

Auctioneer

APRIL 2012

The official publication of the National Auctioneers Association



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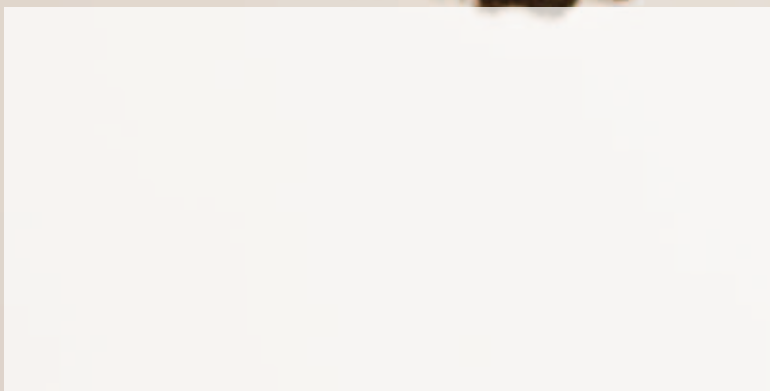
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Auctioneer is published the first of every month, with the exception of combined issues in June/July and December/January, which are published in mid-June and mid-December, respectively. There are 10 issues printed annually. *Auctioneer* is a means of exchanging ideas that will serve to promote the Auctioneer and the auction method of marketing. The views expressed by columnists do not necessarily reflect the opinions of the National Auctioneers Association. Periodicals Postage paid at Shawnee Mission, KS, and at an additional mailing office (USPS 019-504). POSTMASTER: Send address changes to Auctioneer magazine (NAA), 8880 Ballentine St., Overland Park, KS 66214-1900. Copyright © 2012 by the National Auctioneers Association. Materials may not be reproduced without permission.



Christie King

CAI, AARE, BAS, NAA President

National Auctioneers Association President Christie King, CAI, AARE, BAS, became a member of the association's Board of Directors in 2006. She has served as an Education Institute Trustee, as a member of several committees and as NAA Vice President for two terms. King and two brothers represent the fourth generation of leaders for J.P. King Auction Co., Gadsden, Ala. King started C. King Benefit Auctions LLC, Gadsden, in 2007.

Involvement means more than running for office

During its meeting later this month, the National Auctioneers Association's Board of Directors planned to discuss NAA Vision 2015 Task Force recommendations for changes to the association. An official report outlining the results of this meeting will be published in the May issue of *Auctioneer*; however, I want to take this opportunity to thank everyone who took the time to communicate with us.

Many of you contacted NAA CEO Hannes Combest, CAE, via e-mail, letter and phone. Many also talked with one of the Board members at a state association convention, shared your thoughts at the State Leadership Conference as well as contacted me directly. You even posted your thoughts on the NAA Forum or Facebook page. Don't you just love technology? Hannes prepared all of the feedback for the Board, and I can guarantee you that its members have, or plan to, read this feedback and discuss it in detail.

One thing that has become very clear about you, the NAA member, is that you are passionate about our association. This is why the NAA is the great organization it is, and I'm proud to be a part of that.

Based on Forum or Facebook posts, one can get a sense that many members are against these changes. At the Real Estate Auction Summit, a straw poll on the name change, specifically, was taken at the request of a member. Of the 137 people attending, less than a dozen people indicated they were opposed to the change. We've heard from members who are very upset about the proposed change as well as members who believe this change is long overdue and are in full support of it.

As I write this in mid-March, I don't know

what the Board will decide, but I do know the decision(s) and recommendation(s) will be in the best interests of, and well communicated to, NAA members. Anything that requires an Articles of Incorporation change will be voted on at the Business Meeting during Conference and Show in July. The Board votes on Bylaw changes.

Get involved

I'd like to encourage you to get involved in the NAA. You may say, "I don't have time to run for an office," and that's OK. By your involvement, I mean you have the ability to communicate with the elected leaders to share your thoughts, good and bad. Those opposed to some decisions or recommendations often are more vocal than those in support of them. We need to hear from everyone as the Board moves forward. You can find all Board and staff member contact information online and in *Auctioneer*.

I am thrilled with the response from those interested in running for the Board. We have one candidate running for Vice President and six — yes, six — candidates for two Board positions. That is outstanding! These individuals are to be commended because they are taking a step to be involved at the highest level. In the May issue of *Auctioneer* you will find their positions outlined. Regardless of if you agree or disagree with their stances, please thank them for taking their personal time and effort to make the NAA better.

See you in Spokane, Wash., for Conference and Show.

Hall of Fame member had profound effect on other professionals

By Bryan Scribner
editor

Auctioneers have had more and bigger auctions, and they have made more money, but Bill Gaule says he “can’t think of anybody that had the love and respect of other Auctioneers any more than Bing Carter.”

Gaule says the Hall of Fame Auctioneer was one of the National Auctioneers Association’s great ambassadors. He was loyal to the auction profession and his friends, and he always showed deep concern for the people he worked with.

L.H. “Bing” Carter died March 10. He was 95.

Gaule, an NAA Hall of Fame member and former NAA President, also says Carter had a profound effect on the professional lives of many Auctioneers, particularly those he instructed at the Missouri Auction School.

Always available

“He was always available if they needed any advice — anything he could do to help — Bing Carter was the first one they would call,” says Gaule, of William L. Gaule Auction Service/Realtor, Chatham, Ill.

Ron Snorgrass, of Clearfield, Utah, echoes Gaule’s comments, as he was one of Carter’s students in 1994. Snorgrass, who had spent 20 years in the military before he came to the Missouri Auction School, says he was discouraged when he compared his chant to those of experienced professionals.

Carter encouraged Snorgrass not to give up on his dream, and he instilled confidence in the novice Auctioneer. He told him that to become a successful professional, all he needed to do was be himself.

Even later in his career, once Snorgrass had established his business, he says he could call Carter anytime, with any concern, and



L.H. “Bing” Carter, a Hall of Fame Auctioneer and auction school instructor, died March 10 at 95 years old.

Photo by Bryan Scribner

Carter would take time out of his busy schedule to help.

Like Gaule, Snorgrass says Carter truly cared about everyone in the industry. He was a “legend,” a positive role model and one of the profession’s biggest proponents, Snorgrass says.

“I wish I had just a thumbnail size amount of his humility,” Snorgrass, of Snorgrass Auction Co., says.

A mentor

Renee Jones, CAI, AARE, BAS, CES, who went to the Missouri Auction School in 1985, says Carter was one of her mentors.

“Bing was the most approachable instructor I’ve ever encountered in my career,” says Jones, of National Property Solutions Inc., Chicago. “He was nurturing. He had passion for the auction industry. He was driven to see his students succeed.”

In his community, Jones says Carter believed in the goodness of people and made many positive contributions to society. As an Auctioneer, she says Carter understood what it meant to come into people’s lives during difficult times.

“It would be an honor for Bing Carter to sell your assets,” Jones says. “You knew that you would be treated right — 100-percent ethical, 100-percent professional. It was truly like he was a member of your family.”

5,000 auctions

Carter, of Gardner, Kan., conducted about 5,000 auctions in 36 states and four countries, according to his obituary. He entered the NAA’s Hall of Fame in 1993, and he was a former member of its Board of Directors.

He also served as President of the Kansas Auctioneers Association in 1978. He became a Kansas Hall of Famer in 1993, and he entered the Missouri Professional Auctioneers Association’s Hall of Fame in 1999.

The Kansas Fair Association also inducted Carter into its Hall of Fame, according to the obituary. He was a member of the First Baptist Church and Lions Club in Gardner.

Carter is survived by his son, Ron Carter and wife, Barbara; daughter, Sandra Carter; stepdaughter, Linda Jo Baker; stepsons, Richard Jennings and Fred Jennings; his brother, James Carter; grandchildren and great grandchildren.

The family requests that in lieu of flowers donations be made to the Kansas Auctioneers Association Auxiliary Scholarship Fund or the Missouri Professional Auctioneers Association Scholarship Fund. Please send and make checks payable to “KAA-KAAA Scholarship Fund” or “MPAA Scholarship Fund,” c/o LaDonna Schoen, 912 Country Lane, Newton, KS, 67114. Please mark the envelope with “In memory of Bing and Maxine Carter.” ❖

Winners' CIRCLE

Speaker encourages
self-evaluation
for successful
leadership



Speaker and author Harry Campbell told attendees of the State Leadership Conference that good leaders should encourage employees to freely voice their concerns during meetings.

Photo by Nathan Brunzie

FREE AND EASY

During the National Auctioneers Association's State Leadership Conference in early March, the NAA's Deputy Executive Director, Chris Longly, presented about 60 attendees, a record number of participants for the event, with "25 Free Apps to Help You and Your Association."

Auction professionals might find value in these online resources:

- **Poll Everywhere** to engage consumer or audience feedback via mobile devices
- **LogMeIn** for file sharing and collaboration
- **YouConvertIt**, which converts any type of document, image or other media file into a desired format
- **Contxts**, a tool that allows professionals to distribute contact information and credentials without the need for business cards
- **Wufoo** for the creation of contact forms, event registrations and surveys
- **WhenIsGood**, a tool to determine when group members are free for meetings or events
- **FreeConferenceCall.com**, a service that accommodates 96 callers for six hours of free conference calling
- **Elance**, which is a large database of freelancers available for myriad projects

By Bryan Scribner
editor

Anyone can be a leader if they first learn how to lead themselves, says speaker and author Harry Campbell.

"If you are in a position to influence or lead or impact people, and you don't lead yourself, you've lost," says Campbell, who presented "Get-Real Leadership" during the National Auctioneers Association's State Leadership Conference in early March.

"I don't care what rules you put out. I don't care what kind of vision you have. If you have integrity issues or you have communication issues, and you don't lead yourself in a way that makes you proud and them proud, it's over."

The best way to "lead" yourself, Campbell says, is through honest self-analysis. He recommends business owners or leaders ask five people to provide seven words, anonymously, that they would use to describe them.

Defining character

The 35 words, defining a leader's character, will allow leaders or managers to find out what people really think about them. When leaders share these seven-word "definitions," they serve to promote accountability and transparency, he says.

Campbell says given the right environment, good leaders can provide the direction and opportunity to make 98 percent of their



MEMBERS SUPPORT REVISIONS TO ARTICLES

National Auctioneers Association members voted unanimously in support of revisions to the NAA's Articles of Incorporation during a special membership meeting March 6 following the annual State Leadership Conference in Kansas City, Mo.

Members voted in favor of these changes:

Article XI: Registered Agent; Registered Office

The initial registered office of the corporation in Kansas shall be 8880 Ballentine, Overland Park, Johnson County, Kansas, 66214, and the registered agent at such address shall be the named CEO.

Article XV: Amendment of Articles

The Articles of Incorporation may be amended by vote of two-thirds (2/3) of the members voting at any annual or special meeting of the corporation, including those ballots sent in by absentee voters. Absentee ballots will be accepted in the manner prescribed by the NAA Bylaws. Written notice setting forth the proposed amendment or a summary of the changes to be affected thereby shall be given to each member.

UNDER ARTICLE II, NO. 4, OF THE NAA'S BYLAWS, ABSENTEE VOTING IS AVAILABLE FOR NAA MEMBERS PER THE FOLLOWING RULES:

Active and Retired members shall be entitled to vote in person in all meetings of members. Associate, affiliate, and Auxiliary members shall not be entitled to vote. Active and Retired members may request a mail-in ballot in writing by June 1 or the closest business day before June 1. Ballots will be mailed out by June 1 or the closest business day after June 1. Ballots must be returned, postmarked by July 1; envelopes must contain an individual's name and member number in order to be valid. Members who return a ballot by July 1 cannot vote at the annual meeting. Sealed ballots will be turned into the Election Committee.

employees successful.

Good leaders promote competition externally — they give employees a reason to compare themselves against outside products or services, not one another. He says the best working environments are those that promote teamwork — cheering on the successes of colleagues.

Campbell says it's important that business leaders encourage employees to voice their concerns or disagreements freely with groups of co-workers, particularly during meetings. Then, once project plans are in place, they can get behind an idea and common goal, avoiding the kind of dissent, such as talking behind a manager's back, that can sometimes sabotage a project.

Campbell, who wrote "Get-Real Leadership," previously worked for Procter & Gamble, Sprint and Embarq Corp., and he owned and operated a sports marketing firm. He used several sports analogies in his presentation, which was March 5 in Kansas City, Mo.

He told conference attendees that life is lived at the "margin," meaning that people experience a series of small wins and losses throughout their careers. People usually win, in his estimation, 51 percent of the time if they are transparent and stay true to their personal brands, which he says they can identify through the seven-word "definition" exercise.

"If you're wildly successful in life you're going to be a 55-45 winner," he says. "To me, the cumulative effect of your small wins is what makes you a winner." ❖



Kurt Bachman

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

State law determines if sellers can amend 'absolute' stipulation on day of sale

Q: Is it OK to advertise an auction as absolute (without reserve) and then, at the seller's request, change the terms to add a reserve so long as this is done before the Auctioneer calls for bids?

A: It depends upon where the auction will take place. In general, when an auction is advertised, the presumption is that it will be an auction with reserve. The National Auctioneers Association defines "auction with reserve" as "an auction in which the seller or his agent reserves the right to accept or decline any and all bids. A minimum acceptable price may or may not be disclosed, and the seller reserves the right to accept or decline any bid within a specific time" (National Auctioneer Association, Glossary of Auctioneer Terms). The presumption may be altered if the advertising expressly states that the auction will be "without reserve," an "absolute auction" or other similar language. The NAA defines the term "absolute auction" as "an auction where the property is sold to the highest qualified bidder with no limiting conditions or amount. The seller may not bid personally or through an agent" (Id).

In a reserve auction, the seller reserves various rights and maintains control over whether the goods will be sold. The seller generally retains the authority to reject bids or withdraw the goods at any time before the Auctioneer announces completion of the sale. In contrast, at an "absolute auction" the seller gives up control over whether to sell the property. In an absolute auction, no conforming bid can be refused, after calling for bids, regardless of how low the bid might be.

Part of the contract

Advertising an auction as "absolute" or "without reserve" means a great deal to the bidding public. At an absolute auction, bidders rely on the advertising and look for some bargains because they believe the seller does not have the right to refuse a bid or withdraw property after the Auctioneer calls for bids. The advertising material establishes the expectation of the bidders and may be considered part of the auction contract. The material will apprise them of the terms, which will influence their decision to attend and how much they are willing to bid.

Regardless of bidders' expectations, state law will determine sellers' rights to withdraw their property from auctions or convert an absolute auction to an auction with reserve. The terms of an auction are contained in several documents that inform the seller as well as the bidders of the terms of the sale. First, the auction contract establishes the type of sale the seller has agreed to have the Auctioneer conduct. One provision of the auction contract should state whether the auction will be a reserve or absolute auction. If the property is to be sold with specific reserves, the seller should specify the reserve amounts. If the property is to be sold without reserve, the Auctioneer must advise the seller of the risk of the sale and make sure he or she understands what it means. Auctioneers should carefully explain these terms and concepts to the seller to avoid any misunderstanding.

Be consistent

Second, the advertising material should contain statements that are consistent with the terms of the auction contract. For instance, if the auction contract indicates that the auction will be

without reserve, then the auction advertisements should also state that the auction will be without reserve. Third, state law also adds relevant terms. For example, this could include payment terms or trust requirements. In an auction without reserve, after the Auctioneer calls for bids on a lot, that article or lot cannot be withdrawn unless no bid is made within a reasonable time (Uniform Commercial Code § 2-328(3)).

