



Auctioneer

APRIL 2017

Unable to Connect



try again

click here for more information

Offline:
WHAT CAN AN AUCTION
PROFESSIONAL DO WHEN
AN ONLINE AUCTION
LOSES INTERNET?

- ALSO INSIDE:
- | TURN SALES LEADS INTO SELLERS!
 - | 30 STATES ATTEND NAA STATE LEADERSHIP CONFERENCE
 - | NAA HOLDS CONFERENCE CALL WITH U.S. CONGRESSMEN



page 30

Auction
FLEX
Auction Software



HiBid
Internet Auctions



Live or online, big or small, simple or comple

One thousand HiBid auctioneers saved over

\$14 MILLION

in online bidding fees in 2016!

www.auctionflex.com/save.htm



x, Auction Flex & HiBid help your profits soar.



John Nicholls, AARE, AMM
NAA President

National Auctioneers Association President John Nicholls, AARE, AMM, is a second-generation Auctioneer who has made it his business to lead in the world around him.

As President of Nicholls Auction Marketing Group, Inc., John conducts and oversees more than 300 auctions per year for Fortune 500 companies, while he also serves the NAA membership and auction industry as an official, speaker, and educator. He has appeared on the TODAY show as a past NAA IAC Champion, and has served as a leading voice for the auction profession for many news outlets and publications.

Aside from winning IAC in 2006, John has won a slew of awards and honors. A few of those include: 1994 Virginia State Champion Auctioneer; 2003 World Automobile Auctioneer Champion; and 2016 Virginia Auctioneers Association Hall of Fame inductee.

John resides in Fredericksburg, Virginia, with his family.

Thank you, states!

In less than four months, we will meet in Columbus, Ohio to elect new leadership for the National Auctioneers Association. It is difficult for me to believe that at that time, I will have only one year left to serve on the NAA Board of Directors.

I have been blessed to serve with people who genuinely care about this organization, and what I know about the candidates who are up for election this year is that they genuinely care about NAA as well.

Many members may be concerned because we have a limited field of candidates – I am concerned about this as well. According to the Bylaws, the Nominating Committee may endorse up to two candidates per position. Those candidates who are not selected may still run, but they must notify our CEO, Hannes Combest, by April 1 so that they can be included in the absentee ballot process. Using that language gives the Nominating Committee the flexibility to find the best candidates for the NAA.

I believe that this year's smaller field is abnormal. In early March, the Governance Committee met and discussed this among many other issues. Specifically, this group discussed what we need to do to ensure that candidates are identified, developed and supported for future NAA leadership positions. The Governance Committee includes Kurt Aumann, Lori Jones, Mark Rogers, Tom Saturley, Lance Walker and is vice chaired by Scott Shuman. I have the opportunity to serve as chair. This group is dedicated to ensuring that the electoral process for the NAA provides the membership the most informed, best-educated candidates possible. To see which candidates the Nominating Committee endorsed, see page 12.

All of us on the Governance Committee have talked with people about running for the Board in the future. Several candidates have indicated to us they plan to run in Jacksonville – that waiting for a year was important to them as most had personal or business-related issues this year. The good news is if everyone follows through with what they said to us personally – our slate of candidates in 2018 in Jacksonville should be very strong!

Rest assured, we still have great candidates this year. It will be a race between two fine Board members for Vice President, and the other positions all have outstanding candidates as well.

Overall, the volunteer pipeline is well supplied. We have people who are learning about NAA, growing in their leadership capabilities and are committed to the NAA. The future is strong.

Before I close, I also want to thank those state association leaders who attended the State Leadership Conference in March. During our day-and-a-half together, I learned so much and enjoyed our time of fellowship.

I was proud of our Advocacy Committee and Promotions Committee as their Chairs (David Whitley and Tim Mast) presented what is happening in those committees to more than 80 people representing 30 state associations. I thoroughly enjoyed listening to Cissy Tabor who talked about how she publishes Colorado's newsletter and Russ Hilk from Wavebid and Kim Hemingway from Kentucky about how to incorporate vendors into your state's convention program. For more information about the State Leadership Conference, check out page 30.

It is thrilling to see the auction industry in such capable hands as it is in with all of the leaders in attendance, and I am very excited about future NAA efforts with the states. Because of that and the continued hard work put in by so many volunteer members, I know we are working hard to ensure NAA is led with the educational, promotional and advocate-minded direction it needs to be to ensure NAA members are the preferred auction professionals used in the marketplace.

Thank you for all you do on these fronts and for your support!



20

COVER: What can you do if you lose internet?

It's a pretty terrifying scenario when you stop to consider it. Thankfully, there are solutions out there that can help auction professionals get their online auction completed in such cases.

FEATURES & NEWS

8 How to use your NAA poster
You just received your "Success with our #NAAPro poster. Here are tips on using it!"

12 2017 NAA Election
The NAA Nominating Committee has announced its endorsements for July's election.

14 #NAACS17: Explore Columbus!
Arts, coffee and ale trails, a riverfront walk, and more - lots to see at Conference and Show!

28 NAA unveils "Learning from the Legends" recording series
Hall of Fame members share stories and advice in free, 30-minute episodes.

BUSINESS PRACTICES

18 Avoiding online Buyer's Remorse
Do your terms and conditions stand up in litigation?

FACES OF NAA

26 Never too late
NAA member Kevin Troutt found a way to learn from his dad, Ken, even after his father passed.

36 How to turn leads into sellers
That was just one topic explored at February's NAA Auction Marketing Summit.

40 NAA launches Contract Auctioneer Specialist designation
The newest offering soft-launched in Chicago and appears ready to take off.

44 Why IJAC is so important now, and for the future
For ages 12-18, the contest has proven to hold big value for young, aspiring auction professionals.

56 NAA Advocacy Committee holds call with U.S. Reps. Long, Duncan
A revised Public Policy Agenda will be issued soon, based on the Committee's recommendations.

32 Insta-business
NAA member Josh Puffenbarger is using social media to power his company to the next level.

NETWORKING

- 6** State watch
- 16** '17 Hall of Fame form
- 25** Scholarship schedule
- 34** NAA Ambassadors
- 49** iSeries schedule
- 50** Success stories
- 58** New members
- 62** Commitment
- 63** New designations
- 64** Filler words

DEPARTMENTS

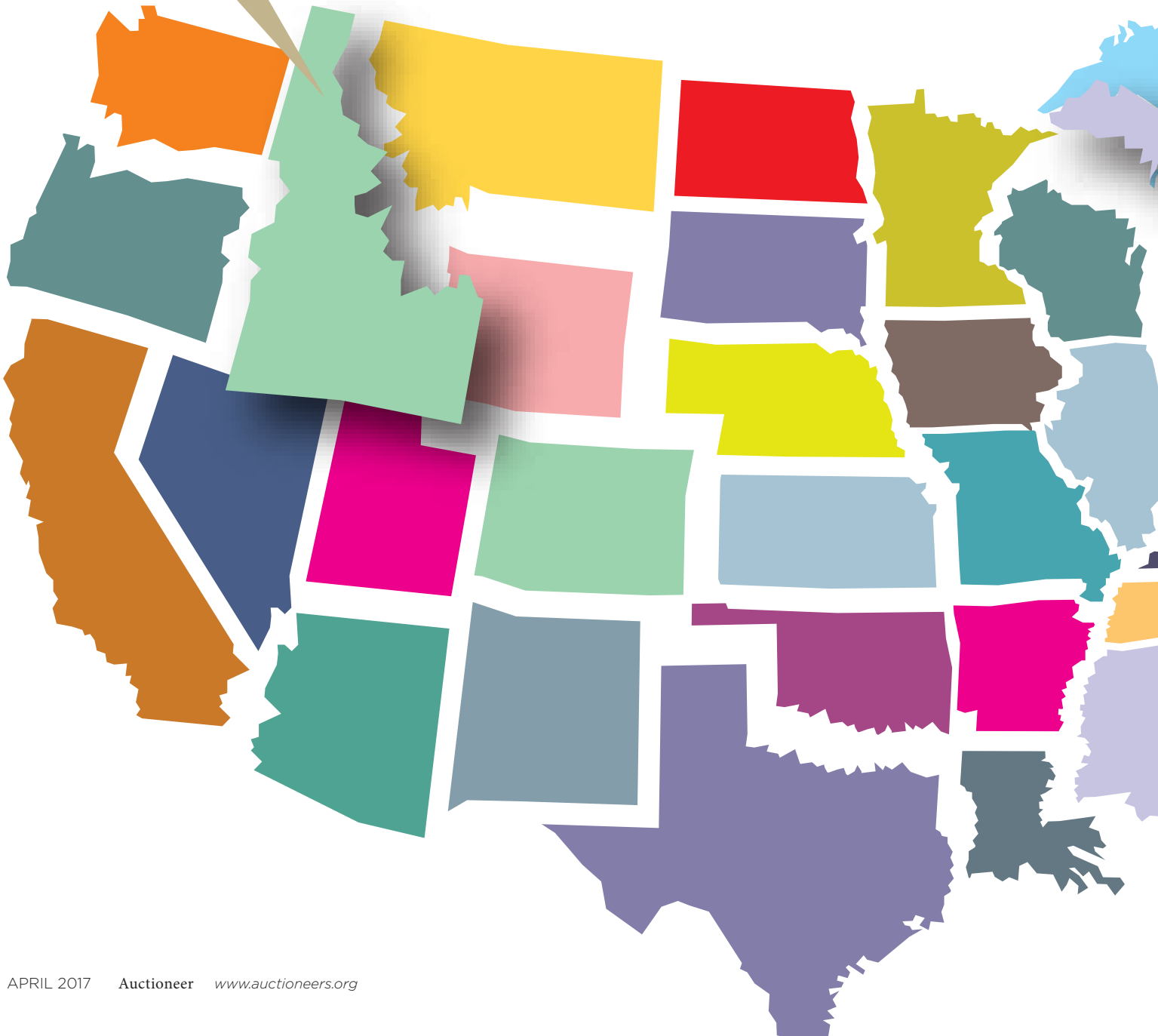
- 43** Education Calendar
- 66** Marketplace

State watch

IDAHO

A strong group of 30 attended the annual convention of the Idaho Association of Professional Auctioneers, Jan. 13-14, at the Oxford Suites in Boise. In addition to taking part in networking and education events, attendees watched J.R. Baker win Auctioneer Champion in the 2017 competition. Rookie Champion went to NAA member Luke Nolte and Ring Person Champion to Tanner Beymer.

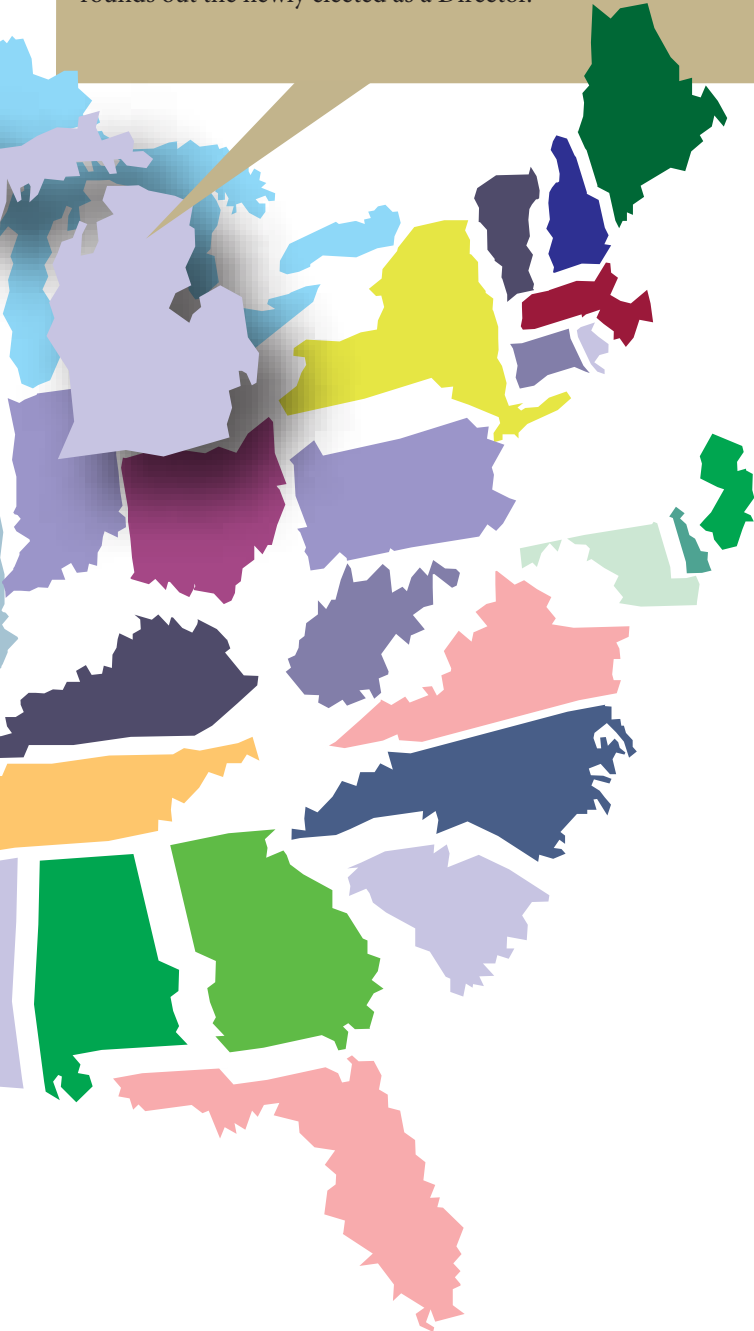
Results of the annual election include the following new officers: President – Rod Elson; Vice President – Paul Adams, CAI; Directors – Tate Heinzerling, Chad Macomber, NAA Member Mark Gustafson, and Jim Casad.



MICHIGAN

The Michigan Auctioneers Association inducted Jerry Cole of Beulah, Michigan, and Willis Yoder, CAI, of Shipshewana, Indiana, into the MAA Hall of Fame. The induction ceremony took place at the President's banquet during the MAA Conference hosted Jan. 19-21.

The annual conference was attended by 112 registrants in Traverse City, where Patrick J. Donadio and Beth Rose, CAI, AARE, were featured speakers. Rose, the 2016 NAA International Auctioneer Women's Division Champion, also received the President's Award of Distinction at the conference. Championships were awarded to NAA Member Eli Troyer for Michigan Auctioneer and Willis Yoder for Ringman. Results of the annual election show four NAA members joining the state's board: President - Chuck Ranney; Vice President - Joseph D. Sherwood; Secretary - Jordan Miedema; and Director: Robert Poole, GPPA. And Ryan Hanson rounds out the newly elected as a Director.



World Wide College of Auctioneering
Advanced Bid Calling Seminar
"Become a Champion"
 Saturday, Sunday & Monday, April 29, 30 & May 1, 2017
 Best Western, Clear Lake, Texas
 Get Ready for the 2017 Contest Season!

2^{1/2} PACKED DAYS

Learn what it takes to become a **CHAMPION** - From the **CHAMPIONS!**
 Your "Dream Team" Instructors

Shane Kallie World Champion Top Auctioneer International Contest Winner	Jill Marie Wilks International Champion Auctioneer Event Planning Auctioneer	Walt Lowrey World Champion Livestock Breeder Member of Livestock Auctioneering, Top Gun	Sharon Mann Auctioneer Champion Auctioneer	Paul C. Ashe 3 Time World Champion Auctioneer
--	---	--	---	--

100+ Years Combined Experience
20+ 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

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

AUCTION ↑ Tall Boy Sign Stands 10'

FULL COLOR • CUSTOM DESIGN
4 FT x 4 FT SIGN **\$89⁹⁸** 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

PVC Post Kit

\$83⁸⁷ 2 SIDED

Call Me!
 Metal Post Kit \$29.99 3 piece

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

How to use your NAA poster

Your printed April issue of Auctioneer included a fold out poster for you to use and help spread the “Success with our #NAAPro” message!

By NAA Staff

Part of this year’s National Auctioneers Week activities (and the year in general) includes a new message for NAA members to share with their clients and customers.

“Success with our #NAAPro” provides a great way to gather visual testimonies from the general public and share them visually. The idea is that while it is okay for you tell others how good you are at your job, when someone else speaks highly on your behalf, the message carries far more weight.

Therefore, here is a plan for you to follow in order to get the most out of your sign and really drive home the point that #AuctionsWork during National Auctioneers Week!

1. Don’t forget the sign. Sounds easy, right? Well, you can’t use the sign you don’t have. Take it out of the plastic and unfold it. Lay it flat in order to get any major creases out. The sign is built to be a little sturdier than normal, but if you can, perhaps think about laminating it in order to give it a little extra support against wear and tear.

2. Make sure you use the sign everywhere you go. Now that your sign is ready to go, keep it handy. Put it in your auction vehicle so that you have it for appointments. You don’t have to wait until a sale day to use it. Did you have a successful planning session? Was it just a quick check-in meeting with an existing or former seller? Don’t be afraid to get a video or image (see the next point) with anyone who can help you spread the message that working with you works!

3. Get video AND photos. In today’s marketing and social media environment, video is quickly becoming even more important than photos. So, if you have the tools (i.e., a smart device – phone, tablet, etc.), make sure you capture a quick video with your client smiling and saying “We have success with our #NAAPro!” Then, also snap a couple of quick images, and you’re good to go!



4. Use those videos with hashtags and tags. So, now that you are collecting those videos and images, what should you do with them? Tag and share everywhere you can. Use the #NAAPro and #AuctionsWork hashtags. Tag the people who appear in your videos and pictures (they will love this!), and put your visual content on all of your social media feeds – Facebook, Instagram, Pinterest, Twitter, etc. Sharing a steady collection of your testimonials will bolster your standing as the go-to person for client and customer needs, and it

will help spread wide the message that success happens when the public uses an #NAAPro!

