

# Auctioneer

AUGUST 2014

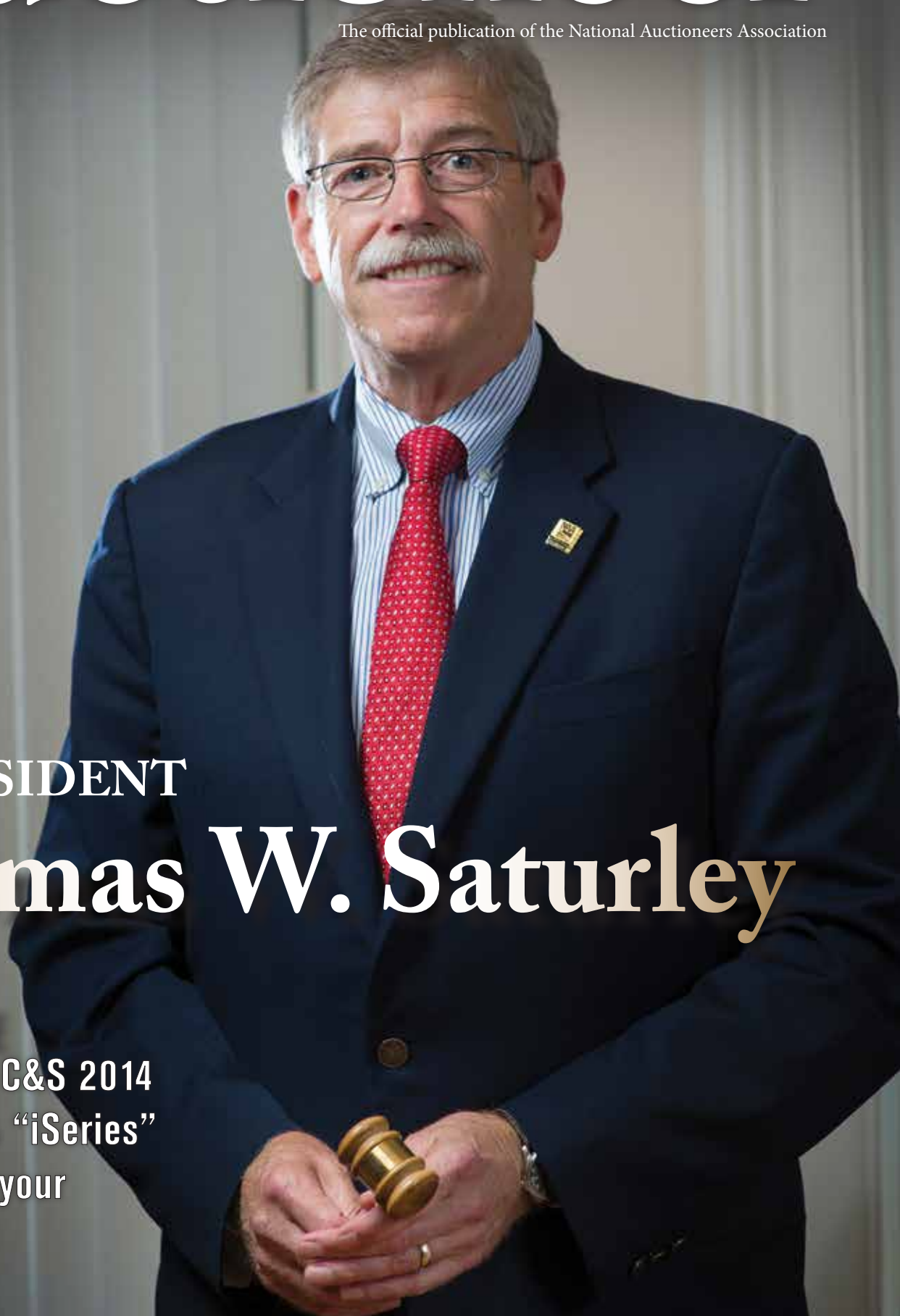
The official publication of the National Auctioneers Association

NAA PRESIDENT

**Thomas W. Saturley**

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A large graphic on the right side of the page. It features a bar chart with five vertical bars of increasing height from left to right. On top of each bar is a silhouette of a person in business attire. The person on the tallest bar is pointing towards a large, white dollar sign (\$) that is positioned above the bar. The background is a dark teal color with a faint, light-colored geometric pattern of overlapping lines and circles.

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**Thomas W. Saturley**

CAI, NAA President

National Auctioneers Association President Thomas W. Saturley, CAI, joined NAA in 1991. He served two terms on the NAA Board of Directors as Presidential Appointee before being elected as Vice President in 2013. Prior to that, Saturley served one term as a Director beginning in 2002, and was awarded the NAA President's Award of Distinction in 2003. Also, he served on the Board of Governors for the Auction Marketing Institute.

Saturley is President of both the NAA and Tranzon Auction Properties. He has an extensive background in law, real estate, auction marketing and business management. He makes his home in Portland, Maine, with his family.

## Can you feel it?!

The 65th International Auctioneers Conference and Show was a smashing success! Obviously, this doesn't just happen. It takes the dedication of many volunteers to create the content of our educational program and to staff the various events. It takes the phenomenal effort and energy of the Kentucky Auctioneers Association for hosting such a great week. It takes a superb professional staff who believe in excellence. But mostly, it is due to you — the members — who attended the event and made it the success it was!

More than once I heard "the attitude around this place is different." People were happy; they were sharing success stories. The Welcome Party set the stage with a great event — never have I seen so many colorful hats as I did at Churchill Downs. And, the feeling continued through the week.

It carried through an exciting appeal for the Foundation, conducted professionally by Auctioneers who are trained and educated to get results (and we did — more than \$50,000 was donated to the Foundation!). It carried over to an exciting keynote speech given by Garrison Wynn, who showed us the secrets to success (albeit at my expense).

That same feeling started the Annual Business Meeting, when six candidates vied for three positions. How great is it to know that so many people care about the NAA that they were willing to put their egos and reputations on the line during this election. Three great candidates were elected, and we are fortunate to have them represent us. Three great candidates were not elected, but their reputations only grew as we watched each of them reach out in continued support for the Association that they love. What an amazing feeling.

And, the feeling definitely carried over to the President's Gala and Hall of Fame Ceremony. The evening began with a new tradition of having all the past presidents in attendance pass the ceremonial gavel hand to hand until Paul C. Behr passed it to me. Knowing the years of experience that those men and woman gave to the NAA gave me a great feeling! The Hall of Fame inductions were magnificent, leaving not a dry eye in the house, and the IAC once again proved why it is the world's premier Auctioneer championship.

I didn't get a chance to attend everything the week offered because of the meetings I had. However, I can tell you what I heard about the trade show was extremely positive — vendors helping Auctioneers; and, what I heard about the education was extremely positive — Auctioneers helping Auctioneers!

More than 25 percent of our entire membership attended this event, and I think I speak for all of us in attendance when I say we came away excited about NAA and its future.

So, now I am back to reality as I wind my way through Connecticut with my 17-year-old daughter, Hannah, as my capable driver (you should all be so lucky). I think about what this week meant and what we need to do to make sure that when we gather together in Addison next July we will have even more excitement and celebration!

As I noted in my presentation at the Annual Business Meeting and at the President's Gala, thanks to the tremendous work accomplished by my predecessors, my goals are to advance those strategic initiatives that have been so carefully deliberated. I want to continue the implementation of NAA's multiyear business plan — *Pathways to 2020*. The previous Board has talked about the need to be more proactive on our advocacy efforts, and this year's Board will continue the discussion and put a priority ranking on it. That's the way we do things now — as a team, with members' needs in the front, advancing our vision of ensuring NAA members are the preferred auction professional used in the marketplace.

With this in mind, I look forward to ensuring the next time we get together, we will be experiencing the same kind of success we did in Louisville. This auction family is important to me, and you deserve it!

So, hopefully, next year when I ask, "Can you feel it?" you will be able to continue to answer with a resounding "YES WE CAN!" ❖

A handwritten signature in black ink that reads "Thomas W. Saturley". The signature is written in a cursive, flowing style.



**8 COVER STORY: Full speed ahead**  
 Thomas W. Saturley is ready to keep the NAA's positive momentum moving forward. He will do so using core values his father (shown in the far left hanging picture) taught him.

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**On the cover:** With gavel in hand, Thomas W. Saturley is ready to lead the NAA.

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The 2014-15 NAA Board of Directors (from L-R): (front row) Joseph Mast (CAI), Director; Hannes Combest (CAE), Chief Executive Officer; Spanky Assiter (CAI, AARE), Vice President; Tom Saturley (CAI), President; Paul C. Behr (CAI, BAS), Past President; Chris Pracht (CAI, AARE, CES), Treasurer; (back row) Scott Shuman (CAI); Tim Mast (CAI, AARE), Director; Larry Theurer (CAI, GPPA), Foundation representative; David Whitley (CAI, CES), Director; Will McLemore (CAI) – Chair of Education Institute Trustees; James Devin Ford (CAI, CES) – Director. (Not pictured: Terri Walker (CAI, BAS, CES) – Director)

# NAA Board discusses measuring progress

Measuring progress on how NAA is advancing toward its vision statement of ensuring NAA members are the preferred auction professionals used in the marketplace was a common theme of the results from a self-assessment done by the Board of Directors. The Board discussed those findings at its July 8 meeting prior to the International Auctioneers Conference and Show.

The Board spent much of the one-day meeting discussing the self-assessment results as part of the plan in developing an exceptional board.

Chief Executive Officer Hannes Combest, CAE, told the Board that the American Society of Association Executives has research that indicates that having a high-functioning Board of Directors leads to a high-quality organization. As a result, Past Presidents Mark Rogers and Christie King initiated a plan that would lead to improving the Board's experiences.

Board members now engage in a thorough orientation process and participate in an annual strategic planning meeting. *Pathways to 2020*, the Board's multiyear business plan, ensures that the priorities set by the Board directly contribute to the success of the vision.

This is the first assessment the Board participated in, and several key areas of improvement have been documented. The Board will continue to research these improvements and will discuss them in more detail at its strategic planning meeting in August.

The Board reviewed and discussed several projects that are being conducted as outlined in *Pathways to 2020*. Staff provided a plan for a website that contains content for consumers and for NAA members. The website will have improved search abilities and analytics. It also will be search engine optimized as well as mobile optimized and allow NAA staff to control and revise content on a regular basis.

The first phase of the website is expected to be available by the end of 2014.

Staff is working with results from a survey conducted in May through *Auction E-News* about what is most important to NAA members. In addition, a member task group is assisting with this effort. Members of the task group include: Brian Bendele; Janine Huisman, CAI, ATS, BAS, GPPA; Bill Menish, CAI, AARE, BAS; Justin Ochs, CAI; J. T. Rowell, AARE, GPPA; and Emily Wears, ATS, BAS.

The second project that the Board discussed is the development of a data collection plan. McKinley Advisors, a consulting firm that specializes in identifying the data needs of associations, conducted four focus groups while at Conference and Show. A preliminary report will be available to the Board at its August strategic planning meeting. The consulting firm is working with a member task group on this project. Members of this group include: Scott Shuman, CAI (Chair); Kurt Aumann, CAI, ATS; Rich Schur, CAI, BAS, MPPA; David Warren; and David Whitley, CAI, CES.

Other items from the agenda included: reviewing the Board's conference responsibilities and recognizing departing Board members — Past President J. J. Dower, CAI, AARE, ATS; Director Jimmie Dean Coffey, CAI, AARE, ATS, BAS, CES, MPPA; Director Rich Schur, CAI, BAS, MPPA; David Whitley, CAI, CES (as chair of the Education Institute Trustees); Tommy Rowell, CAI, AARE (as chair of the National Auctioneers Foundation Board of Trustees); and Presidential appointee Charlotte Pyle. ❖

## NAA election results

Spanky Assiter, CAI, AARE, was elected to serve one term as NAA Vice President at the Annual Business Meeting on Thursday, July 10, 2014, at the Galt House Hotel in Louisville.

In addition, Tim Mast, CAI, AARE, and David Whitley, CAI, CES, were elected to serve three-year terms to the NAA Board of Directors.

According to Jay Nitz, CAI, GPPA, chairman of the election committee, 500 ballots were handed out on site. Of those, 486 were valid and counted, and 14 were invalid ballots because of incorrect marks or the wrong ballot was submitted. Also, 415 absentee ballots were submitted to the NAA office by the published deadline. Of those, 358 were valid and counted; 57 were deemed illegal or invalid.

In addition to the election results, the members affirmed the election of Thomas W. Saturley, CAI, as President for the Board in 2014-15.

A complete draft of the Annual Business Meeting outcomes will be available soon on [auctioneers.org](http://auctioneers.org).

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# Full speed ahead

“ We can continue the greatness [NAA leaders] have created.”

— Tom Saturley, NAA President

By Nancy Hull Rigdon





## **Tom Saturley** views his NAA presidency as an opportunity to help ensure the organization continues on the successful path previous leaders carved.

“The individuals who have served in the leadership of the NAA prior to me have done a remarkable job of understanding the role of the association and helping to make sure the association is fundamentally strong to fulfill that role,” Saturley says.

