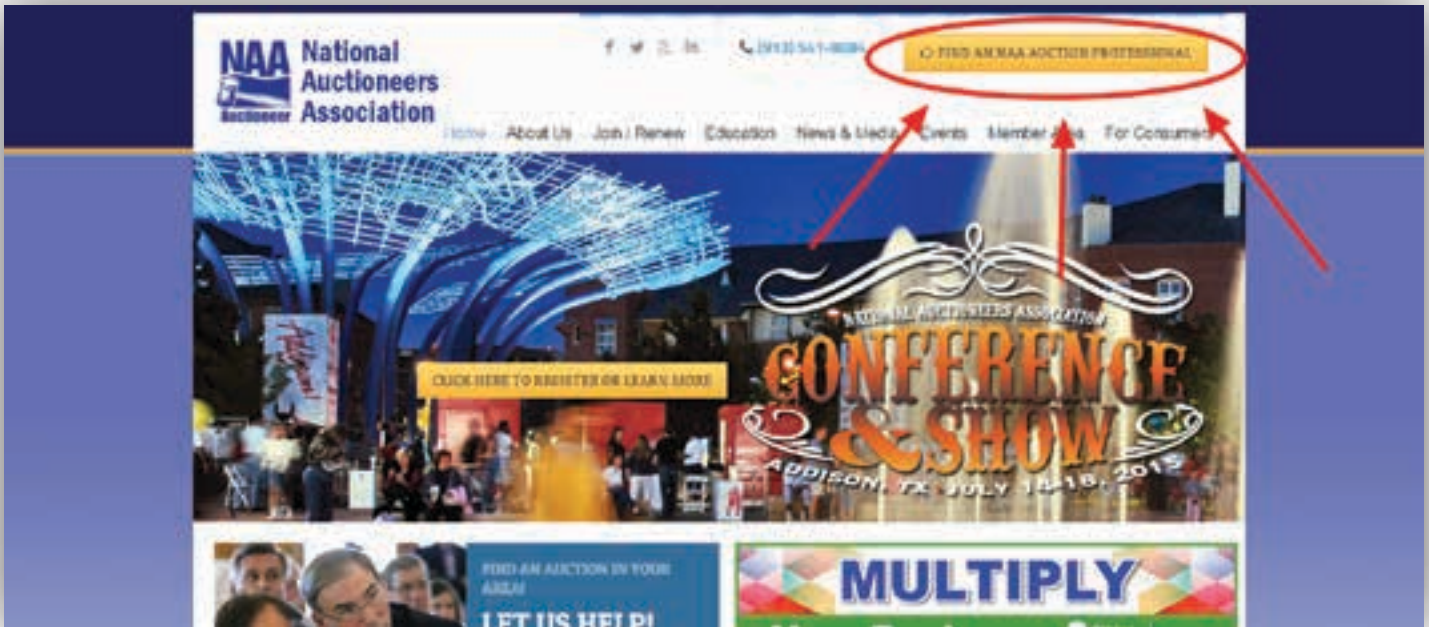
person to bypass other well-known search engines.

"I talked to a guy who has North Carolina real estate for sale," said Mark Rogers, CAI, AARE, of Mt. Airy, North Carolina. "I asked him how he found me and expected him to say 'I start with Google.' He said, 'I always start my search for Auctioneers at [Auctioneers.org](http://Auctioneers.org)!'"

In addition to personal referrals, it is a fantastic tool often referenced in NAA promotional content. But, in order for it to achieve its peak goal (i.e., consumers choose NAA members), the database also needs personal, tender, loving attention from you, the member.

***Story continued on page 35...***





The gold button at the top of every page on [auctioneers.org](http://auctioneers.org) is the place to start a search for an NAA auction professional, whether you're a fellow NAA member in search of networking or a consumer looking for buying/selling guidance.

**ANY SPOT. TRAVELER TV10**  
**ALL INCLUSIVE BATTERY OPERATED WIRELESS SPEAKERS**

**NEW Bluetooth**

**SYSTEMS TO COVER Small GROUPS OR LARGE CROWDS**

- Easy to Transport
- Perfect for Voice and Music
- Multiple Mic and Music Player Options
- Wirelessly Connect Multiple Speakers
- Battery or AC Powered

Transmit your voice wirelessly

Family Owned Since 1977

**GALAXY AUDIO**

Multiple configurations to choose from.  
 Call **800-369-7768** to build yours!  
[www.galaxyaudio.com](http://www.galaxyaudio.com)

The advertisement features several images of Galaxy Audio speakers: a large black portable speaker on the left, a smaller black portable speaker in the center, and a black speaker on a tripod stand on the right. A QR code is located in the bottom left corner. A photograph of a man in a suit speaking into a headset microphone is in the bottom right corner. The background is a light, textured surface.

# What makes a good bio?

## Address:

Use a physical address. You want people to find you. Using a post office box can make your bio feel distant or non-accessible. Also make sure your email and website addresses are current.

## Specialties:

How will people know to use you if they don't know your areas of expertise? List them out. This allows for you to show up in searches by specialty and stand out ahead of your competitors.

## Profile picture:

Increasingly, we are becoming a visual marketplace. A great photo can say a lot in zero words, so make this the best image you can. And remember, smile! This is an easy way to make a winning impression.

## Resume/Bio:

A good bio has more than the bare minimum for information. This is your chance to really shine and tell a prospective client who you are and why you're the one for the job! Following a simple format like this one is a great place to start:

- 1) Who are you? Who is your company? What should I know right off the bat?
- 2) Personal history - Education, training, networking ... what do you do to show your craft dedication?
- 3) Contact information - Yes, it is listed elsewhere, but having it more than once never hurts.

**Trisha A. Brauer, CAI, BAS**  
Taking Bids Benefit Auctions, LLC

**Address:** 5318 Rosewood Dr.  
Rolland Park, KS 66205, USA

**Primary Phone:** (913) 481-8280

**Email:** trisha@takingbidsbenefitauctions.com

**Website:** http://www.takingbidsbenefitauctions.com

**Join Date:** 04/09/2012

**Specialties:** Auto & Motorcycles  
Benefit & Charity  
Estate & Personal Property  
Intellectual Property  
Real Estate, Residential

**Resume/Bio:**  
Going once, twice, sold! Taking Bids Benefit Auctions (TBBA) is based in Kansas City and is leading the industry with record-smashing methods to raise money for nonprofit. TBBA believes in making our community a better place for all one auction at a time.

Education is important to owner and head auctioneer, Trisha Brauer. She holds a Bachelors degree and MBA. Education is important to owner and head auctioneer, Trisha Brauer. She holds a Bachelors degree and MBA. She completed her auction training at World Wide College of Auctioneering. She is an active member of the National Auctioneers Association (NAA), as well as the state associations for Iowa, Kansas and Missouri.

Trisha also holds the designation of Benefit Auctioneer Specialist (BAS). This designation is awarded and recognized by the National Auctioneers Association and represents specific education and training in conducting benefit auctions. This designation has been awarded to only 2% of the nation's auctioneers. She has also completed her Certified Auctioneer Institute (CAI) designation. This is a 3 year program and is the highest designation recognized by the NAA.

Trisha can be reached at 913-481-8280 or at trisha@takingbidsbenefitauctions.com

## The member profile

When someone searches for an NAA auction professional, the database creates a custom list of searchable profiles based on selection criteria. The information in each member profile is controlled and edited by the individual member.

This is your free ad space! Your picture, bio, specialties, and contact information all can be included and viewed when someone clicks your name. Why is this important? Think of it from a consumer's perspective.

## Which would you pick?

You click two names; one has a complete page filled out, the other has the bare minimum. Considering the search performed by a consumer led to those two names, it's logical to assume both auction professionals were on equal ground before their profiles were clicked.

After seeing a full profile compared to a mostly empty one, which is more likely to receive a call or email? Exactly.

So, fill out your profile by taking the following steps: 1) Access your profile through the member area at [auctioneers.org](http://auctioneers.org); 2) Work through each tab and fill out each section to the best of your ability (or get help from someone on your staff); 3) Keep it current! If you earn a new designation, add it. If you change contact info, edit it!

One of the newest features of the database is that it is now searchable by designations. If your profile is missing that information, you may lose out on the sort of opportunity that came to Trisha Brauer, CAI, BAS.

"I received a phone call from a potential client," Brauer said. "At the end of the interview, I asked how they found my company.

"They had been told to check the NAA website, and they did. They did a search for Auctioneers in the area, and my name was the one that came up with a BAS designation, which is what she had been told to look for."

For Brauer, there was no doubting the importance of having her designations up-to-date and included with her profile.

"Only reason I got the gig," she said.

So, get to [auctioneers.org](http://auctioneers.org) and complete your profile! ❖

VORTEX  
AUCTION SYSTEM

WE BROADCAST  
**YOUR**  
**AUCTIONS**



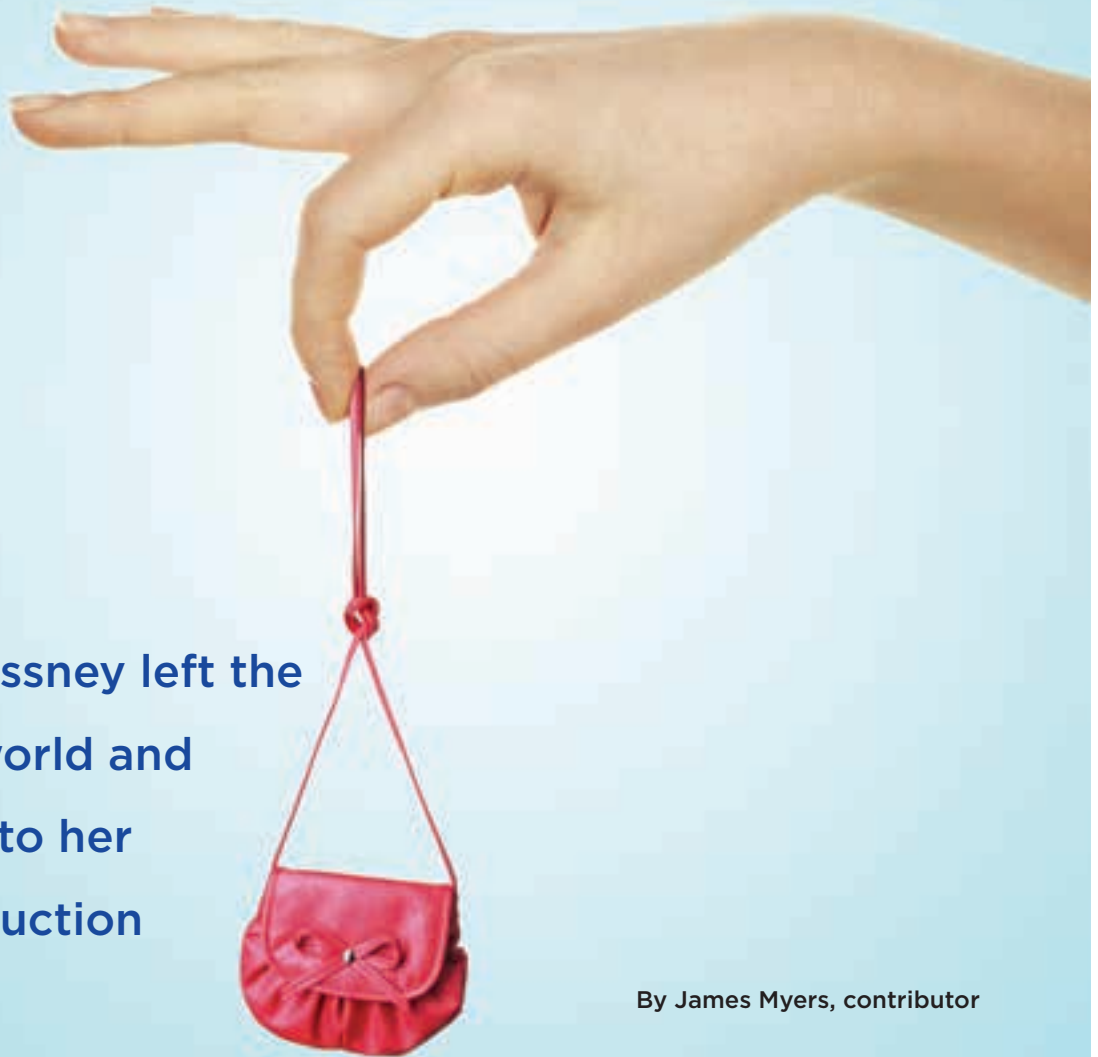
LIVE VIDEO & AUCTION SIMULCAST  
**NO COMMISSION**  
**ON YOUR SALES!**

For a free demo call us at  
**1-866-469-7575**

**VORTEXAUCTION.COM**

# In style

Carrie Hessney left the fashion world and returned to her family's auction business.