And remember, during National Auctioneers Week (April 3-8), Wednesday, April 5 is “Success Wednesday”! That day especially, make sure you share your clients’ successes as we’ve described here. For more information, visit auctioneers.org/national-auctioneers-week-toolkit. ❖

Success with our
#NAAPro!





It's a hashtag, not a pound sign

By Adele Lind-Nichols

Ed. note: This article originally appeared in the 'Colorado Auctioneer' but the information regarding hashtag use is something that appeals, or should appeal, to a larger audience. -ck

#Hashtags – yes, that symbol which “back in the day that was a pound sign or tic-tac-toe.” In today’s world, abound with social and digital media, it is so much more. WHAT is a hashtag, WHY should you care, and HOW do you use one?

Ironically, you have to resort to an online dictionary for a definition. In my Webster’s Dictionary, copyright 1996, there was no such thing. Dictionary.com defines a hashtag as a noun “(on social-media websites) a word or phrase preceded by a hash mark (#), used within a message to identify a keyword or topic of interest and facilitate a search for it.” According to hashtags.org “Simply put, a hashtag is an easy way for people to categorize, find and join conversations on a particular topic. The hashtag is used to highlight keywords or topics within (social media)...”

WHAT?

A hashtag is a tool used to help sort and identify topics in social media.

Think of your kitchen as an example – now we all know some are more organized than others but the majority separate silverware, plates, baking equipment, sharp knives, cutting boards, and mixing bowls into different areas such as cupboards and drawers. We do this for ease of access and efficiency.

By putting the # character in front of a term or word (without spaces!) it becomes a clickable link. Examples which are important to you include [#ColoradoAuctioneer](#) and [#AuctionsWork](#). (Hashtags are non-case specific, therefore [#coloradoauctioneer](#) and [#auctionsWork](#) would offer the same result.) If you were reading this text on a social media site such as Twitter, Facebook, or Instagram and you clicked on say [#ColoradoAuctioneer](#) you would be directed to recent and popular posts where others used the same hashtag.

Social media is BIG, but we can help provide direction. Hashtags drive people interested in a topic to one area.

Back to the kitchen – go to the drawer that contains silverware and you will find silverware and related items!

WHY?

Social media is BIG, but we can help provide direction. Hashtags drive people interested in a topic to one area.

At the time of this writing, upon clicking on #AuctionsWork on Facebook, I am taken to recent posts which include #AuctionsWork ; an ongoing real estate auction, an advertisement for an upcoming real estate auction showing, a post about a world record set at auction for the sale of a diamond, and an advertisement for a timed auction ending today at 2 p.m. ... The list goes on and yields similar results on Twitter, Instagram, and Pinterest.

Hashtags help people interact with others interested in the same topic – a customer interested in the auction method of marketing versus other methods might be scoping out recent auctions. They click on #AuctionsWork and are taken to dozens of examples where the auction method of marketing worked, and they see examples of how Auctioneers market their product.

Back to the kitchen again – if I want a fork is it necessary to hunt all over the kitchen? No, all I need to do is go to the drawer with the silverware.

How? #ItsEasy

In the past, there have been digital ideas we thought might take over the world and be the next big thing – QR codes, anyone? The problem with those things is they often are not effective as they require multiple extra steps. Implementing hashtags requires one extra step.

Finally, think about creating your own hashtag. Remember, hashtags are not case specific, but your readers are. Perhaps capitalize each word for ease of reading. No symbols, no spaces, no punctuation, numbers are ok. Like most things, don't go overboard or you risk looking unprofessional, and let's face it, #TooManyHashtags are obnoxious.

In our now familiar kitchen analogy – this is your recipe, get your neatly organized utensils and just cook.

I challenge each of you who engage in social media to take it a step further in the name of auctions! ❖



**Please Vote
In Person July 13 or
Absentee by July 1**

TIM MAST,
CAI | AARE
NAA Vice President

PROVEN LEADERSHIP

Current: NAA Board of Directors
Chair of NAA Promotions Committee
#AuctionsWork, #NAAPro
Chair of Human Resources Committee

Former: President of the TAA
NAA Ambassador
TAA Board of Directors

FOCUSED ON SERVICE

TAA Hall of Fame - Unanimously Endorsed by the
TN Auctioneers Association Board and Membership

#AuctionsWork #NAAPro #Mast4NAA

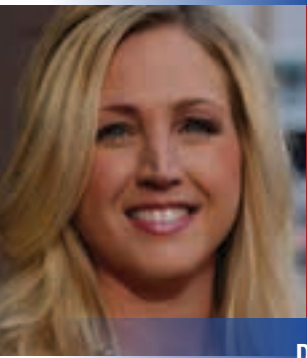
Call/Text 731-610-5436 | tmast@tranzon.com



Vice President: Timothy Mast, CAI, AARE



Vice President: Darron Meares, CAI, BAS, MPPA



Director: Trisha Brauer, CAI, BAS



Director: David Whitley, CAI, CES



Treasurer: Thomas Rowell, CAI, AARE

2017 NAA Election

The NAA Nominating Committee has announced its endorsements for this year's election.

By NAA Staff

Ahead of the annual election to be held during the Annual Business Meeting in July, the NAA Nominating Committee has concluded its work for the 2017 election. A total of five candidates are endorsed for three positions – including vice president (two candidates), treasurer, and two director seats (two candidates).

The following candidates will be running for election at the annual meeting on July 13 at the 68th International Auctioneers Conference and Show in Columbus, Ohio:

Vice President

Timothy Mast, CAI, AARE

Darron Meares, CAI, BAS, MPPA

Director

Trisha Brauer, CAI, BAS

David Whitley, CAI, CES

Treasurer

Thomas Rowell, CAI, AARE.

While the treasurer serves a two-year term, serving on the board is a three-year commitment for the Vice President and Directors. The Vice President serves a one-year term, ascends to the presidency the following year, then concludes service as Chairman of the Board. Directors may serve two, three-year terms. Two Directors are elected each year.

Absentee ballots will be available on May 1, 2017, for members only, at auctioneers.org. Ballots must be received in the NAA office by 4 p.m. on Monday, July 3 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 at the annual business meeting.

The nominating committee's process for recognizing candidates consists of reviewing applications and interviewing each candidate. Detailed descriptions of each position as well as the qualifications, knowledge, and skills needed based on the competencies required for the board are outlined on the NAA website. Candidates are given until the end of February to complete and return an application to be considered to serve on the board.

Per NAA Bylaws, up to two candidates per position may be endorsed by the committee. Candidates who do not receive an endorsement may still run for election by notifying NAA headquarters by April 1 to be included on absentee ballots. This year, all candidates received the Committee's endorsement.

Last fall, the NAA Board of Directors approved bylaw changes that allow an individual member of the board to seek a second consecutive term on the Board of Directors.

The five-member Nominating Committee includes: Spanky Assiter, CAI, AARE, Chair, NAA Chairman of the Board; John Nicholls, AARE, AMM, NAA President; Janine Huisman, CAI, AMM, BAS, CAS, GPPA, EI Trustees, Vice Chair; J.J. Dower, CAI, AARE, AMM, CES, NAA Foundation President; and Jason Miller, CAI, State Representative from the Ohio Auctioneers Association. ❖

Large Annual Spring Inventory Reduction

AUCTION

Saturday, April 22, 2017 • 10:00 A.M.

AUCTION EQUIPMENT:

**8' LAMPI
AUCTION TOPPER**
Heat,
Excellent Condition,
People Mover Trailer
&

**BRAND NEW 22'
AMERICAN SURPLUS
OFFICE TRAILER**
w/hydraulic frame,
AC, Heat, Skylight,
Awning, Lots of
Storage Space!

**AMERICAN SURPLUS
& MFG**

3134 East Hwy. 7
Montevideo, MN
(320) 269-5428

THIS AUCTION IS BEING POWERED BY
HENSLIN AUCTIONS, INC. & PROPRIT



www.henslinauctions.com
(320) 365-4120



C★BUS, OHIO
CONFERENCE AND SHOW 2017

Explore Columbus!

Arts, coffee and ale trails, a riverfront walk and more, this year's Conference and Show host city offers a ton of stuff to see and do.

By Nancy Hull Rigdon, contributor



On the east banks of the Scioto River in downtown Columbus, Battelle Riverfront Park is a popular attraction.

At this year's NAA International Auctioneers Conference and Show, NAA members can step away from the event and quickly arrive at one of many destinations unique to Columbus, Ohio.

So that members can not only take advantage of the event's professional opportunities but also make the most of the location, we bring you several exploration ideas. Whether you'll only be able to fit in a quick stroll or are tying C&S into a family vacation, the following list highlights some top options.

1. Walk the historic arts district

The Greater Columbus Convention Center, located in the heart of downtown Columbus, plays host to C&S.

"If you walk just north of the convention center, you'll hit the

Short North Arts District, where you'll find dozens and dozens of locally owned art galleries and boutiques for all tastes along with incredible local food options," says Megumi Robinson, associate director of public relations at Experience Columbus (the city's convention and visitors bureau).

Seventeen colorful arches line the district – a feature that earned Columbus a nickname as "the arch city."

2. Experience German Village

From the venue, hop on the CBUS – a free circulator bus that hits stops every 10 minutes – to visit German Village. The neighborhood features brick-lined streets and beautifully preserved historic homes built in the late 1800's. Plus, the area includes boutiques as well as Schiller Park, where you'll find a free Shakespeare theater series in the summer.



FREE

AUCTION ARENA
Safety Training for Auctioneers

auctioneer.naaa.com

Look for

sign up!

Everyone is Responsibility for Safety

Auctioneer Safety Certification

Provided by the National Auto Auction Association

NAAA NATIONAL AUTO AUCTION ASSOCIATION

3. See the Riverfront

“July is a great time of year to spend outdoors in Columbus, and I encourage everyone to make their way to the Riverfront,” Robinson says.

A multi-million dollar restoration recently transformed the area by way of green space, connected pathways and pedestrian bridges. The destination is Battelle Riverfront Park, which runs along the east side of the Scioto River in downtown.

4. Bike the city

Break from the conference for some exercise and exploration via Columbus’ bike share program, named CoGo.

5. Hit a fun kind of trail

Columbus offers a “coffee trail,” “ale trail” and “made-in” trail. Grab a trail map at the convention center and head out to participating businesses. If you go to all the shops on the coffee trail, you’ll score a free t-shirt.

“Columbus has a thriving coffee scene,” Robinson says. “The coffee trail is a great way to dive in and explore not just the coffee scene but the neighborhoods as well!”

Visit all establishments on the ale trail? You earn a pint glass. The made-in trail, which is the newest addition to the city’s trail family, highlights locally owned businesses.

6. Venture out to visitor staples

Robinson also recommends seeking out a classic Columbus destination. The Columbus Museum of Art recently underwent a massive renovation and expansion. You’ll see gorgeous Chihuly glass artwork at Franklin Park Conservatory. COSI (Center of Science and Industry) features a space theme this summer. Columbus Zoo and Aquarium has a kid-friendly claim to fame: the only zoo with a water park.

She encourages NAA members to take advantage of the city’s various transportation options to explore the city. There’s Uber, Lyft and car-sharing service Car2go in addition to CBUS.

“It is very, very easy to get around Columbus,” she says.

For details on these highlighted attractions as well as information on many other things to see and do in Columbus, check out the convention and visitors bureau at experiencecolumbus.com.

breakout Register now for Conference and Show in Columbus! Visit conferenceandshow.com. ❖



2017 NAA HALL OF FAME

Name of Nominee		
Residence Address		
City	State	Zip code
Phone		

BUSINESS INFORMATION

Name of Firm		
Position in Firm	Number of Associates or Partners in Firm	
Business Address		
City	State	Zip code
Phone		

PERSONAL AND FAMILY INFORMATION

Spouse's Name
Does spouse participate in the auction profession? <input type="checkbox"/> yes <input type="checkbox"/> no
If yes, please explain:
Number of Children
Do any participate in the auction profession? <input type="checkbox"/> yes <input type="checkbox"/> no
If yes, please explain

PROFESSIONAL INFORMATION

How long has the nominee been associated with the auction business? ____ years.
What percentage of the nominee's time is actively spent in the auction business? ____%
Number of years this nominee has been a member of NAA? ____ years.
Does the nominee specialize in any particular field of auctioneering? <input type="checkbox"/> yes <input type="checkbox"/> no
If yes, please explain
State Association(s) of nominee

NAA ACTIVITY

List NAA involvement of the nominee, including – offices held, current and past; designations earned; committees; instructor at CAI, Conference and Show, designation classes, summits, seminars; etc.:

NOMINATION FORM



STATE ASSOCIATION ACTIVITY

List state association involvement, offices held, etc.:

COMMUNITY INVOLVEMENT

List any notable community activities:

Please reflect your personal assessment of the nominee and opinion of why he/she should be elected to the NAA Hall of Fame:

Nominations must be postmarked no later than June 1st of each year. Mail to:

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

NOTE: Nominee will remain on the ballot for five (5) years. If not elected, they will be removed from the ballot and are eligible to be nominated again after one year.

Submitted by (please print) _____

Address _____

City _____ State _____ Zip _____

Phone _____



Kurt Bachman

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

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

Avoiding online Buyer's Remorse

Do your terms and condition stand up in litigation?

Question: How can you pursue collection of payment from an "Online Only Auction" buyer who had buyer's remorse after the auction closed? During the registration process a bidder selects the little box agreeing to the terms and condition, but how well does this stand up in litigation?

Answer: *Electronic contracts are generally as enforceable a standard written contract. All states--with the exception of New York, Illinois, and Washington — have adopted versions of the Uniform Electronic Transactions Act ("UETA"), a model law drafted by the National Conference of Commissioners on Uniform State Laws ("National Conference") in July 1999. National Conference, the organization that also drafted the Uniform Commercial Code, brought together experts in contracts, the Internet and business issues to create a model law governing electronic contracts. After creating the model law, states then chose to adopt it as the law of their state.*

A similar federal law, the Electronic Signatures in Global and National Commerce Act ("E-Sign Act"), governs transactions subject to federal law. These laws legally recognize electronic signatures and contracts. It considers electronic signatures and electronic contracts to be essentially the same as paper writings and manually-signed signatures. These laws were intended to remove barriers to electronic commerce.

The keys to enforcement of the electronic contracts are the following: (1) having a good registration process; (2) having a good registration agreement or terms and conditions of the auction agreement; (3) having a good website and keeping good records.

A. It is important to have a good registration process where bidder's register for the online auction and agree to the terms and conditions of the auction. With identity theft in the online

world becoming more common, Auctioneers should take steps to verify the identity of the individual registering for the auction. This could include, for example, requesting a copy of a government issued ID such as a driver's license or passport.

Auctioneers should also take some precaution to make sure the registered bidders have contractual capacity. The parties must be able to legally enter into a contract. A minor (generally an individual under the age of 18) or someone who was found to be incompetent does not have the capacity to enter into a written contract. Requesting a date of birth or a copy of a government issues ID, such as a driver's license, will help verify whether someone is over the age of 18.

B. The terms of the contract must be clearly established. The elements required for a legally binding contract are an offer, an acceptance, a "meeting of the minds", and consideration. In a

reserve auction, for example, a bidder makes an offer to purchase the table for \$200, the seller accepts the offer to sell the table for \$200, and there is mutuality in the both parties understand the terms of the agreement and are talking about the same table.

If the parties were talking about different table, there could be a mutual mistake or a lack of mutuality. Consideration is an interesting element; it means that something of value must be some exchanged. In this example, there is good consideration. The buyer is paying \$200 in exchange for a specific table.

C. An Auctioneer seeking to assert the validity of the contract must be able to prove the intent of the signer to be bound by the contract. It must also be able to show the security of the website and authenticate the contract. The security of the website is important. If there is a possibility that the contract could be altered or tampered with after it was signed, it will make enforcing the contract more difficult. There should be protocols to ensure that documents and audit records cannot be accessed by unauthorized parties.

Audit logs are important and should be time stamped, detailed, and secure. Finally, the company or Auctioneer must be able to authenticate the contract. The most common ways to authenticate the identity of a signor of an electronic contact are by something the signer knows (such as a password, pin, etc.) or something the signer has (such as a security card).

D. There is also a practical component to this issue. An “Online Only Auction” could have bidders from all over the United States of America or all over the world. Will Auctioneers seek to enforce a contract against an individual in China, Switzerland, or Spain? Even in the United States, will Auctioneers seek to enforce a contract against individuals in Florida, Maine, California, or Delaware? There are costs associated with seeking to enforce a contract and whether an Auctioneer will enforce a contract usually depends on the facts and value of the contract.

Auctioneers can take steps to protect themselves. They could, for example, only accept bids from individuals in the United States. There could also be choice of law clauses and venue clauses. These are terms that provide something similar to the following: “This Agreement shall be governed by the laws of the State of Indiana, without regard to its conflict of laws provisions. For all disputes relating to this Agreement, each Party submits to the exclusive jurisdiction of the state and federal courts located in Allen County, Indiana, and waives any jurisdictional, venue, or inconvenient forum objections to such courts.” These provisions will generally make enforcement of the contracts easier by allowing the Auctioneer to take action in a local court.

The terms of the registration agreement should be clear, available for review, and can be saved or printed. Also, the bidder must take an action that indicates a clear and unambiguous manifestation of consent. This is usually checking the “I AGREE” box and then the “SUBMIT” button for registration. Under the E-Sign Act, the party proposing an electronic agreement must also describe any hardware or software requirements necessary to read and save the electronic documents. A party should also be allowed to opt out and use a paper contract instead.

