



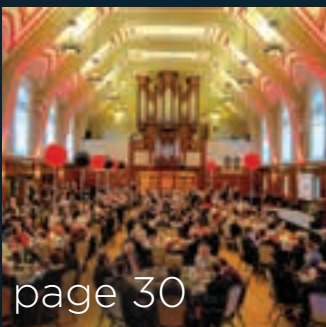
Auctioneer

APRIL 2016

Online negativity: How and when to respond



ALSO INSIDE:



page 30

- | NAA BOARD CANDIDATES ANNOUNCED
- | MAKE YOUR HASHTAGS WORK FOR YOU!
- | 26 STATES REPRESENTED AT NAA STATE LEADERSHIP CONFERENCE



CRAZY FAST CATALOGING



CATALOG, CLERK, AND MORE ON YOUR TABLET & SMARTPHONE
USE YOUR WI-FI, NO INTERNET REQUIRED
UNLIMITED AUCTIONS FREE WITH YOUR LICENSE OF AUCTION FLEX

Visit www.auctionflex.com for more information.



Internet Auctions
(Formerly Bidopia)

EASY ONLINE AUCTIONS



WEBCAST, INTERNET-ONLY, AND INTERNET ABSENTEE
FREE BRANDING TO YOUR COMPANY
EASY AUCTION FLEX UPLOAD/DOWNLOAD
FAST CREDIT CARD PROCESSING & SHIPPING
INEXPENSIVE FLAT BIDDING FEES (NO PERCENTAGES)
FREE AUCTION CALENDAR, WEBSITE, & PORTALS

**DISCOVER WHY HUNDREDS OF AUCTIONEERS
HAVE SWITCHED TO HIBID**

Visit www.auctionflex.com/hibid.htm for more information.



Spanky Assiter
NAA President

National Auctioneers Association President Spanky Assiter, CAI, AARE, has a long history with the NAA since joining the Association in 1985. Now a life member, Assiter won the NAA IAC title in 1991 - the same year he won the Texas State Champion Auctioneer crown. His first tenure with the NAA Board of Directors, as a Director, came in 1994.

In the summer of 2007, Assiter's global impact on the auction industry was recognized when he became one of the youngest inductees into the NAA's Hall of Fame and TAA Hall of Fame.

He is Chairman and Founder of Assiter Auctioneers in Canyon, Texas, where he makes his home with his family.

2016 Conference and Show: Make it Happen!

I began attending NAA conventions in the late 1980s. My first one was in California, and I went to Florida the next year. I missed the first IAC competition that NAA held, but when I came back and began competing. I was hooked.

Winning the International Auctioneers Championship changed my career. It changed because winning introduced me to companies who were willing to hire me based on the skills I displayed in this contest. But, that's not all I received from this event. I met people there - important people to me then and now. These people have helped me grow my business. These people have helped me grow *in* my business, and these people have helped me grow *as an individual*. I am who I am today, in part, because of these people.

The 67th International Auctioneers Conference and Show will start Tuesday, July 18, in Grand Rapids, Michigan. Registration opened last month, and, already, we are seeing excited people. They know that when they come to this event, they are going to leave with better business skills and more connections than when they started the week.

Many people say they can't afford to come. This year, the National Auctioneers Foundation will grant four scholarships to individuals (see page 26 for more information). There are many other ways that might make it affordable:

- 1) NAA accepts payment plans. You can divide your registration into thirds!
- 2) Can you drive to Grand Rapids?
- 3) We want you to stay in the Headquarters hotel, but there is an option - we have secured some rooms for you at Courtyard by Marriott - that is \$20/night less expensive.

- 4) Are you a part of a loyalty program for a hotel or airline? Check out to see if you can use "points" to offset part of your expenses.
- 5) Share a room. Look for a friend to go with you and share expenses.

There are lots of ways to make this work. But, it won't fall into your lap - you need to (as my friend Mike Jones, CAI, GPPA, from Texas says) "Make It Happen!"

Go to conferenceandshow.com today and register! I know you will be glad you did!

In closing, I want to thank all of you for helping celebrate National Auctioneers Week.

Many of you joined us on social media and helped make our friends and family aware of this awesome profession and our role in it through the #AuctionsWork and #NAAPro campaigns.

As you read in last month's issue of *Auctioneer*, we believe this type of viral marketing will promote our work in ways we have never been able to do before. But, it will continue to work only if you help us. Please keep telling everyone that #AuctionsWork, especially when managed an #NAAPro! ♦

Love ya
Love ya
Spanky



10

COVER: How to handle online negativity

When someone makes a rude or even wrong comment about us or our business, we want to respond, immediately. There's a right way and wrong way to engage those people.



FEATURES & NEWS

- 8 2016 NAA election**
The NAA Nominating Committee has announced its endorsements for July's election.
- 14 26 states represented at NAA State Leadership Conference**
Leaders exchanged info and ideas in Kansas City.
- 22 How to build your media list**
There are budget-friendly ways to build a list. But, what do you do with it after that?
- 27 10 ways to lessen work stress**
Battling fires, making everything an immediate priority ... what else stresses you? Let's look.
- 30 'CAI: Next' quick-hits attendees**
The experience was like trying to drink the Mississippi River through a straw.

- 36 How to make your hashtag successful**
You have a new hashtag, but how do you get the public to see it? We have a trick or two for you.
- 40 #NAACS16 education courses to take 'deeper dives'**
Attendees have asked for classes to go deeper into topics. That wish will be granted in Grand Rapids.
- 42 Is content marketing ripping its jeans?**
A study says the strategy is stuffing content channels past effectiveness despite more options.

BUSINESS PRACTICES

- 16 With estate authority, it's state by state**
With regard to estates, death generally does not automatically create an estate or transfer property.
- 20 Be a friend to the media**
Many media professionals are overworked and uncertain about their own futures. Help them by making their experience with you an easy one.

FACES OF NAA

- 38 The complete package**
Young, bold, and wanting to make a difference, Sara Adams is finding ways to influence the industry.

NETWORKING

- 6 State watch**
- 20 NAA Ambassadors**
- 44 Success stories**
- 52 In memory**
- 54 Schools**
- 56 New members**
- 60 Commitment**
- 62 New designations**
- 64 In the ring**

DEPARTMENTS

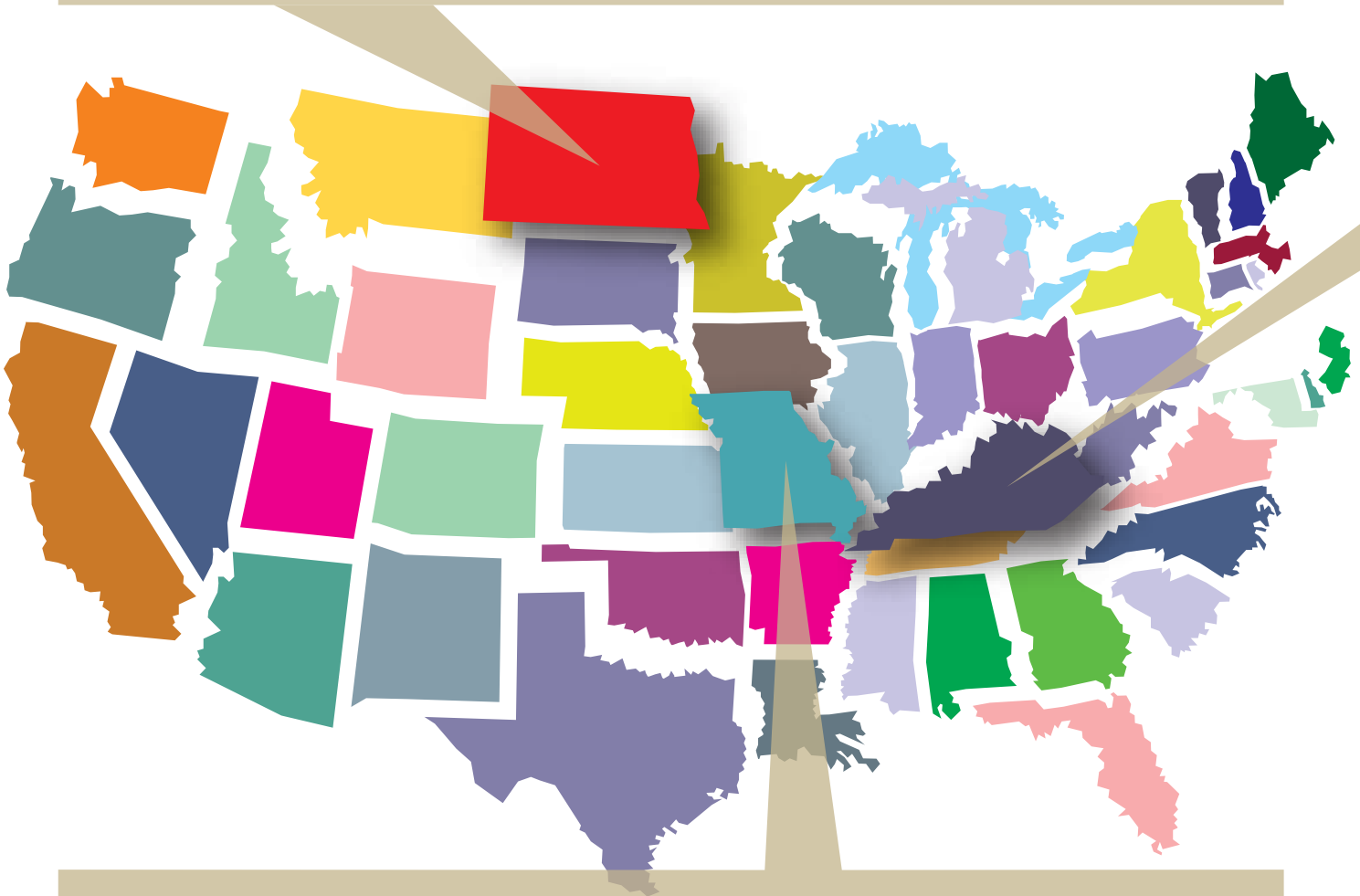
- 61 Education calendar**
- 67 Marketplace**

Auctioneer issue 4 APRIL 2016 (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 © 2016 by the National Auctioneers Association. Materials may not be reproduced without permission.

State watch

NORTH DAKOTA

Nearly 80 attended the North Dakota Auctioneers Association's annual convention, held Feb. 4-6, and watched Mitchell Siemers top a field of 13 to win the state's bid-calling championship. Results of the annual election: Directors – Mike Ostrem; Glenn Trautman II; Jay Temchack.



MISSOURI

Nearly 80 members of the Missouri Professional Auctioneers Association met in St. Louis, Mo., Feb. 19-21. The strong group soaked in presentations on real estate, from vendors, and from NAA Director Scott Shuman, CAI.

Eight competitors emerged from a field of 17 as preliminary winners in the state's bid-calling championship. Among the group were NAA members Jeff Pittman; Andrew Shetler; Toney Thornhill, CAI, BAS; Jeff Garber; and Chad Shepard.

KENTUCKY

The 59th Annual KAA convention entertained 106 registrants in Louisville. NAA Leadership was well-represented as President Spanky Assiter, CAI, AARE; Treasurer Devin Ford, CAI, CES; and Director David Whitley, CAI, CES, all were present as featured speakers. NAA member Junior Staggs earned the 2016 Kentucky Bid Calling Championship title and will represent the KAA at the NAA International Auctioneer Championship this July in Grand Rapids, Michigan.

NAA members took home other deserved honors as Cliff-Ed Irvin was inducted into the KAA Hall of Fame, William Kurtz, CAI, received the Lifetime Achievement Award; and, Steve Cherry, CAI, CES, took home Auctioneer of the Year.

Results of the annual election: President – Tim Haley, CAI, CES; President-Elect – David Meade; Vice President – Russell Mills; (new) Directors – Amy Whistle, CAI; Shawn Willard, CAI; Paul Playforth, CAI, AARE, CES; Chris Wilson, CAI, CES.

Prior to the conference, 18 attendees graduated from the NAA CES designation course.

Do you have information about your state you'd like to share? Contact memberservices@auctioneers.org

EXCEPTIONAL AUCTION COMPANIES

NEED SUPER ASSISTANTS

"Thank you so much for your expertise, cutting edge technology, kindness, patience and ease of operation. Our company looks forward to our next project together."
 - John S. Nicholls, AARE
 Nicholls Auction Marketing Group, Inc.

ADVERTISING
REPORTING
ACCOUNTING
QUALITY ASSURANCE



HELPING OUR CLIENTS AND THEIR CLIENTS SUCCEED!



SATELLITEPROLINK.com **CALL 800-510-5465**
#1 Choice for Marketing Services within the Auction Industry

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

AUCTION

Tall Boy Sign Stands 10' ↑

\$83.87
2 SIDED

Call Me!

Metal Post Kit
\$29.99
3 piece

1-800-843-7446

www.1800TheSign.com



Vice President: Scott Shuman, CAI



Director: Trisha Brauer, CAI, BAS



Director: Scott King, CAI, AARE, ATS



Director: Denise Rinaldi



Director: Jason Winter, CAI, AARE, AMM, CES



2016 NAA Election

The NAA Nominating Committee has announced its endorsements for 2016.

By NAA Staff

The NAA Nominating Committee has concluded its work for the 2016 election and endorses a total of four candidates for three NAA Board of Directors positions – Vice President and two Directors (three candidates).

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

The following candidates will be running for election to the 2016-2017 NAA Board of Directors at #NAACS16 in Grand Rapids this July: Vice President: Scott Shuman, CAI; Director: Trisha Brauer, CAI, BAS; Scott King, CAI, AARE, ATS; Denise Rinaldi; and Jason Winter, CAI, AARE, ATS, CES.

The election will be held at the annual meeting on July 21, 2016, in Grand Rapids, Michigan.

Absentee ballots will be available on May 2, 2016, for members only, at auctioneers.org. Ballots must be received in the NAA office by the end of business Friday, 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 21.

Nominating Committee members: Tom Saturley, CAI, Chair, NAA Past President; Spanky Assiter, CAI, AARE, NAA President; Mike Jones,, CAI, BAS, GPPA, Foundation Vice President; Peter Gehres, CAI, CES, EI Trustees Vice-chair; Bill Sheridan, CAI, AARE, GPPA, NAA Past President, NAA Hall of Fame, Michigan Auctioneers Association Past President. ❖



NAA DAY ON THE HILL

Thursday, Sept. 8
Capitol Hill, Washington, D.C.

REGISTER NOW AT [AUCTIONEERS.ORG](https://www.auctioneers.org).

QUESTIONS? Email bmcgrath@auctioneers.org or call 913-563-5429.



Online reviews: How **you** should handle them

There's one fantastic way to respond to online reviews, and it isn't defending yourself or your business against trolls.

By James Myers, contributor

Consumers have many options for sharing their opinions about their interaction with businesses today, and it can be a good thing – or a really bad thing – for business owners, including auction professionals, if the opinions being shared are negative and go unanswered.

No longer is word of mouth the predominant medium for consumers to use in talking up or talking down the way you handled your last auction or how your employees treated clients and/or potential clients; there is now a seemingly inexhaustible list of digital mediums where opinions are easily shared. Therefore, Auctioneers need to take a proactive approach that marketers refer to as “reputation management.”

Unfortunately, the Internet has given rise to a dreadful segment of the online population known as “trolls.” These are people who look





Auction professionals should think through their response plan to negative business reviews. Ill-conceived, short-term responses can have long-term impacts on brand and business.



While trolling can be amusing or even fun at times from a distance, knowing how to handle such instances when your own business is involved is vital. In short, engage those individuals away from your social or public feeds.

for any opportunity to post inflammatory comments in an effort to incite a reaction. They are generally fairly easy to spot, and responding to them should be avoided, at least in a public forum.

Brian Sparker, head of content marketing at ReviewTrackers, a company that assists clients in tracking online comments and reviews, said worrying about trolls shouldn't be a priority. For instance, he points out that around 67 percent of reviews on Yelp, a crowd-sourced review site, are positive with four and five star ratings being the norm. Sparker said that statistic is consistent with other sites his company monitors.

"Sleuth it out yourself," said Sparker of qualifying reviews from potential trolls. "Ask for their phone number and say, 'I'd like to talk to you about what happened.' Follow up in a good customer service way."

There are also consumers who will run to their computer or mobile device to immediately lash out after they've been sold a subpar product or believe they've been mistreated. These are reviews that can hurt your business if you don't respond appropriately. However, Sparker said the biggest mistakes brands make is when they try to defend their company or their actions.

"It spirals out of control," Sparker said of the interaction that isn't handled appropriately. "(The conversation) is online and in a public forum and it's not recommended. Apologize and take the conversation offline because it's not a good idea to converse with an angry customer in a public forum."

While Sparker is a proponent of dealing with angry customers in a less public manner, he said it is also important to update the status of the issue for current and future viewers of the thread.

"Follow up after the issue has been resolved to deter negative feedback later on," he said, adding that the follow up can be the difference between making a sale or provoking further negative commentary that hurts your brand.

In some cases, the reviewer is overreacting, misstating facts

or fabricating facts to bolster their situation. In other cases, they have valid complaints that deserve an explanation and an apology. Both situations deserve your attention.

Instead of jumping into a defensive mode when criticism lands at your front door, look at it as a way to improve your business while also following through on your reputation management plan.

What you can do

Consider these tips as you work out your online review response strategy:

Respond promptly, but only if you can do so without emotion. It's natural to be upset/mad/infuriated by a critical opinion that anyone visiting the site can see. Resist the urge to make the response until you can do so without emotion, because writing your response while angry/hurt will probably escalate the situation.

Some reviews are factually incorrect and should be responded to quickly. In a professional manner, write a point-by-point response that lays out all the reasons the review is incorrect, and don't make it personal.

Never create a fake account or a new persona to defend your business. Getting caught doing this can seriously affect your credibility.

