

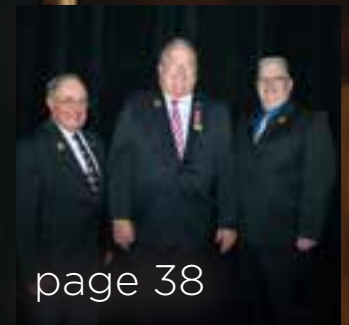
Auctioneer

AUGUST 2016

John Nicholls

2016-17 NAA PRESIDENT

- | ATF FURTHER CLARIFIES RULES ON GUNS AT AUCTIONS
- | IS THERE A LEGAL LIMIT ON CONTRACT TERMS?
- | SOCIAL MEDIA MARKETING: ONE PLATFORM ISN'T ENOUGH



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John Nicholls, AARE, AMM
NAA President

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

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

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

John resides in Fredericksburg, Virginia, with his family.

YOU are NAA!

I'm writing this before I head to Grand Rapids for the 67th International Auctioneers Conference and Show. I've been working on scripts and my schedule, and I'm excited to take over the leadership from Spanky Assiter.

Ken Blanchard wrote a book called *Servant Leadership* and has articulated a statement about leadership that I think I want to copy: "Effective leaders and managers need to serve their people—not be served by them." That's what we are trying to do at the NAA – serve our members.

Too often, I see things mentioned about "the NAA" on social media. I just want to ask – who are you talking about? Don't you realize YOU are the NAA? It isn't Hannes and her staff in Overland Park. It isn't the NAA Board of Directors and me. YOU are the NAA, and we can't have this organization without you.

More than 65 years ago, a few Auctioneers met and began talking about common interests – that group laid the foundation for where we are today. This past year, I had the privilege of serving as chair of the Governance Task Force. Our charge was simple: To align NAA's governance components and documents in order to achieve the vision of having NAA members be the preferred auction professionals used in the marketplace.

We talked somewhat about that at the Conference, but for those of you who weren't able to be there, what I am talking about are things like the Bylaws and Code of Ethics for the NAA. Both of these governing documents are being modified and to see what is happening with them, go to page 16.

The NAA has a grand vision: NAA members will be the preferred auction professionals used in the marketplace. It is simple to communicate, but not so simple to make happen. Our mission is to provide critical resources to you to improve your skills and successes. Our volunteers and staff work on that every day.

The NAA's educational program is strong – and getting stronger. Regardless if you are new to

the business or a seasoned professional – we cannot quit learning. We are continuing to use social media to get our message of how auctions are fast, fun and transparent and that our NAA professionals are committed to education and the Code of Ethics. These can't be just words. We have to live these statements.

During my campaign, I was asked countless numbers of times if I would attend CAI – some people wouldn't vote for me because I didn't have that credential. I respected them for their commitment to that program, but I responded with the sentiment that I encourage everyone to attend CAI, but after 25+ years in the business, I think I have graduated with a degree from the School of Hard Knocks. But, last March, AFTER the election results were in, I decided that maybe this old dog could learn some new tricks. And I did.

I have completed Year 1 of CAI and am looking forward to Year 2. I am committed to finishing this program that has reinforced to me the importance of continuing to learn.

Thanks to the National Auctioneers Foundation, it is financially easier for some people to attend CAI and other designation programs. The Foundation is "us" as well – and we are doing a great job of donating money so that some of us who can't afford these programs can still attend. This truly is a case for Auctioneers Helping Auctioneers – AHA!

There is so much to talk about with the NAA, but I have a whole year to help you understand what is going on – don't I! Thank you so much for your trust in me, and I look forward to SERVING you as the President of the NAA Board of Directors. I look forward to SERVING this industry. And, I look forward to hearing from you. Let us know what your concerns are – what your plans are – what you need! As with life, that kind of communication is essential if we are to get better! And isn't that a goal for all of us? ❖



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2016 NAA Election yields Shuman as Vice President; membership taps King, Winter for Director positions



Per custom, the National Auctioneers Association held its annual election during the Annual Business Meeting portion of Conference and Show in Grand Rapids. The meeting took place Thursday, July 21, 2016.

Election Committee Chair Tim Luke, CAI, BAS, MPPA, reported 423 ballots were picked up on site, with an additional 151 absentee ballots submitted.

Running unopposed, Scott Shuman, CAI, was elected as Vice President. He will serve a one-year term before moving to NAA President in July 2017.

With four NAA members running for two Director positions, the membership elected Scott King, CAI, AARE, AMM, and Jason Winter, CAI, AARE, AMM, CES, to three-year terms. ❖

NAA member sets Guinness record



NAA member Brigitte Kruse was honored during Conference and Show by the Guinness Book of World Records for an auction she held last winter.

Presented with a certificate, Kruse was celebrated by Guinness with a certificate that read “The largest abandoned property auction sold 1,457 lots.” The sale took place in Beverly Hills, California, on Jan. 9, 2016.

NAA CEO Hannes Combest, CAE, and Promotions Committee Chair Tim Mast, CAI, AARE, were on hand representing NAA officials to help celebrate the achievement, as were NAA Past President Dennis Kruse and his wife, Kay, along with Brigitte Kruse’s husband and children. ❖

ATF Deputy Assistant Director gives insights on guns at auctions

ATF official Curtis Gilbert spoke with NAA members in Grand Rapids about a variety of topics related to firearms at auctions.

