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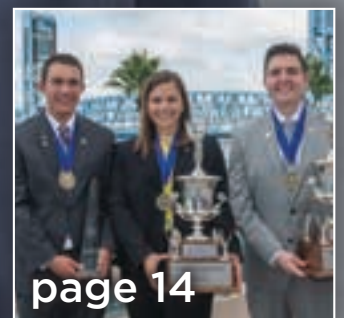
August 2018

The official publication of the National Auctioneers Association

2018-2019 NAA PRESIDENT TIM MAST, CAI, AARE

ALSO INSIDE:

- | UPDATE: IS YOUR STATE READY TO ENACT 'WAYFAIR' TAX LAWS?
- | BRAY, WEARS KROUL, BOOKER: YOUR 2018 NAA CHAMPIONS!
- | YOUR RE-ENERGIZED NAA PR TOOLKIT AVAILABLE SOON



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AuctionTime.com

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The screenshot displays the AuctionTime.com website interface. At the top, the logo and tagline are visible. Below the navigation bar, the 'LIVE AUCTION BOARD' is active, showing a grid of auction items. The items are categorized by 'Ring 1' and 'View Ring 2'. Each item card includes a photo of the tractor, its lot number, model, year, and current bid status. The website also features a 'QuickBid' button and a 'NO HIDDEN RESERVES' banner.

Lot #	Model	Year	Current Bid	Time	Reserve
Lot # 10196	2015 MCCORMICK X5.50	2015	US \$3,600	0:38	US \$3,600
Lot # 10197	2014 VERSATILE 290	2014	US \$200	0:39	US \$200
Lot # 10198	2014 VERSATILE 4500T	2014	US \$200	0:42	US \$200
Lot # 10199	2014 CASE IH MAGNUM	2014	US \$7,100	0:42	US \$7,100
Lot # 10200	2014 CASE IH MAGNUM	2014	US \$500	0:43	US \$500
Lot # 10201	2013 KUBOTA	2013	US \$10,900	0:43	US \$10,900
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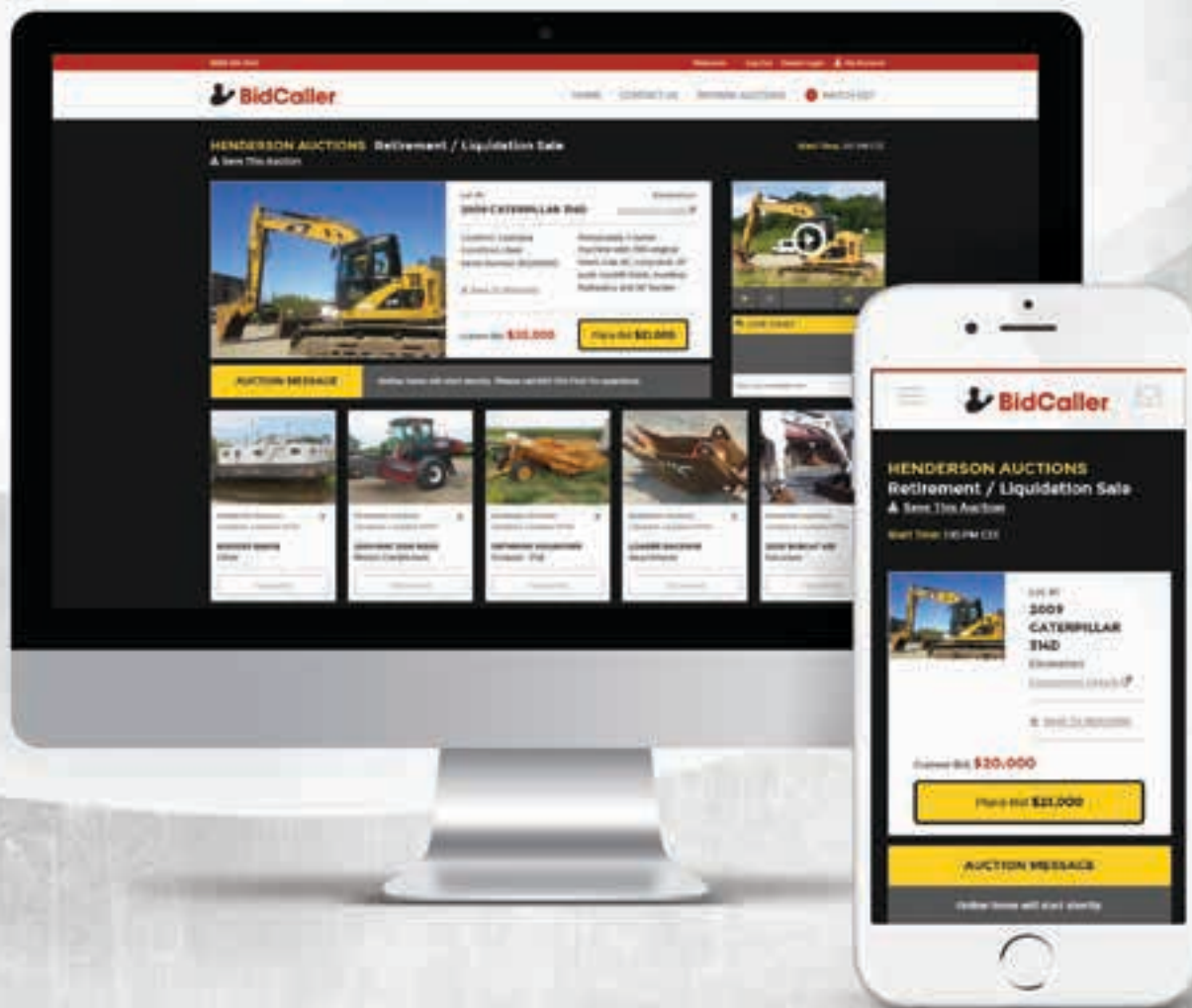
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Tim W. Mast, CAI, AARE
NAA President

National Auctioneers President Tim W. Mast, CAI, AARE, is executive vice president at Tranzon Asset Advisors. A lifelong resident of southwestern Tennessee, Tim works and resides in Selmer with his wife, Ruth Anne, and their four children. He is a World Wide College of Auctioneering graduate. Tim has served as NAA Ambassador for Tennessee and was elected to the NAA Board in 2014. In 2013,

Tim was inducted into the Tennessee Auctioneers Association Hall of Fame – the youngest person ever to receive that honor. In 2008, he was elected president-elect and sworn in as TAA president in 2009. He also previously served on the TAA education committee.

Fluent in three languages, Tim has used his natural skill for negotiating and a commitment to continuing education to become exceptionally successful with large, complicated real estate transactions spanning approximately 30 states and three countries.

Humbled and ready to serve, I need you to engage with NAA

Last month in Jacksonville, I experienced the most remarkable thing – Scott Shuman passed me the gavel for the National Auctioneers Association at the President's Gala.

For those of you who have not been able to experience this in person, let me try to set the stage. We are in a ballroom with a stage where 12 people are sitting. Below the stage, during this ceremony, all the past presidents in attendance, pass a gavel from person to person. Each person's DNA is on that gavel! As the music swelled, it was handed to me – the 70th President of the NAA. What a gratifying moment! Everyone in that room shares one common emotion – love for this organization. It was, for me, an extraordinary moment!

It is not lost on me that each person touches that gavel and when doing so they are probably remembering the people who served with them. So, of the past presidents there, they represent more than 250 past leaders of this organization all of whom have volunteered their time to making sure that the only organization that represents the entire auction industry is as good as it possibly can be.

While you may not have agreed with every decision made, I can assure you that our past leaders made these decisions with information they had at the time and with the best of intentions. The old saying of "hindsight is 20/20" has never been truer than in the association world. You make decisions as a Board with the hope that it will positively impact those in membership.

So, here I am before you as your president. It is a humbling experience, particularly from an individual who grew up not considering such a thing a possibility. While my family members have strong values and work ethics, they were not in the auction business. In fact, my first in depth experience with auctions came because of Jasper Jones, inducted into NAA's Hall of Fame posthumously, on the night I was installed as President of NAA.

When I was 18 years old, Jasper sold everything we owned by auction – because my father felt a calling to be a minister to people in Bolivia, South America. After two years of farming there, I moved

back to the same area we left, having met the love of my life, a fellow Tennessean. A year-and-a-half later, two days after Ruth Anne and I got engaged, I left for auction school – four months later, we were married and began our life together. I consider my story living proof of the positive impact this industry and this association can have on a life. Not only have I learned the trade through my involvement with the NAA, TAA and auction school – I am grateful for the personal influences, mentoring and partnerships.

You can read more about my goals for the NAA on pages 34-35. But, here's the bottom line: I am here today because of people who made it possible for me to enjoy a life within the auction industry. I want to make sure that NAA exists for a very long time – so my children can become what I was not – a second generation auction professional. NAA is taking steps on this now (see page 34).

What do I want from you?

Become engaged – learn what resources we have. Become an ambassador: for our industry and for NAA. That's what we all must do.

I'm looking forward to serving you. I want to help you understand what NAA is doing. But it is our individual responsibility to use what we have and to let someone know if you don't like a situation. So, do you have a question? Send me an email at tmast@tranzon.com. Do you have a complaint? Send me an email (of course I'll take compliments too!).

Become engaged in this organization – be all you can be as an #NAAPro!



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Timothy W. Mast, CAI, AARE, named 70th National Auctioneers Association President

After serving one year as NAA Vice President, Tim Mast officially took office as President on July 19. "The NAA has the power to unify the industry," Mast said. "It is the only organization that can do so."

BUSINESS PRACTICES

What does "Wayfair" mean for NAA members?

Quill was overtuned in June, which affects goods sold via the Internet. That includes auction companies.

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Full-service suite

CUS Business Systems wants to help auction businesses increase their efficiency.

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Auctioneer issue 7 AUGUST 2018 (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 © 2018 by the National Auctioneers Association. Materials may not be reproduced without permission.

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What's occurred since the "Wayfair" decision?

As of mid-August, 28 states have pending or active legislation based on the Supreme Court's ruling. See if your state is one of them.