By James Myers, contributor

Carrie Hessney, BAS, CES, grew up in the auction business, but was always sure her path would take a turn away from the industry – and it did.

After completing a degree in fashion, she worked her way up through the ranks with Coach, a luxury fashion company, eventually landing a management position at a large store in Florida. After seven years with the company, Hessney found her way back to her native New York and a familiar question from her father.

“He asked me for years if I wanted to go to auction school,” she said, adding that her answer was always no. “One day he asked me, and I just said ‘yeah.’ Within an hour, he had me signed up.”

Her path now taking a turn back to auctioneering, Carrie headed



Hessney and her fiancé, Tim

earned her the runner up position at the New York State rookie Auctioneer competition, a contest she went on to win a year later.

Joseph established the company more than 30 years ago. Once focused on antiques and estate sales, the company is now predominantly working gun auctions, along with working stamp, coin and specialty auctions. Joseph was named the 2005 New York state Auctioneer of the Year and two-time state bid calling champion.

The Hessney's are active in leadership – Joseph is the president of the New York State Auctioneers Association, and Carrie, a board member in 2013, is now the board secretary. She attended the NAA State Leadership Conference in Kansas City in March and especially appreciated everything she learned from long-time auctioneers during the roundtable discussions.

## I love being involved with the NAA — they have a lot of knowledge they can offer state boards. They're so willing to be there and help us.

off to Missouri Auction School in the summer of 2012. Her classmates – having learned that she grew up in an auctioneering family – assumed that she'd tried selling at some point, but she hadn't. Getting up in front of 300-400 people wasn't something she aspired to do. That changed two days after returning from auction school.

Carrie arrived home to Geneva, New York, on a Thursday. The family business, Hessney Auction Company, Ltd., worked a gun auction the following Saturday. Her father sold two guns, handed Carrie the microphone and walked out of the room – not returning for nearly two hours.

“I couldn't even see straight,” said Carrie, who was mortified to publicly break in her bid chant. But, that's how her father learned, and it worked for him.

Joseph Hessney, CAI, BAS, CES, GPPA, put a lot of faith in his daughter that day, and what happened next came naturally to his prodigy. Her initial stage fright melted away, and she handled the auction professionally. Within a couple of months, her chant

“We talked about the leadership conference longer than any other agenda item,” Carrie said of her first state board meeting following the conference. She said her board is now utilizing four ideas she picked up at the conference.

The future is wide open for Carrie. She enjoys working with her father and picking up valuable tricks of the trade from him on a daily basis, but she's considering starting a side business focused on benefit auctions. She's also keeping a fine-tuned focus on leadership opportunities, perhaps even at the national level someday.

“I feel like I have so much more to learn,” she said of progressing in leadership roles, “but that would be a goal – to be as knowledgeable as everyone on the executive board at the NAA.

“I love being involved with the NAA – they have a lot of knowledge they can offer state boards. They're so willing to be there and help us.” ❖



Article courtesy of [contentmarketinginstitute.com](http://contentmarketinginstitute.com)

Content marketing can be time-consuming. With a good plan you can become more effective, and using the right tools should be an important part of that. These seven tools will help make a big difference in your content marketing productivity.

### **1. SEMrush - Identify how your competitor is ranking on Google**

SEMrush is a great tool to help you assess the traffic a competitor gets on Google and the keywords for which they are ranking.

Enter your competitor's web address and SEMrush shows a list of the keywords for which it ranks on Google. With a free registered account, SEMrush reveals the top 10 keywords driving traffic to your competitor's site.

If you know which keywords direct traffic to your competitor, maybe use some of them to get some of this traffic?

### **2. BuzzSumo - Find out what type of content gets shared the most**

You also want to create content that gets shared across social media channels. The best way to do this is to find out what type

of content normally gets a lot of shares and write content around similar topics.

With BuzzSumo, you can enter your own website address – or your competitor's – to find the most-shared content across different social media channels. You also can search for keywords to find the content related to those keywords that are shared the most.

It also is helpful to use BuzzSumo to examine content shares on specific channels to help you produce content that is likely to be popular on your targeted channels.

### **3. Canva - Prepare your promotional imagery**

Imagery is an important element of content promotion but going to graphic designers for every piece of imagery gets expensive and time-consuming. Canva is graphic design without the need

for graphic design skills. It makes it easy to produce impressive, professional-looking images using a simple, streamlined interface.

When you create great evergreen content, it's important to share it on a regular basis. However, you don't want to continue to promote it with the same image all the time. So, create a batch of similar images that can be used in various promotional activities.

#### 4. Quill Engage - Monitor your results

When you've done all this hard work, it's time to monitor your results. But Google Analytics can be quite daunting and not everyone wants to try to figure out the data.

Quill Engage sends a weekly email which interprets your results in an easy-to-understand way.

#### 5. Edit Flow - Build your editorial calendar

An editorial calendar is absolutely essential for content marketing. By planning your content you become more productive and, as a consequence, you deliver better content. A completely free and really useful calendar tool is the WordPress plug-in, Edit Flow. Some of its most useful features include:

**Calendar view:** Visualize all scheduled and draft posts so you can easily drag and drop items to adjust the dates.

**Team functionality:** Send messages to team members. For example, an article's author can include a note to the editor at the end of the post before assigning the article to be edited.

**Custom status:** You can set up custom progress statuses to match your workflow. Here are the ones we use:

- Pitch – The content is an idea, but we have not committed to writing it.
- In progress – Someone is actively working on it.
- Draft without images – Images need to be added.
- Pending review – Ready for the editor to review.
- Final review – Ready for posting, the author will give it one final look.

#### 6. Do Share - Post content to Google Plus

Do Share is a Chrome plug-in for posting content to a Google+ personal profile. Currently, you aren't able to schedule content posts to your personal profile through Google. Do Share gets around this by holding scheduled content until the time it is due and posting it for you. Note: You must have your browser open at the time of posting.

When browsing through Google+ content, you also can pick content and send to Do Share for posting at a later date.

#### 7. Zapier - Get automated

Zapier is an automation tool that links over 300 applications to perform automated tasks. You create "zaps" – a triggering task that initiates different applications.

There are some really useful automated tasks to help with your content marketing. For example, we created a zap so that when we post to a Facebook page the zap automatically sends it to Buffer where the queue is set up to send the content to other channels. Here are a few more examples of automatic zaps you could create:

- Save your favorited tweets to Evernote.
- Share Instagram photos to your Facebook page.
- Share new posts on WordPress to Twitter, Facebook, Google+, and LinkedIn via Buffer.
- Send LinkedIn status updates to Twitter.

If you have a good content marketing plan, the tools will help to support this plan, improve your impact, and maximize your success. Review the tools you use to find out if they are delivering the results you require. Maybe you'll consider adding one or two of the tools detailed here. ❖



CREATE  
PROMOTE  
ENGAGE  
OPTIMIZE  
STRATEGY  
ANALYZE  
MARKETING

# HALL of 2015 FAME

nomination form



Name of Nominee: \_\_\_\_\_  
Residence Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
State Association of Nominee: \_\_\_\_\_

### BUSINESS INFORMATION

Name of Firm: \_\_\_\_\_  
Position in Firm: \_\_\_\_\_ Number of Associates or Partners in Business: \_\_\_\_\_  
Business Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Phone Number: \_\_\_\_\_

### PERSONAL AND FAMILY INFORMATION

Spouse's Name: \_\_\_\_\_  
Does spouse participate in the auction profession?  Yes  No  
If yes, explain how: \_\_\_\_\_

Children:  
Name: \_\_\_\_\_ Age: \_\_\_\_\_  
Name: \_\_\_\_\_ Age: \_\_\_\_\_  
Name: \_\_\_\_\_ Age: \_\_\_\_\_  
Name: \_\_\_\_\_ Age: \_\_\_\_\_

Does spouse participate in the NAA Auxiliary?  Yes  No  
Does spouse participate in the State Auxiliary?  Yes  No

### GENERAL PERSONAL INFORMATION

How long has the nominee been associated with the auction business?: \_\_\_\_\_ years.  
What percentage of the nominee's time is actively spent in the auction business?: \_\_\_\_\_ %.  
How long has the nominee been a member of the NAA?: \_\_\_\_\_ years.  
Has the nominee specialized in any particular field(s) of auctioneering?  Yes  No  
If yes, what field(s)?: \_\_\_\_\_



List educational background of the nominee, including offices held, current and past:

-----  
 -----  
 -----

List regular auctions conducted, if any, and/or any special individual auctions conducted that brought attention and credit to the auction professional:

-----  
 -----  
 -----

List at least three individuals, who have worked with the nominee or who have knowledge of the nominee's worthiness in being considered for this award, whom the Hall of Fame Committee may contact:

Name: \_\_\_\_\_ Contact Info: \_\_\_\_\_  
 Name: \_\_\_\_\_ Contact Info: \_\_\_\_\_  
 Name: \_\_\_\_\_ Contact Info: \_\_\_\_\_  
 Name: \_\_\_\_\_ Contact Info: \_\_\_\_\_

Previous recipients of the NAA Hall of Fame Award have established general qualifications which they think each nominee should possess or have shown. Please reflect your personal assessment of the nominee with respect to: Honesty; High Ethical Standards; Willingness to Share with Others; Standing in His or Her community; State and National Association; and Contributions to the NAA and the Auction Profession:

-----  
 -----  
 -----  
 -----  
 -----  
 -----  
 -----

**Nominations must be postmarked no later than June 5, 2015. Mail nomination form to:**

*NAA Hall of Fame Committee  
 c/o National Auctioneers Association  
 8880 Ballentine  
 Overland Park, Kansas 66214*

Submitted by (please print): \_\_\_\_\_  
 Residence Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
 Phone Number: \_\_\_\_\_  
 Nomination recommended by (State Association): \_\_\_\_\_

# Baritone Babb bids adieu

The legendary Quarter Horse Auctioneer has announced his retirement.