Be knowledgeable of the platform through which you are interacting. For instance, Reddit has a culture all its own, leaving new users to feel like a bit of an outsider. Jumping into a thread in a group you're not familiar with can prove ineffective at best and damaging to your brand at worst.

Never lie. Responding to a review with deception will attract more detractors and ultimately cause more damage than what originally existed. Honesty is always the best course of action.

Yelp offers business page owners the opportunity to respond to

negative reviews through email, which is a good option for sensitive issues that need to be handled offline. However, once the issue is settled, update the status in the public forum.

Don't ignore bad reviews that have merit. Even the seemingly insignificant bad reviews can get legs and go to places that will do your business no good. Enter the conversation, get it on track, and work toward resolution.

Be empathetic and apologetic (if necessary) in your response to the specific issues where the client is unhappy. This will ensure that you're not taking a defensive tone and that you're an actual concerned human being, not a business owner simply running damage control.

Offer a solution to the problem. Start by researching the issue that prompted the negative review, respond with your findings, and offer a solution.

Use technology to help monitor your online reputation. There are a number of vendors offering technology that helps you gain insights into what is being said online about your company. Examples include Bright Local, ReviewTrackers, Chat Meter, and Vendasta, to name a few.

When should you respond?

There is some debate about how often a business should respond to reviews. One school of thought is that you're better off picking your battles while others believe responding to every review follows best practices. Sparker is firmly in the camp of the latter.

"There are a lot of benefits to responding and not a lot of benefits for ignoring bad reviews," he said. "Following up shows you have good customer support. It can change a lot of viewpoints."

User reviews are increasingly important, according to a survey by Econsultancy, a marketing research organization. The survey found that consumer reviews are trusted about 12x more than company descriptions of their products/services. Responding to online reviews might seem like a marketing task unrelated to the "real" work that Auctioneers spend the majority of their day focused upon, but the digital medium of communication isn't going away.

It can be an overwhelming task, especially for Auctioneers that have thus far avoided any social media site, including the ubiquitous Facebook, which is why it might be a good idea to bring in third party to help you with your reputation management strategy. Or, talk to fellow Auctioneers about how they approach online reviews. ❖

Consumer reviews are trusted about 12x more than company descriptions of their products/services.

AUCTION TOPPERS

Hi Performance Exterior Speakers Available!

NEW ATV TOPPERS

Building Quality Auction Toppers Since 1985!

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

LAMPI AUCTIONEERS

To view Inventory visit Lampiauction.com & Click on Auction Equipment

TEACHING TOMORROW'S CHAMPIONS...TODAY!

Learn Auctioneering From America's Top Industry Leaders and Champion Auctioneers



HAVE FUN WHILE LEARNING THE ART OF AUCTIONEERING.

Texas Auction Academy™

School Director, Mike Jones;
School Vice President &
Administrator, Lori Jones

Texas Workforce
Commission Approved

Bid Calling
The Auctioneer Chant
Ringwork & Bid Spotting
Improve Your Presentation Skills
Business Practices • Fundamentals
Public Speaking
Professionalism & Ethics



info@texasauctionacademy.com
972-387-4200 | TexasAuctionAcademy.com





A stellar group of state leaders from across the nation were all smiles during the NAA State Leadership Conference in Kansas City.

26 states represented at NAA's State Leadership Conference

State leaders from over half the country learned through sessions and from each other in Kansas City.

By NAA Staff

Dr. Leonard M. Young's questions hung in the air above more than 60 state and National Auctioneers Association leaders last month in Kansas City, Missouri.

Each true-or-false question, built to demonstrate a person's knowledge level of true parliamentary procedure, drew a hesitant, mixed bag of replies and set the stage for Dr. Young, Parliamentarian, to kick off a deep, two-day learning session, March 7-8, for an auction industry leadership group representing 26 states.

Mixing in humor and interesting facts along the way, Dr. Young guided the room through several definitions and procedural topics as described in "Robert's Rules of Order." For example, he explained the reason that names are not used when being recognized to speak in Board settings is to keep things impersonal and on-task.

"It's not about you. It's about what's best for the assembly," Dr. Young said.

He also said it is best in assemblies to use a standing vote versus voices (it's harder to hear a majority because "No" votes tend to be louder in general) or even raising hands, which eliminates the possibility of someone using two arms to vote. "It's one body versus two arms," Dr. Young said.

Hosted by the NAA and headlined by Dr. Young's two-hour keynote session, the State Leadership Conference, in its 13th edition, marked substantial growth in attendance and engagement as attendees also soaked in sessions highlighting business planning for state associations, round-table discussions, a quick-hit "what's happening in NAA", and promotions.

In the promotions segment, NAA Promotions Committee Chair and NAA Board Director Tim Mast, CAI, AARE, unveiled full details of the #AuctionsWork and #NAAPro social media campaign that began during National Auctioneers Week. It was a key time to fill in state influencers and make sure they were prepared and ready to help deliver the campaign's message that auctions work, especially when managed by an NAA auction professional. ❖



What attendees said about SLC

"I feel this conference is critical for states that want to learn all the tools the NAA offers to help them run their orgs and engage their membership. Plus, they can learn from the experiences of the other associations- what is working and what isn't."

"As someone aspiring to state leadership it was a wonderfully eye opening experience. It was great to see how auction professionals from all aspects of the industry and association positions were able to network and learn from each other. This a great event for associations who are either looking to improve their reach and hold on existing members or those who understand the need to stay ahead of the trends and challenges that will be facing our members and our industry."

"Best conference yet. I really appreciated the content from the Dr. Young - really nuts-and-bolts valuable unlike more motivational topics from years past."

Dr. Leonard M. Young, Parliamentarian, explains true meeting procedure to the SLC audience. One of the biggest lessons from Dr. Young came when he explained why titles are used to recognize speakers during a meeting as opposed to a person's name: "It's not about you. It's about what's best for the assembly."

World Wide College of Auctioneering Advanced Bid Calling Seminar "Become a Champion"

Monday, Tuesday & Wednesday, September 19, 20 & 21, 2016
Country Inn & Suites, Denver (Airport) Colorado

2 1/2
PACKED
DAYS!

Do You Want to Improve Your Bid Calling?
Do Better in Your Next Competition/Contest?
Learn From The **Champions!**



Jill Marie Wiles
International
Champion Auctioneer



Shannon Mays
International
Champion Auctioneer



Barbara Bonnette
International
Champion Auctioneer



Amy Assiter
International
Champion Auctioneer



Paul C. Behr
3-Time
World Champion Auctioneer

130 Years Combined Experience
11 Combined Championships
Limited Seating - 4 to 1 Instructor Ratio
Reserve Your Seat Today!

\$1,495

Whether you want to improve your bid calling skills or become a champion, this course is for you!



World Wide College of Auctioneering
For More Information Call **1-800-423-5242**

www.worldwidecollegeofauctioneering.com



Kurt Bachman
Attorney and licensed
Auctioneer from
LaGrange, Ind.
He can be reached at
(260) 463-4949 or
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.

With estate authority, it's state by state

With regard to estates, death generally does not automatically create an estate or transfer property to someone else.

Question: How should an Auctioneer verify the seller's authority to sell items at an auction when the seller is an estate or a trust?

Answer: *The situation comes up often. An individual comes to an Auctioneer to sell real or personal property at auction that was owned by someone who has recently died. Sometimes it is after he or she talked to an attorney and have everything in order, but sometimes it is before an estate has been opened.*

The laws relating to estates and trusts vary greatly from state to state, so Auctioneers must use caution. If an Auctioneer regularly handles sales for estates or trusts, he or she should contact an attorney to become familiar with the requirements of the state's law. There are some general steps that can be considered, however.

With regard to estates, when someone passes away, it generally does not automatically create an estate or transfer property to someone else. There are exceptions such as paid on death (POD) accounts, transfer on death (TOD), and jointly owned property with rights of survivorship. If a husband and wife own their home jointly with rights of survivorship, for example, and the husband passes away, then the wife will automatically take full ownership of the home.

There are things that should generally be done, however, even in this situation. For example, a title company may require an affidavit of

survivorship from wife providing information about the death of her husband.

In Indiana, for example, there are three different types of estates. These three types of estates are the following: (1) small estates (for estates with a fair market value of less than \$50,000); (2) unsupervised estates (where the court has little oversight and involvement); and (3) supervised estates (where the court monitors things and oversees the distribution). For unsupervised estates, the personal representative generally has the authority to sell the property.

As part of the Auctioneer's due diligence, he or she can ask for copies of the order appointing an individual as the personal representative and the personal representative's letter. For supervised estates, the court will have to approve and authorize the personal representative to sell the property. In this situation, an Auctioneer can obtain a copy of the order authorizing the sale.

So, when an Auctioneer is contacted by someone

Asking questions like these will allow you to gather the information to determine what actions have been taken and help you verify whether you the individual you are speaking with has authority to sell the items.

whose parent or spouse recently passed away to sell items, there are questions an Auctioneer should ask (see sidebar).

Asking questions like these will allow you to gather the information to determine what actions have been taken and help you verify whether you the individual you are speaking with has authority to sell the items.

What issues and questions should Auctioneers think about when someone comes to them to sell property owned by a trust? Generally, Auctioneers should obtain a copy of the trust or the trust certificate to prove the existence of the trust and determine the identity of the trustee(s). Is there just one trustee or more than one? If it is more than one individual, all of the trustees should sign the auction contract.

To the extent possible, try to verify whether the property has been transferred to the trust. How was it transferred? For real estate, there should be a deed. For automobiles the trust would be referenced on the certificate of title. Is there some documentation that shows the asset was transferred to the trust? When in doubt, check with the attorney who drafted the trust instrument and examine the documents to confirm whether the property was transferred to the trust, whether the trustee has authority to sell the property, and who needs to sign the auction contract. ❖

Who has authority? Find out using these questions.

- What property do you want sold?
- Who owned the property?
- How was it owned?
- When did the decedent pass away?
- May I have a copy of the death certificate?
- Have you spoke with an attorney? If so, who?
- Has an estate been opened?
- If so, when was the estate opened?
- What type (such as the supervised or unsupervised) of estate?
- Who was appointed as the personal representative?
- May I have a copy of the personal representative letters?
- Is there an inventory of the estate?
- Is there a court order authorizing the sale of the property?



By Carl Carter, APR, ATS

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.

Be a friend to media

Many media professionals are overworked and uncertain about their own futures, so help them by making their experience with you an easy one.

The first time I saw the *Miami Herald's* fabulous offices on Biscayne Bay, I was riding to an appointment with an auction professional client who had an interview there.

I'd had my nose buried in an early-generation GPS gadget and almost missed it, when the client pointed at the famous location.

"Think that might be it?" he asked, pointing to the massive structure jutting out over the bay. After the interview, as we were leaving, he added, "I bet that's gone in a few years."

His prediction was right on target: Three years ago, owner McClatchy Company sold the building and moved the journalists to a much smaller location in Doral, Florida.

It's a story that's being repeated all over the country, as financially strapped newspapers try to raise cash by selling their real estate. *The Cleveland Plain Dealer* did it. So did *The Birmingham News* and the *Newark Star-Ledger*. Tribune Media just told stock analysts it plans to get more aggressive in selling its buildings, including the Tribune Tower in Chicago and Times Mirror Square in Los Angeles. Digital Media put 51 newspaper offices on the market a couple of years ago.

You get the idea.

But, why am I bothering you with this stuff? Because it tells us a lot about how to promote auctions through the people who used to work in these places. Auction press releases can be very effective, but we need to understand the other forces at work.

What happens after you hit send

So, you've sent a press release to a reporter. Here's what she's up against. She's seen half her editors disappear in the past few years – especially the more experienced ones. A while back, somebody told her to empty her desk and take home the pictures of her kids and pups, because she isn't allowed her own personal desk any more.

So, she now reports to an office being rented over a department store out in the suburbs. She carries a laptop in her backpack, and if she's lucky she may be allowed a locker to keep some files in. She settles at one of the empty, lifeless community work stations and gets a report that her four pieces of content (they rarely talk about stories any more) yesterday didn't get their quota of clicks. That's bad news, because she's now paid based on clicks.

And, she's not even sure she'll get to stay there long. Some newspapers are suggesting reporters work from a local coffee shop with free Wi-Fi.

Things aren't much better across town at the local TV station. Local TV stations are still holding their own, but most have only a handful of reporters, and their salaries average about \$31,000. They may be on TV every day, but they probably make a fraction of what you do. And, like newspaper reporters, they're being pressured to do several stories a day – and work the social media to generate clicks.

If you're hoping for them to spend the day touring the property you're selling, you may have a pretty big challenge. The property needs to be convenient

to the station, because they can't devote much time to a story. Your best hope is usually a "one man band" – a camera person without the reporter. That usually works, though. Just do everything you can to keep the journalist's visit short. If he or she has to wait around, their assignment editor may tell them to move on to the next story.

But, things aren't hopeless. One overlooked opportunity is the local business journal. These remain fairly healthy, because most of them never gave away their news for free. As a result, they still have subscribers helping pay the bills. The staffs aren't huge, but if you have a good business angle to your story, your chances are pretty good here.

Give the news a no-nonsense straight-news angle, and get to the point right away. The business journals usually have a link on

their sites that will let you submit your story. Impersonal as this may seem, it tends to increase your chances. But, if you happen to know somebody on the staff well enough to send a personal email, by all means do it. But, only do it once and don't hold a grudge if your story isn't picked up.

Why is that last part important?

Because with all the changes that media have gone through recent years, one constant remains: Reporters and editors hate being pressured, nagged, or threatened. Tell your best story. Make it easy for them, and offer it up. Beyond that, it's in the reporter's court. And, if you press too hard, you may not be welcome next time. ❖

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

NAA AMBASSADORS

Alabama

Bryan Knox, CAI, GPPA
Huntsville
(205) 514-8903
bryan@hortonauction.com

Alaska

John John Genovese, ATS, BAS
Lihue, HI
(808) 634-2300
col.johnjohn@malamauctions.com

Arizona

Daren Shumway, CAI
Mesa
(480) 258-0229
shumster3389@msn.com

Arkansas

Bradley W. Wooley, CAI
Little Rock
(501) 940-3979
bwooley@gmail.com

California

Bridget Kruse
California
(760) 610-4175
gwsauctions@gmail.com

Chris Vaughan

Escondido
(858) 382-6030
NationalAuctionTeam@gmail.com

Colorado

Dean Gunter
Colorado Springs
(719) 310-2656
deangunter21@gmail.com

Butch Hagelstrom

Fort Lupton
(303) 827-5157
buckhornauctions@earthlink.net

Connecticut

Michael Chambers
Atkinson, NH
(603) 770-5180
chambersauctions@aol.com

Delaware

Michael Chambers
Atkinson, NH
(603) 770-5180
chambersauctions@aol.com

Florida

David Bradshaw, AARE
Ocala
(352) 209-5555
dbradshaw@tranzon.com

Georgia

Sherry Spence
Sylvester
(229) 869-1656
sllt@bellsouth.net

Hawaii

John John Genovese, ATS, BAS
Lihue
(808) 634-2300
col.johnjohn@malamauctions.com

Idaho

Rodney Elson, CAI, GPPA
New Plymouth
(208) 278-1772
rod@rodelson.com

Illinois

Jerry Wallace, CAI, AARE, CES
Fisher
(217) 897-1100
sold@wallaceland.com

Indiana

TJ Freije, CAI
Clayton
(317) 710-5703
freijeactioneers@tds.net

Iowa

Darrell Cannon, CAI, BAS, CES
Center Point
(319) 360-6642
cannonauction@aol.com

Kansas

Yve Rojas
Kansas City, MO
(816) 520-2454
yverojas@me.com

Kentucky

Amy Whistle, CAI
Owensboro
(270) 926-8553
amy@kurtzauction.com

Louisiana

Belinda McCullough
Livingston
(225) 620-8040
belinda@hendersonauctions.com

Maine

Michael Chambers
Atkinson, NH
(603) 770-5180
chambersauctions@aol.com

Maryland

Brian Cooper, CAI, ATS, CES,
GPPA
Towson
(443) 470-1445
brian@alexcooper.com

Massachusetts

Michael Chambers
Atkinson, NH
(603) 770-5180
chambersauctions@aol.com

Michigan

William Sheridan, CAI, AARE,
GPPA
Mason
(517) 719-0768
bill@sheridanauctionservice.com

Tim Bos, CES

Jackson
(517) 206-6494
tim@timothybos.com

Minnesota

Kristine Fladeboe-Duininck, BAS
Spicer
(320) 212-9379
kristine@fladeboeauctions.com

Mississippi

Benny Taylor, CAI, AARE
Grenada
(662) 226-2080
benny@taylorauction.com

Ruthie Taylor, CAI

Grenada
(662) 226-2080
ruthie@taylorauction.com

Missouri

Jeff Garber
Lincoln
(660) 723-5272
jeffgarberauctioneer@gmail.com

Toney Thornhill, CAI, BAS

Missouri
(636) 295-1370
toney@highercallingba.com

Montana

Chris Logan, CAI, CES
Clyde Park
(406) 686-4728
loganauction@yahoo.com

James Logan, CAI, CES, GPPA

Clyde Park
(406) 686-4728
loganauction@yahoo.com

Nebraska

Courtney Nitz-Mensik, CAI
Freemont
(402) 727-8800
courtney@omni-tech.net

Nevada

Vern Ratzlaff, BAS
Las Vegas
(702) 335-5024
VernRatzlaffAuctioneer@msn.com

New Hampshire

Michael Chambers
Atkinson
(603) 770-5180
chambersauctions@aol.com

New Jersey

Robert Dann, CAI, AARE
Ambler, PA
(908) 735-9191
rdann@maxspann.com

New Mexico

Rob Morper
Angel Fire
(505) 250-8315
rob@landtycoons.com

Anise Golden Morper

Angel Fire
(505) 228-7884
anise@landtycoons.com

New York

Jennifer Mensler, ATS
Pleasant Valley
(845) 635-3169
jennifer@arauctions.com

North Carolina

Walter House, CAI, AARE, CES
Marshallberg
(252) 725-5373
walter@houseauctioncompany.com

