

# Auctioneer

A photograph of Paul C. Behr, NAA President, speaking at a podium. He is wearing a black tuxedo, a white shirt, and a black bow tie. He is holding a microphone in his right hand and a small object in his left. The background shows a dimly lit room with other people seated at tables.

AUGUST 2013

The official publication of the National Auctioneers Association

NAA President  
**PAUL C. BEHR**

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**Paul C. Behr**  
CAI, BAS, NAA President

National Auctioneers Association President Paul C. Behr, CAI, BAS, joined NAA in 1981. A three-time World Champion Auctioneer, Behr was the first IAC Champion in 1988 and has conducted over 8500 auctions in his 42-year career. Behr is President of both the World Wide College of Auctioneering and the World Automobile Auctioneers Championship. Also, he has served on the CAI Board of Governors. Behr makes his home in Denver, Colo., with his wife, Suzanne.

## On solid ground, now time to build

**F**irst, I want to say thank you for allowing me to serve as your President for the 2013-2014 year. I am humbled that you have selected me to lead an organization that has given me so much. It allows me to give back, and I appreciate that.

The 64th International Auctioneers Conference and Show was a blur to me for all the right reasons. There were so many people there that have made an impact on my life, both personally and professionally. It was a wonderful week, and I had the opportunity to see so many of you there!

If you were in Indianapolis, you heard my remarks on Thursday morning at the Annual Business Meeting, where I said that my hope is that, in 20 years, we will have another person standing before our membership with an organization that is strong and still providing leadership to its members. Today, I want to talk about how we hope to make that happen.

Four years ago, President Mark Rogers appointed a group to look at the future of the industry. The Council on Future Practices spent months looking at various trends within the industry and prioritizing what it believed would have the most impact. The following year, President Christie King understood that if we were to prepare for the future, we had to look at our organization and make sure it was in the best shape possible. She appointed the NAA Vision 2015 task force and asked them to look internally and see what we needed to do to shore up our policies and processes. That resulted in some changes such as understanding that we need to be inclusive for our membership rather than exclusive. As a result, we organized one membership level, with rights and responsibilities given to all auction professionals.

Then, it was time to look at what we could do for our members. Last year, President J. J.

Dower appointed three task forces: the Future of NAA Education, Advocacy and Promotions. Tom Saturley, our new vice president, talks about how associations are built like a three-legged step stool. These three areas each serve as a leg for the organization. Our task during 2013-2014 is to take all of this information and put it into practices.

To do this, we need a strategic plan or a road map to show us the way. Now, I know many of you have served on strategic planning task forces or long-range planning task forces. But, this is different because what we decide this year will be what carries us through for the next few years.

Thanks to Kurt Kiefer and others like him, NAA is financially stable, but now it is time to start planning for the future. What can we do to advocate for our members? How can we promote them to the public? How do we make sure their education is at such a top level that the public immediately recognizes there is a monumental difference between NAA auction professionals and everyone else who works in this industry?

I don't have the answers. But, I do believe that you have elected a Board that will be able to accomplish this task.

My hope is that when I leave this office, you will be able to say two things about my year as President: 1) He was a good steward for the NAA, and 2) He showed us how to include, rather than exclude, people in this industry. If we can accomplish these two tasks, I think we will have been successful.

I look forward to serving you this year and look forward to seeing you in my travels.

*Paul C. Behr*

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# Auctioneer

AUGUST 2013 VOLUME 65 NUMBER 7

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**On the cover:** Photo by Stan Lukowicz, Denver, Colo.

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The 2013-14 NAA Board of Directors (from left to right): Jimmy Dean Coffee (CAI, AARE, BAS, CES, GPPA), Director; Scott Shuman (CAI), Director; Charlotte Pyle, Presidential Appointee; Joseph Mast (CAI), Director; Rich Schur (CAI, BAS, MPPA), Director; James Devin Ford (CAI, CES), Director; Hannes Combest (CAE), Chief Executive Officer; (front row) Tom Saturley (CAI), Vice President; Chris Pracht (CAI, AARE, CES), Treasurer; Paul C. Behr (CAI, BAS), President; J.J. Dower (CAI, AARE, ATS), Past President; David P. Whitley (CAI, CES), Chair of Education Institute Trustees; Terri Walker (CAI, BAS, CES), Director. Photo by Peterson's Portrait Gallery

## Board summary for July 2013

**T**he NAA Board of Directors approved Frisco (North Dallas), Texas, as the site of the 2015 International Auctioneers Conference and Show at its pre-conference meeting in Indianapolis.

The Board made the decision after reviewing the costs associated with the Embassy Suites (which will serve as the host site for both rooms and the conference) — for both NAA and the members — and the “perks” provided to members (free parking at the Embassy Suites, the cost of breakfast and a “Manager’s Reception”). Although the Embassy Suites in Frisco only has approximately 300 rooms, there are several hotels within walking distance that will accommodate members housing needs.

In addition to approving the 2015 Conference and Show site, the Board approved the revisions to the NAA Bylaws as they were presented in the June/July issue of *Auctioneer*. The new Bylaws have been updated on [auctioneers.org](http://auctioneers.org).

The Board also affirmed the Presidential appointee to the 2013-2014 Board of Directors, recommended by Paul C. Behr, CAI, BAS, President of the NAA Board of Directors. Charlotte Pyle will serve in this seat on the Board. She was the President of the Board of Directors for the National Auto Auction Association in 2012. During her tenure with the NAAA, she served on numerous committees, including the NAAA Pac, Scholarship, Customer Relations, Legislative and Convention. She and her husband, Joe, own and operate two auto auctions in West Virginia as well as Joe

R. Pyle Complete Auction and Realty Company for 25 years. They are both NAA members.

Also serving in a leadership position in 2013-2014 is Steve Cherry, CAI, CES. The Board affirmed his appointment to the Nominating Committee, to be chaired by Vice President Tom Saturley, CAI.

Several other items were on the agenda for discussion during the meeting, including documenting the role of the Executive Committee and including that into the Volunteer Leadership Manual. The position description will add information on what is required for the various positions on the Board, and should be useful for recruiting candidates to the Board. The Volunteer Leadership Manual, which contains the position descriptions for the Board, the Vice President, the Treasurer and the Executive Committee, will be available in the download section of the Member Resources under [auctioneers.org](http://auctioneers.org) by August 15.

Christie King, CAI, AARE, BAS; Kurt Kiefer, CAI; Marc Geyer, CAI, AARE, BAS, CES, GPPA; John Nicholls; and Bryan Knox, CAI, GPPA, also were recognized and provided an opportunity as retiring Board members to give comments.

The Board of Directors will be holding a Strategic Planning meeting in August that will provide the foundation for a multi-year business plan to be discussed in October. ❖

# NAA election results

**T**om Saturley, CAI, was elected to serve one term as NAA Vice President at the annual business meeting on Thursday, July 18, at the JW Marriott in Indianapolis.

In addition, Chris Pracht, CAI, CES, was elected to a two-year term as Treasurer. Joseph Mast, CAI, and Scott Shuman, CAI, were elected to three-year terms to the NAA Board of Directors.

According to Brent Wears, chairman of the Election committee, 408 ballots were handed out on site. Of those, 403 were counted, four were illegal, and one was not returned. Also, 78 absentee ballots were confirmed received, with six of those deemed illegal.

In addition to the election results, the members affirmed the election of Paul C. Behr, CAI, BAS, as President for the Board in 2013-2014.

A complete draft of the annual business meeting outcomes will be available on [auctioneers.org](http://auctioneers.org) by August 15. ❖

Turn to Page 14 for a photographic look at what was the 64th International Auctioneers Conference and Show from Indianapolis.

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

Kaden is an outdoorsman-in-training. Last summer, his family celebrated his birthday at the lake, riding bikes and waterskiing. It seemed like a perfect day. But shortly afterward, Kaden started having headaches and frequent vomiting.

Weeks passed without Kaden getting better. His pediatrician ordered a CT scan, which revealed terrifying news. Kaden suffered from a brain tumor identified as a medulloblastoma. "We were so scared," said Kaden's mom, a nurse.

Kaden and his family were sent to St. Jude Children's Research Hospital® immediately.

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Kaden underwent surgery, during which doctors removed the entire tumor. He then received six weeks of radiation therapy, followed by four rounds of high dose chemotherapy.

"The resources at St. Jude are amazing," said Kaden's mom. "People don't realize everything patients have access to – audiology screenings, dentistry, an eye clinic. We're getting top-notch care." Kaden did physical and occupational therapies onsite and even attended kindergarten at the St. Jude school.

Kaden recently finished treatment and now visits St. Jude for regular checkups. He's excited to be able to again spend time at the lake with his family and can't wait to tackle waterskiing on just one ski.

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Auctioneer

Kaden  
5 years old  
Georgia  
medulloblastoma



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# IN HIS BLOOD

*New NAA President Paul C. Behr's love for auctioneering has always driven his goals.*

Photo by Stan Lukowicz



*I never thought that I wanted to be President of the United States. I didn't want to be an astronaut and fly to the moon, or to own a big company, or be a sports star. I wanted to be an Auctioneer."*

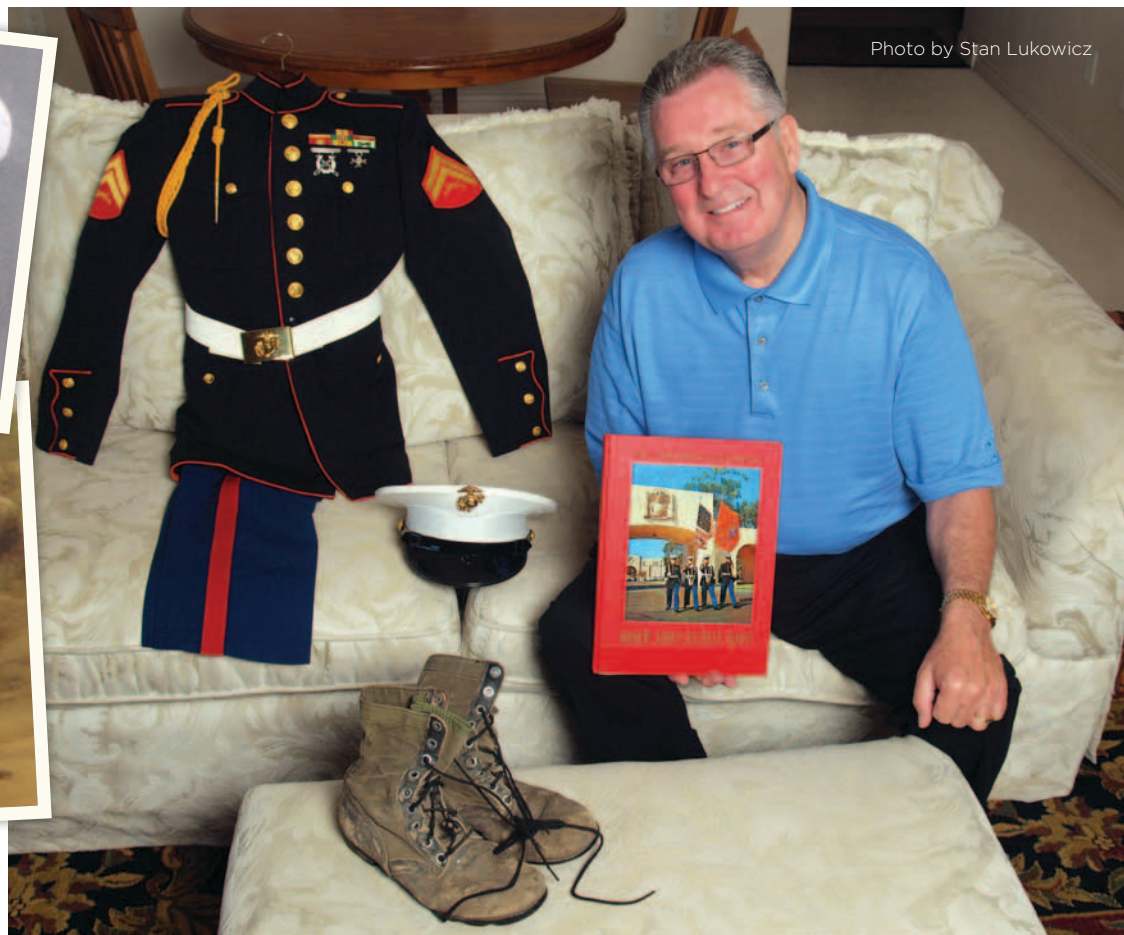
**Paul C. Behr**  
NAA President



Photo by Stan Lukowicz



Behr served in the U.S. Marines and completed a tour in Vietnam.