E-commerce is big business. Auctioneers should take the time required to properly set up for “Online Only Auctions.” If completed properly, the contract should generally be enforceable. Auctioneers should be aware of the issues relating to the enforcement of the final contract and consult with a licensed attorney to help them with the preparation of the registration agreement and the registration process.❖

**To Be The Best . . .
 . . . Learn From the Best.
 Launch Your Auction Career Today!**

- Interaction with over 30 instructors per session
- Learn cutting edge auction technology
- Class sizes less than 50 students

Now Scheduling 2017 Classes
 Call or Go Online Today for Registration
 Tuition: \$1,295.00. All sessions are 10 days

(317) 300-1075 • ReppertSchool.com



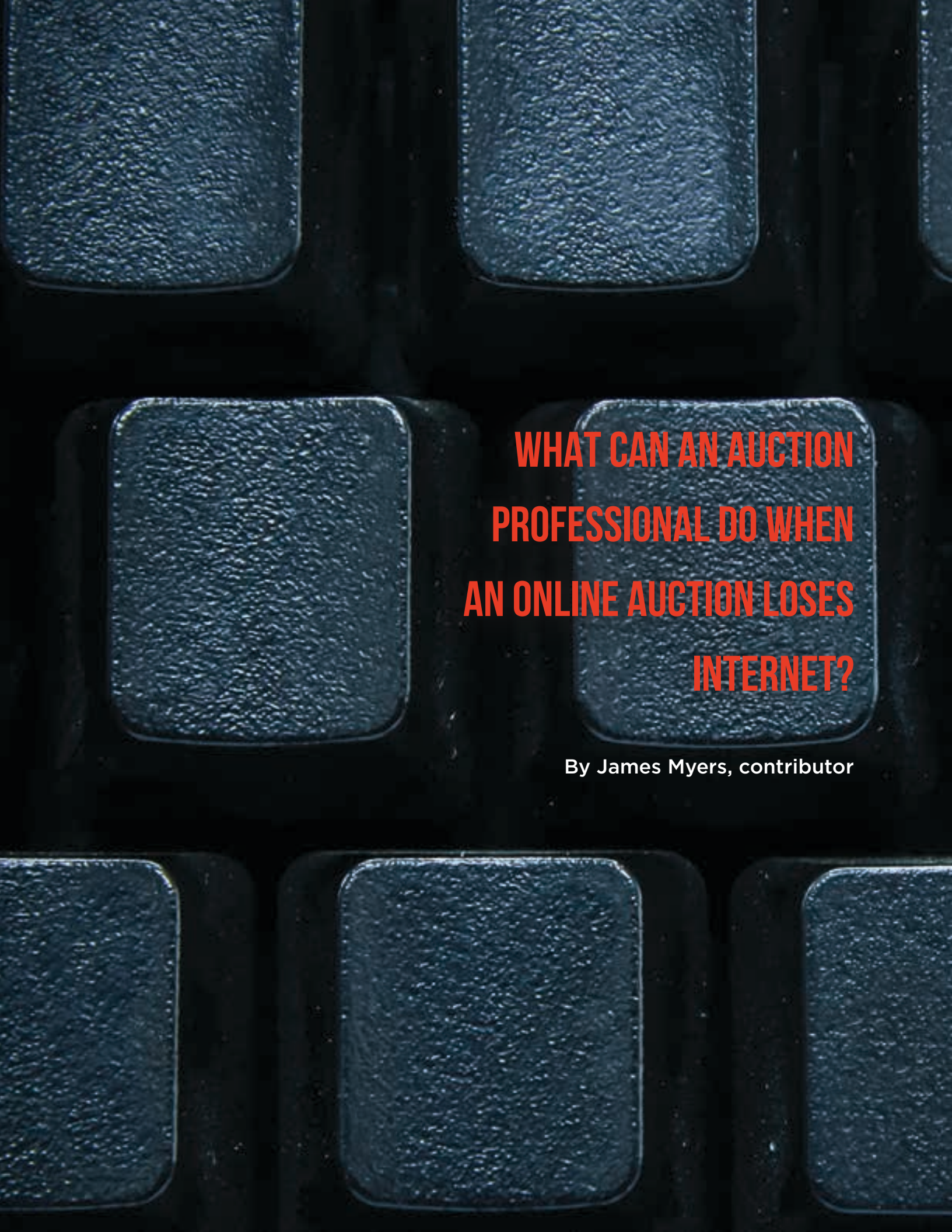
AUCTION TOPPERS

Hi Performance Exterior Speakers Available!

NEW ATV TOPPERS

Building Quality Auction Toppers Since 1985!
 Call Lampl Auctioneers for a quote!
320-274-5393
 To view Inventory visit LamplAuction.com & Click on Auction Equipment



A close-up, top-down view of a computer keyboard. The keys are dark grey or black with a fine, pebbled texture. The lighting is dramatic, highlighting the edges and the texture of the keys against a dark background. The keys are arranged in a grid pattern, with some keys partially visible at the edges of the frame.

**WHAT CAN AN AUCTION
PROFESSIONAL DO WHEN
AN ONLINE AUCTION LOSES
INTERNET?**

By James Myers, contributor

Offline



NAA MEMBER LENNY MULLIN NEEDED TO CATALOG 400 LOTS FOR AN ONLINE AUCTION, WITH NO INTERNET.



Despite the growing availability of Wi-Fi hotspots and expanding data coverage offered by mobile providers, there are times when an auction professional works in an area where there is no viable internet connection.

When that happens, what can they do to save their online auction?

The good news is that auction professionals can download mobile apps that allow them to catalog their entire auction without an internet connection, so it doesn't matter how remote their location is, they can still take advantage of the software.

The bad news is that if you are going to host an auction with an online component, an internet connection is mandatory at some point.

NAA member Lenny Mullin, BAS, a real estate broker and Auctioneer, found himself in a situation recently and reached out via Facebook to pose a question to the auction community. Mullin, using a popular software program called Auction Flex, wanted to know the best or fastest way to catalog a 400 lot online auction with no internet connection, as he was in a remote location.

Mullin has now logged hundreds of items using Auction Flex and is fairly proficient in it, but his question to the community on Facebook deserves a closer look due to the fact that there are many Auctioneers who are new to this technology, especially those cloud-based, Software as a Service (SaaS) solutions that can be tough to grasp as a concept.

Max Webster, a Cincinnati-based NAA auction professional, was quick to respond to Mullin's question, offering good advice on

how to use Auction Flex to his advantage. Webster has had his share of remote auctions where getting a connection was tough, including in Southeast Asia a decade ago when he used a slow and expensive satellite service.

Webster said in his region, about half of auction professionals are still doing live auctions, but he sees the industry in his area moving toward the online component just as it is everywhere else.

"If you find yourself in a pinch," Webster said of remote auctions with no connectivity, "you haven't done your research."

The important thing to know about Auction Flex and another auctioneering solution called Wavebid, Webster noted, is that they don't require an internet connection to catalog an auction.

NAA member Russ Hilk, AMM, GPPA, has a unique perspective on the topic of utilizing software that doesn't require an internet connection, but the efficiency component of the software is equally impactful. Following the recession of 2007-2008, he was incredibly busy with auctions, managing most of his tasks manually.

"We didn't have the tools we needed to be productive," Hilk said. "I said, 'Let's build some software and make life better for a lot of people.'"

He established Wavebid in 2011, creating a SaaS solution that also works without internet. He and his Wavebid team knew most people have internet access most of the time, but the company wanted to "plan for the inevitable circumstance when the Auctioneer didn't have internet."

Auctioneers can download the Wavebid app to their phone or

No LIMITS

TRISHA BRAUER FOR NAA BOARD OF DIRECTORS
WWW.VOTEFORTRISHA.COM

"The National Auctioneers Association needs dedicated and experienced auctioneers who are willing to put forth their time and energy to advance the mission of the NAA for its membership. As a former NAA Director, I recognize this as a vital need for a board member and believe we have an opportunity to achieve this in Trisha Brauer. Our company highly recommends and endorses Trisha Brauer as a 2017 NAA Director and I personally encourage you to make your vote count with this in mind."

-Shawn Terrel
Broker/Auctioneer
United Country - Kansas City
Auction and Realty



TRISHA BRAUER, BAS, CAI, MBA

I GREATLY APPRECIATE YOUR VOTE AT CONFERENCE & SHOW
OR BY ABSENTEE BALLOT. THANK YOU FOR YOUR CONSIDERATION.

- Trisha



Kansas City
Auction and Realty



AD DESIGNED BY:

Tiffany Damm
PHOTOGRAPHY & DESIGN

PROUD NAA MEMBER



Auction Flex and Wavebid both offer offline solutions for auction professionals who need bidding platforms in non-internet environments.



tablet and use the app to catalog auctions, even when they're in a "non-internet environment." Once they are back to an area with internet, all the items can be bulk uploaded to Wavebid's cloud-based service.

"Should you be in an area without internet," Hilk added, "we designed an offline Wavebid product that can be downloaded to your computer. It mimics everything you do online, but it's all done in a local environment."

Mullin notes that since he started using his mobile app, his auction have become much easier. It wasn't long ago that he had to tag every item in the auction, take a picture of it, write a description of it in a notebook and move the item to the auction house or live auction location and log everything into a computer.

"With this mobile logging," Mullin said, "you can just waltz through."

Mullin's estate sales no longer include emptying entire cupboards

of their contents and logging them. He simply takes a picture and closes the door.

Hilk said users of his software enjoy the fact that multiple people can log an auction at the same time with a single repository holding the information. For people who haven't had these tools and have meticulously carried out every task manually, adopting the technology can be a revelation.

"I've been on trainings where people have honestly cried because the amount of work they didn't have to do anymore," Hilk said. "It's that powerful to them."

Kris Kennedy, support manager and the manager of marketing and sales for Auction Flex, explains that Auction Flex is the company's management software that handles in-person, on-the-ground management services, such as checking in buyers, clerking, invoicing for buyers, settling with consigners, etc. It's also the interface and management console for their online component called HiBid, which is an integrated web service and internet bidding solution.

Should an Auctioneer know he or she is going to host an auction without internet, Kennedy recommends using something called internet absentee bidding, which is a component of HiBid that allows bids to be taken up to the time of the live auction start. Most auctioneers will close the early bidding a few hours before the live auction and pull those bids into the Auction Flex management software for use during the auction.

But, what about hosting a live auction with an online component from a place that had internet before something catastrophic happens to the network? Kennedy said it's definitely not a good situation to be in, but there is a way to utilize the auction software and continue on.

For example, Kennedy notes that Auction Flex is offline, natively, which means the lack of internet does not affect the local live, in-person auction. However, with no internet connection, the online bids need to be accounted for somehow, which can be done through a phone relay with someone who does have internet connection. For instance, an auction employee using Auction Flex can follow the online bidding and communicate via phone to a clerk at the live auction to update what's going on with the online bids.

"You're setting up a phone relay," Kennedy explained. "Someone back at your office can log into your webcast auction and they can be the interface with the clerk. If you can give them some way to hear the floor bids, they can relay those floor bids online. Usually, this is done with a couple of cell phones." ❖

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

Foundation Scholarships for 2017

Apply at auctioneersfoundation.org

< APRIL >

S M T W T F S

1 Conference and Show Columbus, Ohio

Opening day of Availability

*5 registrations including
2 (two) nights lodging*

< JULY >

S M T W T F S

15 Benefit Auctioneer Summit

Closing of Application

< MAY >

S M T W T F S

1 Benefit Auctioneer Summit

Opening day of Availability

2 scholarships

15 Conference and Show Columbus, Ohio

Closing of Application

< SEPTEMBER >

S M T W T F S

1 Designation Academy

Opening day of Availability

*2 scholarships to each of the
following designations: AARE, AMM,
BAS, CES, and Contract Auctioneer,
1 scholarship for GPPA*

< OCTOBER >

S M T W T F S

15 Designation Academy

Closing of Application



Never too late

NAA member Kevin Troutt found a way to learn from his Hall of Fame father, Ken, even after his dad passed away.

By Brittany Lane, NAA Content Developer

To Kevin Troutt, riding a unicycle is a lot like being an Auctioneer.

You see, to operate the unconventional cycle that is often associated with the circus, you need a great sense of poise and direction. Kevin, BAS, personally understands this as he picked up riding one for fitness when he turned 51. A decade later, he still rides a mountain unicycle through sloped trails in Boise, Idaho for physical training and endurance.

“What I’ve learned about being tenacious – which is a good trait for an Auctioneer – some of it came from unicycling,” he muses. “You must have balance, tenacity, and you have to be willing to look goofy to accomplish your goal.”

One thing is clear: Kevin is passionate about his life. The excitement is brimming in his voice whether speaking about hobbies like cycling, his family, or his career as a benefit Auctioneer raising money for good causes. With so much zeal, one wouldn’t think the second-generation Auctioneer ever had any indecision about going into the family business. After all, as the middle son of famous Auctioneer and NAA Hall of Fame member Ken Troutt, auctioneering is in his blood.

Renowned for his hard work in the livestock industry, the late Ken Troutt was a high-powered Auctioneer who believed in helping the little guys, sometimes even taking on sales when he could see the person needed help. He passed away 23 years ago, but he is still remembered for his “beautiful” bid chant, which won him a World Livestock Auctioneer Championship in 1967.

Despite growing up in the business, however, Kevin didn’t always want to be an Auctioneer like his father.

It was his brothers, Kenny and Kelly, who saw his potential and pushed him to really take on auctioneering. Four years after their father’s death in 1994, Kevin was assisting his brothers with auctions and learning the basics. He went from working as a “wingman” to building his own auction empire alongside his brothers who also carry on their father’s legacy with their own companies in Idaho.

“I didn’t do a lot of auctioning, but then I thought I’m going to start doing this. I endeavored to do it,” Kevin said.



Kevin Troutt holds the NAA Hall of Fame plaque featuring his father, Ken.

Kevin says the generosity of NAA Members like Larry Flynn, BAS, and Chris Brown helped him get work doing bid calling and overflow auctions. In a remarkable moment, Brown even aided Kevin in getting a lesson from beyond with his late father. Brown gave Kevin a ride one day and there was an auctioneer’s chant playing on his car stereo.

“I said, ‘Hey, that’s my dad! What are you doing with that?’ He said, ‘Oh, I’m listening to it to get better.’ I copied the CD and started listening to it. So, my dad taught me how to auction years after he passed,” Kevin recalls.

With Brown’s encouragement, Kevin joined the Idaho Association of Professional Auctioneers and then joined the NAA. By the time his father was posthumously inducted into the NAA Hall of Fame in 2014, Kevin was successfully auctioneering



full time and working to earn the NAA Benefit Auction Specialist designation.

Specializing in benefit auctions came naturally to Kevin after he was asked to do the bid calling at many charity events early in his career. He enjoys the rewarding challenge of finding solutions that raise money for his clients and earn him a paycheck.

“Many nonprofits don’t have a budget to have an Auctioneer, so I must figure out creative ways to make a living so that it doesn’t cost them,” he said. “It has to make sense to the nonprofit or else it’s me focusing on me.

A successful benefit Auctioneer, Troutt said he’s learned about being tenacious – a “good trait for an Auctioneer” – through unicycling.



“I don’t want it to ever be about me. I want it to be about them and to show that I’m not just another guy. I care.”

He now runs an auction company called Boise Benefit Auctions. At present, he and Flynn are the only two fundraising Auctioneers with the BAS in Idaho.

Kevin is pursuing the professional goal to do one auction a week this year for a total of 52 events. Assisting him with business is his son, Sam, who lends a hand whenever help is needed.

“I’ve done car auctions and farm sales, but the reason I’m uniquely qualified to be a fundraising Auctioneer is because fundraising involves a lot of passion,” Kevin said. “This isn’t a ‘me’ business. It’s a ‘them’ business. I think that’s what made my dad so successful; he was all about the cattlemen. He cared more than they did.” ❖



Watch Ken Troutt’s posthumous induction into the NAA Hall of Fame at auctioneers.org/archives/vidogallery/ken-troutt-emmett-id.



NAA unveils 'Learning from the Legends' recording series

Hall of Fame members share stories and advice in free, 30-minute episodes.

By Sarah Bahari, contributor

Sammy L. Ford, CAI, chatted about the difficulties of getting started in the auction business.

Barry Gordon, CAI, AARE, CES, discussed why, even as a Canadian, he joined the National Auctioneers Association.

The veteran Auctioneers shared their stories and doled out advice on "Learning from the Legends," a new recording series produced by the National Auctioneers Association. Airing once a month, the series features half hour-long interviews with past NAA Hall of Fame inductees.

Brandi McGrath Kong, NAA Membership Manager, said the new content provides a platform for informal mentorships between veterans and novices.

"Our longtime Auctioneers have a lot of insight and knowledge they can offer to those just starting out," McGrath Kong said. "This helps encourage new Auctioneers while keeping our Hall of Famers engaged in the industry."

Learning from the Legends initially began in 2015 as an annual roundtable discussion at Conference and Show, in which veteran professionals chatted about their careers, changes to the industry and challenges they faced, among other topics.

NAA officials thought a monthly recording based on the same concept would expand upon that effort while reaching professionals who could not travel to Conference and Show, McGrath Kong said. All episodes are free to NAA members.

"A podcast format makes our Hall of Fame members much more accessible," said Kong, who conducts the interviews. "We can really reach our full membership this way."

In each episode, interviewees discuss how they got started in auctioneering, what they know now that they wish they had known before, and how the NAA has influenced their career.

McGrath Kong also asks Hall of Famers to offer advice to new Auctioneers who are trying to find business.

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

Jordyn is an 11-year-old gymnast with more than 90 medals to her credit. But since 2014, she has been channeling her winner's spirit into fighting acute lymphoblastic leukemia at St. Jude Children's Research Hospital. "We knew St. Jude was the best place for childhood cancer," said Jordyn's mom. St. Jude is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases.