North Dakota

Jonathan Larsen, BAS
Sioux Falls, SD
(605) 376-7102
jonathan@larsenauctioneering.com

Ohio

Laura Mantle, CAI
Groveport
(614) 332-7335
laura@lmauctioneer.com

Oklahoma

Morgan Elizabeth Hopson
Oklahoma City
(903) 271-9933
mhopson@bufordresources.com

Oregon

Camille Booker, CAI, CES
Eltopia, WA
(509) 989-1061
camille@bookerauction.com

Pennsylvania

Tammy Miller, BAS
Port Matilda
(814) 360-4031
tammy@tammymillerauctions.com

Tiffany Earnest, ATS

Port Matilda
(814) 571-8220
tiffany@tammymillerauctions.com

Rhode Island

Michael Chambers
Atkinson, NH
(603) 770-5180
chambersauctions@aol.com

South Carolina

Gwen Bryant, CAI, AARE, CES, GPPA
Florence
(843) 617-8449
gwen_bryant@bellsouth.net

South Dakota

Jonathan Larsen, BAS
Sioux Falls
(605) 376-7102
jonathan@larsenauctioneering.com

Tennessee

Justin Ochs, CAI
Tennessee
(615) 507-5984
jochs@soldoncompass.com

Junior Staggs
Tennessee
(731) 363-3634
junior.staggs.auctioneer@gmail.com

Texas

Jacquelyn Lemons-Shillingburg, CAI
Tomball
(281) 357-4977
jackie@lemonsauctioneers.com

Phillip Pierceall, CAI, BAS
Plano
(972) 800-6524
ppierceall@gmail.com

Utah

Ronnie Snorgrass
Clearfield
(801) 725-0041
snoron@msn.com

Vermont

Michael Chambers
Atkinson, NH
(603) 770-5180
chambersauctions@aol.com

Virginia

Kelly Strauss
King George
(540) 226-1279
kd.strauss@verizon.net

Washington

Camille Booker, CAI, CES
Eltopia
(509) 989-1061
camille@bookerauction.com

West Virginia

Kevin Teets, CAI, CES
Roanoke
(304) 266-2955
kevin@yoderandfrey.com

Wisconsin

Damien Massart, CAI, BAS, GPPA
Green Bay
(920) 468-1113
damien@massartauctioneers.com

Wyoming

Brent Wears, CAI, AARE, ATS, CES
Solon, IA
(319) 624-3779
brent@wearsauctioneering.com

Ambassador Spotlight

Name:
Col. John John Genovese, ATS, BAS

Who I represent:
Malama Auctions & Appraisals LLC

Where I'm from:
Lihue, Hawai'i

Q: *What about your membership in NAA do you value most?*

I always tell people the best part of being a member of the NAA is the CRAMPS: Comradery, Referrals, Advice, Motivation, Purpose & Sincerity.

My membership is by far the most valuable business asset I have.





With so many changes occurring in media circles, it is important to keep your media distribution lists up-to-date as much as possible.

How to build your media list

There are budget-friendly ways to build a media list. But, what do you with it after that?

By James Myers, contributor

In the marketing world, getting a media organization to publish or air information about your business or an upcoming auction is considered “earned media.”

Getting the word out about your next auction is important, but equally important is impressing the value of your overall brand on the public.

If that sentence sounds like it came from a marketing professional, it's because we're talking about marketing your business, so your clients have more interested buyers showing up at your auctions.

In the marketing world, getting a media organization to publish or air information about your business or an upcoming auction is considered “earned media.” It's earned because instead of paying for advertising, the media outlet(s) consider the information you're sharing with them to be of interest to the general public, and it becomes news.

However, you have to know to whom to send your information, and you need to build up a media distribution list that makes it quick and easy to send your information. A media distribution list is simply a compilation of the contact information for the media in your city, county, state or across the entire nation, and it may include journalists in print, radio, online and television.

Start those relationships

Regardless of your opinion of the media, it's important to remember that building relationships with them can lead to more business for you. For example, if the media outlet is ever doing a news piece about the auction industry and they want to interview an auction professional, they will think of you. Being quoted in the article or interviewed for television or radio gets your name out there, and it can pull in more business for your company.

Thanks to the Internet, building a media distribution list is fairly easy today. Search engines are your friends when it comes to finding the right media in the right places and the contact information for each of them. However, it can be a huge time-consuming task, which is why paying for a list becomes attractive.

To be more specific about which media should be on your list, consider these: radio stations, television stations, regional and local newspapers (daily or otherwise), local newsletters, and area magazines, including those that only have an online presence. Also, if you have the opportunity to include information in a supplemental insert, take advantage of it because the circulation rate for these can be fairly high.

Easymedialist.com

If you don't have the time or resources to build your own list, you can pay for one.

A resource to consider for Auctioneers with a limited budget is easymedialist.com. Click on “USA city and state local media lists,” then find your state or major city and click on it.

For instance, if you click on Missouri, you'll find that you can get a list of 331 media outlets for \$227.38. If you want to focus on a major city instead of a statewide list, you also have that option. For instance, the list for Cleveland, Ohio, includes contact information for 29 media outlets that you can purchase for \$41.48.

The information you get from easymedialist.com includes the name of the editor for the publication, name of the news director or assignment editor if it's a radio or television station. It also includes relevant email addresses, phone numbers, mailing addresses and website addresses.

Keep in mind that contact information in the media industry can change without much warning, which means you'll have to update the information on at least a yearly basis if not more frequently.

What do media want to know?

The media will jump on stories that are unique and are of interest to the general public. They will also take submissions as small news items, such as acquisitions/expansions, promotions, achievements, etc.

Most media outlets make it a point to cover events related to social services. If your company is active with community involvement, whether it's charities, fundraisers, or if you're volunteering to help organize a big local event – the media will often take notice.

Finally, profile pieces are also a target. If you've got an employee working under special circumstances, reaches a milestone, wins an award, anything that you think is interesting, it's something the media could be willing to include as a personality profile piece. ❖

More on how to communicate with the media ...



The journalists you contact are already receiving information for article requests from many other people on a daily basis, which is why you need to carefully craft your message to them.

The Public Relations Student Society of America, a great resource for tips on how to communicate with media professionals, offers the following information that can help you draft your news release:

- 1) Be Concise. Say as much as you can in the least amount of words.
- 2) Put your most important information first. Remember, journalists might not get past the first paragraph if it is dull.
- 3) Once you've established the who, what, when, where and why, move on to the second paragraph with additional information that paints a bigger picture.
- 4) Keep the blocks of text (paragraphs) short. People are intimidated by large blocks of text and are more likely to skip or skim them.
- 5) Heighten the credibility of your news release with a quote from someone who

is knowledgeable. Stay away from auction jargon or current buzzwords in your quote because it will only confuse the reader.

- 6) In the final paragraph, add links that are relevant, including your website's home page.

Email is probably the most frequent form of delivery of news releases. However, to ensure that you're not going to end up in the junk mail folder, don't send your release as an attachment. Just write it out or copy and paste it from a document in the body of the email.

Media organizations will filter emails that have attachments because that is the common form of delivery for viruses, etc., which is why you should also use "plain text" instead of special HTML formatting. Sending email in a group also runs the risk of being funneled directly to junk mail because of the spam filters installed.

For more information on how to write winning press releases, visit auctioneers.org/naa-newsroom and check out "The Press Release: How to build and distribute a winner." ❖



What do you feel are the important qualifications of an NAA board member?

- Honesty, integrity, team player and values family
- Four decades of auction-day experience and 36-year veteran auctioneer
- Twenty years of board of director experience serving multiple organizations
- Thirty-two year member of the NAA
- Understands the challenges of running a family auction business
- Extensive strategic business planning experience
- CAI Business Plan Review Panelist and Class III Instructor
- NAA Membership Task Force and AARE Specialty committee member
- Over three decades of auction sales experience and one of the industry's top listing agents
- Proven leadership and vision for opportunities and threats to auctioneers and our industry
- Holds CAI, AARE and ATS designations
- Presenter and panelists at C&S, CAI, NAA Summits and state associations
- Excellent listener, communicator, and is friendly and approachable

While many with these qualifications would be slowing down or already retired, Scott is just hitting his prime and he's not worried about getting his hands dirty either.

Help get Scott in the NAA leadership. Please vote and support Scott King for the NAA Board of Directors.

For more information on his desire and qualifications, please visit:

WWW.VOTESCOTTKING.COM

and follow him on Facebook @

SUPPORT SCOTT KING FOR NAA BOARD

TIME & COMMITMENT. PASSION. EXPERIENCE.

I'm asking for your support and vote as I run for the Board of Directors of the National Auctioneers Association.


SCOTT KING

For Board of Directors
National Auctioneers Association

ATTEND THE 2016 CONFERENCE AND SHOW ... ON US!!

APPLY FOR A NATIONAL AUCTIONEERS FOUNDATION SCHOLARSHIP.

VISIT THE SITE AND DOWNLOAD THE APPLICATION AT AUCTIONEERSFOUNDATION.ORG.

SUBMISSION DEADLINE:

MAY 1

WINNERS WILL BE NOTIFIED BY: **JUNE 1**

NAF
National Auctioneers Foundation

Foundation Scholarship Application

Scholarship Application For Conference & Show Registration with Meals

National Auctioneers Foundation • 8890 Ballentine • Overland Park, KS • 66214
PHONE: 913-563-5427 • FAX: 913-894-5281 • lzielinski@auctioneers.org

This data will be used for internal use only. All information requested must be completed to be considered for a scholarship.

Potential scholarship applicants are judged on the completeness and quality of their application and their references. Preference is given to individuals who earn 100% of their income from the auction industry and/or who work full-time in the industry.

Personal/Contact Information

NAME:		Nickname:
DOB (MM/DD/YYYY)		
Home Address	Name of Spouse/Significant Other	
Company Name	Home City/State/Zip	
Present Position	Company Address	
Work Phone:	Website:	
Cell Phone:	Work Email:	
Emergency Contact:	Work City, State, and Zip code	
	Emergency Contact Phone:	

Auction Industry Experience

How long have you been in the Auction industry? _____ (years)
What year did you enter the Auction industry? _____ (years)

In what states do you conduct business and/or are licensed as an Auctioneer?
State(s) you conduct business _____ Year licensed (if applicable) _____ Years working in this state _____

What was your title/position when you entered the industry? _____

During the past two years, what percentage of your income (excluding investments) did you derive from the auction industry? _____%

What percentage of your working time is spent in the auction industry? _____%

Are you self-employed? YES NO

What is your rank within your auction firm? (Indicate if you are No. 1, No.2, etc.) _____

©Copyright 2016, National Auctioneers Foundation

NAF Conference & Show

JULY 19-23, 2016
GRAND RAPIDS



PURE EXPERIENCE.



Questions? Email lzielinski@auctioneers.org.

10 ways to lessen work stress



Battling fires, making everything an immediate priority ... what else adds to your job stress? Let's fix them.

By Nancy Hull Rigdon, contributor

Auctioneering and stress often go hand in hand, and, unfortunately, stress triggers aren't going away any time soon.

"Workers seem more and more stressed every day," says Melissa Heisler, stress reduction expert and author of "From Type A to Type Me."

She ties this conclusion to a few factors. Technology has created the expectation of an immediate response at all times, for one, she says. She also points to short-term thinking and planning.

"We feel everything is an urgent priority needing instant attention," she says.

Plus, she sees the do-more-with-less mentality increasing responsibilities and expectations.

"This has created a culture of inefficient multi-tasking," she says.

In an effort to assist auction professionals in their efforts to reduce work-related stress, Chicago-based Heisler as well as Chris Steinlage, a business coach with Aspire Business Development in Overland Park, Kansas, offered the following tips.

Fess Up

Just as addicts are encouraged to do so, overly stressed professionals need to first admit they have a problem, Steinlage says. "You have to come clean and get everything out in the open," he says. "If you don't admit you need to make changes, you will be in denial and stuck where you are."

Use Your Ability to Exercise, Breathe and Laugh

Humans have proven, natural stress relievers at their disposal, but we must make efforts to use them, Steinlage says. He encourages professionals to be intentional about exercise – schedule it and



stick to it. Awareness of breathing can also work wonders. “When you feel stress coming on, remember to step away from what you’re doing and take a deep breath,” he says. And as the saying goes, laughter is the best medicine. Steinlage says this can be as simple as making an effort to be around funny people or turning on a comedy show.

Write SMART Goals

“People often have a hard time writing good, quality goals,” Steinlage says. Luckily, there’s an acronym for that: SMART – Specific Measurable Attainable Results-Oriented Time-Based. For instance, if you want to lose weight, you could write that you’ll lose 10 pounds (specific), weigh yourself weekly (measurable) by reducing your calorie intake and upping exercise to drop a pound a week (attainable) to look good in that swimsuit (results-oriented) by summer (time-based).

Document Every Single Thing You Do

Steinlage encourages professionals to write down exactly, minute by minute, how they spend their time for four days. “When you see how you are spending your time, you can more easily recognize areas of unproductivity,” he says. “Then, you can identify how you should be spending your time and intentionally block out time for specific projects.” Also, when you see the proof of how you spend your time, you may find the motivation for a crucial yet difficult task: saying “no.”

Find support

Identify peers with similar experiences and then talk through your challenges together, Steinlage says. “It’s important to know that you are not alone,” he says. “If you are having a problem, there’s a good chance someone else in a similar position is also feeling that stress.” Regular communication within a group is key. For instance, Steinlage recommends a monthly conference call with a handful of colleagues.

Stop Fighting Fires

Heisler says professionals face “fires” every day by way of, for example, an irate client, unexpected hiccup or other calamity. “Instead of rushing out and trying to douse the fire, determine if it is really important. Many times fires are distractors from our true work,” she says. Then, try to get to the root cause. Often, she says, a fire started kindling elsewhere. Address the cause to extinguish the fire.

Manage Your Electronics

“Do not be a prisoner of your electronics,” Heisler warns. “Control how you use them versus reacting to them in the moment.” This means turning off alerts for email, text and social media and carving out time slots to check notifications. She advises: To help others manage their expectations of your reaction time, add an automated response to your email, such as “I will get to your email within 24 hours.”

Manage Communications

When you read email, Heisler says to open a message only once and immediately act. Then, pick one of the four following actions:

- **Do:** Respond and promptly complete the task.
- **Delegate:** Heisler says to ask, Is this the highest and best use of time? Is there someone else who can handle this? Is there an automated system to handle this type of email?
- **Delay:** If the message does not need to be handled right now, but it does need to be done by you, add a reminder to revisit it.
- **Delete:** Ask yourself if a note needs to be addressed. “If you find you are constantly deleting emails from certain sources, you may want to unsubscribe from the list or remove yourself from the project,” Heisler says.

Change Your Relationship with Time

“When I was working my 9 to 5 job, I would wake up in the morning and immediately go through my daily to-do list,” Heisler says. “The result was feeling behind the eight-ball before I even left bed.” Instead, before you get out of bed, say: I have more than enough time today to accomplish everything I need to do. “Just making that statement changes your outlook on the day,” she says.

Simplify and Focus

Often, stress comes from creating unrealistic expectations, Heisler says. Manage what you expect to accomplish by having a list of up to three absolute must-do’s for the day. “I determine what I am going to focus on for the day by having a realistic list of projects I want to accomplish for the week,” she says. “Remember to focus only on your daily to-do’s. If you focus on the week’s goals, it can be overwhelming.” ❖



Appraisal Builder Pro

powered by
 WAVEBID



‘CAI: Next’ floods attendees with quick-hit information

Trying to absorb every presentation was like trying to drink the Mississippi River through a straw.

By Curtis Kitchen, NAA Director of Publications and Trade Show



The flashy Black and Ruby Gala was a hit for both CAI and CAI: Next attendees. Planned and executed by the CAI II class, the entire event raised approximately \$73,000 in all between the auction event and sponsorships.

As she stared out over the crowd of nearly 100 attendees to NAA's CAI: Next, Pam McKissick's words gushed forth.

Stately in both appearance and presentation, her measured stream of consciousness flowed and overtook the room of nearly 100 auction professionals as it went. Listeners were swept up into McKissick's quick current for 20 minutes and tried to hang on as she detailed 10 questions an auction professional should ask when deciding to work with a potential client.

She wasted zero words as she smartly and colorfully decorated her points with decades of experience-rich insight and examples.

Fast and incredible, it all felt like trying to drink the rolling Mississippi River through a straw. But, just when it felt as though it all might be too much can't-miss information too fast, it was over.

That was the attack plan to this edition of Next with more than 25 presentations and group exercises in two days: to move with the light-footed precision and power of the great Mohammed Ali. Float like a butterfly, sting like a bee.

The different format – coming on the 40th anniversary of the Certified Auctioneers Institute – punched itself into “more” – more topics, more discussions, more ideas, and more opportunities for “AHA” moments.

One hour’s content revealed: how to improve online auction loadouts; building a fantastic customer experience (“Our competition is not other auction companies; it is the experience our customers have when they go other places,” said presenter Tim Keller); and having to realize that, sometimes, auctions themselves aren’t news.

Another hour included: trendspotting; McKissick’s 10 questions; how to handle an auction that becomes a monster; and, the importance of outsourcing internal tasks. That still left understanding Google’s mobile search; big data; innovations; how to help a benefit client choose the right items for an event (“Reverse the thought process. Don’t figure out what they want to sell. Figure out what they want to buy,” said presenter Kurt Johnson, CAI, BAS) and being a problem-solver as an Auctioneer, and lots more.

Feedback from attendees largely applauded the quick-hit format quantity and quality.

“I liked the layout for this year,” said BillieJo Conner, CAI. “[The format] definitely promotes engagement and keeps the attention of those in the audience.”

Paying attention to the wide range of information opened opportunities for learning something new, even if not directly related 100 percent of the time.