Saturley, CAI, stepped into the president’s role last month at the NAA Annual International Auctioneers Conference & Show, in Louisville, Kentucky, to serve as the 2014-15 President. Saturley also is President of Tranzon Auction Properties, and he previously served on the Board of Governors of the Auction Marketing Institute. He spent this past year as NAA Vice President.

He commends NAA Past Presidents, including: B. Mark Rogers, CAI, AARE; Christie King, CAI, AARE, BAS; J.J. Dower, CAI, AARE, ATS; and Paul C. Behr, CAI, BAS; for listening to

recommendations from NAA members, including those serving on the Vision 2015 Task Force.

“Recent leaders have executed on the vision of our members to make our organization stronger and more responsive not only to the current needs of the membership, but as importantly, our leaders have looked to the future to ensure success continues,” Saturley says. “I am very proud to follow in these leaders’ footsteps and grab the torch they passed me. In following their lead, we can continue the greatness they’ve created.”

Saturley has worked with NAA leadership to identify the organization’s three-fold role within the auction industry, and he’s committed to supporting those goals as President. Those organizational functions include:

**Education**

The NAA Auction Institute, Saturley says, has “worked tirelessly to not only improve the education we offer, but also to expand on those offerings to speak to the future generations of our profession.”

**Advocacy**

The NAA’s partnership with the National Auto Auction Association, as well as NAA members’ dialogue with state and federal legislators, plays an important role in shaping the future.

“We need decision makers to understand the importance of the Auctioneer’s role in our economic society,” Saturley says.

**Promotion**

“Due to the great past work of the NAA leadership, the organization is financially sound, which puts us in a position to do some creative, pragmatic, promotional activities that will not only let our clients, but also future customers, understand the important role that Auctioneers play in today’s society,” he says.

Saturley believes he is taking the NAA helm at a time when the auction industry is strong — and growing stronger. He attributes the positive state of the industry largely to the unique skills of auction professionals.

“We understand the need to be problem solvers, and we are equipped to use the tools available to efficiently solve the problem,” he says. “Right now in society, we are seeing significant shifts in people’s expectations and needs, and that requires creativity and the ability to see beyond the obvious. Those are the skill sets we have.”

As NAA President, Saturley says he will strive to ensure the industry continues to strengthen with time.

“The NAA exists to prepare the auction professional for success,” he says. ❖



New President Tom Saturley greets every NAA Past President that attended Conference and Show after they handed him the ceremonial gavel in Louisville.



Saturley finished a busy week by attending the Children's Fun Auction (above, left) Saturday morning. That event wrapped a full C&S slate that began with Tuesday's Welcome Party (right).

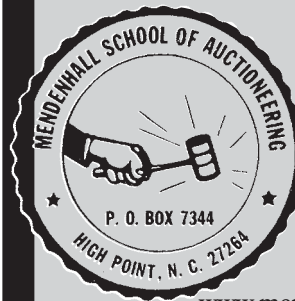


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# Family man

Following his parents' example, new NAA President Tom Saturley has made his family his focus.

By Nancy Hull Rigdon

“Family is my hobby,” says NAA President Tom Saturley, shown above with his wife, Ellie Baker, and youngest daughter, Hannah. His oldest daughter, Samantha (inset: with husband Brendan and oldest son Liam; not pictured: newly arrived son Graham), is a third-generation Auctioneer.

As the son of an Auctioneer, Tom Saturley viewed life through an optimistic lens at a young age.

“Growing up around Auctioneers, it was instilled in me that you tackle everything, both in business and life, with can-do,” Saturley says. “That outlook has helped me develop into the person that I am today.”

Expect Saturley, CAI, to carry that core value into his role as 2014-15 NAA President.

Saturley, who lives in Maine, spent his childhood in New Hampshire, where his parents settled after his father returned from World War II. His father worked in the oil

business in the winter and spent summers auctioning surplus items.

“I learned at an early age the appropriate way to hold up a used item in a way that had the feel of an heirloom,” Saturley says.

Saturley is President of Tranzon Auction Properties and also works as a realtor. Prior to joining the auction industry, he had careers in banking and law. He’s a former Maine Assistant Attorney General and was also an attorney in private practice.

His upbringing made law a natural fit.

“I grew up in a family where academia and

debate were essential for survival, and politics was a subject at the dinner table,” he says.

His familiarity with the auction industry eventually led to the formation of Tranzon, an association of independent, regional firms offering coordinated national auction and marketing services for the sale of real estate and business assets. The company has principal offices in Maine, Massachusetts and western New York.

Saturley embraces the winding professional path he’s traveled.

“I feel grateful to live in a great country where there is no script that must be followed,” he says. “You may not know where the path is going to go, but that’s the fun of it.”

Saturley’s wife, Ellie Baker, is the managing principal of Baker Newman Noyes, a New England accounting firm. Together, Ellie and Tom have raised two daughters, and they reside in Cape Elizabeth, Maine — a small community on the ocean.

The couple’s oldest daughter, Samantha Saturley Kelly, CAI, is a third-generation Auctioneer and Tranzon regional manager. She and her husband, Brendan Kelly, have two young children, Liam and Graham. Saturley’s youngest daughter, Hannah, is entering her senior year of high school. She plays soccer, is working toward her pilot license and spent the summer interning at Tranzon.

“Both of our daughters are very ambitious young women,” Saturley says.

While he and his wife enjoy golfing, hitting the course isn’t his top pastime.

“Family is my hobby,” he says.

The focus on family is something he modeled after his parents’ lifestyle and hopes to pass on to his children and grandchildren.

“My parents were always busy, but yet they showed me that family is the core and most important ingredient to a successful life,” he says.

Saturley has always felt a responsibility to make a difference in society. As a result, he’s been involved in

various political campaigns and charitable organizations. He currently serves as Board Chairman of the Opportunity Alliance — a Maine organization comprised of nearly 50 programs serving those in need.

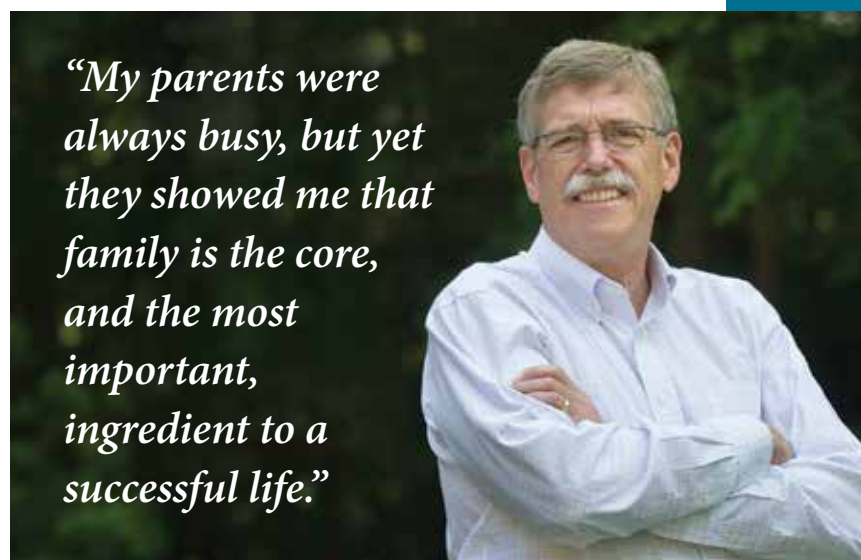
Saturley emphasizes that his personal, professional and civic commitments wouldn’t be possible without the Tranzon staff.

“I have been fortunate enough to attract very talented, passionate and loyal associates,” he says. “Our staff of auction professionals have all been members of the Tranzon Auction Properties team for periods of time stretching from our newest member of one year to several that have been an integral part in excess of 20 years.”

He views his work with the NAA as a way to give back to an organization that has played a significant role in his life, both professionally and personally. The NAA, he says, has armed him with education that’s allowed him to grow his business, and he’s appreciative of the many NAA members who have shown him with transparency how to improve professionally.

Above all, Saturley says the NAA has made him a better person.

“The NAA has helped me to grow in character, and that’s because it is an association with wonderful people,” he says. ❖





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# Of liquidity and absolutes

**Question:** Are there any issues that Auctioneers need to be aware of when liquidating a business's inventory, machinery and real property at an absolute auction?

**Answer:** Yes, there are several important issues to consider. In some instances, the business seeking to liquidate is usually anxious to do so in order to satisfy aggressive creditors. But, Auctioneers should not rush this type of matter. There are several pitfalls and land mines that have to be avoided. Some of the assets of a business may have been pledged as collateral for a loan, for example.

Before agreeing to sell a company's assets at an absolute auction, Auctioneers should ask questions to determine which items are subject to a security interest. Failure to acknowledge a creditor's rights to certain property could expose the business, and potentially the Auctioneer, to liability if an asset is sold that is subject to a security interest.

Before an Auctioneer dives into liquidating the assets of a business, he or she must understand some general terms and concepts. The term "security interest" means that the business pledged its interests in specific assets as collateral to a lender in order to obtain a loan. The person or entity given the security interest is defined as the "secured party." A "security agreement" is the document executed by the debtor (the business) granting a security interest to the secured party. A security interest that has attached will generally prevail over a creditor using judicial process to obtain a lien on the collateral if it is properly "perfected."

When a security interest is "perfected" it means that the secured party took some action to put everyone on notice of its interest in the collateral. These actions could be, for example, recording a properly executed mortgage agreement with the county recorder, filing a UCC financing statement with the Secretary of State, or taking possession of the collateral. The steps required to perfect the security interest for the secured party depends, in part, on the type of asset pledged.

An Auctioneer does not need to be an expert on secured transactions, but should have some general knowledge of the area before agreeing to liquidate the assets of a business. Generally, before the liquidation the business (or Auctioneer as its agent) should give notice to the creditors of the business that the sale will take place. The business owners should provide the Auctioneer with the name and addresses of its various creditors.

In addition, an Auctioneer may learn of some creditors by doing some due diligence (i.e., title search, obtaining certificates of titles, UCC search, etc.). There usually will be several types of creditors involved in a liquidation, including secured creditors, unsecured creditors and judgment creditors. There could also be claims from the Internal Revenue Service for unpaid taxes or tax claims from a particular state. There could even be multiple creditors with security interests in the same collateral. The important step here is to gather information to find out who needs to be involved in the liquidation.

What usually happens is all of the creditors contact the Auctioneer and demand to be paid first from the proceeds of the sale. But, everyone certainly cannot be paid first. The Auctioneer, usually with the help of a licensed attorney, then reviews and analyzes the various claims. There should be some discussion with the various creditors regarding their priority and when they are likely to be paid. Secured creditors generally are paid before unsecured creditors.

List of creditors.  
 correct and full list  
 known

But, where do judgment creditors fit in? What about the federal or state tax claims? After all of the claims are analyzed, the business and Auctioneer have to create a plan for marketing the assets and how the proceeds will be distributed.

If any assets are subject to a security interest, then the Auctioneer will need to make arrangements with the secured party in order to sell the collateral. The secured creditor will usually require the collateral to be sold with a reserve in order to protect its interest. Auctioneers need to get a written commitment from secured creditors. Will the secured party agree to the sale of the collateral with a reserve? Will the secured party agree to the sale of the collateral without a reserve?

If there is no agreement with the secured party and the collateral is sold at an absolute auction for significantly less than the collateral is worth, the secured creditor may refuse to release its lien. If the secured creditor agrees to an absolute auction, it should sign a written agreement acknowledging the risk and committing to release its lien. If an Auctioneer cannot reach an agreement with the secured party to sell the property with or without a reserve, the best option may be for that secured party's collateral to be excluded from the sale. Secured creditors have certain rights to their collateral and an Auctioneer must exercise caution when dealing with them.

Auctioneers who agree to liquidate all of a business's assets without determining whether there are any security interests or making arrangements with the secured party may be liable to secured creditors for selling such assets. The business may have violated the security agreement by selling the property without the secured party's consent. In addition, buyers may have claims against sellers and Auctioneers for damages. If the buyer does not receive good title for assets purchased, he or she could sue for breach of contract or fraud.

This is a brief overview of some of the issues involved with the liquidation of a business. There are several other important issues that may have to be addressed. The Auctioneer should as part of his or her due diligence verify that the seller owns the property to be sold. The Auctioneer should verify that the appropriate individuals are signing the auction contract to bind the business and any other seller. In addition, secured creditors may want to credit bid on their collateral.

Auctioneers must exercise caution with liquidations. The auction contracts should require the seller to identify all secured creditors, judgment creditors and tax creditors. If a business asks that the sale be absolute, then the auction contract should state that the sale is contingent upon the consent of the secured and other key creditors. If the secured parties do not consent, then the sale should be with a reserve that protects the secured party or the collateral excluded

from the sale. Auctioneers generally should not sell assets which are subject to a secured party's security interest at an absolute auction. To do so opens the sale to all types of issues and invites litigation. ❖

**DISCLAIMER:**

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By Carl Carter, APR

Carl Carter is President of NewMediaRules Communications, which has provided public relations and marketing communications services to auction companies throughout the U.S. since 1994.