**By Curtis Kitchen**  
*editor*

**P**aul C. Behr has stories. Man, does he have stories, and lots of them. But, that’s what happens when someone packs as much into 62 years as Behr has done.

Dream purposefully of a career before the age of eight? Yep. Complete a tour of duty in Vietnam as part of the United States Marines at an age when most of today’s kids usually are only concerned with their parents’ reaction to a subpar sophomore year of college? Yes, sir. How about winning multiple international competitions in your line of work, along with, despite once hating school, becoming the president and an owner of a renowned training ground for future industry professionals? Indeed, that’s all in Behr’s story as well.

Consider all of that while you also let settle the fact that Behr’s legendary successes and contributions to the auction industry may have never happened had it not been for his willingness, back in 1971, to part with

his standalone mustache.

Immediately after graduating from Reisch Auction School, Behr was approached by his mentor, Colonel Joe Reisch, with an offer to work for him.

“I said ‘I’d love to, Col. Reisch. What do I do?’” Behr recalled.

The Colonel, who Behr described as a disciplinarian and a taskmaster, laid out his cutting stipulations for the young man who was only a few months removed from his Vietnam experience and still sported a Fu Manchu-style mustache and hair over his ears.

“Shave that fuzz off your face,” Behr remembered Reisch telling him. “Get a haircut, and be at my house at five o’clock on Friday morning.”

The decision to part ways with such a style statement may have been agonizing for some, but it was an inconsequential hurdle for Behr, who wasn’t going to let a lip sweater derail professional goals he had

held since he was six or seven years old.

“I always wanted to be an Auctioneer from that point, Behr said. “I never thought that I wanted to be President of the United States. I didn’t want to be an astronaut and fly to the moon, or to own a big company, or be a sports star. I wanted to be an Auctioneer.

“That’s the only thing I wanted to do, and I set my sights on being an Auctioneer.”

More than 8500 auctions (in approximately 30 states, Mexico, Puerto Rico and all but one Canadian province) and three world championships later, including winning the inaugural International Auctioneer Championship in 1988, those sights proved pretty sharp.

The process began early. When Behr was 13, the hardworking farm kid from tiny Rockwell, Iowa, wrote to the Reisch school, just up to the north in Mason City, requesting information. Having just become

continued »

Photo by Stan Lukowicz



Behr and his wife, Suzanne, were married in 2012.



Photo by Stan Lukowicz



a teenager, Behr learned his first hard lesson on educational economics.

“The tuition was \$175,” Behr said. “It might as well been \$1750, or \$17,500, or \$175,000 because there was no way I could even come close to having \$175.”

Thankfully, for Behr, he didn’t have to worry about the cost right then. And, of course, by the time he was faced with such matters, he was able to foot the bill. And, so many years later now, as President and Owner of World Wide College of Auctioneering, Behr’s passion and enthusiasm for training new Auctioneers is undeniable.

“Teaching at auction school and owning an auction school is the most rewarding thing I’ve ever done in the auction profession because I get to tell them and teach them to do what I love to do so much,” Behr said. “It’s so rewarding. Men and women come there, and they are mesmerized by the Auctioneer. They love what the Auctioneer does.”

Considering how much, admittedly, Behr did not like school as a youth, the irony in his loving to educate new students isn’t lost on the new NAA President. That said, his dislike for the classroom was influenced by a home life schedule that included taking up a large share of farming chores after his father passed away.

“I think about that all the time,” Behr said. “My dad died when I was 15, and I would go into the principal’s office on a Monday morning, telling him how many days I wouldn’t be in school that week. There were times I would miss three weeks in a row.”

Had it not been for the help from a classmate to keep him on pace despite the time challenge, Behr likely would not have graduated from high school. It was help that Behr said he remains grateful and appreciative of the magnitude of what was done for him.

On appreciation, Behr’s appreciation for people remains as strong as it ever has. He was married in August of last year

to his wife, Suzanne, in front of many familiar faces from the industry. (“It was like an Auctioneer convention, of course,” Behr said.)

That same feeling of close camaraderie, both personally and professionally, Behr said, is at the heart of what drove him to want to be a part of the auctioneering industry, even as a child.

“One of the things about being an Auctioneer, it’s the people,” Behr said. “Now, they come for education, and they come for Conference and Show. But, as I’ve said at auction school, a laptop has never hired another person.” ❖

Behr's goal is to push the NAA ahead with its current long-term agenda.

# NOT STANDING STILL



Photo by Stan Lukowicz

***Major infrastructure  
has been set.  
Now, new president  
Paul C. Behr wants  
the NAA to "continue  
to move forward."***

By Curtis Kitchen

**H**aving been a member of the National Auctioneer Association since 1981, Paul C. Behr, CAI, BAS, has seen the ebbs and flows of the organization as it forged its way through both bullish and bearish years. With that perspective, the NAA's newest President has a solid grasp on where the organization stands as he begins his tenure.

"What NAA is providing is the absolute best auction professional education anywhere in the world," Behr said. "People come, from not only the United States but Canada and all over, to the NAA, and one of the things they have second-to-none is education; whether it is the Conference and Show, the summits, CAI or the NAA Designation Academy."

There are few better suited to fully recognize the value of what NAA provides its

continued »

members through education. Behr is President of World Wide College of Auctioneering, where he graduated from in 1971. The company website states that more than 40,000 Auctioneer trainees have graduated from World Wide.

Behr believes NAA is in a good position because one of its most sought-after benefits is an insatiable one.



**The NAA is in great shape strategically. It is in great shape fiscally. But, of course, we can never just rest. We must always continue to move forward on to even bigger and better things, and even greater heights.”**

**Paul C. Behr**  
*NAA President*

rest. We must always continue to move forward on to even bigger and better things, and even greater heights.”

J.J. Dower, CAI, AARE, ATS, spent the past year as NAA President and believes the transition from his tenure to Behr’s will be a seamless one.

“For the past several years, the NAA has been committed to strengthening its position as an organization through a shared vision and subsequent long-term planning,” Dower said. “Paul has the drive and enthusiasm to over-

“People always hunger for education — how they can do things and do them better, more proficiently, more efficiently, not only for their clients but also for customers,” Behr said. “NAA provides that, second-to-none. My favorite saying is ‘NAA has all the good stuff.’

“I tell students at auction school, I started making money, and I started on my success road when I joined the NAA because I got a chance to experience new things, to learn more things. I was able to fellowship and learn from other Auctioneers — how they did things.”

That said, however, Behr also recognizes that education for members by itself isn’t enough. Listen long enough, and you’ll hear him refer to the three-legged stool — a balanced, strong, multifaceted platform on which NAA is building its immediate and long-term future. To go along with education, the other two focus areas are promotion and advocacy, two aspects that may have not had sufficient attention before core curriculum and organizational restructuring began in earnest over the past several years.

“The NAA is doing a much better job on promotion and also advocacy, and continues to focus on that every day,” Behr said. “The NAA is in great shape strategically. It is in great shape fiscally. But, of course, we can never just



Paul C. Behr accepts the NAA Presidential gavel from his predecessor, J.J. Dower, CAI, AARE, ATS. Photo by Peterson’s Portrait Gallery



see the continued development and execution of those initiatives.”

Behr’s energy for his peers is unquestionable. In public arenas, he isn’t able to make it from one side of a hallway or room without being stopped by someone for discussion — something he willingly and graciously obliges. His efforts to support those he comes in contact with are genuine, and it is that attitude that NAA Chief Executive Officer Hannes Combest, who will work closely with Behr in the next 12 months, believes will serve Behr best over the coming year.

“No one is more passionate about the Auctioneer industry than Paul,” Combest said. “That energy will transfer to the membership and fuel the continued positive momen-

tum of the past several years.”

That positive momentum vibe was palpable during the 64th International Auctioneers Conference and Show in Indianapolis, as more than 900 attendees gathered for educational seminars and invaluable networking. The reaction to the event has only strengthened the assertion that NAA is on the right path moving into 2014 and beyond. Behr recognizes the momentum witnessed over recent years didn’t happen by accident.

I’m very pleased to be NAA President, but I’m part of the group that has the strategic plan, so I’m going to continue to work toward that plan,” Behr said. “The strategic plan is already in place, and what I want to do is do the very best job I can to move it forward.” ❖