Fourth, the bidder registration agreement should reinforce the terms of the auction contract and the advertisements for the auction. Auctioneers may want to consider inserting a clause that states something similar to the following: “Subject to state law, the seller reserves the right to alter the terms of sale, to withdraw his or her property, or convert the sale from an auction without reserve to an auction with reserve before the commencement of the sale.” State law, though, will determine whether a seller has the right to withdraw his property or alter the terms of the auction on the day of sale.

Look at state law

In Tennessee, for instance, “even though real property has previously been advertised for sale at absolute auction, the owner ordinarily may withdraw the property from sale or change the terms to add a reserve before the Auctioneer calls for bids” (State of Tennessee, Office of the Attorney General, Opinion No. 05-182). In Wisconsin, “a sale bill advertising an ‘absolute auction’ is not binding on the prospective seller. Rather, an advertisement that a person will liquidate his property at public auction is a mere declaration of intention that in no way affects his legal relations” (Milwaukee Steve & Furnace Supply Co. v. Paex Heating & Cooling Inc., 418 N.W.2d 4 (1987)). In fact, in Wisconsin, “the seller may cancel the auction, modify the terms of the auction, or withdraw goods before they are actually put up for sale, regardless of whether the auction is advertised as a sale with or without reserve” (Id).

Although some states may permit a seller to change an absolute auction to an auction with reserve before the Auctioneer calls for bids, Auctioneers should be aware that this practice may not be permitted. While state law in some jurisdictions may allow sellers the flexibility to change an

absolute auction to an auction with reserve before calling for bids, there are some risks to both sellers and Auctioneers for this type of practice. Bait and switch techniques to sell property are not ethical and may result in claims for fraud or deceptive business practices. Some states require in the auction contract, if property is to be sold at an absolute auction, “a statement affirming that the seller of the real or personal property has a bona fide intention to transfer ownership of the property to the highest bidder” (See Ohio Rev. Code § 4707.20). A requirement for the “bona fide intention” seems to indicate that Auctioneers cannot advertise the sale as absolute knowing or intending to later convert the auction to one with reserve on the day of the sale. There are also advertising provisions in several states that require truthful statements.

Abusive practice?

In addition, just because a state’s law permits such conduct does not mean that it is prudent to do so in the ordinary course of business. Instead of converting the sale from an absolute to a reserve auction, the safer route would generally be to cancel the auction or withdraw the property from the sale. Converting the sale from an absolute to a reserve auction will attract attention and may invite costly litigation. If individuals spend significant amounts of money on travel to attend an absolute auction only to learn that it is being converted to a reserve auction on the date of the sale, the bidders may be frustrated and may consider taking legal action. In addition, if the practice of converting a sale from an absolute auction to a reserve auction on the day of the sale became too common, state legislatures or licensing authorities may launch an inves-

tigation to determine whether this type of practice is abusive.

The general rule is that an auction is with reserve, unless the “goods are in explicit terms put up without reserve.” In order for an Auctioneer to conduct an absolute auction, the Auctioneer will need to take affirmative steps to promote and advertise an auction as “absolute” or “without reserve.” The Auctioneer should advise the seller of the potential risks and consequences of promoting, advertising and conducting an absolute auction. The risk to the seller is that their property could sell for less than he or she expects. Once an Auctioneer begins calling for bids, the seller loses the authority to withdraw her property (unless no bids are received in a reasonable time), cancel the sale, or where permitted by state law, convert it to a reserve auction. Auctioneers are encouraged to obtain advice, from a licensed attorney, on their state’s laws before attempting to convert an absolute auction into an auction with reserve. ❖

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Steve Proffitt

Steve Proffitt is general counsel of J. P. King Auction Company, Inc. (www.jpking.com). He is also an Auctioneer and instructor at Mendenhall School of Auctioneering in High Point, N.C., and Reppert School of Auctioneering in Indiana. He welcomes questions from readers about auctions and auctioneering. Readers' communications may be edited and revised.

Proffitt will answer selected questions, but he cannot provide personal answers.

His answers do not represent legal advice or the formation of an attorney-client relationship and readers should seek advice from their

own attorneys on all matters. Please submit questions to sproffitt@jpking.com or c/o J. P. King Auction Company, Inc., 108 Fountain Avenue, Gadsden, AL 35901.

A rich and full life

Take time to reflect on blessings

Several events have been in my thinking that I want to share, along with what they can teach us. They emphasize for me the importance of appreciating the wonderful life that I have. I hope they will do the same for you and your life.

I was making the morning drive from my home in Rainbow City, Ala., to my office in Gadsden, Ala. The commute is five miles and takes about 10 minutes. I could drive it faster, but down here we take a little longer to get anywhere because of the folks we regularly let into traffic ahead of us. If that sounds strange, welcome to the South.

I saw an ambulance stop on a side road that intersects with the main drive on which I was traveling. It had no lights or siren on to indicate an emergency, but I still slowed down and flashed my lights to signal the driver to enter the intersection. The fellow gave a wave of thanks and pulled in just ahead of me. I then followed the ambulance for about a mile to an intersection where I stopped behind it for a red light.

My mind wandered to a troublesome negotiation I was going to have later with another attorney. Maybe it was not going to be a good day. As my gaze drifted, I realized there was a man on a gurney in the back of the ambulance with an oxygen mask over his face. I don't like to intrude into others' privacy and particularly don't like to see people injured or seriously ill, so I quickly averted my eyes.

That's when it popped into my head how blessed I am to be well, strong and headed to my office to do my usual routine. I thought of how that poor fellow would probably rather be anywhere, except for where he was. Just then a distant memory came to me. I recalled how much I miss my old newspaper route — the one I delivered from the time I was 11 years old until I was 16.

Peddling a bicycle six days a week loaded with newspapers along a several-mile route in all sorts of weather might not sound like much enjoyment, but I loved doing it. I knew all of my customers and they knew me. I was also good at rolling those newspapers and stuffing them into the boxes that dotted the roadsides, without stopping. Even though I was always late to join my buddies for the afternoon ballgame, I looked forward to delivering the papers.

Enjoy the experience

It's funny how memory is. I struggle to recall some of the most important things. Meanwhile, seemingly insignificant points from years back stand out clearly. Such is the case about one ordinary afternoon on my route. I was about halfway done and can still remember where I was and that the weather was perfect. As I pedaled along, it jumped into my head that I needed to enjoy this experience every day as much as I could, because when it came to an end, I would never do it again. I have held onto that memory to sharpen my focus on similar events in an effort to extract the maximum that I could from them.

Now as I sat stopped in my car behind the ambulance, I realized this was another such occasion. I thought of how much I need to enjoy my commute and daily routine, because one day it will end.

Suddenly, as if to bronze that thought, the ambulance's lights and siren came on, and it quickly crossed the intersection against the light and sped on toward the hospital. The man's condition must have taken a change for the worse. I prayed he would be OK. Then I proceeded to my office where I had a great day doing what I love.

Recently, one of my girls married. She had spent months planning the wedding, and it was to take place on a Saturday afternoon. On the preceding Sunday, my wife told me that the plan had been drastically altered and the wed-

ding would occur the following afternoon — a Monday — and at the home of the preacher who was also the grandfather of the groom.

The next day a small group of family members from both sides pressed into the preacher's bedroom to watch him join my daughter and his grandson in marriage. It was one of the most courageous acts I have ever seen. The preacher was in his pajamas, in bed, and in severe pain and unable to raise his head. He was gently assisted by his loving wife of many years. Just a few weeks earlier he had learned that a lump discovered in his neck was a fast-moving cancer. His condition had deteriorated so dramatically over the past 48 hours that his doctor had informed him he might not survive until the day set for the wedding. So we were at his bedside to witness the birth of a young couple's marriage against the backdrop of an older man's impending death. Sadness draped the room.

The preacher whispered his final blessing to the newlyweds and most filed out quietly in respect to his condition. Three of us stayed behind to praise his courage and try to comfort him.

This man, wise and gentle, looked up at us and hoarsely said, "I am not afraid to die. I know where I am going, and I am ready. I just thought I would have more time."

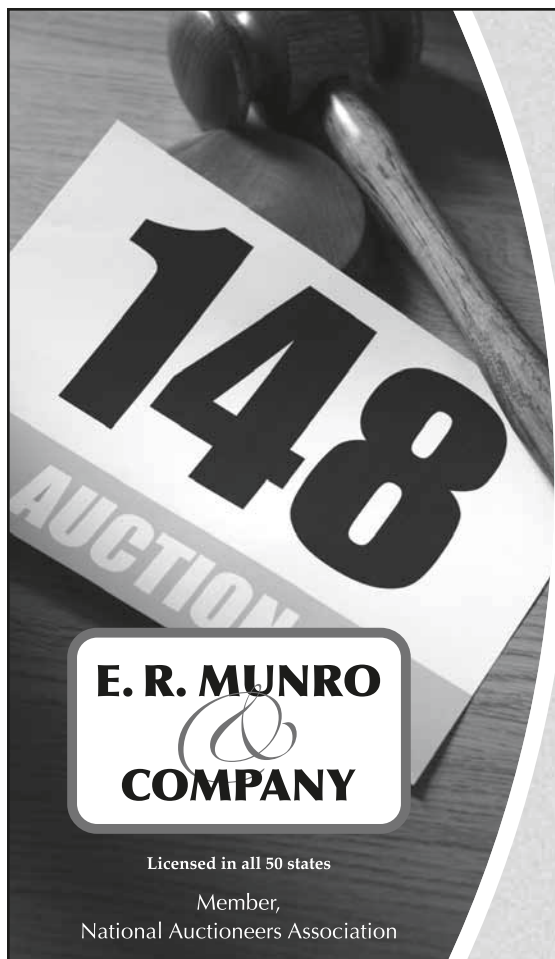
He passed five days later on the Saturday for which the wedding had been scheduled.

It doesn't matter who you are. It doesn't matter what you do. We all have problems and challenges. These are the ever-present issues that can divert our attention from the joy of life and pull us down, if we allow it. We are in this life for just a fleeting while and, like when I delivered those newspapers so many years ago, we need to enjoy every moment, because one day

there will be no more moments.

If life was easy, everyone would be healthy, happy, and prosperous. Life is not easy. Life is what we make of it. Make yours rich and full.

Auctioneers went into this business because they thought they would enjoy it — so enjoy it! Don't allow complaints and problems to rob you of the rewards to be gained. Shirk complaining. Step over problems. Overcome challenges. Focus on the positives that your work holds for you. Devote each day to doing the best that you can to make your life as great as you dream of it being. Promise yourself you will never come to the last stop carrying the burden of regret. None of us knows how much time we have left, but we all know how much has passed. Every day is a blessing, if we make it one. ❖



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eye of the BEHOLDER

Conduct research, take classes to keep up on values in art market

NAA member says auction professionals must “sell the story”

By Tom Burfield
contributing writer

The world of art can be a fascinating field for Auctioneers to explore, but compared with other categories, it's a whole different breed, says Stacey Giuliani, of Tribal Art Hunter, Fort Lauderdale, Fla.

“You don't need art,” he says. “Art has to sell itself.”

Giuliani, who also is an attorney, specializes in Latin American paintings and tribal artifacts and sells items like African masks and pre-Columbian effigy figures. He also serves as an expert for other Auctioneers.

To be successful selling art, you have to have the right art and you have to sell the story behind the piece, he says.

Giuliani acquires his works from galleries, individuals, estates and from other auctions.



Photos courtesy Tribal Art Hunter

Art Auctioneers typically sell to people who collect or are looking for particular types of items, he says, like Inuit ivory work, for example.

“There are very specific collectors around the world, and you have to tap into those people,” he says.

Increasing demand

Demand for art auctions is on the rise as people become more sensitive and aware of cultural products, says Richard Hart, CAI, BAS, GPPA, of Baterbys Art Auction Gallery in Orlando, Fla., which sells 20th-century master works and contemporary art, among other things.

Since “good” art can't be mass produced, there's a limited quantity of it and therefore, an auction is the best way to sell it at actual market value, he says.

Current trends include modern prints, Old masters, 20th-century masters and contemporary works, he says.

Baterbys obtains art from sources such as other auction houses, artists, galleries and personal estates and sells it to col-



Top tips for art auctions

Considering art auctions? NAA Auctioneers offer these best practices:

- **Don't claim something is authentic if you're not sure.** Authentic-looking “knockoffs” of works by high-level artists are rampant. Find out where the seller bought the item, check the paperwork or check with an expert.
- **Conduct research on the Internet** or take an art history class to get a feel for a particular movement.
- **Provide adequate descriptions** of works you're selling.
- **Become familiar with the artists** in your area and have an idea of what their works sell for.
- **Have an Internet presence** so search engines can find your business.
- **Work with dealers** in other areas of art so you can network and cross market.
- **Advertise in magazines** and newsletters that deal with the items you're selling.
- **Market directly to people** or institutions you think might be interested in a particular work you have on hand.
- **Keep abreast of trends,** industry news and events.
- **Market your auctions** by using e-mail blasts, flyers, cold calls, print ads, cross promotions and direct marketing, like mailers and newspaper inserts.



◀ From Colima, Mexico, tlaloc incensario (hurricane and rain god), which Tribal Art Hunter, Fort Lauderdale, Fla., sold for \$4,500. Photos courtesy Tribal Art Hunter



◀ From Veracruz, Mexico, a shaman effigy that Tribal Art Hunter, Fort Lauderdale, Fla., sold for \$20,000.

lectors, households, decorators and other galleries for prices ranging from \$100 to \$150,000.

Changing market

The art market has changed over the past few years, says Jeffrey Fuller of Fuller's Fine Art Auctions in Philadelphia.

"Money was cheap" through 2007, he says. "People bought everything, and the markets were pretty strong."

That scenario has changed.

But while the economic downturn has taken a hit on some sectors of the art world, the high end of the market remains strong, he says.

"If you've got a great work of art, there are many people out there who want it and who will buy it," he says.

Fuller has dealt with 19th- through 21st-century American and European paintings, sculptures, drawings, prints and photos.

Internet auctions

A live Internet auction makes sense for all parties involved in the art transaction, Giulianti says. Buyers feel like they're getting a deal, and sellers can list their item and liquidate it quickly without having it sit on a shelf for three or four years.

But determining the value of a piece of art is not always easy, Hart says.

"The value that it's worth becomes mainly dependent on the 'cultural' demand, not economic definition," he says.

That means the worth of an item easily can be pulled up or dragged down by factors like media, perception, knowledge and popular criticism, he says.

If you're interested in exploring the field of art auctions, be aware that more is involved than just having a passion for art, Hart says.

"Since selling art deals with very delicate matters like authenticity of information, fair appraisal of market value, provenance and a host of other factors, the Auctioneer has to have a range of knowledge bases to draw from," he says. ❖



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ADVERTORIALS ... you write the news



By Greg Duncan

It happens on a regular basis. Someone passes me in the hall at church or comes up to me at a business meeting and says, “Great coverage in the paper today!” Or, “The paper sure did a nice write up on Cates Auction (& Realty Co. Inc., Kansas City, Mo.) last week!” Or, “You guys are constantly in the news!” My standard response is a humble word of thanks, rather than the perhaps more truthful reply, “Yeah, we bought that article.”

Like most real estate and auction companies, we are moving more of our advertising dollars to electronic media. We are not, though, abandoning traditional media. We're simply figuring out how to use it more effectively.

What they're reading and commenting on are actually “advertorials” that Cates has paid for and written itself. I'm not talking about buying a full-page ad and then writing a fake article to run in the space. I'm talking about stories that run in with other news — stories that we have negotiated as part of our media buys.