By Sarah Bahari, contributor



Keith Babb and his wife, Carolyn, want to spend more time with family.

**D**uring a decade-long career in broadcast journalism, Keith Babb became known for his rich baritone voice.

So, when Babb decided to leave journalism in the early 1970s, auctioneering seemed a natural fit.

“I had always wanted to be an Auctioneer as a little kid, and I guess I was blessed with a pleasant voice,” said Babb, CAI, AARE, GPPA. “People always said they enjoyed listening to me talk, which I am sure helped my career.”

Babb would go on to build a successful career as the country’s premier Quarter Horse Auctioneer, earning the 2015 American

Quarter Horse Association Racing Council Special Recognition Award. He is also a 2004 inductee of the National Auctioneers Association Hall of Fame.

Now 71, Babb recently announced his retirement, which marked the end of a 40-year career as an Auctioneer.

A native of northeastern Louisiana, Babb graduated from the University of Louisiana at Monroe with a degree in journalism and later worked as an anchor for CBS affiliates in Louisiana.

In 1966, he attended the Superior School of Auctioneering in Decatur, Illinois, and finally, in 1971, Babb decided to pursue a

full-time career as an Auctioneer.

The young Auctioneer got his shot at horse auctions in 1974, when the Kentucky Breeders Sale Company was looking for a new Auctioneer.

“I had never sold a single horse, but I made a tape sitting in my kitchen,” Babb said. “The guy got back to me and said he liked my voice. I was just in the right place at the right time.”

## If someone wants to be an Auctioneer, membership to the association is a must.

Throughout his career, Babb has sold some horses 40,000 horses in 28 states. In 2013, he sold Tempting Dash, a 6-year-old Quarter Horse stallion, for \$1.7 million, breaking the all-time record. Babb also held the previous record when he sold Queen for Cash for \$1.2 million in 1982.

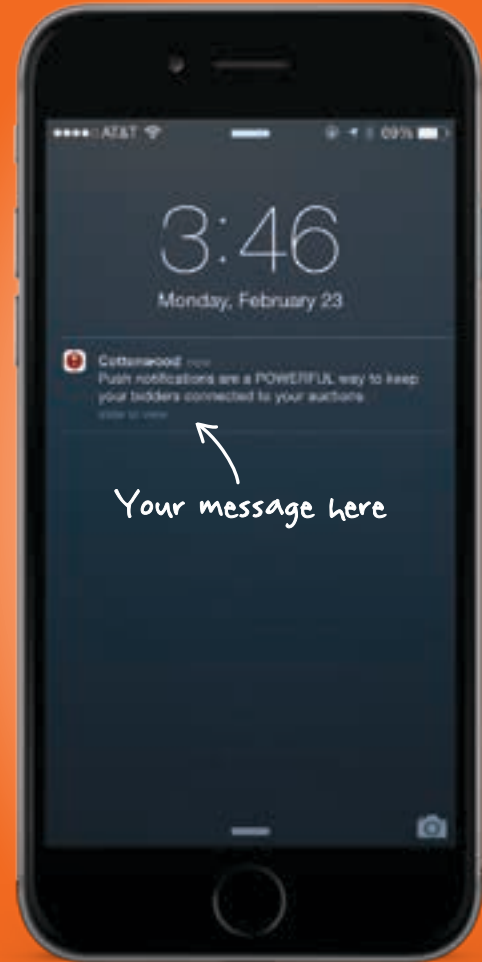
“They are beautiful animals,” he said. “I always liked to say they are the most beautiful creatures second only to women.”

Babb credits membership to the National Auctioneers Association with boosting his career, and he helped launch the Louisiana State Auctioneers Association.

“Every dime I spent on education I have made up through the work I received and the connections I made,” he said. “If someone wants to be an Auctioneer, membership to the association is a must.”

Recently, Babb said he decided to retire to spend more time with his wife, Carolyn, two children, Bryan and Keena, and 9-year-old granddaughter, Aden. He is an avid game hunter and has already planned numerous trips, and he hopes to find more time for exercise.

“I have been doing this a long time, and basically, I don’t want to die on the auction stand,” said Babb, of Monroe, Louisiana. “I want to go out on top. I don’t want anyone to say that old man should have retired years ago.” ❖



## REACH YOUR BIDDERS

With **BIDWRANGLER**, your company can be on your bidders' home screens. Keep your auctions front and center using notifications and reminders, and capture their bids — from wherever they need to be — with blazingly fast mobile bidding.

- ✓ Gain seller confidence (win more deals).
- ✓ Stay in front of your bidders using your app notifications and reminders.
- ✓ Capture absentee bids securely.
- ✓ Plans start at \$99/month.



VISIT OUR SITE OR CALL TO LEARN MORE 🗣️

**BIDWRANGLER.COM** | **844.296.8727**

## Famous Wallenda flies in with winning bid



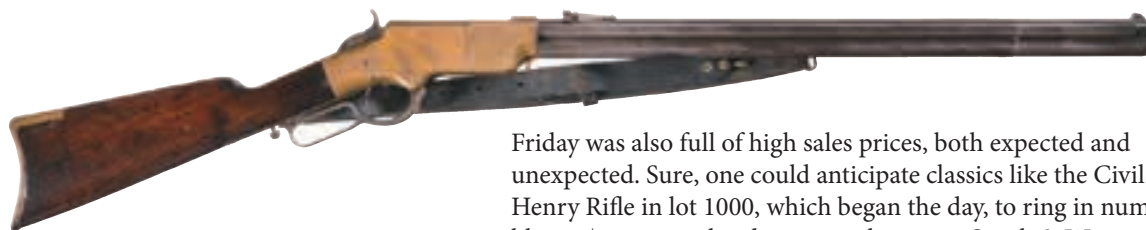
**LAKELAND, Fla.** – Nick Wallenda, of the famed Flying Wallenda Family, attended a recent auction of aerial rigging equipment and lighting being conducted by Randy Kincaid Auction Company.

At the sale, Wallenda (in picture, far left) was happy to purchase a large amount of rigging truss to use in upcoming high wire acts, and after the auction, Randy and Nick discussed the possibility of Randy learning how to walk the wire. It was finally decided that feat would never happen.

Wallenda recently completed two walks across the Chicago skyline – more than 600 feet above the street – blindfolded and without a tether in winds reaching 30 mph.

## Four-day firearms auction fires up \$5.6 million in sales

\$25,875



**ROCK ISLAND, ILL.** – Mix together a fun atmosphere with a lot of behind-the-scenes hard work, and you end up with the success that accompanied Rock Island Auction Company's 2015 February Regional Firearms Auction – the first four-day sale in RIAC's 20+-year history.

Before the actual sale, more than 7,000 items were cataloged, photographed, etc. Then came the job of making sure collectors worldwide knew about the massive event. That work resulted in: a RIAC-record number of more than 20,000 sealed bids; 2.6 million catalog online page views; and bidders from 23 different countries.

Figures such as these resulted in ecstatic consignors, lots of happy new owners, and a realized total of over \$5.6 million in sales.

On Thursday, surprising everyone was the back-and-forth that took place for the gold finished Auto Ordnance Corp Thompson Model 1927 A1 semi-automatic rifle that came with its own drum mag and "violin" case. A phone bidder and internet bidder each had to have the glitzy Tommy Gun in lot 396, but an online bidder from Invaluable would have their prize for a final price of \$5,175.

A bit more expected was the price drawn for a pair of popular Colt Diamondback revolvers. It wouldn't take long for these snake guns in lot 70 to exceed their high estimate and sell for \$4,025.

Friday was also full of high sales prices, both expected and unexpected. Sure, one could anticipate classics like the Civil War Henry Rifle in lot 1000, which began the day, to ring in numbers like its \$25,875 realized price, or the scarce Smith & Wesson model 320 Revolving Rifle in lot 1376 to achieve its \$12,650 figure. What was not expected was the large group of Nazi-style daggers, accoutrements and artifacts in lot 1895 to demolish its humble \$1,600 high estimate to sell for \$8,625, or the six European military long guns in lot 1636 that blew past their \$1,700 estimate and found a new home for \$5,462.

Little did anyone know that Saturday was to be the craziest of all. Sure, Saturdays are typically hopping with activity, but this auction had already been going wild for two days. Would Saturday's traditionally high energy win out? In a word: yes.

The third day started strong with the third lot of the day: an Ulrich engraved, silver plated, Winchester 1866 rifle accompanied by its factory letter that would cross the block for \$25,875. Then, from World War I helmets to German daggers, a wide variety of items saw attractive bids.

One of the more unusual of these non-firearm items to do so was an antique flintlock pistol axe combination gun in lot 3221. Given a high estimate of \$1,200, the whole hall was talking as the gun climbed bid by bid to its eventual price of \$5,462. The day even finished strong when lot 3998, a U.S. Ordnance Semi-automatic copy of a Vickers Machine gun with its tripod and accessories, went over the top of its \$2,500 estimate to realize \$7,475.



\$10,925



\$12,650

\$5,175

The bids on Saturday were only part of the action. The pace was quick, and the Auctioneers were bantering comically with each other (and sometimes the crowd). Action was intense, bids were flowing and the commotion in the hall was fun for everyone in attendance.

In our first ever four-day sale, the boisterous activity refused to die down even on its very last day. Much like the second day, big bids began to rain in almost immediately as a grouping of Winchesters and pre-Winchesters crossed the block.

Lot 5004 was a handsome engraved Winchester 1866, with some very attractive walnut furniture, that couldn't be had for less than \$8,625. The middle of the day held its own in lot 5311, with an early 1893 Borchardt pistol bearing a three-digit serial number, besting its estimate of \$7,500 by realizing \$10,925. Another bonanza of German dagger and sword accoutrements in lot 5337, estimated at \$2,000, sparked a strong bidding battle that finally came to rest after achieving \$8,625.

**HYPER GRAPHICS**  
Auction Advertising Specialists

863-648-2914  
art@hyper-graphics.com  
hyper-graphics.com

Visit Us In Texas!  
2015 NAA Convention

- Budgets ▲ Social Network
- Internet Creation & Placement
- Billboards ▲ Radio ▲ TV
- Mailer Design & Direct Mail
- Newspaper Art & Placement
- Billing ▲ Ending Statistics

aving YOU  
Money on Advertising is Our Business



*“Having been **BLESSED** so much.....Now it's my turn to give back”*

Please vote  
**John Nicholls**  
for NAA Vice President  
[www.john4naavp.com](http://www.john4naavp.com)

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

When Jacob was still a toddler he began complaining of shoulder pain. Shortly afterward, his parents, Jayma and Chad, noticed the mass on Jacob's shoulder. They thought it might be an infection or swelling from a minor injury, but when they took Jacob for X-rays, they learned the mass was anything but minor.

Their doctor referred them to St. Jude Children's Research Hospital®, where Jacob was diagnosed with neuroblastoma, a cancerous tumor. "His case was unique," recalls Chad. "Neuroblastoma doesn't usually metastasize like that. It's usually in the abdomen area, and his came up on his shoulder, which is extremely odd."

"When I first heard he had cancer, I just hoped he'd have a future," Jayma said. St. Jude is where doctors often send their toughest cases because St. Jude has the world's best survival rates for some of the most aggressive childhood cancers.