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Re-energized NAA PR Toolkit coming soon for members

Logos, press release templates, free-to-use videos and other marketing tools all in one, easy-to-find place on auctioneers.org!

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Bray, Wears Kroul win 2018 NAA IAC

Both will serve as ambassadors for NAA over the coming year after exemplary runs in Jacksonville.

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Sticking to the plan

While Harley Troyer's childhood friends played with stickhorses, he played the Auctioneer who sold them. He's still selling 40 years later.

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State watch

NEBRASKA

NAA member Bouray crowned Nebraska champion

Hastings, Neb. – NAA member Neil Bouray, of Webber, Kansas, won the Nebraska Auctioneers Association Annual Auctioneer State Championship on Saturday, July 28.

Neil will represent Nebraska next July in the 2019 NAA International Auctioneers Championship at the National Auctioneers Association Convention & Show in New Orleans.

The Nebraska Auctioneers Association promotes the auction method of marketing by providing professional training and support for auctioneers in Nebraska. Mark Beacom, CAI, GPPA, of Auction Solutions in Omaha, is President of the Association, which is headquartered in Rising City, Nebraska.



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Timothy W. Mast, CAI, AARE, named 70th National Auctioneers Association President

“The NAA has the power to unify the industry. It is the only organization that can do so. And its future is bright.” – NAA President Tim Mast

OVERLAND PARK, Kan. (July 19, 2018) – After serving one year as NAA Vice President, Timothy W. Mast, CAI, AARE, of Selmer, Tennessee, officially took office as National Auctioneers Association President on Thursday, July 19, during the NAA International Auctioneers Conference and Show, held July 17-21 in Jacksonville, Florida.

Mast’s term is effective from now until the 2018 Conference and Show next July. He succeeds Scott H. Shuman, who becomes Chairman of the NAA Board of Directors for the same upcoming term.

“Our common denominator is NAA. We all love this organization and realize that the most important thing we can do for the auction industry is to continue to make it stronger,” Mast told a full house of attendees at the NAA Annual Business Meeting held Thursday morning at the Hyatt Regency Jacksonville Riverfront hotel. “I think we’ve taken steps in the last couple of years to do exactly that. By introducing the industry to children and their parents we should benefit now and way into the future.

“By promoting National Auctioneers Week and getting behind the case in South Dakota vs. Wayfair, we are leading the auction industry in ways we never have before – not just for NAA members, but for the entire auction industry.

“The NAA has the power to unify the industry. It is the only organization that can do so. And its future is bright.”

Mast, 40, is the executive vice president at Tranzon Asset Advisors and is a graduate of the World Wide College of Auctioneering. Previously, he has served as an NAA Ambassador for the state of Tennessee and joined the NAA Board as a Director in 2014. In 2013, he was inducted into the Tennessee Auctioneers Association Hall of Fame – the youngest person in TAA history to receive that honor.

In addition to regular Board duties as NAA President, Mast’s schedule will be tightly packed for the next year as he attends

NAA events and meetings, attends and speaks at various state auction association conferences, and helps lead directional thinking for both the NAA and the auction industry. ❖



“We are leading the auction industry in ways we never have before - not just for NAA members, but for the entire auction industry,” says new NAA President Tim Mast.

For more 2018 NAA election coverage, see page the next page!

Jason Winter CAI, AARE, named National Auctioneers Association Vice President

With his election, Winter will move to NAA President in July 2019.



Jason Winter is a past Missouri Auctioneer Bid Calling Champion. His term as NAA Vice President runs until next July.

OVERLAND PARK, Kan. (July 19, 2018) – Jason Winter, CAI, AARE, AMM, CES, of Harrisonville, Missouri, was voted by membership to become Vice President of National Auctioneers Association President on Thursday, July 19,

The vote was held during the NAA Annual Business Meeting, part of the NAA International Auctioneers Conference and Show, July 17-21, in Jacksonville, Florida.

Winter's term is effective from now until the 2019 Conference and Show next July. He will then move to NAA President for a one-year term and succeed current NAA President Tim Mast, CAI, AARE.

Winter, along with his wife, Jennifer, and two daughters, Jocelyn and Julianna, own West Central Auction Company, which specializes in Real Estate Auctions. The company also sells estates, business personal property and conducts benefit auctions throughout the Midwest.

In addition to his auction industry involvement, Winter owns Century 21 West Central and operates as a broker. He also has been teaching Continuing Education at the Kansas City Regional Association of REALTORS for more than a decade.

Winter, a graduate of Northwest Missouri State University with a degree in Ag Business, went from college to World Wide College of Auctioneering, Mason City, Iowa, in March 1993. In 2008, Jason won the distinctive honor of "Missouri Auctioneer Bid Calling Champion." ♦

BYERS, STRAUSS ELECTED TO NAA BOARD; WARREN NAMED AS PRESIDENTIAL APPOINTEE

Ailie Byers, CAI, AMM, BAS, of North Conway, New Hampshire, and Kelly Strauss, CAI, of King George, Virginia, were elected as Directors to the NAA Board. Each will serve a three-year term.

David Warren, of Portland, Maine, also will join the NAA Board for the 2018-19 term following NAA President Tim Mast, CAI, AARE, selecting him as Presidential Appointee. Warren, who will serve a one-year term is with Verril Dana, LLC., the law firm that assisted NAA in filing an Amicus brief for the South Dakota v. Wayfair, Inc. U.S. Supreme court case. ♦



BYERS



STRAUSS



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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 does "Wayfair" mean for NAA members?

Quill was overturned in June, which affects goods sold via the Internet. That includes auction companies.

Question: What was the decision of the United States Supreme Court in *South Dakota v. Wayfair, Inc.*? What will this mean for NAA members?

Answer: *South Dakota v. Wayfair, Inc.* is a case that was decided by the Supreme Court of the United States on June 21, 2018. It relates to the collection of sales tax for sales made over the internet. South Dakota requested the Supreme Court abrogate its 1992 decision of *Quill Corp. v. North Dakota*. In *Quill*, the Supreme Court decided that under the "dormant commerce clause" states may not collect sales tax from businesses conducting sales online unless those businesses have a physical presence within their state.

The Supreme Court ruled in favor of South Dakota and overruled *Quill*. In the majority decision, the Court noted that the *Quill* decision caused the states to lose between \$8 and \$33 billion every year. It noted how there has been significant changes in ecommerce since *Quill* was decided in 1992. The Court explained: "Each year, the physical presence rule becomes further removed from economic reality and results in significant revenue losses to the States. These critiques underscore that the physical presence rule, both as first formulated and as applied today, is an incorrect interpretation of the Commerce Clause."

The Supreme Court said that States and the United States Congress have the power to regulate commerce concurrently. The Court explained "that the Commerce Clause was designed to prevent States from engaging in economic discrimination so they would not divide into isolated, separable units. ... But it is not to purpose of the Commerce Clause to relieve those engaged in interstate commerce

from their just share of state tax burden." The Court said that a state may tax interstate commerce so long as the tax does not create any effect forbidden by the Commerce Clause. It explained that "[t]he Court will sustain a tax so long as it (1) applies to an activity with substantial nexus with the taxing State, (2) is fairly apportioned, (3) does not discriminate against interstate commerce, and (4) is fairly related to the services the State provides."

How will this change the things sold via the internet? This case allows states to adopt legislation that will require remote sellers to collect and remit the tax without some additional connection to the State. There is some uncertainty about what will now constitute a "substantial nexus" and to what extent a state's law may place burdens on interstate commerce.

In the *Wayfair* case, the Supreme Court reasoned: "the nexus is clearly sufficient based on both the economic and virtual contacts respondents have with the State. The Act applies only to sellers that deliver more \$100,000 of goods or

services into South Dakota or engage in 200 or more separate transactions for the delivery of goods and services into the State on an annual basis.” It continued that “respondents are large, national companies that undoubtedly maintain an extensive virtual presence.” Therefore, the Court concluded that there was a substantial nexus to require the collection of sales tax.

The United States Supreme Court remanded the case to the Supreme Court of South Dakota to address any remaining issues. Several states have already adopted legislation requiring remote sellers to collect and remit sales tax. Other states are now considering legislation to do the same. Until the scope of when a state can require remote sellers to collect and remit sales tax is more clearly established, there is likely to be more litigation.

A related question is whether a remote business will be subject to an audit by a state or local government far away to determine whether the proper amount of sales tax was collected and paid. For example, will a small business based in Indiana that sells goods online be subject to audits in Maine, New Jersey,

California, Washington, or all states that have a sales tax?

The law will continue to change and develop in this area. Auctioneers who sell goods and/or services online must closely watch these issues and comply with applicable sales tax laws. ♦