I can say with confidence that our print ads rarely garner such unsolicited feedback. So what's the difference? A print ad is just that — an advertisement, clearly purchased and designed to sell something. A story, on the other hand, is presumably newsy and/or interesting with much less perceived sinister motives. The key is knowing when and how to use “news” to promote an auction or your company.

Of course there are a variety of ways to get in the news. Unlike a news release, which may or may not get picked up and which cedes control of the story to someone else, an advertorial allows us to promote the properties and issues we choose, in our own words and on our own timing. It allows us to incorporate important branding messages as well.

For building advertorials into your marketing program, here are some tips:

- **Establish and nurture strong partnerships** with key print media partners. Be more than just an account for them to invoice when you place an order, and you'll be amazed how creative they can be.
- **Think beyond the rate card.** Most media partners, print included, have more to offer than what's on their rate cards and in their off-the-shelf packages. Explore some “what ifs” with them.



- **Strategize beyond a single campaign.** Your budget for one auction may not have enough dollars allocated to print to persuade the paper to work with you creatively, but roll several together and your influence escalates.
- **Think like they think** and be easy to get along with. We turn our stories in early so they have ample editing time. We write to Associated Press style so there is very little work on their part to get our stories ready. Our stories are interesting and creative, which reflects well on the paper.
- **Target appropriately.** We recently had several commercial properties scheduled for auction, so we ran an advertorial focusing on commercial real estate trends. Our properties were the examples, and it ran in the business section.

For writing effective advertorials, consider these best practices:

- **Be a reporter,** not an advertiser. If someone were researching an upcoming auction, they wouldn't produce advertising copy, so you shouldn't either.
- **Think like a journalist** and write something interesting to read. Tell a story; don't recount boring facts.
- **Step outside your company walls.** Our articles are written from the perspective of someone truly reporting news. We never write in first person.
- **Tie several objectives together** under a common theme to accomplish more. For example, when we featured a home that was part of a living estate, we also included interesting information about senior population trends and addressed how auction marketing was well-suited to this demographic.
- **Quote your staff.** It adds interest while giving you an additional vehicle to share information.
- **Quote your clients** (with their permission). We all know buyers want to know why sellers are selling. Let your seller say why they chose auction. We did one story on why a local Realtor chose to sell her home via auction marketing. It promoted her home, our company and our industry all at the same time! (Timid client? Write a few quotes for them to choose from.)
- **Incorporate outside information.** We frequently refer to fresh news or cite compelling statistics from familiar sources. It adds credibility and increases the chance your reader will find value.
- **Write a headline** that sounds like news, not an auction listing.
- **Start in an interesting way.** Your first few lines must intrigue readers enough to keep them interested. For example, we began one story by quoting a familiar Carly Simon song. For a story

The National Auctioneers Association uses op-eds (opinion or editorial articles) to educate consumers about auctions in USA Today. In September 2010, NAA staff members partnered with the newspaper's representatives to expand the association's weekly feature, "Auction Showcase." Each month, the paper publishes a new story from the NAA, billed as "Auction Answers." To date, topics featured in the world's largest newspaper have included information on benefit auctions, buying real estate at auction and storage-unit auctions. Visit the Information/Resources page at naaauction.com to view the articles.

- that ran the day before Halloween, we started with a reference to "spooky sellers" and "beastly buyers" in the housing market.
- **End where you began.** You started in an interesting way. When your last few lines tie back to your first few, your reader remembers your content better and ends with a satisfied smile.

Bonus tip: Give your articles extended shelf life. Now that you're in print, be sure to add reprints of your story to your sales collateral.

Like most real estate and auction companies, we are moving more of our advertising dollars to electronic media. We are not, though, abandoning traditional media. We're simply figuring out how to use it more effectively. I was at a civic board meeting recently when out of the blue someone mentioned a car wash we have coming up for auction. Guess how they heard about it? Hint: It was in the newspaper, but it wasn't in an advertisement.

Greg Duncan is Vice President for Cates Auction & Realty Co. Inc., Kansas City, Mo., which is celebrating its 70th anniversary this year. To see examples of Cates' advertorials from The Kansas City Star, visit www.CatesAuction.com and click on News at the bottom of the page. ❖

What's it **worth?**

NAA members share resources for estimating the value of auction items

By Tom Burfield
contributing writer

Knowing the value of merchandise you're auctioning gives you credibility as an Auctioneer and could play a key role in helping you streamline the auction process.

But determining the worth of certain items, especially those you don't deal with on a regular basis, might be a challenge.

To give their counterparts a hand with what can be a lengthy research project, a couple of Auctioneers have decided to share the sources they've cultivated over the years to help them make a fast, accurate assessment of goods they're selling.

Daniel P. West, of West Auctions Inc., Woodland, Calif., works with bankruptcy attorneys who represent debtors in commercial and industrial liquidations.

He made a list, available as a sidebar to this story, of the common valuation resources he uses in order to help attorneys get an idea of the worth of various assets before they file bankruptcy petitions.

Google it

West, who conducts all of his auctions online, is fond of user-friendly sites like Claz.org, but he says sometimes Google is the best source of all.

"If you can get your Googling skills up to par, that often will take you farther than any of the websites will," he says.

Jonathan Bishop, of Auction Price Results Inc., Akron, Ohio, has developed a database that lists prices for which various types of equipment have sold.

Useful valuation websites

Coins

www.pcgs.com

Salon equipment

www.minervabeauty.com

Intellectual property

www.uspto.gov

China

www.replacements.com

The site — AuctionPriceResults.com — focuses on five areas: Lab and quality control/medical; industrial machinery and equipment; agricultural and construction; commercial trucks and trailers; and food production and foodservice equipment, like mixers, ovens grinders and large kettles.

Auction professionals have to know where to start the bidding in order to keep the auction moving, Bishop says. Knowing the value of merchandise helps them do that and gives buyers and sellers confidence that the Auctioneer knows the product.

To use the site, type in an item's description to get a dozen or so "comps" or listings of what's included. You'll then be told how much it will cost to get the selling price. The fee ranges from \$1 to about \$17, depending on value.

Telling buyers what similar items have sold for gives them more confidence and less trepidation when they place a bid, he says.

West started with the company's own database and then began adding data from other auction houses in return for listing their upcoming auctions at no charge. ❖

Valuation resources

GoogleGuide.com - Google is often the best place to start researching values online. Take a moment to learn how to use special characters to fine tune your search queries.

eBay.com - Many people use this popular online auction site to determine prices for a variety of items. It is important to note that you can conduct an advanced search of eBay's recently completed sales.

Craigslist.org - Your local Craigslist is an excellent appraisal resource for common items. You can broaden your search of Craigslist by using SearchTempest.com or AllOfCraigs.com.

Claz.org - Search just about every classified advertising site at once, except for Craigslist.

Antiques Roadshow (www.pbs.org/wgbh/roadshow) - This popular PBS television series allows users to search its extensive archive of appraisal results. You can even watch the appraisal videos for individual items.

FireArmsPriceGuide.com - Exactly what it sounds like, the "Firearms Price Guide" is free.

www.GunAuction.com - Auction Arms is a popular online marketplace for all kinds of guns.

DecodeThis.com - Armed with only the vehicle identification number (VIN), you can find the year, make and model for most vehicles. It also provides information about trim level, body style, engine types and a host of other options.

NADAguides.com - This website publishes more information about more types of vehicles than any other pricing service. Find prices for autos, motorcycles, boats, RVs, and even manufactured homes. Vehicles sold at bankruptcy auctions tend to sell for slightly more than the published "trade-in" value.

KBB.com - Kelley Blue Book is the oldest and most well-known vehicle pricing service. It receives its data from auctions and car dealers. Vehicles sold at bankruptcy auctions tend to sell somewhere between the published "trade-in" value and "private party."

Edmunds.com - This site provides a "True Market Value" pricing tool for vehicles, which is its estimate of the average price paid by dealers and private parties. The published "private party" values tend to be lower (sometimes 20 percent) than actual selling prices for vehicles at bankruptcy auctions.

AutoTempest.com - This website allows you to search for vehicles currently for sale on a number of different websites, including Craigslist, eBay, Cars.com, CarsDirect and others.

OldRide.com - This is a popular online marketplace for classic cars and trucks, muscle cars and street rods.

Hemmings.com - Billed as the "World's Largest Collector-Car Marketplace," *Hemmings Motor News* is the granddaddy of classic car classified sites.

TruckPaper.com - This is an online marketplace for heavy

trucks and trailers that provides access to auction results and retail prices.

TractorHouse.com - This is an online marketplace for all kinds of farm equipment and tractors, including auction results.

MachineryTrader.com - This online marketplace specializes in heavy equipment. It provides auction results and retail prices.

List and analysis provided by Daniel P. West, of West Auctions Inc., Woodland, Calif. ❖

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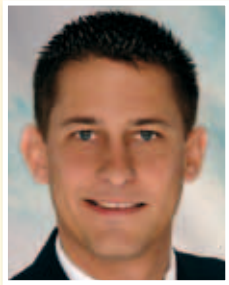
INVOLVED

- Attended over 35 annual NAA conventions / conferences.
- Past NAA committee service
- NAA life member
- Two Time International Auctioneer Championship Finalist
- Kentucky Auctioneers Association Past President and Hall of Fame member

"I would appreciate your vote and the opportunity to serve our membership."

TAKING IT TO THE NEXT LEVEL

Annual Conference and Show attendance provides invaluable insight



Brad White, CAI
Williams & Williams
Tulsa, Okla.

Since attending my first Conference and Show, Pittsburgh in 2005, my professional calendar-year has been reset to begin and end in July. As soon as I step foot into the hotel lobby, I begin a week-long process of re-energizing for the coming year. While each Conference and Show has its own unique style, remaining the same is one factor: attending means a week that is packed full of industry education, exciting live auctions and renewed relationships.

Top-notch education is one of the cornerstones of Conference and Show. The event's Education Committee always does a solid job of providing relevant topics featuring speakers who span a wide range of experience levels and backgrounds, including the following: auction management, technology, marketing, real estate and law. Personally, I love the Great Ideas Forums, in which attendees share details on their best practices. I always walk away with a couple of nuggets that prove invaluable. By the end of the week, I have stacks of handouts and notes covering new concepts aimed at taking our business to the next level.

Favorite events

While I enjoy just about every aspect, it should come as no surprise that my favorite events are the live auctions. The Welcome Party is always a festive way to start the week, but Wednesday night's Fun Auction has always felt like the true Conference and Show kick-off to me. I can't imagine a better way to raise money for the National Auctioneers Association than showcasing a variety of chants, styles and unique items from across the nation.

If the Fun Auction serves as my kick-off, then the International Auctioneer Championship is the anchor to my week. I love watching the diverse talent assembled for the competition and the genuine level of support and respect they share with one another. The day is an absolute marathon for contestants and fans alike. You can literally

feel the energy building throughout the day, leading up to the finals. By the end, the suspense couldn't be higher as the champions are revealed to the crowd. Finally, my live auction experience isn't complete until I've made it to the National Auctioneers Foundation's Children's Auction on Saturday morning. You simply cannot top seeing the next generation stepping into the limelight, many of them following in the footsteps of generations before them.

Keeps him coming back

In the midst of the crazy schedule, the rest of my Conference and Show attendance is focused on connecting with others. Any regular attendee will tell you that the relationships are a significant part of what keeps them coming back year after year. Most events offer built-in networking and relationship-building opportunities, but perpetuating friendships and establishing new business acquaintances goes beyond orchestrated networking. Late nights followed by early mornings can be tough, but well worth it for lifelong friendships. I can always catch up on sleep the other 51 weeks of the year.

See you all in Spokane! ❖

SAVE IN SPOKANE

The 63rd annual International Auctioneers Conference and Show is one of the most affordable of the past decade. The event, scheduled for July 17-21 in Spokane, Wash., offers these money-saving advantages:

- Hotel rates of only \$89 and \$129 per night
- Lower ticket pricing on nearly every meal (lowest since 2004)
- Registration fees that remain unchanged
- Affordable payment plans

LAW OFFICIALS GROUP TO SHED LIGHT ON LICENSING VIOLATIONS

The National Auctioneers License Law Officials Association (NALLOA) plans to present "Top 10 Ways to be Disciplined" on July 19 during the 63rd annual International Auctioneers Conference and Show in Spokane, Wash.

NALLOA's business meeting will follow the 1:30 p.m. session, which is open to all Conference and Show attendees. The presentation provides two hours of continuing education credit, says NALLOA Executive Secretary Barbara Schoen.

Schoen says Darron Meares, CAI, BAS, MPPA, will inform auction professionals about the different ways in which they can get into trouble with state licensing boards. The session will address auction contracts and potential auction law violations, she says.

Meares says he plans to focus on these areas:

- Escrow accounts
- Misrepresentation
- Advertising
- Unlicensed bid callers
- Conducting an auction without a license
- Lapse of license
- Continuing education requirements
- Uniform Commercial Code violations
- Absolute auctions
- Disclosure
- Law updates from various states

NALLOA is a membership organization comprised of 18 licensing board members and 52 associate members, according to its website. It serves to improve reciprocity and make it easier for Auctioneers to obtain licensing.

DON'T MISS DEADLINES FOR CONFERENCE AND SHOW 2012

APRIL 27

NAA/USA TODAY Marketing Competition

MAY 23

Conference registration *(Rates increase after May 23)*

Preconference education registration *(Rates increase after May 23)*

Hotel cutoff

To secure the NAA discounted rate, you must make your reservation by the deadline. After the deadline, reservations will be accepted on a space-and-rate-available basis only.

International Auctioneer Championship (IAC)

Late entries are not allowed.

Go to www.conferenceandshow.com for more information.

JULY 17

International Junior Auctioneer Championship (IJAC)

Advance entries must be received by July 1 at the NAA headquarters office. On-site entries must be received by 5 p.m. PDT at the NAA Registration Desk located in the Spokane Convention Center.

For additional Conference and Show information, go to www.conferenceandshow.com.

Stephen Karbelk, CAI, AARE For NAA Director



Stephen Supports:

- Improving education and training offerings
- Implementing a real estate auction industry reporting system
- Bridging the gap between live and online auctioneers so all competitive bidding methods are represented by the NAA
- Elevating our industry to the next level so all members grow their businesses and prosper

About Stephen:

- Co-Author of Industry White Paper, "Give Me Five, Now Ten... Years into the Future"
- Instrumental in the success of the Real Estate Summit held in Atlanta, Feb 2012
- Frequent Speaker at Conference & Show and State Conferences
- AARE Committee Member
- Instructor, WWCA
- Founder, National Commercial Auctioneers and National Residential Auctioneers
- Licensed Auctioneer and Real Estate Broker

Vote Stephen Karbelk for NAA Director

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CONTINUING EDUCATION MORE ADVANCED, HANDS ON

Four Conference and Show courses meet licensing requirements for most states

By Bryan Scribner
editor

The National Auctioneers Association again plans to offer four state-approved continuing education courses during Conference and Show on July 18-21.

For the past several years, the NAA, Illinois State Auctioneers Association and Wisconsin Auctioneers Association worked together to provide education that fulfills continuing education requirements in most states that require auction licensing.

For 2012, the Nashville Auction School, Tullahoma, Tenn., has developed the courses.

The school's Executive Director, Rhessa Orr, says the Nashville Auction School based some of its content development off of "Give Me Five, Now Ten ... Years Into the Future," a white paper produced by the NAA's Council on Future Practices.

Orr says the school is focusing its courses on helping Auctioneers remain competitive in a marketplace that has tech-savvy clients or customers that have needs outside of traditional

auction models.

The courses feature advanced material, and she says they offer practical, hands-on education for the experienced auction professional.

"We strive for interaction," she says. "We want (students) to think out of the box a little bit."