Jacob's treatment at St. Jude has included chemotherapy, a progenitor cell transplant and radiation therapy. Now Jacob is 4 years old and finished with treatment.

"St. Jude is awesome. It's just absolutely awesome," Jayma declared. "It's amazing that I don't have to worry about Jacob's care. At St. Jude, he's going to get what tests he needs done and what treatments he needs, when he needs it. I pray he will stay cancer-free."

# Ex-Steve McQueen racer jets to \$775k



Photos by Jimmy Cliff, Courtesy of Mecum Auctions

**WALWORTH, Wis.** – What took nearly 50 years to accumulate, was dispersed in mere hours March 24, as Mecum Auctions offered the 225 motorcycles of the E.J. Cole Collection on March 20-21 at South Point Casino and Exhibit Hall in Las Vegas.

Total hammer sales reached \$12,270,000 – the most ever achieved by a single vintage motorcycle auction – highlighted by the sale of a 100-year-old Cyclone Board Track Racer once owned by Steve McQueen at \$775,000, making it one of the highest documented prices ever paid for a motorcycle at auction.

Considered by many to be the finest, most diverse single collection of American-made machines, the E.J. Collection featured production years ranging from 1903 to 1991. Several of his motorcycles had ownership history with actor Steve McQueen, and even more of them were ultra-rare vintage and antique originals. Of the motorcycles offered, 23 sold for \$100,000 or more, and the average sale price overall was more than \$50,000 each.



Sponsored by:  
**NAA**  
Auctioneer

Jacob  
at age 2  
Tennessee  
neuroblastoma

©2015 ALSAC/St. Jude Children's Research Hospital (201428)

**stjude.org/naa**

St. Jude Children's Research Hospital  
ALSAC • Danny Thomas, Founder  
Finding cures. Saving children.

Top sales were claimed by the ex-Steve McQueen 1915 Cyclone Board Track Racer (Lot S57) – one of just 13 believed to exist and the only one with McQueen ties – which hammered at \$775,000, and a rare and unrestored 1907 Harley-Davidson Strap Tank (Lot S62) gaveling at \$650,000. Both sales made these motorcycles two of the most expensive motorcycles ever sold at auction.

E.J. Cole, of Houston, was present at the event and was actively engaged with the nearly 1,000 bidders and spectators in attendance.

“Mr. Cole and his collection were inspirational to the audience of true collectors that attended this auction,” said Ron Christenson, the president of Mecum Auctions’ MidAmerica Motorcycle division. “These world-record sales represent more than just a transfer of ownership. Mr. Cole is revered for assembling pieces of mechanical history, and this past weekend, motorcycle

collectors experienced a once-in-a-lifetime event with their sale.”

The complete top 10 sales at the E.J. Cole Collection Auction include (all individual sales reflect hammer prices):

1. 1915 Cyclone Board Track Racer Ex-Steve McQueen (Lot S57) at \$775,000
2. 1907 Harley-Davidson Strap Tank (Lot S62) at \$650,000
3. 1911 Flying Merkel Board Track Racer (Lot S79) at \$385,000
4. 1942 Crocker V Twin Big Tank (Lot S69) at \$350,000
5. 1928 Indian Altoona Hillclimber (Lot S93) at \$225,000
6. 1912 Harley-Davidson Model 8A Twin (Lot S127) at \$215,000
7. 1912 Henderson 4 (Lot S121) at \$205,000
8. 1917 Henderson 4 Ex-Steve McQueen (Lot S95) at \$190,000
9. 1930 Harley-Davidson Factory Hillclimber (Lot S92) at \$165,000
10. 1907 Indian Tri-Car with Sedan Chair (Lot S67) at \$165,000

## You need it when?



**GREEN BAY, Wis.** – A call to Massert Auctioneers put the company into quick action as a client wasn’t interested in anything but “how fast?”

The client – a well-known sports bar located in the shadows of Lambeau Field, home of the Green

Bay Packers – needed to sell its assets before the building was scheduled to be razed ... in one week.

After taking the call on a Tuesday, the Massart team was tasked with organizing, cataloging, photographing and selling. The day after the initial phone call and onsite consultation, a three-member auction team spent six hours Wednesday preparing assets to sell in an online auction that would be up and running on Thursday.

With virtually no time for marketing, they decided to market the auction through social media and email blasts. Money was spent on Facebook sponsored boosts, which helped generate 60 people attending the two-hour inspection date, 226 registered bidders, 452 page likes, 217 post likes, 191 comments and 370 shares.

In this particular scenario, the Massart team was able to: get everything ready; attract an audience; and generate 3.5x what the seller was expecting – all in a matter of days.

**I Want Your VOTE!**

**EXPERIENCE,  
EXCELLENCE, LEADERSHIP**



**Cary M. Aasness**  
Candidate for NAA Director

- Auctioneer for 30+ Years
- 6,000+ Auctions
- Auction Co. Owner/Pres/CEO for 25+ Years
- IAC & Multiple State Champion Auctioneer
- Past President of MN State Auctioneer Association
- Active Member of NAA for Over 24+ Years

# Michigan past president also served on school board; was NAA life member



John M. Glassman, 87, of Eau Claire, Wisconsin, passed away at his home Friday, Jan. 23, 2015, with his family by his side.

John was born Jan. 17, 1928, the son of John and Emma (Priefer) Glassman, and he had been a lifetime resident of Berrien County. He was an Auctioneer, real estate broker and

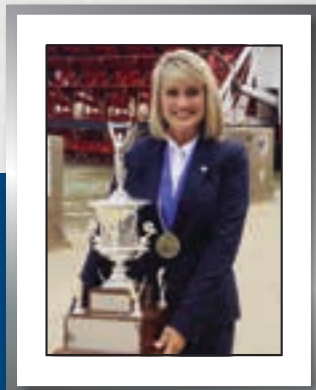
owner of Glassman Auction Service. He was a member of Gideon International, a lifetime member and past president of the Michigan Auctioneers Association, National Auctioneers Association, Dowagiac Elks Club, past member of Eau Claire School Board and a member of YMCA.

He is survived by his wife, LaVerne; two sons: John (Catherine) Glassman and Jerry (Aimee) Glassman of Eau Claire; three daughters: Diane (Paul) Kish of Orlando, Linda (Dilts) Glassman of Dowagiac, and Cindy (Charles) Cantrell of Eau Claire; 17 grandchildren; 18 great-grandchildren; and two great-great-grandchildren.

*Congratulations!*

**WENDY LAMBERT, BAS**

*Texas Auction Academy Graduate!*



**2014  
INTERNATIONAL  
AUCTIONEER  
CHAMPION**

2013 Texas State Champion Auctioneer  
2008 Texas Auction Academy Graduate

Texas Auction Academy™

**Learn Auctioneering from  
Champion Auctioneers  
and Industry Leaders!**

972-387-4200 | [www.TexasAuctionAcademy.com](http://www.TexasAuctionAcademy.com)  
[info@texasauctionacademy.com](mailto:info@texasauctionacademy.com)

Texas Workforce Commission Approved

**AUCTION TOPPERS**

NEW ATV TOPPERS

Hi Performance Exterior Speakers Available!

Building Quality Auction Toppers Since 1985!

Call Lampi Auctioneers for a quote!  
**320-274-5393**

**LAMPLI AUCTIONEERS**

To view Inventory visit [LampiAuction.com](http://LampiAuction.com) & Click on Auction Equipment



# Former IAA Director & Reppert instructor passes away



Edward F. "Ed" Sprunger, 89, of Decatur, Indiana, passed away, Friday, Dec. 12, 2014, at Woodcrest Nursing Center. Ed was born on March 20, 1925, in Adams County, Indiana, to the late Martin F. and Cora (Mertz) Sprunger. On May 6, 1953, he married Marilyn R. Norton.

Ed was a member of Union Chapel United Methodist Church and was chairman of the Trustees and held many offices at the church.

Ed attended Indiana Institute of Technology and Bill Miller Real Estate School. Ed is a life member of the Decatur Optimist Club, the VFW and American Legion #43. Ed was a World War II veteran with the 80th combat Infantry Division in Germany and received the combat Infantry Award and the Bronze Star.

From 1950-1961 Ed was in the John Deere Farm Equipment business with his father and brother. In 1951 Ed attended Reppert Auction School and has been an Auctioneer for 60 years.

He was an instructor at Reppert Auction School for 40 years and also part owner. Ed sold personal property and also Real Estate at auctions. For 50 years, Ed sold weekly auto auctions in Indiana, Ohio and Michigan.

Ed was a Real Estate Broker since 1969. He was a member of Adams-Jay-Wells Realtors and also a member of Indiana and National Realtors. In 1975, Ed was named Auctioneer of the year for the state of Indiana. He was also Director of the Indiana Auctioneers Association from 1977-1979. In 1984, Ed was inducted in the Indiana Auctioneers Hall of Fame. He is a life member of both the Indiana Auctioneers Association and the National Auctioneers Association.

## When it comes to your sound system.....Take no chances.

### Sound Machine (voice and music)



\$3785. as shown

### Both Systems Include

- ✓ External Antennas for LONG Wireless Range
- ✓ Reliable Shure UHF 123 channel wireless mics
- ✓ Lithium Iron Heavy Duty Batteries for LONG charge cycles
- ✓ Use plugged in or in battery mode
- ✓ 127dB Output LOUD!

### Voice Machine (voice only)



\$2605. as shown



**877-638-5816**

7250 Bishop Road, Poland OH 44514

www.PortableSound.com | Sales@Portablesound.com



**Alabama**

Dewayne William McClendon  
 McClendon Auction Co.  
 702 Chastain Blvd. West  
 Glencoe, AL 35905  
 www.mcclendonauktion.com  
 dewayne.mcclendon@yahoo.com  
 (256) 504-9407

Nathan Pope  
 109 South Center Ave.  
 Piedmont, AL 36272  
 aunathanpope@gmail.com  
 (256) 239-9404

**Arkansas**

Phil Bolinger  
 3435 Hwy. 412  
 Hindsville, AR 72738  
 www.arkansasprofessionalauctioneers.com  
 bolinger@arkansas.net  
 (479) 738-7060

Layton Alan Howell  
 Howell Auction Service LLC  
 3420 Stivers Blvd.  
 Bryant, AR 72022  
 howellauctionservice.com  
 layton@howellauctionservice.com  
 (501) 416-0169

James E. Mason  
 James Mason Auction & Appraisal Service  
 11216 S W Campbell  
 Fayetteville, AR 72701  
 valleyem@aol.com  
 (479) 841-4103

**California**

Patty Clark  
 Clarks' Auction House  
 P.O. Box 7083  
 Santa Cruz, CA 95061  
 www.clarksauctions.com

pclark650@yahoo.com  
 (831) 345-8149

**Colorado**

Kristin Marie Anderson  
 Homeseach.com  
 10749 Longs Way  
 Parker, CO 80138  
 www.homeseach.com  
 kand10@comcast.net  
 (720) 339-1752

James Charles Bennett  
 6420 Constellation Dr  
 Fort Collins, CO 80525  
 bennettcompanies@hotmail.com  
 (970) 631-7501

Kelly M. Dougherty  
 Homeseach.com  
 8033 S. Jackson Street  
 Centennial, CO 80122  
 kskrocke@gmail.com  
 (801) 865-9608