Though still receiving chemotherapy, Jordyn has already been able to return to the gym on a limited basis. "Jordyn is passionate about being athletic," said her mom. "She's passionate about saying, hey, this happened to me, but I'm going to bounce back."



St. Jude patient Jordyn, age 11, Louisiana, acute lymphoblastic leukemia

©2017 ALSAC/St. Jude Children's Research Hospital (25647)

In the first edition, Ford, who has worked as an Auctioneer in Kentucky for 50 years, said starting in the business involved frustration, disappointment and rejection.

"I wish I had known how tough it was going to be to get started," he said in the interview. "... We had some tumultuous times getting started. I could remember thinking, 'Man, I'm going to have a breakthrough. I'm going to get the sale.' Then I would look and a competitor would have it."

Ford, CAI, continued, "I also learned persistence pays off. You can't give up. You can't quit. You've got to move right on, even though there are roadblocks in the way."



From left to right: Barry Godron, Don Shearer, and Sammy Ford all have recorded episodes and given valuable insights in the new NAA's new recording series.

Ford was inducted into the NAA Hall of Fame in 1994.

The second recording featuring Gordon, touched on the benefits of NAA membership and education. Gordon is CEO of Gordon's Estate Services and has been an Auctioneer since 1977 and realtor since 1978.

Inducted to the Hall of Fame in 2010, Gordon urged new Auctioneers to think of the industry's big picture.

"The quote that always hangs in my mind is 'Keep your eye on the things you can't see,'" he said. "Recognize that we are all blinded by our understanding of what's possible and how things get done. It is understanding the importance of paradigms."

For instance, he said, the rise of the ride-sharing network Uber signaled a big paradigm shift.

Reception to the series has been strong, McGrath Kong said.

"Everyone has been very enthusiastic," she said. "We are helping both audiences stay relevant to each other and learn from each other. This is relationship building through education." ❖



stjude.org/naa





Attendees clue in to a presentation during the NAA State Leadership Conference, held March 7-8 in Kansas City.

30 states attend NAA State Leadership Conference

Attendees soaked in peer-to-peer insights through roundtable discussions and caught up on current NAA initiatives.

By NAA Staff

In what is believed to be the largest gathering of states for this event, more than 70 representatives from 30 states convened in Kansas City, March 7-8, for the NAA State Leadership Conference.

Among a bevy of leadership seminars and NAA program presentations, the fantastic spread of viewpoints and backgrounds laid the groundwork for solid peer-to-peer discussions in roundtable format.

Five topics were covered – education, advocacy, promotions, governance, and state conventions – with each diving into best successes, challenges, and opportunities. The result of the roundtable exercise, which took several hours to complete, showed nearly 94 percent of survey participants either strongly agreed or agreed that the format was beneficial to them as a state auctioneer association leader.

Following the roundtables, NAA Advocacy Committee Chair David Whitley, CAI, CES, led “Advocacy 101”, an enthusiastic presentation on basic government procedures and how to be involved with and influence elected officials.

On Tuesday, sessions were dedicated to best practices in the publications and exhibitor & sponsor sectors.

NAA member Cissy Tabor, BAS, began the morning and showed the room several ways she builds the Colorado Auctioneers Association newsletter, including the best way to incorporate color and large photography. Following her, NAA members Kim Hemingway, GPPA, and Russ Hilk, AMM, GPPA, divulged a host of tips on what works and what doesn’t when it comes to maximizing vendors’ and exhibitors’ experiences at a state convention.

After Hemingway and Hilk, NAA Promotions Committee Chair Tim Mast, CAI, AARE, explored the upcoming National Auctioneers Week schedule – providing insight into the week’s activities and explaining the creation of this year’s “Success with our #NAAPro” theme that follows 2016’s #AuctionsWork / #NAA Pro campaign.

The State Leadership Conference then wound to completion as NAA President John S. Nicholls, AARE, AMM, and CEO Hannes Combest, CAE, talked with the room in greater detail and took questions about the recently revealed NAA Communities of Practice. ❖

2017 NAA *Day on the Hill*



Thursday, Sept. 7
Capitol Hill, Washington, D.C.

REGISTER NOW
auctioneers.org/2017DOH

QUESTIONS?
bmcgrath@auctioneers.org
(913) 563-5429



Insta-business

NAA member Josh Puffenbarger is using social media to power his company to the next level.

By Brittany Lane, NAA Content Developer



Now that we've made the switch, we reach a lot more people. The online aspect is reaching people that wouldn't normally attend your auction.

Utilizing the internet effectively can be a fantastic tool for an auctioneer. After seven years in the business, Josh Puffenbarger is harnessing the power of social media and the web to take his company to the next level.

It's working. The self-proclaimed rookie is seeing the fruits of his labor and the auction community is taking notice.

The Virginia Auctioneers Association honored Puffenbarger as Auctioneer of the Year for 2016 in a ceremony that took place in January of this year. He joins an elite group. Less than 50 have received the honor since the VAA began recognizing exceptional auctioneers in 1968. He also holds the Virginia State Champion Auctioneer title of 2015 and serves on the VAA Board of Directors.

"The recognition is the biggest thing," Puffenbarger said. "Just to be one of the guys that gets to share his name on the list with a lot of the great Virginia auctioneers means more to me than anything"

In addition to enjoying the honor of Auctioneer of the Year, Puffenbarger recently launched an online auction component to his company, Allied Auctions. Going online adapted his business solutions to meet the needs of the ever-changing auction industry.

Allied Auctions Online combines every aspect of the auction buying experience and brings it directly to buyers and sellers. The company touts itself as a bit traditional (with previews and pickups), a little bit eBay (online bidding), and something altogether different (event based, photo catalogs and credit card only payments).

Business, he says, has been very, very good. Better sales are being realized, which maximizes the return to clients.

"Now that we've made the switch, we reach a lot more people. The online aspect is reaching people that wouldn't normally attend your auction. We live in a society where everyone's busy.

They don't have time to stand around in the evening or attend a Saturday morning auction," Puffenbarger said.

Before including online auctions in his business, Puffenbarger had been a live Auctioneer only. With a broad range of experience liquidating assets of all types, Puffenbarger says he's auctioned everything from grandma's dishes to livestock to vehicles.

The first-generation Auctioneer boosts business by posting content regularly to Facebook and Instagram, tools he believes are invaluable for advertising products and letting people know what Auctioneers do. He engages with potential clients and cross promotes fellow auctioneers all in a few clicks.

"The power of social media is amazing right now," Puffenbarger said. "I don't know the numbers, but it seems like everyone has a Facebook account or an Instagram account. There's no other way that I'm aware of that you can reach so many people in a short time frame like you can do with social media."

These smart social media strategies didn't come naturally. In his mid-thirties, Puffenbarger is not someone who is naturally tech-savvy.

"Technology is not one of my strong suits. I grew up in a rural area. I'd always been a hands-on person. It was something I had to learn," he said.

His wife, Amber, assists with the business based out of Mount Solon, Virginia, where they live with their four dogs. He credits hard work, networking, and gaining knowledge from seasoned veterans for helping him realize his dream of becoming a full-time Auctioneer. Growing sales online and contributing to the auction community by being involved locally and at the national level are in his plans for the year.

"I want to continue to have a positive impact on the industry," Puffenbarger says. "My other goal would be to win the [NAA] IAC contest. I still love doing live auctions." ❖

NAA AMBASSADORS

Alabama

Christie King, CAI, AARE, BAS
Gadsden
(256) 439-0113
cking@ckingbenefits.com

Alaska

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

Arizona

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

Arkansas

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

California

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

Robert Almodovar, AMM, GPPA
Hollywood, Florida
(954) 821-8905
robert@stamplerauctions.com

Georgia

Patty Brown, GPPA
Fayetteville
(678) 815-5687
patty@redbellyrooster.com

Hawaii

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

Idaho

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

Illinois

Jodi Reynolds, CAI
Nokomis
(217) 563-2523
Jodi@aumannauctions.com

Indiana

Mark Bisch, CES, GPPA
Kokomo
(765) 416-3456
mbisch@blueskiesauction.com

Iowa

Jerick Miller
Leon
(816) 896-7432
Jericko91@gmail.com

Kansas

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

Kentucky

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

Louisiana

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

Maine

Ruth Lind, GPPA
Stockton Springs
(207) 751-1430
moxielady@me.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

Sheila Howe
Okemos
(517) 204-4553
Sheila.epicauctions1@gmail.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 Pittman
Rosendale
(816) 262-8753
pittmanauctions@live.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

Chris Vaughan, AARE
Escondido (Calif.)
(858) 382-6030
nationalauctionteam@gmail.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

Lisa York
Sanford
(919) 880-9225
ldyorkauctions@gmail.com

North Dakota

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

Ohio

Susan Johnson, CAI, BAS, CES
Guilford, IN
(513) 403-6734
bidcaller@etczone.com

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

Oklahoma

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

Rick Scrivner, AARE
Union City
(405) 919-2271
scrivnerauctioneer@yahoo.com

Oregon

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

Pennsylvania

Mike Keller, CAI
Lancaster
(717) 725-2487
mike@kellerauctioneers.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

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

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

Andrew Yoder, CAI
Bridgeport
(304) 931-1185
jryoderauctioneer@yahoo.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

Who I am:
Ruth Lind, BAS, GPPA

Who I represent:
Moxie Auctions, LLC

Where I'm from:
Stockton Springs, Maine

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

Education and networking. Designation classes, Conference and Show workshops, iSeries – all of these have boosted my skillset considerably. And, professional associations within NAA open new opportunities and friendships daily!



How to turn leads into sellers

That was just one topic explored in February at a content-rich NAA Auction Marketing Summit.

By Curtis Kitchen, NAA Director of Publications and Trade Show

It's not farfetched to say being an effective marketer is the single most important tool or skill an auction professional must have behind being able to conduct the auction itself.

So, it shouldn't come as any surprise at how jazzed attendees were at the NAA Auction Marketing Summit, held Feb. 20-21 in Atlanta, Georgia, as they dove head first into deep marketing topics ranging from content and influencers, converting leads into sellers, managing modern, data-driven campaigns, and hearing about specific equipment and tactics their peers are effectively using in the field.

Kicking off the event was Jon Wuebben, Founder and CEO of Content Launch and author of "Future Marketing: Winning in the Prosumer Age."

In his session, Wuebben detailed what it is that today's "prosumer" (that person who becomes an advocate for a product or brand through their influence on others online and through social media) is most likely to find appealing.

"People will buy experiences," Wuebben said. "[The] value of the experience lasts."

For auction professionals, Wuebben suggested, that would mean finding ways to center their content marketing on the experience

concept. Some ideas would include: How to buy at auction; how to sell at auction; the top myths about auction, and fun facts about auction. The idea is to educate someone so that they build an anticipation of the experience of taking part in an auction, before delivering the best experience possible when they attend or participate in an auction.

The modern, data-driven marketing campaign

Following the keynote, NAA member John Schultz, AMM, brought his online marketing prowess to the front as he walked the room through concepts and information on psychometrics and measuring psychological traits of a person via their Facebook profile. (Schultz based much of the psychoanalytics conversation on data provided by Dr. Michal Kosinski, who showed he could pretty accurately capture someone's demographic profile based on an average of 68 Facebook pages they liked or didn't like.)

This is critically important, Schultz said, as it provides the clearest direction yet on knowing how best to target buyers and sellers via Facebook advertising campaigns (along with being able to apply that information in other marketing channels).

Being able to deliver a consistent message to the right audience across cross-channel campaigns is huge when one considers it

takes far more than a one-time exposure to a brand or product before a consumer makes the decision to purchase. In fact ...

“It will take an average of seven touchpoints for a consumer before they will interact with a brand,” Schultz said.

How to view your data

Next, conversation shifted from assimilating data to being able to use it effectively in decision making. That can be a problem for many when they begin to feel overwhelmed by stacks of analytics reports. Flatly, they don't know where to begin.

NAA member Bryce Gartner, an industry leader in marketing and technology for more than 20 years, explained it doesn't need to be intimidating, or even take long.

Gartner's company, icimo, LLC, specializes in data visualization – the art and science of turning data into easy-to-comprehend analytical graphs, charts, and other similar products in order to make quick, data-driven decisions.

That's not to confuse what Gartner's product, Tableau, does compared to reports built in Microsoft Excel. To that, Gartner said there is a huge difference – one where a lot of companies believe they are using data visualization but actually aren't.

“If you do [analytical reporting] in Excel, you get caught up in the mechanics,” Gartner said. Mechanics refers to the process of putting all data together. Data analytics is having a data and decision-focused conversation.

Turning leads into sellers

A day after a solid exhibitor panel featured representatives from Wavebid, 1-800-The-Sign, Satellite ProLink, AuctionLook, and Blue River Digital, discussing effective marketing techniques and auction industry trends, the event's final session explored an oft-overlooked but extremely critical marketing component – turning leads into sales.

“Matching benefits of our service against the wants and needs of the client – that's the most important piece to sales,” said presenter and Tranzon, LLC President/CEO Scott King, CAI, AARE, AMM, as he led attendees through his personal experiences with growing as a salesperson.

One of those experiences involved a conversation with his father just before the pair entered a sales call. King said he wanted to know exactly what would be accomplished and how. His father

answered with
“We're just going to go in and talk with him.”

“I was disappointed,” King said. “I wanted nuts and bolts.”

The lesson learned, however, was that identifying the needs and wants of a client has to happen before any successful pitch is made. A salesperson has to listen and ask questions in order to find out all of the information he or she can in order to weigh just how qualified the lead is. Why is that important?

“If you want to close the deal, then close the right prospect,” King said.

Some of the questions he offered up:

“Do you mind if I ask your reason for selling?” “What is it about the auction method that interests you most? Can you elaborate?”

The answers, to that last question especially, are what clues an auction professional into the “match” he or she should offer their services to. ❖



OLD BULL, NEW TRICKS

Kenneth Wilcox, the 1990 World Champion Livestock Auctioneer, is a brand new NAA member. “I’m looking forward to learning more about the Contract Auctioneer Designation,” he says.

By Martha Hollida Garrett

Kenneth Wilcox, the 1990 World Champion Livestock Auctioneer, recently joined the National Auctioneers Association for the very first time during the Arkansas Auctioneers Association Convention in February.

“I don’t know why I haven’t attended before, but I really enjoyed the networking, the fellowship and camaraderie. I realize now that it’s important to be involved at this level as these organizations provide education and are on top of any regulatory changes that might affect our livelihood,” Wilcox said.

Growing up in West Fork, Arkansas, Wilcox loved math and he loved numbers. That may explain how he came to love auctioneering, even though his original plan was to become an engineer.

“I spent a lot of time with my uncle growing up, and he really wanted me to become an Auctioneer,” Wilcox said. “When I started high school, he insisted I at least learn to chant. So he arranged for me to spend time with a friend who was an Auctioneer in the area.”

After he developed his style of calling, he thought his uncle would be appeased and that would be the end. However, folks soon found out about his skill. This led to opportunities in high school, where he would call pie suppers, labor fundraiser auctions and white elephant type auctions.

“My uncle hauled feeder pigs from Arkansas to Iowa, and I

would go with him on the 24-hour long drives. He would have me selling the whole trip. He said it entertained him and kept him awake, but I was still thinking math degree and college,” Wilcox said.

In January of his senior year of high school, an Auctioneer who lived nearby invited him along to Jane, Missouri, for a large horse sale. He let Wilcox sell some tack, and even though that was a bigger stage than his auctions in West Fork, he still did not see this as something he would do as a career.

“I got applause from the folks – in fact a standing ovation when they heard it was my first real auction. That word spread at home, and I helped with some farm and estate sales that spring.”

Wilcox was looking at attending college that fall nearby, but one phone call changed the course of his life.

“Jack Addland, who owned the sale barn in Grove, Oklahoma, called me at 10 p.m. on a Friday night. His Auctioneer had been taken to the hospital for an emergency appendectomy. He needed an Auctioneer at 10 a.m. the next morning, as it was sale day. I had never sold anything like a sale barn auction, but he told me he just needed a body on the block that could sell the next morning,” Wilcox said. “I would do that for four weeks, and he kept me on when his other Auctioneer returned.

“I became involved in the barn’s ownership, and we added a sale barn in Kansas. Things changed for me very quickly.”

From that time on, he has specialized in livestock auctioneering. He currently sells at four barns every week in Arkansas and Oklahoma. Over the past four decades he has sold for 31 sale barns and four video companies in five states.

In 1990, Wilcox was named the World Livestock Auctioneer Champion at the annual contest sponsored by the Livestock Marketing Association. LMA member sale barns in the contest sponsor competing auctioneers annually.

“I went to the contest for the first time in 1980. I competed and found out real quick I needed to improve,” he said. “I practiced and competed every year but one in that 10-year span, until I won it. I really enjoyed the competition and the competitors, plus I felt real fortunate to have sale barns that would sponsor me each year.”

His time at the top was followed by a low period that gave him greater appreciation for his life today. At one point in the mid-90s, a broken marriage and alcohol addiction combined to see him let go from every sale barn he was selling.

“It was a rough time for me, but through my faith, God’s grace and my wife now of 18 years, Claudette, I overcame the addiction. I regained my life and my career,” he said.

Wilcox says he approaches every auction with this mindset: “I want to handle this offering in the way I would want it handled if I was the sale barn owner, and if I was a buyer or sellers that day.”

He also remembers advice from early in his career.

“The Auctioneer who gave me the initial training told me, ‘Be clean and crisp, and don’t worry about being fast,’ and that’s worked for me. I hear all the time, ‘Boy, you’re plain,’ and I take that to mean clean and crisp and easy to understand,” he said.