## Cookie Lockhart

*“The Legend”*



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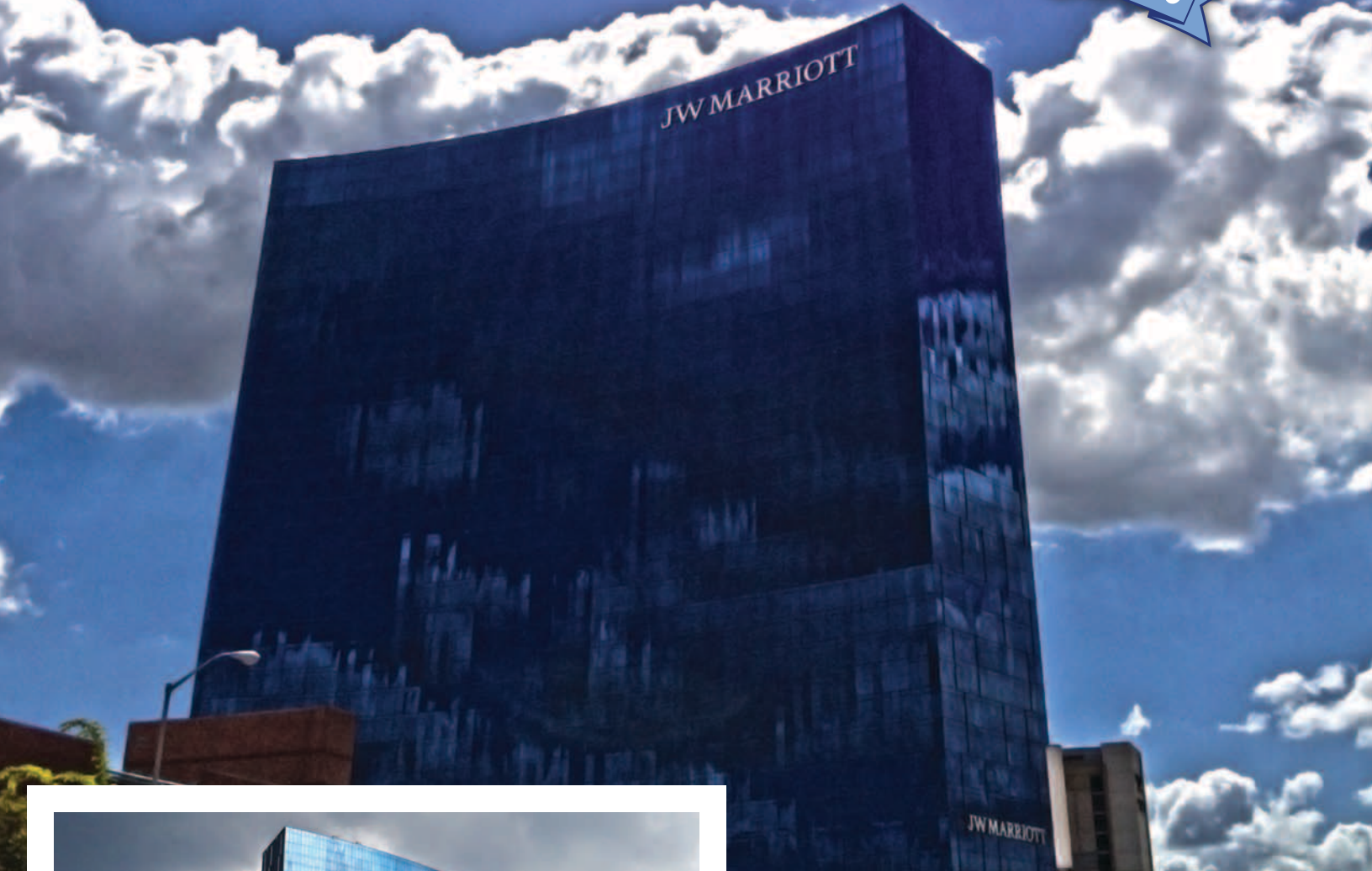
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# CONFERENCE AND SHOW 2013

Photos by Peterson's Portrait Gallery, Nathan Brunzie and Curtis Kitchen



The JW Marriott hosted the 64th Annual Conference and Show in downtown Indianapolis.





C&S attendees began their week with an NAA Welcome Party at the Indiana State Museum. The party included a buffet, live music and the chance to explore some of the museum's exhibits.



Sixty exhibitors lined the Trade Show floor and foyer at the JW Marriott in Indianapolis. They showcased their products in front of a targeted crowd made up of more than 900 Conference and Show attendees.



Before turning over his Presidential duties later in the week, NAA President J.J. Dower led the Opening Session, which began by honoring all branches of the military, along with first responders (below).







Indianapolis Mayor Greg Ballard officially welcomed Conference and Show attendees to his city during the Opening Session.

Also during the Opening Session, donations to the NAF 12x12 charity fundraiser were taken (middle left); NAA Board of Directors were introduced (middle right).



Winners of the NAA/USA TODAY Marketing Competition were recognized (above left and middle); and NAA's presented a check from the past year to St. Jude Children's Research Hospital (above right).



Four contestants took part in the 2013 International Junior Auctioneer Championship (right): Jon Ross Yaden, Halie Behr, Justin Croy and Ben Allen.



2013 IJAC Champion Julia Sparks congratulates (above from left to right) Jon Ross Yaden, second runner-up; Justin Croy, first runner-up; and Halie Behr, 2013 IJAC Champion.





Auction icon and pioneer Cookie Lockhart (far left) delivers her call during the C&S Fun Auction, which included a variety of items including those shown here (top right).

Tim Keller (right) performs ringman duties during the Conference and Show Fun Auction, which took place in front of a packed house at the JW Marriott (bottom).



The CAI class of 2013 was made up of (top row, left to right) Lloyd Cooper, CAI, BAS; Jeff Crissup, CAI, AARE; Danny Culp, CAI; Justin Vondenhuevel, CAI, AARE, CES; Jack Christy Jr., CAI, ATS, BAS; T. Kyle Swicegood, CAI, BAS, GPPA; Chris Lemoine, CAI; Homer Nicholson, CAI, AARE, CES; Kurt Kiefer, CAI. (bottom row, left to right) Dan Hudgins, CAI, AARE; Samatha Saturley Kelley, CAI, ATS; Anne Grindstaff, CAI, ATS, CES, GPPA; Trisha Brauer, CAI, BAS; Chantel Booker, CAI; Andy White, CAI; Dustin Rogers, CAI.



Andy Imholt, ATS, BAS, (above) collects completed ballots at the annual Business Meeting and Election, held on July 18.



The 2013-14 NAA Board of Directors (from left to right): Jimmy Dean Coffee (CAI, AARE, BAS, CES, GPPA), Director; Thomas W. Rowell (CAI, AARE), NAF Representative; Rich Schur (CAI, BAS, MPPA), Director; Tom Saturley (CAI), Vice President; Chris Pracht (CAI, AARE, CES), Treasurer; Terri Walker (CAI, BAS, CES), Director; Charlotte Pyle, Presidential Appointee; Paul C. Behr (CAI, BAS), President; J.J. Dower (CAI, AARE, ATS), Past President; James Devin Ford (CAI, CES), Director; Scott Shuman (CAI), Director; Joseph Mast (CAI), Director; David P. Whitley (CAI, CES), Chair of Education Institute Trustees.



Past President J.J. Dower (right) introduces Paul C. Behr as NAA President during the President's Gala at Conference and Show.



Paul C. Behr (above) addresses C&S attendees after being officially introduced as NAA President.



Paul C. Behr (right) awards J.J. Dower with the Past President's clock for his service the past year as NAA President.



Tommy Williams (left), CAI; Dennis Kruse (middle), CAI; and John Dixon (right), CAI, were inducted into the NAA Hall of Fame during the President's Gala.



International Auctioneer Championship competitors, 100 of them in all, listen to instructions before the event starts (top). The 73 men and 27 women competed for the trophies and medals shown here, along with the right to become a spokesperson for the NAA and auction industry.





The field was whittled down to 22 finalists — 15 men (middle left) and seven women (middle right) — before Andy White (bottom left) and Megan McCurdy (bottom right) emerged as champions. White, with his wife, and McCurdy gave emotional speeches after they won.



The current and former IAC champions gather after the 2013 event. The IAC began in 1988, with Paul C. Behr winning the first title (above).



Clockwise from middle left: Children take a look at items auctioned off during the Children's Auction that wrapped the 2013 Conference and Show; 2013 IAC Men's Champion Andy White, IJAC Champion Hallie Behr and IAC Women's Champion Megan McCurdy all do their part in providing instruction and support to young callers during the Children's Auction.



# MarkNet Alliance

## The Choice of Champions

MarkNet Alliance congratulates these members for their accomplishments in the 25th International Auctioneer Championships



**Winners pictured left to right:** Dustin Rogers of Rogers Realty & Auction Co., 1st Runner Up Men's Division; Andy White of Real Estate Showcase, IAC Champion Men's Division; Jason Miller of Kaufman Realty & Auctions, 2nd Runner Up Men's Division; Emily Wears of Wears Auctioneering, 2nd Runner Up Women's Division

**MarkNet Alliance is also proud to call the following past IAC winners part of its network:**

- Joseph Mast, Real Estate Showcase, 2011
- Kristine Fladeboe-Duininck, Fladeboe Auctions, 2010
- Terri Walker, Walker Auctions, 2009
- Bryan Knox, Horton Auction, 2007
- John Nicholls, Nicholls Auction Marketing Group, 2006
- Johnna Wells, Benefit Auctions 360, 2005
- Bill Sheridan, Sheridan Realty & Auction, 2002
- JillMarie Wiles, Stuart Realty Group, 2001
- Scott Musser, Musser Bros. Inc., 2001
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# Megan McCurdy, Andy White win 2013 International Auctioneer Championships

By Curtis Kitchen

**T**he International Auctioneer Championship began with 100 contestants — 73 men and 27 women — before it was whittled down to 15 men's finalists and seven women's finalists.

And by the end of the competition at the JW Marriott hotel in downtown Indianapolis, Andy White, CAI (Ashland, OH), and Megan McCurdy, CAI, BAS (Wichita, Kan.), stepped ahead of the others, won their respective fields, and took their iconic places among the world's best collection of Auctioneer talent known as IAC Champions.

In other words, as any past IAC Champion can attest, their lives just changed as the pair will go on to represent the NAA and the auction industry for the next year at many state association meetings, at St. Jude Children's Research Hospital and

through a host of local, regional and national media opportunities.

"Ladies and gentlemen, I think I made it through [my speech] as best I can make it through it," an emotional White told a packed ballroom. "Judges thank you so much. NAA, thank you so much. And again, if I have not met you, I look forward to meeting you, and I look forward to representing you."

Before this year, White had competed four times in the IAC (2008, 2009, 2010, 2012). He was the Ohio state bid calling champion in 2007.

Some 45 minutes after the event had completed, a still very amped McCurdy paused long enough from taking celebration photos and accepting congratulations from a myriad of well-wishers to share her thoughts on a long, trying, competitive day.

"It's pretty amazing," McCurdy said. "It was a fantastic day. It was full of



tough competitors all day long in the men's and women's divisions.

"I'm just very thankful to the NAA and everybody who participated in it. It was just an amazing day. I'm excited to see what the future holds and what the next year holds for me. But, I'm ready to do anything I can for this industry."

# International Auctioneer Championship

The top three finishers in both the Men's and Women's Divisions of the 2013 IAC. From left: Second runner-up, Jason Miller; First runner-up, Dustin Rogers; Men's Champion, Andy White; Women's Champion, Megan McCurdy; First runner-up, Christine Strobietto; Second runner-up, Emily Wears.



Like White, McCurdy had also participated in the IAC four times prior to this year (2007, 2009, 2011, 2012), and was a state bid-calling champion, having won the Kansas title in 2010. She also is currently serving as the President-Elect of the Kansas Auctioneers Association.

Earlier in the evening, Halie Behr earned the 2013 International Junior Auctioneer Championship (ages 12-18), becoming the

second female in two straight years, and the second female overall, to win the competition, which began in 2007, following Julia Sparks in 2012.

Also, Chad "Cracker" Johnson, BAS (Chiefland, Fla.), was awarded the Chuck Cumberlin Sportsmanship award — a designation that drew a standing ovation from the packed house of his industry peers.

## Runners-up Awards

Men's: First runner-up, Dustin Rogers, CAI (Mount Airy, NC); Second runner-up, Jason Miller (Quaker City, OH)

Women's: First runner-up, Christine Strobietto (Jay, OK); Second runner-up, Emily Wears, ATS, BAS (Solon, Iowa) ❖



Halie Behr (left) became the second straight and second overall female to win the IJAC competition. Her victory followed 2012 winner Julia Sparks (right).

## Behr wins IJAC

Following Julia Sparks' lead from 2012, Behr makes it back-to-back female junior champions.

By Nancy Hull Rigdon  
*contributing writer*

**H**alie Behr won the 2013 International Junior Auctioneer Championship in July, and she's already eyeing the next prize.

"Someday, I hope to be an IAC champion as well," Behr, 18, said of the International Auctioneer Championship. "That could open a lot of doors for me."