“This was my third time coming, and even though a couple of sessions were not applicable to my business, I picked up nuggets that I can use,” said Dick Whittington, CAI, MPPA.

Overall, the entire experience left many wishing Next took place more often than every five years, with a few comments suggesting the shorter-style presentations be considered for NAA’s Annual International Auctioneers Conference and Show.

CAI continues to shine

“I am a second generation [auction professional] to come to CAI. I have heard good things my entire life about going to CAI but still never realized how amazing it really would be.”

Nearly 150 students made up CAI classes I, II, and III (shown top to bottom) in 2016. “I definitely feel I can call anyone in the class if I have a question and know there will be future deals made with my classmates,” one student said.



The **PURE** Experience

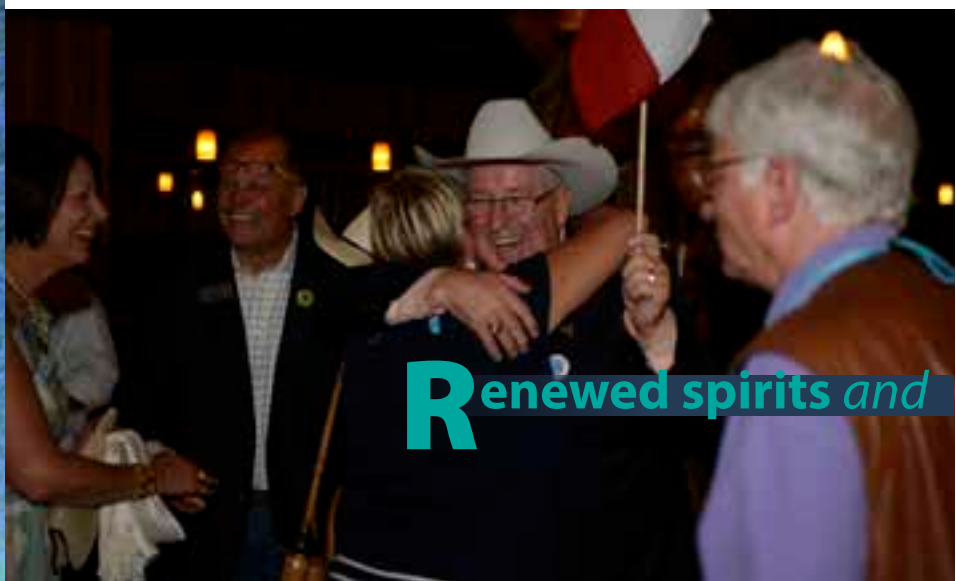
REGISTRATION OPEN!



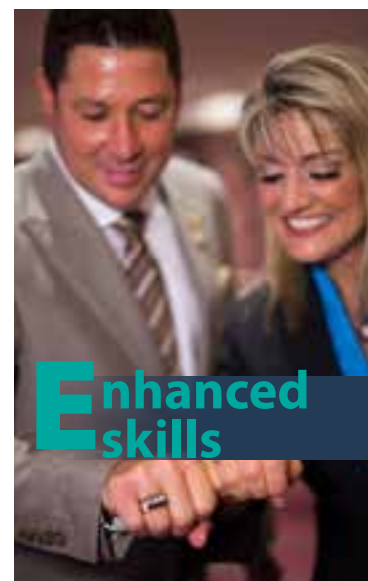
Powerful connections



Unparalleled education



Renewed spirits *and*



Enhanced skills

Be one of over 900+ auction professionals from around the world to participate in the largest conference in the auction industry where you'll experience:

- A dynamic keynote speaker delivering an inspirational story of perseverance and adaptation
- Over 50 educational sessions presented by auctioneers for auctioneers
- A lively Trade Show floor with 60+ exhibitors, industry's experts sharing secrets of their success, and hands-on Tech training
- Networking opportunities to make connections that may lead to your next important business deal
- Evening social events including the Welcome Party and Fun Auction

For more information, visit www.ConferenceAndShow.com or contact the NAA at 913-541-8084 or Conference@auctioneers.org.





(Top) All sessions of CAI: Next were recorded, with many of them expected to be used across different NAA content outlets in the future. (Bottom) Auction industry stalwart Pam McKissick, CAI, wowed attendees with her fast-paced wealth of knowledge as she explained 10 questions you should ask when interviewing a potential client.

That quote summed up a good portion of respondents who this year answered the question: *“What did you think CAI would be like before participating in CAI?”*

Auction professionals who take the plunge into CAI’s waters never really know what to expect. Standing on a campus, immersing yourself in young-student culture for the first time in years or even decades; that can be more than a little intimidating. And, even for those who have heard about CAI in the past, it can lead to the kinds of reserved thoughts above.

After all, just how awesome could it actually be? School is school. Networking is networking. Business is business.

But, if the experience was just so-so, why is CAI so revered within the industry? Why do alums continue to flock back with every Next, hoping that it will happen more often than it does?

“I didn’t know quite how close some of us would bond as classmates and overall as entire class – it’s truly like family,” one respondent answered when asked how their perception had changed now that they have attended CAI. “I definitely feel I can call anyone in the class if I have a question and know there will be future deals made with my classmates.

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

In 2014, Leland started having headaches. His parents were concerned but not alarmed, because migraines run in the family. But then more symptoms appeared. Leland’s grandmother noticed he was holding his left arm funny. His mother, Marisa, noticed his smile was off kilter in a photograph. A series of tests soon revealed Leland suffered from an aggressive brain cancer known as an atypical teratoid/rhabdoid tumor, or simply ATRT.

At St. Jude Children’s Research Hospital®, Leland’s treatment has included surgery, radiation therapy and chemotherapy. “St. Jude is amazing,” said Marisa. “Not just all the leaps and bounds they’re taking medically, and how many children they save, but how they don’t just treat his diagnosis. Kids can be kids here, and I think that helps a lot with their healing.”

Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to 80 percent since it opened 50 years ago. We won’t stop until no child dies from cancer.

Leland loves to make people laugh. He says silly things and never lets anything get him down. “He’s strong and amazing,” Marisa said. “I draw my strength from Leland, because he amazes me every day.” Some of Leland’s favorite things are tacos, baseball, kittens and the beach.



Sponsored by:



Leland, 8 years old
Pennsylvania
ATRT (brain cancer)

©2016 ALSAC/St. Jude Children’s Research Hospital (24641)

stjude.org/naa


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



(Left) Peer-to-peer teaching and “AHA!” moments are a regular occurrence at CAI. (Right) Sara Adams is recognized as one of the Larry McCool Scholarship winners (read more about her on page 38).

“The instruction I have received thus far has exceeded my expectations (some classes more relevant than others as far as where I am at this point in my career), but all classes have had value.”

The value of this year’s experience – the 40th edition – wasn’t lost on one auction industry veteran, who indicated on their survey that they had been in the business for 15+ years.

“[I thought it was] money invested to get 3 letters. Boy, was I wrong,” the survey comment read. “It’s a life-changing investment that you can’t put a dollar value on.”

For more information on how you can start your CAI journey in 2017, email Lois Zielinski at lzielinski@auctioneers.org. ❖



CAI: NEXT

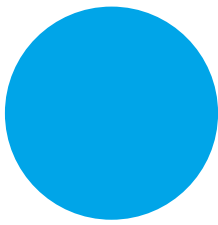


The Pat Massart Award (best auction proposal): Trey Morris

Larry McCool Scholarship winners: Liz Drake, ATS, GPPA; Sara Adams, AMM, GPPA; Trey Morris; Chris Vaughan, AARE

Pat Massart Scholarship (for leadership): Tim Luke, CAI, BAS, MPPA

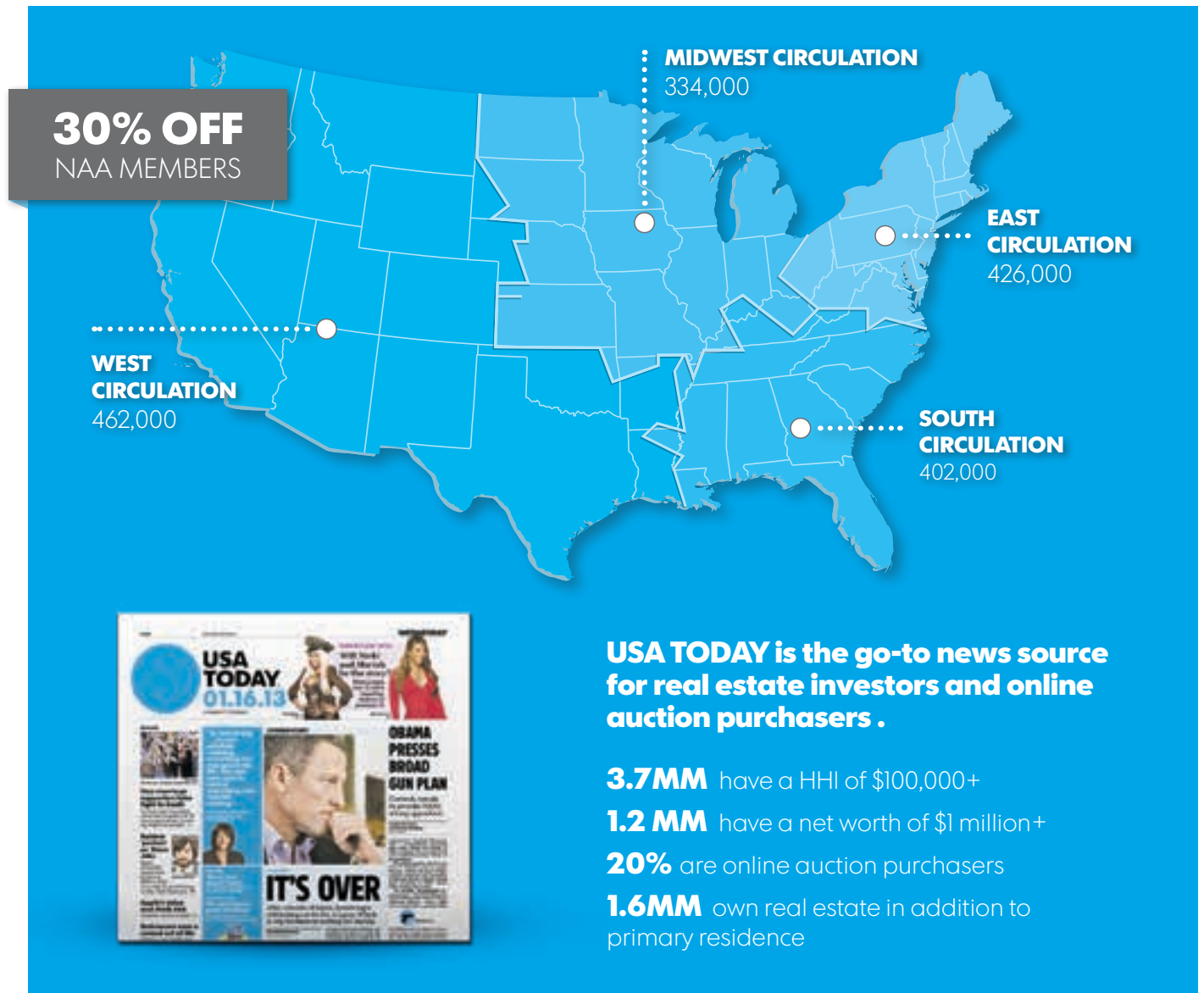
Rose Award for best business plan presentation: David Bradshaw, CAI, AARE



**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.



RESERVE AD SPACE TODAY

1-800-397-0070 | 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)

How to make your hashtag successful

How do you get the public to see your hashtag?

By Curtis Kitchen, NAA Director of Publications and Trade Show

There was a time when a hashtag was little more than a playing field where x's and o's could mingle.

They took turns strategically entering an increasingly crowded environment in hopes they could find their peers, form a group, and align themselves in a bonded way that would identify their user as a winning thought leader.

In that light, it is fun to wonder if the simple child's game of tic-tac-toe wasn't always just a fancy bit of social media foreshadowing.

Since first appearing in 2007, the hashtag bulled its way to the top of the social media icon list. Why? It provides a user, every user, with the instant ability to search through waves of social interactions and plug into a conversation centered on a specific keyword. Those who choose to post and include the hashtag then immediately become part of the conversation.

But, what about when you come up with a hashtag for your business or personal brand? How do you get your hashtag noticed by a public that didn't even know it was looking for your hashtag?

Here are three good ways you can help boost your hashtag to the masses.

1. #love	951,964,949 posts	50. #beach	111,934,014 posts
2. #instagood	304,426,471 posts	51. #hair	106,315,898 posts
3. #whatstoday	264,794,876 posts	52. #lol	106,444,337 posts
4. #its	252,347,991 posts	53. #photo	103,499,855 posts
5. #cute	245,482,338 posts	54. #cool	100,876,849 posts
6. #am	236,500,426 posts	55. #tag	100,549,333 posts
7. #beautiful	233,224,698 posts	56. #party	99,878,688 posts
8. #followme	228,138,893 posts	57. #girls	98,790,608 posts
9. #happy	226,612,734 posts	58. #fashion	97,336,148 posts
10. #like	223,760,847 posts	59. #fun	96,846,225 posts
11. #music	206,677,000 posts	60. #love	96,631,719 posts
12. #cute	201,846,713 posts	61. #animal	96,303,982 posts
13. #whatstoday	200,788,837 posts	62. #selfies	93,856,228 posts
14. #photos	200,237,899 posts	63. #night	92,315,900 posts
15. #instagram	200,000,379 posts	64. #funny	91,145,437 posts
16. #lol	200,000,379 posts	65. #food	90,916,537 posts
17. #instadaily	246,911,303 posts	66. #baby	89,284,175 posts
18. #pics	246,344,288 posts	67. #followback	88,858,881 posts
19. #cancer	234,376,729 posts	68. #cat	88,794,199 posts
20. #fun	228,138,893 posts	69. #foodporn	87,122,331 posts
21. #cute	224,705,888 posts	70. #photography	87,110,794 posts
22. #igers	204,381,854 posts	71. #lol	86,810,384 posts
23. #instastory	193,411,270 posts	72. #instacore	85,132,579 posts
24. #pics	193,377,634 posts	73. #fashion	84,269,628 posts
25. #beautiful	182,040,199 posts	74. #fun	84,243,938 posts
26. #love	180,916,884 posts	75. #makeup	83,880,991 posts
27. #happy	180,635,333 posts	76. #cat	82,592,334 posts
28. #instagood	180,062,181 posts	77. #black	80,931,722 posts
29. #followafollow	174,244,481 posts	78. #vintage	80,184,316 posts
30. #art	171,584,885 posts	79. #instacore	79,549,348 posts
31. #art	170,611,396 posts	80. #pink	78,312,931 posts
32. #style	168,879,898 posts	81. #blue	78,247,185 posts
33. #family	168,256,876 posts	82. #yummy	78,379,767 posts
34. #follow	161,342,969 posts	83. #cute	78,088,518 posts
35. #beautiful	157,993,844 posts	84. #instafollow	78,284,389 posts
36. #nature	152,925,482 posts	85. #instacore	73,516,238 posts
37. #life	151,892,783 posts	86. #daily	73,093,388 posts
38. #instagram	144,205,787 posts	87. #fun	70,848,432 posts
39. #cancer	137,512,767 posts	88. #love	70,043,349 posts
40. #tag	137,022,921 posts	89. #healthy	69,941,707 posts
41. #instafollow	134,334,898 posts	90. #cat	69,732,827 posts
42. #fun	129,720,817 posts	91. #model	69,740,379 posts
43. #lol	127,517,498 posts	92. #cancer	68,399,253 posts
44. #follow	128,800,441 posts	93. #love	67,312,876 posts
45. #lol	122,215,133 posts	94. #work	67,286,389 posts
46. #beautiful	120,728,498 posts	95. #dog	66,800,931 posts
47. #family	120,647,921 posts	96. #instagood	64,821,303 posts

This chart shows the Top 100 Instagram hashtags, according to Websta – an Instagram web viewer and tracker. Attaching popular tags such as these to your own posts expands your potential reach as the viewing public searches for those popular tags.

1. Build a free hashtag tree

The good news is that literally every single word, phrase, or sentence can be hashtagged – and most of them have been by now. The better news is that you don't need to guess which words or tags are popular because there are many sites that already track these sorts of things.

You can search for one that suits you best, but Hashtagify.me is a free hashtag tool that seems to serve basic interests pretty well. On that site, you can search any tag you would like, and it will provide an instant map that shows the best connected hashtags for you to use in your posts along with your tag.

2. Be a social listener

Most of the biggest social media platforms now have various ways to instantly find what's trending. Facebook has a search bar at the top. Instagram (see sidebar: "Gone in an Insta?") is built so that when you start adding hashtags, you can see exactly how

many times the tag has been used. Twitter tag rankings are everywhere if you search.

This is all great if you're looking for the broadest topics to hitch to your tag. But, if your goal is to target your post a bit more specifically, then you need to improve your social listening. On the social media pages or profiles you follow, what tags are used most often? What tags seem to spur the most engagement? Use those tags with yours.

3. Build solid, friendly posts

Even if social media can seem pretty unruly at times, there are definite sets of etiquette to consider as some platforms are tag friendlier than others.

Do tags go in the front? (They can.) At the end? (Probably best.) In the middle? (Does it flow?) How many tags are too many? (Depends on the platform.) Is shorter better than longer? (Always.) Can I put more than one tag in a post? (Yes, but it has to make sense.) Will people hate me if I hashtag everything in a post? (More than you know.)

In general, it's best to state your point and put your hashtag at the end. The more confident (and coherent) you become in your posting skills, the more flexible you can be with this and start seeding hashtags through your posts.

How many tags you should use is entirely dependent upon the platform. Twitter usually gives a normal post room for one or two tags. According to an infographic from surepayroll.com, Facebook feedback says a post's engagement rate is by far best with one or two tags, and is nearly cut in half when six or more tags are used. The outlier here is Instagram, which has shown engagement rates to be highest with posts containing 11 or more tags. (Weirdly, the other highest engagement rates were at an average of two, five, and nine tags, with a dip at four, seven and 10 tags.)