By James Myers, contributor



ATF official Curtis Gilbert explains a rule regarding estate auctions and guns during Conference and Show in Grand Rapids.

Curtis Gilbert, Deputy Assistant Director for the Bureau of Alcohol, Tobacco, Firearms and Explosives, spoke with NAA members in Grand Rapids, Michigan, regarding guns at auctions.

Auctioneers fit into the definition of a niche market when it comes to selling firearms, and this is the source of some gray areas that can lead to worry about what's legal and what's not when guns are sold.

To bring more clarity to the issue, NAA members were given the chance to hear and speak with Gilbert.

NAA Advocacy Committee Chair David Whitley, CAI, CES, introduced Gilbert to a group of NAA members as the meeting began with a discussion about keeping firearms out of the hands of people who shouldn't have them. Whitley cautioned NAA members that they aren't obligated to complete a sale if they believe the buyer shouldn't have a gun.

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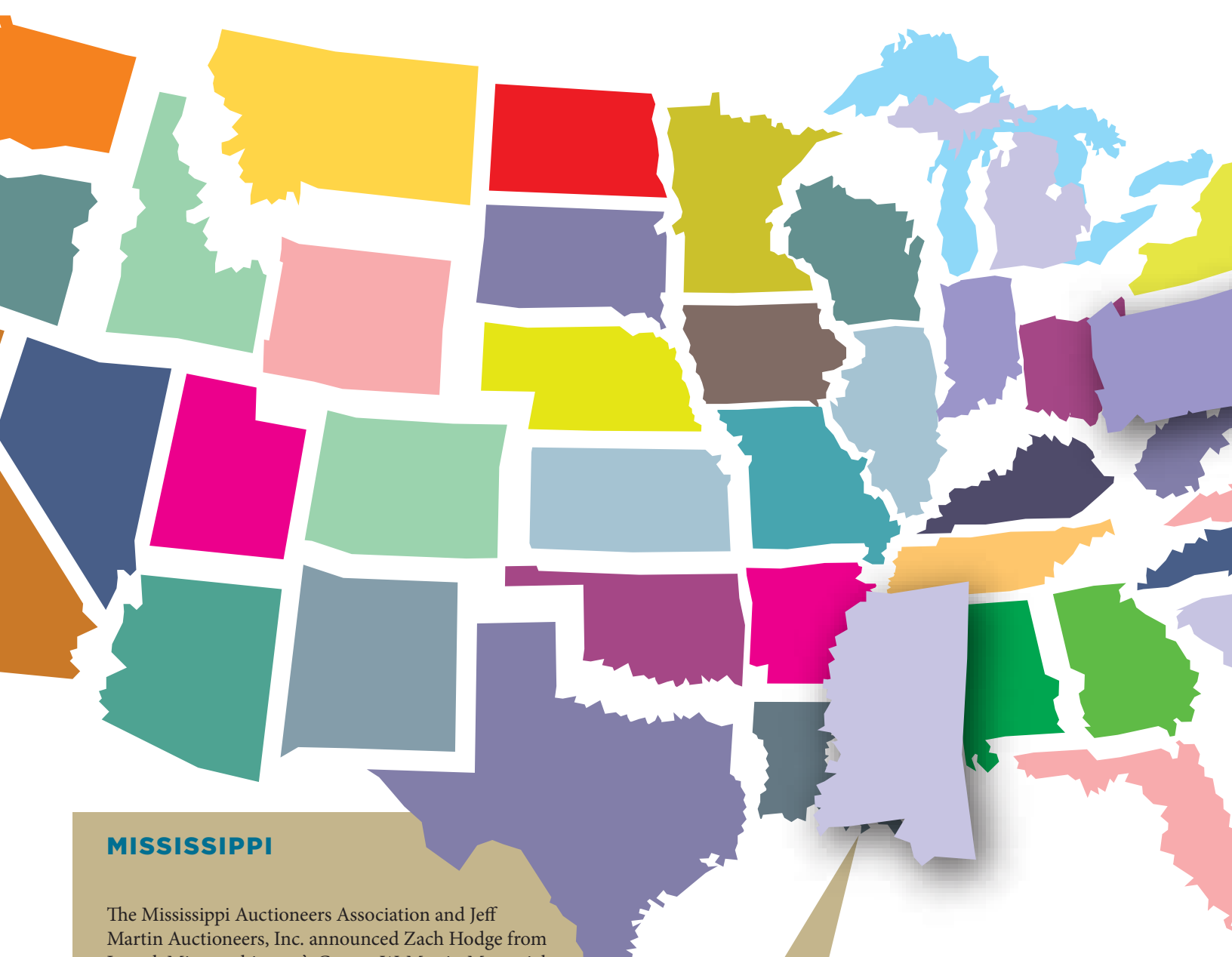
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State watch



MISSISSIPPI

The Mississippi Auctioneers Association and Jeff Martin Auctioneers, Inc. announced Zach Hodge from Laurel, Miss. as this year's George W. Martin Memorial Auctioneer Scholarship winner. Hodge was chosen from a talented pool of students seeking to gain their auction license. Hodge attended Nashville Auctioneers School July 9-17, in Tullahoma, Tennessee.