Behr's win at the National Auctioneers Association's 64th International Auctioneers Conference & Show in Indianapolis made history. It marked not only the second time a female won the competition but back-to-back female victories. In 2012, Julia Sparks became the first female IJAC winner since the event's 2007 inception. Behr witnessed Sparks' success

last year — a moment that elevated Behr's confidence and ambition.

"In the past, all the guys were winning. I remember thinking, 'When is a girl going to win?' When Julia won, I thought, 'This is historical. Wow, I do have a shot now,'" Behr said.

Behr and Sparks have far more in common than gender.

"When you think about Julia and Halie, the first word that comes to mind is poise," said IAC Chair John Nicholls, of Nicholls Auction Marketing Group, in Fredericksburg, Va. "From bid calling to interview questions, they are both very confident, prepared and mature beyond their years."

Both Behr and Sparks hail from families with strong ties to the auction industry. Sparks is the daughter of IAC winners



Amy and Spanky Assiter, CAI, AARE, of Assiter Auctioneers in Canyon, Texas. Behr's family members include great-uncle Paul C. Behr, CAI, BAS, of the World Wide College of Auctioneering, Inc., Centennial, Colo. He won the first IAC in 1988.

Behr and Sparks first met as part of the June 2010 World Wide College of Auctioneering class. The two reconnected this year at Conference & Show.

"When I saw her walk into the JW Marriott, and she said she was doing IJAC, I told her to come and talk to me if she needed anything," said Sparks, who turns 19 this month.

Sparks offered Behr advice: Smile, have a good time, memorize key words — not each word — of your interview answer.

"It was so exciting to help coach her and be on the other side," Sparks said.

Sparks competed in the IAC this year for the first time, ahead of her sophomore year at Oklahoma State University. She also has been working for Gregg Pickens, CAI, of Pickens Auctions in Stillwater, Okla.

"I was raised under my parents in this industry, and branching out on my own has allowed me to see the industry through a new lens and see the love of auctions in my own eyes," Sparks said.

Behr is beginning her first year at Iowa State University. She's gravitated toward benefit auctions and hopes to one day start her own company.

"Auctioneering doesn't feel like work to me. It is fun. This is what I'm supposed to be doing," she says.

For now, she's riding the IJAC wave.

"I'm hoping that as word spreads that I won IJAC, I'll be able to land more work," she said. ❖

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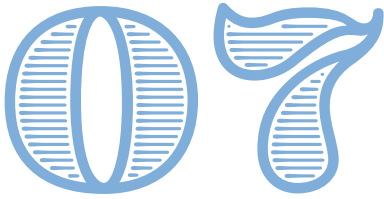
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By NAA staff

**Y**ou've been in that situation before — some faceless, offhanded comment is lofted outward from a sea of bidders. In no time flat, you can feel the auction's energy wane, if even for only a brief moment. And, along with it, as you're also aware, goes the potential for that extra higher bid.

But, what if you knew how to turn such a situation around? What if you were sharpened to diffuse energy-sapping bombs and rescue not just that particular item's final bid price, but potentially even flip the comment around, make it work for you instead, and maybe, just maybe, actually use it to dig out an even better final bid?

That training isn't a pipedream, Auctioneers. In fact, it's happening in September. The National Auctioneer Association Benefit Auction Summit is set for Sept. 15-17 at the Embassy Suites Hotel O'Hare-

Rosemont, in Rosemont, Ill., and will feature improvisation coaching for all types of situations, including those that are less than ideal.

Featured on a first-day slate built around the auction itself, "Making It Up: Using Improvisation to Succeed," will be led by professional actor/producer/teacher/consultant Curtis Andersen, who has made a living out of knowing the right thing to say, and when to say it, all in the name of entertainment. In other words, he understands how to keep an audience engaged.

Additionally, the event will also feature one-on-one coaching sessions with multiple past International Auctioneer Champions, including tips on improving your chant, along with a cutting-edge training environment where an instructional fun auction will be laced with real-time examples, questions and direction.

The Summit's second day will focus on business aspects, including a session

from expert speaker Charly Caldwell, of Life & Business Success Group Inc., that will show you how to boost your online presence through social media and the Internet, as well as how to improve your search-engine optimization standing.

Overall, this year's event was built even more to cater to attendee requests. As Nancy Hull Rigdon pointed out in her *Auctioneer* article in the June/July issue, six subcommittees consisting of about 25 people were formed in order to further enrich summit attendees' experiences.

The event begins Sunday, Sept. 15, with a welcome party at 6 p.m. On-site registration opens Monday, Sept. 16, at 8 a.m., with education beginning at 8:30 a.m. The Summit will conclude on Tuesday, Sept. 17, at 3 p.m.

For more information, e-mail [education@auctioneers.org](mailto:education@auctioneers.org), call (913) 563-5432 or look up [auctioneers.org/events/view/benefit-auction-summit-2013](http://auctioneers.org/events/view/benefit-auction-summit-2013). ❖

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# Real-estate high-bidder won't sign the purchase agreement. Now what?

**Question:** *In real estate auctions, can the high bidder be held to the bid when he or she later refuses to sign the purchase agreement or lose the sale? If so, what remedies are available?*

**Answer:** *This question raises a few interesting issues. At real estate auctions, whether the high bidder can be held liable for the breach of contract will depend upon state law and the specific facts of the case. The first issue to consider is the statute of frauds. The statute of frauds is a legal doctrine that requires some transactions to be supported by a written instrument signed by the parties to a transaction. The purpose of the statute of frauds is to protect parties to certain contracts; the goal is to make sure each party is aware of specific terms in a transaction. This doctrine has been adopted in nearly every jurisdiction in the United States. Applying the doctrine can be complex, especially when selling real estate at auction. The statute of frauds generally requires: (1) a written memorandum (2) that embodies the terms of the contract, (3) an adequate description of the real estate, and (4) the signature of the party who is now disputing the contract. The above requirements are intended to protect the buyer and seller from deceitful conduct by either party.*

Some states have concluded that if the statute of frauds is asserted to further less than honest and fair dealings, then a court may closely examine the transaction. In these jurisdictions, attention is given to the circumstances surrounding the transaction in order to ensure

that the statute of frauds is not being asserted to perpetuate fraud rather than to prevent fraud. This approach places an emphasis on the intent of the buyer. By examining the surrounding circumstances, a court can make logical inferences with respect to whether the buyer acted with a

fraudulent intent. Other states have held that even when a bidder submits a bid with the intent of never purchasing the property, as long as there is no written contract satisfying the statute of frauds, it will still be a complete defense to the claim. In some jurisdictions, writings other than the purchase agreement may satisfy the statute of frauds. These writings could be, for example, the registration agreement or an acknowledgment of the highest bid. The law in each jurisdiction with respect to the statute of frauds and the specific facts of the case will determine whether the seller would be able to pursue the bidder for damages.

After passing the statute of frauds hurdle, the seller may be able to assert the claim against the highest bidder. Once the hammer falls and the Auctioneer announces the completion of the sale, there is a binding contract between the buyer and seller. The terms and conditions of the contract include any terms the buyer agreed to in writing when he or she registered to bid and the terms announced prior to the auction. If the bidder refuses to sign the purchase agreement after the sale, he or she can be sued for breach of contract.

The question then becomes what remedies are available to the seller for the high-bidder's breach of contract. Generally, the courts will not force a buyer to complete the purchase of the property. Specific performance is an equitable remedy that is generally used by a buyer when the seller breaches the contract and refuses to convey the property to him or her. Instead, when the buyer breaches the contract the court will most likely award monetary damages for the delay of the sale, costs incurred, and other damages. The damages in this type of situation may be difficult to measure, so Auctioneers should consider including liquidated damages clauses in their bidder's registration agreement. In the residential real estate purchase agreement, liquidated damage clauses are fairly common.

The clause can be drafted so that the damages will be a specific percent of the purchase price or the deposit made at registration. The deposit made at registration is not automatically forfeited. It must be clearly set forth in the terms and conditions of the contract. The amount set for liquidated damages must be a reasonable

amount. There should be a connection between the amount of actual damages anticipated and the liquidated damages. If the sum sought by a liquidated damages clause is grossly disproportionate to the loss that may result from a breach of contract, the Court will treat the sum as an unenforceable penalty rather than as liquidated damages. In other words, the amount specified as damages in a liquidated damages clause should be close to the anticipated or actual amount of damages. ❖



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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.

# On picking an entity

## It isn't a one-size-fits-all decision.

**B**usinesspeople are often the targets for legal claims and lawsuits. That is a perfectly unpleasant situation for those claimed against and sued, and none of them ever want to be pulled into this costly and damaging process. Thinking businesspeople realize early that the avoidance of claims and litigation is a top priority for what they do.

Recently, I received a telephone call from an Auctioneer with a question. I didn't know the Auctioneer, but I've heard the question many times.

"Mr. Proffitt, a friend of mine said I should call you because you could tell me what to do with my auction business. With all the lawsuits these days, I'm not sure whether to form a corporation or an LLC. Which one do you recommend?"

It's much in vogue for small businesspeople to form corporations and limited liability companies for their businesses. The fellow who called explained he has been working as an Auctioneer for some years and now wants to step up to a formal type of business entity. Not surprisingly, his motivation is to avoid personal liability for a legal claim that might arise from the conduct of his business. This is a goal he shares with many other businesspeople.

### Entities

Let's start by considering business entities generally. There are four common entity forms used by business: (a) sole proprietorship, (b) partnership, (c) corporation, and (d) limited liability company. A number of factors can weigh in on the selection of the best type of entity to use for a given situation, including issues of capitalization, divisional ownership, management structure, anticipated growth, taxation, the ability of the owner(s) to eventually sell the enterprise and, chief amongst all, protection for the owner(s) against personal liability that

might spring from business conduct and affect individual assets. A quick look at each entity form will aid our understanding.

### Sole proprietorship

The Auctioneer who telephoned me has been working as a sole proprietor. A proprietorship is the simplest and easiest business entity to form and conduct. It arises when an owner commences doing business. A barber, farmer, plumber, small grocer and Auctioneer are all typical examples of sole proprietors who sell goods and services in the most basic format that the law recognizes. The overriding characteristic of a sole proprietorship is that the owner and the business are indistinguishable. They appear as one and the same in the eyes of the public and the law.

### Partnership

When two or more persons jointly operate a business, they are partners. Partners own and control a business in agreed, fractional units. Two partners might own a business as equals (50-50), or they might be unequal partners and own it in some other configuration, such as 60 percent for one and 40 percent for another (60-40). A partnership is like a proprietorship in that the business is linked directly to the partners. Also comparable to a proprietorship is the fact that a partnership can be a fairly simple structure to establish and conduct. On the other hand, partners can enter into a partnership agreement that is as complex as they might devise.

### Corporation

The laws of the various states allow business owners to incorporate their enterprises and many do. A corporation is defined by law as an "artificial person." A natural person and a corporation have many of the same legal rights and responsibilities. Each can earn and spend

money, buy and sell property, engage in banking, engage in commerce, hire and fire employees, borrow and loan money, and pay taxes.

There are also sharp differences between a natural person and a corporation. A natural person exists as a result of biological reproduction and birth, while a corporation can be created and exists only where the statutory law of a jurisdiction allows it. While a sole proprietor and her business are indistinguishable, the business of a corporation belongs solely to the corporate entity and is separate and distinct from the affairs of its shareholders, directors, officers and employees.