Patricia Johnson  
 All Specialties LLC  
 845 Northridge Rd.  
 Highlands Ranch, CO 80126  
 allspecialtiesllc@gmail.com  
 (303) 907-1443

**Florida**

Sean Donnelly  
 Blessed and Grateful Consignment and Auctions, Inc.  
 400 E Gulf Atlantic Hwy.  
 Wildwood, FL 34785  
 www.blessedandgrateful.com  
 auctions@blessedandgrateful.com  
 (352) 461-0535

Audrey Hiers Gregory  
 Seven Hills Estate Sales, LLC.  
 dba Seven Hills Auction Group

423 Mashas Sands Road  
 Panacea, FL 32346  
 www.sevenhillestatesales.com  
 agre6695@gmail.com  
 (850) 984-0124

James A. Slattery  
 Blue Water Auction Service, LLC  
 4786 SE Railway Ave.  
 Stuart, FL 34997  
 bluewaterauctionservice@yahoo.com  
 (772) 807-2583

**Georgia**

Richard W. Sammons  
 Auction Management Corp.  
 1533 Sky Valley Ct.  
 Dacula, GA 30019  
 www.auctionebid.com  
 ricksammons@comcast.net  
 (770) 490-0798

**Idaho**

Radley Jay Buxton  
 777 Hoopes Ave., Apt. K102  
 Idaho falls, ID 83401  
 buxtonradley@gmail.com  
 (208) 270-1374

**Illinois**

Bart Darfler  
 Darfler Benefit Auctions & Consulting  
 P.O. Box 2583  
 Naperville, IL 60567  
 dbac1990@gmail.com  
 (630) 548-4663

Jared R.E. Edwards  
 5655 Lerna Rd  
 Mattoon, IL 61938  
 jarededwards7@yahoo.com  
 (217) 273-8869

Jennifer J. Kiesling  
 J Kiesling Auctioning Series

207 Jones Way  
 Poplar Grove, IL 61073  
 jenniferk@dickersonnieman.com  
 (815) 558-4664

Samuel Ray Miller  
 Westfork Auctions LLC  
 346 North County Rd 475 East  
 Arthur, IL 61911  
 westforkauctionsllc@yahoo.com  
 (217) 268-3465

Malcolm E. Price  
 Price-Spracklen Auction Group  
 818 S Pine  
 Pana, IL 62557  
 price40@consolidated.net  
 (217) 343-3939

**Indiana**

Tricia L. Wainscott  
 Wainscott Auction Service  
 522 Kamm Island Place  
 Mishawaka, IN 46544  
 wainscottauctions@yahoo.com  
 (574) 329-1204

Myron Lynn Yoder  
 13130 CR 44  
 Millersburg, IN 46543  
 (574) 642-3755

**Iowa**

Aaron Bradley Dowell  
 Iowa Auction & Appraisal Co  
 5001 SW 18th St  
 Des Moines, IA 50315  
 iowaauctionappraisal.com  
 iowaauction@yahoo.com  
 (515) 422-0639

Jeffrey Charles Kool  
 25774 Laredo Ave  
 Adel, IA 50003  
 jkool78@gmail.com  
 (515) 238-1451

Brian Dale Kramersmeier  
4054 410th St  
Buffalo Center, IA 50424  
bjkramers@wctatel.net  
(641) 590-2314

Dennis Dean Peters  
Victory Realty & Auction, Inc.  
315 High Street  
Lake View, IA 51450  
www.uciowarealty.com  
uciowarealty@gmail.com  
(712) 657-2008

Tanner Stuart Runyon  
3183 Brown Ave  
Bridgewater, IA 50837  
tannerrunyon82@gmail.com  
(712) 779-0513

Kurt Schade  
1230 Warrior Lane  
Waukee, IA 50263  
kurt.schade@gmail.com  
(515) 208-0757

Richard Eugene Spees  
Rick Spees Auction Co.  
1960 Libertyville Rd  
Fairfield, IA 52556  
www.rickspesaauctionco.com  
rickspes@yaho.com  
(641) 919-4786

Levi W. Wielenga  
2004 Rustin St  
Sioux City, IA 511105  
leviandcarol@gmail.com  
(712) 389-1024

Deann F. Wood  
427 S Boone St  
Boone, IA 50036  
(515) 229-7580

David P. Woods  
DMC Big Box Auction  
627 West Summit

Winterset, IA 50273  
davidwoods515@gmail.com  
(515) 974-9821

## Kansas

John Karl Allen, Sr.  
Webb & Associates  
25440 Pressonville Rd.  
Wellsville, KS 66092  
jkarlallen@gmail.com  
(913) 238-5705

Eric Alan Boone  
E. Boone Auctions  
1048 Mink Rd.  
Yates Center, KS 66783  
eboone60@hotmail.com  
(620) 625-3246

Rayson R. Brachtenbach  
1829 South US Hwy 283  
Hill City, KS 67642  
raysonsara13@yahoo.com  
(785) 216-0553

Dwayne Leonard Coble  
Tri-County Real Estate  
110 Jeffrey  
Olpe, KS 66865  
dcoble@wheatstate.com  
(620) 475-3400

Richard L. Dalton, II  
R D Auction Service, LLC  
14255 SW 10th  
Benton, KS 67017  
richarddaltonii@gmail.com  
(316) 650-7006

Ross Eugene Daniels  
Daniels Auction Service  
226 1800 Street  
Humboldt, KS 66748  
www.danielsauctionservice.com  
rosscopcoltrane@yahoo.com  
(620) 431-8536

Shaun Jacob Elmore, II  
H&H Auction Company  
263 W 9th St.  
Hoisington, KS 67544  
www.ksauctioneer.com  
shaun@hhuctions.net  
(620) 786-5070

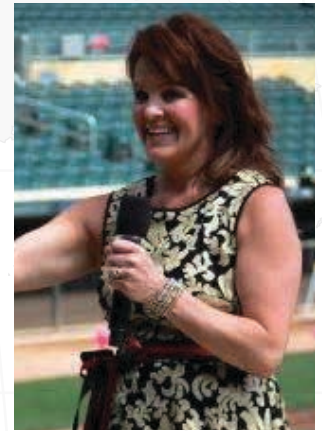
Daniel Gutierrez  
McCurdy Auction, LLC  
9629 E. Kellogg  
Wichita, KS 67207  
www.mccurdyauction.com  
danielg@mccurdyauction.com  
(620) 937-1488

Terry L. Presley  
The Canny Team, Division of  
Swenson Real Estate  
Box 461  
Johnson, KS 67855  
www.cannyteam.com  
tpresley@swko.net  
(620) 272-7978

Adam Brett Weber  
P O Box 97  
Grainfield, KS 67737  
weberauction@hotmail.com  
(785) 673-3284

## Kentucky

Joshua D. Abner  
Compass Auctions and Real  
Estate  
586 Poe Acres Road  
Cadiz, KY 42211  
www.soldoncompass.com  
joshua.abner@yahoo.com  
(270) 839-3136



Patty Brunn

“The greatest gifts are those given from the knowledge of others; I’m excited to be a part of the NAA’s upcoming workshop, where I’ll learn the skills necessary to receiving my Benefit Auctioneer Specialist status. It is an honor being affiliated with this flourishing organization!”

Patty Brunn  
Minneapolis, Minn.

Nathan Benjamin Cherry  
 Progressive Auction Group  
 2241 Larmon Mill Rd  
 Alvaton, KY 42122  
 www.progressiveauctiongroup.com  
 nathan.cherry887@topper.wku.edu  
 (270) 202-8195

Bobby Vanderpool Schneider  
 Schneider's Auction Service  
 3796 New Richmovel Rd.  
 California, KY 41007  
 www.schneidersauction.com  
 bob@schneidersauction.com  
 (859) 609-1082

David G. Schneider  
 Schneider's Auction Service  
 2429 Nelson Rd.  
 Melbourne, KY 41059  
 www.schneidersauction.com  
 davidschneiderdgs@gmail.com  
 (859) 635-3126

Garry Allen Taylor  
 1450 Mina Station Rd  
 Winchester, KY 40391  
 tayloropie7@gmail.com  
 (859) 595-1206

**Massachusetts**

Nichole A. Pirro  
 12 Robbs Terrace  
 Lunenburg, MA 01462  
 ntousignant@hotmail.com  
 (978) 582-1125

**Michigan**

James Woodrow Alban  
 Midwest Benefit Auctions  
 378 Cranbrook Blvd.  
 Monroe, MI 48162  
 www.mwbenefitauctions.com  
 jalban@mwbauctions.com  
 (734) 625-3009 (cell)

Bob Lee Minyard  
 1080 Vista Dr  
 Petoskey, MI 49770  
 bartbone@aol.com  
 (214) 763-9205

Francine M. Willingham  
 Willingham Real Estate  
 2232 S. Main Street Suite 192  
 Ann Arbor, MI 48103  
 www.willinghamrealestatellc.com  
 willinghamrealestate@gmail.com  
 (734) 564-7471

**Minnesota**

Paul J. Fanberg  
 Online Auction Solutions  
 22698 170th St NW  
 Big Lake, MN 55309  
 www.onlineauctionsolutions.com  
 pjfanberg@gmail.com  
 (612) 559-3367

Aaron Jacob Olson  
 804 14th St South  
 Benson, MN 56215  
 aaron@zielsdorfauctions.com  
 (320) 808-8947

**Missouri**

Edward D. Arnold  
 Arnold's Auction Service  
 1761 E Forest Lane  
 Owensville, MO 65066  
 www.arnoldsauctionservice.com  
 coled@fidnet.com  
 (573) 205-0209

Arlin Dale Eicher  
 19361 Dockery Rd  
 Richmond, MO 64085  
 arlindeicher@gmail.com  
 (816) 591-0254

Merlin Wayne Eicher  
 Circle E Auction  
 1761 Lincoln Rd  
 Sarcoxie, MO 64862  
 twirl960@gmail.com  
 (417) 310-3324

Matthew C. Fordyce  
 Fordyce Auction  
 410 4th St  
 Mt Moriah, MO 64481  
 mattfordyce69@gmail.com  
 (660) 373-0440

Jeremy Kordell Garber  
 19685 Zion Church Rd  
 Lincoln, MO 65338  
 jeremygarber55@gmail.com  
 (660) 723-5043

John Allen Jefferies  
 Double J Auction Services  
 1301 Park Drive  
 Greenwood, MO 64034-9347  
 www.doublejauction.com  
 jjefferies@doublejauction.com  
 (816) 510-0892

James Russell Smith  
 Bob Kollmeier Auctions  
 4812 E Royal Dr  
 Springfield, MO 65809  
 www.bobkauctions.com  
 jrsmithauctioneer@yahoo.com  
 (417) 844-0205

Joshua W. Teter  
 Teter Auction Service LLC  
 305 Pleasant St  
 Laclede, MO 64651  
 www.teterauction.com  
 teterauction@gmail.com  
 (660) 734-2111

Travis W. Tooley  
 970 State Route 76  
 Willow Springs, MO 65793  
 traviswsmo@gmail.com  
 (417) 293-6909

Junior L. Yoder  
 JR's Auction Service  
 17243 Hwy P  
 Verona, MO 65769  
 jrsstandardbred@gmail.com  
 (417) 229-3403