"I am glad that Zach was chosen for the inaugural George Martin memorial scholarship," said NAA member Jeff Martin, President/CEO of Jeff Martin Auctioneers, Inc. "George loved the auction industry and always provided young auctioneers the time to

help them in any way. George believed in helping others and I am sure he would be proud of Zach for having the desire to become an auctioneer.

Also, the MAA recently launched a new Facebook page in an effort to reach more MAA members and to expand its global network of auction professionals, companies and organizations.

PENNSYLVANIA

In July, the Pennsylvania Auctioneer Licensing and Trading Assistant Registration Act received updating as Act 88 of 2016 was signed into law.

The bill was crafted by Rep. Mark Keller, R-Perry/Cumberland, a professional auctioneer who felt changes needed to be made to the current law, according to a news release sent out Thursday. "Act 88 eliminates any confusion and uncertainty about the law within the auctioneering community," Keller said. "It also allows for better enforcement by eliminating inconsistencies and clarifying definitions."

Keller also said "Auctions have always been and will continue to be a necessary way of doing business in Pennsylvania. But the current law was not clear enough in many areas and often resulted in uneven enforcement."

The new law will take effect 60 days from July 21. For a complete list of highlighted changes, visit: http://www.pennlive.com/news/2016/07/updates_to_auctioneering_act_s.html.

(Information from www.pennlive.com)

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Continued from page 7 ...

"The biggest thing I want to impart to each and every one of you," Whitley said, "is I never want read a story about an Auctioneer who sold a firearm to somebody who went down to Orlando and started shooting people."

Gilbert addressed this by recommending that Auctioneers complete the firearms transfer through a dealer that has a federal firearms license (FFL) and can do a background check. Even in a situation where the Auctioneer is simply acting as an agent for the executor of an estate where a gun is auctioned, he advises that the executor follow through with a transfer through an FFL and do their part to make sure the buyer isn't a person who should not be in possession of a firearm.

One Auctioneer asked who is responsible when an estate sale leads to a gun being sold to a felon. Gilbert said if the Auctioneer is only acting as an agent for the executor and simply sets the price of the gun, the Auctioneer is not liable for the transfer of a firearm to a felon.

Another topic that spawned a half hour or more of conversation was about FFL requirements. Gilbert and Michigan state officials who were also in attendance, said an estate sale involves an executor who is legally in possession of the firearms, which means the Auctioneer is not required to have an FFL and is simply setting the price for that firearm.

However, in a consignment sale, the seller leaves the firearms in the possession of the Auctioneer. In this case, the Auctioneer must have an FFL to sell the firearm(s).

Gilbert stressed that possession is the most important factor here.

For instance, an estate sale involving firearms requires that the executor be in possession of firearms at all times. If the estate sale is being held at an auction house rather than at the estate, Gilbert recommends that the executor hold on to the guns until the day of the auction, at which time they bring the firearms to the auction house and never leave them in the possession of the Auctioneer. In this case, an Auctioneer would not be required to have an FFL.

Should the executor bring the firearms to the auction house and then leave, the Auctioneer now has possession and will require an FFL to sell them.

The ATF has created a page on its website specific to Auctioneers. This page spells out the differences between estate and consignment auctions: <https://www.atf.gov/qa-category/auctioneers>. Also, if someone is interested in applying for an FFL, they can download the forms: <https://www.atf.gov/firearms/apply-license>. ❖

NAA relies on, cherishes volunteers

“Any time that you’re in a position that you’re giving of your time, expertise and money, it comes back to you many times.”

– Foundation Vice President Tommy Rowell

By James Myers, contributor

According to the Corporation for National & Community Service, 62.8 million Americans volunteer in various capacities throughout the United States.

They are putting forth nearly eight billion hours of service every year and contributing upwards of \$184 billion. NAA members certainly are contributing to these totals.

The NAA has approximately 4,000 members, yet it is staffed by only a dozen full-time individuals working at headquarters in Overland Park, Kansas. So, effective management of such an organization – with its year-round educational, advocacy and promotional events – relies heavily on a spirit of volunteerism. Fortunately, NAA members are quite giving of their time, volunteering on a number of boards and committees throughout the year.

NAA volunteers were honored at the International Auctioneers Conference & Show last month in Grand Rapids. Around 100 people met for hors d’oeuvres and drinks prior to the President’s Gala and heard NAA CEO Hannes Combest, CAE, offer some thoughts during the gathering. She began by saying she had been deluged with compliments the week of Conference & Show on how well the NAA is run.

“But, it’s not me,” Combest said. “I’ve got a wonderful staff – they are magnificent. However, this group here is made of the people who make NAA run. I know that, and I just want to say thank you.”

NAA Past President Spanky Assiter also took to a microphone to offer his praise for the many board members, members of various committees and volunteers of all types that they make a difference.

“Each of you have contributed and made the NAA, made the board, the leadership – made us all look wonderful,” Assiter said. “You’re the ones who made the phone calls, traveled away from your homes and families and your business and gave of yourself to help others.”



Volunteers grab some refreshments during a reception dedicated to them at Conference and Show. NAA would not exist in its leading form without the work put in from volunteers at all levels.

J.J. Dower, CAI, AARE, AMM, CES, and Tommy Rowell, CAI, AARE, are two such members who have volunteered many hours to the NAA and fellow Auctioneers.