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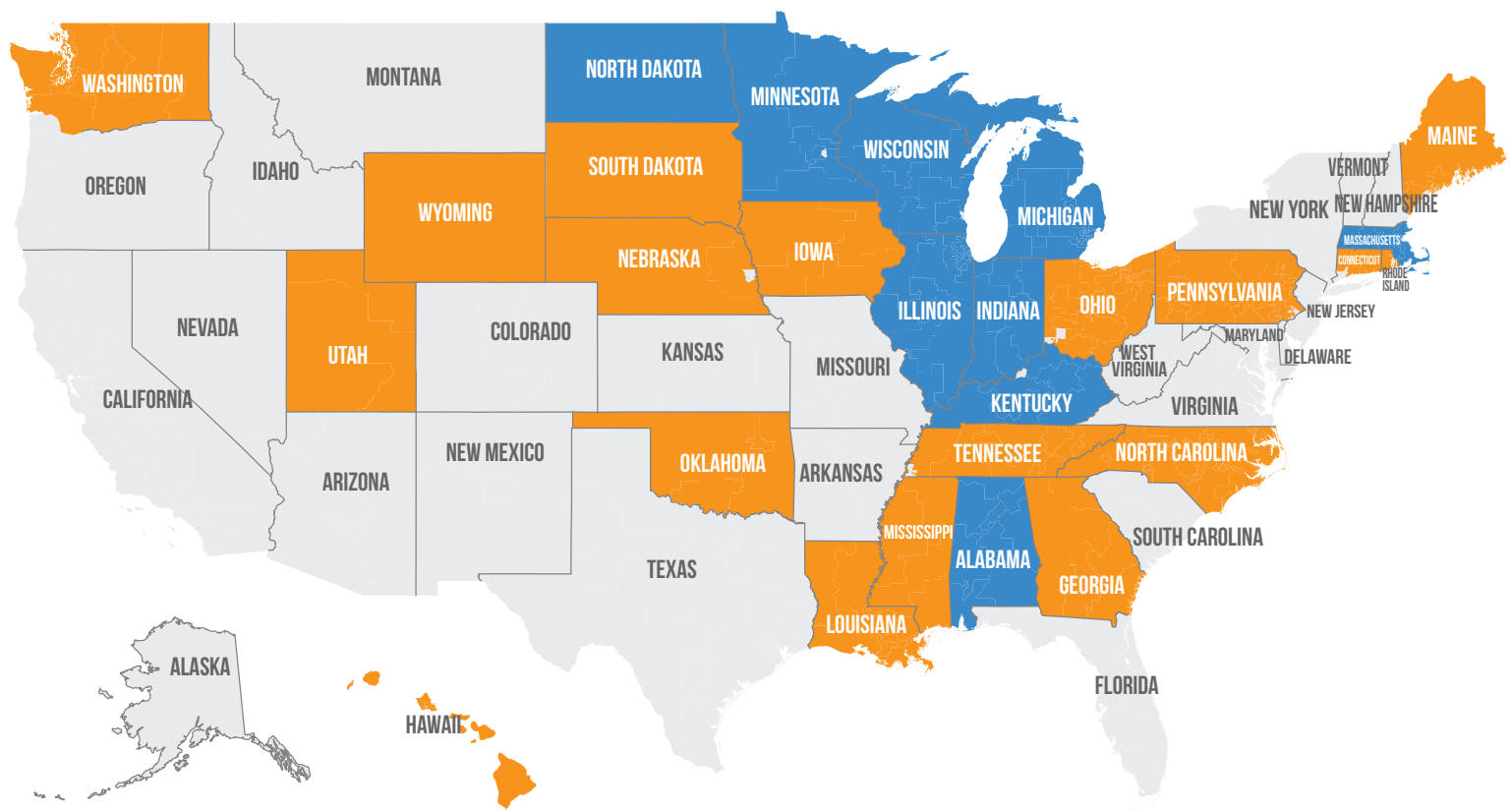
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www.worldwidecollegeofauctioneering.com

What's occurred since the *South Dakota v. Wayfair, Inc.* decision

As of mid-August, 28 states have pending or active legislation based on the Wayfair decision. Here's the latest.

By NAA Staff



Legislation set to become active on October 1, 2018.



Legislation either already active, will soon become active, or is currently stayed pending state outcome.

Want information about your state?

See: <http://www.salestaxinstitute.com/resources/remote-seller-nexus-chart>.

Since the U.S. Supreme Court announced its *South Dakota v. Wayfair, Inc.* ruling in June, the National Auctioneers Association has remained vigilant in tracking effects of the decision throughout the country and has begun preparation for potential next steps.

That has been no small task as more than half of the United States has been working to draft or enact legislation at the state level per the Court's guidance. Legislation in nine states alone is set to go into effect beginning Oct. 1. (See map.)

NAA has since formed the NAA Sales Tax Task Force. In the past two months, this Task Force has begun meeting weekly via conference call and plans to do so until further notice. Thus far, the group has discussed or began:

- Monitoring new or changing state laws as affected by the Wayfair decision.
- Coordinating with U.S. Congressional members regarding both Wayfair fallout and the upcoming NAA Day on the Hill in September.
- Exploring potential relationships with other associations and industries for possible further congressional support or state-level solutions.

Some of those actions and decisions have been made because of information taken from several public hearings held by different groups recently.

NAA members and staff have listened in on calls and hearings held by the Streamlined Sales Tax Governing Board (July 19,

2018), and the Multistate Tax Commission (July 6, 2018). Further, the U.S. House Judiciary Committee held an informal hearing, "Examining the Wayfair Decision and Its Ramifications for Consumers and Small Businesses" on July 24, 2018, with NAA members monitoring that meeting also.

Considering the state sales tax conversation now has entered the House Judiciary's arena, this is one area where NAA is exploring submitting its own testimony in the future.

Going forward, NAA will continue monitoring state activities relevant to tax collection laws and the Wayfair decision. It also will continue to explore relationships both legislatively and with like-minded associations and industries to ensure the auction industry's voice is heard and its position is understood concerning the impact the Wayfair decision and subsequent legislation may have on the auction industry.

Further updates will be communicated to members through NAA outlets – including Auctioneer magazine, Auction E-News, email, and NAA social media channels as needs warrant.

For more information about the Wayfair case, visit www.auctioneers.org/auction-tax.

To serve an active role in taking the NAA and auction industry's message to Washington, D.C., consider taking part in the 2018 NAA Day on the Hill event, Sept. 6, 2018. See page 41 for more information.

For more information, visit auctioneers.org/auction-tax. ♦

Members of the NAA Sales Tax Task Force

- David Whitley, CAI, CES, Advocacy Committee Chair
- David Warren, NAA Board of Directors Presidential Appointee
- John Schultz, AMM, Point person for *South Dakota v. Wayfair, Inc.* proceedings
- Brandi McGrath Kong, NAA Staff Liaison to the Advocacy Committee
- Curtis Kitchen, CAE, NAA Director of Communications
- Hannes Combest, FASAE, CAE, NAA CEO

Jacksonville

2018 CONFERENCE

Bray, Wears Kroul win 2018 NAA International Auctioneer Championship

Wears Kroul, Auctioneer on A&E's "Storage Wars", nabs hard-earned Women's title in 10th attempt; Bray lays claim to Men's championship in first try.

By NAA Staff



Barrett Bray and Emily Wears Kroul beat out highly competitive Men's and Women's fields in the IAC, while Cotton Booker topped the IJAC field to complete the first-ever father/son duo to hold an IJAC and IAC crown. Cotton's father, ZButch, won the IAC Men's Division in 2008.

JACKSONVILLE, Fla. (July 20, 2018) – Emerging from an overall field of 77 competitors, Barrett Bray, of Edmond, Oklahoma, and Emily Wears Kroul, of Solon, Iowa, were crowned as winners of the Men's and Women's National Auctioneers Association 31st International Auctioneer Championship, which took place Friday at the Hyatt Regency Jacksonville Riverfront.

Bray, AMM, BAS, and Wears Kroul, CAI, ATS, BAS, received a \$5,000 cash award, trophy and championship ring for their winning efforts through the preliminary bid-calling round, an interview round consisting of three questions, and a final round of bid-calling that included the top 15 men and seven women. In the two divisions, 62 men and 15 women competed for the right to be known as one of the best auction professionals in the world.

For Bray, the championship comes in his very first NAA IAC competition. The lack of event experience didn't slow him down, however, as he handled each on-stage moment with composure from start to finish. A first-generation NAA auction professional, Bray launched his own company, Bray Auctions, in Oklahoma City, Oklahoma. He is also the current Oklahoma state bid-calling champion.

Behind Bray, Eli Troyer, of Beach City, Ohio, finished as runner-up, and Jay Cash, of Murfreesboro, Tennessee, rounded out the top three as second runner-up among a stout group of 15 men's finalists.

A former champion in Iowa (2009), Colorado (2012), and Wyoming (2014), Wears is a second-generation NAA auction professional. She works full time in the family business, Wears Auctioneering, with her dad, Brent, and handles all online auctions as well as onsite auctions on weekends. Emily is an auctioneer on A&E's reality show "Storage Wars".

Morgan Hopson, CAI, of Oklahoma City, Oklahoma, took runner-up, a fantastic follow-up to a second runner-up showing in the 2017 NAA IAC. Laura Mantle, CAI, CAS, was second runner-up to complete the top three and put the wraps on a fiercely competitive women's field including seven finalists.

Earlier in the evening, Cotton Booker, of Eltopia, Washington, was crowned winner of the 2018 International Junior Auctioneer Championship, which features competitors ages 12-18 and helps cultivate and promote the next generation of auction professional talent. Cotton's immediate family is affiliated with Booker Auction Company in Eltopia, Washington. His father, C.D. "Butch" Booker, is the owner of KINCAID Real Estate, in

Colfax. Also, Butch Booker won the International Auctioneer Championship Men's Division title in 2008. They are the first father/son duo to collectively hold IAC and IJAC titles. (IAC began in 1988, IJAC began in 2007.)

Also during the IAC competition, which was streamed live throughout the day on Facebook Live (with a reach of just under 25,000 who saw it or stopped by the feed) and YouTube, the Chuck Cumberlin Sportsmanship, awarded to the IAC competitor who shows the best sportsmanship, was given to Jerick Miller, of Cambridge, Ohio. The Bob Steffes Rising Star Award was given to Katie Imholte Gabriel, BAS, of St. Louis Park, Minnesota.

Both the IAC and IJAC were conducted as part of the NAA's 69th Annual International Auctioneers Conference and Show, which took place in Jacksonville this past week. IAC contestants must be 18 years of age or older, a current NAA member, and registered for Conference and Show. ♦

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Getting to know your client

Auction professionals can take steps to turn regular clients into long-lasting ones.

By Emma Dougherty, NAA Content Developer

How do auction professionals get to know their clients?

“Each prospect is like a Rubik’s cube and each one of them you have to solve,” says Dean Crownover, BAS. As Auctioneers, we must figure out what our clients true needs are and come up with solutions to solve those.”

Auction professionals have to understand that clients may be stressed and have a lot on the line. Because of that, it is the auction professional’s job to make this transition as seamless as possible for their clients. This means more than just raising the most money possible. It means making moving on easy through solving problems even they can’t verbalize. Do that, and you stand a good chance of developing a lifelong client.

It all starts with communication

Learning how to communicate with a client can completely change how they work with you.

The number one way to solve a problem is to listen, and there are several deeper ways to do so other than just “not talking.”