The school's President, Wendell Hanson, CAI, AARE, GPPA, of Wendell Hanson Realty & Auction, Tullahoma, says all of the courses offer the most up-to-date information for professionals in the auction industry.

The "Business Liquidations" course provides Auctioneers with information on how to best serve sellers and capitalize on lucrative opportunities, Hanson says. Developed at the end of 2011, "Federal & State Regulations: What You Can & What You Can't," provides auction professionals with resources that will help them understand state and federal regulations that might limit what can and can't be sold at auction.

Detailed course descriptions follow:

JULY 18

"FEDERAL & STATE REGULATIONS: WHAT YOU CAN & WHAT YOU CAN'T"

(Three hours of continuing education credit)

This course is designed for the licensed Auctioneer who wishes to learn about specific federal regulations governing what can and cannot be sold at auction as well as state-specific regulations that coincide with the federal regulations. This course covers legal issues surrounding the sale of alcohol at live and online auctions as well as regulations and restrictions on alcohol sales at charitable auctions or when liquidating a private collection. It also explores issues surrounding the sale of firearms, explosives and fireworks, wildlife and taxidermies, certain household items, unique collections and intangible items such as intellectual property. The course wraps up with a review of frequently asked tax considerations and fundraising restrictions as they apply to benefit auctions.

JULY 19

"INTERNET AUCTIONS: TRENDS & TECHNOLOGY"

(Three hours of continuing education credit)

This course is designed for the licensed Auctioneer who wishes to become and stay informed about changes in the auction industry brought about by technology. She also will learn new and exciting ways to incorporate technological advances into her auction practice. Based on "Give Me Five, Now Ten ... Years Into the Future," a white paper produced by the National Auctioneers Association's Council on Future Practices, this course has broad appeal and addresses economic and technological issues affecting the auction industry.

JULY 20

"BUSINESS LIQUIDATIONS"

(Three hours of continuing education credit)

This course is an intermediate course tailored for the commercial Auctioneer wishing to incorporate business liquidations into his service offerings. This course addresses reasons why clients may choose a business liquidation auction, the difference between tangible and intangible assets in a commercial liquidation auction, understanding the market, customer service, needs assessment, valuation and how to select the best venue for a liquidation auction. In addition, this course will address best business practices for the business liquidation auction professional.

JULY 21

"ETHICS"

(Three hours of continuing education credit)

This course is designed to assist the Auctioneer in determining and defining the characteristics of an auction professional. Students will become familiar with and develop an understanding of the National Auctioneers Association's Code of Ethics and its importance to the profession. They also will learn practical applications of the Code of Ethics for their personal and professional lives. In this process, the student will come to understand the intent of the Code of Ethics as well as ways to address violations of the code in a professional manner. Students will be encouraged to formulate a personal Code of Ethics by defining ethical conduct in a variety of situations. ❖



AUTO AUCTION FIELD TRIP TO PLACE ATTENDEES "BEHIND THE WHEEL"

Attendees of the 63rd annual International Auctioneers Conference and Show in Spokane, Wash., will have the opportunity to visit Spokane-based auto auction facility DAA Northwest on July 19.

The field trip will comprise the final part of the auction facility's biggest auction of the year,

its "Rock & Roll Sale." DAA Northwest employees will place attendees "behind the wheel," explaining how the auction operation works.

DAA Northwest sits on 90 acres and features a 25,000-square-foot auction and administration area with 11 lanes. The operation also includes a 23,600 square-

foot detail shop and an on-site test track.

The field trip will provide three continuing education units. Conference and Show attendees will depart, via bus, from the Spokane Convention Center at 12:30 p.m., arriving at DAA Northwest by 1 p.m. The bus will leave DAA at 4 p.m. ❖

HOW TO REGISTER

The field trip is \$10 and can be paid for in advance on the registration page at www.conferenceandshow.com or on site at the Conference and Show registration booth. The trip is limited to 50 participants.



WHAT: "Practical Land Navigation for the Auction Professional: A Hands-on Course"

WHEN: 8 a.m. to 5 p.m. on July 17

Learn how GPS technologies can help auction professionals with the following:

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- Communicating with bankers
- Producing better marketing pieces
- Reading legal descriptions

CONFERENCE AND SHOW

Call for Presenters

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The idea is simple. Ignite is an event of short talks, with a twist. Speakers get 5 minutes and 20 slides to make their point, enlighten and entertain.

Submit an idea!

If you would like to be a part of Ignite at the 2012 International Auctioneers Conference and Show, then please propose a topic to be considered for one of the 12 speakers featured. Ignite presenters will share their presentation twice on Friday, July 20, and once on Saturday, July 21.

So what is Ignite?

Ignite is a platform perfectly designed to feature auction professionals — from a variety of personal and educational backgrounds — who are interested in sharing their passions, causes and meaningful moments.

Presenters are given 5 MINUTES with only 20 PRESENTATION SLIDES to speak about their ideas and personal or professional passions. Each slide displays for 15 seconds as the presentation automatically advances. Content should aim to “ignite” the audience on a subject (i.e. to generate awareness, to stimulate thought, to propose action on the subjects presented).

Get an idea of what Ignite presentations are like at this link:
<http://igniteshow.com>

- 1) Please submit your ideas by May 23 (deadline for Conference and Show registration, hotel and contest entries), and you will be notified by mid-June on the status of your proposal.
- 2) Complete the proposal form and send to mavery@auctioneers.org. Remember, presentations do not have to be auction or Auctioneer related, but we hope they are.

Requirements for presenters:

- Register for Conference and Show by 11 p.m. on May 23 with one of the following packages: Full Pack, Super Saver 1 or Super Saver 2.
- Complete and submit the Presentation Proposal Form.
- Attend the Ignite Speakers Preparation Meeting at 8 a.m. on Friday, July 20, in the Conference Theater.
- Present twice at Ignite on Friday, July 20, from 8:30 a.m. to 10 a.m.
- Present once at Re-light Ignite on Saturday, July 21, from 8:30 a.m. to 10 a.m.

IGNITE PRESENTATION PROPOSAL FORM

Tell us about you!

Full Name: _____ Designations: _____

Job Title: _____

Company: _____

Email: _____ Phone: _____

Website: _____

What is the strangest thing you have ever sold at auction?

What is your "true calling?"

In 75 words or less, provide a short bio about yourself.

Tell us about your Ignite idea!

Suggested Ignite session title

Ignite session description: In 100 words, the topic and what you intend to cover in your presentation.

Short session description: In 15 words, the marketing blurb for advertising your Ignite session.

Key words: Five key words you would use to describe your Ignite session.



Ryan George

Ryan George, through Biplane Productions, has helped Auctioneers market more than 2,300 auctions across 43 states. For the past five years, George has built an average of more than 1,000 print ads and more than 600 pages of direct mail each year, in addition to consulting, writing news releases, building proposals and coordinating online marketing. George has written articles for multiple publications, including trade magazines, lifestyle tabloids and newspapers. In 2004, he published his first book and began speaking at Auctioneer events on the state and national stage. Since March 2007, he has published a biweekly article related to auction and/or small business marketing. The articles are distributed to hundreds of subscribers via e-mail.

Connect with Ryan at the following:

Facebook.com/BiplaneProductions
Twitter.com/ryplane
mail@ryangeorge.net

Who should manage your social media content?

Recently, I was sitting in the executive office of a company with 200 employees. The Chairman of the Board asked me how I could help him offer social media solutions to his clients — how Biplane Productions could partner with his national firm. I swallowed hard and then told him I wasn't interested in such — even though his company's clientele includes organizations for whom ad agencies would love to work.

Why?

Because social media content shouldn't be outsourced.

Social media is sold every day to small business owners as the new secret weapon in marketing. "Get your business in front of 800 million people on Facebook and over 300 million Twitter users!" Never mind the fact that even Justin Bieber and Lady Gaga each have only a small fraction of either of those environments, advertisers think they'll somehow gain a hoard of followers and fans, just by opening social media storefronts.

If these participatory environments were broadcast media, it would make sense to outsource the work to agencies like mine or those on Madison Avenue. And for those who look at Facebook, Twitter and LinkedIn as advertising channels, there's software for agencies to manage the social streams of multiple clients.

Why pay for conversations?

The problem is that social media sites are relational environments — places to do online what we do offline, admittedly with both upgrades and drawbacks over in-person conversations. In most situations you wouldn't pay another company to go have conversations with people for you at social gatherings. So, why would you pay a company to have your conversations with your prospects and peers online?

Does that mean that your company's founder

or President needs to spend their day hitting the "like" button and responding to Tweets? No. But the person doing the conversing needs to be someone who can speak for your company — someone who has bought into the culture and mission of your organization. The same care you apply to determining who you hire to sell your goods and services to clients offline should be applied to those who represent you in online social settings.

Valuable qualification criteria for this role include these:

- Positive, optimistic personality
- Understanding what constitutes your brand
- Connection to sources of newsworthy content for market and industry trends
- Professional decorum yet with a sense of humor
- Personal social streams with lots of activity (illustrating environment experience)
- Flexible spirit and commitment to be constantly learning
- Good spelling and grammar skills
- Access to company images
- Thirty or more minutes available per day for conversational interaction and measurement
- Maybe even public relations training or background

In some organizations, multiple people are granted administrative access. The main challenge of that is to make sure posts and responses are consistent from one administrator to another. (Having pre-written guidelines and sample responses can help with this, especially for companies where social media environments are more for customer service and responding to complaints than brand building).

The social media shepherd in your company doesn't need to be someone in management or ownership. But they should be someone you trust with the voice of your brand. With rare exception, that isn't someone on the other end of an invoice. ❖

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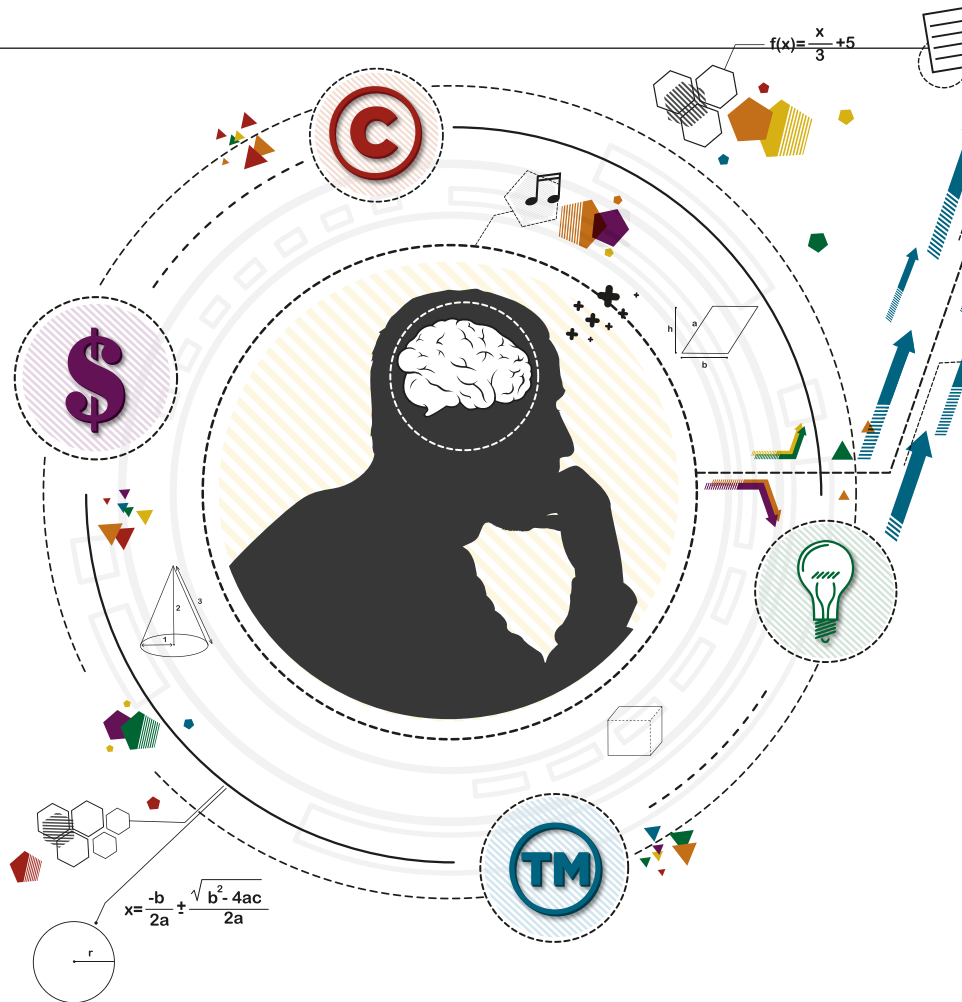
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MONEY

from the

MIND

Intellectual property rights bring strong results at auction



By Sarah Bahari
contributing writer

Intellectual property auctions were big business for Joe Popolo, of IP Auctions Inc., in 2011.

His Reno, Nev.-based company specializes in patents, trademarks and copyrights. Intellectual property refers to creations of the mind, from inventions and literary and artistic works to names, images and designs used in commerce.

Popolo started IP Auctions in 2001 after an Internet commerce company he had previously worked for went out of business. He knew the company had patents and asked what it planned to do with them. The company enlisted his help selling the patents, which he advertised online and sold within a few days.

“That got me thinking, ‘there must be a market for this,’” Popolo says. “And there was.”

Under Popolo, IP Auctions grew to a staff

of four full-time employees and two contractors who maintain the website and write news releases.

Working with U.S. bankruptcy courts, intellectual property law firms and corporations, IP Auctions offers a handful of online auctions each month. In 2011, the number of auctions IP conducted jumped by about one-third, mostly in bankruptcy liquidations, which account for about 90 percent of the company’s business.

Attorneys, technologists

Before each auction, the company sends notices to a database of more than 10,000 corporate attorneys, venture capital firms and other key buyers and sellers, as well as trade journals and business publications.

Online auctions typically run three to four days. The company only offers website auctions, which Popolo says help prospective buyers do plenty of research before placing a bid, and they also reach a broader, worldwide audience.

And, he jokes, “I don’t talk fast enough for

live auctions.”

Working with attorneys and technologists to understand patent claims and other legal documents has proven the biggest challenge in intellectual property auctions, Popolo says.

Patents are the most common items for sale, with top areas in biotechnology, pharmaceuticals, nanotechnology and communications. Most patents bring in \$50,000 to \$250,000, Popolo says, with roughly one of every 25 worth \$1 million.

Domain names

Auctions for domain names have become increasingly common in the past few years, with the names being sold easily for little cost, Popolo says. The stakes are higher for major sites, though.

A couple of years ago, a client decided he wanted to sell the rights to swim.com. He said he would be happy to receive \$25,000 or so. Two companies entered into a bidding war, and the domain name sold for almost \$250,000.

Most patents bring in \$50,000 to \$250,000, with roughly one of every 25 worth \$1 million.

Joe Popolo

IP Auctions Inc.
Reno, Nev.

Before he became an auction professional, Popolo worked as Executive Vice President of several Internet commerce companies, such as HardwareStreet.com and Programmers Paradise Inc.

For the past decade, he has been a member of the National Auctioneers Association, which he says has provided him with connections and contacts across the country. IP Auctions frequently receives referrals from Auctioneers who come across patents or other intellectual property and need assistance.

He also is an active member of the American Bankruptcy Institute.

To help capitalize on the increased business, IP Auctions hopes to start a news service for intellectual property buyers, sellers and others with a vested interest, in which companies and law firms could advertise and exchange information.