They each currently have leadership positions on the National Auctioneer’s Foundation board of trustees. Dower also recently wrapped a term on the NAA Promotions Committee and is also an NAA Past President.

“There are probably a couple hundred that serve this organization every year,” said Dower, adding that the acronym “AHA” stands for Auctioneers Helping Auctioneers.

The help is necessary because as Rowell said, many of the up-and-coming rookie Auctioneers are strapped for cash and are looking for educational opportunities that help them learn the craft and advance in the industry.

The National Auctioneers Foundation is a group staffed by volunteers who donate their time and money in an effort to pay it forward, and in some cases, to give something back, especially to the up-and-comers.

“Any time that you’re in a position that you’re giving of your time, expertise and money,” Rowell said, “it comes back to you many times.”

Dower said the AHA culture is catching on, which was evident during the Foundation’s annual meeting during Conference & Show. The ballroom was packed as Auctioneers took to the stage at the end of the meeting to sell items.

“A hundred thousand dollars was raised in that room,” Dower said. “That money will provide scholarships to these events and education events, and it was all Auctioneers helping Auctioneers.” ❖



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National Advocacy Update



NEW NAA PRESIDENT NICHOLLS TO NON-MEMBERS:

‘Why not?’

**NAA’s 68th president wants
to expand association’s
member horizons.**

By Nancy Hull Rigdon, contributor

John Nicholls, AARE, AMM, knows the NAA’s mission and vision statements can’t be realized without a key factor: pride.

“Our mission statement tells us that the NAA ‘exists to provide critical resources to auction professionals that will enhance their skills and successes,’ and we know that we want our members to ‘be the preferred auction professionals.’ And I also know that none of that is possible if we don’t love who we are as an association and love what we do as professionals,” Nicholls says. “Once you believe in something, you become excited about it. And then that excitement becomes contagious and you can truly promote something.”

As the NAA’s new president, Nicholls wants to focus on the NAA’s mission and vision with pride in mind every step of the way. For instance, if a longtime Auctioneer isn’t in the NAA, he wants to ask, “Why not? What prevents you from joining our family, and what can we do to make you a proud member?”

During his presidency, he'd like to see the NAA enhance its industry advocacy. He'd love to watch the NAA do all it can to equip its members with the tools they need to influence local and national lawmakers.

Nicholls also wants the NAA to expand its member horizons with an all-encompassing approach of recruiting younger members, trying to bring back former members and reaching out to veteran auction professionals as well as contract Auctioneers.

"We need to enhance the perception that we are an inclusive organization and reach out to auction professionals that aren't members and show them, as well as our loyal members, how extremely positive and gratifying the NAA membership can be," he says.

If anyone knows that it's never too late to take advantage of all an NAA membership has to offer, it's Nicholls.

This year – 26 years in the auction industry for Nicholls – he signed up for the CAI program. He's now a proud CAI I alum and is looking forward to CAI II next year.

"When I was a young Auctioneer, I was driven by work, and all I wanted to do was work all the time," Nicholls says. "I stupidly thought the only people considering taking a week out of their lives to network and take courses were people who didn't have the opportunity to work."

Last year, after winning the NAA Vice President spot, he decided to lead by example.

"I always preach that you can learn something from anyone at any age, so I decided to get out there and practice what I preach," he says.

As a result, he's had one of the most fulfilling experiences of his career.

"I've learned that if you shut your mouth long enough and listen, you're gonna pick up some nuggets of wisdom from others out there in the industry, regardless of whether they're rookies or veterans," he says. "You might even learn what NOT to do!"

His fulfilling introduction to CAI is just one reason why he's on a personal mission to pass his NAA pride onto others.

"I want to promote the NAA brand and encourage our members to continue to be proud of the brand and really ride for that brand," he says.

Nicholls' passion for the brand seemingly grows daily.

"Some of the closest friends that I have in the world are because of this association – they have improved me both personally and professionally. You just can't help but grow in all areas of your life when you associate yourself with the type of people that make up this organization," Nicholls says. "I am living proof that this association changes your life." ❖



Whether indoors or outside, NAA President John Nicholls conducts more than 300 auctions per year. Already successful, Nicholls still decided after 26 years as an auction professional to enroll in CAI. "I always preach that you can learn something from anyone at any age, so I decided to get out there and practice what I preach," he said.



Values AND advice

John Nicholls says every success he's had in life can be traced back to parental guidance.

By Nancy Hull Rigdon, contributor



John Nicholls (left) credits his strong family dynamic to the upbringing he received from his father, Charles (far right), and his mother, the late Jean Nicholls. (Also shown here: Nicholls' wife, Lisa, and daughter, Sophie.)

No doubt about it – every success in John Nicholls' life can be directly traced back to the values and advice of his parents, Nicholls says without hesitation.

Take, for example, the fact that Nicholls can take time away from his business, Nicholls Auction Marketing Group in Fredericksburg, Virginia, to dedicate himself to his new duties as NAA President.

“My team and my sales associates are stellar – they truly handle my business better than I can handle my business, and if not for them, I wouldn't be able to take on this role with the NAA,” Nicholls, AARE, AMM, begins.

He continues, explaining that his father, Charles Nicholls, always emphasized the value of hiring based on character.