- Listen first and then talk.
- Don’t listen just to respond, listen to understand.
- As you hear information, reiterate what they just said.
- Ask questions based on what they say.
- Take notes to show you are paying full attention.

Listening doesn’t have to be just verbal, either.

Find out what works best for your client, whether it be positive language, humor, in-person or written correspondence, or collateral materials. From the very first exchange, you have to listen and respond in a way that connects with each client. As you listen and/or read, and you begin to understand the core challenges or issues your client faces, address the problems they share and show what services or products you have that could help solve those problems.

Let’s look at several communication methods and how this applies:

In-person or on the phone communication

At the first point of communication, always identify yourself. Answer phones with your name, or if you’re in person, introduce yourself with a firm handshake and leave them with a business card.

Speak in a pleasant and upbeat tone when talking to clients and take the time to know your client’s name. When interacting, don’t try to multitask while trying to listen. Instead, take notes to show that you are paying attention and care about what they have to say.

When dealing with a client who has little to no knowledge about auctions, be patient and never be condescending or judgmental. Be sincere about teaching your clients and helping them through the process.

When it's your turn to talk, keep it under 45 seconds so you don't dominate the conversation. Why is that important? Remember, this is about the client, not you.

Written correspondence

During written correspondence, always use proper English. Also, keep messages short in length and easy to read. If you think that your message seems too long, it's probably a better idea to call.

If you miss an attempted contact, always respond within 12 hours. (Also, always remember to thank your clients with notes, small gifts, etc., after the auction in order to continue the relationship.)

Collateral materials

Never assume that clients understand your jargon or business.

"Twenty-five percent of the people you will work with don't know how auctions work," Crownover says.

To avoid information falling through the gaps or miscommunications, provide clients with easy-to-follow collateral materials that will help them gain an understanding of the industry.

Build a basic guidebook for your clients to refer to throughout their business with you. This is an easy way to communicate things such as client lists, statistics on the state of your business, how you work, referral lists, and basic auction information.

When dealing with a client who has little to no knowledge about auctions, be patient and never be condescending or judgmental. Being sincere about teaching your clients and helping them through the process will help ensure a long professional relationship.

Find areas of commonality with the prospect and learn about them and their industry as well. Survey your clients on what they want to get out of this relationship, so you can best support them. Just like personal relationships, communication and understanding of each other is key to the success of this business relationship. ❖

This article was an excerpt from a presentation given at the 2018 NAA International Auctioneers Conference and Show. Want even more tips regarding this topic? NAA members can access the full audio of this presentation and many others at www.auctioneers.org/knowledgecenter.

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Reenergized NAA PR Toolkit coming soon for members

Logos, press releases, videos and other marketing assets will all be in one, easy-to-find place on auctioneers.org.



Promotion of the NAA member (and the auction industry) is one of the core tenants of the National Auctioneers Association, and a soon-to-be-complete website migration will make that easier than it ever has been for members.

NAA members soon will be able to find the NAA PR Toolkit more simply than in the past – right on the auctioneers.org home page!

Part of the new “Content and Tools” section, the PR Toolkit is stocked with logos, press release templates, presentation slide decks, promotional videos, downloadable banners, and business cards that help members explain why someone should choose auction and choose an NAA Pro.

In detail, you'll find:

Logos – As an NAA member, you have the right to use the NAA logo in your marketing materials. In this section, you'll find the NAA logo pre-sized for different social media platforms, general usage, signage or other printed materials, or digital use. You'll also find an additional link for NAA Education and Designation logos (usage restrictions apply).

Press release templates – We want you to share your NAA news! In this section, you'll find a press release template for nearly every

event or experience you might have as a member – everything from becoming a new member, sharing auction success stories, and achieving new NAA Education benchmarks, to items related to Conference and Show. It's all here and ready for you to use!

Presentation slide decks – Maybe you've been asked to speak at a local Rotary or school class. Maybe you have another networking group where you're going to tell key contacts why they should choose auction and you. Check one of six PowerPoint presentations already built for you. Download them, customize the slides to fit your specific need and audience, put your company logo on the deck, and you're ready to roll!

NAA promotional videos – A brand new member benefit hit the digital environment in April as NAA unveiled a new set of promotional videos for members to use as part of their own marketing strategies. The set of five videos is highlighted by a 2:30 mix of seller success stories, including: selling a mother's home; raising money for a local Boys and Girls Club; executing a major livestock sale; and helping a commercial real estate developer stay on schedule in a booming market. Members can use any of the videos relevant to their business – and even customize the videos to include their contact information!

Banner – Here's a great way to let your clients help personalize your brand! Download the blue or white banner and either send it to a printer or print it yourself. Use the banner in photos you take with happy buyers and sellers, and you instantly have visual marketing assets to reinforce your brand as an NAA Pro.

Business cards – When you're telling someone new about auction and why it's important to choose an NAA Pro, you must be quick. Here's your 30-second elevator speech! Save the images or download them and you instantly have easy but impactful reasons why someone should use auction and use an NAA Pro.

Overall, the revamped toolkit has long been a resource for members and will soon be more accessible after auctioneers.org migrates from the WordPress platform to one that works much more seamlessly with iMIS – the membership database system used by NAA.

Members will also notice other sections of auctioneers.org have been reorganized. All of it was done to better showcase NAA services and resources to its members.

Do you have ideas for other promotional tools and/or resources? Submit them to communications@auctioneers.org.

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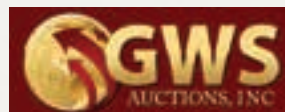
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2018 NAA CONFERENCE & SHOW

EACH YEAR BRINGS A SLEW OF IMAGES CAPTURING THE MAGIC FROM EACH CONFERENCE. JACKSONVILLE DID ITS PART, SO ENJOY A LOOK THROUGH THE WEEK IN PICTURES! (IMAGES: DAVID KNAPP / TAMMY CZIGAN)





TUESDAY

The Welcome Party always sets the tone for the week, and attendees of all ages loved getting reacquainted with friends and family. This year's party offered lots of entertainment, food, and fellowship - even face paint!

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WEDNESDAY

The first official full day of the show, Wednesday rocked from morning to evening beginning with the Opening Session, where several awards and honors were handed out in front of the full audience, and a powerful keynote address was heard. Among the awards, U.S. Congressman Jeff Duncan (R-SC) was presented with the 2018 President's Award of Distinction. (Shown right, with then NAA President Scott Shuman.)

THANK YOU for Your Renewals!

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THURSDAY

Conference and Show's second day is special. It marks the start of a new presidential term, and the NAA Hall of Fame opens its arms and welcomes its newest inductees. The Annual Business Meeting provides the scene for electing new leadership, and NAA Marketing Competition winners are honored by USA Today. This year, it also gave new CAI graduates a chance to snag a photo (bottom right).



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FRIDAY

While everyone knows Friday at Conference and Show is "IAC day", there is so much more going on outside the ballroom. Enthusiastic, high-level, education sessions, last-minute, key Trade Show appointments, and celebrations of NAA peers all take place on the last full day of Conference.





SATURDAY

The week always closes on an ultimate high with the Foundation's Children's Fun Auction. The future of the auction industry is on full display, and the light-hearted mood sends everyone off on a high note as they get ready for Conference and Show next year!

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NAA HALL OF FAME



The National Auctioneers Association unveiled its 2018 NAA Hall of Fame class in front of a packed ballroom during the President's Gala and Hall of Fame ceremony. The four-member class (from left to right) of Paul C. Behr, CAI, BAS; Scott Musser, CAI, AMM; Jasper Jones (posthumously); and Jerry King, CAI, was the 57th to enter the NAA Hall of Fame, which now holds 160 members. Look for more on this distinguished group in the September issue of *Auctioneer*.



Also during Conference and show, the National Auctioneers Association Auxiliary honored Lori Jones (left) and Traci Ayers-Dower, CAI, AARE, as the two newest members of the Auxiliary Hall of Fame. Great work, ladies!

GREAT WORK, 2018 NAA IJAC COMPETITORS!



Clockwise from top left: Shelby Shuman, Brandon Mendoza, II, Lathan Blaine Lasyone, Landen Morris, Cotton Booker, Thomas Warner. Center: 2018 NAA IJAC champion Cotton Booker.

How to succeed at public auto auctions

Who is the first person you should hire? How should you encourage your one-time buyers to bid? Here are some ideas ...

By Emma Dougherty,
NAA Content Developer



NAA member "Big Dave" Roberts helps "move those cars!" during the 2018 World Automobile Auctioneers Championship at Adesa Chicago.

Auction professionals know that it can be difficult getting into a new side of the auction industry, and public auto auctions are very different compared to a traditional auction.

When creating a public auto auction, you can run into various situations such as taking over an already established business, learning how to acquire enough vehicles, how to deal with different types of sellers and buyers, and whether you want to do all live auctions or online.

There are many areas to consider, of course, and not all are listed here but advice is always helpful. So, let's dive in.

The first person you need to hire

An inventory controller! Hire someone right off the bat that is knowledgeable about cars and their values.

"When I started, I didn't have the knowledge to know the difference between a \$500 car and a \$5,000 car. It just wasn't in my realm," says Spanky Assiter, CAI, AARE.

Adding such a person is key, but also take it upon yourself to learn your industry. Go to wholesale auctions and educate yourself on different car types and what their values are.

Acquiring vehicles

There are five types of sellers: new car stores, used car stores, banks/financial institutions, government, and private parties.

In consignment sales, sellers often wait until the last minute to bring their automobile to you. That can make it a struggle to get inventory in time to market and present the vehicles well.

You'll learn early on that you're going to have to own some of the inventory to make it work until you raise enough awareness about your auctions and people start calling saying, "Hey, I have a car I want you to sell."

Almost all inventory will start to flow in via word-of-mouth and a consistent feed of trade-ins from new car dealerships once you build that relationship.

One-time buyers

It's important to remember that one-time buyers often are not

professional buyers. That means a different set of challenges or hiccups. Included in those is an opportunity for you to educate your buyers as much as you can. Their knowing more will inspire greater confidence to bid.