“That would be very beneficial to this business,” Popolo says, “and there’s really nothing like it.” ❖



Joe Popolo, of IP Auctions Inc., Reno, Nev., saw business jump by about one-third in 2011, mostly in bankruptcy liquidations. Submitted photo

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MAKING
HISTORY

**Member says new TV show captures
“realistic look” at profession**

Rick Bryant, of Bryant Auction Inc., Linn Creek, Mo., stars in a new TV show that follows his family’s auction business. Submitted photos

By Sarah Bahari
contributing writer

At a rural Iowa auction, Richard Bryant made a deal with his then 13-year-old son, Rick.

“You want that motorcycle?” he told him. “Get up here and sell for 15 minutes.”

Rick Bryant hopped on stage for the first time and began his chant, selling a couple of items. His first stint as an Auctioneer earned him his first bike, a 175 Yamaha, and an instant love for the profession.

More than 40 years later, Bryant is a star of “Sold!”, a new reality TV show that follows life in his family’s auction business, Bryant Auction Inc., in the Lake of the Ozarks, Mo. The first two episodes of the show are scheduled to air April 11 at 8 p.m. and 8:30 p.m. central time on the History Channel.

“I never thought I would do a reality television show. You hear reality TV, and you think of Snooki and Jersey

Shore,” Bryant says. “But this is different. This is an accurate, true portrayal of what we do.”

Season No. 1, which was shot last year and is 10 episodes, offers a glimpse into Bryant’s auctions, which draw 200 to 300 prospective buyers looking for a good deal, a rare collectible or a piece of history. The show follows Bryant, his fellow Auctioneers and a colorful cast of characters who regularly buy and sell items.

Produced by Evident Entertainment, the crew spent last fall going behind the scenes with Bryant and his team as they tracked down objects with profit potential, haggled with sellers and spurred bidding wars on the auction floor.

Finding an Auctioneer

The show is the brainchild of Jann Carl, a Missouri native and former TV journalist who now lives in Los Angeles. Carl and her family had become hooked on Pawn Stars, a show on History that chronicles life in a family-run Las Vegas pawn shop.

Rick Bryant, of Bryant Auction Inc., Linn Creek, Mo., is featured in “Sold!”, a new TV show scheduled to begin April 11 on the History Channel.

Carl, who grew up attending auctions, was taking a shower one day when a thought hit.

“Why not do a TV show about an auction house?” she says. “You have the interesting stories behind the items, the lives of the buyers and sellers and the drama of the auction itself.”

Carl began working with her partners Bonnie Brennan and Julie Harman. The three women knew the most crucial part of their show would be finding the right Auctioneer.

So they contacted the National Auctioneers Association, which put out a casting call to members. Many responded, but Bryant stood out.

A former firefighter and paramedic, Bryant, 55, impressed the women with his sense of humor and ability to entertain.

Once the youngest licensed Auctioneer in Iowa, Bryant jokes that he attended the Richard Bryant School of Auctions, learning most of what he knows from his father, who died in March 2011. The rest, he says, he learned from practicing, over and over again, Leroy Van Dyke’s “The Auctioneer” song.

continued »



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His love of the profession shines through his work, Carl says.

“A Bryant auction really is the best show in town,” she says. “Some people go to dinner and a movie. Other people go to Bryant Auction.”

Happy crowds

Auctioneers are not afraid to throw on silly wigs or funny costumes to get the crowd laughing. Bryant frequently says, “A happy crowd is a crowd that bids.”

“Sold!” shows the humor of Bryant Auction, but it also reveals more somber, touching moments.

In one episode, a man gets to bid on his dream car, a 1969 Dodge Charger. In another, a school teacher bids on a globe of the moon complete with signatures of many astronauts who have walked on the surface. In another, Bryant helps return an authentic World War II musket to its owner.

“When you go to an auction, it’s like you create an instant family with the people. You have the opportunity to see and bid on truly one-of-a-kind items,” Carl says. “That’s what we wanted to capture on the show.”

Bryant says he wants viewers to see the day-to-day workings of an auction company. “Sold!” will help Auctioneers spread the word about what they do, Bryant says.

“We wanted to give viewers a realistic look at our profession,” he says. “It can be entertaining. It can be funny. It can be serious, and it can be sad. We think the show will be very beneficial to Auctioneers around the country.” ❖

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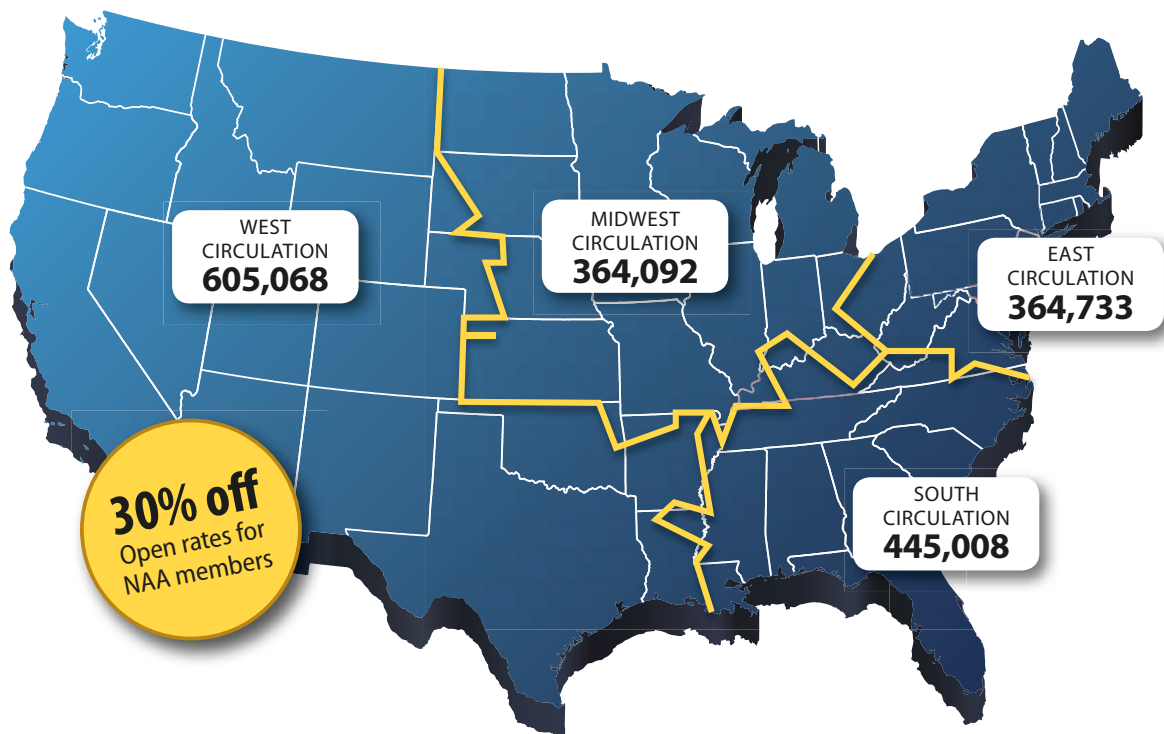
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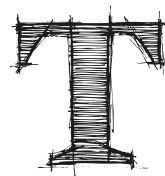
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By Bryan Scribner
editor



he bid call, an effective and efficient form of communication Auctioneers have with their bidders, is just as important today as it was centuries ago, says Paul C. Behr, CAI, BAS, of World Wide College of Auctioneering Inc., Mason City, Iowa.

The “signature” of the Auctioneer, as Behr calls it, gives people a critical first impression, even before they know about the Auctioneer’s history or reputation in the business. The melody and cadence of a chant is mesmerizing to some people — it makes them feel good.

“People’s eyes light up ... the Auctioneer is Americana at its best,” says Behr, who adds that most people have favorable views of professional Auctioneers.

The chant, Behr says, is what attracts most students — probably 90 percent — to World Wide.

Bid-calling tips

He says he advises his students not to complicate the bid call. An effective chant is one that places numbers into a smooth rhythm and excludes complicated or copious amounts of filler words.

“Sometimes Auctioneers, when they slow down, they sound

faster,” Behr says.

The public often doesn’t realize how much work it takes for an Auctioneer to perfect his or her bid call, says Larry Meares, CAI, GPPA, of Southeastern School of Auctioneering, Pelzer, S.C.

Meares says bid calling is an art, and those who want to hone the craft and become great at it must practice regularly — more than once a week at auction. He recommends that Auctioneers, whether they’re beginners or veterans, record their chants and listen to them regularly, as if they were bidders in a crowd.

A successful bid caller must learn how to adjust his or her chant for auto, real estate, livestock and other specialties in the profession. The chant is more technical today than it was a few decades ago, as Auctioneers must focus more on bidder psychology, adjusting their techniques throughout an auction to make sure sellers get the best returns, Meares says.

Finding success

Still, Meares says the bid call is probably not as important as knowing the business end of the auction profession.

Rich Haas, of Continental Auctioneers School, Mankato, Minn., agrees with Meares. Although all three auction school principals say younger students, in particular, are most attracted to the bid call, Haas says good sales skills and strong business acumen are most important to the success of an auction professional.



Mike Jones, CAI, BAS, GPPA
Texas Auction Academy, Dallas,
and United Country Auction
Services

Why is the bid call such an important part of the auction process and profession?

“The chant is the energy behind the method. The entertaining sing-song cry of the Auctioneer is as much an American tradition as apple pie and baseball. When a national study pinpointed that auctions are fun, exactly what part were they talking about? I’ll tell you ... the chant. It dramatically accelerates the sales process, can send goose bumps up the neck of the unsuspecting and mystifies children that are inclined to stare at the Auctioneer’s mouth attempting to figure out how he can speak so fast.”

Has the bid call changed in the past 10 years? If yes, how and why?

“There has been a greater emphasis placed on being clearer and more understandable. I believe a great influencer for this is the large number of new auction attendees that did not grow up on a farm, a sale barn or in a community where auctions are the norm. If you grew up in a community with a local Auctioneer, you would naturally have grown conditioned to listening to him and his unique style, dialect and skewed filler words.

“Today, there is an even greater insistence that students work on their clarity. Bottom line, if you want to rise to the top of the ranks as one of today’s Auctioneers, you need to be clear, concise, buyer-friendly and a great communicator.”



Doug Heuker, AARE, GPPA
Miedema Auctioneering Inc.,
McBain, Mich.

Why is the bid call such an important part of the auction process and profession?

“I believe that a bid caller with a pleasing chant can have a dramatic affect on buyers’ emotions, primarily their enthusiasm and excitement, during the bidding process, and can consequently motivate people to bid higher by utilizing their talent to influence those emotions in a positive way. While usually only a small portion of the entire auction process, it is often the only thing people may remember about an auction or Auctioneer, and certainly it can have a great impact on whether or not an Auctioneer is hired to conduct another auction.”

Has the bid call changed in the past 10 years? If yes, how and why?

“I don’t know that the “art” of bid calling has changed substantially in the last 10 years, but certainly the role of a bid caller has changed with the advent of online static auctions, the development of other markets for selling merchandise and the use of real-time online bidding to a global market. It is now more important than ever for an Auctioneer’s chant to be able to generate enthusiasm and excitement, be positive and encouraging, and be clear and concise.”

“There are some people that can’t say ‘one now two,’ and they’ve been very, very successful Auctioneers,” Haas says. He adds that a successful Auctioneer creates a high buyer-to-product ratio, attracting as many people as possible to each lot in a sale.

Auctions, though, are still highly social events, Haas says, and the bid call will always be an important part of the profession. The open outcry, he says, is a popular sales method for several auction specialties. ❖

The 2012 International Auctioneer Championship is scheduled for July 20 at the Spokane Convention Center in Spokane, Wash.,



during Conference and Show. Visit www.conferenceandshow.com for full details and to sign up for the event.

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Member, partner donations to St. Jude set record

By NAA staff

National Auctioneers Association members and partners once again broke a record in their annual support of St. Jude Children's Research Hospital.

The association's annual fundraising effort brought in more than \$132,000 for the hospital for the fiscal year ending March 15. The previous record was \$113,000, set in the previous giving cycle.

In addition to those who gave during the 2011 International Auctioneers Conference and Show in Orlando, Fla., for their support the NAA and St. Jude would like to thank the following people and organizations:

- Spanky Assiter, CAI, AARE and Amy Assiter, Canyon, Texas
- Maggie Beckmeyer, CAI, AARE, BAS, CES, MPPA, Cincinnati
- Sam Belcher, AARE, CES, Panama City, Fla.
- Julie Bex, CAI, Louisville, Ky.
- Barbara Bonnette, CAI, AARE, GPPA, Alexandria, La.
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- Rafe Dixon, CAI, AARE, CES, Sumter, S.C.
- Melanie Eifling, BAS, Nashville, Tenn.
- Massart Family, Green Bay, Wis.
- Layne Fortenberry, Little Rock, Ark.
- Richard Garvin, CAI, ATS, CES, GPPA, Topeka, Kan.
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- Mike Jones, CAI, BAS, GPPA and Lori Jones, Dallas
- Leslie Kiewert, Braselton, Ga.
- Terry Mangum, Salem, Ore.
- George Martin, Pelzer, S.C.
- Forrest Mendenhall, CAI, AARE, High Point, N.C.
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- Scott Musser, CAI, BAS, Pasco, Wash.
- Randy Ruhter, Hastings, Neb.

continued »

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

Kennedi's parents knew there was something wrong with their precious little girl when she began to slow down in the summer of 2010. She started to run fevers, experience night terrors and didn't want to eat. At first, her doctor thought it could be mono. When the tests came back negative, he dismissed it as a virus that needed to run its course.

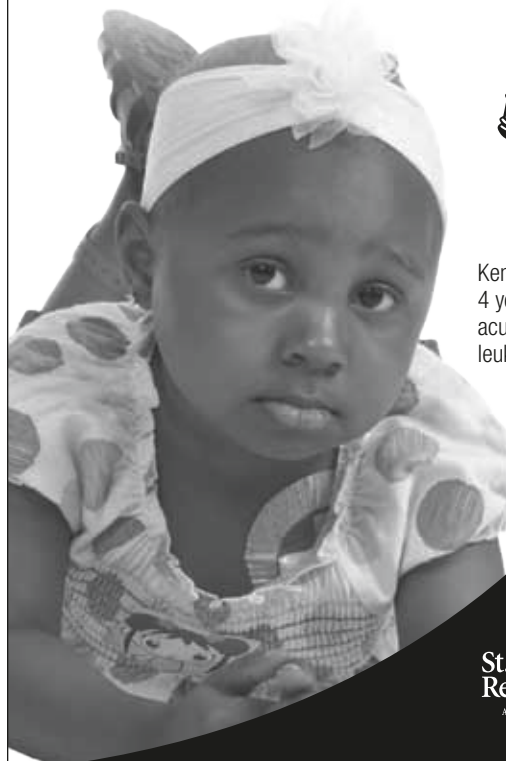
But when Kennedi's symptoms progressed, her mother took her back to the pediatrician, where tests revealed that Kennedi suffered from acute lymphoblastic leukemia. She was referred to St. Jude Children's Research Hospital®, where she started chemotherapy on a two-and-a-half year treatment plan. To her family's delight, her cancer was soon in remission. Kennedi loves Dora the Explorer and playing with her brother. Her favorite things about St. Jude are her doctors and nurses.

For more information about St. Jude and The Auction for Hope, visit www.stjude.org/naa.

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Please send all donations directly to the NAA, 8880 Ballentine, Overland Park, KS, 66214, with checks payable to St. Jude Children's Research Hospital. For more information, visit www.stjude.org/naa or contact Brandi McGrath at bmcgrath@auctioneers.org or call (913) 563-5429.