# Baseball in August

## To win big you have to persevere.

August is a miserable time for playing baseball. The days and nights are hot, and everybody's talking about football. The crowds grow thin. The pennant races haven't really heated up yet, but bad teams begin to face the reality that they're not going to make the playoffs without a miracle. Even the guys in the broadcasting booth sound bored.

But, if you're a ballplayer, you still have to suit up and go out there night after night — 27 games or more in 31 days, typically — because that's how baseball works. It's designed to break the backs of the weak. You can't get to the top without proving yourself through a grueling 162 games.

There are games where a hot streak will get you the highest pinnacle. Any golfer on the PGA Tour has a chance to get hot for four days in a row and win the U.S. Open. That won't work in baseball. If you're 20 games out of first place in late August, it doesn't matter how hot you get in mid-September. You're not going to shine in the playoffs, because you're not going to make them. Those slots will go to the teams that hustled throughout the season, even in August.

To make it all worse for major league players, teams are allowed to expand their rosters in September, so you have to worry about some hotshot from the farm club coming in and showing you up.

For years, "baseball in August" has been my favorite metaphor for the hard, glamorous grunt work that we all have to do in order to be successful. This certainly plays out in marketing communications and public relations for auction companies. We love our





moments of glory. The big auctions. The nice commission checks. The recognition from our peers.

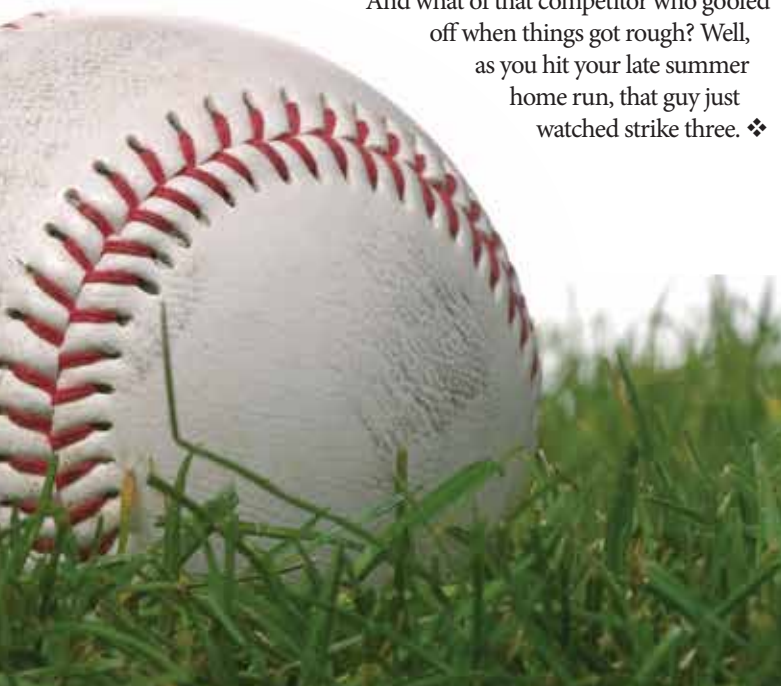
But, those things don't happen spontaneously. They result from hours and days of hard work, including thankless and frustrating days when the phone isn't ringing, bidders are being tightfisted and nobody seems to be in a hurry to sell. During such periods, it's easy to just spare yourself the frustration. The website can be updated later. No point sending out that email blast or newsletter when nobody's responding anyway. Why waste money advertising? Maybe it's time to go fishing.

Or maybe it's your version of baseball in August — that period when your competitors are probably slogging through the rough patch just like you are. Some of them may be tempted to knock off — or at least coast along — for a few weeks.

And there's your opportunity. While the other guy is napping, you're making calls, getting in front of people, sending emails, looking for ideas, and maybe updating your sales pitch, your marketing messages, or your graphic design for signs and brochures. At some point, folks start taking your calls and responding to your emails. You make a few contacts that begin to pay off.

Maybe the phone even starts to ring. Suddenly, it's September, and you've chalked up a few wins, pocketed some commissions and gained a head start on the big projects that sellers are planning for fall. The dog days are finally ending, and because you didn't quit, you're still in the playoff picture, with more money in the bank, better brochures and a nicer website.

And what of that competitor who goofed off when things got rough? Well, as you hit your late summer home run, that guy just watched strike three. ❖



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

Seven-year-old Slade is something of an expert on reptiles. Boas, pythons, rattlesnakes and lizards: this junior zoologist can almost identify them all. And if he doesn't know a reptile's official name, he'll give it a creative and catchy nickname just for fun.

In November 2012, Slade developed an earache and a fever. The doctor who examined Slade realized he was seriously ill and arranged for Slade to travel by ambulance to St. Jude Children's Research Hospital®. There, Slade was found to suffer from acute lymphoblastic leukemia, a cancer of the blood.

"I always knew about St. Jude, but never thought I would have a need for it," says Slade's mom. Treatments invented at St. Jude have revolutionized leukemia therapy worldwide and increased the survival rate from 4% when St. Jude opened in 1962 to 94% today. And families never receive a bill from St. Jude for treatment, travel, housing or food — because all a family should worry about is helping their child live.

Slade has another year of chemotherapy to go, but his cancer is already in remission. "I am so proud of the way he has handled himself through all of this," says Slade's mom. "I will always be indebted to St. Jude. They are saving my child's life."



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age 7  
Alabama  
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leukemia

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**Steve Proffitt**

Steve Proffitt is general counsel of J. P. King Auction Company, Inc. ([www.jpking.com](http://www.jpking.com)). He is also an Auctioneer and instructor at Mendenhall School of Auctioneering in High Point, N.C., and Reppert School of Auctioneering in Indiana. He welcomes questions from readers about auctions and auctioneering. Readers' communications may be edited and revised. Proffitt will answer selected questions, but he cannot provide personal answers. His answers do not represent legal advice or the formation of an attorney-client relationship and readers should seek advice from their own attorneys on all matters. Please submit questions to [sproffitt@jpking.com](mailto:sproffitt@jpking.com) or c/o J. P. King Auction Company, Inc., 108 Fountain Avenue, Gadsden, AL 35901.

# Help yourself

**“Mr. Proffitt, the bad news is you’ve had a vitreous detachment, and that’s causing the interference with your vision. The good news is we can repair it.”**

I had suddenly experienced a problem with my left eye. I was in a restaurant with one of my daughters when it happened. The next morning, I was examined by my ophthalmologist, who referred me to a retinologist. Now, this specialist to a specialist was describing my condition, how it happened, how it affected my eyesight, what my options were, and how he proposed to fix it. Thankfully, it was not and is not a terrible situation, but it is annoying and partially clouds my vision.

## **A professional**

The surgeon presented himself as a highly skilled professional — businesslike, confident, knowledgeable and in control. He used a drawing of a cross-section of an eye to illustrate his points.

The doctor paused and emphasized that optical surgery is never without risk and bad things sometimes happen — “catastrophic” was the unpleasant word he used. He added, however, I was a good candidate for the procedure, and he predicted a smooth surgery and successful outcome.

He then solicited my questions. His answers were direct and in terms I understood. My last query was, “If you were me, would you have the surgery, or just live with the problem?”

He responded that he would undergo the repair. I knew then that I would too.

The doctor said to call him if I felt any concern leading up to the operation or had other questions. He promised that he or his assistant would always be available.

I left the appointment knowing I was dealing with a competent professional. The surgeon’s explanation, knowledge and demeanor gave me the confidence to entrust half of my eyesight to him. Driving back to my office, it struck me how Auctioneers could benefit from handling their business with sellers the same as this doctor had done with me.

## **Ring-ring**

An Auctioneer called me about a problem he was having with an upset seller.

“Some sellers aren’t happy when an auction’s over and are quick to get mad at the Auctioneer,” the man said. I have heard it many times.

The Auctioneer talked a lot about having made “a decent commission” on the sale, but now he was stuck trying to defuse an angry client. It occurred to me that maybe he had focused too heavily on making his money and not enough on preparing the seller for the auction’s result.

## **Set the stage**

Auctioneers set the stage for their own success or failure. If an Auctioneer takes on a bad seller, he gives himself no chance and the outcome will predictably be ... bad! If the Auctioneer contracts with a reasonable seller, and wants the seller to be satisfied with the auction, he must do the necessary work on the front end that will lead to that conclusion. The Auctioneer needs to position the auction for success and prepare the seller for the likely bottom line — whatever that might be. If he fails to do this, the Auctioneer will create a seedbed for dissatisfaction that can later sprout into seller hostility and trouble.

Plenty of Auctioneers are strong on selling sellers on selling at auction, and conducting those auctions, but not at handling some of the other aspects involved. It is not enough to have an auction and then hand the seller a check for the net proceeds. That will not satisfy a seller, unless the check is equal to, or exceeds, what the seller had hoped to receive. Absent the preparatory

work by an Auctioneer to condition a seller for the reality of the marketplace, the chance of this happening is slim.

### **Seller problems**

Sellers bring assets to auction because they have needs. Before thrusting an auction contract in front of a seller for signature and rushing off to begin advertising, an Auctioneer should remember why the seller is there — to seek help for whatever problem the seller is suffering.

Like lawyers' clients and physicians' patients, sellers need information and want advice. The Auctioneer is seen as an expert in what he does and sellers desire the benefit of that expertise. To properly advise a seller on the seller's issues, the Auctioneer first needs to learn the details of the situation: (a) what assets does the seller wish to sell; (b) why does the seller want to sell; (c) what problems does the seller have; (d) what are the seller's primary concerns; and (e) what are the seller's expectations for an auction?

### **Always professional**

Auctioneers should always be professional. Part of this approach is to ensure the seller receives accurate and complete information about the auction process. This starts with the Auctioneer describing the nuts and bolts of auction marketing and how it could benefit the seller. The explanation should also include: (a) a description of the buyer profile the Auctioneer sees for the assets; (b) how the Auctioneer envisions marketing the assets to reach these prospective bidders; (c) the details of the proposed marketing campaign; (d) an itemization of all costs to be borne by the seller; and (e) how the auction will be conducted and sales made.

The Auctioneer should also impart what results can reasonably be expected, along with the caveat that the actual outcome cannot be known in advance. Once the seller has received all of this information, the Auctioneer should maintain this line of steady communication throughout the duration of the Auctioneer's work.

### **Dispel daydreams**

Many sellers come to auction with a preconceived notion about what money a sale will yield. This is frequently nothing but wishful thinking with no foot in reality. Sellers' "dreams" easily bloom out of the constant thinking they do about their financial needs and wants from an auction. Auctioneers need to detect the existence of unfounded price expectations by sellers and temper these thoughts with a candid

dose of market truth. If an Auctioneer wants a seller to see the outcome of an auction as being a success, it is imperative for the Auctioneer to square the seller's thinking with the Auctioneer's view and keep the two aligned.

If an Auctioneer allows a seller to wander through the auction process with whatever thoughts the seller might have, the seller's expectations will almost surely exceed the sale's result. This is what triggers post-auction disappointment with sellers and the angry responses that follow. When this happens, it is often the fault of the Auctioneer for not having done what was needed to condition the seller for the outcome. If the seller is one that the Auctioneer tried to bring into sync but never could, the Auctioneer should have detected that problem at the outset and declined to take on the auction.

### **Conclusion**

A seller's understanding of the auction process and reasonable expectation for a sale are critical to the subsequent perception of whether an auction was a success or failure. It is the Auctioneer's duty to provide the seller with this information. When the Auctioneer does so, he gives professional advice to a seller like a physician does to a patient. This approach builds confidence and goodwill with a seller and lays the groundwork for the auction to later be judged a winner.

An eye operation ... an auction ... both of these are serious events. Good information and sound advice are how doctors and Auctioneers begin to serve the best interests of their patients, clients and themselves. ❖



# Mining comic books

Here are some tips on finding out if you have gold or sandstone in your mine.

By Rob Weiman, CAI, AARE, ATS, BAS, CES, GPPA

**A**uctioneers are a lot like miners; we both can spend a lot of time and money digging and come up with nothing but a big bill and a sore back if we are not careful.

A foolish miner can walk on to his new claim and fire up his D9 Caterpillar and just start removing tons and tons of overburden because he feels like there must be gold down there. A prudent miner might scan the ground and look for evidence of quartz. Or, if he is really crafty, he might drill some test holes. If he wants to find gold, he might go right past the sandstone deposits for better ground. Likewise, an Auctioneer looking for vintage comic books can waste days if not weeks digging through piles of completely worthless modern comic books looking for auction gold.

If you find yourself facing stacks and stacks of comic books, you might do well to look for a few “indicator rocks” before you start mining. If you look and see prices over 25 cents on the cover of the books, you are looking at sandstone. I’m not going to say that there is no chance of finding comic book gold there. I am saying that just like mining sandstone looking for gold, the odds are not in your favor. The overwhelming majority of valuable comic books have a cover price of 25 cents or less. If you want to really separate the wheat from the chaff, look for 20-cent or less books.

## Pile them up

So, you have sorted your books into piles; one pile has lots of books in it that are more than 25 cents. Take the ones priced 75 cents or more, put them into long comic book boxes and sell them by the box (separate them into boxes of Marvel Comics, DC Comics, and other).