Remember: It's about you

Don't forget two important pieces as you grow in your hashtag comfort.

The first thing is that this whole adding hashtags business is to strengthen your own tag and brand. Be choosy in the company you keep instead of simply attaching yourself to anything that happens to be popular. There are a ton of seemingly innocent tags out there that, when executed, may not be suitable for work. An example: singer Susan Boyle was to host an album party in

2012. The tag included the words "Susan", "album", and "party." Innocent, right? The resulting tag: #susanalbumparty. Oi.

Lastly, sometimes, hashtag hijacking has a sinister and/or snarky side that can derail things quickly. McDonald's had the issue with #McDStories, as did Walgreens with #IloveWalgreens in a promoted post. Unfortunately, it's impossible to guarantee your tag won't be used mischievously. However, try to avoid obvious pitfalls with word choice and usage, and you should be good to go. ❖



GONE IN AN "INSTA"?

Recently, Instagram announced that it would change its algorithm so that posts would no longer populate newsfeeds based on chronological order. Instead, it will now serve those posts based on popularity and quality of a post – a structure very similar to how Facebook and Twitter now operate.

This change (as most changes are, in general) was met with public anguish. Some people howled that throwing posts and tags up every few minutes or hours should be a guarantee that those posts would be seen. That's no longer the case, thankfully.

Instead, it means quality posts – posts built to actually communicate or be aesthetically pleasing – will get top billing and have a better chance to be seen instead of leaving it up to timed chance to be viewed.

So, has the "insta" been removed from the platform's equation? Technically, yes, but only because it means the worst posts will hardly ever be served and the best will get longer looks. But, if it improves the overall user experience for both marketers and consumers, so be it.



Sara Adams is quickly becoming a key figure on the state level as an elected Massachusetts Auctioneers Association board member. She is also taking part in an effort to create a New England coalition.

The complete package

One of auction’s young, modern muses is artfully crafting a career filled with philanthropy, community, and auctioneering.

By Nancy Hull Rigdon, contributor

Sara Adams weaves together art, philanthropy, community and auctioneering.

Adams, ATS, GPPA, is a 24-year-old second-generation auction professional who achieved a bachelor’s degree in fine arts – her specialty was portraiture – and aspires to build community through auctioneering.

Her varied interests continually merge. For example, she says, “The most important thing art school taught me was how to start something and finish it.”

That lesson comes into play at her family business, Adams Auctioneers/Appraisers, in Norwich, Connecticut, where she oversees liquidation auctions from initial organization and procuring to auction setup and writing the seller’s check.

An in-the-works project has her excited about the future. She’s involved in a company initiative to build a new, self-sustaining facility – think solar panels – down the street from the current auction building.

The building, in the depressed neighborhood will be a place where individuals and businesses will donate their items, from home décor to industrial kitchen equipment. Then, the items will be auctioned with all proceeds flowing into the local nonprofit United Community & Family Services (UCSF), which provides healthcare and community services to the surrounding area.

“My father has always stressed philanthropy and always said that even if what you give is not much, the most you can give is your time,” says Adams, who is the daughter of Paula and Robert Adams, CES, GPPA. “This is all about helping the community.”

As an Auctioneer, Adams hopes to expand into fine art and also would like to eventually work with her artist friends by helping to sell their work. Now, she's enjoying the rewards of business liquidations.

"I recently got to write out a settlement check to a woman who had lost everything for twice the amount we initially had quoted her. To be able to do that is really amazing," she says.

She's also seeing increased attendance at her company's live auctions.

"I really do think the recent success of live auctions is partly because we're seeing a resurgence in the need for community," she says. "I see friendships and relations being made, and it's nice to witness that on the ladder."

Adams also is actively involved in the auction industry at the state level, for now.

She's an elected board member of the Massachusetts Auctioneers Association, and within the NAA, in addition to earning her GPPA and ATS designations, she recently attended the NAA State Leadership Conference and is part of an effort to create a New England coalition. The next chapter in her NAA involvement is

CAI, as she began the three-year program this year.

"I have been hearing about CAI from my family since I was a little kid. It was always like college – something I knew I'd do when I was older," she says.

She considers herself fortunate to benefit from the camaraderie and collaborative spirit within the NAA. For instance, when she needs advice, industry experts like Tim Luke, BAS, MPPA, and Rich Schur, CAI, BAS, MPPA, are a phone call away.

Looking ahead, she can see the end.

"In my visions of the future, I know what I'm wearing, and I see what I'm doing, but I don't know exactly how I got there."

That's where the advice Mike Jones, CAI, AARE, recently gave her comes into play. He told her to take bite size chunks – one thing at a time.

Regardless of the journey, Adams is certain of the overarching priorities that will guide her.

"I want to associate myself with fine art, community and giving," she says. ❖

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 108, Nicole or nhamlett@ermunro.com
Extension 146, Stevi or sdell@ermunro.com

Insurance

Extension 157, Greg or gmagnus@ermunro.com

VISIT US AT WWW.ERMUNRO.COM



E. R. MUNRO

COMPANY

Licensed in all 50 states
 Member,
 National Auctioneers Association

#NAACS16 courses to offer “deeper dives”

Attendees have asked for classes to go deeper into topics. That will happen in Grand Rapids.

By Nancy Hull Rigdon, contributor

The educational lineup at the NAA's 67th International Auctioneers Conference & Show revolves around depth.

“Our theme is trying to go deeper into topics,” says Aaron Ensminger, NAA Director of Education.

In previous years, an educational session has run 90 minutes at most. However, at this summer's Conference & Show in Grand Rapids, Michigan, the length of sessions will increase to two hours.

“Attendees have asked for ‘deeper dives’ for years. Doing longer and more intensive sessions fits perfectly with one of our goals, which is to try and provide more sessions for advanced auction professionals,” Ensminger says. “It's an experiment that we're interested in watching.”

As a result of the change, attendees have an even better opportunity to walk away from educational sessions armed with more applicable knowledge than they have in the past.

“Our presenters will be taking advantage of the change, going more in-depth than we have in recent years,” Ensminger says.

Outside of session length, the offerings will encourage auction professionals to think outside the box.

“Expect to attend some sessions that will really challenge your thinking and conventional wisdom,” Ensminger says.

As just one example, he points to a session led by John Schultz, AMM, titled “In God We Trust . . . All Others Bring Data.”

Schultz, the Chief Marketing and Technology Officer for Grafe Auction Company in Chatfield, Minnesota, is known within the auction industry for achieving marketing success through non-traditional means. In recent years, he has grown auctions by acting on data to ditch traditional advertising routes in favor of emerging options, including digital advertising, such as Facebook ads.

He's an Auction Marketing Management (AMM) instructor who often shares his own best practices in areas including digital marketing, social media, brand development, marketing tools, data collection and analytics implementation.



POWERFUL CONNECTIONS | UNPARALLELED EDUCATION | RENEWED SPIRITS | ENHANCED SKILLS



“This session will demonstrate the importance of hard numbers in your marketing and testing your assumptions, and it will show you how you can do something with all that pretty data you’ve collected,” Ensminger says.

CES to be offered at #NAACS16

Once again, the NAA will offer a designation class during Conference & Show.

“This is a highlight that can’t be overlooked,” Ensminger says.

This year, the education schedule at Conference & Show includes a Certified Estate Specialist (CES) class. This allows those attending Conference & Show the unique opportunity to work toward a designation without making a trip solely for the credentials.

The CES designation is designed to prepare auction professionals to run a successful Estate Specialist business. Attendees learn

marketing, skills for working with clients including families in crisis, advanced networking skills and auction methods.

As Ensminger points out, CES highlights concepts that apply to every Auctioneer: prospecting, legal issues and people skills.

“Whether you’re starting out in estates or you’ve been doing them for a long time, these are skills you can always hone,” he says. “And even if you’re just thinking about estates, these skills can help in every auction you take on.”

Those who currently hold the CES designation can audit the class for \$75. Those who have held the designation previously, but are not currently, can reinstate their designation and then audit the class for the same price.

“Everyone [who holds a current CES designation] can stop in for a session or three and see why people are calling CES one of the strongest designations NAA offers,” Ensminger says. ❖



**IS CONTENT
MARKETING
RIPPING
ITS JEANS?**

A 2016 study says the popular strategy is stuffing content channels past effectiveness – despite a growing number of publishing options.

By Curtis Kitchen, NAA Director of Publications and Trade Show

Flip through your channel guide listings, dig through your smart device's app center, or browse niche magazines and there seems to be no end to the "new."

Rabbits have nothing on how fast content channels produce offspring these days, and it often leaves brands feeling frazzled or left behind as they scramble to meet their audiences at every available contact point. (Because, like, growing market shares and protecting social turf and stuff.)

And, it's not that there are more places than ever to engage consumers and clients, but the next prevailing thought for many marketers is "More! Give them more!" So, they do, according to a study conducted by TrackMaven – a digital marketing solutions provider that analyzed 12 months of marketing activities for 22,957 brands. The study, "The Content Marketing Paradox Revisited," stretched across all major industries and included 50 million pieces of content on Facebook, Twitter, Instagram, Pinterest, LinkedIn, and blogs. The entire output measured 75.7 billion interactions.

In 2015, the amount of content showed a steady climb through the year, reaching a peak of nearly 90 posts per brand per social network in October. Engagement, however, did almost a reverse mirror image drop at the exact same time, showing an engagement ratio (average interactions per post per 1,000 followers) dip to around 2.2 in October after peaking near 2.7 in May.

What does that mean? As marketers tried in vain to out-splash competitors for a slice of consumers' attention, those consumers were off looking for calmer waters through those new apps and other content channels not yet over-muddied by thirsty brands.

In essence, marketers are being told to calm down and shove off unless they play by a couple of rules.

Social networks are helping lay out those rules, thankfully, through specific call-to-action buttons, or limited text in ads (Facebook is particularly strict), as most brands would never figure out for themselves that post quality over quantity has to matter; that user experience has to matter. Users want to be talked with, not shouted at, and only when they want to engage.

In any case, TrackMaven poses a few of its own takeaways, saying that quality matters (we all should agree on this) and that it might be time for brands to pay for the right to push their content on social networks. This second point bears watching as monetization, despite the rosier of viewpoints, is and will always be the goal.

Yesterday's free is today's latest IPO is tomorrow's having to answer to shareholders, and as social networks that find some footing decide to fight for their own lives, they will be forced to make self-preserving decisions. For marketers, it means even the most savvy of us will need to understand that what might work today for free won't be nearly as effective once money starts to talk (oh, hey there, new Instagram algorithm, you latest example, you!)

If you're one of those who has prided his or herself on being able to establish your brand's social footholds despite barely spending a few dollars here and there (those folks exist), it seems reasonable to think that as long as you continue to search for the next wave of social engagement channels, excel at playing by the latest set of consumer-based rules, and use talent to produce quality, engagement-inducing content, you'll continue your successes.

The rest will just keep overstuffing their feeds until the jeans finally rip. ❖

Modern, contemporary western paintings bring strong prices



\$90,000

MONROVIA, Calif. – On Feb. 23, seats were filled with buyers angling to bid on modern and contemporary works of art from the Estate of Phoebe Hearst Cooke, and registration for phone bidding lines were closed early due to the high volume of inquiries.

Energy was high, with a large number of sales going to buyers bidding via one of the three available online platforms (Liveauctioneers.com, Invaluable.com and Bidsquare.com) or by telephone. Illustrating the upward trend in the volume of remote

bidders, a solid third of lots were sold to online bidders.

Modern and Contemporary western paintings and bronzes brought strong prices throughout the evening, with a number of the evening's top lots.

A wonderful example from Wyoming painter Tucker Smith (b. 1940) depicting a cowboy herding cattle in a rolling verdant landscape, titled "Gathering the Quarter Circle Five", easily outstripped its \$10,000 to \$15,000 estimate when telephone

bidders clashed with buyers in the audience. The painting realized \$26,400, with a telephone bidder proving successful. A peaceful nocturnal composition depicting a seated cowboy and his horse awash in blue-toned moonlight by Chicago, Illinois-based Bill Anton was offered for \$15,000 to \$20,000.

Titled “Good Company”, the painting opened high thanks to multiple absentee bids, but ultimately sold to a floor buyer for \$22,800. Late in the sale, a sweet portrait of a saddled burro pulled at quite a few heartstrings; John Moyers’ (b. 1958 Santa Fe, NM) “Patience is a Virtue” earned just over the high estimate, bringing \$6,600 (est.: \$4,000/6,000).

The auction featured approximately 60 lots of western and equine-themed bronzes, and prices did not disappoint. The first lot of the sale, Gerald Balciar’s (b. 1942 Parker, CO) “Canyon Princess”, a patinated sculpture of a mountain lion descending a nearly sheer rock face sold within estimate, bringing \$2,700 (est.: \$2,000/3,000). Later in the catalogue, a large-scale bronze by western sculptor Edward James Fraughton (b. 1939 Salt Lake City, UT) was sold for a very respectable \$11,400 (est.: \$8,000/12,000).

Another notable fine art highlight, this one from a private Laguna Beach collection, was Michael Coleman’s (b. 1946 Provo, UT) striking “Omach-Ku-Kyalo, Four Shots”. Set as the sun’s last light rakes over an unseen hillside, the painting depicts two Native American hunters looking over their fallen quarry: a large grizzly bear. The work was conservatively estimated to earn \$3,000 to \$4,000 at the block, and was one of the night’s most contested lots, realizing \$13,200.

While fine art highlights were numerous, the evening’s top-lot status went to an unassuming-looking second phase Navajo chief’s blanket, which was brought to the block with a \$10,000 to \$15,000 estimate. While the blanket had a number of condition issues, its red bands were dyed with desirable cochineal, and interest quietly built in the days before the sale. After the lot opened, telephone bidders slowly dropped out as the hammer price steadily climbed. In the end, a dedicated online buyer proved the victor of the bidding war, paying a stunning \$90,000 for the blanket.

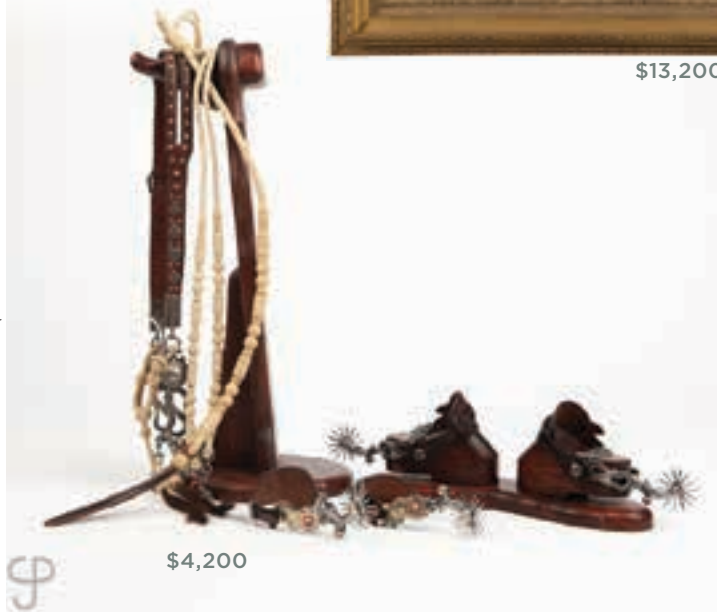
Dovetailing nicely with the western themes exhibited in the fine art and bronzes on offer at Moran’s February 23rd auction, a group of Molesworth-style furniture by the Cody, Wyoming-based Marc Taggart & Co. flew to exceptional selling prices. Two club chairs with burl legs brought \$4,500 and \$4,800, respectively (each est.: \$1,000/2,000), while a fun three-drawer dresser decorated to its face with a routed wood cowboy portrait earned a stunning \$3,600 (est.: \$300/500). Also in the western genre, a group of miniature tack crafted from precious metals by Tucson, AZ maker Bill Heisman, including two pairs of spurs and a headstall with braided hide reins, was brought to the block with an estimate of \$1,000 to \$1,500; the group earned \$4,200. ❖



\$26,400



\$13,200



\$4,200

9,000+ firearms help fire \$7.3 million auction event

ROCK ISLAND, ILL. – With 9,000+ firearms, more than 4,400 lots, and 22,000 sealed bids, the 2016 February Regional Firearms Auction was the largest event to date in Rock Island Auction Company’s history.

The sealed bids were only those received through the RIAC website and didn’t include participation via live bids, telephone bidders, or the sealed and live bids on third-party sites such as Invaluable and Proxibid.

When the dust finally settled from this lengthy and firearm-packed weekend, the company had another new record on its hands: a realized total of \$7.3 million. The weekend’s strong participation helped break a previous company record on Day 3, meaning everything sold on the final day of auction was icing on top of an already impressive cake.

Day 1 took place on a Thursday for this auction, and despite not being part of the weekend, it took off with a bang! The bids were flying in from all corners of the room and the items’ estimates were the immediate casualties.

Winchesters were whisked away, Colts were captured, and Smith & Wessons were scooped up en masse. Even by midday, the

excitement had not abated, with jump bids being hollered out in the auction, even for lots containing machine gun parts that typically do not enjoy such raucous enthusiasm.

Speaking of machine guns, many of the Class III items listed in this sale as “unserviceable” outperformed their estimates in dramatic fashion! Lot 547 housed a Steyr Schwartzlose Model 07/12 mounted on its tripod, that demolished a humble \$5,000 estimate to sell for \$14,950. Likewise, lot 546 was a DEWAT German MP3008 submachine gun – one of the “last ditch” weapons of the Third Reich – that retreated from its \$4,000 estimate before achieving \$12,650.