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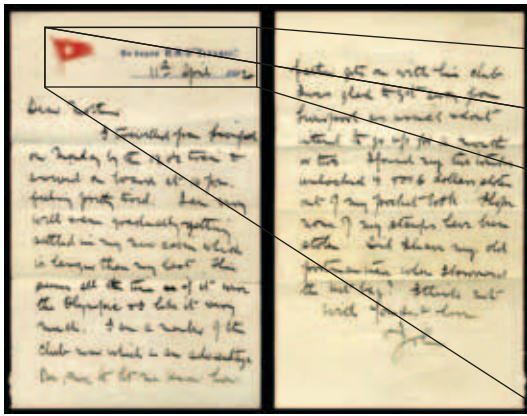
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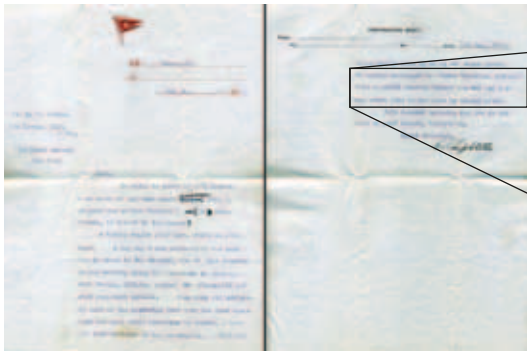
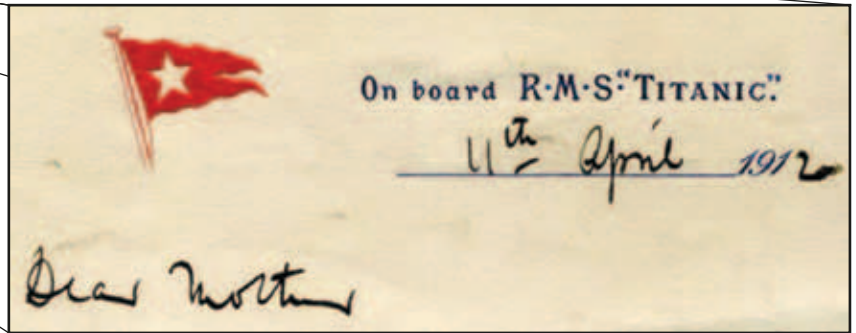
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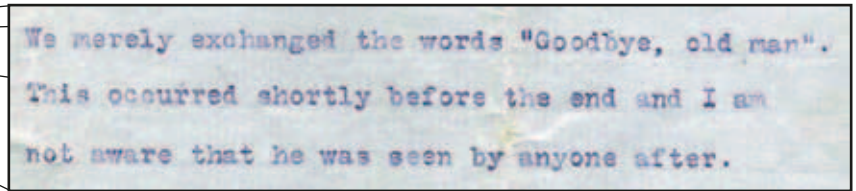
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\$40,700



\$15,820



Titanic letters tell story of victim, describe “the end”

A two-page letter, handwritten aboard the HMS Titanic by an assistant surgeon, sold for \$40,700 in an auction March 1-3 from Philip Weiss Auctions, Oceanside, N.Y., according to a news release.

A museum in Ireland called Titanic Belfast met the reserve of \$36,000 and paid an additional 13 percent buyer’s premium for a final price of about \$40,700. The letter will occupy a prominent place in the museum, which was scheduled to open March 31.

“This was a perfect scenario, one that made four parties happy,” says Auctioneer Philip Weiss, in the release.

“The museum was thrilled to acquire the letter in time for its grand opening, the consignor got the reserve it wanted, the family of the letter’s author — themselves from Belfast — saw it return home, and, of course, we were happy to have conducted the sale.”

The letter was penned on White Star Line stationery by Dr. John Edward Simpson, 37, and dated April 11, 1912, four days before the ship went down. Addressed to his mother, the letter provides a first-hand account of how he arrived at the Titanic. Simpson perished in the sinking.

He wrote, “I am very well and am gradually getting settled in my new cabin, which is larger than my last” (a reference to the previous ship he was on, the Olympic). He then went on to relate a theft of his trunks before closing. Simpson, from Belfast, Ireland, was hired April 6 and was responsible for second- and third-class passengers.

Condolence letter

Another Titanic letter, this one a two-page typed letter, fetched \$15,820 at the auction. It was written by Charles Herbert Lightoller, a second officer on the Titanic.

The typed letter also was on White Star

Line stationery, but it was aboard another ship, the Adriatic, on May 1, 1912. Lightoller survived the Titanic’s sinking.

Lightoller’s condolence letter goes into a detailed account of Simpson’s last hours alive: “I may say that I was practically the last man to speak to Dr. Simpson, and on this occasion he was walking along the boat deck in company with ... They were perfectly calm in the knowledge they had done their duty” and displayed “a calm and cool exterior to the passengers.”

He continued, “We exchanged the words, ‘Goodbye, old man.’ This occurred shortly before the end and I am not aware that he was seen by anyone after.”

The condolence letter was written to a Mr. R.W. Graham.

Also sold was a first-class deck plan of the Titanic for \$4,294. The plan showed a detailed layout of all the decks. ❖

Photography from husband of famous artist anchors auction

Leland Little Auction & Estate Sales, Hillsborough, N.C., opened its 2012 auction year with a \$2.4 million sale, anchored by a collection of photography by Alfred Stieglitz, husband of famous artist Georgia O'Keeffe, according to a news release.

The auction attracted nearly 250 floor bidders and more than 1,900 absentee and phone bids. In addition, more than 1,200 bidders watched and participated in the auction online from more than 50 countries.

The top lot was Alfred Stieglitz's photograph, "View from Studio," which sold for \$519,200. In addition, "Studio 291," which like the former was from the Rhoades' collection, sold for \$200,600.

The remainder of the 866-lot auction included these highlights (all prices include an 18-percent buyer's premium):

- A floral still life by Sebastian Wegmayr brought \$16,520
- A round, brilliant cut diamond sold for \$13,570
- A Michalis-designed Gold and Ruby Lariat commanded \$12,980
- An art deco diamond and sapphire ring by J.E. Caldwell achieved \$9,145
- An 18-carat vintage gentleman's watch by Patek Philippe brought \$5,900
- An antique Chinese handscroll attracted international bidders and soared to \$212,400
- A modern Bakalowits and Sohne "Miracle" Chandelier sold for \$7,375
- A Meissen porcelain figural clock and stand achieved \$18,880
- An etching by James A. M. Whistler titled "The Wine Glass" sold for \$6,490
- A bronze by Harriet Frishmuth achieved \$21,240, and another by Aase Texmon Rygh sold for \$8,555
- A Baltic parcel gilt silver monteith soared to \$56,640
- A Tiffany & Co. sterling silver water pitcher sold for \$2,360
- Four bottles of 1982 Chateau Mouton Rothschild climbed to \$4,248 ❖

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Signs exceed expectation by \$50,000

A die-cut cardboard countertop display for Edison Mazda, advertising headlight bulbs, coasted to \$3,410 at the Spring Petroliana & Advertising Auction on March 2 from Matthews Auctions LLC, Nokomis, Ill., according to a news release.

The auction was a day before the start of the Chicagoland Petroliana & Advertising Show, which takes place twice a year in Peotone, Ill.

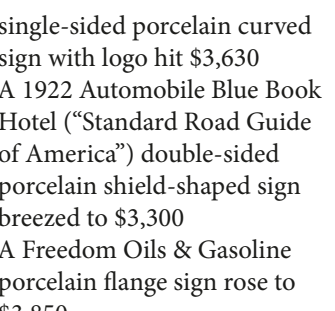
“What made this piece so special was the fact that it was cardboard and still ended up in the list of top lots,” says the company’s Dan Matthews, CAI, GPPA, in the release. “It brought as much as it did because it had a crisp image of a car and because it was in such great condition.”

Matthews says the auction was one of the strongest he’s ever had, bringing in \$50,000 more than he estimated.

Nearly 450 lots changed hands at the auction, which 150 people attended. About 600 registered bidders participated online. Internet bidding accounted for a 30-percent sell-through, and phone and absentee bidding accounted for 5 percent.

Additional highlights, including a 10-percent buyer’s premium, follow:

- A Penn-Empire gasoline sign, the top lot, went for \$6,875
- An X-Ray Stove Polish single-sided porcelain sign with a dancing devils graphic made \$2,420
- A Sentinel Motor Oil (“You’re Sure It’s Pure”) double-sided porcelain sign earned \$6,325
- A Kelly Balloon Tires (“Keep Smiling With Kelly’s”) single-sided porcelain sign, with Lotta Miles waving through a tire, demanded \$5,500
- A Johnson (“Time Tells Gasoline”) single lens in a new metal globe body went for \$4,675
- A Champlin Gasoline (“Use Champlin Oils”) double-sided porcelain sign with logo commanded \$2,420
- A pair of small Ford Service Arrow single-sided porcelain die-cut neon signs went for \$5,500
- A Chevrolet Service double neon single-sided porcelain die-cut sign with super gloss and color, marked Walker & Company (Detroit), hit \$5,390
- A pair of Farmoil Co-Operative of Ohio 15-inch lenses, with logo, in a new metal globe body fetched \$4,675
- A Mobil Pegasus single-sided porcelain sign dated 1954 knocked down at \$4,180
- A Fox Head Lager Beer (“Brewed With Waukesha Water”)



- single-sided porcelain curved sign with logo hit \$3,630
- A 1922 Automobile Blue Book Hotel (“Standard Road Guide of America”) double-sided porcelain shield-shaped sign breezed to \$3,300
- A Freedom Oils & Gasoline porcelain flange sign rose to \$3,850
- A Red Crown Gasoline double-sided porcelain die-cut paddle sign with California crown logo went for \$2,860
- A pair of Gulf Marine (“Special For Marine Use”) white lenses on a screw base glass globe body hammered for \$2,860
- A USL Batteries single-sided porcelain self-framed porcelain sign (“Economical, Dependable”) garnered \$2,640
- A Life Gasoline Barnett Oil Company single-sided tin sign with logo hammered for \$2,530
- An Atlantic Ale-Beer (“Full of Good Cheer”) single-sided porcelain dome sign finished at \$2,310
- Two Ashland Go-Mix Outboard Fuel lenses in a new Capco globe body changed hands for \$2,090
- A Sunoco Gas-Oil double-sided porcelain die-cut sign realized \$1,870
- A Mallory Ignition heavy paper banner brought \$1,007 ❖



Ross Taylor Auction Service sold this tractor for \$375,000.
Photo courtesy Ross

Properties in restored mansion get millions

JJ Manning Auctioneers, Yarmouthport, Mass., sold four units of a residential complex, "Longyear at Fisher Hill," in Brookline, Mass., on Feb. 16, according to a news release.

The company garnered \$5.12 million in the auction, with the penthouse unit bringing the top bid of \$1.725 million. Thirteen bidders vied for the properties, which are among residences in a restored 1890s mansion.

continued »

Bids run high for rare tractor

In a tractor and equipment sale, Ross Taylor Auction Service, Reston, Manitoba, worked with another auction company to sell a 1913 Model 18-35 Titan for \$375,000, according to a news release.

The mid-2011 auction featured 28 tractors. All lots in the auction were IH-McCormick models of the early to mid-1900s.

The Titan is only one of two known to be operational in North America, according to the release. More than 600 bidders from several states and countries, including Belgium and New Zealand, took part in the auction. ❖

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“The bidder participation and active bidding was a strong and positive sign for the high-end condominium market in Greater Boston,” says Justin Manning, CAI, AARE, in the release. ❖



Photo courtesy Cal Auctions

Buck Knives popular in online auction

In an early February knife and gun auction, Jason Hanks, GPPA, of Cal Auctions, El Cajon, Calif., sold many knives, including about 50 Buck Knives, in prices ranging from \$400 to \$600, according to a news release.

The online auction had 164 registered bidders, more than 24,000 catalog views and 1,700 pre-bids. A Heckler & Koch MK23 handgun sold for \$1,900. ❖

Firearms sell strong in the Dakotas

Roaldson Auctioneering, Jamestown, N.D., sold a Winchester Model 65, 0.218 Bee caliber, for \$9,500 during its Sporting Goods Consignment Auction on Feb. 12, according to a news release.

Good prices were realized throughout the auction. The release says the market for new and used firearms remains strong in the Dakotas. ❖

Toy cars get thousands

Online and registered absentee bidders placed more than 7,700 bids in a toy car auction from Gateway Gallery Auction LLC, Chambersburg, Pa., on March 16-17, according to a news release.

The absolute auction comprised toys from one man’s collection, with about 50 percent of the lots being sold to online bidders.

Highlights from the auction include the following:

- A Hot Wheels 1970 dealer display, which included 16 Redline cars, got \$4,600
- A 1973 Odd Job in orange, purple, light blue, blue and green sold for \$3,600
- A Hot Wheels Ford J Car in enamel blue brought \$3,300
- A Hot Wheels custom Barracuda Brown came in at \$1,800 ❖



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Moving on to the State Fair



The Missouri Professional Auctioneers Association played host to the preliminary round of its 2012 Bid-Calling Championship on March 3 in Jefferson City, Mo. The finalists, who plan to compete Aug. 9 at the Missouri State Fair in Sedalia, Mo., include these NAA members (center five): Jeff Pittman, of Pittman Auction Service, Rosendale, Mo.; David Whitaker, of Hertz Real Estate Services, Ames, Iowa; Lucas Schneider, of Schneider Auctioneers LLC, DBA Schroff Auctions, Berger, Mo.; Jeremy Miller, of Fairland, Okla.; and Rob Weiman, CAI, AARE, CES, GPPA, of Mound City Auctions, Hazelwood, Mo., according to a news release. The association's new Board of Directors is as follows: President Dale Delaporte, of Delaporte Auctions, New London, Mo.; President-Elect Lonnie Sewell; Vice President Mike Easterly; Executive Director LaDonna Schoen-Gehring, of Newton, Kan.; Chairman of the Board Doug Vaughn; and Board members Brent Voorheis, CAI, CES, of Voorheis Auction & Realty, Harrisburg, Mo.; David Coutchie; Diane Riley, of D. Riley Auction & Realty LLC, Villa Ridge, Mo.; Eric Iman; Christie Hatman; Michael Cunningham; and Matt Michelson, according to the release. Submitted photo

NAA member wins Illinois contest

National Auctioneers Association member Bill Beck, of Beck Auctions & Realty, Edinburg, Ill., won the bid-calling contest at the Illinois State Auctioneers Association's annual conference, according to a news release.

The mid-February event had 140 attendees.

The association's leaders are as follows:

- President Joe Orwig, of Orwig Auction Service/Benefit Auction Events, Toulon, Ill.
- President-Elect Terry Dieken, of Dieken Auction Service, Warren, Ill.
- Secretary/Treasurer Don Kolowski ❖

State Auctioneer association upcoming events

June

15-16 — Florida Auctioneers Association convention, Lakeland

October

28-30 — Florida Auctioneers Association convention, Fort Myers

Twenty-two finalists move on to contest at Iowa State Fair

The Iowa Auctioneers Association met for its annual conference in early February, according to a news release.

The event, in Des Moines, Iowa, included educational sessions, a bid-calling contest, a Ring Person Contest and advertising competition.

Educational events included the following:

- "ATF Gun Laws & Rules for Guns Sold at Auction"
- "Real Estate Sold at Auction"
- "Internet Marketing"

John Schultz, of Grafe Auction, Rochester, Minn., presented "Technology and the Auction Business." There also was a class called "Bid Calling and Salesmanship."