On the flip side, uneducated buyers likely will not know car values. So, qualify on quality and disclose everything in the condition report.

Do not put a reserve on any vehicle worth less than \$1,500 or with any issues during test drives. It's important to be transparent and to really look into what you're willing to sell and what you're not.

Online vs. live

When working with online car auctions, people typically run into more issues than usual. For instance, some online buyers think a \$1,500 car is going to be perfect, whereas onsite people can see the true form of the vehicle before they decide to bid.

If an online bid wins, make sure the bidder pays before he or she looks at the car in person, or receives the keys or title. Require a credit card for online bidding and check to make sure it is legit. And, ahead of time, check your terms and conditions to ensure that they state that you may charge the buyer if he or she doesn't adhere to them.

How you run your public auto auction can be affected by the price of cars you are selling, access to preview cars, and what types of buyers and sellers you are working with. Figure out what works best for you to be successful. ♦

This article was an excerpt from a presentation given at the 2018 NAA International Auctioneers Conference and Show. Want even more tips regarding this topic? NAA members can access the full audio of this presentation and many others at auctioneers.org/knowledgecenter.

Maximizing *potential*

New NAA President Tim Mast wants to see the association capitalize on the solid set of initiatives it has developed in recent years.

By Nancy Hull Rigdon, contributor



As NAA President, Tim Mast wants "to make sure we're doing all we can to ensure our members know about all of [NAA's] offerings."

Don't expect Tim Mast to focus primarily on new initiatives as NAA president – but do look for him to maximize the potential of existing initiatives.

"I believe we have done a good job over the last several years of coming up with new and meaningful initiatives. Now, I want to see our membership become more aware of and involved in our initiatives," Mast, CAI, AARE, says.

Part of this, he says, may involve expanding the lines of communication.

"I want to make sure we're doing all we can to ensure our members know about all of our offerings. This may, for example, involve finding new channels of communication," Mast says. "This can lead to getting more members involved, which can grow our leadership base, and ultimately, more people can have their hands in the direction of the association."

He sums up his goals as president like this: “I want the NAA to get a tune-up. There is opportunity for us to become better at the things we’re already doing well.”

At 40 years old, Mast has long been considered a young leader.

He entered NAA leadership several years ago, first serving a three-year term on the NAA’s board of directors. Last year, he was elected as vice president, and he’s now taking the president reins.

Before being elected to NAA positions, he helped lead the Tennessee Auctioneers Association. His introduction to TAA leadership began in 2003 on the education committee, and by 2009, he was elected president. He also served as the NAA’s ambassador for the state of Tennessee.

In 2013, Mast was inducted into the TAA Hall of Fame. He is the youngest person in the association’s history to receive that honor.

“I’ve always wanted to help make a difference in the profession – that is what has motivated me to hold leadership positions,” he says.

Mast, who serves as Executive Vice President at Tranzon Asset Advisors in Selmer, Tennessee, has spent nearly 20 years in the auction industry. He says the industry is currently shifting more dramatically than it has at other times throughout his career.

“A lot of the shift stems from technology, but I believe we’re experiencing a cultural shift as well,” he says. “It’s important that we all remain vigilant and flexible. Saying, ‘well, that’s the way we’ve always done it so that’s what we will continue to do’ can no longer be the answer. If we aren’t willing to adjust to change, then we’ll miss opportunities.”

As he looks back on his career, he offers some advice to young professionals, especially first-generation auctioneers (he was one too): “Don’t give up. Accept that you’ll have grunt work for a while. If you’re passionate about the job, work hard, take advice, seek learning, don’t stay knocked down – and you’ll start to climb to the top.”

He also encourages involvement in industry organizations like the NAA and state associations.

“I owe so much of my success to the NAA,” Mast says.

In particular, he’s met some of his best business connections and best friends through the CAI program.

“A lot of growth that has occurred throughout my professional life I can trace back to Bloomington, Indiana,” he says.

Like many auctioneers, when asked about career highlights, he remembers times of being able to make a difference in peoples



Mast, who believes the auction industry is currently in a dramatic shift, says “it’s important that we all remain vigilant and flexible.”

lives. Whether conducting a benefit auction to help a friend pay medical bills, participating in the St. Jude children’s toy auction or simply helping a client shed an asset that had become an albatross; these seem more important than closing the big deal. Not that he doesn’t enjoy closing a big deal – he certainly does and says “the big ones can be a real challenge with a good financial reward so I certainly enjoy those opportunities.”

“At the end of the day, the best accomplishments are making a meaningful change in someone’s life,” Mast says, emphasizing the charity events and working with other auctioneers. “Being able to help people is the best.”❖

2018 National Auctioneers Week campaign again pushes strong #NAAPro message

Using a multi-layered campaign on a smart budget, NAA spread #NAAPro to all four corners of the U.S. and beyond.



Overall, the 2018 National Auctioneers week campaign, planned by the Promotions Committee and executed by Staff, was a huge success. It again used a smart, pointed approach – including a more diverse campaign using radio and video -- to reach NAA members and the general public with the “Success With Our #NAAPro” message.

For the first time, NAA purchased a radio advertorial through the National Association of Farm Broadcasters. NAFB recorded a short interview with Scott H. Shuman, and then produced that audio for playback among its NAFB member stations. In all, the interview was downloaded and played on stations in 25 states, three Canadian provinces, and one internet-only station.

Through Facebook, NAA introduced the “Why You Should Hire” video advertising campaign during National Auctioneers Week. The boosted post reached a minimum of 181,248 targeted viewers with an impression count of 303,906.* Facebook also said “we estimate 24,500 people will remember your ads if asked within two days.” (Also, the NAA Membership Dept. ran a separate “Come Home” ad campaign at the same time, meaning a lot of people likely saw the same advertising concurrently. The campaign served to a lapsed-members audience only and resulted in 13 renewed memberships.)

* These statistics reflect the direct number of Facebook feeds served with NAA campaign ads. It does not include any organic hashtag messaging on Facebook or other social media platforms. (Facebook does not allow for tracking hashtags.)



Email again proved to be an effective communication tool to membership, as open rates ranged from 29%-40% throughout the campaign’s six emails. (The average email open rate for nonprofit associations is 21.76%, according to Constant Contact.)

In print, NAA again leveraged its place in USA TODAY’s Auction Showcase with placement of a National Auctioneers Week story in the May issue. This leveraged the paper’s reach of 3.5 million readers nationally.

Also in print, the “Success with our #NAAPro” banners were printed and either inserted with the April issue of Auctioneer magazine or sent alone to digital members.

Moving forward, the NAA Promotions Committee will begin 2019 planning soon and meet in January at NAA headquarters to form details for next year’s campaign. National Auctioneers Week in 2019 will be April 29-May 4. National Auctioneers Day in 2019 is Saturday, May 4. ♦

Congratulations to these MarkNet Alliance members for their achievements and leadership appointments at the **69th International Auctioneers Conference & Show 2018**



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Tim Mast and his wife, Ruth Anne, with their four children - Wyatt, Lilah, Kaitlynn, and Peyton.

NAA President Tim Mast was told he was too quiet to be an Auctioneer. His South American negotiating experiences and competitive drive proved detractors wrong.

By Nancy Hull Rigdon, contributor

Tim Mast pinpoints a highly formative time in his life. He was 18, the ninth child in a family of 11 kids, and he lived on the family farm in Tennessee. It was then that his parents decided to do something drastic – sell everything they owned and move the family to South America.

“Everything we didn’t take with us was on the auction block,” Mast, CAI, AARE, remembers.

They lived in Bolivia for two years. During that time, Mast developed skills that were not only key to his family’s survival while overseas but also have helped him succeed in life and business ever since.

“I learned the language more easily and quicker than my dad and older brother. So, I ended up being the one that did most of the business dealings – the negotiating – for my dad and family,” Mast says. “I was the one making a lot of the financial transactions.

“At 18, I was walking through airports in a foreign country with money in my shoes to pay import taxes on trucks we had

shipped down from the U.S. to Chile. I would fly to Chile with a friend or sibling then drive back through the mountain range, paying taxes at the border, which is at over 15,000ft. elevation.

“I know that who I am as a negotiator and dealmaker today is heavily influenced by the experiences I had and responsibility placed on me at 18 and 19 years old.”

His time in South America was significant for another very important reason – that’s where he met his wife, Ruth Anne.

“Turns out, she grew up three-and-a-half hours east of where I grew up in Tennessee – yet we met in South America,” Mast says, adding that she was there visiting friends.

At a young age, Mast learned the value of hard work by watching his family who primarily chose labor-intensive careers such as farming, construction or automotive services.

Some of his favorite work growing up was with livestock. At one point, Tim had an interest in becoming a veterinarian but was too eager to get to work to spend several more years in school.

After auction school, it took Mast five years to hit full-time and make a living.

Having grown up going to farm and livestock auctions he says, "I was always very intrigued by Auctioneers. But becoming one seemed like a stretch – that wasn't a career that I'd been exposed to, nor did I have any idea how to get started," he says.

When he mentioned his interest in auctioneering, he was dismissed.

"I was known as a quiet kid. So people would say, 'You're the quiet kid – you can't make it as an Auctioneer,'" Mast says. "Well, that just fueled my desire to become one. I'm competitive."

He returned from South America on his 20th birthday, and work consisted of changing tires and construction work with family members. But, one day, when attending a business liquidation auction, he spoke with NAA member, Rick Hinson, who was involved in the sale of his family's assets before the move. Mast mentioned that he was interested in being an Auctioneer. Hinson gave him details on the auction professional career path and came to Mast's brother's business looking for Tim a few weeks later.

"He said he needed some help at an auction, so he put me to work," Mast says. "And that is how I got my start in the auction business."

He adds, "It was almost divine providence that I had some doors open and had the foresight to walk through those doors. At the same time, it wasn't easy. After auction school, it took me five years to hit full-time and make a living. So I definitely understand the struggle of the first-generation Auctioneer trying to find the way."

He's spent 18 years in the auction business, now serving as executive vice president at Tranzon Asset Advisors – in addition to his new role as the NAA's president. Mast has also spent about 18 years as a father. He and Ruth Anne have four children – Lilah, 17, Wyatt, 16, Kaitlynn, 11, and Peyton, 9.