Day 2 also saw incredible bids in both quantity and size. Civil War items were hotly contested, guns embellished in every way imaginable brought premium prices, and rare Henry and Winchester rifles continued to be offered so frequently that President Kevin Hogan began reminding those in attendance, “Don’t be fooled by the availability of these guns at this auction. We might get 1-2 of these a year, and right now we’re making something rare appear very available.”

Colt revolvers were strong contenders on the day with lot 2290’s Model 1871-1872 Open Top with an eagle carved grip that made quick work of its \$1,500 estimate by bringing \$5,750, while the tried and true, antique Single Action Army in lot 2607 teamed up with a stunning tooled holster rig to best its \$1,800 estimate with a \$4,025 sale price. European military arms were also an extremely hot ticket! Sniper rifles and standard long arms from numerous nations drew dozens of bids, never more clearly than in lot 2640, which contained SVT-38 and SVT-40 semi-automatic Soviet rifles. This remarkable pair drew 70 bids before the auction even started and drove the winning bid up to \$4,600.

Day 3 was led by a high number of strong performing Winchesters and pre-Winchesters, but there were more than enough surprises to keep bidders guessing. One of those surprises was a framed UMC “bullet board” in lot 4007 that surpassed its \$2,500 estimate en route to its \$6,900 payday. Lot 4117’s Sharps Model 1869 sporting rifle knocked down its \$1,800



\$14,950



\$6,900

\$5,750

estimate, and was brought to a new home for \$6,900, while an attractive engraved and gold inlaid Smith & Wesson Russian Model in lot 4595 outshone its \$1,700 estimate to bang the gavel at \$5,750.

Day 4 was a day for the diehards. It had been a long weekend already, but dedicated collectors had stuck around for a chance at the fantastic variety available on the final day at auction. Their perseverance was well-rewarded several times, as seen in lot 6134 with its two Civil war revolvers that whooped a \$1,000 estimate to realize an overachieving \$5,750. Lot 6822 was arguably the smallest of all lots with its scarce miniature flintlock pistol made by miniature master Stanley Blashak. Estimated at \$850, its winning price was far from diminutive at \$5,175. German handguns also got in on the act, like in lot 6287 when two scarce semi-autos bested a \$1,200 estimate to ring the bell at \$4,025. ♦



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

Kurt Kiefer, CAI. President. NAA Life Member.

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

2016 SCHEDULE
FEB. 6 - 14
JUNE 4 - 12
AUG. 6 - 14
NOV. 5 - 13

Mendenhall School of Auctioneering

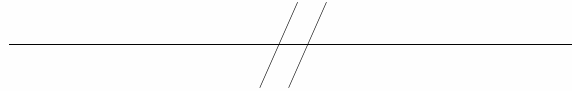
Since 1962
PO Box 7344 High Point, NC 27264
Phone: (336) 887-1165 Fax: (336) 887-1107
www.MendenhallSchool.com



National Auctioneers Association

Our Clear Vision ...

National Auctioneers Association members will be the preferred Auction Professionals used in the marketplace.



Our Unyielding Mission ...

The National Auctioneers Association exists to provide critical resources to Auction Professionals that will enhance their skills and successes.

Founded in 1949, the NAA is the world's largest association dedicated to Auction Professionals. It represents the interests of thousands of Auction Professionals in the U.S., Canada and across the world. Those interests encompass a wide range of commerce and industry.

Utah estate sold for \$4.2 million

A record number of qualified bidders vied to live in luxury with a home theatre and full-swing golf room amid the world's ski and outdoor recreation capital.



PARK CITY, Utah – A record number of qualified bidders pushed the auction price of a sophisticated mountain retreat nestled among the ski and film scene in Park City, Utah, to \$4.2 million when Heritage Luxury Real Estate Auctions offered the prime estate March 1.

With access to world-class skiing and the world's indie-film scene, the no reserve auction of 105 White Pine Canyon Road marks the firm's most successful luxury estate auction to date.

“There is no doubt we reach qualified, motivated buyers who are ready to bid millions for the exclusive properties listed through Heritage Auctions,” said Nate Schar, Director of Heritage Luxury Real Estate Auctions. “A record, 10 qualified and fully-vetted bidders stood ready to cast a bid for this property and the result rocked the Park City, Utah, real estate community.”

The custom-designed, ski-in/ski-out home, is a comfortable showcase of exceptional features and finishes, including an impressive five bedrooms, eight baths, an elevator and a heated three-car garage. The home's unique ski-in/ski-out atmosphere, is made convenience with a fully heated driveway and walkways. Just steps away from the Alpenglow Ski Run, this coveted location comes alive with exclusive access to mountain vistas, challenging trails, and year-round recreation. Groves of mature aspen and pine trees envelop the 6+ acres of private property, with views of the mountains, valley and ski runs from every angle.

“Resort real estate is tricky at times and our market is made up of a good amount of luxury second homes,” said Michael J. Mazzone, a Park City resident for 23 years and broker on record for the auction. “[Heritage Luxury Real Estate Auctions] could not have been more transparent and professional throughout the process. The marketing that Heritage did for this home is like nothing I have ever seen in my career. Even if it was something I could match financially, I do not believe it would reach the audience that equals a qualified Heritage client.

“I am proud to be the Broker of record for this transaction and I hope I can assist in many more transactions in The Park City market with Heritage Auctions by my side,” Mazzone said.

Using non-traditional marketing methods and connecting with Heritage Auctions' over 950,000+ online bidder members, interest in the exceptional property reached as far as the Middle East and across North America, Schar said. The home's dedicated website received more than 18,500 visits and staff hosted more than 30 previews. Come auction day, a great room-full of eager and willing bidders – relaxing near one of the mansion's five fireplaces – were ready to raise their paddles to own the 7,900-square foot, 6-acre estate.

At home within The Colony, this premiere, gated development that was recently purchased by Vail Resorts, and newly merged Park City resort, creating exceptionally planned community that takes advantage of an exquisite location to create a one-of-a-kind lifestyle for the residents.

“We remain steadfast in our dedication to balancing our clients' needs with market conditions and then thinking outside the box to reach bidders who have never before considered a luxury real estate auction,” Schar said. “The Park City, Utah, estate was a perfect example of how we reach high income and high net worth individuals as well as close the transaction within 60 days.” ❖

Comic books and art reign supreme in New York

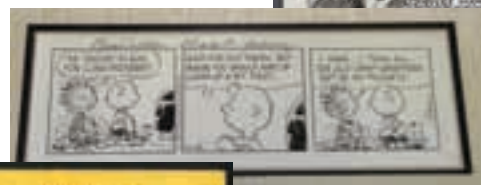
The event also saw a pair of sneakers signed and worn by NBA legend Michael Jordan sold for \$12,000.



\$56,500

\$15,800

\$15,800



\$8,850

\$5,450



LYNBROOK, N.Y. – An original color art page by French artist, cartoonist and writer Moebius (1938-2012) sold for \$56,500, original cover art from the legendary comic book artist Joe Kubert (1926-2012) fetched top dollar in Part 1 of his massive comic collection, and sneakers signed by Michael Jordan and worn by him during the 1991 championship playoff series realized \$12,000.

They were just part of a major auction featuring sports items, comics, comic art, animation, Star Wars toys and collectibles and more, held Feb. 27 by Philip Weiss Auctions, in the firm's gallery at 74 Merrick Road in Lynbrook, N.Y. Over 600 lots came up for bid in an auction that grossed just under \$500,000. Internet bidding was facilitated by LiveAuctioneers.com and Proxibid.com.

Between the online bidding (which was also available through the Philip Weiss Auctions website at www.weissauctions.com) and people in the room, the auction attracted 800-1,000 registered bidders.

"There was also very lively phone bidding, especially for the Joe Kubert items," Philip Weiss said.

Moebius (real name: Jean Henri Gaston Giraud) was a French artist who worked in the Franco-Belgian bandes dessinées tradition. He used the pseudonym Moebius (and to a lesser extent Gir), for the Blueberry series, which he created with writer Jean-Michel Charlier. It featured one of the first anti-heroes in Western comics. He was esteemed by Stan Lee, Federico Fellini and others.

The Moebius work sold was a direct color art page, drawn for Metal Hurlant in 1977 for The Ballade. Joe Kubert was a renowned American comic book artist, art teacher and founder of The Kubert School. He is best known for his work on many DC Comics characters and was inducted into the Jack Kirby Hall of Fame in 1997 and the Will Eisner Comic Book Hall of Fame in 1998.

A choice selection of lots comprised Part 1 of Kubert's gigantic collection (the remainder will be spread out over a series of future auctions, also to be held by Philip Weiss Auctions). The top lots from his collection in the Feb. 27 sale included signed original cover art for Hawkman #103, which changed hands for \$15,800, and Hawk Son of Tomahawk #140, which finished at \$5,450.

The pair of black Michael Jordan game-worn sneakers wasn't in new condition (they were game-worn, after all), but the star's signature had been declared genuine (the lot came with a certificate of authenticity) and the

back-story was compelling: Jordan wore the sneakers during the 1991 NBA championship playoff series against the L.A. Lakers, while a member of the Chicago Bulls.

What would a Philip Weiss Auctions sale be without original Peanuts comic art, drawn by the iconic American illustrator Charles Schulz (1922-2000)? A daily Peanuts strip, signed and dated March 2, 1964, topped out at \$15,800. Schulz became one of the wealthiest men in America by using his childhood insecurities and failures as material for his beloved Peanuts comic strips.



\$3,450

The hundreds of comic books in the auction included rare examples from the heralded Big Apple collection. An example was a pedigree copy of All Select #10 that soared to \$8,850. A fine group of movie production cels also came up for bid, including a Peter, Chief and Tiger Lily production cel from the classic Walt Disney film Peter Pan, which went to a determined bidder for \$3,450.

A wonderful Star Wars collection included a set of 12 back mint on card figures. An unpunched Hans Solo carded figure sold for \$3,560, and a 1977 Star Wars Early Bird blasted off to \$11,300.

Also in the sale were Golden and Silver age comics, All Star comics and key issues. Sports items featured sports and non-sports cards, autographed jersey, equipment cards, signed bats and more. ❖

REPERT SCHOOL OF AUCTIONEERING

www.ReppertSchool.com
317.300.1075

Educating Auctioneers for 95 Years!

Your sound source for nearly 30 years.

The FR-4 and SM-5 by SPP Sound Productions

The difference is obvious:
 Hand-Built in the USA.
 Shure 123 channel UHF selectable wireless.
 Available in 300' or 100' range versions
 Tunes to YOUR voice.
 Internal battery or plug it in.
 Built-in USB/CD with Talkover Feature
 Stunning build & looks
 Wireless or wired companion speakers available

100' Range System pricing:
 \$2215. w/ 1 wireless mic & tripod
 \$2985. w/ 2 wireless mics & tripod
 \$2100. wireless companion & tripod
 \$ 845. wired companion & tripod

300' Range System pricing:
 \$3059. w/ 1 wireless mic & tripod
 \$3785. w/ 2 wireless mics & tripod
 \$2985. wireless companion & tripod
 \$ 845. wired companion & tripod

7250 Bishop Road, Poland, OH 44514
877-638-5816
 Email: Sales@PortableSound.com

Basinger
audio systems

Auctioneer began as an auction fan

Edward S. Burns, 82, of Monmouth, passed away Monday, March 21, 2016, at Monmouth Nursing Home, Monmouth.

He was born on August 8, 1933, in Sumner Township, Warren County, IL, the son of Albert Dell and Caroline Amelia (Scott) Burns. Ed attended Cedar Creek and Duck Creek Grade Schools, and Little York High School. He graduated from Reppert School of Auctioneering in Decatur, Indiana, in 1957.

Ed married Sarah A. Melton on December 24, 1950, in Burlington, Ia., she survives.

After marriage, Ed started farming on the Cook place in Sumner Township, and then moved to the Reasoner Farm in Spring Grove Township. Ed was an avid auction goer and decided to become an Auctioneer. He obtained his real estate license in 1958. Ed moved his family to a farm in Monmouth Township in 1958, where he resided until he retired in 2007.

Ed raised livestock, mostly cattle and horses, along with his auction and real estate business. In 1960, he brought the first livestock trailers into this area. He had his work cut out for him, convincing livestock farmers how much more convenient they were than trucks with stock racks. However, they did catch

on. In 1976, he expanded by opening Edward S. Burns and Sons Trailer Sales on Route 67 North of Monmouth. Ed was a member of the Illinois Auctioneers Association and National Auctioneers Association.

Surviving Ed is his wife, Sarah Burns of Monmouth, two daughters, Connie (Robert) Loving of Cameron, IL and Sarah “Sally” Crose of Galesburg, IL; three sons; Charles (Sheree) Burns of Alexis, IL, D. Herb (Jennifer) Burns of Alexis, IL and Scott E. Burns of Strafford, MO; twelve grandchildren, Amy Cokel of Madison, WI, Melinda (Derek) Perry of Cameron, IL, Austin Loving of Cameron, Chandler (Ellie) Burns of Alexis, IL, Chase (Jackie) Burns of North Henderson, IL, Blake (Krista) Burns of Alexis, Carrie Elliott of Kappa, IL, Warren Crose of Galesburg, Cameron Crose of Springfield, MO, Sarah Cheyenne (Nick) Bettlach of Strafford, MO, Bailey (Dalton Becraft) Burns of Marshfield, MO and Shelby Burns of Strafford. Also surviving are two step grandchildren, Amy (Jeff) McWhorter of Aledo, IL and Tony Loving of Belleville, IL, nineteen great grandchildren, three sisters; Ruth (Paul) Fredrickson of Galesburg, Dorothy (Lynn) Long of Monmouth, Iliene (Brent) Ogilvie of Alexis, and numerous nieces and nephews.

He was preceded in death by his parents, brother Leonard Dell Burns, and grandson Alexander J. Cokel. ❖

In memory





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 (**members only**) to learn more about this exciting program and sign up today!



Texas Auction Academy

2016 February Graduates - (Bottom to Top, L to R): First Row: Brandon Harker, Guest Instructor; Seth Holt, Amarillo, TX; Christopher Baran, Olney, TX; Monica Garcia, San Antonio, TX; Anna Carroll Gregory, Thomasville, GA; Rebecca Roe, Houston, TX; Vicki Lister, Hondo, TX; Amy Clendennen, Maxwell, TX; Erin E. Van Evera-Welch, Midland, TX; Kent Willmott, Palestine, TX; Nolan Bell, Guest Instructor, College Station, TX; Montie Davis, Instructor, Keller, TX;

Second Row: Rich Schur, Instructor, Monument, CO; Darvin Nix, Big Cabin, OK; Phillip Woolls, Sour Lake, TX; Pastor Jerry Mathews, Cleveland, TX; Kasey Calvin, Waller, TX; Bill Snyder, Colleyville, TX; John B. Jones, Plano, TX; Dennis Brink, Joshua, TX; Paul Skrivanek, Spring, TX; John Gregory, Thomasville, GA; Harold Murdock, Burkburnett, TX; J.C. McCann, Ponder, TX; Ace Endres, Oologah, OK; Nick Blackmon, Holdenville, OK; Lori Jones, School Administrator; Mike Jones, School Director;

Third Row: David Dilbeck, Houston, TX; Michael Stewart, Houston, TX; Augustus Priest, Austin, TX; Jon Sadler, Leonard, TX; Lee Carpenter, Houston, TX; Gary Hubbell, Hotchkiss, CO; Trent Bilberry, Elida, NM; Colby Priest, San Marco, TX; Brad Francis, Borger, TX; Wyatt Spencer, Corning, CA; Conner Mathews, Cleveland, TX; Brian Woodrum, Edgewood, TX; Darren Mendez, Leonard, TX.



Western College of Auctioneering

WCA, Class 238 - (Bottom to Top, L to R): First Row: Dan Dohner, Salt Lake, UT., Padraic, Murtagh, Mullingar, Ireland, Sara Husby, Sacramento, CA., Debbie Thomason, Merlin, OR., Holley Salisbury, Mayfair, SK., Marilyn Burns, Instructor, Logan West, San Antonio, TX., Dan Ankarlo, Denver, CO.

Second Row: Nick Bennett, WCA President, Karl Anderson, Bertha MN., Austin Emmerson, Burlington, ND., Harry Boulade, Alturas, CA., Dan Nygaard, Bellevue, WA., Ben Stiegelmeier, Selby, S.D., Josh Kuenster, Glenhaven, WI., Jake Gertsch, Shepherd, MT., Brett Meyers, Fargo, ND.

Third Row: Mickey Spencer, Edmonton, AB., Matt Manley, Florence, MT., Randy Kilback, Mandan, ND., Gregg Matney, Lusk, WY., Garry Gross, Ponoka AB., Duane Koffing, Carmel, SK., Sam O'Rourke, Porcupine, SD., Rick Klatt, Woodland Hills, CA.

AUCTION SCHOOLS!