Take the books from less than 75 cents to 40 cents and put them into a short box (comic book stores will have these boxes for you. Feel free to ask for them by short or long box). You are now left with two piles — books that are 25 cents or under and books that

Every comic book is not the same. The usual first indicator of a possible treasure is price.



are more than 25 cents but less than 40 cents. Take the books that are 30 cents to 40 cents and separate them by DC, Marvel and other. Put them in the lids of the comic book boxes or beer flats and sell them by the flat.

Now, take your books that are left (25 cents or less) and sort them into 2 piles. One pile will have super heroes, horror and soldiers in it; the other pile will have everything else (western, funny animals, etc.). Have a close look at the western, funny animal, etc. pile and look for ones with a 1 or a 2 in a square on the cover (these are first and second editions). Like your other pile of early superheroes and soldiers, these can be valuable books. Take the number 1's and 2's and the superheroes/soldiers and look them up on completed items on eBay; you might be looking at gold. Next, we talk condition.

If you have a potentially valuable book, you will have to look hard and long at the condition of the book. Does it have a torn cover? A missing staple or coupon? Is the spine rolled? Do the colors bleed? Is there a dust shadow? Did someone write on or inside the book? Is the book perfectly flat? Does it have any chips on the edges? Is the paper white or off-white? Is there a

sticker on the book, even a sticker announcing a higher price? All of these factors will drastically reduce the price of the book as comic book collectors are perhaps the most persnickety collectors on the planet. Here is a link to the grading criteria [www.comicspriceguide.com/p-conditions.aspx](http://www.comicspriceguide.com/p-conditions.aspx)


So, you have found that you have a nice but little stack of good comic books. Take heart, in our million dollar comic book auction, the vast majority of valuable books fit in a shoe box out of a collection of over 3,000 books.) Now what?

**Get it graded**

You will want to get them graded at this point and will need to partner with someone. We have sold the same issue of a book for \$300 and \$107,000. To the unknowing, they would think the books were almost the same. So, what do you do? You have sorted your piles, and you think you have some good books.

It only takes a few seconds to decide if you have an original comic book or one of the hundreds of reproductions that are out there for the most valuable books. Find a professional to help you, and you'll be on your way. ❖

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# NATIONAL AUCTIONEERS ASSOCIATION'S CONFERENCE AND SHOW

Photos by David Knapp Photography  
and Curtis Kitchen



# Louisville

CONFERENCE AND SHOW • JULY 8-12, 2014



More than 1,200 people attended C&S in 2014. Rooms were normally full, whether it was on the trade show floor daily (above) or taking in the IAC finals (left).

(Clockwise from right) Keynote speaker Garrison Wynn proved to be quite the entertainer the morning after C&S attendees spent the previous night at the Kentucky Derby Museum at Churchill Downs, where food and treats were plentiful. Later in the week, NAA member Andy Imholte hoped his way into a trade show drawing prize.







Above - Who says kids are the only ones who enjoy a good set of Beats headphones! Below - IAC competitors shared experiences and notes throughout the competition.



(From top to bottom) Tommy Rowell and Benny Fisher look over Rowell's Hall of Fame plaque; Rex Schrader is overcome with emotion as he is welcomed into the Hall; Bill Sheridan is joined by a host of friends and family on stage; Ken Troutt's grandson, Josh, accepts his grandfather's HOF award from Cookie Lockhart.



“If you’re gonna be successful  
live and breath



al, you have to  
 e this business." - Bob Bailes, Hall of Fame

(Clockwise from bottom) This quote appeared at the Kentucky Derby museum and seems a great fit for the auction industry. Conference and show is a family affair, even with elections, classes, competitions, and Robert Mayo (above, top row) photobombing the Genovese/Hawaii contingent's pic. Also, Past President Bob Penfield (1968-69), shares a laugh with current Past President Paul C. Behr.

(Clockwise from top) Chad Johnson and Jack Christy (right) share a handshake during the CAI Breakfast; Sandy Alderfer share information at the National Auctioneers Foundation booth; Ringmen always bring energy, even during IJAC preliminaries.





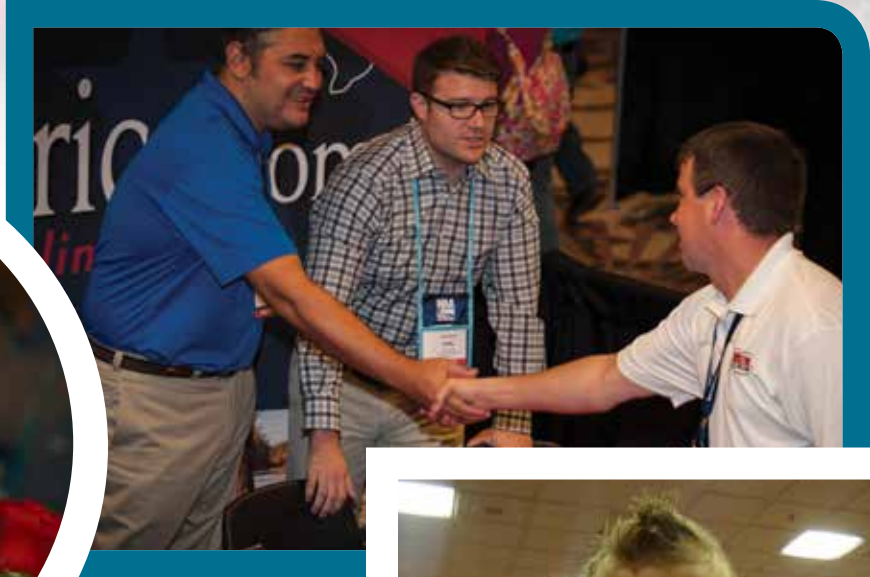
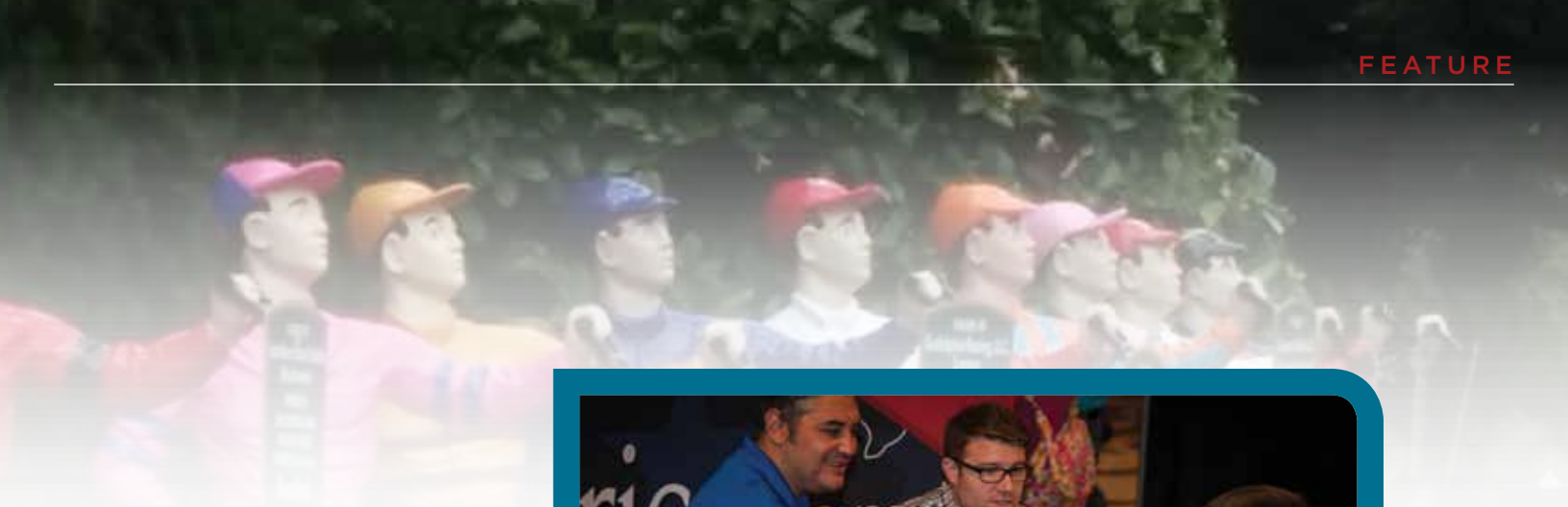
(Top) Whether in large meetings, small groups or on the trade show floor, NAA women were well represented throughout the week. (Below) Representatives from USA TODAY and Russell Johns Associates again showed support through partnering with NAA's Marketing Competition.





(Clockwise from top)  
 The jockeys lined up to greet NAA field trip attendees at Keeneland; roses were all over the place on election day; the NAA Auxiliary Board stopped a meeting just in time for a group image; and, one of the iconic clocks and settings at famous Keeneland.

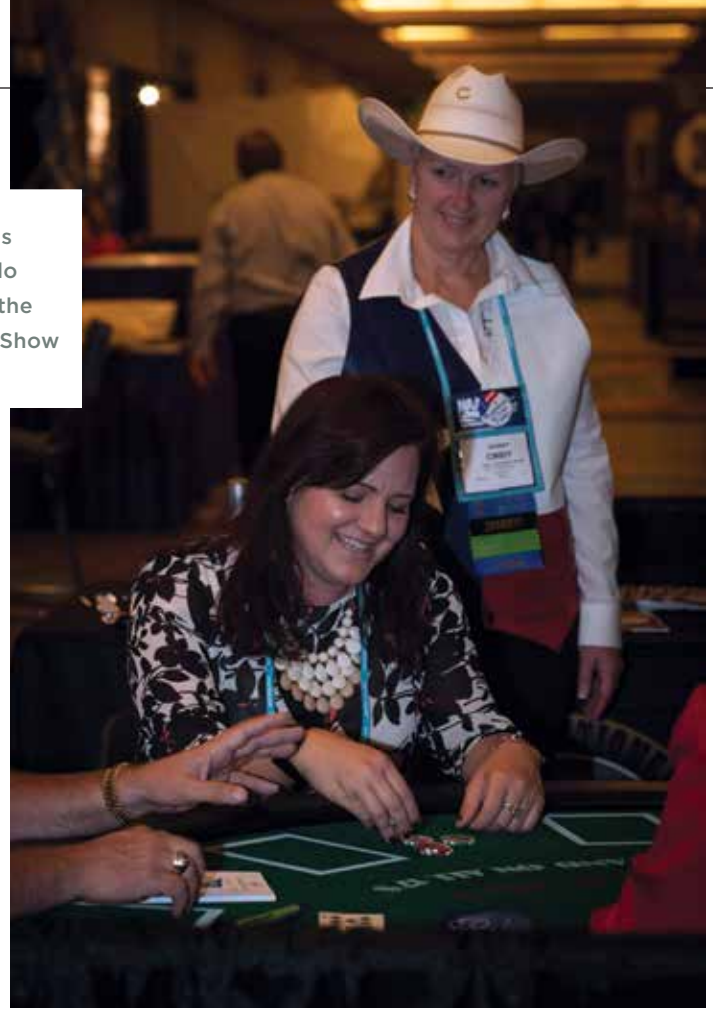




(Clockwise from above) Benny Fisher delighted folks with his amazing speeches and presence; the trade show was filled with the promise of new business relationships; the Children's Fun Auction was kept safe by a particular super hero, while it was obvious who the real stars were.



The Texas Auctioneers Association booth was popular all week as people had a chance to do some friendly card-playing. It was a taste of the party that's sure to come at Conference and Show in Addison in 2015!



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Special thanks to the National Auctioneers Foundation for the support of various education speakers throughout Conference and Show.

# Lambert, Miller win 2014 IAC

Closely contested, the 2014 competition brought out the best in both the men's and women's champions.

**E**merging from a field of 92 competitors in all, Wendy Lambert, of Coppell, Texas, and Jason Miller, of Quaker City, Ohio, were crowned as winners of the women's and men's National Auctioneers Association 27th International Auctioneer Championship, which took place Friday at the Galt House Hotel in Louisville.

Both Lambert, BAS, and Miller received a \$5,000 cash award, trophy and championship ring for their winning efforts through the preliminary bid-calling round, an interview round and a final round of bid-calling that included the top 15 men and seven women. In the two divisions, 74 men and 18 women began the day competing for the right to be known as one of the best auctioneers in the world.

"Dreams do come true," said Miller, who competed in his eighth IAC. "I've chased this for so long, but it's not even about the trophy. It's about the association, the friendships.

"These guys who I competed with, not against, are my dear friends for life, and I love them all."

T.J. Freije, CAI, of Clayton, Indiana, and Dustin Rogers, CAI, of Mount Airy, North Carolina, finished first runner-up and second runner-up, respectively.

Lambert, who nearly immediately broke into tears on stage in front of 1000 or more audience members as she realized she had won, said she's ready to pass forward her positive experience.


"It feels like such a blessing to be honored by people who have poured into your career, who do the same thing you do," Lambert said of her victory. "I want to use the gift of the microphone to help bless other people.

"If that means raising money, that's what we'll do. If that means encouraging others, then that's what we'll do. If that means holding conventions, then that's what we'll do."

Sara Rose, CAI, of Naples, Florida, and Yve Rojas, of Kansas City, Missouri, finished first runner-up and second runner-up, respectively.