### Limited liability company

A limited liability company is another form of “artificial person” provided for by state law. This entity form is much newer than the long-used corporation, and it was conceived to combine the best aspects of a partnership and a corporation, while avoiding some of the less desirable traits of both. Like a partnership, a limited liability company is easier to operate than a corporation. Unlike a partnership does for its partners, a limited liability company offers its “members” a shield against personal liability — just like a corporation does for its shareholders.

### Answer to auctioneer

I couldn't fully answer the question the Auctioneer posed over the phone because it involved financial and tax issues that are beyond my expertise. However, I could speak to the legal aspect of what he wanted to know. Before offering my advice, I asked him for some information about his work. Specifically, I wanted to understand what role he plays in his business — what he does and with whom.

The gentleman explained that he works as a general Auctioneer and does everything that Auctioneers typically do. This includes signing up sellers,

preparing advertising materials, organizing and setting up the goods for auction, working with sellers, working with prospective bidders, conducting the auctions, calling the bids and settling up with the sellers. Like many others, he wears all the hats in his business.

This was invaluable insight and I dovetailed this knowledge into what a corporation or limited liability company might, or might not, offer in his quest for protection against personal liability. I then gave him my answer. What I said surprised him a lot. That didn't surprise me at all. Next time, we'll see why. ❖



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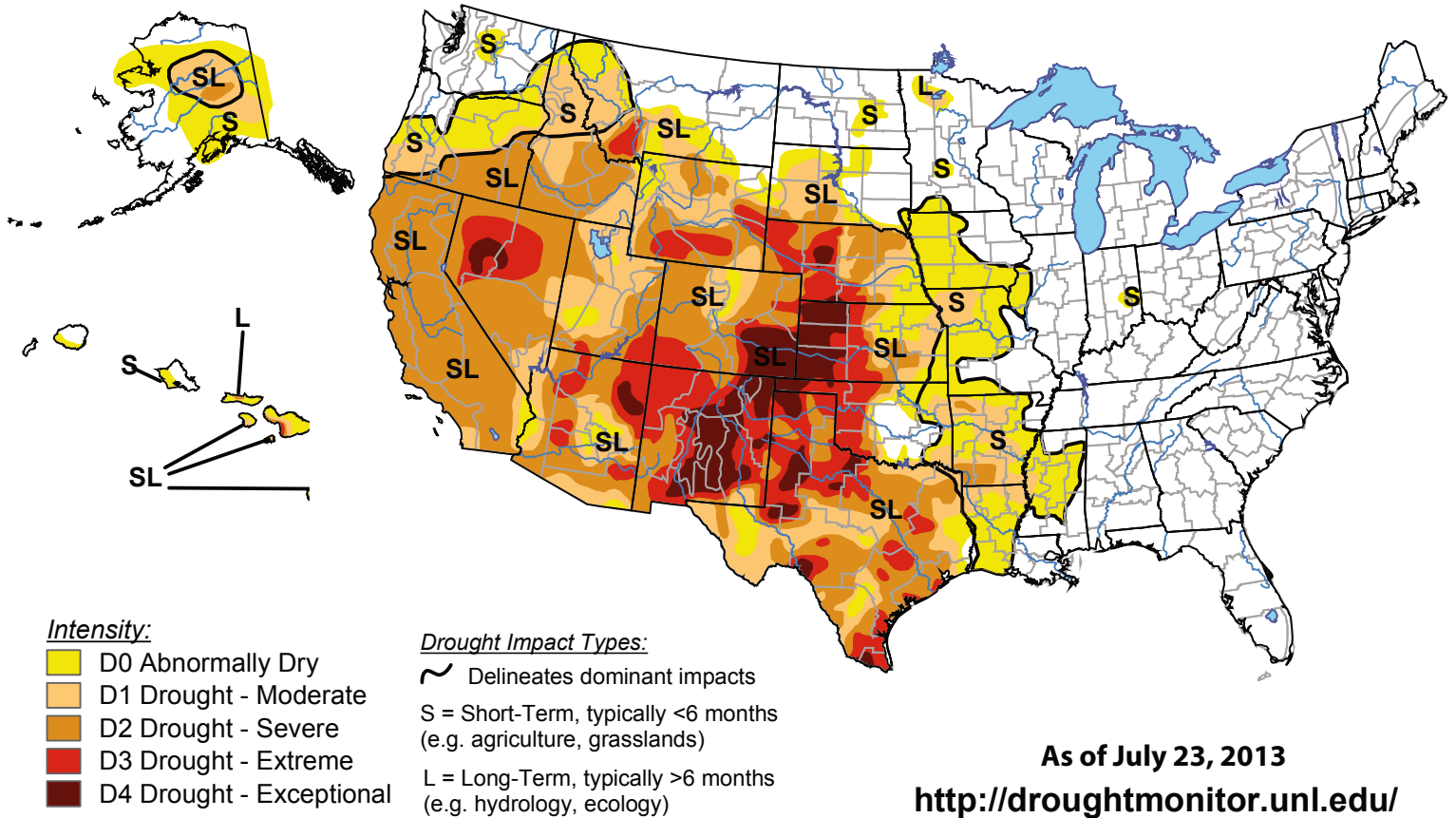
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The U.S. Drought Monitor shows the current drought affecting the western half of the U.S., which isn't expected to change much over the next three months. (The U.S. Drought Monitor is jointly produced by the National Drought Mitigation Center at the University of Nebraska-Lincoln, the United States Department of Agriculture, and the National Oceanic and Atmospheric Administration. Map courtesy of NDMC-UNL.)

# OUT OF THE DUST

## The country's long drought hasn't dried up auction opportunities.

By Curtis Kitchen

**T**he severe drought in the middle and western part of the United States, going on now for the better part of the last two or three years, has affected markets ranging from livestock to real estate to crops. But, while those markets thirst for a break from warm or hot temperatures and below-average precipitation, it doesn't mean business has been dry for Auctioneers.

Conversely, extreme conditions — from the weather to Wall Street — have kept the field of opportunities fertile for the auction industry.

"We have seen, over the last year or two, the drought have a pretty big effect on land prices because of the lack of crops," said Andy Conser, of United Country Heart of America Real Estate & Auction, in Oskaloosa, Kan. "That's driven the price of commodities — corn and soy-

beans and that sort of thing — it's driven it up.

"As a result of the higher grain prices, we've seen higher land prices. We've seen a huge jump in prices per acre on crop ground over the last two to three years, and we're still seeing extremely strong prices. We probably will until crop prices start dropping down."

Little or no crops, of course, lend them-

selves into an eventual problem with feed lots, which affects livestock. Simply, large herds become too expensive to feed and sustain. That dilemma forces ranchers and farmers into a decision to sell, and many have done that according to the National Cattleman's Beef Association, which said somewhere between 1 million and 1.5 million heads of cattle were taken to auction at the drought's worst point in the past year or so. Additionally, the United States Department of Agriculture has reported that nearly 70 percent of cattle producing regions are suffering from drought conditions.

Those conditions aren't expected to vastly improve, at least not in the next three months or so.

Conser said. "Regardless of the drought, we see people investing in the land just because there is no money in CDs or other investments."

"And, the fact that they aren't making any more land — all of those factors are helping keep land prices pretty high right now."

Scott Shuman, CAI, of Hall & Hall Auctions in Eaton, Colo., backed up Conser's land assertion and also pointed out that another driving point for buyers was securing water rights.

"With other variables throughout the country, would you rather have [money] in land or the stock market? People are saying they would rather have it in land," Shuman said. "The big buyers haven't gone away. On the real estate side, the big funds are still out there trying to buy as much real estate as they can."

"The local farmers still want to buy [land] that adjoins them because it may never come up again. So, there are still a lot of buyers on the market even though, at the same time, there are a lot of sellers."

With a healthy supply of both supply and demand, regardless of the reason and effect on other industries, drought-fueled opportunities are there for auction professionals. ❖

“Right now, the drought is still in the heart of the Western High Plains from Nebraska panhandle right through western Kansas and southeast Colorado to the panhandle of Texas and New Mexico,” said George Amis, Observing Program Leader with the National Weather Service Office, in Pleasant Hill, Mo. “We still have extreme to exceptional drought conditions.”

“In the three-month outlook, from August through October, it appears to be no change in the pattern for what the Climate Center is looking at. There’s no La Niña or El Niño, it’s just neutral or regular-type Pacific Ocean temperatures.”

Those areas that don’t receive much more than average moisture, or even less, won’t be helped by cooler weather, either, according to long-range forecast models.

“The temperature outlook, from Missouri all the way to the West Coast, right through October, we’re going for above average temperatures,” Amis said.

Despite unkind weather, land prices at auction are also holding firm thanks to the constant uncertainty that now surrounds Wall Street investments.

“The one thing about land, we’ve also seen an increase in land from an investment standpoint, where people are sinking their investment money more into crop land,”

“Regardless of the drought, we see people investing in the land just because there is no money in CDs or other investments.”

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# READY TO RUN

Solid networking, meetings and education at Conference and Show have one of NAA's newest members raring to go.

By Curtis Kitchen

While it is easy to miss things here and there during the annual whirlwind blur that is the International Auctioneers Conference and Show, there are parts impossible to miss — an attendee's colorful hairstyle, for example.

First-time conference attendant Tammy A. Miller's pink-shaded 'do was a topic of interest throughout the week at this year's event in Indianapolis, meaning her "marketing platform," as she calls it, did exactly what Miller, a cancer survivor in 2001 and now a spokesperson for the PA Breast Cancer Coalition, intended for it to do.

"If you would have met me at Conference," Miller said, "you would have found out my hair is pink because that's my marketing platform for people to ask me, 'oh, why is your hair pink?' or 'oh, I like your hair,' and then I can always get into the marketing side of 'oh, let me tell you why it's pink.'"

Delivering that message (along with many others through her business, Tammy Speaks, LLC) is Miller's strongpoint. The tagline on her site, [tammyspeaks.com](http://tammyspeaks.com), describes her as an international speaker, author, speech coach and auctioneer — an extremely varied background that centers, of course, on effective communication.



Tammy Miller is a spokesperson for the PA Breast Cancer Coalition and has written three books discussing her and others' experiences battling the disease.

Miller said she has been speaking professionally for the better part of 20 years, with topics ranging from being a cancer survivor to communication skills, leadership and motivation.

As one could imagine, being able to showcase such a wide range of topics has paved the way down some interesting roads.

"I do a lot of coaching of political figures," said Miller, who also worked with some of this year's IAC competitors on their interview preparation. "One of my big people right now, a gentleman is working on a project on going to the moon — the Penn State Lunar Lion project — which is very exciting. He met with Newt Gingrich a few weeks ago, and I was coaching him on what his message might be and how he might present that message."

The auction professional portion of her resume came much later in almost accidental fashion, in October of 2010, as she attended an event and overheard a conversation that would dramatically swing open another door to opportunity. Two women sat perhaps 15 seats away from Miller — just close enough for her to pick up a few words. One of the women was a television personality, and she was asked by the other person if she would be willing to help auction off several cakes.

"This personality, who generally works from a script, I could see her face," Miller said. "As a speech coach, we talk a lot about non-verbal communication, and her non-verbal at that moment was 'oh, my gosh.' She said, 'I don't have any idea how to auction.'"