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

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

<ul style="list-style-type: none"> Budgets Internet Social Media Radio Billboards Mail Pieces TV Newspaper Statistics Media Planner Design Placement Billing 	 <p style="font-size: 1.2em; font-weight: bold; margin: 0;">KEEP CALM AND LET HYPER CARRY ON</p> <p style="font-size: 0.8em; margin: 5px 0 0 0;">We make it easy for you to focus on what you do best and we take care of the rest</p> <p style="font-size: 0.7em; margin: 0;">100% Dedicated to Auctioneers</p>
<p style="font-weight: bold; margin: 0;">COMPLETE BUDGET MANAGEMENT</p>	
<p style="font-size: 0.8em; margin: 0;">With Over 20 Years in Business</p> <p style="font-size: 0.8em; margin: 0;">We Understand the Auction Industry</p>	<p style="font-size: 1.5em; font-weight: bold; margin: 0;">HYPER GRAPHICS</p> <p style="font-size: 1.2em; margin: 0;">863-648-2914</p> <p style="font-size: 0.8em; margin: 0;">art@hyper-graphics.com</p>

ARKANSAS

Howard D. Foy
Foy Auction Company
2200 Monticello Place
Springdale, AR 72762
arkansasdiamonds@yahoo.com
(479) 222-8887

Preston Joel King
United Country/Dynasty
Auction & Realty
420 W. Jefferson Ave., Ste. B
Jonesboro, AR 72401
www.ucdynastyauctions.com
ucprestonking@gmail.com
(870) 847-2375

Brett Austin Strobbe
United Country/Dynasty
Auction & Realty
1213 Cardinal Rd.
Jonesboro, AR 72401
brett.strobbe@yahoo.com
(870) 710-7585

Gerald L. Williams
1185 N. County Rd.
Manila, AR 72442
gerald.williams2314@gmail.com
(870) 931-2314

ARIZONA

Scott Jones
J. Levine Auction & Appraisal
400 N. Coronado St. Apt. 2022
Chandler, AZ 85224
www.jlevines.com
jagdriver6@gmail.com
(480) 540-1989

CALIFORNIA

Taylor Marie Pavlock
GWS Auctions LLC
239 S. Robertson Blvd. #1
Beverly Hills, CA 90211
taylorpavlock@gmail.com
(951) 310-2410

COLORADO

Tim Fritch
Fritch Auctions
1972 Sandhill Crane Cir.
Loveland, CO 80537
frauctioneer@gmail.com
(970) 217-1636

Gary Hubbell
United Country
Colorado Brokers
P.O. Box 393
230 E. Bridge St., Ste. A
Hotchkiss, CO 81419
www.aspenranchrealestate.com
brandviewranch@gmail.com
(970) 872-3322

FLORIDA

Dalton Abby Edwards
10951 N.W. 160th St.
Reddick, FL 32686
buttonsde@gmail.com
(352) 342-7017

GEORGIA

Anna Sims Gregory
Southern Jubilee
1406 E. Washington St.
Thomasville, GA 31792
simsannacarroll@gmail.com
(229) 221-2443

John Paul Gregory
Southern Jubilee
1406 E. Washington St.
Thomasville, GA 31792
johnpaul6714@gmail.com
(718) 637-1617

Colton Moore
Moore Auction Company, Inc.
P.O. Box 1516
Trenton, GA 30752
www.mooreauctioncompany.com
coltoncmoore@gmail.com
(423) 508-2195

Michael Lee Wedincamp
Savannah Auction
Exchange, Inc.
300 West Highway 80
Bloomington, GA 31302
www.savannahauction
exchange.com
info@savannahauction
exchange.com
(912) 657-8319

ILLINOIS

Ronnie L. Ales
Ales Auction Co.
820 Kingwood Dr.
El Paso, IL 61738
kissfan@fairpoint.net
(309) 527-2537

Mark A. Allegretti
Allegretti Rug Masters
818 Lake St.
Evanston, IL 60201
www.allegrettinrugmasters.com
allegrettirugs@sbcglobal.net
(847) 866-6668

Leon Richard Obert
2215 Cannonball Rd.
Quincy, IL 62305
(217) 257-5379

IOWA

Austin Alan Ascherl
Triple A Auctions
123 W. Grant St.
Clarinda, IA 51632
triple_a_32@hotmail.com
(402) 619-6051

Rachel Ann Boyle
McGuire Auction Company
523 South Main St.
Holstein, IA 51025
www.mcguireauction.com
mcguireauction1@gmail.com
(712) 368-2635

Olivia Lee Hoenig
1461 295th Ave.
West Point, IA 52656
olivemomentsphotography@
gmail.com
(319) 470-4806
Gerald Ray Johnston

Johnston Auctioneering
1057 92nd Ave.
Knoxville, IA 50138
(641) 828-8673

Dakota William Rundlett
810 J Ave.
Vinton, IA 52349
dakota.rundlett@gmail.com
(319) 389-5829

Lucas D. Skinner
2117 110th St.
Lawton, IA 51030
luke@dreamdirt.com
(712) 301-9875

KANSAS

Robert T. Thogmartin
Diamond T Auction Group
210 E. 34th St.
Galena, KS 66739
roberthogmartin@yahoo.com
(417) 825-4262

KENTUCKY

Bradley E. Harris
BBH Bid Calling & Auctions
148 Dr. Smith Lane
Calvert City, KY 42029
bbhauctions@gmail.com
(270) 210-2683

Jonathan Hoover
Hoover's Auctioneer Service
1841 Tress Shop Rd.
Trenton, KY 42286
jhoover741@gmail.com
(270) 305-2807

Terry M. Kincaid
Kincaid's Auction
413 E. Adair St.
Owenton, KY 40359
terry.kincaid@amwater.com
(502) 514-1137

Zackary William Perry
Birdwhistell Realty & Auction Co.
201 Jean Drive
Lawrenceburg, KY 40342
zackperry1515@gmail.com
(502) 598-6073

Davin Jeremy Smith
Smith Auction Co.
211 N. Valleyview Dr.
Mount Sterling, KY 40353
davinjsmith@yahoo.com
(309) 530-4596

Marshal K. Tingle
Marshal Tingle Auctioneer
103 Rolling Acres
Nicholasville, KY 40356
marshalingleauctioneer@
yahoo.com
(859) 553-1908

Debbie D. Whitley
Hunt Auctioneers
952 Ironwood Dr.
Bowling Green, KY 42103
www.sellwithhunt.com
debbie@wrhuntgroup.com
(270) 791-1586

MICHIGAN

Gregory Dennis Bancroft
Wayne Bancroft Auction
Service, LLC
5150 Miller Rd.
Buckley, MI 49620
www.waynebancroftauctions.com
kbancroft223@gmail.com
(231) 263-5327

Ridge J. Bollheimer
5285 Reed Rd.
Clarklake, MI 49234
bollheiridgej@myjccmi.edu
(517) 748-1431
Jason Harold Clark

Pioneer Auction Service
2611 N. Alger Rd.
Alma, MI 48801
www.pioneerauctionservice.com
jasonhbg@yahoo.com
(989) 621-7194

Megan Leigh Cole
Auctioneers, Inc.
P.O. Box 468
Beulah, MI 49617
www.miauctioneersinc.com
meganleighcole@gmail.com
(231) 871-1815

Maury John Lothschutz
Michigan Online Auctions
411 64th Ave., Suite D
Coopersville, MI 49404
www.michiganonlineauctions.com
m2993333@yahoo.com
(616) 299-3333

Kelly D. Merryman
Kelly Merryman Contract Auction
2092 S. Rich Ave.
Fremont, MI 49412
auctionerryman@yahoo.com
269-206-0075

Craig Miller
Estate Sale Experts.com
18218 Indian
Redford, MI 48240
www.estatesaleexperts.com
mcraigmiller@gmail.com
(313) 600-8356

Leigh Michael Narhi
Tim Narhi Auctioneer &
Associates
832 Michigan Ave.
Owosso, MI 48867
www.narhiauctions.com
fleetsales@dieselrycranks.com
(313) 378-5829

MINNESOTA

Becky Farniok
5030 Hwy. 12
Maple Plain, MN 55328
Becky.farniok@k-bidmail.com

Dustin Hartung
Auctioneer Alley -
Auction America
18 W. Wilmert Lake Dr.
Fairmont, MN 56031
www.auctioneeralley.com
auctioneeralley@frontiernet.net
(507) 238-4318

Joe Imholte
Black Diamond Auctions
8160 Co. Rd. 138
Saint Cloud, MN 56301
www.blackdiamondauctions.com
(320) 255-9398

Samantha Krone
20198 625th Ave.
Stewart, MN 55385
sami_krone_16@hotmail.com
763-280-2672 (cell)

Jeffery Earl Manley
26889 Paddy Ave.
Aitkin, MN 56431
manlyse@hotmail.com
(218) 927-2055

Mark Sorenson
Lake County Sales
47100 US 71
Laporte, MN 56461
www.lakecountysalesmn.com
mark@lakecountysalesmn.com
(218) 407-7743

MISSOURI

Matthew Allen Donahoo
Andrew County Auction
Center, LLC
406 West Elk
Savannah, MO 64485
www.andrewcountyauction.com
donahoomatt@yahoo.com
(816) 390-6610

Vanessa R. Lollar
Peak Auctioneering
3606 NE 53rd Terrace
Kansas City, MO 64119
vanessa@peakauction.com
(816) 550-3988

Steve W. Luecker
Steve Luecker Auction Service
4247 Orchard Rd.
New Haven, MO 63068
steve@todaymo.com
(314) 960-1007

Daniel Wyrick
W.W. Auction Service
3328 E. 13th St.
Joplin, MO 64801
wwauctionservice@yahoo.com
(417) 726-5033

NEBRASKA

Vincent Muniz
Muniz Real Estate and
Consulting, Inc.
2905 Q Street
Omaha, NE 68107-3426
www.munizrealestate.com
vincemuniz@q.com
(402) 201-9883

NEVADA

Jeremy Flickinger
1909 Wild Pony Ave.
North Las Vegas, NV 89031
flickski321@gmail.com
(702) 203-3216

NEW MEXICO

Trenton Phelps Bilberry
P.O. Box 1433
Lovington, NM 88260
trentbilberry@rocketmail.com
(575) 714-0207



Preston King



I am thrilled to be a new member of NAA. I joined NAA to be able to network with other professional Auctioneers around the country. I also joined NAA to help drive the auction industry through politics and representation around the country. ”

Preston King
Jonesboro, AR

NORTH DAKOTA

Logan Donald Hanson, II
8245 57th St. SE
Adrian, ND 58472
loganhanson@outlook.com
(701) 269-9327

Garrett Norman Petersen
426 N. 9th St.
Oakes, ND 58474
garrett.n.petersen.2@ndsu.edu
(701) 710-1498

OHIO

David Dangerfield
46 Buena Vista Ave
Boardman, OH 44512
dangerfieldauction.com
dave.dangerfield@yahoo.com

Cody Michael Davidson
12299 Antioch Rd.
Leesburg, OH 45135
cmdavidson@
moreheadstate.edu
(937) 763-1988

Roger Hunker
6014 State Route 113
Bellevue, OH 44811
Roger@rogerhunker.com
roger@rogerhunker.com

Rodger Williams
357 Harrogate Ct.
Westerville, OH 43082
englishmajor@gmail.com

OKLAHOMA

Nicholas Lloyd Blackmon
Blackmon Energy
623 N. Gulf St.
Holdenville, OK 74848
mrblackmonn@yahoo.com
(432) 349-3469

Austin C. Endres
7595 E. Oologah Rd.
Oologah, OK 74053
acendres93@gmail.com
(918) 894-3304

Jessica Michelle
Rt. 3 Box 2120
Stilwell, OK 74960
okiegalauctions@yahoo.com
(918) 575-2298

Brian Mooney
Moony Auction Company
10320 S. 4410 Rd.
Welch, OK 74369
(918) 533-1937
Darvin Moore Nix
2502 S. 4290 Rd.
Big Cabin, OK 74332
dtnix1998@yahoo.com
(918) 944-0118

Ervin H. Yutzy
4872 South 4410 Rd.
Welch, OK 74369
(918) 788-3155

PENNSYLVANIA

Sheri Lee Bachmann
356 East King St.
Littlestown, PA 17340
wwkz47a@aol.com
(717) 345-6020

Jonathan Yoder
Beiler-Campbell Auction &
Real Estate
16424 Route 35 S
Port Royal, PA 17082
jon4wildcats@yahoo.com
(717) 340-3408

SOUTH CAROLINA

Danny Allman
Columbia Auto Auction
3580 Charleston Hwy.
West Columbia, SC 29172
www.columbiaautoauction.
com
dallman98@yahoo.com
(478) 447-0117

TENNESSEE

Matthew Carman
Gene Carman Real Estate
& Auctions
625 Hwy. 52, Bypass West
Lafayette, TN 37083
www.carmanrealestate.com
carmama@realtracs.com
(615) 633-4300

Robert Christopher Elliott
2180 Highway 64 W.
Shelbyville, TN 37160
chrisllt07@gmail.com
(256) 856-5481

TEXAS

Christopher D. Baran
P.O. Box 252
Olney, TX 76374
chrisbaranlaw@gmail.com
(817) 681-1962

Oscar E. Bond
Bond & Bond Auctioneers
& Realty
2301 N. Cesar Chavez Rd.
San Juan, TX 78589
www.bondauctioneers.com
pbond1@rgv.rr.com
(210) 265-7339

Dennis Lane Brink
102 Lakeview Ct.
Joshua, TX 76058
brinkfish10@gmail.com
(817) 991-1848

Lee Bailey Carpenter
6669 Park Lane
Houston, TX 77023
lbcarpen@gmail.com
(817) 688-0551

Amy Marie Clendennen
191 Fourth St.
Maxwell, TX 78656
amy.mapie@yahoo.com
(512) 757-3201

Monica J. Garcia
8710 London Heights
San Antonio, TX 78254
monica.janine.garcia@gmail.
com
(210) 414-4865

Seth Ryder Holt
1553 Bell
Amarillo, TX 79106
holt1420@gmail.com
(806) 690-8492

John B. Jones
Beazley Auctioneers
6205 Chapel Hill Blvd., #200
Plano, TX 75093
www.beazleyauction.com
jjones@beazleyauction.com
(214) 926-2398

Vicki Lister
P.O. Box 471
Hondo, TX 78861
vickilister@yahoo.com
(830) 426-0351

Jerry Wayne Mathews
240 CR 2197
Cleveland, TX 77327
mathewsredisetgo@netzero.
com
(281) 622-1291

Darren Wayne Mendez
P.O. Box 1066
Leonard, TX 75452
smm6626@gmail.com
(903) 450-3041

Richard Reed
Richard's Auction Service
7188 County Road 379
Snyder, TX 79549
richardsauction.com
richard@richardsauction.com
325-575-2064

Rebecca Kate Roe
3729 Thistlemont Dr.
Houston, TX 77042
rebecca.k.moss@gmail.com
(832) 851-9348

Jon M. Sadler
600 W. Golden
Leonard, TX 75452
jsadler@jnlroofingconstructors.
com
(903) 277-3915

Erin Elizabeth Van
Evera-Welch
4001 Crestgate Ave.
Midland, TX 79707
evenflow00@hotmail.com
(432) 349-4800

Kent Adam Willmott
281 ACR 402
Palestine, TX 75803
kentwillmott@hotmail.com
(903) 724-9778

Phillip R. Woolls
15922 Schroeder Rd.
Sour Lake, TX 77659
pwoolls@samsonco.com
(409) 656-7226

VERMONT

Benjamin S. Gates
Dads 4 By Tool and Supply
3576 US Rte. 5 South
Barnet, VT 05821
www.dads4bytool.com
benjamin_gates@yahoo.com
(802) 633-2575

VIRGINIA

Linford Lamont Berry
350 Bowman Rd.
Dayton, VA 22821
linfordberry@yahoo.com
(540) 476-3309

Christopher Wade Capps
Capps Auction Group, LLC
4007 Stratford Dr.
Jefferson, VA 22724
v8chpr@gmail.com
(919) 413-1427

Carla Lynn Harris
1105 End Dr.
Emporia, VA 23847
www.thatcarlacash.com
carlaharris1@yahoo.com
(434) 594-4406

Tammy Dodson Reid
Nicholls Auction Marketing
Group, Inc.
400 Mahogany Lane
Fredericksburg, VA 22408
www.nichollsauction.com
tammy@nichollsauction.com
(540) 840-9282

WISCONSIN

Tim Barnum
Tim Barnum Auctioneer
N2711 County Rd. S.
Black River Falls, WI 54615
www.timbarnumauctions.com
mail@timburnumauctions.com
(715) 896-3744

John Patrick Kane
Equity Livestock Sales
438 N. Cecil Street
Bonduel, WI 54107
johndeere1941la@hotmail.com
(920) 680-8778

Pat Marinac
Sterling Auction & Realty Services
N 8846 Olson Rd.
Iola, WI 54945
www.sterlingauctionservices.com
pmarinac@tda.net
(715) 445-2407

Joseph E. Mast
W 8812 Stagecoach Rd.
Argyle, WI 53504
(608) 293-4662

Daniel L. Mathies
Mathies Auctions
4157 Shirley Road
Denmark, WI 54208
danmathies@gmail.com
(920) 374-1081

Jim Mentink
Mentink's Auction Service
2932 160th Ave.
Glenwood City, WI 54013
www.mentinkauctionservice.com
mentinksauctionservice@yahoo.com
(715) 977-1802



Rodger Williams



At age 65, I am starting a new adventure as an Auctioneer! The NAA education archives as well as the continuing education will be invaluable in getting me started on the right foot. My current plan is to specialize as a Benefit Auctioneer and/or contract Auctioneer when I complete my apprenticeship in 2017. ”

Rodger Williams
Westerville, OH

THANK YOU for Your Renewals!