Miller's win gives the state of Ohio three IAC championships in the past four years and six total IAC men's and women's champions. Lambert's win out of Texas is the state's first IAC championship since Amy Assiter won the women's division in 2000. With six apiece, Ohio and Texas are tied for the most IAC Champions out of any one state.

Also during the IAC, the Chuck Cumberlin Sportsmanship award, awarded to the IAC competitor who shows the best sportsmanship, was given to Michael Chambers, of Atkinson, New Hampshire. And, a new award was given for the first time as the Bob Steffes Rising Star Award, given to a competitor who shows the potential to win a future IAC title, was given to Matt Hostetter, CES, of Beaver Falls, Pennsylvania. ❖



More than 90 competitors gathered for IAC orientation early Friday, July 11.

# 2014 IAC finalists

## 2014 IAC Women's Division

### Finalists:

Regina Andrijeski  
 Wendy Lambert, BAS  
 Yve Rojas  
 Beth Rose, CAI  
 Sara Rose, CAI  
 Tammy Tisland  
 Emily Wears, AJS, BAS

### Winner:

**Champion - Wendy Lambert (at left)**

1st Runner-up - Sara Rose  
 2nd Runner up - Yve Rojas

## 2014 IAC Men's Division

### Finalists:

Jonathan Kraft  
 Jerrick Miller  
 Ryan Jordan  
 Jason Miller  
 John Beechy  
 Paul Ramirez  
 Scott Mihalic, CAI  
 David Whitaker  
 Trev Moravec  
 Brian Damewood  
 Dustin Rogers, CAI  
 Paul McCartan  
 Trey Morris  
 Junior Staggs  
 TJ Freije, CAI

### Winner:

**Champion - Jason Miller (at left)**

1st Runner up - TJ Freije  
 2nd Runner up - Dustin Rogers



# Future bright for newest IJAC champ

By Sarah Bahari

Just 19 years old, Justin Croy has a strong start in the auction business as he grabbed the title of International Junior Auctioneer Champion last month in Louisville.

A few days after letting the victory sink in, Croy discussed with Auctioneer the benefits of taking part in this year's International Junior Auctioneers Champion competition.

After selling a cooler, a pet watering dish, a turntable and a pair of diamond earrings, the interviewer asked why the competitors, as young NAA leaders, would encourage their peers to become active in the organization.

Having done his research on the NAA and overall auction industry throughout the year – something he learned after taking part in the IJAC competition a year earlier – Croy answered education and leadership in addition to the networking and relationships.

“The auction profession has a large array of age groups, from guys who have been in the business for 50 to 60 years to people like me just starting out,” he said. “Competition is really important.

“The IJAC is helping to mold the next generation of Auctioneers.”

Using the research he had done has led Croy to believe he and the industry currently are surfing on top of a wave of positive momentum.

“The industry has a lot of strong leaders right now, and the NAA is headed in a positive direction,” said Croy, who lives in Culver, Indiana. “This is a good profession to be entering.”

“The industry is alive and well. It feels like there's a lot of room to grow and succeed.”

Croy is a first-generation Auctioneer, but he has attended auctions for much of his life with

Justin Croy finished first in IJAC this year after finishing second in 2014.



his father, an antique dealer and car lot owner. He recalled feeling enthralled with auctions from an early age.

“The excitement and the camaraderie of the sale really drew me in,” Croy said. “I knew this was what I wanted to do.”

After college, which begins this fall, Croy hopes to launch his own auction company and eventually specialize in auto auctions.

Croy has seen firsthand the benefits of becoming active in the National Auctioneers Association. The young Auctioneer has met numerous seasoned professionals who have mentored him and provided insight into the industry.

“People are willing to help and give you advice,” said Croy, who is working this summer for an auction company in Plymouth, Indiana. “The networking you receive is invaluable.” ❖



It was a tense moment for three IJAC finalists just before the results were announced.

For more on Croy, including his love for volunteering in his community, check out page 38.



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# Early investor

Just 19, young up-and-comer Justin Croy is already a leader in his community.

By James Myers

Justin Croy's path to auctioneering began at the age of three when he started mimicking the bid call. He hasn't wavered since, and the 19-year-old plans to enter college this fall, enrolling in courses that will help him become a better Auctioneer.

"I went to my first auction when I was two days old," said Croy, whose parents were on their way home from the Culver, Indiana, hospital where he was born when his father took a detour.

James "Jimmy" Croy, Justin's father, who often had consignment items for sale, never missed an opportunity to hit an auction, a habit that rubbed off on his young son.

"I developed a love for the auction industry," Croy said of his experiences with his father.

One of Croy's first memories of actually being at an auction came around the age of four or five when an Auctioneer friend of his father's, Ted Annis, gave him a small PA system, which he has to this day. He wasted no time using it to practice his bid call.

He displayed his talent for the first time at the age of six or seven at a family reunion, where they had "white elephant" auctions. By his 10th birthday, he had his first job in the industry as a ticket runner for his dad's items.

"I was ecstatic," he said of the experience. "I would try to be a ring person when I could."

If Croy's name sounds familiar, you might have seen him in action at the 2014 NAA International Auctioneers Conference and Show in Indianapolis. He took first runner-up



2014 IJAC champion Justin Croy works with special needs children in his community. It's just part of an extensive volunteer portfolio the 19-year-old has already assembled.

last year at the International Junior Auctioneer Championships and competed again in IJAC last month in Louisville — this time winning it.

Croy's entry into that 2013 competition came after an unplanned hiatus from auctions. He lost his father suddenly to a heart attack in 2009. By 2012, he found himself craving the passion he once shared with his father on a weekly basis.

"As much as I missed my dad, I also missed the auction company," he said.

His first experience back was with Darrel Hartman, an auctioneering friend of his father's, who works for Oak Crest Auctions. Hartman knew Croy had a decent bid call so he looked at the kid, handed him the microphone and said, "sell this item." Croy doesn't remember exactly what it was — an antique of some kind — but he sold it (Croy wasn't paid for the job). Sam Goebel, the owner of the company, heard Croy at work and eventually offered him a job.

Croy met Paul C. Behr, CAI, BAS, current past president of the NAA, through Oak Crest, and developed a relationship with him. Behr told Croy he should attend the World Wide College of Auctioneering to get his license, which is required in order to lead auctions in Indiana. Croy flew to

Mason City, Iowa, last fall and attended the classes. He earned his license Jan. 4 this past winter and sold his first item three weeks later.

Since he began membership with the NAA in July 2013, Croy said he's developed relationships with Auctioneers around the country. These relationships have helped him build integrity, he said.

"The NAA has helped me become a better person and better Auctioneer," he said. "I feel that the NAA Auctioneers and members are leaders in the auction profession."

With Croy's busy background in auctioneering, it's a surprise that he has time for little more than that.

Residents in the Culver community, however, know Croy for his volunteerism, which has been extensive. He was the president of his high school's volunteer club and the community volunteer club. He's a member of the local Lion's Club.

He's traveled to Mexico to build houses with Habitat for Humanity. He's no stranger to local soup kitchens where he volunteers his time. Volunteering with charities that work with disabled children also ranks high on his list of favorites. He has been active in helping coach youth football camps and assisting with holiday parties for children.

"I think I do so much volunteer work because I enjoy helping other people," he said, "especially with special needs kids."

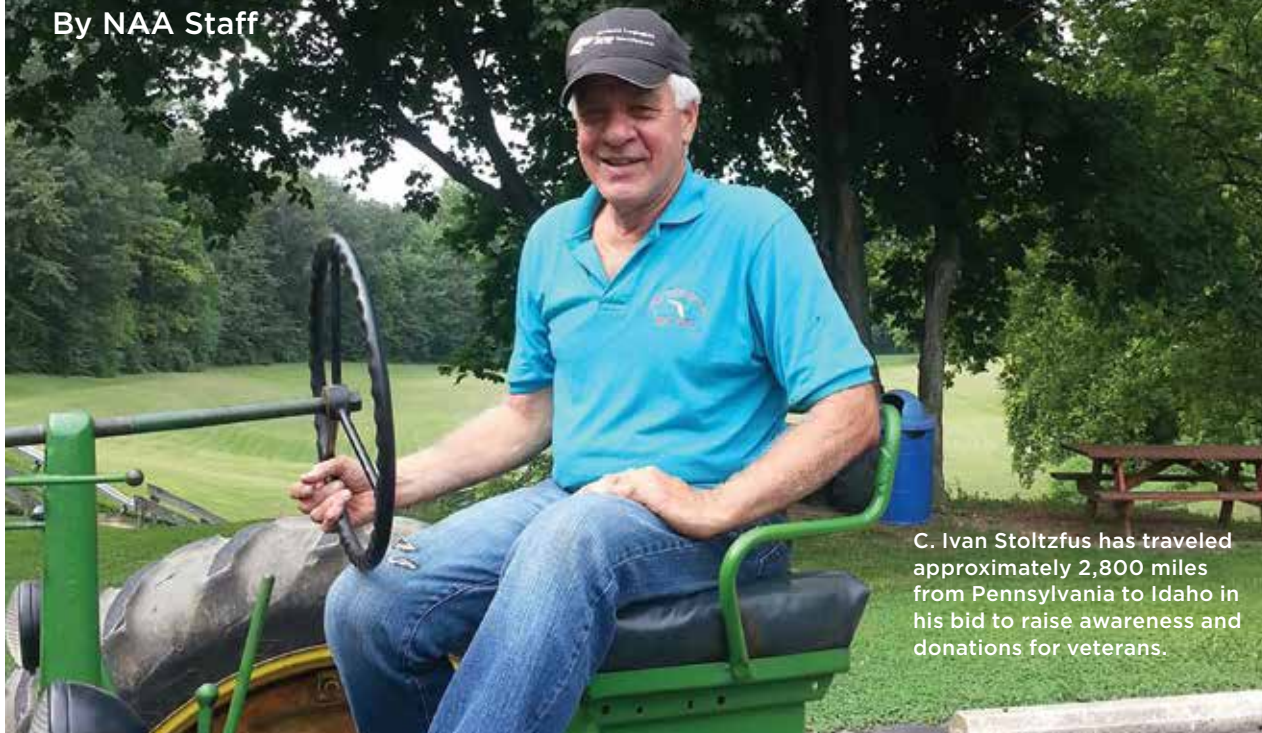
Croy is preparing to accept the next challenge in his life — Holy Cross College at Notre Dame, where he will major in business communications. Given what he's already accomplished in his young life, the auctioneering community can expect to hear much more out of this young man. ❖

Croy and IAC Women's Champion Wendy Lambert help a young Auctioneer find bids during the Children's Fun Auction at Conference and Show in Louisville.



# Ivan's hitting the homestretch!

By NAA Staff



C. Ivan Stoltzfus has traveled approximately 2,800 miles from Pennsylvania to Idaho in his bid to raise awareness and donations for veterans.

It was back in May, when we told you of NAA member C. Ivan Stoltzfus, CAI, who was just beginning a coast-to-coast trek in his “Johnabilt” – a 1948 John Deere Model A tractor – in order to raise \$1 million and awareness for the Wounded Warrior Project.

A few months — and just over 2,760 miles later — and Ivan is almost there!

His update as of July 16, just before this magazine went to press, resounded with the voice of a man confident in his finishing ability, at peace with the mostly wild Idaho terrain surrounding him, and rich with the humbling experience his journey has provided.

If you’ve followed Ivan along via the “Across America for Wounded Heroes” Facebook page, looked up the #AAfWH hashtag on Twitter or just Googled the trip, you’ve seen the vast amount of media exposure the trip has garnered. However, it was a conversation with a Vietnam veteran

in Arco, Idaho, that had the most impact in Wednesday’s update.

“While I was getting settled in, a gentleman stopped by and saw me go through town, and he is a Vietnam Vet from NJ,” Stoltzfus wrote. “Peter Wyckoff wanted to thank us for what we are doing and gave a donation. Before he left, I thank him for his service. He turned around and said, ‘you know you are only the third person to thank me since I got back from Vietnam.’

“That was kind of hard to believe, but it’s another reminder our Veterans need to be told.”

According to general map consensus, Ivan has approximately 775 miles left on his trip to Crescent City, California. You can donate to the cause and follow the trek via GPS by going to [helpamericanheroes.com](http://helpamericanheroes.com).

It’s good work you’ve done and are doing, Ivan. Finish up strong! ❖





# How to train your board

This year's Benefit Auction Summit will focus on culture creation and overall board training while the Strategic Learning Auction returns.

One of the fastest-growing segments of the auction industry is the Benefit Auction.

With that fact in mind, the National Auctioneers Association will hold its fifth annual Benefit Auction Summit in Nashville, Tennessee, Sept. 15-16. In addition to the networking and cutting-edge idea-sharing that NAA members have come to expect, this year's summit will feature Andrea Kihlstedt & Andy Robinson, two speakers who are experts in board training.

## Why board training?

"As Benefit Auctioneers, we're primarily working with local boards, whether it's a school board or with a nonprofit," Lynne Zink, Chair of this year's Summit

Committee said. "As a result, we have to do quite a bit of training to ensure a successful event."

Andrea and Andy will teach this year's summit attendees on creating a philanthropic culture within the boards with which they work, which will help them bring in stronger bidders, secure item donations and generally run a better event.