**North Dakota**

Cody Alvin Buchholz  
 Buchholz Auctioneering  
 210 6th Avenue NE  
 Rolla, ND 58367  
 bigbrotherauctioneer@hotmail.com  
 (406) 855-9594

Scott Allen Erickson  
 Erickson Auction  
 P.O. Box 174  
 Hope, ND 58046  
 sncrickson@hotmail.com  
 (701) 261-5285

Joseph Dana Hickel  
 Hickel Auction Service  
 6574 115th Ave. NW  
 Ray, ND 58849  
 www.hickelauctionservice.com  
 hickel@nccray.com  
 (701) 568-3099

Kelly Bernt Klein  
 Klein Auction Service  
 7391 105th Ave. SE  
 Lamoure, ND 58458  
 kellyklein2@hotmail.com  
 (701) 320-5817

Zachary Paul Schmaltz  
2493 39th St. NE  
Harvey, ND 58341  
zacharypf\_14@msn.com  
(701) 693-5760

Denise M. Westad  
Westad Auction & Appraisal  
4787 50th Ave. NE  
Maddock, ND 58348-9535  
www.westadauction.com  
westad-auction@yahoo.com  
(701) 351-1231

## Nebraska

Albert A. Wise  
Schenholze Auction Service  
824 H St  
Geneva, NE 68361  
aw05040@windstream.net  
(402) 759-1001

## Ohio

Paul Emerson  
M.C. Real Estate  
403 East Washington Street  
Medina, OH 44256  
www.mcrealestateohio.com  
emersonauctions@yahoo.com  
(330) 723-9912

Jay J. Jones  
358 West Mohawk Dr.  
Malvern, OH 44644  
jayjones@kikocompany.com

Jr. Miller  
Kaufman Realty & Auctions  
P.O. Box 422  
Sugarcreek, OH 44654  
www.kaufman-auctions.com  
jr@kaufmanrealty.com  
(330) 852-4111

## Oklahoma

Tyler Ambrose  
11029 NW 103rd Street  
Yukon, OK 73099  
ambroseauctioneersco@gmail.com  
(580) 583-5750

Kyle Dean Bennett  
Bennett Auction  
34788 Sandy Rock Road  
Tecumseh, OK 74873  
kyle@bennettauction.net  
(405) 612-6514

Tyler Gene Bennett  
Bennett Auction  
35369 EW 116  
Earlsboro, OK 74840  
tyler@bennettauction.net  
(405) 323-0022

Robert S. Chandler  
Chandler Auctions  
Rt. 1 Box 655  
Boswell, OK 74727  
robertschandler@hotmail.com  
(580) 775-1817

Rawley George Duntley  
Rawley Duntley Auctions  
11200 S. Linn Avenue  
Oklahoma City, OK 73170  
rawley-g-duntley@yahoo.com  
(580) 920-4545

Dale E. Langley  
405 S Main St.  
Stillwater, OK 74074  
dlfeatherstone07@gmail.com  
(405) 743-4481

Jeremy T. Reid  
Purple Wave Auction  
813 Blue Ridge Drive  
Edmond, OK 73003  
www.purplewave.com  
jeremy.reid@purplewave.com  
(405) 818-8817

Micah Shane Robison  
Robison Auctions & Real Estate  
LLC  
254669 E Country Rd 49  
Fairview, OK 73737  
www.robisonauctions.com  
micah\_robison@hotmail.com  
(580) 302-0997

Noela G. Stallings  
Stallings Auction Service  
10588 SE Lee  
Lawton, OK 73501  
www.stallingsauction.com  
stallingsauction@gmail.com  
(580) 248-6676

Rodney Wayne Timm  
Lippard Auctions  
6203 Breckenridge Road  
Enid, OK 73701  
rodney@lippardauctions.com  
(580) 548-6652

## Pennsylvania

Joel M. Gavaletz  
460 Gordon Nagle Trail  
Pottsville, PA 17901  
jmg460@comcast.net  
(570) 621-2820

Jenna M. McGee  
Sherman Hostetter Auctioneers  
4370 Constitution Blvd.  
Darlington, PA 16115  
www.SHAuctions.com  
jenna@sherm.biz  
(724) 683-1719



Jim Crain



*I have always enjoyed auctions. I am now a licensed real estate agent in Oklahoma. I want to get my company, Chinowth & Cohen Realty, involved in auctioning some of our properties. ”*

Jim Crain  
Owasso, Okla.

**South Carolina**

Dale Fenton  
Manifest Auctions  
34 Mount Vista Ave.  
Greenville, SC 29605  
www.manifestauctions.com  
dfenton@manifestauctions.com  
(864) 520-2209

**South Dakota**

Martin Felix DeVille  
6724 W Westminster Dr  
Sioux Falls, SD 57106  
mdeville41@gmail.com  
(605) 370-1412

Brandon Hilory Kraus  
394 North Lake Dr  
Watertown, SD 57201  
brandonkraus@hotmail.com  
(320) 260-0950

Scott James Peterson  
Burlage Peterson Auctioneers & Realtors  
21539 463rd Ave.  
Volga, SD 57071  
www.burlagepeterson.com  
scott@burlagepeterson.com  
(605) 690-0505

**Tennessee**

Josh D. Kirby  
Blackwell Realty & Auction  
3080 Leeville Pike  
Lebanon, TN 37090  
www.blackwellrealtyandauction.com  
joshkirby@realtracs.com  
(615) 489-3266

**Texas**

Billy L. Alexander  
Wildbill72  
16156 Shawnee TR  
Justin, TX 76247  
billyalexander50@gmail.com  
(817) 907-0852

Eric B. Bellamy  
Seven Bar Auctioneer Services LLC  
6257 Crest Lane  
Kaufman, TX 75142  
sevenbarauctioneer@gmail.com  
(832) 360-9975

Jerrold Kyle Cameron  
1720 CR 3265  
Mount Pleasant, TX 75455  
(903) 285-5418

Nadia Fern Capehart  
P O Box 1016  
Rockwall, TX 75087  
msnadiafern@gmail.com  
(214) 454-5417

Jeremy B. Clark  
P O Box 1160  
Mason, TX 76856  
jeremy.clark\_fbg@yahoo.com  
(512) 470-4018

Joseph T. Endari  
Golden Dealer Auto Auction  
1495 Gulf St  
Beaumont, TX 77701  
endaribuyandsell@yahoo.com  
(409) 466-7770

Lance Ashton Fine  
332 Hummingbird Dr  
New Braunfels, TX 78130  
ashton@hillcountrytruckstore.com  
(361) 227-2265

Mickey Ray Gee  
248 Tammen Rd  
Wichita Falls, TX 76305  
swchamp1999@yahoo.com  
(940) 704-7012

Rachel Hines  
9113 Cape Lod Blvd  
Providence Village, TX 76227  
rachelah1978@gmail.com  
(469) 774-9311

Vanessa Jackson  
Robert Jackson Auctions  
1024 Luke Street  
Irving, TX 75232  
www.robertjacksonauctions.com  
info@robertjacksonauctions.com  
(972) 514-1368

Rick W. Loggins  
P O Box 1971  
Crosby, TX 77532  
rwloggins@gmail.com  
(281) 543-1712

James E. Loving  
Box 1484  
Fredericksburg, TX 78624  
jamesloving@netscape.net  
(361) 523-9435

David Robert Patterson  
3608 Hilltop Circle  
Rockwall, TX 75087  
drpatterson63@gmail.com  
(214) 597-3207

Luana M. Rhodes  
1403 Skrivaneck Dr.  
Bryan, TX 77802  
lrhodes1127@gmail.com  
(979) 789-0548

Aaron Jinks Tanler  
Tanler Livestock & Auction  
129 Crest Canyon Dr.  
Fort Worth, TX 76108  
ajtanler@gmail.com  
(541) 610-3380

Cindy L. Towsley  
JRNE Vintage & Decor  
107 N. Blanche St.  
Terrell, TX 75160  
jrnevintage@yahoo.com  
(214) 797-5146

Timothy P. Weinheimer  
A+Entertainment  
912 Kuhlmann Rd  
Fredericksburg, TX 78624  
www.aplulenttx.com  
tweinheimer@peoplepc.com  
(830) 889-5799

**Vermont**

Brian Morse  
Vermont Heritage Auctions  
1750 Brazier Rd.  
Montpelier, VT 05602  
vhauctions.com  
morsebriane@aol.com  
(802) 793-5857

**Virginia**

Jeff A. Stevens  
1880 Altice Rd  
Moneta, VA 24121  
sixstevens43@yahoo.com  
(540) 597-6665

**West Virginia**

Ashley Nicole Ball  
Ball Auto Auction  
1206 E State Ave  
Terra Alta, WV 26764  
www.ballauctioninc.com  
ashnicoleball@gmail.com  
(304) 698-8800

Gary D. Bowen  
Bowen Auctions / McGuire  
Realtor  
620 21st Street  
Kenova, WV 25530  
bowenauctions.com  
willybid@aol.com  
(304) 634-8136

**Wisconsin**

Aaron M. Andrews  
Andrews Auction  
S 112220 County Rd KK  
Osseo, WI 54758  
www.jerryandrewsauction.com  
andrewsauction.@vol.net  
(715) 577-1390

Paul Leo Bunczak  
Bunczak Real Estate & Auction  
5005 Camelia Ln.  
Wausau, WI 54401  
pbunczak@charter.net  
(715) 355-9292

John Dan Chaplin  
E 5623 Swan Rd.  
Manawa, WI 54949  
danchaplin@hotmail.com  
(715) 281-4573

Jennifer Ann Holliday  
Assured Auction  
200 Mason St., Ste. 18  
Onalaska, WI 54650  
www.wassuredbid.com  
hollidaysells@gmail.com  
(608) 343-8080

Anne Hylla  
Sterling Auction & Realty Services LLC  
2241 Sky View Rd.  
Custer, WI 54423  
www.sterlingauctionservices.com  
annehylla@gmail.com  
(715) 347-3550

Jacob William Korth  
Quality Auctions and Service  
W4090 Korth Road  
Cecil, WI 54111  
col.jkorth@yahoo.com  
(715) 584-7689

John Ivan Oberholtzer  
Premier Livestock  
N 15962 Miller Ave  
Owen, WI 54460  
www.premierlivestock.com  
premierlivestock@gmail.com  
(715) 219-2781

Debra A. Reinke  
Reinke Auctioneering  
982 Easy Street  
Menasha, WI 54952  
www.reinkeauctioneering.com  
debreinke@gmail.com  
(920) 585-8370

Clint M. Schroeder  
Schroeder Auction Services  
N 10598 Lakeshore Rd  
Clintonville, WI 54929  
www.skrealty.org  
cschroeder149@yahoo.com  
(715) 250-1107

Craig Russell Ulberg  
Craigs Auctions & Appraisal Services  
W 3970 Mitchell Rd  
Eau Claire, WI 54701  
jerryandrewsauction.com  
craigs\_antiques@hotmail.com  
(715) 456-3872

**Canada**

Joe Collins  
Collectors Corner  
23805 - 114A Ave  
Maple Ridge, BC V2W1V3  
Canada  
collectorscorner.ca  
support@collectorscorner.ca  
604-476-1232

Lily Louise Pollard  
Pollards Auction & Appraisal Services  
3649 Pollock Rd  
Keswick, ON L4P 3E9 Canada

www.pollardsauctions.com  
lilylpollard@gmail.com  
(905) 476-5160

Mark Stanley Pollard  
Pollard's Auctions & Appraisal Services  
3649 Pollock Rd  
Keswick, ON L4P 3E9 Canada  
www.pollardsauctions.com  
mark\_pollard\_97@hotmail.com  
(905) 868-6282

**Columbia**

Ivan Daniel Romero  
BBB Equipos S.A.  
CRA 19B #83-63 P1S0 6  
Bogota Cundinamarca, 110221  
Colombia  
www.gransubasta.com  
operaciones@gransubasta.com



Alison Lustbader



*I am joining KLM Auctions as a Benefit Auctioneer. I'm very excited about the opportunity to work with Keith and his company.*

Alison Lustbader  
San Francisco, Calif.