Nicholls has created a fantastic auction career, but only after he tried everything to work outside of his father's company and the auction industry."

"He always said that you can't teach character, but you can teach business practices and everything else," he says. "Therefore, on our auction team, it's a family. With strong character on the team, you know everyone has your back and that you don't have to look over your shoulder – it's invaluable."

His father and mother, the late Jean Nicholls, opened the company in 1968. Ten years ago, Nicholls took over as president and owner of the company.

"I'm running the company now, but I'll always be the student, and my father will always be my teacher," Nicholls says. "He is the ultimate professional, ultimate Auctioneer, husband, father, Southern gentleman, Christian businessman, you name it. I am beyond blessed to have had a front row seat in his classroom my entire life."

While Nicholls ultimately followed in his father's footsteps, that wasn't always the path.

After high school, he headed to college and vowed to do anything but auctioneering. Turns out, his experience away from auctioneering as a psychology major has proven highly valuable day in and day out.

"Running an auction business is all about reading people and understanding people – it's all psychology," he says.

Today, he's not the only family member drawn toward psychology. He and his high-school-sweetheart-turned-wife, Lisa, have one child, daughter Sophie – a talented singer and soon-to-be sophomore studying psychology at Liberty University in Lynchburg, Virginia.

"She always has been and always will be the apple of our eye," he says.

While auctioneering has turned into both career and hobby for Nicholls, when he's not focused on the business and industry, he and Lisa – he calls her the CEO of the family – enjoy traveling,

theater, sporting events and trying new restaurants and culinary experiences.

As Nicholls reflects on his career, he's certainly proud of all the tangible accomplishments. His company, which focuses on real estate as well as wholesale auto auctions, has grown exponentially and is coming off of a record year.

"We've sold a lot of expensive things, many of them multi-million-dollar things, and a lot of them high-notoriety items," he says, "but nothing compares to being able to work side-by-side with my dad, who also happens to be my best friend and an extremely successful businessman, every single day."

He realizes the fortunate situation he was born into, he says.

"My parents started this business when I was two years old – they literally built this business with blood, sweat and tears," he says.

Plus, he stresses he had the benefit of learning from his parents' marriage of 50-plus years.

"Really, I've had a front row seat to the American dream my whole life," he says. "No matter how many nice things you have or you sell, the strength of your family and your family members are what defines you." ❖

NAA announces changes to Bylaws, Code of Ethics

Bylaws changes come after recommendations from the Governance Task Force, while Code changes are result of Code of Ethics Task Force recommendations.

At its July 19 preconference meeting, the NAA Board reviewed revisions to the NAA Bylaws recommended by the Governance Task Force and revisions to the NAA Code of Ethics recommended by the Code of Ethics Task Force.

According to the current Bylaws outlined in Article 10: “The Board of Directors shall have power to make, alter, amend, and repeal the Bylaws of the Corporation by affirmative vote of two-thirds (2/3rds) of the members of the Board of Directors present at a meeting at which a quorum is present, provided, however, that notice of the proposed action has been given to the membership by publication in the Auctioneer at least thirty (30) days prior to the meeting at which such action is taken and to the individual members of the Board of Directors with the notice of the meeting”

There is no review process outlined for the Code of Ethics. The Board directed that staff follow the same publication process for this document.

The Board has directed these revisions to both documents be added to their October 18 meeting agenda. Member comments on these revisions should be sent to Hannes Combest, CEO of the NAA at hcombest@auctioneers.org.

NAA Bylaws

The Governance Task Force conducted a comprehensive review of the Bylaws after several years of various revisions.

“The Bylaws had been revised in a piece-meal manner,” said John Nicholls, President of the NAA Board of Directors and Chair of the Governance Task Force. “It was time for us to look at them and make sure they adequately outline the governance for the organization now and in the future.”

Members may view all the revisions to the Bylaws by going to auctioneers.org. A copy of the Bylaws using the “revisions tool”

will allow members to see the recommended revisions.

Major revisions include the following:

Article II.5: Termination of Membership – All reasons for termination of membership were put under one heading. Previously there was no provision for termination of membership through a violation of the Code of Ethics, although it was listed as a potential discipline.

Article IV.2: Number of Directors, Election and Term of Office – Past President title was changed to Chairman to more accurately reflect its position’s responsibilities.

Article IV.3: Qualifications to run for Director – Previously there were NO qualifications to run for director except that they are an NAA member. The Governance Task Force recommends the following requirements: be a member in good standing for three, consecutive years; must have served on a committee or task force for NAA; must have completed CAI or the NAA Leadership Development Course (the Board will approve the curriculum for this program at their October meeting).

This article also establishes term limits: a director may serve two, three-year terms, which may not be consecutive. NAA has not had term limits in the past but this is a best practice for governance systems within the association community. This promotes continuing new leadership and the elimination of the perception of the “good ole boy” system.

Article IV.11: Removal. Another best practice is to outline action that can be taken if a Board member should be removed.

Article XII: Committees: 5. Establishes the Promotions Committee. 6. Establishes the Advocacy Committee and 7. Establishes the Governance Committee. The Promotions and Advocacy committees have previously been established and will provide guidance to the NAA Board in their areas of

expertise. The Governance Committee is designed to facilitate a rigorous and on-going review of the governance of the organization, leaving the Board to provide strategic oversight. All recommendations from the Governance Committee will be reviewed and approved by the NAA Board.