In addition to selling four sales each week, he and his wife own and operate a 600-acre commercial cattle operation in West Fork. They have a daughter, Bretta, now a student at the University of Wyoming, and 13-year-old son, Carlton.

His love for numbers never left him and by adding that clean and crisp chant, he has made a living as a livestock Auctioneer. Still, the world champion and 40-year veteran has his eyes set on ways to expand.

“I’m looking forward to learning more about NAA’s Contract Auctioneer Designation Program,” he said. ❖



A brand new NAA member after 40 years in the industry, Kenneth Wilcox began auctioneering at sale barns the summer he graduated from high school. He has continued to sell at barns throughout a five-state area.



NAA launches Contract Auctioneer Specialist designation

The newest offering soft-launched in Chicago and appears ready to take off.

By Nancy Hull Rigdon, contributor



Instructors and attendees of the first NAA Contract Auctioneers Specialist designation class pose for a photo. Front row: Laura Mantle, CAI, CAS; Renee Jones, CAI, AARE, BAS, CES. Back row: Doak Lambert, CAS, instructor; Perry Walden; Shane Ratliff, CAS; Jeffrey Fortenbaugh; Darren Bok, CAI; Jeremy Robinson; Peter Gehres, CAI, CAS, CES.

Auction professionals who have proven themselves as bid-callers and want to take the next step of turning the skill into a business have a new option: the NAA's Contract Auction Specialist designation.

The course debuted with a February soft launch in Chicago, resulting in the first CAS class.

"It was a great initial offering of a course," says Aaron Ensminger, NAA Director of Education. "I'd expect this designation to become a 'what next?' designation. There are a lot of people who come out of auction school knowing how to call bids and auction assets.

"This class will go a long way toward turning that skill into a marketable business."

The course covers the business of becoming a Contract Auctioneer. Industry stalwarts Shane Ratliff, CAS, and Doak Lambert led the class in Chicago.

"We gained a lot of knowledge that we can use in developing the course even farther, and with two of the greatest teaching, we have a fantastic base to build from," Ensminger says.

Peter Gehres, CAI, CAS, CES, attended the Chicago launch and said the course continues NAA Education's tradition of serving as a critical resource and catalyst for change when auction professionals experience career transitions.

"CAS offers professionals the tools they need to climb the often high barrier to entry so that they can achieve their goals," Gehres says. "This designation will provide a clear pathway to a rewarding and long career."

The course, Gehres says, equips the established professional with techniques that can help secure the spot of preferred marketplace provider. Plus, when necessary, course graduates can leverage their CAS experience in negotiations and new markets.

"It is no secret that the contract position can change quickly due to market fluctuations and management changes," Gehres says. "CAS, coupled with an NAA membership, sends a clear signal that a professional has gone above and beyond to ensure the highest level of professionalism and proficiency."

The 2015 NAA International Auctioneer Championship Men's Division winner stresses the weight of the designation.

"Working as a contract auction professional, you represent more than yourself," Gehres says. "You owe it to yourself and your employer to be as professional and prepared as possible."

The next CAS offering

Next up for CAS: Conference & Show. The course will be offered again during the convention in Columbus, Ohio, this summer.

Members of the designation's first class are encouraging others to follow in their footsteps.

"Learning from Shane Ratliff and Doak Lambert is hard to put a value on. The information I received in two days has already helped me improve as a Contract Auctioneer and NAA member," says Laura Mantle, CAI. "I highly recommend this designation to anyone who works as a Contract Auctioneer, ringman or clerk." ❖



Check out the NAA Education Calendar online! Visit auctioneers.org/events.





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.

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.

NAA Auctioneer



ADVERTISING
REPORTING
ACCOUNTING
QUALITY ASSURANCE



HELPING OUR CLIENTS AND THEIR CLIENTS SUCCEED!

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

5 trends and factors to impact cyber security in 2017



It's become news that's not unexpected any more. We awaken to learn that yet another national retailer has been hacked and once again credit-card information for millions of customers is at risk.

Yet, despite all the publicity these security breaches receive and all the warning consumers hear, cyber criminals still achieve success and seem more brazen than ever.

"Sometimes it can feel like the cyber criminals are working harder than the people who are supposed to be protecting our information," says Gary S. Miliefsky, CEO of SnoopWall (www.snoopwall.com), a company that specializes in cyber security.

But when consumers and businesses are vigilant, he says, they can foil those cyber criminals despite all their scheming. To that end, Miliefsky says some cyber security trends and factors worth knowing about for the rest of 2017 and beyond include:

- **Serious breaches still take too long to discover.** As unsettling as it is to think about, Miliefsky says, the truth is that there's generally a long lag time between when a breach happens and when it's discovered. The average is 280 days, which means if cyber criminals hack your system today, it could be about nine months before anyone realizes there's a problem.

- **Employees will continue to be critical to protection.** For just about any organization, employees are the first line of defense – and the weakest link. Typically, when a breach happens behind a firewall it's because someone was tricked into clicking on a link they shouldn't have. Employees need to be educated, Miliefsky says.

- **Cyber insurance is hot and growing hotter.** A breach can prove costly to companies, which is why cyber insurance is a growing field, Miliefsky says. Just as homeowner's insurance doesn't keep your house from catching fire, though, cyber insurance doesn't guard against a breach. But a policy can help the company that's hit by a breach regain its financial footing.

- **Companies may begin to realize the importance of managing their intranet.** Most breaches happen behind firewalls. "You'll need more than antivirus to stop the bad guys," Miliefsky says. This includes anti-phishing tools, network access control (NAC), zero-day malware quarantining and other next-generation approaches focusing on the root cause of how you get breached.

Without a NAC solution, you won't be able to tell who is on your network, including if the cleaners are plugging in a laptop at midnight or if a consultant is on the wrong VLAN, like human resources or payroll where you don't want them to have access, he says. In addition, you should find and fix all your common vulnerabilities and exposures. You can learn more about them at the National Vulnerability Database at nvd.nist.gov or cve.mitre.org. "By finding and fixing your holes, you'll have a stronger, less exploitable infrastructure," Miliefsky says.

- **The best protection for consumers is still self-protection.** Consumers can't always count on how well their bank or their favorite retailer handles cyber security. But anyone can take steps to be safer, Miliefsky says. Change passwords frequently. Put a sticker over your laptop's webcam when you're not using it. Protect your smartphone by turning off WiFi, Bluetooth, NFC and GPS except when you need them. Delete cookies and your browsing history regularly. When consumers learn the importance of mobile-device "hygiene," both they and the places they work are at less risk of suffering a data breach or loss.

"We should be asking ourselves: Why not prevent breaches instead of reacting to them?" Miliefsky says. "Corporate America and consumers don't need to sit around waiting to become cybercrime victims." ❖

NATIONAL AUCTIONEERS ASSOCIATION
EDUCATION CALENDAR

Certified Auctioneers Institute

Bloomington, Indiana • Indiana University • March 18-23, 2017

2017 NAA Conference and Show

Columbus, Ohio • July 11-15, 2017

(See dates for specific courses.)

2017 Benefit Auction Summit

Cancun, Mexico • August 27-29, 2017

CONFERENCE AND SHOW EDUCATION SCHEDULE

AARE • July 12-15

AMM • July 9-11

CES • July 9-11

BAS • July 9-11

Internet Auction Methods • July 11

Interpersonal Communications for Auction Professionals • July 10-11

USPAP (15-Hour) • July 10-11

USPAP (7-Hour) • July 15

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

www.auctioneers.org





2011 International Junior Auctioneer Champion Curtis Wetovick, shown here after winning his title six years ago, has seen his title help propel his business in an ultra-competitive agricultural auction marketplace.

Why IJAC is so important now, and for the future

The International Junior Auctioneer Championship title has proven to hold big personal and professional value for young aspiring auction professionals.

By NAA Staff

Each July, while most NAA Conference and Show attendees turn their attention toward education, evening events, and the International Auctioneer Championship, there is a smaller but extremely important competition taking place.

For ages 12-18, the junior version of IAC, or IJAC, provides a platform for young, aspiring auction professionals to hone their skills and receive professional feedback from judges while competing in front of a live audience.

“The IJAC benefitted me professionally more than I could have ever imagined,” said 2007 champion Trev Moravec. “The contest put me in a spotlight and in front of an audience that I would’ve never been able to reach.

“In result of the IJAC, I was invited out to an auction in Atlanta, Georgia, being conducted by Ritchie Brothers Auctioneers,” Moravec continued. “A few months later, I was hired as a full-time Auctioneer; right place, right time. Nine years later, I’m still working for them and enjoying every bit of it. This was absolutely a direct result of the IJAC.”

That kind of experience can happen regardless of whether someone is a first-generation auction professional or multi-gen.

“As a first-generation Auctioneer, the road to achieving this dream of mine wasn’t easy,” said 2010 Champion Nolan Richard Bell. “If it hadn’t been for one mentor who believed in me enough to invest in my future, I would not have been able to compete.

“The experience I gained and connections I made influenced the course of my career and ability to succeed within the industry. Competing in the IJAC is such an impactful experience that I hope no young person will ever let the cost or any other obstacle stand in their way.”

Some of those obstacles might take the form of self-doubt or a level of stage fright. IJAC presents the chance for someone to work through those and become stronger Auctioneers.

“[IJAC] caused me to put myself out of my comfort zone,” said Julia Sparks, BAS, 2012 champion. “Throughout my years of competing, I learned how to gain control of my nerves and enhance my stage presence. By sharpening my professional tools, I was able to gain more contract work and clientele.”

2016 Champion Brooke Gillespie also saw the contest as a way to overcome her hesitations.

“I first competed in the IJAC when I was just 14 years old and 5 months, [and] out of auction school. I had no idea what I was getting myself into, and actually hesitated to even compete,” Gillespie said. “I was always hesitant to get up in front of big crowds, compete in a male-dominant industry, and ultimately, I was afraid to fail.

“When I attended my very first NAA Conference and Show in Louisville, Kentucky, I was welcomed with open arms by my new auction family. Competing in the IJAC gave me confidence, a drive to succeed, job opportunities, and introduced me to some of my best friends.”

In terms of the future, IJAC can also help unearth hidden passions someone may have for the auction industry at large, said 2013 Champion Halie Behr, BAS.

“I was always a die-hard basketball player, and it was my passion to play the game. Once the game ended for me, I lost that love and that fire to compete,” she said. IJAC, however, brought it all back.

“That extra push aided me in becoming a champion once more and with it brought forth something far greater – my desire, passion, and respect for a truly prestigious and unparalleled industry,” Behr said.

2011 Champion Curtis Wetovick has seen his title help propel his business in an ultra-competitive market.



2014 IJAC
Champion
Justin Croy



2015 IJAC
Champion
Jeremy
Garber

(left) 2013 IJAC Champion
Halie Behr and 2012 IJAC
Champion Julia Sparks



“The agricultural auction industry in central Nebraska is one that is tough to break into, but I know that my first-place finish has helped me to get the leads I have gotten tremendously,” he said. “I plan to continue to work hard to develop my reputation as a professional Auctioneer, compete as much as possible, and remain open to any auctioneering opportunities that may come my way.”

Of course, IJAC gives younger auction professionals a chance to grow and develop their own personal networking relationships – just like their parents, families, and older friends are doing during Conference and Show.

“When I attended my first Conference and Show, I knew absolutely no one,” said 2014 Champion Justin Croy. “But by competing in the IJAC, I made lifelong friends and contacts within the industry that I still hold close today. The IJAC taught me so much about the auction profession, but it taught me more about who I was and who I wanted to become both personally & professionally.”

To a person, all of the champions encouraged up-and-coming auction professionals to participate in the 2017 IJAC competition

and beyond. That included 2015 Champion Jeremy Garber.

“The IJAC for me was one of the highlights of my short career so far,” Garber said. “The IJAC also helped jump start my contract auctioneering, by giving me the opportunity to showcase my talents to the business owners and auction friends.

“Not only that, but I’ve met some of my closest friends through IJAC! I would definitely encourage any young Auctioneer to strongly consider competing!”

The 2017 IJAC competition will be held in Columbus, Ohio, during the NAA Conference and Show, July 11-15. For more information and to register, visit conferenceandshow.com/international-auctioneer-championship and fill out the IJAC online entry form.

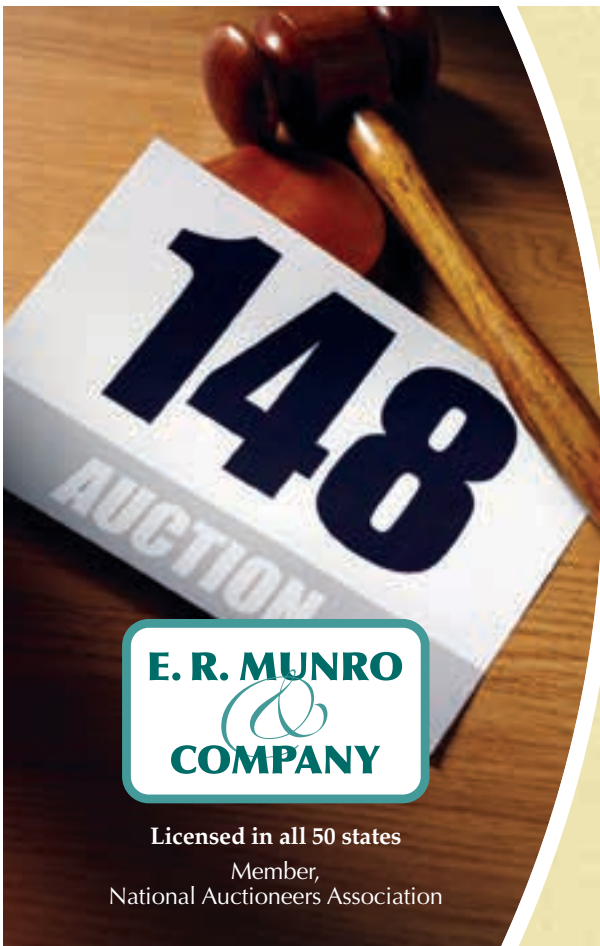
(Special thanks to NAA member Julia Sparks for her work and contribution on this story.) ❖



2007 IJAC Champion
Trev Moravec



2016 IJAC Champion
Brooke Gillespie



Licensed in all 50 states
Member,
National Auctioneers Association

BONDS & INSURANCE

Unbeatable service and competitive prices on the coverage you need.

- ▶ Liability Insurance
- ▶ Property Coverage
- ▶ 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

Ext. 146, Stevi or sdell@ermunro.com
Ext. 152, Melissa or mbromley@ermunro.com

Insurance

Ext. 157, Greg or gmagnus@ermunro.com

VISIT US AT WWW.ERMUNRO.COM

Download the new NAA
White paper now at
[auctioneers.org!](http://auctioneers.org)

Data-Driven Decision Making

Dear Reader,

Today, it is impossible to run a successful business without data.

The phone numbers and email addresses we collect provide access to our clients' and customers' social habits as well as their purchasing ones. Auction businesses even use data internally – all the way down to tracking and knowing which of their lots are proving to be the most popular among buyers and sellers at any given time.

"Data" isn't a new phenomenon by any means, but the amount of accessible, relevant data is something all industries, including auction, are trying to harness and put to work. The world's population has never left such a footprint as it now does digitally, and this onslaught of information has given businesses of all sizes the chance to grow larger than they ever thought possible simply through expanded reach.

We can find audiences easier. We can target audiences better. We can

hone our brand message delivery and with a surgeon's precision meet customers and clients at their exact purchase decision moment. And, on the flip side, businesses also now face new challenges that come with being data collectors. How do you protect your (and your clients') information?

Businesses now face new challenges that come with being data collectors. How do you protect your (and your clients') information?

Is the business liable for protecting that data? What happens when small businesses are the target of hackers?

All of these things are on the discussion table daily, or should be.

That said, data isn't scary, but it is big. So, read through the following pages for information on ways to grow and maintain data, cleaning that data so

that it works for you, protecting data, understanding steps to take if your data is breached, and the importance of data visualization – the next big step in making your data work for you.

All of this is now part of the business landscape, and NAA members know

full well the importance data has in their businesses. That is why the National Auctioneers Association has put together this information for its members as part of the iSeries slate. Because iSeries is about you!





iSeries puts the
Power of Learning
in your hands.

ABOUT **iSERIES**

As an auction professional, you know firsthand the importance of helping your client meet their goals. Now, it's your turn! With webinars and whitepapers covering general and industry-specific topics, iSeries is there to help you develop your business and hone your auction craft. Best of all - the program is free and convenient to all NAA members!

iSERIES ARCHIVES

Miss a session? The complete iSeries archives is available on demand to NAA members on the iSeries page.



- August 3, 2016
Social Media
- October 5, 2016
Prospecting Estate Sales
- November 2, 2016
Campaigns on a Budget (White Paper)
- December 7, 2016
Auction Marketing
- February 1, 2017
Business Planning
- March 1, 2017
Your Data Guide (White Paper)
- April 5, 2017
Turning Prospects into Sellers
- June 7, 2017
National Advocacy Update

Pair of Lowndes paintings draws more than \$10k each



\$18,000



\$10,200



\$11,400

MONROVIA, Calif. – Moran’s Feb. 21 Decorative Art Auction, the first Decorative Art auction of 2017 for the company, featured 413 total auction lots, offered in two contiguous sessions.

The first session kicked off with a standing-room-only crowd; throughout the entirety of the auction, Moran’s achieved an 87-percent sell-through rate, with many pieces picked up by buyers casting their bids online. The auction started out strong, with silver and European works of art doing particularly well throughout the evening.

Two of the evening’s highest hammer prices were for works of art by British painter Alan



\$9,600

Lowndes (1921-1978). Executed in Lowndes's typical bright, colorful and painterly style, each example realized \$10,200. "The D'Jango Club, Manchester," depicts a jazz trio mid-session, while the more subdued "An Actor (Charles Laughton)" depicts its subject with his head bent, slowly moving through the backstage area of a theater.