# Kentucky Auction Academy fills a state need

Proud of their state's auction history, the school's founders wanted to provide an in-state learning option.

By Sarah Bahari, contributor



Steve Henry and Steve Cherry lived in Kentucky, but when they wanted to attend auction school, they were surprised to learn they had to leave the state.

Because of that, Henry, CES, attended Continental Auctioneers School in Ames, Iowa, and Cherry, CAI, CES, made his way Missouri Auction School.

The longtime colleagues at Progressive Auction Group in Bowling Green, Kentucky, also saw others traveling to nearby states to study and decided to address the state's gap.

"Kentucky has as long of a heritage and history with auctions as any state, so to find out there was no active school training Auctioneers was a surprise," Henry said. "Our academy was born out of a need, a void in the state of Kentucky."

Kentucky Auction Academy received licensing in 2008. Today, the school runs three 8-day sessions per year, in January, June and October, training Auctioneers in all facets of the profession. Students have ranged in age from 17 to 72 years.

Small class sizes, usually 15 to 20 students, allow students to work closely with the elite team of instructors, which includes Auctioneers: Neal Davis; Larry Harb; Tim Haley, CAI, CES; Joe Gribbins, BAS; Ron Kirby, CAI, AARE, CES; Murray McCandless, Gretchen Cherry and Travis Ayers.

Because Kentucky requires new Auctioneers to work for two years as an apprentice, Henry said, the academy helps establish mentorships.

"We are big believers in the apprentice

system," Henry said. "Working with a principal is one of the best ways to learn the ropes of the business. It is important that we have professionals willing to help and mentor our young Auctioneers."

During the school sessions, instructors touch on real estate, automobile, livestock, antique and benefit auctions. They also discuss auction set-up, rules and regulations, effective marketing and advertising, technology and risk management, among other subjects. But, the academy places a special emphasis on helping Auctioneers develop a strong bid chant, Henry said, which sets them apart from some other schools.

"It's a little traditional, but if you are to simply to ask someone on the street what they know about auctions, they will mention the guy who talks fast," Henry said. "It is forever more associated with this industry, and we want to make sure our students get plenty of practice in the art of the chant. We are proud of that."

He added: "Anyone who leaves our school will get a well-rounded education."

Several graduates have gone on to win or place at state bid-calling competitions, Henry said.

The academy continues to grow every year, Henry said, while drawing students from Kentucky and surrounding states.

"We are pleased and happy to offer this," Henry said. "We think it's encouraging for young folks who are starting out in the profession to have an auction academy that believes in traditional aspects of auctioneering but also looks to the future."





Another huge class of new auction professionals joined the industry through the latest Texas Auction Academy graduating class. The school, based in Dallas, drew its latest students from Colorado, Indiana, Iowa, Michigan, New York, Oklahoma, Tennessee and Texas.



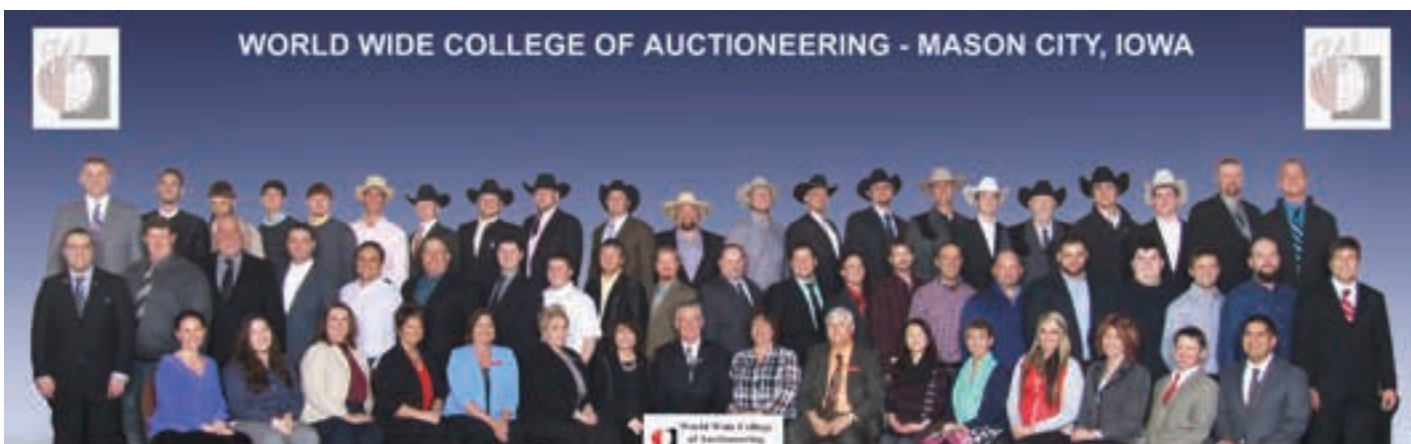
A total of 21 students made up the latest graduating class from Mendenhall School of Auctioneering, in High Point, North Carolina. States represented included: Alabama, Florida, Mississippi, Missouri, North Carolina, New York, Pennsylvania, Virginia and Washington, D.C.



Western College of Auctioneering Class No. 235 graduated 19 students from the United States and Canada in March. Students were from: Alberta (Can.); California; Idaho; Indiana; Michigan; Oregon; and Washington. The school is based in Lewiston, Montana.



Southeastern School of Auctioneering graduated five new auction professionals in its February 2015 class. This class marks the 32nd year for SSA. Classes are held in Greenville, South Carolina.



The World Wide College of Auctioneering's latest graduating class joined the historic school's alumni ranks in February. In addition, 38 graduates joined NAA! The school is based in Mason City, Iowa.

# CONGRATULATIONS!

## NAA Designations earned: February 2015

### ATS

Michael Gerlach, CAI • Grover Wilson • Bud Blinick, AARE

### BAS

Joaquin Crame • Terry Metcalf • Carlette Metcalf • Tim Luke, MPPA  
• Toney Thornhill • Ron Rhoden

### GPPA

Joni May Hubbard • Steve Vaughn • Jeanette Dunn  
• TJ Sullivan, CES • Elizabeth Drake, ATS • Ruth Lind • David Drake  
• Pennie Carr • Iray Frederick



## 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](http://www.auctioneers.org/education-calendar).

NATIONAL AUCTIONEERS ASSOCIATION

# EDUCATION CALENDAR

---

## GRADUATE PERSONAL PROPERTY APPRAISER & USPAP 15HR

*Atlanta, Georgia • Crowne Plaza Midtown Atlanta • May 11-17, 2015*



## CONFERENCE AND SHOW

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

*Registration Opens March 3rd, 2015*

*AARE • July 12-14*

*ATS • July 14-18*

*Train The Trainer • July 12-14*

*BAS • July 12-14*

*CES • July 12-14*

*Interpersonal Communications for Auction Professionals • July 12-13*

*USPAP (15hr & 7hr Update) • July 12-14*

## BENEFIT AUCTION SUMMIT

*New Orleans, Louisiana • Hilton French Quarter • August 30-September 1, 2015*

## DESIGNATION ACADEMY

*Las Vegas, Nevada • Bally's Hotel & Casino • December 5-12, 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](http://www.auctioneers.org)



# MEMBERSHIP APPLICATION

Please complete all four sections of this form.

To apply for membership in the NAA, choose one of these application methods:

- Complete this form with credit card information and fax to (913) 894-5281
- Complete this form and return with payment to: NAA Membership, 8880 Ballentine, Overland Park, KS 66214

# 1

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

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

# 2

## MEMBERSHIP INFORMATION (Please Print)

\_\_\_\_\_  
 First Middle Last  
 \_\_\_\_\_  
 Nickname  
 \_\_\_\_\_  
 Company Name  
 \_\_\_\_\_  
 Address  
 \_\_\_\_\_  
 City State Zip  
 \_\_\_\_\_  
 Phone Fax  
 \_\_\_\_\_  
 E-Mail  
 \_\_\_\_\_  
 Website  
 Check here if you are a previous NAA member.  Male  Female  
 Number of Years in Industry \_\_\_\_\_ Year of Birth \_\_\_\_\_  
 \_\_\_\_\_  
 Highest Level of Education Completed  
 \_\_\_\_\_  
 Name of auction school attended (if applicable)  
 \_\_\_\_\_  
 How did you hear about the NAA?  
 \_\_\_\_\_

TOTAL AMOUNT DUE  
(US DOLLARS)

\$ \_\_\_\_\_

# 3

## METHOD OF PAYMENT (PLEASE CHECK ONE; MUST BE PAID IN \$USD)

Payment in Full (One Payment Total):  Check  Credit

Payment Plan (Three Payments Total - See Reverse):  Check  Credit

Credit Card # \_\_\_\_\_ Exp. Date (MM/YYYY) \_\_\_\_\_

Card Holder Name (Print) \_\_\_\_\_ Card Sec. Code (CVV) \_\_\_\_\_

Signature \_\_\_\_\_

# 4

## AUCTION SPECIALITIES

It is recommended that you indicate your specialties. This information is available on the NAA web site where the public can search by speciality. You may choose up to FIVE.

- |   |   |
|---|---|
| <input type="checkbox"/> Antiques & Collectibles                  | <input type="checkbox"/> Firearms                                 |
| <input type="checkbox"/> Appraisals                               | <input type="checkbox"/> Govt. Surplus Property & Seizures        |
| <input type="checkbox"/> Art & Galleries                          | <input type="checkbox"/> Heavy Equipment & Construction Machinery |
| <input type="checkbox"/> Auto & Motorcycles                       | <input type="checkbox"/> Industrial & Manufacturing Equip.        |
| <input type="checkbox"/> Bankruptcy                               | <input type="checkbox"/> Intellectual Property                    |
| <input type="checkbox"/> Benefit & Charity                        | <input type="checkbox"/> Jewelry                                  |
| <input type="checkbox"/> Boats & Water Sports                     | <input type="checkbox"/> Real Estate, Commercial/Industrial       |
| <input type="checkbox"/> Business Liquidations & Office Equipment | <input type="checkbox"/> Real Estate, Land                        |
| <input type="checkbox"/> Coins                                    | <input type="checkbox"/> Real Estate, Residential                 |
| <input type="checkbox"/> Collector Cars & Vintage Equipment       | <input type="checkbox"/> Off-Road & Recreational Vehicles         |
| <input type="checkbox"/> Estate & Personal Property               | <input type="checkbox"/> Restaurant, Food & Spirits               |
| <input type="checkbox"/> Farm, Ranch & Livestock                  | <input type="checkbox"/> Trucks, Trailers & Transportation        |

**The NAA's programs and benefits are designed to help you – the auction professional – promote and grow your company. Here's how we can help:**

**Want to learn more about the auction business and take yours to the next level?**

The NAA has the continuing education that can help make your company successful. From member pricing on any of the **NAA's seven designation courses** to free **iSeries** webinars on an array of industry topics to archived sessions from past education events at **NAAeducation.org**, we're dedicated to providing the best professional development opportunities for the auction industry.