"Andrea and Andy have worked with the Association of Fundraising Professionals on board training," explained Aaron Ensminger, NAA Director of Education. "That gives them a great perspective for our attendees. Our goal is for Auctioneers who attend to go home better equipped to work with and

train nonprofit boards and to get them excited about the final product: a successful and profitable auction."

This year's summit will also bring back the Strategic Learning Auction. Different than a Fun Auction, this event uses a live auction format to introduce and discuss techniques and tricks that attendees can use in their own auctions.

"It's a powerful way to instruct," Ensminger said, "because you can actually see how well different games, techniques and styles work. Our attendees are no different from anyone else. If we've got a strong appeal technique, for example, it impacts Auctioneers just as heavily as 'regular' auction-goers." ❖

Register for this year's summit! Visit:  
<http://www.auctioneers.org/events/view/benefit-auction-summit-2014>.

# iSeries

Because it's about you!

## Welcome to NAA's iSeries

How many times in a month, week, day or even an hour do you catch yourself thinking, "What can I do to help myself run things a little bit better?" or "I could use some personal investment into making me a better auction professional?"

All the time, right?

But then ... it's back to old, inefficient habits or spending unnecessary money because you don't feel quite up to par in handling what should be an easy or quick task. Well, it's time to put the actual "you" back into that "I".

Beginning Wednesday, Sept. 3, the National Auctioneers Association will launch its "iSeries: Because it's about You!" series of webinars and white papers designed to focus on individual elements to making you a little bit better at what you do best – serving your clients as an auction professional.

The 30-minute webinars will take place every other month (see the complete schedule to your right) and are built to accommodate busy midday work schedules. The series will begin with learning how to work better with nonprofit boards. Other topics include: Auctions in Today's Real Estate Market; Sales Force Development; Marketing from a Winner; Bid Calling Tips from the best; and, Appraisals for Auctioneers.

The webinars are free to NAA members and the general public. An archive also will exist for use by NAA members only. The entire program is built as a way to further enhance the NAA membership experience, while also providing a unique way for NAA members to share their Association with prospective members or clients by inviting them to sign up and learn more about different aspects within the auction profession.

Personal, professional growth is always something we all need. On Sept. 3, make sure to take part in the new iSeries: *Because it's about You!* ❖

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Working with Nonprofit Boards

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Auctions in Today's Real Estate Market

**JANUARY**

Sales Force Development

**FEBRUARY**

Whitepaper: Promotion

**MARCH**

Marketing From a Winner

**MAY**

Bid Calling Tips

**JULY**

Appraisals for Auctioneers

# First-ever BAS at C&S a success

For the first time in NAA Conference and Show history, the popular Benefit Auctioneer Specialist (BAS) designation course was offered during the same week.

Attendees were able to complete the required coursework in pursuit of their BAS certification while networking with fellow Auctioneers.

In total, attendees came from three countries outside the United States: Canada, South America, and China. Sixteen states also were represented and included: Arizona, Arkansas, California, Florida, Indiana, Iowa, Kentucky, Missouri, New Jersey, Ohio, Pennsylvania, South Dakota, Tennessee, Virginia, Washington and Wisconsin.

Another first for BAS was the team-taught structure. Lance Walker, CAI, BAS, CES, of Memphis, Tennessee, led the instruction, while Trisha Brauer, CAI, BAS, of Roeland Park, Kansas, was co-instructor.

Walker brought several examples of catalogs from previous benefit auctions and auctioned them to the class. Shawn Dostie, of Coshocton, Ohio, was the high bidder. He kept a few catalogs for himself before selling others to his fellow classmates. In total, the class raised \$670 for St. Jude Children's Research Hospital.

"Great Class! This was just what I was looking for," said T.J. Sullivan, of Box Elder, South Dakota. "Very well organized and very informational."

One of Sullivan's classmates, Kevin Troutt, of Boise, Idaho, agreed with the notion.

"This class held so many valuable nuggets of information," Troutt said, "that it no doubt will pay for itself many times over, maybe in the first event I do going forward."

Thanks to all of the attendees who took the BAS course while in Louisville.

If you are interested in taking BAS or any other classes at the Designation Academy in Las Vegas, Dec. 7-14, visit the "Events" page at [auctioneers.org](http://auctioneers.org) or call 913-563-5432. ❖

Men and women from around the world took part in the first-ever BAS designation course offered during Conference and Show.



# Fire screen nets \$60k to spur \$800k event

REPAUPO, N.J. – A beautiful Moorish bronze jeweled fire screen, attributed to Tiffany Studios and featuring rope twisted brass with insert art glass and stones, sold for \$60,000 at a May 18-19 auction by S & S Auction, Inc., in the firm’s gallery at 62 Repaupo Station Road.

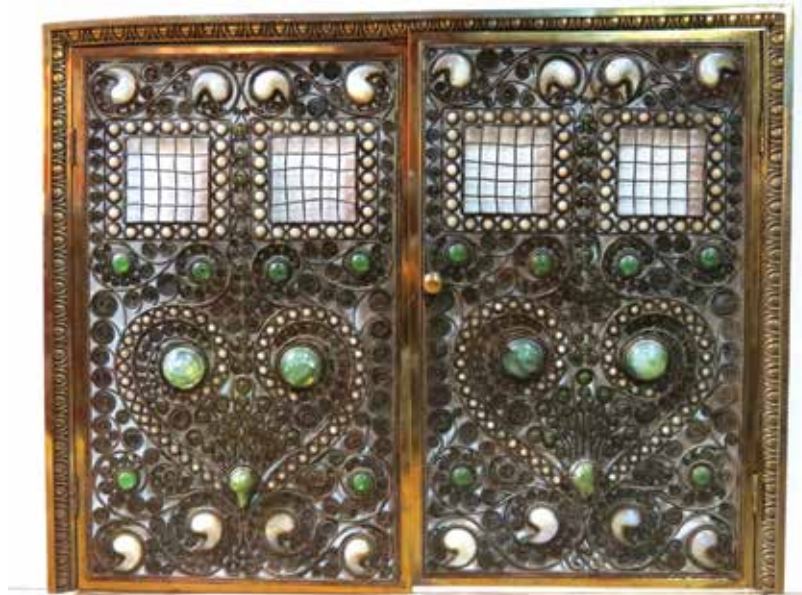
The fire screen, 27 ½ inches tall by 35 ½ inches wide, was the top lot of the sale on May 18.

The May 18 session consisted of 430 lots of antiques, artwork and decorative accessories. May 19 featured 460 lots of 19th- and 20th-century Modern and Design pieces. The Tiffany fire screen sold to a Baltimore collector, who was perhaps impressed with the lot’s provenance. (It was descended from a Baltimore family with ties to Hecht’s, the Baltimore department store.)

Overall, the auction grossed a little more than \$800,000, which pleased Glenn Sweeney, GPPA, CES, of S & S Auction, Inc.

“We expected the Saturday session to do well because of the quality that had been consigned,” Sweeney said. “Sunday was a nice surprise and showed me that better examples of antique furniture are still in demand. We had a wide variety of pieces, in many of the styles and periods.”

About 400 people attended the event live over the course of the two days (no small feat in this Internet age). Online bidding was facilitated by LiveAuctioneers.com and attracted 562 registered bidders the first day and 442 registered bidders the second. Phone bidding was brisk both days, and absentee bids were also recorded. About 2,500 uncataloged lots also came up for bid. ❖



\$60,000

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## Thomas Webb vase collects 260k; sets new auction company record

**WICHITA, Kan.** – A museum-quality, finely carved English cameo art glass vase by Thomas Webb, 9½ inches tall and boasting a figural rendering signed “G. Woodall 1887,” soared to \$260,000 at Part 2 of the sale of the lifetime collection of porcelain and fine art glass gathered over the course of five decades by the late Dr. Ernest Rieger and his wife Karin.

The May 29 auction took place at the Double Tree (Airport Hilton) in Wichita and was conducted by Woody Auction, based in Douglass, Kansas. It was the highest price ever paid for a single item at a Woody Auction sale – no small feat considering the firm has been conducting auctions in the Midwest for decades. The firm also conducted the Part 1 auction, which grossed \$1.3 million.

Part 2 did even better, grossing \$1.8 million, helped along, of course, by the Thomas Webb vase, which carried a pre-sale estimate of \$50,000-\$100,000.

“We knew we had something special, and we fully expected it to reach and surpass \$100,000, but when it climbed as high as it did, we were just astounded,” said Jason Woody of Woody Auction. “But it truly is a remarkable vase.”

Thomas Webb & Sons was founded in England in 1842 by Mr. Webb. It was known for the high quality of its cameo glass.

The example in the auction had been pictured in the book *English Cameo Glass* by Grover. Woodall’s figural depiction was titled *The Origin of Painting*. The vase was signed by both Webb and Woodall. The buyer was a serious collector from West Virginia.

“Even though the top lot was a piece by Thomas Webb, it was the Tiffany people who really drove this sale,” Woody said. “They hadn’t seen such high quality glass come available in a long time. And the audience was literally worldwide. We had a Japanese man and his secretary fly in just for the auction, and he ended up spending \$50,000. Many bids poured in from the UK, too.”

By day’s end, 432 lots had come up for bid and found new owners (it was an absolute auction; everything sold, regardless of price). About 150 people attended the event in person, around 95 of those held bidder numbers. Another 850 registered to bid online, via [LiveAuctioneers.com](http://LiveAuctioneers.com). Bids were fielded from as many as 45 countries, and many absentee (or left) bids were recorded. ❖



\$260,000

## Buckskin war shirt brings down \$115k

**THOMASTON, Maine** – The auction floor was energized at Thomaston Place Auction Galleries as items from a collection of late 19th-century Plains Indian beaded buckskin items came to the floor at the May 31 & June 1 feature sale and obliterated presale estimates.

“These museum quality Native American pieces drew strong interest because of their fine craftsmanship and excellent provenance, having descended in a Portland, Maine family,” owner and Auctioneer Kaja Veilleux said. “We are also very pleased with the performance of other items in the sale, such as some of the great paintings and sculpture, oriental pieces, and important ephemera.”

The undisputed star of the sale was a Northern Plains Indian Hidatsa buckskin shirt with dyed quill and seed decoration, long fringe and buffalo hair tassels, which quickly surpassed its \$20,000 to \$30,000 estimate and raised \$115,000. Other high flying Native American lots included: a circa 1880 Lakota Sioux hickory bow and 15 arrows that brought \$25,875; a group of two beaded buckskin pouches, including a Lakota Sioux medicine bag and a Mandan

paint pouch, that sold for \$14,950; and a lot containing a Lakota Sioux buffalo hide beaded knife sheath and Hidatsa buckskin holster that also fetched \$14,950.

A beautiful oil on canvas painting, “Where the Blackbirds Nest”, by James Taylor Harwood (UT/CA, 1860-1940) topped the fine art category, bringing \$57,500.

Many pieces of estate jewelry also fared well in the auction. An 18K white gold, diamond and emerald necklace reached \$28,750; and a platinum, diamond and cushion cut blue sapphire ring fetched \$13,225. ❖

A complete list of auction results can be found at [thomastonauction.com](http://thomastonauction.com).



\$115,000

# Home seller turns to auction, gets result

**YARMOUTHPORT, Mass.** - JJManning Auctioneers is pleased to announce the recent sale at auction of 14 Rouse Rd. in Gloucester, Massachusetts, June 21, 2014.

The 1.57-acre Eastern Point property offered 130+/- ft. of Atlantic Ocean



This ocean-view property wouldn't sell for two years before sellers enjoyed finding a worthy buyer through auction.

frontage in an exclusive neighborhood close to a yacht club and Brace Cove Beach.

The property had been in the same family since the mid-1980s and was rarely used by the West Coast professional couple trying to sell it for the past two years. After the latest of several offers fell through due to traditional contingencies, they turned to JJManning to expedite the sale of the 2,358+/- sq. ft. home regarded by many as either a complete renovation or tear down on a R1 Zoned lot.

Within two months, the property had been viewed online over 3,000 times; 15 prospective buyers toured the home during a three-hour open house; and, five registered bidders, each with \$50,000 of certified deposit funds in hand, participated in the auction.

On auction day, spectators crowded around to watch the competition. Firm President and Auctioneer, Justin J. Manning, CAI, AARE, jump-started the auction with a series of broker pre-registration opening bids leading into live bidding that finished at \$1.155 million.

In another auction setting five days later, JJManning Auctioneers completed the auction sale of 2 Prince Ave. in Lowell, Mass., June 26, 2014, on behalf of The Lowell Five Cent Savings Bank.

The 320,000+/- sq. ft. former Prince Manufacturing Company facility is centrally located on 14.4+/- acres off the Lowell Connector with easy access to Routes 3, I-93 and I-495.

In a priority economic development area, the property is zoned LI for light industrial, manufacturing, storage, educational, and other uses with ample parking, loading docks, and elevators.

At the auction, more than 45 spectators watched as eight registered bidders, each with \$50,000 in certified deposit funds in hand, competed. Justin J. Manning opened the bidding at \$2 million, and it quickly escalated north of \$3 million in a bidding war between an agent for a well-known developer and a local contractor.