"I'm just sitting back there going, 'you know what? I think I would like to learn the right way to do that.' So, after that, I started to look into what it would take to become an auctioneer as far as the business, the bid calling, and all of the things that go with auctioneering."

That decision led to auction school in St. Louis in June that following year, and she hasn't looked back since, picking up momentum and events as she's done more than 50 paid auctions as opportunities, slowly at first, have come her way in Pennsylvania. In addition to someone local who has employed Miller's services to help revitalize his business, Miller pointed out an NAA peer who has been helpful.

"I've been so blessed," Miller said. "Matt Hurley (CAI, AARE), who is the President of the Pennsylvania Auctioneers Association and just a wonderful, wonderful business man, he has been helping me tremendously by saying 'hey, come auction with me.'"



Miller joined the NAA this past January and decided to attend her first Conference and Show six months later. Beginning with her arrival to the Welcome Party, where 2012-13 NAA President J.J. Dower immediately introduced himself, Miller's week was filled with interactions that grew her network by somewhere between 20-30 new "friends." Many of those meetings were the direct result of former NAA President John Roebuck, CAI, AARE, who saw Miller's "First Timer" ribbon at the opening session. From there, he took it upon himself to lead her to other attendees. That help, Miller said, had her leaving the Conference seeing Roebuck as a mentor and friend.

And then, Miller gave high praise to the sessions she attended.

"The education I received there was just phenomenal, especially in Steve Proffitt's session," Miller said. "He is funny. We were laughing so hard at his crazy jokes. But, the education he wove through that, I will always remember. His session was excellent.

"The education I took in at the conference was some of the best I've ever received. It was foundational enough to your business that I think for many of the sessions, it doesn't really matter if you are a new Auctioneer or a 20-year Auctioneer. I think you can still glean something out of that."

Miller, of course, is on the newer side of that spectrum, but she said joining the auctioneering industry has provided a platform where all of her professional skills can mix and flourish.

"I love what I do, from the communications side to the speech coach side, I love all of the things I do," Miller said. "And, I am so excited that it seems like they are all meshing together now, and now I just need to figure out how to really just take this and run.

"I truly believe with all of my heart, I came back from the NAA Conference, and people asked me how it was; I said it was a life-changing trip." ❖



Name: Tammy A. Miller

Location: Port Matilda, Pa.

Joined NAA: January 2013

Memorable auction lesson/experience: "Don't take anything out of anything that is sealed, and you never know [the value of] what you have in your hand."

Takeaway from attending Conference and: "The whole goal of NAA, that I saw, was everybody there wants you to be better at what you're doing."

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# PLAN YOUR INTERVIEW



By Rich Schur, CAI,  
BAS, MPPA

**A**fter posting for applicants to fill your open jobs, and you are ready to start screening and interviewing, the best course of action is to have a plan. Plan your schedule, your questions and even the space you will use to conduct the interviews.

The first step in the process is to carefully screen the responses you received in your recruiting stage. Check for unexplained gaps in an applicant's work history. In this economy, lots of people have been out of work, but are they hiding something with a long gap? Look for short spurts

of employment, which might indicate a job-hopper. Review their job or career objectives. Are they in line with you, your company and with your job description?

Look also for "creative writing." I've referred to a high school job pumping gas as a "transportation systems petroleum transfer technician." Question things before you ever speak to a candidate. Some statistics claim more than half of all applications and resumes have false information.

The next step is to review the job description for your open position. Create a list of questions

“ Asking the right questions will help you identify ideal candidates and screen out the wrong ones. Asking the wrong questions will land you a terrible employee, make you miss a potential superstar or, even worse, get you sued. ”

relevant to that position. Asking the right questions will help you identify ideal candidates and screen out the wrong ones. Asking the wrong questions will land you a terrible employee, make you miss a potential superstar or, even worse, get you sued. Make no mistake, there are career litigators who are hoping you'll ask a wrong question that will lead to a settlement. Fortunately, these folks are few and far between.

Have your questions written down, and stick to your plan. You'll have the opportunity to explore other questions based on candidates' answers, but having a pre-planned list will keep you on track, reduce the risk of asking wrong questions and give you a mechanism to more objectively compare your applicants.

The first rule is to keep questions not only business-related, but specifically related to the job you're filling and the environment in which this person will work. Asking personal questions, or questions not related to the position is the quickest way to find trouble.

There are some things you can't ask. Period. Age is not allowed unless there is a specific reason for doing so. If your employees must be at least 21, you can ask if they are at least 21. That's it. You can't ask how old they are. Also, don't ask questions about marital status, or family status. Whether they are married or have kids really has no bearing on their ability to do the job you're filling — nor does their religion, nation of origin or sexual preference.

Asking what languages they speak, read or write is perfectly acceptable. Asking what country they are from can be considered discriminatory. Asking if they'll be late to work because they have to drop off kids is discriminatory. Asking someone if they are able to report to work as scheduled is not.

As long as your questions are work-related, you're probably in good shape, but when in doubt, seek the advice of a trusted attorney. Finally, this article is intended as a general guide and cannot be construed as providing legal advice. ❖

*Schur is Chief Operating Officer for United Country — Schur Success Realty & Auction LLC and has more than 17 years of experience in human resources. He has earned his certification as a Senior Professional in Human Resources (SPHR).*



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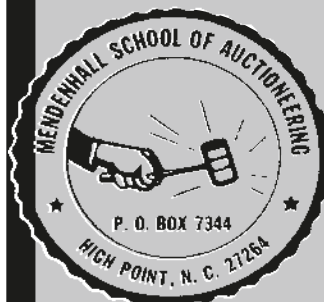
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By Carl Carter, APR

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.

## Telling the whole truth at every stage protects commission and reputation.

I've never met an Auctioneer who didn't have a story or six about a seller trying to misrepresent a property. There might be a water problem or zoning issue that limits the potential use of a property, or a crack in the air handler, or anything that would reduce what a bidder might pay.

The Auctioneer faces a decision — one that may determine whether he pockets a nice commission or ends up with a ding on his reputation and maybe even a lawsuit.

We all know the right answer: Disclose everything — the whole truth, and nothing but the truth. It's easy to say when you're talking about another Auctioneer, or just moralizing in general. But, when you're having a slow year, and sellers aren't exactly lined up with pens at the ready, judgment can get clouded because, let's face it, you need that commission.

"Maybe it's not really so bad," we say. We confuse optimism with wishful thinking.

These matters find their way to me as a communications specialist writing about properties, upcoming auctions and Auctioneers. Do I tell half the story? Do I leave out something that would cause someone to make a different buying decision?

I don't like those choices, and by the time they land in my lap, the auction company's choices are generally limited. Fortunately, I'm blessed with clients who rarely let things get that far. But, I'll lay my cards on the table here: If I write something that is literally true but leads someone to the wrong conclusion because of something I left out, I consider it a lie.

As I was working on this column, I sought the counsel of a couple of friends whose wise counsel has kept me — and many others — out of trouble endless times. Their advice was clear and firm: Catch it early, and fix it before you go another step.

Because, at every stage, the list of acceptable



options gets shorter, and the cost of missteps goes up. Brochures, ads and press releases have to be re-issued or corrected. Lawyers have to conduct costly additional research. Lawsuits may be filed. A damaged reputation is born.

Catch the problem before you ever visit the seller, and you may save some time and travel costs. Identify it before you write the contract, and you can adjust the communications plan accordingly. Level with the seller from the outset, and you can avoid a no-sell or a dissatisfied seller on auction day.

Fixing problems like this quickly protects both your commission and your reputation. ❖

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# BEHIND BARRETT-JACKSON

## *“The World’s Greatest Collector Car Auctions”*



John Nicholls scans the audience during his call at the 2013 event in Scottsdale, Ariz., which generated nearly \$109 million in sales.

By Justin Ochs, CAI

**T**he scene invokes awe-soaked stares. Thousands of people, somewhere between 10,000 and 12,000, train their eyes forward as the Auctioneer climbs a price ladder with figures many have trouble even dreaming about, let alone writing on a check.

“200! ... 300!” the Auctioneer declares. Undaunted, the crowd cheers for the competing buyers to bid even more. They oblige.

“400! ... \$500,000 is bid!”

The Auctioneer’s pitch has climbed with each new bid, causing the hair on the

backs of necks to stand under the support of palpable energy housed in the massive building. Bidder assistants scream with everything within themselves, as if it may be the last bid they ever turn in. Chests well with excitement as the hammer raises high and then crashes down on the block. The crowd roars as the Auctioneer decrees the car “SOLD!”

Welcome to the Super Bowl of auctions. Welcome to Barrett-Jackson, “The World’s Greatest Collector Car Auctions.”

Just like professional football teams battling it out on the gridiron, the event’s auction team fights against time and the window of opportunity to make a profit

for its sellers. Work begins at around 8:30 each morning and finishes around midnight with small breaks throughout the day. This was especially true last January in Scottsdale, Ariz., where the team marched for six consecutive days. Each day averaged about 15 hours during the largest event in “World’s Greatest Collector Car Auctions” history — a span of 42 years.

How did they hold up?

Inside the break room, auction professionals gargled medicated mouth wash, hoping their voices would hold out. Bidder assistants massaged cramps out of their aching feet after standing all day. A couple of team members shared in a camaraderie



For the Barrett-Jackson event in Scottsdale, Tom “Spanky” Assiter put together a team of 50+ professional auction professionals from all over the U.S., many of whom are International and World Champions.

weaknesses, and places them at positions in the arena where they will not only be successful individually, but the team also will reap the benefits of their contributions. Throughout the week, Assiter continually analyzes his game plan and makes position adjustments until all team members perform to the best of their abilities. The result is the generation of the greatest profit for the sellers.

Assiter’s lineup of auction professionals for this event is unprecedented — a cast of “Who’s Who” within the auction industry. Consisting of International and World Champions, these men and women define the term “Auctioneer” with the skills they bring to the block. They are not only magnificent bid-callers, they are artists and performers. They deliver charisma and entertainment, combined with stage presence and block control.

Assiter’s squadron of bidder assistants bring talents, abilities and wisdom to the playing field that one will not have the opportunity to witness anywhere else.

These men and women set the standard for professional bidder assistants, bringing an arsenal of emotions and techniques to be displayed for each unique situation. These are not just bid spotters; they are students of buyer psychology. They study each individual bidder, constantly evaluating the most successful approach in order to encourage competition among buyers.

The ultimate principle grasped by this entire team is that no single individual or position is of greater importance than another. Even though these professionals work over 90 hours in six days, no one complains; nor does an individual show up late for their assignment. You see, seller ambassadors and tote board operators are just as important in creating and maintaining the high-energy atmosphere as Auctioneers and bidder assistants.

During the 2013 auction in Scottsdale, Ariz., Assiter’s team generated nearly \$109 million in sales. Upcoming 2013 Barrett-Jackson Auctions include Reno, Nev. in August and Las Vegas in September. ❖

I’ve found unmatched in any other working environment.

And, although flawless in appearance by the viewing audience, accidents do happen. During my tenure, I have witnessed one of our members struck in the head with a tent pole during a violent storm and having to be carted off the field on a stretcher.