The Governance Task Force included Nicholls as chair, Tom Saturley, CAI as vice-chair, Kurt Aumann, Kathy Baber, Tommy Rowell, and Krista Shuman.

NAA Code of Ethics

Since 2004, the NAA Code of Ethics has undergone several massive revisions according to Tom Saturley. Last year the Promotions Committee used as one of its foundational communication points that NAA members are committed to the NAA Code of Ethics. This action prompted the Board to review the Code and determined that it needed an extensive review.

A task force was appointed and determined that the Code should be reformatted and reframed in order to ensure that it was clear to auction professionals and to the public at large. As a result, the final proposed copy of the Code can be found at <http://www.auctioneers.org/member-faqs/>.

Major revisions included the following:

- A preamble was written to outline the NAA's core values.
- Business practices were written to illustrate specific articles. However, these business practices cannot be used as a basis for a complaint.
- The Articles are separated into three areas: Responsibilities to Clients and Customers, Responsibilities to the Public, Responsibilities to the Profession. There are several new articles that fall under the last category.
- The procedure to follow to file a complaint allows for more flexibility in obtaining needed information.

Saturley noted that the Task Force recommends reading the newly revised Code and comparing it to the existing Code to understand the differences in the documents.

“If we are going to promote our Code, it must have meaning,” Saturley said. “The Task Force put that meaning into the Code.”

The Code of Ethics Task Force also included: Christopher Pracht, JD; David Hart, CAI, AARE; Curtis Bainum and Chris Pracht, CAI, CES. ❖

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A legal limit on contract terms?

There are some limitations for auction professionals when it comes to setting a contract.

Question: Are there any limitations to the terms that I can include in my auction contract?

Answer: Yes, there are limitations on the terms that can be included in an auction contract. The primary limitations are the Auctioneers cannot include anything that would be contrary to the law or anything that would violate public policy. Auctioneers generally have the freedom to contract and agree with the seller on the terms of their services. This gives them the flexibility to include terms and conditions that will help define the Auctioneer's authority and reasonably limit his or her liability.

A contract is a legally binding agreement between two or more persons or parties. In order to be legally binding a contract generally requires four elements: (1) an offer, (2) an acceptance, (3) mutual assent, and (4) consideration. When these elements come together between competent adults a binding contract is formed. (There are additional requirements for a contract in some situations, such as a writing requirement when the statute of frauds applies.) If one or more of these elements is missing, a contract may not be formed. The auction contract creates the agency relationship, establishes the scope of the agency, the duties of the parties, and may include other terms.

While Auctioneers have the freedom to contract and include important terms for their benefit and protection, the freedom to contract is limited. The auction contract should not include any terms that are contrary to the applicable state or federal law. For example, an auction contract cannot be entered into to sell illegal drugs or weapons. Similarly, an auction contract cannot prohibit someone from participating at an auction because of his or her race, religion, nationality, disability, or sex. A more common

situation may be for terms that relate to the sale of real property at absolute auction. Several states have specific laws relating to when real property can be sold at absolute auction and how it is to be advertised. There may be limits on the commission an Auctioneer can charge, limits on interest rates, or time-lines for settlement after the auction. The auction contract must correspond and be consistent with the law.

In addition, auction contracts should avoid including any provisions that are unreasonable and contrary to public policy. These types of provisions would include, for example, the waiver of the Auctioneer's fiduciary duty or a waiver of the Auctioneer's negligence. A provision stating that the Auctioneer will not be liable to the seller for his or her breach of contract or negligence would be contrary to public policy. Other provisions that are likely to be against public policy would be anything unreasonably restricting damages that may be awarded for the Auctioneer's breach of contract or negligence or any provision that would allow the Auctioneer to recover excessive damages for the seller's for breach of contract or negligence.



Auctioneers should avoid any contract provisions that are contrary to the law or public policy. Courts strike these provisions in an effort to protect the general public. Auctioneers should exercise caution and work with a licensed attorney to

prepare their contracts. Contract provisions that are contrary to the law or public policy invite litigation. A contract that seeks to go beyond the permitted limits may result in the whole agreement (or the offending provisions) being void. ❖

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By Carl Carter, APR, ATS

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

Be wary of “free and easy”

How much of your company brand are you giving away?

This summer’s shiny new toy seems to be streaming video.

Twitter’s Periscope and Facebook’s Live video have made it easy for anybody to broadcast whatever they’re doing live – and to get it in social media feeds where a lot of people will see it. Almost overnight, we all started seeing live videos in our social media feeds – such things as barking dogs, crawling babies, and chanting Auctioneers.

Lots of chanting Auctioneers. It’s there, it’s easy, it’s free and everybody’s doing it. Why not, right?

To explain why not, let’s look at a little web history with a focus on the easy, free and popular.

Back in the mid-1990s, when the web was new and exciting, we all did some strange things with our websites. Java, Javascript, Shockwave and animated gifs all appeared about the same time, and suddenly it was possible to have things jumping all over a screen.