After the dust settled, a final purchase price of \$3,656,500 was achieved. ❖

## Desk nearly doubles top presale estimate

**HUDSON, N.Y.** – Drawing in 1,164 bidders and selling 762 lots, Copake Auction Inc. held an unreserved estate auction June 21, 2014, and featured contents of the Hudson, New York Home For the Aged, along with selected additions from a mansion in Albany.

The varied lots included estate fresh 18th- and 19th-century furniture, artwork, folk art, period accessories, china, glass, stoneware, primitives and more.


Coming in well over its \$3,000-\$5,000 presale estimate, a 19th-century Victorian Wooton desk – standard grade with a “Wooton Desk Co. 45 Gordon St. Glasgow Patented May 17th, 1875” label on the back – fetched a winning bid of \$8,190.

Elsewhere, a 19th-century, 20-drawer apothecary cabinet in original paint soared past its presale \$500-\$700 estimate. Among its bid-inspiring qualities, each drawer was still marked with a spice name, exciting the price to a final \$2,808. ❖



\$8,190





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# More than 6,500 firearms

**ROCK ISLAND, III.** – Rock Island Auction Company’s July 15 Regional Firearms Auction was the largest one held in its 20-plus-year history. The volume of firearms was unprecedented as the world’s top firearms auction house extended its 10-year reign by selling over 3,000 lots containing 6,500-plus firearms in a mere three days.

After the smoke had cleared, the sale garnered an impressive \$4.4 million in sales - \$1 million over the pre-sale low estimate and the third-highest grossing Regional sale for the noted auction house.

Of the top two drawing lots in the auction, one was the first offered. Lot 1 contained a New Haven Arms Company Volcanic lever action carbine with the desirable 21-inch barrel. It sold for \$21,850.

The second top lot was the First Generation Colt Single Action Army revolver and its posse of accessories in lot 2229, all attributed to “Longhair” Jim Courtright, one of the first marshals of Ft. Worth, Texas. The inscribed revolver, case, knife, and flask found a collector who appreciated them to the tune of \$18,400.

Those two items were anticipated to draw some high bids, but no one saw the sleeper residing in lot 2197. It was a simple looking lot - consisting of two Soviet swords and two shorter knives- that started its bidding at \$800. It wouldn’t take people long to figure out something special was being sold, however, as an eager three or four bidders quickly took the bidding above \$9,000!

Soon, all that remained was a phone bidder and a Proxibid user as the bidding continued to climb. The auction hall was one large murmur interspersed with several astonished chuckles as bidding passed \$20,000, then \$25,000, and even \$30,000.

In the end, there could only be one victor, and the persistent phone bidder would have his edged weapons for no less than \$40,250.

Revolvers also were a huge draw during the sale. Whether it was big Smith & Wesson wheelguns, Old West six shooters, or the red hot Colt snake guns, an eager crowd of collectors quickly snatched up anything with a cylinder. Of particular note was a first year production Colt 1860 Army, with its two digit serial number, appearing in lot 66.



\$18,400



\$21,850

# rake \$4.4M in three days

Reasonably presumed to be manufactured within the first month of production, this iconic percussion revolver drew \$10,925.

Military arms, both foreign and domestic, continue to be a major source of interest for collectors and have enjoyed corresponding prices.

A high-condition Mauser "S/42" code 'K' date Luger with its holster - lot 2512 - reached an impressive \$3,450. Artillery Lugers were also a hot item in the sale, as shown by a fine DWM 1914-dated artillery Luger with its accessories in lot 2582 and an Erfurt 1914-dated artillery Luger with its holster and attractive blond grips in lot 2513, which each left for \$3,450.



10,925

Switching to U.S. military firearms, RIAC provided several lots of multiple M1 carbines to collectors from a host of wartime manufacturers such as Rock-Ola, National Postal Meter, Winchester, Quality Hardware, Inland, Harrington & Richardson, and more. Not one sold for less than \$1,000. Instead, they often sold for more; an example was the World War II Inland M1A1 paratrooper carbine in lot 2951 that was united with a new owner for \$2,185.

At the end of the day, this was one of the top three Regional Firearms Auctions that RIAC has ever hosted. It contained more lots and items than any auction in its history and showed a continuing strong market. ❖

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# Three Fates art leads to record \$36k sale

**PASADENA, Calif.** - John Moran Auctioneers' June 17 Decorative Art Auction offered an eclectic mix of mid century modern furniture, Arts and Crafts furniture and decorative arts, Continental porcelain, bronzes, European paintings, silver, Native American artifacts, works on paper by celebrated 20th-century modernists, and more.

The diverse selection particularly appealed to online buyers, who responded in larger than usual numbers, snapping up a quarter of the lots offered and establishing a number of records.

Arts and Crafts furniture and decorative arts proved its continued relevance in the Southern California market, finding buyers willing to pay excellent prices. A Gustav Stickley chest of drawers (model no. 906) shot past its initial estimate of \$6,000 - \$8,000, earning a final price realized of \$12,000 (all prices include 20% buyer's premium).

A quintessential Dirk Van Erp copper and mica table lamp incited a bidding war among prospective buyers via telephone, ultimately going for \$14,400, well over the estimated \$5,000 to \$8,000. Directly following, a gorgeous leaded glass and patinated metal table lamp with a daffodil-adorned shade earned a very respectable \$1,845 at the block (estimate: \$800 to \$1,000).

Antique Continental and British decorative arts were certainly in high demand. A finely painted Berlin / KPM plaque depicting



\$3,382

the Three Fates brought a record price for that subject, realizing \$36,000 (estimate: \$10,000 - \$15,000).

A French provincial gilt bronze-mounted walnut commode with an inscription chiseled to the top of the case caused quite a stir leading up to the auction. Prospective online bidders were all abuzz with queries prior to the sale, however, the commode ended up earning a handsome price of \$22,050 after a determined bidder cast the winning bid via telephone (estimate: \$8,000 to \$12,000). A gilt wood over-mantle mirror, elaborately carved in George II style, was given a conservative pre-auction estimate of \$3,000 - \$5,000 but easily doubled the high estimate, fetching a final price of \$11,922.50.

It was the category of modern art, however, that stirred up the most excitement in the weeks preceding the June 17 auction, and the final results did not disappoint, particularly for an impeccably documented group of prints from a local collection. Just 18 lots into the sale, a record was set for Marc Chagall's lithograph "Le Prophète," when number 42 from an edition of 50 sold for \$9,000 (estimate: \$2,500 - \$3,500). "Boomerang," a color lithograph by iconic New York modernist Alexander Calder, earned \$3,900, well over the estimated \$800 - \$1,200. ❖

## Additional sale highlights include:

- \* Henry Chapman Ford's etching of the Santa Barbara Mission, which realized \$1,592.50 (estimate: \$600 - \$800).

- \* A pair of 1930s Japanese cloisonné vases, both from an Altadena, Calif., estate and each assigned a pre-auction estimate of \$300 - \$500, brought \$1,080 and \$1,200, respectively.

- \* A gorgeous, tightly woven Teec Nos Pas Navajo rug, circa 1930, handily outstripped the conservative \$1,500 - \$2,000 estimate and realized \$3382.50.



\$22,050

# Heavy equipment holds strong in second quarter

This year's second quarter shows relatively healthy bias toward positive business conditions.

From Northcoast Research

Our Auctioneer survey, which was delivered via email to select NAA members in late June, attempts to capture industry sentiment as well as an understanding of real-time business trends experienced by individual auction companies on a quarterly basis.

Auctioneers appear to be fairly content with business conditions seen thus far during 2Q14 (April through June). When asked to quantify business conditions on a 1 to 5 scale (5 being the strongest), our survey indicates averages in the 3.6 to 3.8 range on a month-to-month basis throughout the second quarter. Looking at April, May and June, specifically, we note average rankings of 3.62, 3.80, and 3.60, respectively. The second quarter averaged a ranking of 3.67, which we view as a relatively healthy bias toward positive business conditions.

Additionally, our survey attempts to capture the specific performance of important auction metrics such as Gross Auction Proceeds (AKA Gross Transaction Volumes) as well as volumes and pricing. The survey generally suggests steady growth in GAP (roughly 2.2 percent on average throughout the quarter), which was driven by a healthy mix of transaction volume growth as well as equipment pricing improvements (2.8 percent and 3.6 percent on average for the quarter).

We believe Auctioneers should continue to benefit from cyclical tailwinds associated with improving construction activity that could ultimately boost demand for equipment and offer a general lift on pricing. We believe pricing is a critical variable in any business as improvements in price are often associated with little to no incremental expense, which creates a high "flow-through" effect.

In our survey, we attempted to gain a better understanding of the following variables: auction fee trends; inventory mix and age characteristics; competition in the industry; and, outlook for the third quarter as well as the full year. As it relates to auction fee trends, a net 24 percent of survey respondents suggested improving auction fees, while roughly 48 percent of respondents

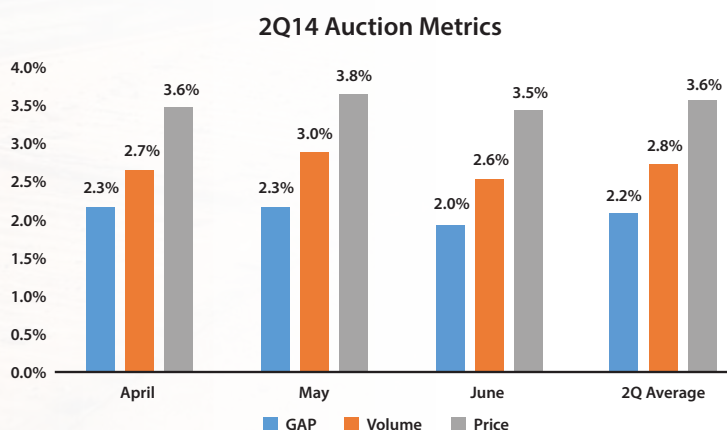
suggested stable fees. As for the "mix" of Auctioneer inventories, the survey indicates that low meter hour, late model year equipment still remains very difficult to come by. A net 40 percent of respondents suggested that inventories are both getting "older" and reflecting a lower proportion of 3-year to 5-year-old equipment (which often fetches a premium at auction). Looking at the competitive environment of the industry, a net 55 percent of respondents indicated that competition is becoming more intense, while only 5 percent indicated a declining competitive environment.

A key component of the survey relates to outlook for the balance of the year. Despite a higher level of competition as well as headwinds associated with the age mix of Auctioneer inventories, our survey suggests a relatively positive outlook for both 3Q14 as well as the full year 2014. On average, our survey indicates GAP growth expectations of just below 4 percent for the third quarter, and roughly 4.5 percent GAP growth for the full year.

We view this as testament of the value proposition offered by independent Auctioneers. ❖

## Survey says ...

Recent numbers indicate the auction industry is generally positive about the current machinery landscape.



## Auctioneer will be remembered for sense of humor

Larry Frederick, 56, of South Coffeyville, Oklahoma, passed away on Wednesday, June 25, 2014, at his home.

Frederick was born on December 23, 1957, in Coffeyville, Kansas, to Joseph L. and Helen (Fenton) Frederick. He grew up in Coffeyville, where he received his high school education from Field Kindley Memorial High School in 1975. He went to Oklahoma State University where he received his Bachelor's Degree in Agriculture Business.

On August 11, 1987, he was united in marriage to Linda Bartley in Miami, Oklahoma. The couple made their home in South Coffeyville.

Larry was an Auctioneer, real estate broker and a rancher. He owned and operated United Country Frederick Auction and Realty Company serving Coffeyville, Kansas, Montgomery county, southeast Kansas and northeast Oklahoma dealing in homes, businesses, farms, ranches, hunting property, recreational land and auctions.

He was a member of the National Auctioneer Association, Oklahoma Auctioneer Association, Oklahoma and Kansas Real Estate Commission and past President of the Coffeyville Real Estate Board. In 2010, Larry was inducted into the Oklahoma State Auctioneers Hall of Fame.

Larry was a member of the Lenapah Cowboy Church, the Delaware Masonic Lodge #477 and the Tulsa Akdar Shrine. He enjoyed collecting antiques, guns and baseball cards. He also enjoyed playing a good hand of poker. He took great pride in and thoroughly enjoyed raising cattle. Most of all he loved the time he spent with family and friends. Larry will be remembered by many for his sense of humor.

Surviving to honor his memory is his wife, Linda; son, Adam Bartley of Overland Park, Kansas; and mother, Helen Frederick of South Coffeyville, Oklahoma; as well as several brothers and sisters, a grandson, and step-grandsons. He was preceded in death by his father, Joseph L. Frederick. ❖

## Auctioneer was once also a private detective

Col. Janice Hansen, 74, of Highland, Indiana, passed away peacefully on January 23, 2014, with her husband of 55 years and family at her side.

Hansen was born on August 29, 1939, in Sioux City, Iowa, to the late Ralph and Argie (DeForest) Tebben. On August 31, 1958, she married Raymond Hansen, who survives. Survivors also include her children: Myron (Marcia) Hansen of

San Antonio, Texas, and Brenda (John) Pollalis of Schererville, Indiana; three grandchildren, two sisters; as well as her unofficial daughter, Donna Shoultz. She also was a fond aunt to many nieces and nephews.