"With four kids, my free time is spent with family," Mast says. "Some of the best days are days we spend together, whether working on a project, traveling or fishing."

He also enjoys the simple pleasures found in what he calls "tinkering." This includes planting food for wildlife and birds on their property, as well as his wife's love of growing sunflowers.

"We have so much extended family that a lot of our time is spent with extended family. We enjoy hosting get togethers at our house. It's good to slow down and focus on one another's company," he says. ❖

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NAA Auxiliary names 2018 *scholarship winners*

The four recipients were announced in late July and honored at Conference and Show.



SHERIDAN



SHUMAN



SCHROEDER



TERREL

Continuing its scholarship tradition that began in 1993, the NAA Auxiliary again awarded deserving youth in 2018 – this year with \$2,500 scholarships to four grandchildren of current Auxiliary members.

Now in its 26th year, the Auxiliary Scholarship Program benefits members by assisting their children and/or grandchildren as they pursue higher education.

The 2018 recipients:

Janessa Schroeder, of Hastings, Nebraska. Janessa is the daughter of Leslie and Troy Schroeder, and granddaughter of Randy and Barb (Buss) Ruhter.

Jonah Sheridan, of Cedarville, Ohio. Jonah is the son of Julia and Matthew Sheridan, and grandson of Keith and June Sheridan.

Amanda Shuman, of Eaton, Colorado. Amanda is the daughter of Scott and Krista (Fritz) Shuman.

Nicholas Terrel, of Smithville, Missouri. Nicholas is the son of Shawn and Lucinda (Adkins) Terrel.

Scholarship eligibility requirements include:

- A child /step child or a grandchild/ step grandchild of a current Auxiliary member with membership three out of the last five years.
- Candidates applying must be graduating from an accredited high school and have been accepted into a qualified college or university undergraduate study program or a school of technology or candidates must have completed the past year at a qualified college, university, or school of technology.
- Candidates can apply for this program more than once, but they can only be awarded the Auxiliary Scholarship one time.
- Auxiliary Scholarship Applications are available on the NAA Auxiliary website or by email request to the scholarship chair.
- Auxiliary Scholarship Applications are available on the NAA Auxiliary website or by email request to the scholarship chair.
- The application must be completed and returned with all supporting documentation via email NO later than the previously established due date. NAA Auxiliary parent/ grandparent membership will be verified after applications are received.

Information regarding the 2019 Auxiliary Scholarship Program, including dates and applications, will be released later. ♦

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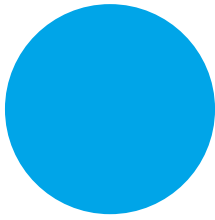
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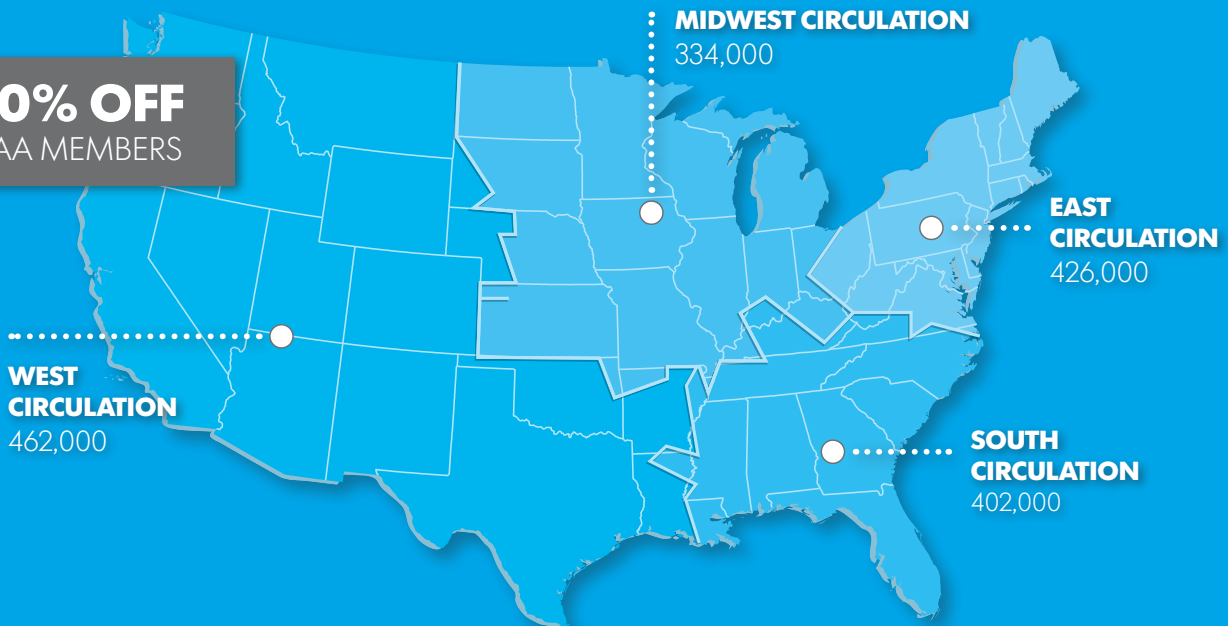
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CUS business systems

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CUS Business Systems wants to help auction businesses increase their efficiency.

By James Myers, contributor

For auction professionals who have been around long enough, they remember a time when all transactions were recorded on paper.

And while there exists some charm and sentimentality to staying “old school” when it comes to auctioneering, most professionals have taken fairly big leaps into digitization by now.

One company that has been there for auction professionals since personal computers first became somewhat affordable is CUS Business Systems. A Florida-based company founded in 1983 by Brian Wilson (who at that time was a certified public accountant), the company launched as a general-purpose custom programming and consulting firm. In 1984, however, a large industrial auction company requested a customized software system, and things began to take off in the auction industry direction.

Now, around 90 to 95 percent of the software CUS builds and the consulting it does is for the auction industry. The list of clients is broad and includes a range from Fortune 500 companies all the way to Auctioneers who are just getting started.

The software CUS designs is primarily for desktop back office management. Consignments, billing, cataloging, clerking – anything that goes into running an auction business is built into

one solution that clients either rent or buy. Online components have also been added, as are many other annual upgrades/updates.

Ellen Weintraub, sales manager at CUS, has watched the company grow since day one. She spends the bulk of her workday walking clients, mostly auction professionals, through solutions. In some cases where the client is brand new to the industry, CUS practically mentors them through the business process.

Weintraub said in the late 1980s to the early 1990s, the number of Auctioneers taking interest in their software began to explode. The Auctioneers, she explained, saw how computerization worked in other industries and began to think about how it could work for their auction businesses.

She said they suddenly realized their method they had been using for clerking at auctions was not efficient and could be significantly improved with less labor via digital means.

Weintraub noted that the solution isn’t solely about offering a more efficient way to clerk an auction. More so, it is a “full service suite of tools that allows them to keep the auction activity, customer mailing list and inventory management all in one application, so all parts of the system talk to each other.”

CUS has designed solutions that take into account how some surtaxes are applied only on certain assets or amounts.

The mantra at CUS, she said, is that if a client is using their system, they should never have to type the name of a person more than once, regardless of how many auctions they attend. Furthermore, the client should never have to type information about an item they're selling more than once – it's entered and travels to all other parts of the system without having to be re-entered.

Of course, it has evolved over time. The system was once designed for postal mailing that has transitioned to email. Also, an important aspect of the software is that the updates are user generated.

"We try and keep to our core mission in that we try not to take auction companies where we want them to go," she explained. "We try and be the background partner or facilitator for whatever it is they want to do."

As an example of input that informs CUS's updates, clients must work with sales tax calculations that not only differ per state or province but can change by county and municipality. CUS has also designed solutions that take into account how some surtaxes are applied only on certain assets or amounts.

"It gets more complicated every year," Weintraub said of the tax situation and building solutions to address them. "It's probably one of the big differences between ourselves and other software vendors. We really do fine tune how they can manage taxation."

Auctioneers are known for their willingness to help out their fellow professionals, as happens often between NAA members, but they're also a competitive bunch. Having the right business management solutions can help provide an edge, assisting in attracting more buyers and sellers, Weintraub said.

"If having a good system is going to help them move from the household estate sale up through larger businesses and more profitable auctions," she said, "and then get them state, county and government contracts because they have to have proper systems to be able to handle it – this is where they need to go." ♦



How to choose your NAA Community of Practice!

In order to plug in fully and reap the benefits of hyper-targeted content and events, NAA members should choose the Community of Practice (or more than one!) that best applies to them. (What's an NAA Community of Practice? See below.)

To select the Community or Communities that fit your need, do the following:

- 1) At auctioneers.org, go to "Member Area" and then select the "Member Profile" link.
- 2) Log in if you are prompted. Otherwise, select the "COP/Specialities" tab.
- 3) Under that tab, select the Community or Communities of Practice that you want.
- 4) Once the box (or boxes) is checked, hit save at the bottom left, and you're done!
- 4) For questions or more information, you can call 913-841-8084 or email support@auctioneers.org to communicate with NAA Staff. Let them know which Community or Communities you would like to join, and they can assist you!

NAA Communities of Practice

In 2017, NAA unveiled its five pillar Communities of Practice: Benefit Auctioneer (BA); Contract (CO); Marketing and Management (MM); Personal and Commercial Assets (PCA); and Real Estate (RE).

Each community has specific, targeted education and a designation program focused within them. All now have content tagged and provided specifically for them as well. Each sector also has, on a rotational basis, a dedicated summit or event such as the upcoming PCA Summit.

"It is NAA's opportunity to help you get the information you most need for your business to be successful," NAA CEO Hannes Combest, CAE, said when the Communities were announced.

Take advantage of the information and event opportunities that matter to your business most. Make sure to log in and choose your Community of Practice today!

Sticking to the plan

As children, while his friends played stick horses, Harley Troyer played the Auctioneer who sold them. He still sells nearly 40 years later.