James D. Bayman	Kevin L. Holt, CES, GPPA	Shawn J. Dostie	Nichole A. Pirro
Ron Browne, AARE, ATS, CES	T. Randolph Ligon, CAI,	Kevin Troutt, BAS	Dennis V. Wiskow
Wayne R. Bessman	BAS, CES	Brooke Lauren Gillespie	Jamie L. Back
Bob L. Manning, CAI	Rich A. Penn	Curtis Paul Gillespie	Chris W. Gravil
A. Curtis Andrew	William W. Weaver	Curtis Wade Dosland	Christopher Sund
David E. Gilmore, CAI, AARE	Carl J. Jackson, AARE	Jay W. Temchack	Dewayne Jay Turner
Gwyn Besner, CAI, AARE	Scott L. Harris	John P. Herrity	Janelle Karas
La Verle Pounds	Gerard Thibodeaux	Hunter B. Morris, ATS	Joy Augustine, GPPA
Wayne Pagel, CAI, AARE,	Jason Woody	Michael Houston Hutchens	Rodney Laningham, CAI
CES, GPPA	Robert J. Sheehan	Tammy Lee Quick	George W. Thagard, CAI
Lori Kiko	Deanna L. Stockwell	Rick J. Darcy, Jr.	Jack F. Granger, CAI
Jeffrey A. Burchard, CAI	Chris Logan, CAI, CES	Steven Robert Cole	Donny F. Lee
Jace L. Menezes	Mary Jo Brubaker	Marilyn Campbell Sale	J. Meryl Stoltzfus
Kirk Dove	Dana Kaufman	Jay J. Jones	Patrick O. Shannon
Allen D. Kahler, CAI	Brooks E. Ames	Joshua D. Abner	Ben L. Hollesen
Daniel W. Andrews	Paul Z. Martin, Jr.	Richard L. Dalton, II	Bradley A. Stoecker
Douglas A. Harritt, CAI	Joshua Sugar	Tricia L. Waincott	Jonathon L. Temme
Thomas W. Saturley, CAI	Yvonne M. Karn	Anne Hylla, ATS	Russell Lee Lamp
Larry J. Linkous	Robert M. Weiman, CAI, CES	Jennifer Ann Holliday	Tiffany Ann Kruse
Emilio Lemeni, CAI, GPPA	Andy S. Kaye	Peter Kiko, Sr.	Andrew L. Pribble
George R. Badeen	John W. Magnus	Daniel Gutierrez	Austin Bachmann
John P. McInnis, CAI	Josh Bellamy, CAI	Eric J. Smeltzer	Ed Garcia
Michael C. Walters, CAI	Victor J. Feijoo	Floyd T. Barnes	Jerry Ray Mast
Larry E. Downs	Ray Caruso	James W. Alban	Marcus Levi Landers
Eli Detweiler, Jr., CAI	Dave Charles Thompson, BAS	Robert D. Toavs	Dale A. Delaporte
Thomas J. Hirschak, III, CAI,	Timothy L. Beck, CES	Dewayne William McClendon	Shane T. Maxwell
AARE, GPPA	Adam Kielsmeier	P.J. Fanberg	
John W. Fritz	Harry Byrnes	Cody Alvin Buchholz	
Aaron McColm	Michelle Weinzetl	Scott Allen Erickson	
John T. Henry, Jr., CAI, CES	Lia Kathleen Kvatum	Tyler Ambrose	
Shane Ophus, GPPA	Jerick Miller	Richard W. Sammons	
James E. Logan, CAI,	Stacey McCurnin	Bobby Vanderpool Schneider	
CES, GPPA	Olga Lemeni	David G. Schneider	
Ron A. Victor, CAI	Michael David Bonnell	Bart Darfler	
Justin J. Manning, CAI, AARE	Nicholas A. Cole, CAI, CES	Aaron Jacob Olson	
Mark E. Williams, CES	Daniel Stanavage	Arlin Dale Eicher	
Lance M. Fullerton	Gina Boyleston, ATS	Brian Dale Kramersmeier	
Darron J. Meares, CAI,	Abigail L. Schmid, CAI	Joel M. Gavaletz	
BAS, MPPA	Jeremiah D. Herbst	John Jefferies	
John Boyd, CAI, GPPA	Bradley Dudley	Josh D. Kirby	
Maxine O'Brien	Scott Hall	Patty J. Clark	
Jeff Oberling, CAI, AARE	Michael J. Chambers	Brandon Hilary Kraus	
Kristine A. Fladeboe-Duininck,	David M. Barber, CAI	Jeremy Kordell Garber	
BAS	Anthony J. Emig, CAI	Dale E. Langley	
John H. Clements, GPPA	Ronald Dean Jones, Jr.	Kelly L. Williams	
Scott White	Michael S. Foster	Malcolm E. Price	
Gary Thomas	Hope H. Meares	Rayson R. Brachtenbach	
Kelly Russell, CAI, BAS, CES	Joseph Scotton Bahhur	Timothy P. Weinheimer	

NATIONAL AUCTIONEERS ASSOCIATION
EDUCATION CALENDAR

CONFERENCE AND SHOW

PURE EXPERIENCE.

Grand Rapids, Michigan • DeVos Place Convention Center • July 19-23, 2016

Registration open March 1

PRE-CONFERENCE EDUCATION SCHEDULE

AARE • July 17-19

AMM • July 17-19

BAS • July 17-19

CES • July 20-23 (comes with a comp registration without meals)

USPAP (15 Hour) • July 18-19

USPAP (7 Hour) • July 23

Train the Trainer • July 19

Interpersonal Communications for Auction Professionals • July 18-19

Internet Auction Methods • July 19

Benefit Auction Summit

San Diego, California • Embassy Suites San Diego Bay • August 28-30, 2016

Women in the Auction Industry Summit

San Antonio, Texas • Emily Moran Hotel • November 6-8, 2016

NAA Designation Academy

Las Vegas, Nevada • TBD • December 4-10, 2016

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

www.auctioneers.org



CONGRATULATIONS!

NAA Designations earned:

AARE

Ron Browne, ATS, CES • Chip Pearce, CES, GPPA • Jennifer Upton

ATS/AMM

David Allen, GPPA • Terri Beckwith • Gina Boyleston • Sean Donnelly
• Justin Fisher • Mike Fisher, GPPA • Shields Jones • J. Scott King, CAI,
AARE • Jackie Lemons-Shillingburg, CAI • Damian Massart, CAI, BAS,
GPPA • Michelle Massart, CAI, BAS • David McGuire, CES • Hunter
Morris • John Nicholls, AARE • Chip Pearce, AARE, CES, GPPA • Kevin
Putman • Stacy Silfies • Jason Winter, CAI, AARE, CES

BAS

Nicol Beahm • Jerry Collins • Scott Droddy • Bryce Elemond • Keith Fox
• George Franco • Patricia Johnson • Kevin Gibson • Jerry Goldstone •
Dean Gunter • Heather Kasper • TiWanna Kenney • Jean Kirchner • Darin
Lawson, CAI

GPPA

Skip Ader • Terri Alexander • Robert Almodovar • Mark Beacom, CAI
• David Bell, ATS • Eric Gabrielson, AARE • Justin Fisher, ATS • Josh
Muffley • Chip Pearce, CES • Matt Scalf

MPPA

David Dybas, CES, GPPA



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.

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



IN THE RING

PAGE 12 *“(The conversation) is online and in a public forum and it’s not recommended. Apologize and take the conversation offline because it’s not a good idea to converse with an angry customer in a public forum.”*
Brian Sparker, head of content marketing, ReviewTrackers - on handling bad review or angry customers online

PAGE 31 *“This was my third time coming, and even though a couple of sessions were not applicable to my business, I picked up nuggets that I can use.”*
Dick Whittington, CAI, MPPA
 Whittington & Associates
 Wilkesboro, North Carolina

PAGE 40 *“Attendees have asked for ‘deeper dives’ for years. Doing longer and more intensive sessions fits perfectly with one of our goals, which is to try and provide more sessions for advanced auction professionals. It’s an experiment that we’re interested in watching.”*
Aaron Ensminger, NAA Director of Education - on the level of education expected at Conference and Show in 2016.

AROUND the BLOCK

- Barrett-Jackson, The World’s Greatest Collector Car Auctions®, and Proxibid have announced a partnership whereby **Proxibid will be the exclusive provider** of online bidding solutions for all Barrett-Jackson auctions moving forward.
 - Auction House Portal, a startup company and reverse auction service provider to the global auction industry, has announced the launch of **www.auctionhouseportal.com** to directly connect luxury asset consignors to auction houses worldwide.
 - **NAA member Don Rose’s business**, Don Rose Realty and Auctions, looks to be in great hands according to a recent, local feature story on his daughter, Taylor. The piece examined how the company’s online auction offering has evolved along with Taylor’s real estate and auction education since graduating high school in 2013.
- “I’ve learned a lot from dad by going to his auctions. It’s exciting and fun,” Taylor told the Sentinel-Tribune. “I’ve always wanted to work with my family. We all get along very well.”



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



MEMBERS' CORNER



The Certified Auctioneers Institute is the most revered continuing education environment in the auction industry. But, that doesn't mean students have to leave their personalities at home! As classes I, II, and III (top to bottom) all show here, while the heavy focus is on becoming the best NAA auction professional a person can be, it doesn't mean you can't take a moment or three to enjoy the CAI ride! For more information about CAI, email izielinski@auctioneers.org.

NAA STAFF

Administration

Chief Executive Officer

Hannes Combest, CAE
(913) 563-5423
hcombest@auctioneers.org

Conference and

Show Manager

Joyce Peterson
(913) 563-5439

jpeterson@auctioneers.org

Administrative Assistant/ Project Manager

Susan Geren
(913) 563-5438
sgeren@auctioneers.org

Accounting

Director of Finance & Administrative Services

Rhonda Truitt
(913) 563-5422
rtruitt@auctioneers.org

Accounting Associate

Ruth Richardson
(913) 563-5435
rrichardson@auctioneers.org

Accounting Associate

Cherie Ashton
(913) 563-5434
cashton@auctioneers.org

Membership

Membership Projects Specialist

Brandi McGrath Kong
(913) 563-5429
bmcgrath@auctioneers.org

Membership Coordinator

Laina Gunsallus
(913) 563-5425
lgunsallus@auctioneers.org

Membership Assistant

Mikah Biondi
(913) 563-5420
mbiondi@auctioneers.org

Education

Director of Education

Aaron Ensminger
(913) 563-5426
aensminger@auctioneers.org

NAF Administrator &

NAA Education Program Specialist

Lois Zielinski
(913) 563-5428
lzielinski@auctioneers.org

Education Coordinator

Kerry Boydston
(913) 563-5432
kboydstun@auctioneers.org

Publications

Director of Publications & Trade Show

Curtis Kitchen
(913) 563-5424
ckitchen@auctioneers.org

Marketing & Sales Coordinator

Kari Duncan
(913) 563-5421
kduncan@auctioneers.org

NATIONAL AUCTIONEERS ASSOCIATION INDEX

NAA Board of Directors 2015-2016

Officers President

Spanky Assiter, CAI, AARE
Assiter Auctioneers
(806) 681-9211
spanky@assiter.com

Vice President

John S. Nicholls, AARE
(540) 220-8848
john@nichollsauction.com

Treasurer

James Devin Ford, CAI, CES
(606) 682-0587
devin@fordbrothersinc.com

Chair of Education Institute Trustees

Jason Winter, CAI, AARE,
ATS, CES
(816) 309-6126
jasonbwinter@me.com

Past President

Tom Saturley, CAI
(207) 831-9300
tsaturley@tranzone.com

Chief Executive Officer

Hannes Combest, CAE
(785) 393-1364
hcombest@auctioneers.org

Foundation Representative

Mike Jones, CAI, BAS, GPPA
214-906-5265
mikejones@unitedcountry.com

Directors

Term expiring 2016

Joseph M. Mast, CAI
(330) 763-4411
mast@reshowcase.com
Scott H. Shuman, CAI
(970) 631-7009
Scott@HallandHall.com

Directors

Term expiring 2017

Tim Mast, CAI, AARE
(731) 610-5436
tmast@tranzone.com
David P. Whitley, CAI, CES
(970) 539-1269
david@whitleyauction.com

Directors

Term expiring 2018

Matt Corso, CAI, CES
(217) 820-0164
mattc@marknetalliance.com
Will McLemore, CAI
(615) 636-9602
will@mclemoreauction.com

National Auctioneers Foundation Board of Trustees 2015-2016

Officers President

Larry Theurer, CAI, GPPA
(620) 326-7315
larry@theurer.net

Vice President

Mike Jones, CAI, BAS, GPPA
(214) 906-5265
mikejones@unitedcountry.com

Chairman of the Board

Thomas Rowell, CAI, AARE
(229) 985-8388
trowell@rowellauctions.com

Finance Chair

William L. Sheridan, CAI, AARE, GPPA
(517) 676-9800
bill@sheridauctionservice.com

Trustees

Terms expiring 2016

Barbara Bonnette, CAI, AARE, GPPA
(318) 443-6614
barbara@bonnetteauctions.com
J.J. Dower, CAI, AARE, ATS, CES
(423) 569-7922
jjdower@ayersauctionrealty.com
David W. Huisman, CAI
(209) 745-4390
david@huismanauction.com

Trustees

Terms expiring 2017

Marvin Henderson
(225) 686-2252
belinda@hendersonauctions.com
Homer Nicholson, CAI, AARE, CES
(580) 767-1236
nicholsonauction@cablone.net
Jay D. Nitz, CAI, GPPA
(402) 727-8800
jaynitz@omni-tech.net

Trustees

Terms expiring 2018

John Dixon, CAI
(770) 425-1141
john@johndixon.com
Lonny McCurdy, AARE
(316) 683-0612
lmccurdy@mccurdyauction.com
Scott Steffes, CAI, CES
(701) 237-9173
scott.steffes@steffesgroup.com

NAA Board Representative

NAA Past President

Thomas W. Saturley, CAI
(207) 775-4300
tsaturley@tranzone.com

Foundation Staff

Hannes Combest, CAE,
Executive Director
(913) 563-5413
hcombest@auctioneers.org
Lois Zielinski, Administrator
(913) 563-5427
lzielinski@auctioneers.org

NAA Auxiliary Board of Trustees 2015-2016

Officers Chair

Angela Johnson
(352) 672-2038

Vice Chair

Debra Brock
(316) 641-0748
djbrock2@cox.net

Past Chair

Traci Ayers-Dower, CAI, AARE
(423) 912-1122

Past Past Chair

Kim Ward, CAI, BAS, CES
(630) 740-5860
kim@wardauction.net

Trustees

Hannes Combest, CAE
(913) 541-8084 ext 13
hcombest@auctioneers.org
Sandy Bauermeister
(260) 493-9206
bauermeister@earthlink.net
Krista Shuman
(970) 716-2120
krista@hallandhall.com

Trustee At Large

Cindy Soltis-Stroud, CAI, BAS
(210) 380-1587

Executive Secretary

Lucinda Terrel
(816) 830-7001
lrterrel@hotmail.com

Secretary

Annette McCurdy
(316) 683-0612
amccurdy@mccurdyauction.com

NAA Education Institute Trustees 2015-2016

Officers Chair

Jason Winter CAI, AARE,
ATS, CES
(816) 380-5847
jasonbwinter@me.com

Vice Chair

Peter D. Gehres, CAI, CES
(614) 306-1435
petergehres@gmail.com

Trustees

Through July 2016

Robert S. Weiman, CAI, AARE,
BAS CES, GPPA
(314) 680-8598
rob@moundcityauctions.com

Trustees

Through July 2017

Janine Huisman, CAI, ATS, BAS, GPPA
(209) 745-4390
janine@huismanauction.com
Andy Imholte, ATS, BAS
(612) 799-7471
andy@solditatauction.com

Trustees

Through July 2018

Jimmie Dean Coffey, CAI,
AARE, ATS, BAS, CES, MPPA
(812) 822-3200
jcoffey@unitedcountryin.com
Thomas C. Jordan, CAI, AARE,
ATS, CES, MPPA
(919) 832-8005
bid007@nc.rr.com

NAA Representative

John S. Nicholls, AARE
(540) 220-8848
john@nichollsauction.com

8880 Ballentine St.
Overland Park, KS 66214-1900
Phone: (913) 541-8084 Fax: (913) 894-5281
www.auctioneers.org



NAA advertising notice to readers

Auctioneer accepts advertisements from a variety of sources but makes no independent investigation or verification of any claim or statement contained in the advertisements. Inclusion of advertisements should not be interpreted as an endorsement by the National Auctioneers Association or *Auctioneer* of any product or service offered through the advertisement program. The NAA and *Auctioneer* encourage you to investigate companies before doing business with them. Furthermore, *Auctioneer* is designed to provide information of general interest to Auctioneers. The reader's use of any information in this publication is voluntary and within the control and discretion of the reader. Finally, the NAA does not mediate disagreements that may arise between buyers and advertisers.

thank you
ADVERTISERS

1-800-The-Sign 7
 Auction Flex..... IFC
 Basinger Audio Systems 51
 CUS Business Systems..... 15
 E.R. Munro..... 29
 Galaxy Audio..... 10
 Hudson and Marshall..... 63
 Hyper Graphics..... 55
 Kiefer Auction Supply..... 47
 Lampi Auctioneer Inc..... 13
 Mendenhall School of Auctioneering ... 47
 Reppert Auction School..... 51
 Satellite ProLink, Inc. 7
 Scott King - Candidate..... 25
 St. Jude Children's Research Hospital..... 33
 Texas Auction Academy 13
 United Country Auction Services BC
 USA TODAY 34
 Wavebid 29
 World Wide College of Auctioneering ... 15

Want to advertise in *Auctioneer*?

Contact: **Kari Duncan**
 (913) 563-5421
 kduncan@auctioneers.org

CLASSIFIEDS

**EXCEPTIONAL AUCTION COMPANIES
 NEED SUPER ASSISTANTS**

ASK HOW
 SATELLITE PROLINK
 CAN SERVE YOU

800-510-5465 www.SATELLITEPROLINK.com

illumos
 communications

design
 development
 photography
 copywriting

illumoscommunications.com
 a creative collaborative for small businesses



Coming up in May...

Knowing who your leaders are is vital! The NAA Nominating Committee announced candidates in March, and we want you to be as informed as possible about the candidates for NAA Board positions. So, we'll have a Q&A session with each candidate so that you can get to know who each person is and begin deciding who you will use your vote for in July.

HOW ARE UNITED COUNTRY
AUCTIONEERS

GROWING THEIR BUSINESS

BY 16%* ANNUALLY?

Live & Online
Auction
Solutions

Comprehensive
Training

Award-Winning
Marketing
Services

Largest Global
Real Estate &
Auction
Network

Specialty
Property
Groups

3,500+
Websites

3,000,000
Monthly Online
Visitors

Continual
SEO

See how our services can take your business
to the next level – contact us today!



**Auction
Services**

800.444.5044 | JoinUCAuctionServices.com



*Percentage based on average growth of top 100 United Country Auctioneers and Brokers gross commission income for past 3 years. This information is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. It is for information purposes only.