The group played host to its annual Preliminary Bid-Calling Contest, which had 36 participants. Among the 22 finalists, who plan to compete during the Iowa State Fair on Aug. 14 in Des Moines, were these National Auctioneers Association members:

- Tracey Bantz, of Route 20 Auction Co. LLC, Winthrop, Iowa
- Ed Behr, of Behr Auctioneers, Mason City, Iowa
- Todd Borgmeyer, of TB Auctioneers, Norfolk, Neb.
- Trisha (King) Brauer, BAS, of Taking Bids Benefit Auctions LLC, Roeland Park, Kan.
- R.J. Brinkmeyer, of Brinkmeyer Family Auction Co., Hubbard, Iowa
- Gary Littrel, of G.A.L. Auction Services, Bettendorf, Iowa
- Jared Miller, of Miller Auction Co., Leon, Iowa
- Russ Puchalla, CAI, of Heartland Auction Co., Roca, Neb.
- Chris Richard, of Richard Realty & Auction Inc., Mount Pleasant, Iowa

In addition, Merv Hilpipre, of Hilpipre Auction Co., Cedar Falls, Iowa, won the group's Ring Person Contest, and Ron Davis, CES, of Blue Hammer Auctions, Clive, Iowa, won the Rookie Bid-Calling Contest, according to the release.

NAA members who took home prizes in the advertising contest were the following:

- Rich Penn, of Rich Penn Auctions, Waterloo, Iowa – Antiques & Collectibles and Household & Personal Property
- Mark Younger, of Younger Land & Auction Co. LLC, Maryville, Mo. – Real Estate Auctions and Business Promotion
- Chris Richard – Commercial, Industrial, & Ag Auctions ❖

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AUCTION SCHOOLS



The Auction School of Real Estate, Mankato, Minn., had nearly 20 students in its February 2012 class. Submitted photo



The Continental Auctioneers School, Mankato, Minn., had more than 20 students in its February 2012 class. Submitted photo



The March graduating class of the Texas Auction Academy had 35 students from across the U.S. They are as follows: Bottom row – Jesse Choi, Houston; Rely Pio Roda, Napa, Calif.; Heather Nagy, Watauga, Texas; Melva Salinas Faucon, Irving, Texas; Frances Hodgkins, Seabrook, Texas; Audrey Smith, Granbury, Texas; Cheryln Sutton, St. Joseph, Mo.; Instructor Cheri Sutton; and Luis Arce, Houston, Texas. Row two – Instructor Doak Lambert, of Coppell, Texas; Dwane Jones, Heath, Texas; Joel Randolph, Keatchi, La.; Lawrence Mazza, Niagara Falls, N.Y.; Terry May, Hot Springs, Ark.; Aaron Parker, Granbury, Texas; Aaron Corbin, Crowley, Texas; Jim Bennett, Bastrop, La.; Scott Fairman, Monroe, La.; Felix Barreras III, San Antonio, Texas; Instructor Scott Swenson, CAI, GPPA; School Administrator Lori Jones; and School Director Mike Jones, CAI, BAS, GPPA. Row three – Steve Lowe, Bossier City, La.; J. Daniel Burnett, Tyler, Texas; Don Godfrey, East Berlin, Pa.; Adam Lewis, Forney, Texas; Scott Stalder, Muenster, Texas; James Fanselow, Terrell, Texas; Shawn Schoch, Denton, Texas; Dwight Tankersley, Hartselle, Ala.; Instructor Montie Davis, Keller, Texas; and Ricky Shelley, Van Horn, Texas. Top row – Ron Francis, Canyon, Texas; Jay Shearer, Sulphur Springs, Texas; Mark Gesch, Round Rock, Texas; Rollin Alford, Crossett, Ark.; Harold Lotz, Bridgeport, Texas; Clay Pitts, Springtown, Texas; Bobby Rosales, Clovis, N.M.; John Cameron, Spring, Texas; and Thomas Bell, New Boston, Texas. Submitted photo



FRONT ROW, L-R: Kevin Schoenborn, Jennifer Giracolo, Dana Vilwok, Karlyn Perford, Stephanie Butler, Bruce Heigeson, Jack Hines, Vicky Fickinger, Paul C Behr, Dawn Stotenberg, Jim Seock, Lynette Layne, Shelly Wenzel, Samantha Carlson, Vicki Edleston, Dana Lohff

MIDDLE ROW: Billy J Richards, David Fulton, Nathan Hinseth, Kevin Cook, Mick Wey, Evan Yord, Donnie Edwards, Brian Wyatt, Jerick Miller, Mark Hinderson, Dick Stobley, Tyler Tweten, Daniel Guade, Jeff Miller, John R Miller, Bill Roskar, Daniel Bertal, Travis VanDongen, Jason Betheridge, Travis Juffs

BACK ROW: Steve Peters, Brian Vilwok, Terry Holmes, Jesse Van Noord, Les Berdal, Justin Wyatt, Zac Brauer, Zach Ballard, Mason Dielberle, Seth Hultison, Tim Clifton, Trenton Johnson, Jason Chambers, Micah Forterberry, Kyle Layman, Brian Oberbach, Alberto Jacquez, Randy Maritz, Mike O'Rourke, Kyle R Dimmer, Jesse A Hackstaff, Kevin Heppner, Scott Courtney, Scott Murray

The World Wide College of Auctioneering, Mason City, Iowa, had 54 students from 21 states, Canada and Mexico in its February 2012 class. The school is celebrating its 80th anniversary and 40,000 graduates. Submitted photo

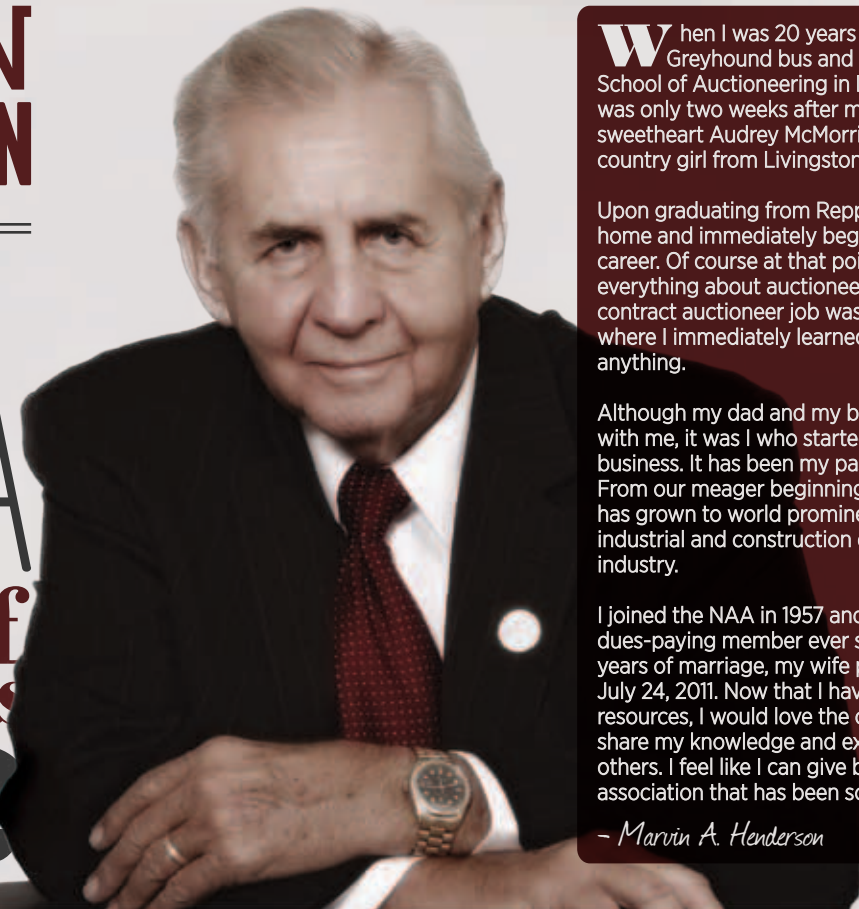
MARVIN HENDERSON

for

NAAA

board of DIRECTORS

2012



When I was 20 years old I boarded a Greyhound bus and went to Reppert School of Auctioneering in Decatur, Indiana. It was only two weeks after marrying my sweetheart Audrey McMorris, a beautiful country girl from Livingston, Louisiana.

Upon graduating from Reppert, I returned home and immediately began my auction career. Of course at that point I knew everything about auctioneering. My first contract auctioneer job was at a car auction where I immediately learned that I didn't know anything.

Although my dad and my brothers worked with me, it was I who started the auction business. It has been my passion all my life. From our meager beginnings, our company has grown to world prominence in the industrial and construction equipment auction industry.

I joined the NAA in 1957 and have been a dues-paying member ever since. After 54 years of marriage, my wife passed away on July 24, 2011. Now that I have the time and resources, I would love the opportunity to share my knowledge and experience with others. I feel like I can give back to the association that has been so good to me.

- Marvin A. Henderson

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(651) 482-8920

continued »



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(716) 731-1992

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(828) 632-4040



Larson

My main reason for joining the NAA is for the networking. I have always felt that networking is one of the keys to any successful business. I have and will always support the organizations that I belong to and look forward to meeting many professional Auctioneers across this country and abroad."

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Winnabow, N.C.

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continued »



*I joined the NAA for the education benefits and because I like reading Steve Proffitt's column in the magazine.*TM

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Hoagland, Ind.

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New members compiled by Brandi McGrath



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SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact: [NAME]

[PHONE]

[EMAIL]



Auctioneers *'Sold'* on National Auctioneers Day

Saturday, April 21, 2012

[CITY], [STATE], MARCH [DATE], 2012

The third Saturday in April marks a special day in the lives of auctioneers every year as 'National Auctioneers Day' is celebrated. This special day is recognized by auctioneers as a day to reflect back on one of history's oldest professions and celebrate the industry's future.

The last bastion of the competitive free enterprise system, auctions and the age-old profession of auctioneering continues to grow every year. It is estimated that approximately a quarter-trillion dollars in goods and services are sold by professional auctioneers every year in the United States. Online or on the lawn, auctions continue to grow in popularity with consumers. Bidders enjoy the thrill of competition with an auction and the rush that comes with the chase for treasures. Auctions are one of the most effective and efficient means of turning assets into cash quickly. Most importantly, consumers come back to auctions time and time again because of the fun and entertainment.

The National Auctioneers Association (NAA) and its members encourage the public to enjoy Saturday, April 21 by attending an auction. To learn more about auctions, find an auction or auctioneer near you, visit NAAuction.com.

###

About the National Auctioneers Association (NAA)

Headquartered in Overland Park, Kansas, the National Auctioneers Association (NAA) represents the interests of thousands of auctioneers in the United States, Canada and across the world. Founded in 1949, the mission of the NAA is to promote the auction method of marketing and enhance the professionalism of its members through education and technology. To learn more visit Auctioneers.org or NAAuction.com.

NATIONAL AUCTIONEERS DAY

PROCLAMATION

National Auctioneers Day
April 21, 2012

A PROCLAMATION

WHEREAS, auctioneering is one of history's oldest professions,

WHEREAS, auctions are the last bastion of the competitive free enterprise system;

WHEREAS, auctions continue to be the most effective means of establishing fair market value. No more. No less;

WHEREAS, the auction industry today contributes approximately a quarter-trillion dollars in sales each year to the United States economy;

WHEREAS, auctioneers create a competitive marketplace and connect buyers with sellers wishing to sell their assets for the highest dollar value;

WHEREAS, the National Auctioneers Association and its members strive to advance the auction method of marketing and uphold the highest standards of professionalism in serving the American public;

WHEREAS, auctioneers are proud business owners who support their communities;

WHEREAS, a National Auctioneers Day has been observed for more than 20 years by state and local governments and private organizations;

WHEREAS, the designation of National Auctioneers Day by the [\[CITY OR STATE\]](#) will heighten the awareness of the public of the contributions made by auctions and auctioneers to the history of our Nation and its economy;

NOW, THEREFORE, I, [\[OFFICIAL'S NAME and TITLE\]](#) do hereby proclaim Saturday April 21, 2012 as "National Auctioneers Day" and call upon the community and partner organizations to celebrate with appropriate ceremonies to acknowledge these efforts.

Date: _____

Signature: _____



NAA Hall of Fame Nomination Form 2012

Name of Nominee _____

Residence Address _____

City _____ State _____ Zip code _____

Phone _____

State Association of Nominee _____

Business Information

Name of Firm _____

Position in Firm _____ Number of Associates or Partners in Business _____

Business Address _____

City _____ State _____ Zip code _____

Phone _____

Personal and Family Information

Spouse's Name _____

Does spouse participate in the auction profession? Yes No

If yes, explain: _____

Children (include names and ages)

Name _____ Age _____

Name _____ Age _____

Name _____ Age _____

Does spouse participate in the NAA Auxiliary? Yes No

Does spouse participate in the State Auxiliary? Yes No

General Professional Information

How long has the nominee been associated with auction business? _____ years.

What percentage of the nominee's time is actively spent in the auction business? _____%

How long has the nominee been a member of NAA? _____ years.

Has the nominee specialized in any particular field of auctioneering? Yes No

If yes, what field?:

NAA Hall of Fame Nomination Form (page 2)

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

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

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

Name	_____	Address	_____
Name	_____	Address	_____
Name	_____	Address	_____

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

Nominations must be postmarked no later than June 4, 2012. Mail nomination form to:

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

Submitted by (please print) _____

Residence Address _____

City _____ State _____ Zip _____

Phone _____

Nomination recommended by (state association) _____



MEMBERSHIP APPLICATION

Please complete all four sections of this form.

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

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

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

MEMBERSHIP TYPES		All members except *ONLINE members will receive the print version of <i>Auctioneer</i> magazine.
<input type="checkbox"/> REGULAR	An active Auctioneer that subscribes to the NAA Code of Ethics and embraces the NAA Mission and Vision. Voting Member (Printed Materials)	<input type="checkbox"/> \$300 (1 Year) <input type="checkbox"/> \$535 (2 Years) <input type="checkbox"/> \$725 (3 Years)
<input type="checkbox"/> ONLINE	Online member is an active Auctioneer receiving all correspondence through online and electronic formats. Voting Member (*Digital Materials - Receives digital version of <i>Auctioneer</i> magazine)	\$275
<input type="checkbox"/> AFFILIATE	Individuals who are not Auctioneers but who are involved in auction or auction-related business with the purpose to provide goods and services to Auctioneers and the public. Non-Voting Member (Printed Materials)	\$500
<input type="checkbox"/> ASSOCIATE	Employees of Active Members who are not Auctioneers. Auction-related professionals representing the real estate, finance and legal industries should apply for Associate membership. Non-Voting Member (Printed Materials)	\$225
<input type="checkbox"/> MEMBER + SPOUSE	An Active member and his/her spouse or significant other that subscribes to the NAA Code of Ethics and embraces the NAA Mission and Vision. Includes Auxiliary membership for spouse for one year. Voting Member (Printed Materials) Spouse's Name (Must Complete): _____	\$450
OPTIONAL FEES		
<input type="checkbox"/> NATIONAL AUCTIONEERS FOUNDATION DONATION	The National Auctioneers Foundation is the fundraising partner of the NAA. Funds promote the auction profession and industry. Donations are tax deductible.	\$50
<input type="checkbox"/> MEMBERSHIP NAA AUXILIARY*	The Auxiliary is a source for the promotion and advancement of the auction team. Membership is open to regular, online and retired members and spouses only. One year membership per person. <input type="checkbox"/> Self <input type="checkbox"/> Spouse *Auxiliary Member's Name (Must Complete): _____	\$25 per member

2

MEMBERSHIP INFORMATION (Please Print)

TOTAL AMOUNT DUE \$

First _____ Middle _____ Last _____

Nickname _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-Mail _____

Web Site _____

Check here if you are a previous member or a member of a state association.