By Nancy Hull Rigdon, contributor



Harley Troyer knew two things early on: he wanted to be an Auctioneer, and he wanted to "go west." He made both of those dreams come true.

Harley Troyer grew up in the Amish community of Topeka, Indiana, where his family farmed horses and drove horse-and-buggies. It's fitting, then, to know that much of his career has focused on auctioning draft horses as well as horse-drawn farm equipment, including wagons, buggies and carriages.

In his nearly 40 years of auctioneering, auto auctions also played a large role in his business – Harley D. Troyer Auctioneers, Inc. A year ago, he retired from the auto auction side.

"That freed me up to do the specialty type auctions that I love – the draft horses and equipment. Plus, I have more time to go fishing and camping and spend time with my wife and kids and grandkids," Troyer says. "Life is good."

Troyer always wanted to be an Auctioneer.

"As little kids, we'd play stick horses. I was always the Auctioneer selling the stick horses," Troyer says.

He had an uncle that was an Auctioneer, and today, he's

proud of the family auction business he's built. His three sons and son-in-law are all Auctioneers.

His start

At 18 years old, Troyer left home and headed to Colorado.

"I always wanted to go west, and I fell in love with Colorado," he says.

He met his wife shortly after moving to the state, and a year later – in 1969 – they married. They built their life in Fort Lupton – about 40 miles north of Denver.

"It wasn't easy to break into the business. There was always an older Auctioneer with more experience ahead of me," Troyer says. But, hard work and knowledge in his specialty areas helped him get ahead.

A highlight of his career has been growing the draft horse and equipment auctions. The auctions – they occur three times a year – are such a draw that it's not uncommon for buyers to represent more than 20 states at one event.

Last year, Troyer had the honor of auctioning one of the biggest and best draft horse equipment collections: the collection of Tom and Betty Watt. Hundreds of people descended on the Watt family ranch in Colorado for the sale of about 60 antique wagons and carriages.

“It was like the Super Bowl of collections,” Troyer says.

Tom Watt, who was 82 at the time of the auction, was a long-time collector who wanted to sell his items while he was living.

“He went all over the country over many years to build his collection. He put up big buildings to house everything in, and he lined everything up to where it was like a museum,” Troyer says. “At the auction, all the big hitters in the draft horse equipment collector circle were there – many of them consider each other friends.

“I know it was hard for Tom to see his collection go, but I think he also loved every minute of it.”

Troyer says he was amazed at what the pieces earned.

“If you would have pieced it out, you would not have seen those

kinds of prices. But when you have everything together as a collection from one person, it’s special,” he says.

NAA networking pays off

Troyer joined the NAA in 1978. He’s benefitted from the network and members’ willingness to share best practices. He recently had the rewarding experience of referring business to another NAA member, C.D. “Butch” Booker, in Washington. A widow of an antique fire truck collector who was also a friend asked Troyer to auction the collection, but Oregon was just too far for him.

“I felt bad that I couldn’t do it, but then I was able to recommend someone who I know will do an outstanding job, which makes me really happy,” Troyer says.

Troyer enjoys his work so much that he can’t quite imagine a life without auctions. For instance, he spent one Saturday earlier this summer auctioning a collection of restored tractors and cars.

“This gentleman was in business for 60 years and had at least 60 antique cars, 40 tractors and a lot of supporting equipment,” Troyer says. “It is just so fun to see these collections and be part of passing them on to the next owner.” ♦

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Quality makers and vintage jewels find solid backing at May auctions



\$20,400



\$13,200



\$5,937.50

MONROVIA, Calif. – John Moran Auctioneers continues to achieve strong prices realized for quality jewelry across a variety of design styles in both their Fine and Studio Jewelry Auctions.

Introduced last December, the Studio Jewelry Auction is populated by jewelry and timepieces at more approachable price-points and May's sale proved to be a resounding success with a high sell-through rate.

Starting out the Fine Jewelry & Timepieces Auction were several stunning gold fob seals consigned from a single Southern California collection, each designed with intricate gold work and many with elaborate crests and monograms. Lot 15, a stunning musical fob with delicate openwork depicting a resting stag, kicked off a bidding war between a determined floor bidder and an online bidder, ultimately surpassing its \$1,500-2,000 estimate to sell for \$5,937.50.

In addition to the seal fobs, several fine Antique pieces were consigned from local collections. One of the sleeper hits of the sale was an Antique emerald and gold bracelet designed with links decorated with flowering urns; one alert buyer took the bracelet home for \$1,400 (est. \$400-\$600).

Among the fine timepieces on offer was an American Watch Co. gold hunter's case pocket watch, dating to 1872-1874, which quickly outstripped its conservative \$600-\$900 estimate to sell at \$2,700. A stunning 19th century 18K gold and enamel pocketwatch by LeRoy Paris, fitted with unusual Turkish hour markers, sold to an online bidder for \$1,750 (est. \$800-\$1200). Jumping forward in time to more modern timepieces, a Jaeger Le Coultre Geographique gold wristwatch sold to a determined floor bidder for \$5,100 (est. \$3,500-\$4,500).

One of the most popular lots leading up to the sale was a beautifully designed Art Deco diamond and sapphire ring

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centering an Old European-cut diamond weighing 2.99cts that sold to an absentee bidder after a protracted bidding war for \$13,200 (est. \$10,000-\$15,000). The enduring popularity of classic Art Deco design proved true with lot 65, a darling diamond ring with an intricate platinum band, which sold within the \$5,000-\$7,000 estimate for \$6,600, just in time for wedding season.

Moran's was pleased to offer several pieces by Modernist jewelry designer George Brooks consigned from the estate of Warner Bros. family member Betty Warner Sheinbaum, an artist and philanthropist.

Known for his fine collection of opals, it is perhaps no surprise that Brooks' playful opal and 18K yellow gold ring sold for \$2,000 at the auction (est. \$800-\$1,200). Rounding out the

modern items on offer was a striking Van Cleef & Arpels carved emerald and diamond ring. Consigned from a local collection, the ring was one of the most sought-after pieces in the auction inspiring a bidding war between a determined phone bidder and a floor bidder, earning the ring a fine selling price of \$20,400 (est. \$5,000-\$7,000).

The Studio Jewelry auction kept the fun rolling with an additional 232 lots consigned from local collections and estates.

A trendy "Love" necklace from famed jeweler Cartier was one of the most highly anticipated lots in the auction, selling well above the conservative \$500-\$700 estimate at \$1,576.80. A set of keys with gold playing card-motif toppers (also from Cartier) inspired a bidding war between the floor and phone bidders selling on the phone for \$3,900, far outshining its \$300-500 estimate. ♦

Three RS Prussia bowls reach combined \$33k at auction



DOUGLASS, Kan. – Three RS Prussia marked bowls – each boasting a gorgeous portrait and scenic décor of one of the four seasons – sold as single lots for a combined \$33,000 at the Part 1 sale of the lifetime collection of RS Prussia antique porcelain of the late John and Lavaun Headlee.

Nearly all of the pieces were in the rare cobalt blue color and featured in the event held May 26 by Woody Auction in the firm's Douglass gallery.

At \$15,000, the top earner was the fall season bowl, 9.75 inches in diameter with poppy highlights. The summer season bowl, 9

inches in diameter with pink poppy highlights, changed hands for \$11,000. And the winter season bowl, 9.75 inches in diameter with leaf and berry highlights, fetched \$7,000. All three of the bowls were stippled mold, with cobalt blue borders and strong gold trim and gold stenciling.

The Headlees were beloved members of the RS Prussia Collectors Club, and word quickly spread that their 40-year collection focused almost exclusively on cobalt blue examples. Bidders responded with eager enthusiasm.

"This was the finest RS Prussia auction ever held in Kansas," said NAA member Jason Woody of Woody Auction. "No other



\$10,000

auction has ever featured the quantity of cobalt blue offered in this sale.”

Internet bidding was provided by LiveAuctioneers.com but, perhaps surprisingly in this digital age, in-house participation was strong and most of the items were purchased on the floor. It is possible bidders wanted to get an up-close and personal look at the magnificent cobalt blue RS Prussia pieces on view before and during the auction.

The success of the sale was proof they indeed liked what was displayed.

It was an absolute auction that attracted about 50 RS Prussia collectors, while 31 bidder numbers were registered. There were also six absentee bidders.

Other highlights included:

Two lots posted an identical selling price of \$10,000. One was an unmarked chocolate set, cobalt blue with a stylized carnation décor and gold stencil highlights. The set featured an 11 ¾ inch tall chocolate pot, plus six rare demitasse size cups and six matching saucers.

The other was a hard-to-find RS Prussia marked center bowl, 15 inches in diameter with a carnation mold, yellow and cobalt blue with a pink and yellow rose décor and gold stencil highlights.

“This was possibly the finest 15-inch bowl we’ve ever had the privilege of auctioning,” Mr. Woody remarked.

An unmarked bowl, 10.75 inches in diameter, mold 14A (the medallion variation), featuring a cobalt blue border, strong gold trim and wonderful gold stencil highlights, topped out at \$7,000. The five medallion portraits featured Lebrun with a hat and Recamier (aka Juliette) and Lebrun with a ribbon.

A magnificent marked RS Prussia stippled mold plate, 11.75 inches in diameter, having a fall season portrait décor with colorful poppy highlights and a wonderful cobalt blue and gold border with extensive gold stenciling, hit \$6,000. Also, a marked Royal Vienna mold 5 ewer, 6.75 inches tall, with a figural tulip handle, cobalt blue with a Countess Litta portrait and gold stencil highlights, made \$4,250.