Multiple phone bidders were registered to bid on each lot; the same telephone bidder cast the winning bid on both pieces.

A rather rare Italian antiphonal choir book illuminated page fragment dating to 1476 proved an intriguing highlight to collectors of illuminated manuscripts. Especially rare because of its excellent condition and its self-referential depiction of a choir mid-song, the page was estimated to bring between \$15,000 and \$20,000 at the block; the final selling price was a very respectable \$18,000.

French painter Eugène Galien-Laloue (1854-1941 French) was represented in Moran's February catalogue by the charming "Place de la République," a snow-dusted Parisian street scene; consigned from the Los Angeles Goldfield Collection, the work was expected to earn \$4,000 to \$6,000. Thanks to competition between two telephone bidders, the work brought \$5,400.

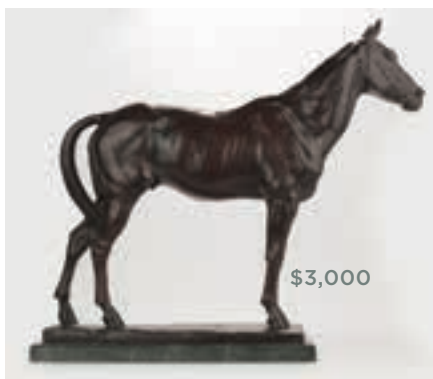
Traditional sculptures in bronze and marble performed well throughout the evening, including a number of pieces representing classical subjects. An apparently unmarked patinated bronze sculpture of a standing Heracles with club and lion's pelt under one arm (modeled after the 4th century BC marble by Greek sculptor Lysippos) was conservatively estimated to earn \$1,000 to \$2,000.

The sculpture of Heracles inspired half a dozen bidders to register for telephone lines and a few others to participate online; the winning bidder took the piece home for \$4,500. "Laocoön and His Sons," after the artist Christophe Fratin (1801-1864 French) was offered for \$1,000 to \$2,000. The bronze sculpture, modeled after the Laocoön group, a monumental Hellenistic marble statue unearthed in 1506, sold to a determined online buyer for \$4,200.

A carved marble sculpture by Italian artist Antonio Frilli (1860-1920), modeled after the 2nd-century BC "Winged Victory of Samothrace", was consigned from a private Long Beach, Calif. collection; the marble achieved \$5,700, just over the estimated \$2,000 to \$4,000.

Select high-quality examples of French furniture found eager buyers, including a superb example of 19th-century craftsmanship by French cabinetmaker François Linke (1855-1946). The Louis XVI-style gilt bronze-mounted fern stand was brought to the block with a \$4,000 to \$6,000 estimate, and earned \$9,600 after competition from floor bidders.

Silver tableware did quite well throughout both sessions, however select results from the first session were particularly impressive. A 19th-century silver-plated duck press, marked for Parisian maker Cailar & Bayard and notable because of its



handsome elephant-form base and excellent condition, was brought to the block with a conservative \$1,000 to \$2,000 estimate; the piece ultimately went to a private collector bidding via the Liveauctioneers online platform for \$5,100. Hailing from the same Santa Paula collection as the duck press, a collection of 24 circa 1920s Gorham sterling silver dinner and bread plates in excellent condition brought an impressive \$11,400 (pre-auction estimate: \$1,200-\$1,800).

Later in the sale, a Mexican sterling silver coffee and tea service complete with tipping kettle, burner, and dual-handled tray, all marked with unidentified maker's marks "CLS", earned \$4,200 (estimate: \$2,500-\$3,500).

Additional highlights from the second-session offerings include:

- A gilt-bronze sculpture of a swimming man by Richard Thuss (1865-1953 Austrian/American) exceeded expectations when multiple telephone and online bidders jumped into the fray; the work brought \$3,000 (estimate: \$200-\$300).
- A group of Chinese snuff bottles in various styles and motifs were brought to the block late in the sale, achieving \$1,320 thanks to a handful of competing bidders on the floor (estimate: \$400-\$600).
- A bronze sculpture of a horse, signed "Palandra 1915" and consigned from the Los Angeles Lauer Collection, flew to an impressive \$3,000 price realized (estimate: \$1,000-\$1,500).❖

Bidder collapses, continues to bid remotely at winter antique and fine art auction



\$33,000

HARRISBURG, Pa. – Despite a brief interruption for a medical emergency, Cordier’s Winter Antique and Fine Art Auction attracted top prices for items in a variety of categories on Feb. 11, 2017.

A bidder collapsed mid-way through the sale, but the quick thinking of a fellow attendant halted the auction so that EMT’s could be called. After they wheeled the conscious man out, to relieved applause from the room, the auction continued unabated. The stricken bidder continued to participate in the sale remotely.

A 19th-century tinplate and wood toy fire pumper exceeded expectations to become the top lot of the auction, finally selling to a buyer on the floor for \$33,000 after extensive competition between live, phone, and absentee bidders.

Also garnering great attention was a cast bronze signed by Isidore-Jules Bonheur (French, 1827-1901) and bearing the Hippolyte Peyrol foundry mark. The finely chased casting was expected to become one of the forerunners of the sale, and finally achieved \$23,000 to an enthusiastic phone bidder.

Another featured lot, a life size portrait of 18th century royal Marie Leszczynska, was won by a bidder online for \$10,000.

A massive Goldsmiths & Silversmiths Company (London) 204 troy ounce sterling silver tray was among the top performing lots in the silver and jewelry category, hammering down at \$7,500. A platinum and 2.2 carat diamond solitaire ring also performed well in that category, selling for \$6,500. A Leica Black M6 camera with accessories was the top selling lot in collectibles, bringing \$4,700.

In artwork, a charcoal sketch on paper by Violet Oakley (American, 1874-1961), which had been passed down to the consignor by a grandmother who had been friends with the artist, sold for \$5,000. Known for her mural and illustration work,



\$23,000



\$10,000



\$7,500



\$4,700



\$4,100



\$4,000

Oakley completed one of her most significant commissions in 1902, “The Creation and Preservation of the Union” which consisted of a series of large murals for the walls of the Governor’s Reception Room in the State Capitol Building in Harrisburg, Pennsylvania

A copy of Cocteau Picasso de 1916 – 1961 Editions du Rocher brought \$4,200, while a large canvas piece measuring 85-1/2” x

92” by Phillip Wofford (American, B. 1935) titled “The Tattooed Man” sold for \$3,600.

Furniture and rugs also performed well, with a Jacob and Bernard Hendel Carlisle tall case clock selling for \$4,000 and a beautiful Persian room size rug bringing \$4,100. A French revival Louis XV style inlaid table and chairs brought \$3,000.❖


Despite snow, folk art fires up bidders in Maine

THOMASTON, Maine – An impending blizzard did not diminish bidder enthusiasm at Thomaston Place Auction Galleries’ winter feature sale Feb. 11-12. An enthusiastic crowd, including over 2,500 in house, online and telephone participants, battled for extraordinary pieces from the Leo Wilensky collection, plus a diverse array of fine art and antiques, throughout the two day auction.

“I was very impressed at the strength of the high end and mid-range folk art items that performed extremely well in this auction,” Thomaston Place Auctioneer and President Kaja Veilleux noted.

Top lot was an important, circa 1870 American carved polychrome wooden minstrel figure of “Jim Crow” or “Daddy Rice” that brought \$157,950.

Darron Meares



NAA VP 2017



These characters were placed outside of theaters and cigar shops, and this was one of the finest original examples known to exist. A tobacconist trade figure of an American Indian carved by William Rush (1756-1833), once displayed in an early 19th Century Philadelphia shop and probably the earliest surviving example of a Native American figure as tobacco advertisement, sold for \$64,350.

Another standout item from the Wilensky collection, a 7-foot wide 19th-century weathervane in the form of an American fire engine steam pumper drawn by two horses, fetched \$55,575, and an exquisite Centennial patchwork quilt with highly detailed needlework depicting a marriage scene with church, village houses and people sold for \$19,890.

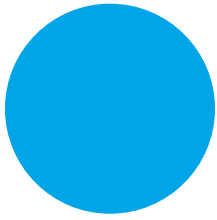
A rare, child-size red painted Queen Anne period highboy from the Delaware Valley Region brought \$38,610 after enthusiastic bidding, and a cased prisoner-of-war made ship model from the Napoleonic era raised \$16,380 after heated competition between phone and floor bidders.

A circa 1800 mahogany, rosewood and brass inlaid liquor chest reputedly owned by Commodore William Bainbridge (1774-1833), known for his victory over the HMS Java during the War of 1812 while in command of the USS Constitution, raised \$14,188.

There was applause after strong competition for a Chinese blue lacquered panel with decoration hardwood and cloisonné enamel decoration depicting flowers drove the selling price to \$21,060 against a presale estimate of \$2,000 to \$3,000.

Many other items also greatly exceeded their presale auction estimates, such as: a pair of folk art sculptures of angels in flight by Earl Cunningham (Florida/Maine, 1893-1977) that created excitement when they rocketed past their \$3,000 to \$5,000 presale estimate and sold for \$10,530; and a 17th-century English oak hall bench with linen fold carved back panels that reached \$9,945 versus a \$3,000 to \$5,000 estimate; a pair of Chinese huanghuali wood 19th-century armchairs that brought \$9,000 (\$1,000-\$1,500 estimate); an unusual hand painted 19th-century Prohibition broadside from Pennsylvania that reached \$7,020 (\$2,000-3,000 estimate); and an oil on panel painting titled “Sunken Meadow” by George W. Picknell (CT/VT/France) that sold for \$5,850 (\$800-1,200 estimate).

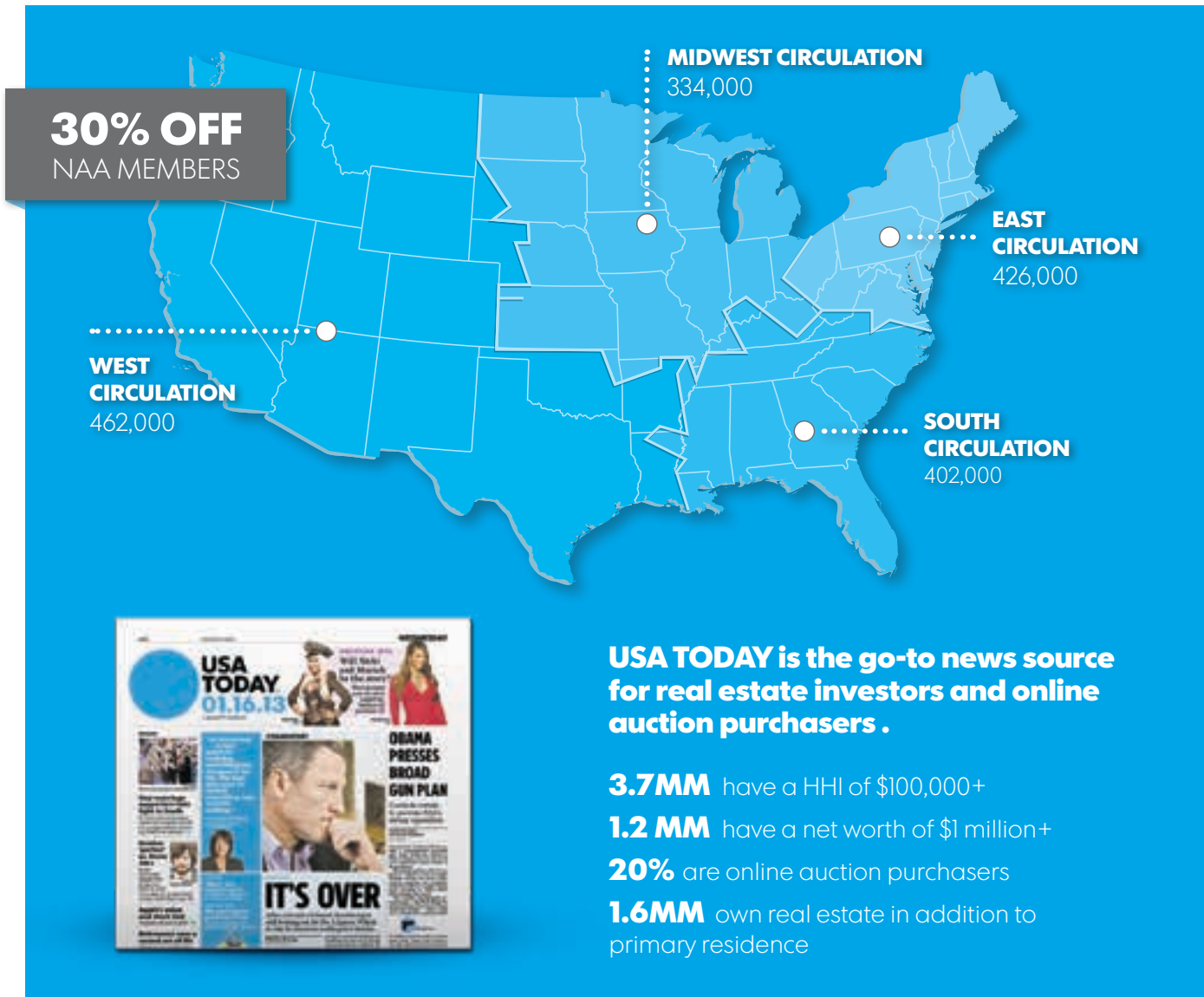
Other high flying lots included: an English-made circa 1860 Civil War presentation naval bowie knife that brought \$11,115; a pair of Josiah Loring (Boston) desk-top globes dated 1833 and 1834 in their original stands that fetched \$9,000; a triple scarab form inkwell by Tiffany Studios that achieved a selling price of \$9,945; and a 17th-century English Wrotham ware pottery posset pot that sold for \$8,190. ❖



**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)

NAA Advocacy Committee holds call with U.S. Reps. Long, Duncan

A revised Public Policy Agenda will be issued soon, based on the Committee's recommendations.

By NAA Staff



The NAA Advocacy Committee: (from left to right) Hannes Combest, CAE; Chad Johnson, CAI, BAS; Scott King, CAI, AARE, AMM; Rich Ranft, CAI, AARE, AMM, GPPA; Charlotte Pyle, CAI; Braden McCurdy, CAI; Dick Kiko; David Whitley, CAI, CES, Chair; Brandi McGrath Kong, NAA Staff liaison.

As part of its meeting held March 5 in Kansas City, the NAA Advocacy Committee hosted a teleconference with U.S. Representatives Billy Long (R-MO) and Jeff Duncan (R-SC) to discuss issues of importance to the auction industry.

Among items presented by the Congressmen: Congress' introduction of a new Health Care Act; Tax code reform; Border Tax adjustments; the sale of firearms via auction; the possibility

of privatization of sales by the General Services Administration; and the importance of leveraging personal relationships in an age where digital media floods voicemail and email inboxes.

The call lasted approximately 40 minutes and provided crucial Federal insight for the Advocacy Committee to consider as it later moved on to reviewing the NAA Public Policy Agenda and forming Agenda recommendations for NAA Board of Directors discussion.



“The Advocacy Committee is committed to representing, and encouraging members to represent, the interests of NAA members on a national level.”

“The recent advocacy committee meeting reinforced to me how fortunate we are to have an Advocacy Committee made up of informed, engaged members who desire to make the auction profession better for all NAA members,” said Advocacy Committee Chair David Whitley, CAI, CES. “Our country is undergoing a large change in political leadership, and the meeting gave the committee the opportunity to discuss, within the committee and with Congressmen Billy Long and Jeff Duncan, issues and opportunities the NAA will face in the coming year.

“The Advocacy Committee is committed to representing, and encouraging members to represent, the interests of NAA members on a national level.”

The current Public Policy Agenda consists of five items: Professional licensing; Ivory regulations; Court-ordered sales; Firearms auctions; and Government assets. As for next steps, the NAA Board of Directors will discuss the Committee’s recommended revisions to the Public Policy Agenda for the coming year at its April meeting.

“I am extremely pleased and proud that in less than two years we have been able to go from no sustainable advocacy work for NAA members to having a fully functioning effort that is consistently monitoring and acting on issues that affect NAA members,” Whitley said.

Other items discussed by the Committee included reviewing marketing efforts focused on the 2017 NAA Day on the Hill event in September, brainstorming additional partnership opportunities for NAA on advocacy initiatives, and additional items to include in the NAA Resource Library. ❖

SM-5 Package

EVERY...

- * 25... would you give 30... now 35 bidder* at 40...*
- * ... SOLD to buyer 247 for six hundred dollars...*
- * all items sold AS-IS...*
- * ... Thank you ladies and gentlemen for attending today's auction...*

\$3089. complete!

MATTERS!

For 30 years you've trusted us with your sound system needs. Our commitment to you is always uncompromised quality, and the **BEST** that the industry has to offer.

Dragonfly Package

\$2991. complete!