Janice was a graduate of Purdue Calumet, and a member of Gloria Dei (Glory To God) Lutheran Church. Jan experienced many careers; she was a teacher and also

worked as a private detective, then received her Auctioneer's license in 1983. She was a member of the National Auctioneers Association and Indiana Auctioneers Association.

She enjoyed crocheting and refinishing furniture. She thoroughly enjoyed spending time with her grandchildren. In retirement, she and her husband traveled across the states in their RV. ❖

## Georgia Auctioneer held sales for U.S. Bankruptcy Court/Trustees

Richard L. "Rick" Elrod, age 59, of Douglasville, Georgia, passed away Sept. 2, 2012. Rick was born September 6, 1952, in Rome, Ga. At the age of 10, Rick started his own lawn care service – his business card read, "If you want to go first class, Let Ricky cut your grass."

In 1970, he founded Elrod Auction Company Inc., which went on to become

one of the largest auction companies in the Southeast. Elrod Auctions conducted auctions for the U.S. Bankruptcy Court/Trustees in Georgia and other states. He was a member of the National Auctioneers Association and Georgia Auctioneers Association.

Rick was preceded in death by his father, Haden Elrod. Surviving at the

time of Rick's passing were his mother, Marvine Harden of Douglasville; son, Jonas Elrod, of Santa Monica, California; stepmother, Millie Elrod, of Hiram; a sister and brother-in-law; two nieces; cousin/business partner Jackie Camp of Lawrenceville; and numerous other cousins and close friends. ❖

# Other News

## NALLOA announces new top officers

The National Auctioneers License Law Officials Association (NALLOA) elected a new president and vice president during its business meeting on July 10, 2014, at the Galt House in Louisville, Kentucky.

The new president of NALLOA is Jeff Morris, Commissioner on the Tennessee Auctioneer Commission. The new NALLOA vice president is Kenneth Hill, Executive Director of Kentucky Board of Auctioneers. Terms of these offices will be July 2014 through July 2016.

Barbara Schoen, of Louisville, Kentucky, remains as executive secretary.

## 90 attend SDAA conference

**PIERRE, S.D.** – A fun auction, Hall of Fame induction, new officer election and the presentation of a People's Choice award were among the highlights of the South Dakota Auctioneers Association's state convention held June 12-14, 2014, in Pierre.

Approximately 90 SDAA members came together for the event, which saw Richard Penrod, of Gettysburg, South Dakota, honored as the newest member of the state's Hall of Fame. Bill Eckert was given a People's Choice award.

Newly-elected officers were also named during the event. Those results: president – Chisum Peterson; president-elect – Randy Owen; vice president – Val Lockett. ❖



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**June 2014 Graduates of the Texas Auction Academy**

The Texas Auction Academy June 2014 graduating class consisted of 45 students from across the United States. States represented included: Arkansas, California, Colorado, Mississippi, Oklahoma, Missouri and Texas. The school is located in Dallas.



**June 2014 Graduates of the Mendenhall School of Auctioneering**

The Mendenhall School of Auctioneering graduated its most recent class in June 2014 and featured 14 students from Alabama, Colorado, Delaware, North Carolina, Tennessee, Virginia and West Virginia. Mendenhall is located in High Point, N.C.





### Western College Of Auctioneering, Class 233- June 2014

The Western College of Auctioneering Class 233 graduated in June 2014 and was made up of students from Colorado, Idaho, Montana, New Mexico, North Dakota, Oklahoma, Utah and Wyoming. The school is located in Billings, Montana.

### May 2014 Graduates of the Southeastern School of Auctioneering.

The May 2014 graduating class of the Southeastern School of Auctioneering had students from Georgia, Mississippi, New Jersey and South Carolina. The class was held in Simpsonville, S.C.



### June 2014 Graduates of the Reppert Auction School

Reppert Auction School graduated Class 238 on June 29, 2014, in Indianapolis, Indiana. Students gathered from six states and Cape Town, South Africa.



NATIONAL AUCTIONEERS ASSOCIATION  
**EDUCATION CALENDAR**

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**BENEFIT AUCTION SUMMIT**

*Nashville, Tennessee • Embassy Suites Vanderbilt • September 14-16, 2014*

**WOMEN IN THE AUCTION INDUSTRY**

*Kansas City, Missouri • Embassy Suites Kansas City - Airport • November 17-18, 2014*

**DESIGNATION ACADEMY**

*Las Vegas, Nevada • Bally's Las Vegas Hotel & Casino • December 7-14, 2014*

**CERTIFIED AUCTIONEERS INSTITUTE**

*Bloomington, Indiana • Indiana University • March 22-26, 2015*



**CONFERENCE AND SHOW**

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

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

[www.auctioneers.org](http://www.auctioneers.org)

# CONGRATULATIONS!

## NAA Designations earned: June 2014

### BAS

Abra Annes

### GPPA

Robert Adams • Max Christensen • Mike Fisher • Megan Mahn Miller • Chris Zydowicz



## EARN YOUR DESIGNATION!

Check out the Education Calendar on page 80 for upcoming NAA education opportunities. You can also visit the full education calendar on the NAA website at [www.auctioneers.org/education-calendar](http://www.auctioneers.org/education-calendar).

## IN THE RING

**PAGE** **10** *"...the organization is financially sound, which puts us in a position to do some creative, pragmatic, promotional activities that will not only let our clients, but also future customers, understand the important role that Auctioneers play in today's society."*

**NAA President Tom Saturley, CAI**

*Tranzon Auction Properties  
Portland, Maine*

**PAGE** **39** *"The NAA has helped me become a better person and better Auctioneer. I feel that the NAA Auctioneers and members are leaders in the auction profession."*

**Justin Croy, 19**

*2014 IJAC winner  
Culver, Indiana*

**PAGE** **53** *"We believe Auctioneers should continue to benefit from cyclical tailwinds associated with improving construction activity that could ultimately boost demand for equipment and offer a general lift on pricing."*

**Northcoast Research**, *commenting on second-quarter survey results from NAA members*

## MEMBERS' CORNER

**You just never know who is watching your live web stream ... or where.**

NAA member Aaron Traffas, of Manhattan, Kansas, wasn't able to attend the 65th Annual Conference and Show this year in Louisville. However, those who know Traffas, CAI, ATS, CES, well weren't surprised to see this image pop up on his Facebook page during the IAC competition July 11.

While Traffas posted that he was watching IAC from "the office" that day, there was no word on whether mute was turned on while Traffas practiced his bid call and interview question answering while the IAC action unfolded in front of him. ❖



## AROUND the **BLOCK**

- Peter Gehres, of Hilliard, Ohio, won the 2014 Super Summer Slam Down Bid Calling Championship at the Midwest Auctioneers Roundup. The Slam Down was held on June 11 at the Midwest Auctioneers Roundup in Ann Arbor, Michigan.



Gehres, CAI, CES, is a Trustee of the National Auctioneers Association's Educational Institute and teaches at The Ohio Auction School. He has been an instructor at the Certified

Auctioneers Institute and Reppert School of Auctioneering, and he has spoken at various state Auctioneer associations and presented at the National Auctioneers Association Conference & Show.

- United Country Auction Services has had plenty of reason to celebrate since late spring. On April 16, the company touted between March 2013 and mid-April, its offices collectively conducted 415 auctions using the company's online auction platform, accounting for more than \$94 million in total sales. On May 14, UCAS announced it had expanded its franchise system by adding 21 previously unaffiliated real estate and Auctioneer firms to its network in the first four months of 2014.

Then, on June 18, more good news came forth as it was announced that UCAS had increased its sales volume by 83 percent between April 2013 to April 2014. The company also **upped its total acres sold by 885 percent and total revenue by 79 percent.**

"The years of strategic planning and capital investments are paying off in a huge way for UCAS and its team of auction and real estate professionals," said vice president Shawn Terrel.

- GoIndustry DoveBid South Africa's property division has **broken all records in its recently held live auctions** for parastatal TELKOM. Under the leadership of NAA member Kim Faclier, Managing Director, Property for GoIndustry DoveBid South Africa, the company recently implemented a series of exciting events around South Africa.

Over R130 million rand worth of properties were sold on the fall of the hammer, proving that the auction industry has turned a new corner, and that properties can be sold and confirmed in a transparent and authentic manner, providing the authenticity and corporate governance required.

- Friends, family and four generations of Rogers came together to **celebrate 50 years of Rogers Realty & Auction Co.**, in Mount Airy, N.C. The company, which began its auction division in the 1970s, saw over 600 people attend the early summer event, which included catered food, games, live music and fellowship.



- On March 20, **Donald Shearer, 67, of Kissimmee, Florida,** was reappointed to the Florida Board of Auctioneers. The term is in effect from March 20 to Oct. 31, 2017. The independent Auctioneer with Auction Services, of Kissimmee, is an NAA Past President, Past President of the National Auctioneers Foundation, Past Member of the Certified Auctioneers Institute Board of Governors at Indiana University. He is also the 1999 Florida State Champion Auctioneer.



**THANK YOU!**

Thank you for making Louisville one of the best Conference and Shows ever!

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Collins

“ I joined the NAA for the networking opportunity and to learn from the best Auctioneers in the country. This organization, in my opinion, is the best way to accomplish these goals and meet some great people! ”

**Jerry Collins**  
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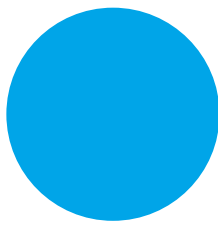
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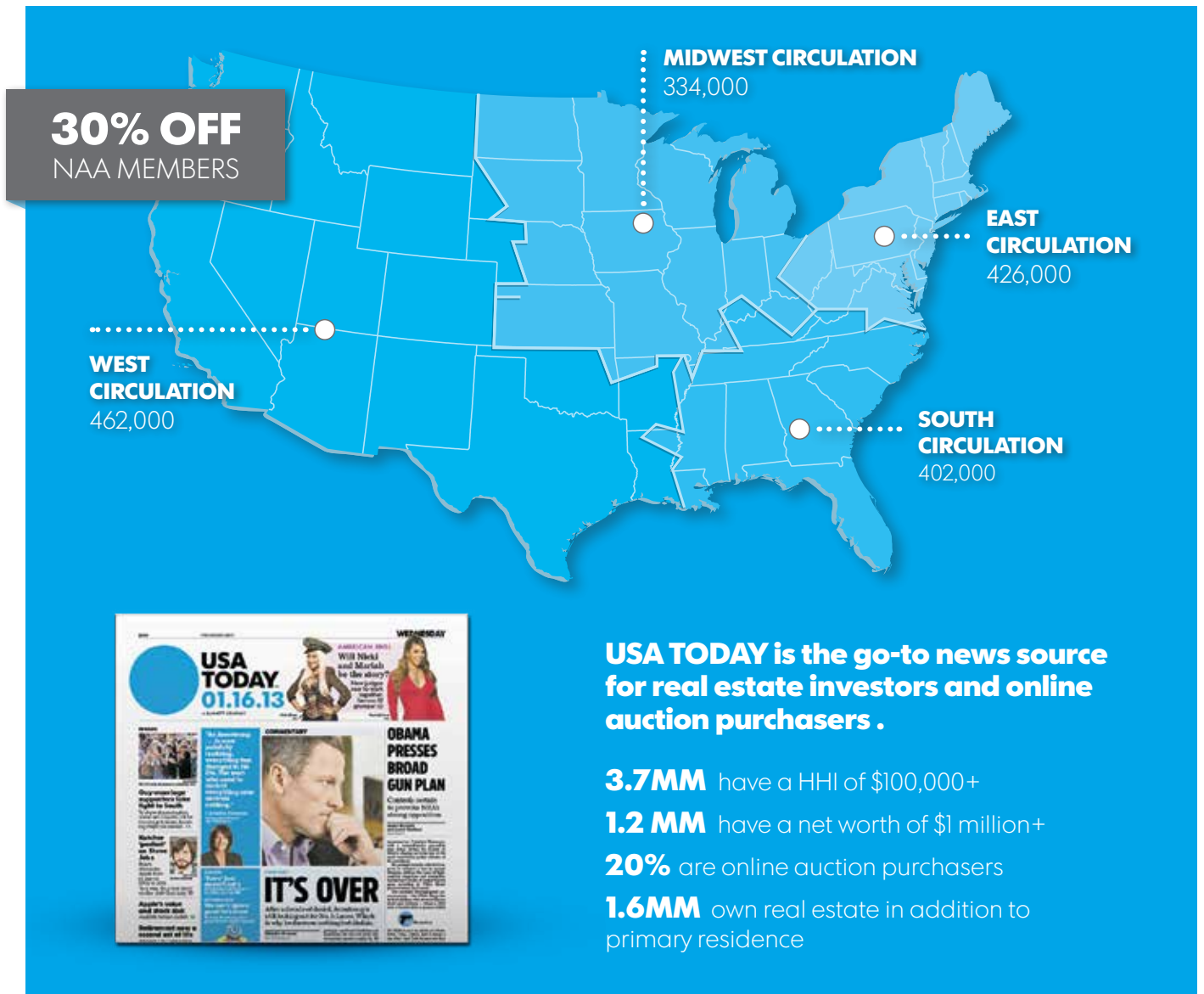
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