Rounding out just a handful of the day’s many top achievers was an unmarked stipple mold cracker jar sporting a yellow and green background with Potacka and Recamier portraits. The jar featured a cobalt blue border and extensive gold trim and resulted in spirited bidding before finally selling for \$4,500. ♦



\$4,500



\$4,250

NAA Members team up for South Dakota Old West Museum auction

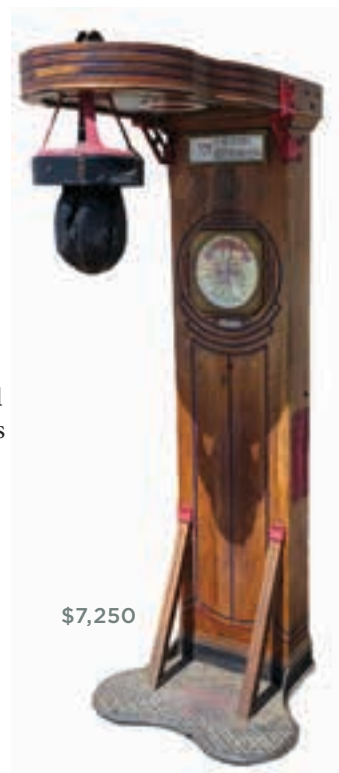


\$12,000

OACOMA, S.D. – On May 12, 2018, Girard Auction & Land Brokers, Inc. teamed up with Peterson Land & Auction Company to sell the final auction for the Old West Museum of Oacoma, SD.

This museum, owned by Alice Olson and her late husband, Gene, opened in 1969 and closed in 1996. While much of the museum had been sold off over the years, some of the best and “family favorites” were kept until this auction. A few highlights included:

- Salesman Sample Jenkin’s Hay Rake with original cast-iron cut-out seat—\$4,250
- John Deere 1b Sully Plow Salesman Sample—\$21,000
- Eclipse Wood Windmill Tail Fin—super original—\$3,100
- Salesman Sample Grain Elevator—\$4,750
- Vindiver 5c Automatic Cigar Vending Machine—\$6,250
- 3-piece Store Automation Display—\$14,000
- Bone-Shaker Wood Bicycle—\$2,400 ♦



\$7,250

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The World Wide School of Auctioneering had a monstrous June graduating class of 71 students from 27 states, Canada, and Mexico. Together, the class raised \$5,460 for St. Jude Children's Research Hospital – the philanthropic partner of NAA.

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The June 2018 class of the Mendenhall School of Auctioneering featured 26 students from nine states, including: Florida, Maryland, New Jersey, North Carolina, Pennsylvania, Tennessee, Virginia, and West Virginia.

IAA Past President Bauermeister passes away



Thomas Dee Bauermeister, 75, of Fort Wayne, passed away Tuesday, July 24, 2018, after a courageous battle with cancer.

He was born on May 22, 1943, in Fort Wayne, the son of the late Arthur Bauermeister and the late Hilda (Doehrman) Bauermeister. He

married Sandra Lepper on Nov. 4, 1962, at Emmanuel Lutheran Church, Soest in Fort Wayne and she survives.

He served his country in the United States Air Force from 1961 to 1965.

Tom was a graduate of Reppert's Auction School in 1959 and Hoagland High School in 1961. In 1969, Tom received his real estate license, and in 1975 he received his broker's license. In

1988, he graduated from the Certified Auctioneer's Institute and followed that up with Certified Estate Specialist's classes in 2003 and Personal Property Appraiser's Courses in 2004. He retired in 2016 with 56 years of service as an Auctioneer and 46 years as a real estate salesman.

Tom was a member of Emmanuel Lutheran Church, Soest in Fort Wayne. He was also a member of the National Auctioneer's Association and Auction Marketing Institute. In addition, he was a member of the Indiana Auctioneer's Association where he served as the Indiana State Director from 1993 to 1995 and as president in 1999. He was inducted into the Indiana Auctioneer's Hall of Fame in 2002. In his spare time, Tom enjoyed antiques, history, and traveling.

Survivors include his wife, Sandy Bauermeister, of Fort Wayne; two daughters; and six grandchildren. He was preceded in death by his son-in-law and a brother.❖

Ohio Auctioneer conducted more than 10,000 auctions

Horace Junior Kramer, 94, died at Vancrest Health Care Center in Eaton, Ohio on July 8, 2018. He was born on Sept. 19, 1923, at the family farm in Preble County. He was the son of the late Horace W. and Ida Celeste Pence Kramer.

He was a loving husband, father, grandfather, great grandfather and brother, and was devoted to his family and friends. He lived his entire life in Preble County and graduated from Eaton High School in 1942. During World War II, he was an Army Air Corps flight instructor for fighter pilots.

For almost 70 years, he was an active Auctioneer in Ohio and Indiana. He started in 1948 after graduating from Reppert Auctioneer School, then joined LG Reitz in 1950 as Reitz and

Kramer Auctioneers. In 1978, he and his son, John, formed Kramer and Kramer, Inc. Auctioneers & Realtors. JR was inducted into the Ohio Auctioneers Association Hall of Fame in 1997. He sold the Preble & Montgomery County 4-H Livestock Sale of Champions, Producers Livestock Barn and Snyder Auction House and conducted more than 10,000 Auctions during his career. He lived for his family and the auction profession and enjoyed visiting the public and his auction attendees.

He was preceded in death by his wife of 64 years, Marian Ewing Kramer; three brothers and two sisters. Survivors include his daughter; a son; five granddaughters; eight great-grandchildren, several siblings; and a host of nieces and nephews.❖

"Pops" always pulled for the underdog

Carlton Timothy "C.T." Wingfield, 58, of Madison Heights, passed away suddenly, Tuesday, July 10, 2018, at his residence. He was the loving and devoted husband of Sherri Duff Wingfield.

Born Nov. 4, 1959, in Lynchburg, he was the son of Jeane Tyree Wingfield of Madison Heights and the late Carlton Lee Wingfield and was also preceded in death by his twin sons, Thomas and Timothy Wingfield and his brother, Steven Blake Wingfield. C.T. was the owner & operator of Wingfield Real Estate and Auction Services, Inc. in Madison Heights.

He was a member of Randolph Memorial Baptist Church. "Pops" was a family man, who rallied behind his children in any endeavor they chose. He was always willing to help or guide those in need and he loved serving his community in many ways. Always pulling for the underdog, he was a dedicated season ticket holder for UVA football and a relentless Miami Dolphin fan. He was at his "happy place" on the golf course. In addition to his wife and mother, C.T. is survived by five children; his sister; and eight grandchildren.❖

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Brayden Webber



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Christine Alexander



Focused on Benefit Auctions and a proud graduate of Reppert Auction School, she was inspired by a close friend and member of NAA to invest in herself and the NAA to raise awareness and revenue across the country for people in need. Christine was excited to co-lead "Improv Workshop for Auctioneers" with Suzanne Cios Krainock, M.S., BAS, CAI at this year's Conference and Show."

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NAA Facebook Group Question of the Month: NAA IAC Interview questions

How would you answer the interview questions asked during the 2018 NAA International Auctioneer Championship?

If you watched the NAA IAC, or if you're familiar with the competition's format, you know that the finalists not only have to show their mettle as bid callers, but they also demonstrate their public speaking ability and general working knowledge of the auction industry and NAA. That speaking and knowledge is highlighted through three interview questions.

Here are the three questions at this year's championship, and we want you to answer! Head to the NAA Auction Professionals Facebook Group (facebook.com/groups/naaauctioneers) and share how you would answer!

1. What is your greatest challenge as an auction professional or auction company, and how do you plan to address that challenge?
2. There has been a lot of promotion and discussion concerning NAA member benefits. In your opinion, what are some of the best benefits and why?
3. A prevalent attitude in our society is that the auction method is a last resort for many people as they perceive it to be less profitable than other methods of sale. What do you say in response to that argument? ♦

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IN THE RING

PAGE 36 *"[The National Auctioneers Week campaign] again used a smart, pointed approach – including a more diverse campaign using radio and video – to reach NAA members and the general public with the 'Success With Our #NAAPro' message."*
NAA
Overland Park, Kansas

PAGE 45 *"We try and keep to our core mission in that we try not to take auction companies where we want them to go. We try and be the background partner or facilitator for whatever it is they want to do."*
Ellen Weintraub
CUS Business Systems
Cooper City, Florida

PAGE 46 *"As little kids, we'd play stick horses. I was always the Auctioneer selling the stick horses."*
Harley Troyer
Harley D. Troyer Auctioneers, Inc.
Fort Lupton, Colorado

AROUND the BLOCK

- **Sandhills Publishing has acquired Equipmentfacts**, a New Jersey-based online bidding platform specializing in global solutions for equipment and truck auctions. The acquisition expands the portfolio of the Nebraska-based tech company, whose brands include AuctionTime, BidCaller, Auction Flex, HiBid.com, Machinery Trader, TractorHouse, Truck Paper, and RentalYard, as well as a number of international resources and a suite of cloud-hosted business management solutions.

Equipmentfacts was established by Larry Garafola in 2001 under the premise that local live auctions should be able to accept bids from buyers anywhere in the world.

- **NOKOMIS, Ill. – The Authentication Company, LLC, is new company formed to mark and identify petroliana, automobilia and antique advertising items** as a means for ensuring their originality and authenticity. The company specializes in marking original period-correct items, to include signs, globes, cans, metal thermometers, displays and various other advertising items.

- On Aug. 1, **John Korrey, NAA member and World Champion Auctioneer, was recognized in Denver, Colorado, for his career with Ritchie Bros. Auctioneers as he plans to retire** at the end of August. According to his website's (korreyauctions.com) bio, John has traveled to more than 35 states and four foreign countries to conduct livestock, equipment, and charity auctions. Image below (L to R): Dustin Rogers, 2017 International Auctioneer Champion; John Korrey, 2002 World Livestock Auctioneer Champion; Greg Highsmith, 1994 International Auctioneer Champion.



MEMBERS' CORNER



United States Congressman Jeff Duncan (R-SC) was awarded in Jacksonville during the NAA International Auctioneers Annual Conference and Show as the 2018 President's Award of Distinction recipient.

The NAA Board of Directors established the President's Award of Distinction in 2002 to honor those members whose conduct has distinguished the auction profession or the National Auctioneers Association. The award is bestowed on recipients during the annual International Auctioneers Conference and Show.❖



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Coming up in September ...

We're going to find out more about the newest NAA IAC champions in September ... which is great because you may see them at a state event near you in the near future! Also, we dive into the stories of NAA's newest Hall of Fame members. You won't want to miss next issue!

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