Best (or worst) of all, they were all free, or nearly so. Just paste in some code and you were fixed in most cases. Suddenly, our web pages were having earthquakes, snowstorms, shooting stars and (my personal favorite) a disembodied waving tooth named Duke, intended to demonstrate the capabilities of the Java programming language.

If you’re not a dentist (and few dentists had sites in those days), you don’t need a tooth on your site – waving or otherwise.

Finally, let’s not forget the regrettable QR code – a tool nearly everybody adopted for about five minutes a few years ago. This one was especially painful for me, because I was enthusiastic about QR codes at first. But, the way everybody used

it, the code was generally nothing but a link. We put them in strange places like billboards on highways, where the person would have to hang out the window of a fast-moving car to scan the code. We put them on the very websites to which they linked. They soon became an object of ridicule.

The point is, as soon as every Tom, Dick and Harry can start doing your new trick, it ceases to be impressive. So, allow me to propose a few criteria that, in my opinion, will help evaluate the easy, free and cool gadgets, and how they might fit into your site or marketing plans.

1. Go slowly if everybody’s doing it. Remember that awkward kid from high school who tried too hard to be cool but never quite knew how to pull it off? That’s how you can come off if you’re constantly playing with the latest web and tech toys. Watch a while. See what’s working and what’s not. See what useful ideas are left after enthusiasm for it wanes.
2. Make sure you’re leading, not following. Free means everybody can do it, and easy means everybody will. But, you’ve worked hard to establish a reputation as a leader. Why become part of a stampeding crowd? If you’re going to use live video (something that may well serve a good purpose), consider using a paid service that allows interactivity and control, and allows you to better target the audience you need. I recently facilitated a very successful series of 10-week classes for public relations professionals, using a modestly priced conferencing service that allowed full class interaction. Further, it was secure – an important consideration when people are paying to be part of the class. You’re always better off when you’re aiming at a particular target audience.

1 Go slowly if everybody's doing it.

2 Make sure you're leading, not following.

3 Don't drop your quality standards.

3. Don't drop your quality standards. When something's too easy, it's tempting to do it in a sloppy way. When you're holding a smartphone in your shaky hands and moving it around – and letting people look at it live – you're transmitting an image of a company that does things in a half-baked way. Remember this: You're only as good as the worst thing you put on the Internet. If you're going to go live, do it with a quality camera, good lighting and quality sound. ❖



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PURE Experience

Conference & Show in Photos

Images courtesy of David Knapp Photography and J.D. Hunter



The 2016 edition of the NAA Annual International Auctioneers Conference and Show was one to remember as the event more than delivered on its promise to deliver a PURE Experience in Grand Rapids, Michigan.

Experiences began on a stellar Tuesday night with one of the best Welcome Parties ever, before winding through a week that saw a memorable keynote address, new IAC champions, new Hall of Fame members, and a new President. It wrapped with one of the country's truly best kept secrets – the always entertaining and heartwarming National Auctioneers Foundation's Children's Fun Auction.

Revisit the week with us over the next several pages as we look back through some of the sights that helped prove once again that the NAA Conference and Show is the place to be for anyone and everyone in the auction industry. (And, start making your plans to attend next year in Columbus, Ohio!)



Caption
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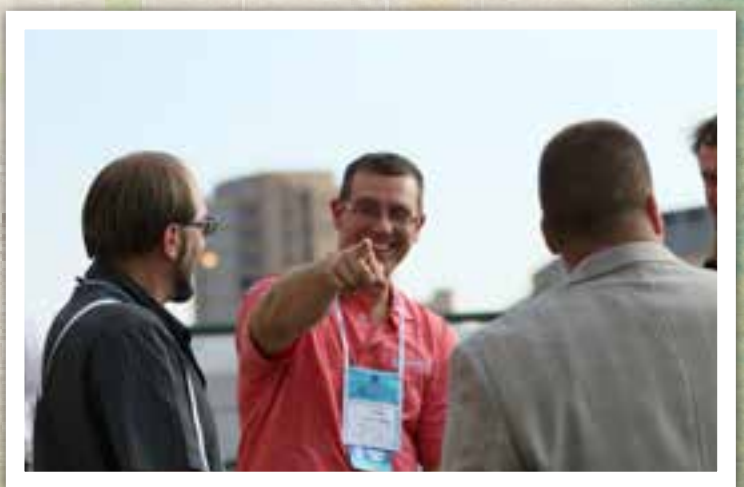
John Ball Zoo



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Burton St SE



PURE Experiences

Conference & Show in Photos





Kent Industrial Park

PURE *Experiences*

Conference & Show in Photos



NAA *Hall of Fame*



Clockwise from top left: NAA Hall of Fame member Benny Fisher (left) introduces new Hall of Famer Jack Hines; Randy Wells (right) was welcomed into the Hall by fellow HOF member Stephen Schofield; U.S. Rep. Billy Long (second from right) holds his Hall of Fame plaque that will hang in the NAA Headquarters.

PURE Experiences

Conference & Show in Photos





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IJAC, Fun Auction and IAC Clerking



CAI Breakfast



Marketing Competition Reception



Rose, Freije win 2016 IAC Championships

The pair rose to the top of an overall field of 94 competitors to win one of the industry's most coveted titles.

By NAA Staff



TJ Freije and Beth Rose hold their respective men's and women's division trophies after winning the 2016 NAA International Auctioneers Champion titles.