**Maybe you're looking for new ways to market your company and auctions!**

Our online **PR Toolkit** at [auctioneers.org](http://auctioneers.org) includes access to the NAA Media Guide, state media directories, the NAA logo and customizable PowerPoint presentations. You can also customize your profile on the **Find an Auctioneer** online directory, where consumers can search for auction professionals by company, specialty, location and more! Add another resource to your marketing toolbox when you promote your clients' auctions at no cost on the exclusive **NAA Auction Calendar**.

**Want to stay up-to-date on the issues and trends impacting the auction industry?**

The NAA has all the resources you need to stay tuned to the latest in auction information. Through content available exclusively in **Auctioneer** magazine, **Auction E-News** and online through **Auctioneers.org**, you'll have award-winning news on legal issues, marketing, business trends, technology and more right at your fingertips.

**And of course, everyone wants to keep the costs down and the bottom line low.**

We offer members exclusive discounts on credit card processing with the **NAA Credit Card Program**; e-marketing solutions with **Constant Contact**; and **regional and national advertising** in publications including USA Today, Investor's Buss Daily, The Wall Street Journal and the Network of City Business Journals.

For a complete list of NAA benefits and programs, visit us online at **[www.auctioneers.org](http://www.auctioneers.org)**. For more information, contact Member Services at (913) 541-8084 or [memberservices@auctioneers.org](mailto:memberservices@auctioneers.org).



# NAA Payment Plan

Be part of the National Auctioneers Association and stay on a budget when you choose the NAA Payment Plan, which allows you to spread your membership dues over three consecutive months.

**Membership - Printed Magazine (\$300)**

\$100/month for three consecutive months

**Membership - Digital Magazine (\$275)**

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

**Member and Spouse Membership (\$450)**

\$150/month for three consecutive months

**Installment Payments by Credit Card:** I understand the terms and conditions of the payment plan and authorize the NAA to automatically apply payment to my credit card on the 25th of each month (three consecutive months).

**Installment Payments By Check:** All payments by check must be received by the 25th of each month (three consecutive months).

**\*PLEASE NOTE: FAILURE TO MAKE THREE CONSECUTIVE MONTHLY PAYMENTS WILL RESULT IN THE CANCELLATION OF YOUR NAA MEMBERSHIP.**

Return completed form to the National Auctioneers Association by email to [accounting@auctioneers.org](mailto:accounting@auctioneers.org), fax to (913) 894-5281 or mail to 8880 Ballentine, Overland Park, KS 66214.

## 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.*

## Code of Ethics

*The NAA Code of Ethics and its accompanying Standards of Practice guide members in the performance of their professional responsibilities and duties. Read the complete Code of Ethics at [auctioneers.org](http://auctioneers.org).*

## IN THE RING

**PAGE** *“The minute I get up there and say I’m a member of the NAA, immediately that builds credibility with the judge or mediator or jury.”*

12

**Tim Luke, MPPA**  
*TreasureQuest Appraisal Group*  
*Hobe Sound, Florida*

**PAGE** *“I asked [a client] how he found me and expected him to say ‘I start with Google.’ He said, ‘I always start my search for Auctioneers at Auctioneers.org!’”*

32

**Mark Rogers, CAI, AARE**  
*Rogers Realty & Auction Co., Inc.*  
*Mount Airy, North Carolina*

**PAGE** *“Every dime I spent on education I have made up through the work I received and the connections I made. If someone wants to be an Auctioneer, membership to the [NAA] is a must.”*

43

**Keith Babb, CAI, AARE, GPPA**  
*Keith Babb & Associates*  
*Monroe, Louisiana*

## AROUND the BLOCK



Pearce & Associates was inducted into the MarkNet Hall of Fame.

- **MarkNet Alliance auction companies were honored** for continued success and growth at the recent franchise meeting held in Tampa, Florida, on Feb. 22, 2015.

MarkNet Alliance award recipients included: Atterberry Auction & Realty Co. for Highest Growth; Huisman Auctions, Inc. for Rookie of the Year; Chip Pearce and Pearce & Associates for Hall of Fame; and, Sheridan Realty & Auction Co. for Company of the Year.

All four companies have employees involved as NAA members.

- **Cody Aasness, of United Country Aasness Auctioneers, received a top honor** at the recent North Dakota State Auctioneers Association Conference and Show, held in Fargo, North Dakota.

In the showcase Auctioneer Championships event, held Feb. 6, Aasness was named the North Dakota State Champion Auctioneer. The Championships consist of a judged preliminary round of live selling along with a final round of selling for the top five finalists. Aasness is the son of Cary M. Aasness, the 1992 Minnesota Champion, 1997 All-Around Rv. World Champion, 1999 N.D. Champion and 2005 International Auctioneer Champion, and Anita Aasness, owners and founders of Aasness Auctioneers.



Lockhart and Penfield

- **Legendary Auctioneers Cookie Lockhart and Bob Penfield** teamed up in February for Penfield’s 50th annual “Old West” Auction, Feb. 20-21, in Bowman, North Dakota.

The sale consisted of homestead furniture, coins and collectibles, cowboy gear, barnyard primitives (including cast iron cookware and branding irons), antique guns, buggies and wagons.

“Thanks Bob, for keeping the Old West alive,” Lockhart, CAI, CES, GPPA, said. “It was my honor to help.”

- **Auctioneer Vern Ratzlaff, BAS, set a new record for Mule deer tags** as he raised \$105,000 for a special tag during the Wildlife and Habitat Improvement of Nevada’s (WHIN) 23rd Annual Fundraising Banquet in Las Vegas, March 14.

Ratzlaff, who has auctioned at the event for several years, was given the honor to auction the Nevada Mule Deer Heritage Tag for Southern Nevada – one of only two issued annually by the Department of Wildlife. The tag allows the successful bidder to hunt statewide during the entire season for a trophy Mule deer.

## MEMBERS’ CORNER

# Awww ... thanks IU!

The Certified Auctioneers Institute has called Indiana University home since 1976. Spend any time with a current or former CAI student, and they will tell stories of professional networking and nights spent at Nick’s English Hut – a popular local college hangout where many past CAI class photos adorn the walls. A bond has formed over the years, and it remains strong today.

This year, 150 people attended CAI, and general feedback following the 2015 session indicated that the course is as cutting-edge and important to auction professionals as ever. A full recap of the week will appear in the May issue of Auctioneer.

Learn about CAI: <http://www.auctioneers.org/cai-certified-auctioneers-institute>





CREDIT CARD PROGRAM

# INCREASE SALES

Auction professionals who accept credit cards get a reported **15%-30%** in greater gross receipts

NO MONTHLY FEES | NO STATEMENT FEES | NO SETUP FEES | 1.67% DISCOUNT RATE



COMPATIBLE WITH  
MAJOR AUCTION  
SOFTWARE



WORKS WITH  
ALL SMART  
PHONES



INCLUDES  
PREMIERE  
SERVICE

Log on to [www.auctioneers.org](http://www.auctioneers.org) (**members only**) to learn more about this exciting program and sign up today!



*thank you*  
**ADVERTISERS**

1-800-The-Sign ..... 7

Auction Flex ..... IFC

Basinger Audio Systems ..... 49

Bidwanger ..... 43

Cary Aasness..... 48

CUS Business Systems..... 13

E.R. Munro..... 23

Galaxy Audio..... 33

Hudson and Marshall..... 25

Hyper Graphics..... 45

John Nicholls ..... 45

Kiefer Auction Supply..... 23

Lampi..... 48

Mendenhall School of Auctioneering ....21

Reppert Auction School..... 25

Satellite ProLink..... 13

St. Jude Children’s Research Hospital.....46

Texas Auction Academy..... 48

United Country Auction Services ..... BC

USA TODAY ..... 28

Vortex Solution..... 35

Wavebid .....18-19

World Wide College  
of Auctioneering ..... 47

**Want to advertise in Auctioneer?**

Contact: Kari Preston  
(913) 563-5421  
kpreston@auctioneers.org

**CLASSIFIEDS**

**AUCTION SCHOOL  
GREENVILLE, SC**  
4 Terms Per Year  
800-689-5654 or 864-444-1321  
Southeastern School of  
Auctioneering  
[www.SSAuctioneering.info](http://www.SSAuctioneering.info)



**HYPER  
GRAPHICS** Auction  
Advertising  
Specialists

**863-648-2914**  
art@hyper-graphics.com ▲ hyper-graphics.com

Saving You Money is Our Business

**Haul Your Auction Podium  
In Your Car**

- Large and small collapsable Podiums to choose from.
- New Ultra Lite Podium, weighing 62 pounds, folds up in 62 seconds,
- Haul it in your 1962 Sedan.

*Mention this ad before the end of this month and ask for your FREE GIFT.*

**Yoder Bros Portable Auction Podiums**  
Ph. 260-768-8007ext 2  
info@auctionpodiums.com  
See Videos • [www.auctionpodiums.com](http://www.auctionpodiums.com)



**illumos  
communications** design  
development  
photography  
copywriting

[illumoscommunications.com](http://illumoscommunications.com)  
a creative collaborative for small businesses

**EXCEPTIONAL AUCTION COMPANIES  
NEED SUPER ASSISTANTS**



**ASK HOW**  
SATELLITE PROLINK  
CAN SERVE YOU




800-510-5465 [www.SATELLITEPROLINK.com](http://www.SATELLITEPROLINK.com)



**Join, Like, and SHARE  
the NAA Facebook page!**

**Be a part of your Association’s  
daily conversation, and share  
NAA with your industry contacts  
and clients!**





Your association. Your magazine.  
Your platinum award winner.

We did it, NAA members. **Again.**

Your news and stories came together in award-winning fashion again in 2014 as *Auctioneer* magazine, the official publication of the National Auctioneers Association, was honored as a MarCom Platinum Award recipient by the Association of Marketing & Communications Professionals.

It is the highest award received by *Auctioneer* in the contest, and the fourth award in three years that NAA's marketing efforts have earned in the prestigious MarCom contest.



# YOUR AUCTIONS AND PROPERTIES HAVE A NEW CONTINENT OF BUYERS



## Auction Services

United Country recently showcased our properties at the Luxury Properties Showcase in Shanghai – part of a multi-city tour through Beijing, Hong Kong and Guangzhou China. The tour through China is one of many continuing initiatives coordinating United PRD International resources to bring our affiliates' property listings to the global market. Having already showcased properties in Dubai and London, we offer our auctioneers the opportunity for an unsurpassed global reach.

**Contact us today!**  
**Call 800-444-5044**  
**for more information**  
**about joining our**  
**global network.**

## PREMIER REAL ESTATE

高档房地产

+10 800 713 1911  
+10 800 130 1872  
info@UnitedLuxuryPropertyShowcase.com

出品：



Visit [UnitedLuxuryPropertyShowcase.com](http://UnitedLuxuryPropertyShowcase.com) to browse our catalog.