Hand-picked by Tom “Spanky” Assiter, CAI, AARE, Chairman and Founder of Assiter Auctioneers, this team of 50+ professional Auctioneers hails from all over the United States. Assiter, just like a championship coach, carefully evaluates each of his team members’ strengths and



The New England School of Auctioneering April class had 9 students. Submitted Photo



Texas Auction Academy's June graduates included 48 students from across the U.S., including Maryland, Georgia, Colorado, Oklahoma, Arizona, Missouri, California, Michigan, South Carolina, North Carolina, Louisiana and Texas. Submitted Photo



The Mendenhall School of Auctioneering's June 2013 class had 34 graduates from nine states. Submitted Photo



The Carolina Auction Academy's April 2013 class had more than 15 graduates who helped raise funds for St. Jude. Submitted Photo



World Wide College of Auctioneering's June 2013 class had 62 graduates. Submitted Photo





\$368,500

## Real estate auction effort nets \$368,500 for St. Jude Children's Research Hospital

**O**n May 28, 2013, Tranzon Alderfer auctioned a 12+/- acre estate in Upper Dublin Township, Montgomery County, Pa., with the proceeds, \$368,500, benefiting St. Jude Children's Research Hospital. The property, which features a spacious 4,902 square-foot house, cottage and barn on 12.89+/- beautiful conserved acres, was donated to St. Jude Children's Research Hospital by Mrs. Amelita E. Cresswell. Tranzon Alderfer conducted an aggressive marketing campaign, generating 133 inquiries, 37 parties at the open house and six registered bidders at the auction. The auction method was the ideal solution to provide the seller with a timely sale, a no-contingency contract and 45-day settlement. ❖



\$19,470



\$25,960



\$13,570



\$188,800

## International interest in ‘Landschaft mit Vulkan’ leads to \$188,800 sale

**L**eland Little Auction & Estate Sales (LLAES), Ltd., in Hillsborough, N.C., held a successful Summer Catalogued Auction, June 13-15, selling well over \$1 million in fine art, jewelry, Asian art, couture, antiques, fine wine and other collectible objects. Highlights from the sale included "Landschaft mit Vulkan," an oil on wood by Franz Sedlacek (Austrian, 1891-1945) that attracted significant international interest, driving it to \$188,800, and a 2009 Mercedes S550 Sedan energized the crowd, selling for

\$49,450 (all prices include 18-percent buyers premium).

A few other items of note:

- Art Deco Platinum, Jade and Diamond Ring: \$19,470
- Italian Painted Shell within Rococo Gilt Frame: \$25,960
- Bound Stone Print of the Declaration of Independence: \$13,570 ❖



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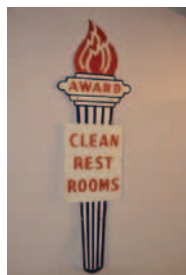
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\$11,550



\$3850



\$4125



\$8250

## Near-mint porcelain McColl-Frontenac Products sign nabs \$11,550

**A**round, McColl-Frontenac Products, double-sided, porcelain petroliana sign, with “Red Indian” logo, rated near mint at 9.5 out of 10 for condition and sold for \$11,550 at a “Check the Oil” auction held June 22 by Matthews Auctions, based in Nokomis, Ill. The auction was conducted on the second day of the Check the Oil Gas & Oil Show, held annually in Dublin. The sign — 36 inches in diameter and having great gloss and color, with a clean field — was marked Vilas Enamel Products. It was the top achiever of the nearly 500 lots of

petroliana (gas station collectibles) and automobilia (car memorabilia) that came up for bid.

A few other items of note:

Standard Oil of Indiana “Clean Rest Room Award” double-sided porcelain die-cut sign: \$3850

Mobiloil “D” single-sided porcelain sign: \$4125

Harbor Petroleum double-sided porcelain die-cut sign with sea plane graphics: \$8250 ❖

## Pair of original Peanuts Sunday comics fetches combined \$78,200 at auction

**F**rom ArtfixDaily.com: A pair of original Peanuts Sunday pages by the legendary comic illustrator Charles Schulz sold for a combined \$78,200 at a multi-estate sale held June 6 by Philip Weiss Auctions, in the firm’s new post-Hurricane Sandy gallery in Lynbrook.



\$78,200

One of the Peanuts Sunday comics, dated March 1, 1964, was personalized by Schulz, “To Susie and George with friendship.” Some light staining in several panels didn’t keep it from becoming the sale’s top lot, at \$41,400. The other original Peanuts Sunday, dated Feb. 12, 1961, featured Violet giving grooming advice to Pig Pen and Charlie Brown. It realized \$36,800, against a pre-sale estimate of \$18,000-\$24,000. Overall, the wide-ranging auction grossed more than \$225,000, boasting nautical items, rock ‘n’ roll and Hollywood memorabilia, and collections pertaining to “Oziana” (The Wizard of Oz). ❖

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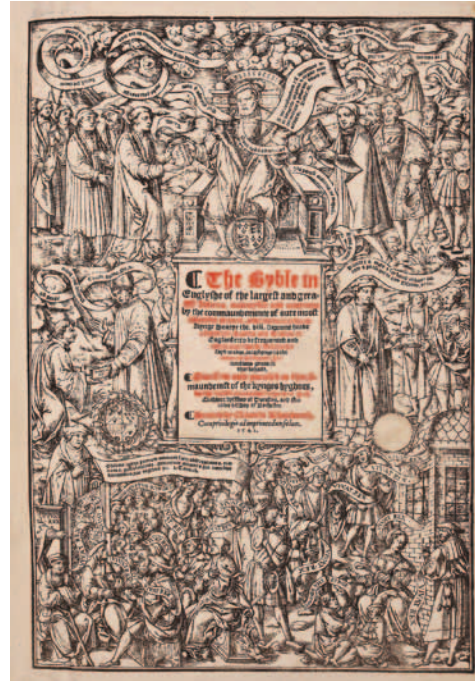
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\$9500



\$5500



\$8500

## 1541 English Great Bible brings in \$9500

**A** 1541 English Great Bible sold for \$9500, while an 18th-century verge watch with chatelaine realized \$7500 in Cordier Auctions' Spring Two Day Antique & Fine Art Auction on May 18-19. Other highlights of the sale included an enameled and jeweled padlock watch at \$5500, a 1.97 carat diamond solitaire at \$8500 and a circa 1917 Steinway Model O grand piano at \$4400. The 755-lot auction was held in Cordier Auctions' salesroom in Harrisburg, Pa.

The Great Bible version of the Byble in Englyshe printed by Edward Whitchurch in London in 1541, was the top lot of the auction, realizing the final bid price from an online bidder after an estimate of \$5000 to \$7000. ❖

## Florida auction company founder on cusp of new reality show

**F**rom the June 30 edition of the *Miami Herald*: Auction Company of America founder Jim Gall is on the cusp of starring in a new reality show. Peacock Productions, a part of NBC Universal, filmed Gall's June auction at a waterfront home for sale. The footage will be part of a "sizzle reel" that Peacock Productions will shop around to networks, in hopes of airing the as yet-unnamed show as early as next year. ❖

# Awards, new officers highlight Texas Conference & Show

The 2013 Texas Auctioneers Association Conference and Show was held at the Marriott Hotel in Ft. Worth, Texas, June 27 - 30, 2013. A hearty 202 registered Auctioneers attended, much to the delight of the record number of exhibitors. Speakers during the Conference and Show included Julie Carter, CAI; Lynne Zink, CAI, BAS, CES; Rich Schur, CAI, BAS, MPPA; Jeffrey Messer, CAI, CES, GPPA; Bruce Martin, Joe Calhoun and Jim Sample.

In addition to the dynamic speaker lineup, this year's awards went to: Wendy Lambert (BAS) — State Champion; Montie Davis — Ringman; Kyle Dykes — Rookie; Ernie Croucher (CAI) — Senior Champion; Lance Swigert — Miles Autry Leadership Award. Also, Forres Meadows, CAI, ATS, BAS, was inducted into the Texas Auctioneers Hall of Fame.

The Fun Auction raised over \$22,000

with proceeds benefitting FCAI, TAA, AucPac and Scottish Rites.

The new Board of Directors was sworn in and consists of the following: Craig Meier, President; Lori Campbell, CAI, President-Elect; Montie Davis, 1st Vice President; Cindy Soltis-Stroud, CAI, BAS, 2nd Vice President; Brent Graves, Past President; Jim Swigert, Treasurer.

Board: Si Harbottle, CAI, PRI; David Runte, CAI, PRI, GPPA; Travis Kaddatz; Trey Gallaway; Joel Lemley, CES; Lance Swigert; Luther Davis, CAI, BAS, PRI; Jacki Lemons-Shillingburg, CAI, PRI; Doak Lambert.

Next year's convention will be June 25-29, 2014, at the Crowne Plaza Riverwalk in San Antonio. And, as announced in Indianapolis, Texas will host the National Auctioneer's Association Conference and Show in 2015, in Frisco, Texas. ❖

# New Hampshire sets state officials

On June 4, the New Hampshire Auctioneer Association held officer elections during the state convention in Concord.

After the votes were tallied, the following positions were announced:

Chris McInnis, President; Justin Conway, Vice President & Treasurer; Dale Schaezke, CAI, AARE, Director; Russell Abbott, CAI, GPPA, Director; E. Douglas Ryan, Director; Joseph Moore, Director; Ailie Byers, BAS, Secretary

Overall, the convention was attended by 20 participants and featured an educational presentation by Darron Meares. ❖

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## Self-taught Auctioneer became President of National Auto Auction

T. Lynn Davis, Jr., of Macon, Ga., passed away May 12 at Pine Pointe Hospice, according to his obituary. He was 90.

Mr. Davis was born on Sept. 6, 1922, to T. Lynn and Kate Davis of Wartrace, Tenn. He spent the first 15 years of his life in Wartrace and moved to Macon, Ga., in 1937. He was in the U.S. Coast Guard for 37 months and served in World War II. He attended Mercer University.

The self-taught Auctioneer became one of the foremost Auction-

eers of the South. In 1950, he married Julia Ann Tanner of Franklin, Tenn. They have three sons, T. Lynn III, James T. and Matthew D. He owned and operated Middle Georgia Dealer Auto Auction for 40 years. He was also in his 67th year as President of T. Lynn Davis Realty and Auction Co. Inc.

His business led him to official positions across the country — former President of the National Auto Auction and board member of the Georgia Auctioneer Commission. He is predeceased by his parents and sister, Katherine Thomas. ❖

## Minnesota Hall of Fame member was avid outdoorsman

Richard "Rick" Berens, of Buffalo, N.Y., passed away Feb. 9 in Minneapolis, according to his obituary.

Berens was born Nov. 26, 1956, in Shakopee to the late Leonard and Dolores (Ke- arney) Berens. He graduated from Prior Lake High School and Anoka Ramsey Community College. He served in the U.S. Army, stationed in Nuremberg, Germany.

Rick was an entrepreneur working in real

estate development and auctions. Rick was a member of the Minnesota Auctioneers Association Hall of Fame and life member of the Prior Lake VFW.

Rick was passionate about big game hunting, deep sea fishing for halibut and salmon, and hiking the mountains of his home in Big Sky, Mont.

Rick is survived by his wife Renee of Buffalo, brothers & sisters Doreen (Dave)

Suelter of Zimmerman, Margie (Randy) Corbin of Margate, FL, Ed (Shelly) of Faribault, Anne (Randy) Hansen of Milwaukee, Bob (Jolene) of Red Lodge, MT, Joe of Red Lodge, MT, and Lenny (Vicky) of New Prague.