Basinger
audio systems

877-638-5816
PortableSound.com

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

2017 SCHEDULE
FEB. 4 - 12
JUNE 3 - 11
OCT. 7 - 15

Mendenhall School of Auctioneering

Since 1962

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

ALABAMA

Shaun Dalton
Dalton Appraisal Group
575 Waters Edge Dr.
Florence, AL 35634
ssdalton@msn.com
(256) 436-0660

COLORADO

Sarah Dednarek
24 Pike View Dr.
Canon City, CO 81212
bluepatinastudio@gmail.com
(719) 429-6962

Scott Stump
P.O. Box 84
Stoneham, CO 80754
sstump@vivayic.com
(800) 280-7272 ext, 713

CONNECTICUT

Jennifer Swerdlick
Restaurant Equipment
Paradise, Inc.
465 Park Ave.
East Hartford, CT 06108
www.saveinaradise.com
Jswerdlick@saveinparadise.com
(860) 280-8610

FLORIDA

Troy Richard Caggiano
292 Diamond Ridge Blvd.
Auburndale, FL 33823
trcaggiano@gmail.com
(863) 978-6475

Winston Grace
4940 NW 65th Ave.
Lauderhill, FL 33319
wiston_91206@yahoo.com
(954) 742-8399

David Walis
Restaurant Sales Group
4370 SW 5th Street #5
Miami, FL 33146
restaurantsalesteam@gmail.com
(305) 450-3077

Kevin Weinsheimer
Tranzon Driggers
101 E. Silver Spring Blvd, #304
Ocala, FL 34470
www.tranzon.com
kweinsheimer@tranzon.com
(352) 369-1047

IDAHO

Pat D. McCarty
Cowhorses Inc.
P.O. Box 1281
Parma, ID 83660
www.cowhorsesinc.com
pat@cowhorsesinc.com
(208) 989-9991

Josiah Daniel Stoltzfus
3002 Cemetery Rd.
Cambridge, ID 83610
dieselguy96@icloud.com
(208) 496-4908

INDIANA

Meaghan Griffin
5520 S. Harding St.
Indianapolis, IN 46217
www.keyauctioneers.com
mgriffin@keyauctioneers.com

Joseph Martin
5520 S. Harding St.
Indianapolis, IN 46217
www.keyauctioneers.com
jmartin@keyauctioneers.com

Kevin Martin
5520 S. Harding Street
Indianapolis, IN 46217
kmartin@keyauctioneers.com

Trista Melton
Beckort Auctions, LLC
117 E. Chestnut St.
Corydon, IN 47112
www.beckortauctions.com
trista@buttdrugs.com
(812) 738-9476

Anthony Miller
29516 CR 52
Nappanee, IN 46550
anthony@dvillagemarket.com
(574) 354-2627

Isaac H. Stoller
Holloway Auction Co.
1302 Ridgewood Ln.
Bluffton, IN 46714
www.hollowayauction.com
isaac@hollowayauction.com
(260) 413-3515

IOWA

Dawn Mueller
Beyer Auction & Realty
202 Maple St.
Ireton, IA 51027
dbeyer@mtcnet.net
(712) 722-4315

Lennie Sheets
Chambers Auction Group
1857 Hwy. 14 N
Corydon, IA 50060
Lennie@peoplescompany.com
(641) 414-0234

KENTUCKY

Delores Graber
Haley Auctions & Realty
644 Hopkinsville Rd.
Russellville, KY 42276
www.haleyauctionsandrealty.com
delores@haleyauctionsandrealty.com
(270) 726-2900

Woodie G. Leavell
P.O. Box 2188
Danville, KY 40423
woodiegleavell@gmail.com
(859) 227-0048

Teresa C. Long
Long Auction Co.
250 Foxwood Dr.
Richmond, KY 40475
tlong@chpl.net
(859) 544-3301

Amy Christine Wright
ReSettled Life
P.O. Box 533
Union, KY 41091
www.resettledlife.com
amy@resettledlife.com
(859) 663-1713

MAINE

Jeff Dowdy
489 Mills Rd.
Whitefield, ME 04353
billysawyersway@gmail.com

MASSACHUSETTS

Daniel Morean, Esq.
Morean Auctions
21 Sturbridge Rd.
Brimfield, MA 01010
moreanauctions.com
dan@moreanauctions.com
617-448-2300

MICHIGAN

John Stefek
18450 Mack Ave.
Grosse Pointe Farms, MI 48236
Stefeksauctions.com
Jstefek@comcast.net

MINNESOTA

Keighla Danielle Anderson
Corporate Auction Group
9355 Morgan Lane
Cologne, MN 55322
www.corporateauctiongroup.com
keighla@corporateauctiongroup.com
(612) 655-5101

Ben Duane Grafe
Grafe Auction Co.
5933 25th Ave. NW
Rochester, MN 55901
www.grafeauction.com
benjamin@grafeauction.com
(507) 273-3507

Deena Renee Radde
Corporate Auction Group
9355 Morgan Lane
Cologne, MN 55322
www.corporateauctiongroup.com
deena@corporateauctiongroup.com
(312) 655-5101

MISSISSIPPI

Britney Ann Ross
 Jeff Martin Auctioneers, Inc.
 2236 Hwy. 49
 Brooklyn, MS 39425
 www.jeffmartinauctioneers.com
 britney@jeffmartinauctioneers.com
 601-450-6200

MISSOURI

David Lee Boyles
 Boyles Auction Service
 1506 Talon Drive
 Cameron, MO 64429
 boylesmotors@earthlink.net
 (660) 853-1540

NEBRASKA

Gabriel Petersen
 P.O. Box 301
 409 Main St.
 Herman, NE 68029
 www.kentandgabeauctioneers.com
 kentandgabe@hotmail.com
 (402) 456-7445

Dean Scheideler
 Bring It On Antiques
 713 1st Corso
 Nebraska City, NE 68410
 dscheideler@rocketmail.com
 (402) 209-5287

NEVADA

Anthony R. Sadana
 ARA Liquidations LLC
 1027 S. Rainbow Blvd, Suite #245
 Las Vegas, NV 89145
 www.araliquidations.com
 araliquidations@icloud.com
 (305) 240-3281

NEW JERSEY

William McCarthy
 National Artifacts Inc.
 484 Kinder Kamack Rd.
 River Edge, NJ 07661
 nationalartifacts@gmail.com
 (917) 517-0916

NORTH CAROLINA

Russell C. Aycock
 Aycock Auction
 1553 Pikeville-Princeton Road
 Pikeville, NC 27863
 www.aycockauction.com
 aycockauction@roadrunner.com
 (919) 222-0753

Ashton S. Burton
 The Swicegood Group, Inc.
 854 Valley Rd., Suite 100
 Mocksville, NC 27028
 ashtonburton@gmail.com
 (336) 909-5138

Lewis Swicegood
 The Swicegood Group
 125 Oak Meadow Lane
 Mocksville, NC 27028
 lewisswicegood7@gmail.com
 (336) 970-7944

NORTH DAKOTA

Ryan S. Anderson
 Steffes Group, Inc.
 300 NP Ave., Suite 204
 Fargo, ND 58102
 Ryan.anderson@steffesgroup.com
 (701) 237-9173

OHIO

Dalton R Collins
 Collins Auctioneering
 4810 County Road Q
 Napoleon, OH 43545
 d_collins2012@yahoo.com
 (419) 591-8297

James Craycraft
 The Wendt Group
 10321 St. Rt 771
 Leesburg, OH 45135
 www.thewendtgroup.com
 james@thewendtgroup.com
 (937) 402-6031

Kevin Mark Lehman
 3516 Wenger Rd. S
 Dalton, OH 44618
 kevleh736@gmail.com
 (330) 601-2339

Mervin H. Lehman
 2201 CR 37
 Jeromesville, OH 44840
 mervandamy@gmail.com
 (419) 685-8585

Cole Limber
 Limber Auctions
 16994 Porter Rd.
 Defiance, OH 43512
 limber.cole@gmail.com
 (419) 576-8067

Daniel Wayne Marcum
 Dave Lunsford
 2010 Caldwell Street
 Hamilton, OH 45011
 www.lunsfordauctioneers.com
 daniel.w.marcum94@gmail.com
 (513) 828-5777

OKLAHOMA

Christa Elyce Barlow
 United Country-Oklahoma
 Lance & Auction, LLC
 120 N. Perkins Rd., Suite D
 Stillwater, OK 74075
 christab@ucstillwater.com
 (812) 345-4545

PENNSYLVANIA

Jeffrey A. Fortenbaugh
 1474 Oak Hall Road
 Newport, PA 17074
 jafortenbaugh@gmail.com
 (717) 979-6430

TENNESSEE

Lee Amonett
 1220 Livingston Hwy.
 Byrdstown, TN 38549
 eagleauctions.com
 amonettland@gmail.com

Stephen Carr
 Stephen Carr Realty &
 Auction, LLC
 6394 Hwy 41A
 Pleasant View, TN 37146
 www.stephencarproperties.com
 carrstep@realtracs.com
 (615) 642-1545



Nathan Glessner



My Grandfather was a member of the NAA for many years and is in the Kansas Auctioneers Hall of Fame. I strive to achieve what he accomplished and hope the NAA can help pave the way for me as well."

Nathan Glessner
Paola, Kan.

James D. Clayton, Jr.
Clayton Auctions
45 Ward Rd.
Finger, TN 38334
www.claytonauction.com
claytonauctions@gmail.com
(731) 610-2221

TEXAS

Felix Barreras
AMT Auction Marketing
9418 Almarion Way
San Antonio, TX 78250
www.amtauctions.com
fmbarreras@yahoo.com
(210) 376-9267

William Snyder
5008 Montclair Drive
Colleyville, TX 76034
basnyder55@gmail.com

Jesse Wiebe
Iron Bound Solutions, LLC
375B CR 303-F
Seminole, TX 79360
jesse@dreambiggermarketing.com

VIRGINIA

Michelle Stein
Tranzon Fox
3819 Plaza Drive
Fairfax, VA 22030
www.tranzon.com
mstein@tranzon.com
(703) 539-8111

AUSTRALIA

Aaron Brown
P.O. Box 5775
Mackay, QLD 4741
Australia
www.absellers.com.au
abrown@absellers.com.au

CANADA

Jason Hayne
Infinity Asset Solutions, Inc.
63 Maplecrete Rd.
Concord, ON L4K 1A5
Canada
www.infassets.com
jhayne@infinityassets.com
(905) 669-8893

Rachael Storey
Storey's
530 First Street
London, ON N5V 1Z3
Canada
www.storeys.ca
info@storeys.ca
(519) 641-2844

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



How to set effective appointments with government officials

Here are a few tips on getting those important meetings scheduled, including knowing how long they should be.

By NAA Staff

When it comes to the NAA Day on the Hill event or any other similar situations, there are specific steps you should take when setting your appointments.

Of course, make sure you have your agenda pitch (this can include simply wanting to meet and discuss the industry and your business!) practiced and timed so that you communicate all of your intended points.

Before any of that occurs, however, your best practices begin well in advance.

Remember, events like NAA Day on the Hill are essential to helping you connect with your legislative officials in order to share the issues facing your auction business as well as share the positive impact the auction method of marketing can have on government and regulatory agencies. ❖



- 1** Start by getting your desired office's contact information at <https://www.congress.gov/members>.
- 2** You will want to make your appointments as soon as possible and should plan to spend approximately 15 minutes with the official and/or his or her staff. These appointments should be scheduled between 10:30 a.m. and 3 p.m.
- 3** Try to reach the Member's scheduler when possible. Many times you will be put into voicemail and be asked to send in your request electronically in writing by fax or email.
- 4** Once you have a scheduler on the line, identify who you are, the reason for your visit and that you are from the state/district. You want to make sure they understand you are a voter!
- 5** In cases or events where you plan to have more than one meeting, try to build a "cushion" between appointments to allow for time to travel between offices or if the Member's schedule is running behind.

See page 31 for more information on NAA Day on the Hill 2017.

THANK YOU for Your Renewals!

Joshua D. Abner
Richard J. Adams, GPPA
James W. Alban
Sanford A. Alderfer
Kim Allen
David Allen, AMM, GPPA
Danny Allman
Jodi Amaya
A. Curtis Andrew
Eric Arrington
Anthony Azizi
Austin Bachmann
George R. Badeen
Chris Bair, GPPA
Barry Baker, CAI, AARE, CES
David M. Barber, CAI
Fred A. Barck
Felix Barreras
Daniel Allen Barry
Mitch L. Barthel
Jason A. Bates
James D. Bayman
Timothy L. Beck, CES
Nolan R. Bell
David R. Bell, AARE, ATS, GPPA
Josh Bellamy, CAI
Linford Lamont Berry
Wayne R. Bessman
Larry Bickford
Vincent Bila
Trenton Phelps Bilberry
Dennis L. Biliske
Frederick Peter Bodnarus, CAI
Chris Bohr
Oscar E. Bond
Omar P. Bounds, AARE
Gary D. Bowen
Scott H. Bowers, CAI
Maureen Boyd, GPPA
John Boyd, CAI, GPPA
Mark E. Bradstreet, CAI
Travis Everett Breedlove
Rick W. Brock, CAI, CES
David W. Brooks, CAI, AARE, CES
Ritchie Broyles
Mary Jo Brubaker
Jeffrey A. Burchard, CAI
Lisa Bushman
Harry Byrnes
Scott Caldwell
Christopher Wade Capps
David W. Catching
Bradley T. Cecil
Jason Harold Clark
James A. Clayton
John H. Clements, ATS, GPPA
James R. Coleman
Keith Couch
Stan L. Crooks, CAI, CES
Kevin O'Neal Dalton

Bart Darfler
Cody Dawson, BAS
Eli Detweiler, Jr., CAI
Michael F. Dilliard
Anthony DiMeo
Jason Dolph, AARE
Matthew Allen Donahoo
Sean Donnelly, ATS
Shawn J. Dostie
Kirk Dove
Bradley Dudley
Pamela L.G. Eaton, GPPA
Jay Edwards, AARE
Michael A. Fine, CAI, AARE
Jeff A. Finke
Kristine A. Fladeboe-Duininck, BAS
Glenn Freeman
Lee Erik Frisendahl, CAI
Tim Fritch
John W. Fritz
Tony M. Furr
Samuel Furrow, CAI
Erich Emil Gabriel
Trey Gallaway
Douglas A. Garner, AMM, CES
David R. Gatewood, CES, MPPA
Joel M. Gavaletz
Jacob Marshall Gay
Ryan George, AMM
Michael D. Gerlach, CAI, ATS
Anthony J. Giglio
Brooke Lauren Gillespie
Curtis Paul Gillespie
David E. Gilmore, CAI, AARE
Ben Gonzales, ATS, BAS
Santo F. Grasso, Sr.
Robert G. Grimsley
Stephen Grove
Daniel Gutierrez
James W. Hall
John C. Hamblin
Sam L. Hardy, Jr.
Hedley Harris
David C. Hart, CAI, AARE
Robert C. Hart, CAI, AMM
Kam Hartstack, CAI
RL Heaverlo
Greg Helton
John T. Henry, Jr., CAI, CES
Jeremiah D. Herbst
Tanner Hernandez
Staci J. Hernandez, CAI
John P. Herrity
Marty A. Hill
John J. Hines, CAI, AARE, GPPA
Edward J. Hinton
Terry L. Hirschak, CAI, AARE

Thomas J. Hirschak, Jr., CAI, MPPA
Jason Hoaglin
Justin Holmberg
Raymond L. Holt
James Bryan Hope
T. G. Horst
Julian E. Howell, CAI, AARE
Gary Hubbell
Stephen J. Hummel
Katie T. Imholte Gabriel, BAS
Carl J. Jackson, AARE
Dewey C. Jacobs, Jr., CAI, AARE
David Lee Jarchow
Val Jark
Vernell Johnson
Danny Kirk Jones
Mike Jones, CAI, AARE
Ronald Dean Jones, Jr.
Keith A. Jones
Paul M. Joseph, CAI, GPPA
Allen D. Kahler, CAI
Joe Karpinski
Heather Kaspar, BAS
Dana Kaufman
Andy S. Kaye
Andy Scott Keller
Randy Kincaid
Kevin King
Josh D. Kirby
Randall Lynn Kirkes, CES
Richard John Klisiewicz, III, AMM
Gregory Kenneth Klug, Sr.
Robbie L. Kobs
Michael J. Koons, CAI
Roger E. Koons, CAI
Keith M. Kramer
Alonzo C. LaBarr
Josh M. Larson
Donny F. Lee
Roger Legleiter
Emilio Lemeni, CAI, GPPA
Olga Lemeni, AMM
Dennis Levario
Brady Don Lippard
Vicki Lister
Gary A. Littrel
William G. Londrey
Larry Edward Luzinski
Ashley Maesse
Megan R. Mahn Miller, MPPA
Justin J. Manning, CAI, AARE
Curt Marshall
Paul Z. Martin, Jr.
Dale L. Martin
Robert J. Massart, CAI, AARE, CES, MPPA
James R. May, AARE
Aaron McCollm

Sylvia J. McCombs
Robert McDowell, III, BAS
David McGuire
Suzanne McKee
Darron J. Meares, CAI, BAS, MPPA
Jim Mentink
Ben A. Meyer
Jerick Miller
Sara J. Minor, CAI, GPPA
Trina D. Moneypenny
Penny M. Mutz, CAI
Yvette Mutz, GPPA
Ariel Renee Mutz
Mark Neal, CAI, CES
David W. Nelson
John Jay Nelson
Joseph R. Newlove
Charles Nicholls
Homer L. Nicholson, CAI, AARE, CES
Robert George Nieto
Jonathan Scott Noel, CAI
Robert A. Olson
Gerald Joe Orwig
Kathy J. Packard
Matthew Grayson Parker
Elliot M. Paul, CAI
Bryan D. Pence
Rich A. Penn
Scott B. Perry
Jessica N. Perry
Karen Perry
Marcy Pompei
La Verle Pounds
Malcolm E. Price
Mark Darrell Putney
Richard Reese
Floyd Brent Reid
Tom B. Rhoads
Howard C. Richmond, CAI
Dennis D. Ridgeway
Todd Robertson
J. B. Robison, Jr.
Dayton Roller, CAI
Kyle Rosen
David Runte, CAI, GPPA
Kelly Russell, CAI, BAS, CES
John J. Rutt, II
Gary D. Ryther, CAI
Thomas W. Saturley, CAI
Nathaniel M. Scalf, GPPA
Joel D. Schmitz
Bruce C. Scott, CAI, CES
Thomas F. Seaman
Michael John Seibold
Robert J. Sheehan
Will T. Shine
Harry Shirikchian
Rainelle Shockome
Jim Simpson
Michael Sklar
Ryan Allyn Smith
Samantha J. Smock

Stephen M. Sommers
Mark Sorenson
David Spear
Dustin Ray Spencer
Daniel Stanavage
Stuart P. Stein
James E. Stevenson
Justin Steward
Deanna L. Stockwell
Roger Stockwell
Greg Strahm, BAS
Mike Suggs
Glenn Sweeney
Cissy Lyn Tabor, BAS
Lewis Dwight Tankersley
Becky A. Tarlton
Larry L. Teasdale
Jay W. Temchack
Richard Shawn Terrel, CAI, AARE
Kendall G. Terry
Richard L. Theurer, CES, GPPA
Gerard Thibodeaux
Kevin Tilton
Tammy M. Tisland
Doris H. Todd
Kevin Troutt, BAS
Harley D. Troyer
Patrick J. Tully
Milo Turner
Zachary Jay Van Beek
Rami Varsha
Ron A. Victor, CAI
Zachary Jason Vierheller
Karla S. Vinson
Scott W. Wall
Jerry Wallace, CAI, AARE, CES
Warren A. Ward, CAI, AARE
Larry V. Warfel, CES
Emily R. Wears, ATS, BAS
William W. Weaver
Earleen M. Weaver, GPPA
David T. Webb
Michelle Weinzetl
Nathan S. Weyenberg
Amy S. Whistle, CAI
Scott White
Todd J. Whiting
Debbie D. Whitley
Vicki Wiggins Allen, AARE
James Willard, CAI
William B. Winecoff, GPPA
Carol Wood
Charles Joseph Wood
Jason Woody
Jonathan Yoder
David M. Yoder

CONGRATULATIONS!