Male Female

Number of Years in Industry _____ Year of Birth _____

Name of auction school attended if applicable _____

Referred By (Optional) _____

3

PAYMENT INFORMATION

- Check Enclosed (\$USD) Credit/Debit Card

Payment Plan
See Reverse

Credit Card # _____ Exp. Date (MM/YY) _____

Card Holder Name (Print) _____

Signature _____

4

AUCTION SPECIALITIES

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

- Antiques & Collectibles
- Appraisals
- Art & Galleries
- Auto & Motorcycles
- Bankruptcy
- Benefit & Charity
- Boats & Water Sports
- Business Liquidations & Office Equipment
- Coins
- Collector Cars & Vintage Equipment
- Estate & Personal Property
- Farm, Ranch & Livestock
- Firearms
- Govt. Surplus Property & Seizures
- Heavy Equipment & Construction Machinery
- Industrial & Manufacturing Equip.
- Intellectual Property
- Jewelry
- Real Estate, Commercial/Industrial
- Real Estate, Land
- Real Estate, Residential
- Off-Road & Recreational Vehicles
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NAA Member Benefit Highlights

NAA Member Services: (913) 541-8084 — Fax: (913) 894-5281
memberservices@auctioneers.org — www.auctioneers.org

NAAuction.com

Built specifically for the consumer, this website provides the public with information and education about the profession and industry, and connects buyers and sellers with NAA Auctioneers and their auctions.

OfficeMax Discounts

This custom office supply program offers savings of 31% to 88% off more than 25,000 products online, through the catalogue or at one of nearly 1,000 stores.

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Auctioneer magazine

Stay tuned to current news and trends impacting the auction industry and profession. This full-color magazine is produced monthly for NAA members.

Auction E-News

Get up-to-date on events, education and news at the NAA with this free members-only e-newsletter delivered to your inbox on the second and fourth Wednesday of each month.

Industry Insights

Free online seminars presented by industry professionals teach today's business essentials to help you run your business more successfully.

Online Mentoring and Networking Forum

Share information with fellow members and ask questions about the auction profession when you participate in the NAA's members-only forum. Check back frequently as many topics are discussed on this very active forum. Call NAA Member Services at (913) 541-8084 or log on to www.auctioneers.org for more information.

Auction Calendar

Members can post their auctions for free on the exclusive NAA Auction Calendar hosted at www.NAAuction.com.

NAA Education Institute

The NAA is dedicated to providing professional development opportunities for the auction industry. Members enjoy discounts on all educational events, seminars, designation and certification programs. Designation programs include: CAI, AARE, ATS, BAS, CES, GPPA and MPPA. Learn more at www.auctioneers.org or e-mail education@auctioneers.org.

Buyers' Guide

The NAA has collected information from those companies who have developed products and/or services with the auction company in mind at www.auctioneers.org.

NAA Credit Card Program & Free Check Recovery

Save on processing rates when accepting credit card payments from your sellers for their purchases.

NAA Knowledge Center

Watch or download previous Conference & Show educational seminars, past IAC competitions and other NAA educational sessions. Each month, NAA members have access to a free seminar from a previous Conference and Show. Individual, track or all-access passes are available.

Discounted Advertising Rates

Reach your target buyers thanks to the NAA's exclusive auction advertising programs. Receive discounted advertising rates with USA TODAY, Investor's BusinessDaily, The Wall Street Journal and TheNetwork of City Business Journals. Other contracts available on request.

Free Website Design & Hosting

Members can individualize information about their company and post auctions with their very own free website. This program also includes free web hosting when you pay just \$9.95/year for the URL.

Workers' Compensation Insurance

NAA offers a deviated Workers' Compensation insurance program through the Blue Valley Insurance Agency. Premium prices vary by state and by payroll.

Publications

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

NAA Payment Plan

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

Regular Membership (\$300)

\$100/month for three consecutive months

Online Membership (\$275)

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

Member and Spouse Membership (\$450)

\$150/month for three consecutive months

PLEASE CHECK ONE - REQUIRED

Payment by Credit Card: By checking this box, I understand the terms and conditions of the payment plan and authorize the NAA to automatically apply payment to my credit card on the 25th of each month (three consecutive months).

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

**Please Note: Failure to make three consecutive monthly payments will result in the cancellation of your NAA membership.*

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

IF EMAILING OR FAXING FORM, PLEASE MAKE SURE TO INCLUDE BOTH FRONT AND BACK PAGES.

Mission

To promote the professionalism of auctioneers and auctions through education and technology.

Vision

The National Auctioneers Association will unify and lead the auction and competitive bidding industries so they will be increasingly utilized as the preferred method of sale for personal and real property in all segments of the economy.

These are just a few of the outstanding benefits of NAA membership. For a complete list of member benefits, visit our website.

www.auctioneers.org



FROM THE FORUM

www.auctioneers.org/forum

trending topics		views	replies
1	Google AdWords 2012	112	4
2	Need help valuing railroad lock	266	11
3	Made the paper!	457	32
4	Help me be successful; share your critique	132	6



What is the most effective way to call an auction, or, what aspects of a chant are most important to today's buyers?

“An Auctioneer needs to communicate in a way that is clear and concise to their buyers, creates an environment of excitement and enthusiasm, a rhythm that is sensitive to the time commitments of today's buyers, and a cadence which leaves people wanting to come back for more.”

Doug Heuker, AARE, GPPA
Miedema Auctioneering Inc.
McBain, Mich.

“Today's premier Auctioneers are great at multitasking and taking on responsibility. I often equate auctioneering to being an air traffic controller. You are keenly aware of your surroundings and the ever-changing circumstances that might arise. You acknowledge, assess, adjust, avert and land 'em. You know that even one mishandled asset or lot could spell doom, despair and financial damage to one or more of the participants. You need a motivating chant, but you also need to understand technology and be able to monitor incoming bids coming in via the internet.”

Mike Jones, CAI, BAS, GPPA
Texas Auction Academy, Dallas, and United Country Auction Services

MEMBERS' CORNER

During the 2012 Certified Auctioneers Institute (CAI), which took place March 18-22 on the campus of Indiana University in Bloomington, Ind., three McCool Scholarships to partially fund CAI I education, in honor of former National Auctioneers Association President Larry A. McCool, went to Matt Hostetter, CES, of Hostetter Auctioneers, Beaver Falls, Pa.; Paige Hostetter; and Phillip Pierceall, of Swing City Auction Co., McKinney, Texas. Photo by Anna Lewis



- National Commercial Auctioneers, Tulsa, Okla., has promoted several of its employees, according to a news release. **Rob Hart**, former Director, Business Development, is now President and Chief Operating Officer; **John Pellow** is Chief Marketing Officer; **Stephanie Butler** is Director, Marketing; **Cort Lenz** is Director, Valuation and Analytics; and **Steve Sorrell** is Director, Auction Services.

- The Russellville Chamber of Commerce named **Richard Spear**, CAI, of Spear Auctioneers Inc., Russellville, Ark., its **Citizen of the Year** in late January. He is a former President of the Arkansas Auctioneers Association, and he has worked with the Arkansas Children's Hospital, Russellville Junior Auxiliary, Ducks Unlimited, Quail Unlimited and National Turkey Federation, according to Russellville newspaper *The Courier*.

- In January, **Tranzon LLC** and its member companies supported **St. Jude Children's Research Hospital** with a contribution of more than \$2,000, according to a news release. The company raised the money during Tranzon's charity auction portion of its annual meeting in Charleston, S.C. The company also made additional contributions to St. James Episcopal Church in Richmond, Va., and the Texas Disaster Relief Fund.

- **Scott Robertson**, BAS, of Scott Robertson Auctioneers, Matalacha, Fla., helped bring in \$2 million to benefit **The Children's Hospital of Southwest Florida** during the 2012 Southwest Florida Wine & Food Fest in late February at the Miromar Lakes Beach and Golf Club, according to a news release.

From CAI: Awards and education

The 2012 Certified Auctioneers Institute (CAI) took place March 18-22 on the campus of Indiana University in Bloomington, Ind.

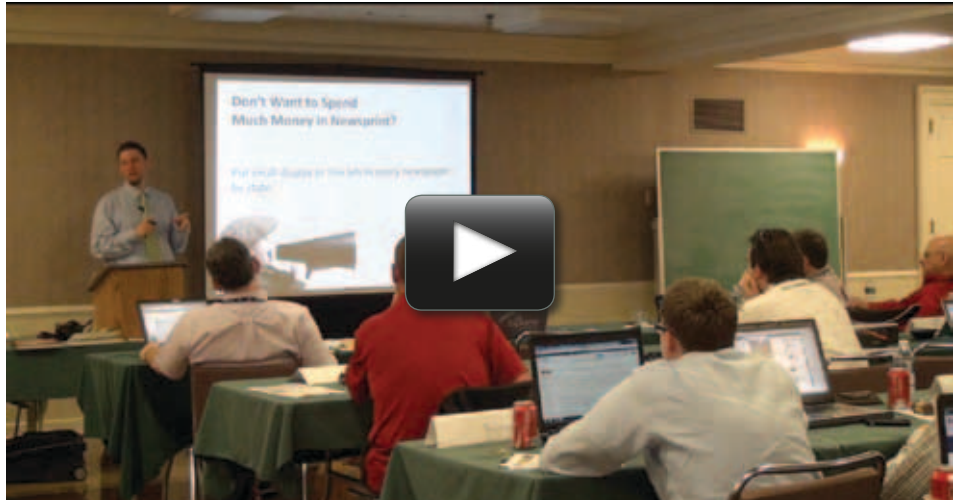
Jacquelyn Lemons-Shillingburg, of Lemons Auctioneers LLP, Tomball, Texas, won the Pat Massart Award, which is for best auction proposal among CAI II students. Other finalists were these NAA members:

- Tom Patterson, of Coleman & Patterson, Madisonville, Texas
- Phillip Pierceall, of Swing City Auction Co., McKinney, Texas
- Sid Smyth of Victoria, Va.
- Mike Walker, of United Country Walker Realty & Auction, Lebanon, Tenn.

Sara Rose, of Rose Auction Group LLC, Naples, Fla., won the Rose Award, which is for best auction summary among CAI III students, who are required to complete the summary in order to earn their CAI designations. Other finalists were these NAA members:

- Maverick Cummins
- Susanna Grobler, AARE, ATS, BAS, CES, of Grobler Attorneys & Auctioneers, Pretoria, South Africa
- Marietjie (MJ) Keet, AARE, ATS, BAS, CES, of Marietjie Keet Auctioneers, Pretoria, South Africa

The 2012-2013 Chairman of the Education Institute Trustees is Marc Geyer, CAI, AARE, BAS, CES, of Phoenix. Vice Chairman is Aaron Traffas, CAI, ATS, CES, of Purple Wave Inc., Manhattan, Kan.



Ryan George of Biplane Productions, Lynchburg, Va., teaches a course on marketing and branding during CAI 2012 on March 18-22 on the campus of Indiana University in Bloomington, Ind.



Tom Saturley, CAI, of Tranzon Auction Properties, Portland, Maine, presents "Legal Issues for the Auction Professional" during CAI 2012 on March 18-22 on the campus of Indiana University in Bloomington, Ind.

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2011-2012 NAA Committee Volunteer Interest Form

~HOW TO VOLUNTEER~

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Complete all sections and submit directly to

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 hcombest@auctioneers.org
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**DEADLINE FOR RECEIPT
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- Check if active state association member Which association? _____

3. Leadership experience:

Please list all prior leadership experience below. Include position held and length of time in that position.

3. Why you want to volunteer:

Please provide specific reasons on why you would like to be part of one of our committees.

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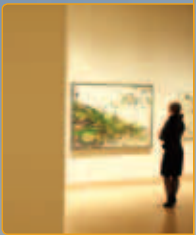
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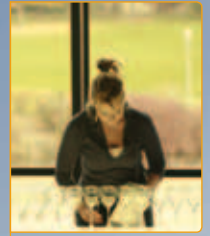
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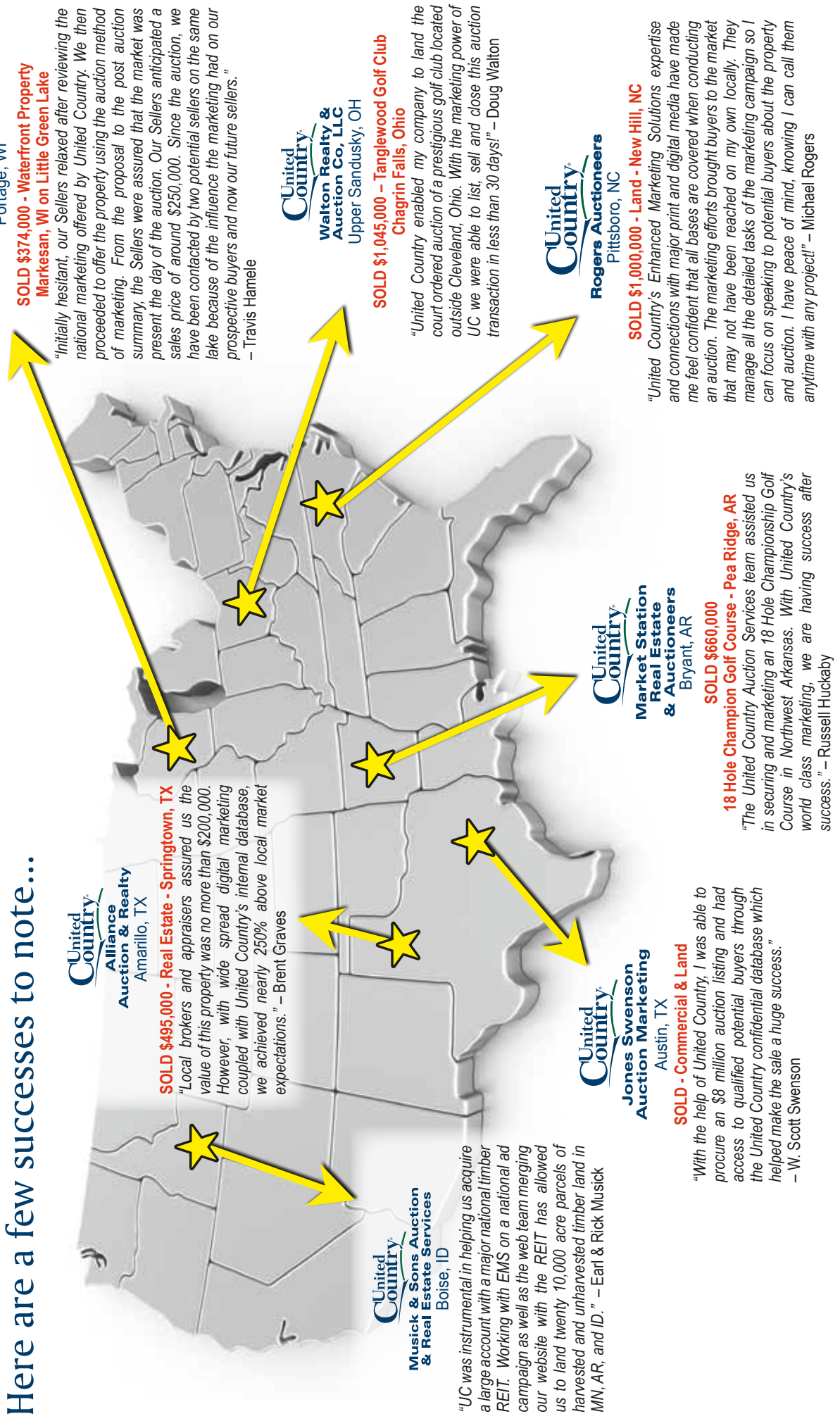


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