Charitable donations may be made in Richard "Rick"'s memory to the following organization: Wounded Warrior Project <http://www.woundedwarriorproject.org> PO Box 758517, Topeka, KS 66675 ❖

## California Auctioneer fought numerous battles in WWII

Harry Crider, 87, a semi-retired businessman and member the Sanger (Calif.) Masonic Lodge and Veterans of Foreign Wars Post 7168, died June 3.

He was in military uniform to serve as the master of ceremonies at the Memorial Day Service held at Sanger Cemetery on May 30, just a week before he died.

Crider was a member of the Army 31st Infantry Division, and in one of the first waves of soldiers to shore for the Battle of Morotai in 1944. Crider didn't suffer any injuries at any time during his service in WWII. It was malnutrition that sent the 19-year-old veteran home. For 10 days in Morotai, his company was cut off from food supplies. They were forced to live on coconuts and coconut juice.

Later, Crider faced four-man Japanese tanks as well as snipers. He was often targeted because of the tripod-mounted .30-caliber machine gun he wielded.

About 19 years after returning home from war, in 1963, Crider left his job at Heppner Real Estate in Sanger to form Crider Real Estate Company, and in 1987 he became an Auctioneer, selling real estate foreclosures. ❖

## His work, begun at age 12, was Iowa Auctioneer's passion

Gordon Price, 77, of Shumway, Ill., died May 5, 2013, in his residence, according to his obituary. He was born May 8, 1935, in Oconee, Ill., the son of Malcolm and Blanche Cook Price.

Price was a professional cattle buyer and auctioneer. He started buying livestock and auctioneering at age 12. He was a successful owner and operator of several businesses throughout his life. His work was his passion. Gordon loved horseracing, reading his Bible, entertaining and feeding people. He was also a member of the National Auctioneers Association, Illinois Auctioneers

Association and Knobs Baptist Church.

He is survived by his wife, Victoria Price, and a large family, including several brothers and sisters; 35 grandchildren; 44 great grandchildren; and two great-great grandchildren.

Memorials may be made to: Central Illinois Honor Flight, 712 E. Jefferson, Effingham, IL 62401; Shadow Home, 118 W. Franklin St., Taylorville, IL 62568; and Knobs Baptist Church, RR#2 Box 24, Tower Hill, IL 62571. ❖



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## IN THE RING

**PAGE** 12 *“The NAA is in great shape strategically. It is in great shape fiscally. But, of course, we can never just rest. We must always continue to move forward on to even bigger and better things, and even greater heights..”*

**Paul C. Behr, CAI, BAS**  
NAA President

**PAGE** 26 *“It was just an amazing day. I’m excited to see what the future holds and what the next year holds for me. But, I’m ready to do anything I can for this industry.”*

**Megan McCurdy, CAI, BAS**  
2013 IAC Women’s Champion

## AROUND the BLOCK

▪ **United Country Real Estate, headquartered in Kansas City, Mo., has appointed Shawn Terrel as international director** of the firm’s Oil and Gas Mineral Specialty Property Group Division. In this new role, Terrel, of Smithville, Mo., will act as United Country’s subject matter expert in all matters pertaining to oil and gas mineral rights and transactions.

Shawn is also the chief operations officer of MineralMarketing.com, which he founded with his brother, Shane Terrel. In just the past two years, the company has assisted farmers, ranchers and other mineral owners lease and/or sale several hundred thousands of acres of minerals across the U.S., through their proprietary oil & gas mineral marketing systems.

▪ **MarkNet Alliance has advanced its auction portal technology** for members in the real estate auction industry by building on the SAM Auction Software platform to provide members with private-labeled and hosted auction portals.

With SAM Auction Software’s bid management engine, MarkNet is able to provide members with bid and private-label auction management technology that is more stable (less down-time), scalable (easy to build on and can handle large volumes of traffic) and flexible (easy to white-label and manage many auctions) for its auction company members and bidders.

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## MEMBERS' CORNER

# Another record-breaking donation

**N**ational Auctioneers Association members and partners once again broke the Association's fundraising record when they helped raise more than \$142,000 between July 1, 2012, and June 30, 2013, to support St. Jude Children's Research Hospital. Donations surpassed the previous record of \$132,000.

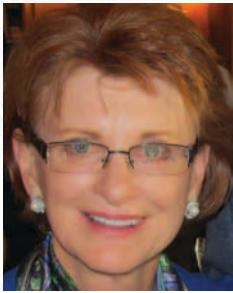
The NAA is currently committed to raising \$500,000 over the course of five years through its Auction for Hope program. Funds raised by NAA Auctioneers will go toward a research fellowship developed by St. Jude.

In addition to those who gave during the 2012 International Auctioneers Conference and Show in Spokane, Wash., last July, the NAA and St. Jude would like to thank the following people and organizations for their support:

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**Connie Waddell**  
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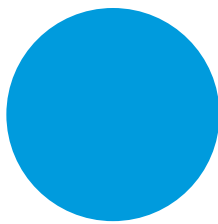
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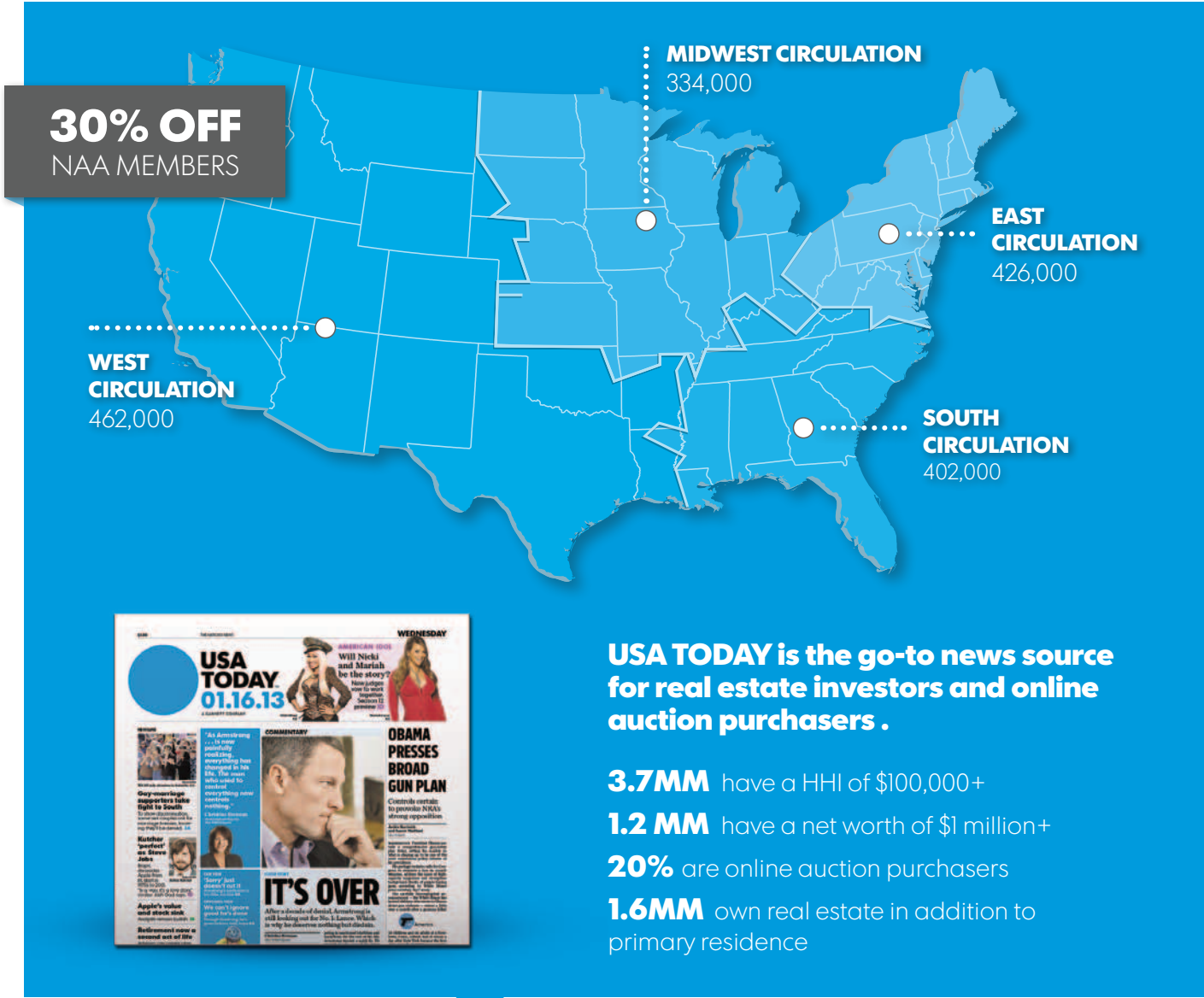
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 Check here if you are a previous NAA member.  Male  Female  
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 \_\_\_\_\_  
 Highest Level of Education Completed  
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 Name of auction school attended if applicable  
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## 3

### METHOD OF PAYMENT (PLEASE CHECK ONE)

Payment in Full (One Payment Total):  Check  Credit

Payment Plan (Three Payments Total - See Reverse):  Check  Credit

\_\_\_\_\_ Credit Card # Exp. Date (MM/YYYY)

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## 4

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

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# NAA Member Benefit Highlights

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

## NAAuction.com

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

## NAA Logo

Promote your membership in the NAA by using the association logo on your website, business cards, advertisements, letterhead and more!

## Constant Contact

NAA Auctioneers receive a discount when they use Constant Contact, an e-mail marketing provider. Communicate easily and efficiently with your clients, announce your next auction to everyone in your e-mail database list and save money! Get a 60-day free trial for up to 100 e-mail addresses. After that, pre-pay and get a discount of up to 25% off! Get started by visiting [naa.constantcontact.com!](http://naa.constantcontact.com!)

## Auctioneer magazine

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

## Auction E-News

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

## NAA Media Directories

NAA Auctioneers have access to media directories for all 50 states. Access these online directories at [www.auctioneers.org/directories](http://www.auctioneers.org/directories).

## Online Mentoring and Networking Forum

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

## Auction Calendar

Members can post their auctions for free on the exclusive NAA Auction Calendar hosted at [www.NAAuction.com](http://www.NAAuction.com).

## NAA Education Institute

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

## Buyers' Guide

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

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## Discounted Advertising Rates

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

## Publications

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

# NAA Payment Plan

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

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## **Mission**

*The National Auctioneers Association exists to provide critical resources to auction professionals that will constantly enhance their skills and success.*

## **Vision**

*National Auctioneers Association members will be the preferred auction professionals used in the marketplace.*

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

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



NATIONAL AUCTIONEERS ASSOCIATION  
**EDUCATION CALENDAR**

---

**BENEFIT AUCTION SUMMIT**

*Rosemont, Illinois • Embassy Suites Hotel O'Hare-Rosemont • September 15-17, 2013*

**DESIGNATION ACADEMY**

*Las Vegas, Nevada • New York New York Hotel & Casino • December 8-14, 2013*

**INTERNET ONLY AUCTION SUMMIT: REAL ESTATE**

*Atlanta, Georgia • Hotel to be announced • February 2014*

**CERTIFIED AUCTIONEERS INSTITUTE**

*Bloomington, Indiana • Indiana University • March 23-27, 2014*



**CONFERENCE AND SHOW**

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*thank you*

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