NAA Designations earned:

AARE

Marla Oglesby • Cindi Schillig, CAI, CES

AMM

Belinda Arsenault • Dan Campbell •
Doug Garner, CES •

William Head, CAI, AARE, BAS, CES • Teresa Long •
Wayne Long • Lisa York

CAS

TJ Freije, CAI • Peter Gehres, CAI, CES •
Frank Hackett • Matt Hostetter, CAI, CES •
Janine Huisman, CAI, AMM, BAS, GPPA •
Doak Lambert • Charles Nicholls • Shane Ratliff •
Dustin Rogers, CAI • Andy White, CAI

CES

Ronnie Farrell, BAS • Hunter Harritt, BAS •
Dennis Sewell, CAI

GPPA

Jimmy Morton • Erin Van Evera-Welch



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.

IN THE RING

PAGE *“What I’ve learned about being tenacious – which is a good trait for an Auctioneer – some of it came from unicycling. You must have balance, tenacity, and you have to be willing to look goofy to accomplish your goal.”*

26

Kevin Troutt, BAS

*Boise Benefit Auctioneers
Boise, Idaho*

PAGE *“Matching benefits of our service against the wants and needs of the client – that’s the most important piece to sales.”*

37

Scott King, CAI, AARE, AMM

*President/CEO, Tranzon, LLC
Gadsden, Alabama*

PAGE *“The recent advocacy committee meeting reinforced to me how fortunate we are to have an Advocacy Committee made up of informed, engaged members who desire to make the auction profession better for all NAA members.”*

57

David Whitley, CAI, CES

*Rocky Mountain Estate Brokers, Inc., Whitley Auction
Eaton, Colorado*

AROUND the BLOCK

- **Two fans of the National Football League’s Green Bay Packers** recently bought the team’s 1923 NFL membership certificate at auction for nearly \$20,000.
- **NAA member Harry Burgess, CAI, GPPA**, recently had the opportunity to share his story on turning a childhood interest into the job of his dreams as he was featured in the Leavenworth (Kan.) Times. (We appreciate the shoutout, Harry!)
- **March 5-11 was National Consumer Protection Week** – a time to “help people understand their consumer rights and make well-informed decisions about money,” according to consumer.ftc.gov. NAA shared the link on its Facebook feed.
- **NAA member McCurdy Auction sold the Wichita (Kan.) residence of new CIA Director Mike Pompeo** in March.



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



MEMBERS' CORNER

Community & industry innovation

In March, NAA member Dave Webb and his company, Webb & Associates Auctioneers & Appraisers, helped sponsor a local "Farm Profit Conference" event in Paola, Kansas.

The evening event featured a free dinner for attendees before they listened to several key agriculture industry players presented on various related topics all built to help local agricultural business.

"We started doing these a couple of years ago and have increased our sponsorship with WIBW radio," Webb said. "They secure the speakers, and we, as sponsors, pay for the dinner."

In an email to *Auctioneer* before the event, Webb said it was expected to draw about 150 people considering reception to the format had been good.

Great idea, Dave, and continued good luck with the event!❖

**WIBW RADIO
FARM PROFIT CONFERENCE**
(IN COOPERATION WITH MARAIS DES CYGNES EXTENSION DISTRICT)
WEDNESDAY MARCH 22, 2017
Town Square; 15 W Wea St; Paola, KS
5:30 PM - DOORS OPEN
6:00 PM - DINNER
6:45 PM - FARM PROFIT CONFERENCE BEGINS

Dan Holiday
The Storm Report
"The 2017 Weather Outlook"

Clarke Jackman
Regional VP-Southeast Kansas
Frontier Farm Credit
"Working With Your Lender During Tough Times"

Darrell Holaday
Country Futures
"Which Way Do We Go?"

Meal and program are free. Please do make reservations by calling Marais des Cygnes Extension at 913.294.4306 or e-mail: kelly.lenz@alphamediausa.com by March 20.

OFFICAL PROGRAM SPONSOR:
Webb & Associates Auctioneers & Appraisers

KANSAS AG Network
K-STATE Research and Extension
580 WIBW NEWS-WEATHER-SPORTS-TALK 104.9 NEWS
FRONTIER FARM CREDIT
KANSAS SOYBEAN COMMISSION

CLASSIFIEDS

thank you

ADVERTISERS

1-800-The-Sign	7
Auction Flex/HiBid.....	IFC/1
Basinger Audio Systems	57
CUS Business Systems.....	51
Darron Mearns, Candidate Ad	53
E.R. Munro and Company	47
Galaxy Audio.....	60
Henslin Auctions, Inc.	13
Kiefer Auction Supply.....	41
Lampi Auctioneer, Inc.....	19
Mendenhall School of Auctioneering ...	57
NAAA.....	15
Reppert School of Auctioneering.....	19
Satellite ProLink, Inc.	41
St. Jude Children's Research Hospital.....	29
Texas Auction Academy.....	24
Tim Mast, Candidate Ad.....	11
Trisha Brauer, Candidate Ad.....	23
United Country Auction Services	BC
USA TODAY	55
World Wide College of Auctioneering	7

Want to advertise in *Auctioneer*?

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



design
development
photography
copywriting

illumoscommunications.com
 a creative collaborative for small businesses

Estate Auction Company for Sale Due to Retirement.

Garrisonauctioneers.com

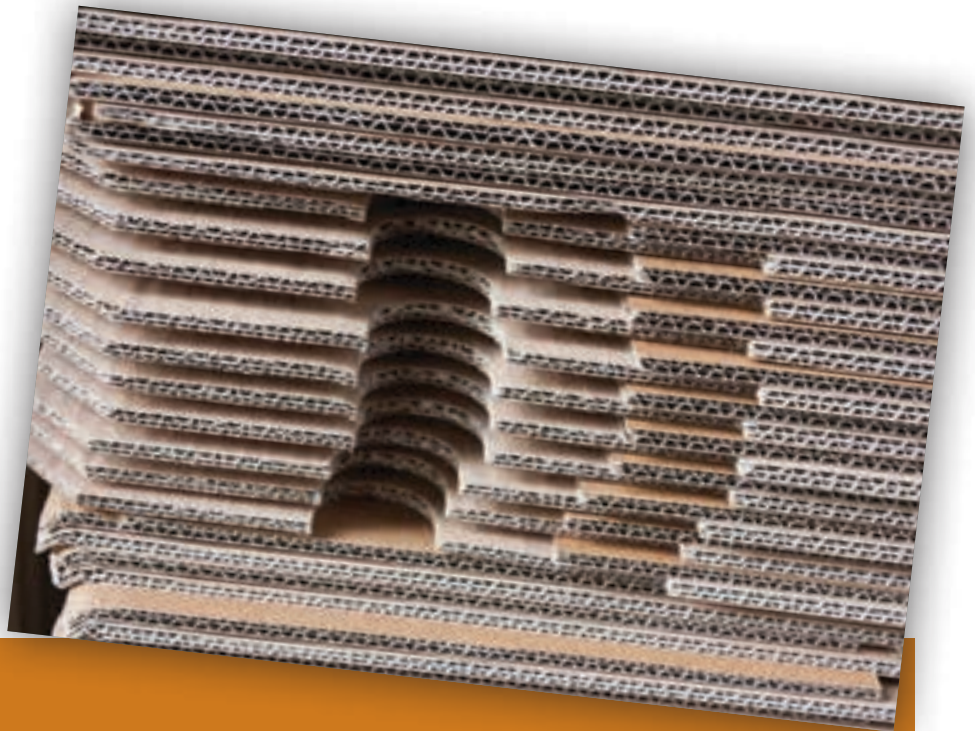
**EXCEPTIONAL AUCTION COMPANIES
NEED SUPER ASSISTANTS**



ASK HOW
 SATELLITE PROLINK
 CAN SERVE YOU



800-510-5465 www.SATELLITEPROLINK.com



Coming up in May

SHIPPING: Once upon a time, shipping was considered to be a decent or even great revenue stream for auction professionals. However, we wonder if that has changed along with consumers' "Amazon experience" and increased expectations of free, fast shipping. We'll explore that in May.

NAA STAFF

Administration

Chief Executive Officer

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

Executive Assistant

Cynthia Malone
(913) 563-5438
cmalone@auctioneers.org

Conference and Show Manager

Joyce Peterson
(913) 563-5439
jpeterson@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
cashon@auctioneers.org

Membership

Membership Manager

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

Membership Coordinator

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

Membership Assistant

Marilyn Wyatt
(913) 563-5431
mwyatt@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

Content Developer

Brittany Lane
(913) 563-5430
blane@auctioneers.org

NATIONAL AUCTIONEERS ASSOCIATION INDEX

NAA Board of Directors 2016-2017

Officers President

John S. Nicholls, AARE, AMM
(540) 898-0971
john@nichollsauction.com

Vice President

Scott H. Shuman, CAI
(970) 716-2120
Scott@HallandHall.com

Treasurer

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

Chair of Education Institute Trustees

Darron J. Meares, CAI,
BAS, MPPA
864) 642-2196
darron.meares@meares
auctions.com

Past President

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

Chief Executive Officer

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

Foundation Representative

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

Directors

Term expiring 2017

David P. Whitley, CAI, CES
(970) 454-1010
david@whitleyauction.com
Timothy W. Mast, CAI, AARE
(731) 610-5436
tmast@tranzone.com

Directors

Term expiring 2018

Matt Corso, CAI, CES
(888) 307-6545
matt@marknetalliance.com
William T. McLemore, CAI
(617) 517-7675
will@mclemoreauction.com

Directors

Term expiring 2019

Scott King, CAI, AARE, AMM
800-662-5464
sking@jpkking.com
Jason Winter, CAI, AARE,
AMM, CES
816-884-1987
jasonbwinter@me.com

Presidential Appointee

Doak Lambert
(972) 839-6485
doak@doaklambert.com

National Auctioneers Foundation Board of Trustees 2016-2017

Officers President

J.J. Dower, CAI, AARE,
AMM, CES
(423) 569-7922
jjdower@ayersauctionreality.com

Vice President

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

Chairman of the Board

Larry Theurer, CAI, GPPA
(620) 326-7355
larry@theurer.net

Finance Chair

William L. Sheridan, CAI,
AARE, GPPA
(517) 676-9800
bill@sheridanauctionservice.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, GPPA
(316) 683-0612
lmccurdy@mccurdyauction.com
Scott Steffes, CAI, CES
(701) 237-9173
scott.steffes@steffesgroup.com

Trustees

Terms expiring 2019

Barbara Bonnette, CAI,
AARE, GPPA
(318) 443-6614
barbara@bonnetteauctions.com
David W. Huisman, CAI
(209) 745-4390
david@huismanauction.com
Mike Jones, CAI, BAS, GPPA
(214) 906-5265
mikejones@unitedcountry.com

NAA Board Representative

NAA Past President

Spanky Assiter, CAI, AARE
(806) 655-3900
spanky@assiter.com

Executive Director

Hannes Combest, CAE,
(913) 563-5413
hcombest@auctioneers.org

Foundation Staff

Lois Zielinski, Administrator
(913) 563-5427
lzielinski@auctioneers.org

NAA Auxiliary Board of Trustees 2016-2017

Officers Chair

Debra Brock
(315) 641-0748
djbrock2@cox.net

Vice Chair

Terri Walker
(970) 978-5928
Terri@walkerauctions.com

Secretary

Krista Shuman
(970) 978-5928
krista@hallandhall.com

Past Chair

Angela Johnson
(352) 672-2038
Johnsonsix1994@gmail.com

2nd Past Chair

Traci Ayers-Dower
(423) 912-1122
Tracidower@aol.com

Historian

Lucinda Terrel
(816) 420-6257
lrterrel@hotmail.com

Trustees

Sandy Bauermeister
(260) 403-1660
bauermeister@earthlink.net
Kay Kruse
(260) 645-0205
kaykruse@gma ii .com
Hannes Combest, CAE
(913) 541-8084 ext 13
hcombest@auctioneers.org

Member at Large

Britni Rogers
(336) 528-0511
britni@rogersrealty.com

NAA Education Institute Trustees 2016-2017

Officers Chair

Darron Meares, CAI, BAS, MPPA
(864) 642-2196
darron.meares@meares
auctions.com

Vice Chair

Janine Huisman, CAI, ATS,
BAS, GPPA
(209) 745-4390
janine@huismanauction.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@solditdatauction.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

Trustees

Through July 2019

Beth Rose, CAI, AARE
(419) 534-6223
beth@bethroseauction.com
Philip Gableman, CAI,
ATS, GPPA
(845) 635-3169 x100
Philipp103@gmail.com

NAA Representative

Scott Shuman, CAI
(970) 716-2120
scott@hallandhall.com

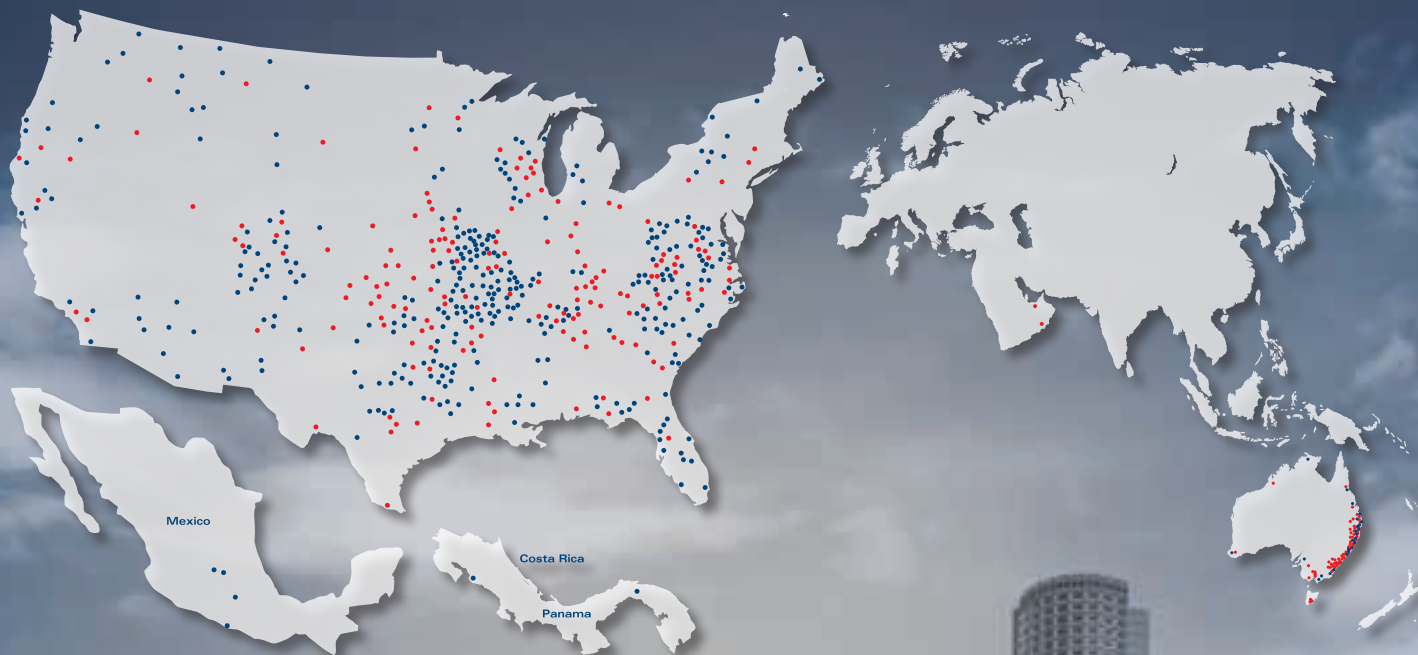


8880 Ballentine St.
Overland Park, KS 66214-1900
Phone: (913) 541-8084 Fax: (913) 894-5281
www.auctioneers.org

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.

A World of Auction Opportunity Awaits You



Ready to grow your auction business?
Put United Country Auction Services to work for you.



**Auction
Services**

FIND YOUR FREEDOM®

800.444.5044 | JoinUCAuctionServices.com