As champions, both will spend the next 12 months serving as NAA Ambassadors at state and national events.

"It changed me professionally and personally."

- TJ Freije, 2016 Men's IAC Champion, on becoming an active NAA member

GRAND RAPIDS, Mich. (July 22, 2016) – Emerging from an overall field of 94 competitors, Beth Rose, of Maumee, Ohio, and TJ Freije, of Clayton, Indiana, were crowned as winners of the women's and men's National Auctioneers Association 29th International Auctioneer Championship, which took place Friday at the DeVos Place Convention Center.

Both Rose, CAI, AARE, and Freije, CAI, received a \$5,000 cash award, trophy and championship ring for their winning efforts through the preliminary bid-calling round, an interview round consisting of three questions, and a final round of bid-calling that included the top 15 men and seven women. In the two divisions, 74 men and 20 women competed for the right to be known as one of the best auction professionals in the world.

When asked about that moment when he was announced champion, Freije said he keeps going back to how his life as an Auctioneer changed when made the jump from simply being an NAA dues payer to taking a more active roll as an NAA member.

"It changed me professionally and personally," Freije admitted. "The resources that the NAA gives to professional Auctioneers ... without the other members and the resources the NAA gives us, I definitely would not have been standing there on that stage."

Freije had competed in the IAC every year since 2006. He is a third-generation auction professional and won the Indiana state bid-calling championship in 2005. He topped a fiercely competitive overall men's field and finals group,



Brooke Gillespie performs her IJAC-winning call. "The IJAC contest seems to be raising the bar on the awareness of what it is to become a champion." - Tammy Tisland, 2015 IAC Women's Champion.

"[Make the most of the championship] not only for yourself, but for this great industry. We need passionate advocates at every corner ... to move the auction industry forward."

- 2015 IAC Men's Champion Peter Gehres

coming in ahead of runner-up Dustin Rogers, CAI, of Mount Airy, North Carolina, who finished second for the second year in a row and fourth time overall. After turning 21 just last week, 2014 International Junior Auctioneer Championship winner Justin Croy, of Culver, Indiana, finished third.

This was the seventh attempt for Rose at winning IAC, with the 20-year NAA member breaking through in the same year that saw her business – Beth Rose Real Estate and Auctions – take Auction Marketing Campaign of the Year in the annual NAA marketing competition. She is a 2000 graduate of the Certified Auctioneers Institute and past recipient of the Rose Award – named after her late father, David Rose.

Rose's daughter, Sara Rose Bytnar, CAI, AARE, of Naples, Florida, finished runner-up by one-tenth of one point. Chantel Kimball, CAI, of Eltopia, Washington, took second runner-up.

"Wow," said Rose when she spoke to the crowd after being crowned. "I was so nervous coming up here. I don't know if I was nervous for myself or for Sara, but it has been an amazing day, it truly has."

"I cannot tell you how great it is to share the stage with not only my daughter, but my best friend, my business partner – she amazes me every single day and I couldn't be more proud to share the stage with her."

Earlier in the evening, Brooke Gillespie, of Graceville, Minnesota, was crowned as winner of the 2016 International Junior Auctioneer Championship, which features competitors ages 12-18 helps cultivate the next generation of auction professional talent.

"The [IJAC] contest seems to be raising the bar on the awareness of what it is to become a champion," said IAC 2015 women's champ Tammy Tisland. "They were over the top – very good."

Gillespie said after winning the junior division that she was hooked after her first Conference & Show two years ago in Louisville.

"I was welcomed with opened arms by the greatest family in the world, and that's you sitting in the audience right now," she said in Grand Rapids.

Peter Gehres, CAI, CES, of Hilliard, Ohio, last year's IAC men's winner, said his advice to the champions is to make the most of it.

"Not only for yourself, but for this great industry," he said. "We need passionate advocates at every corner and every stage to move the auction industry forward. We're currently selling just a fraction of the assets that we could be selling. We need these great ambassadors to prove that auctions work."

Also during the IAC competition, which was streamed live throughout the day through auctioneers.org, the Chuck Cumberlin Sportsmanship award, awarded to the IAC competitor who shows the best sportsmanship, was given to Myers Jackson, CAI, AARE, ATS, CES, of Jacksonville, Florida. The Bob Steffes Rising Star Award, given to a competitor who shows the potential to win a future IAC title, was given to Jake Yoder, of Port Royal, Pennsylvania.

Both the IAC and IJAC were conducted as part of the NAA's 67th Annual International Auctioneers Conference and Show, which took place in Grand Rapids this past week. IAC contestants must be 18 years of age or older, a current NAA member, and registered for conference. Seven judges score the contest, with final scores determined by combining the interview score (40 percent of the total) and the bid-calling score (60 percent of the total).

Look for more on this year's champions in the September issue of Auctioneer. ❖

Translating body language

Reading bidders is important, but body language assessment is a key tool outside the ring, too.

By James Myers, contributor

Auctioneers are an intuitive, highly observant group.

Ringmen and Ringwomen are especially skilled at reading body language and knowing what a bidder is going to do next. Those skills are equally important outside the ring as reading body language in any business setting can be beneficial – especially in a “people” industry like auction.

Janine Huisman, CAI, AMM, BAS, GPPA, is an auction professional with Huisman Auctions in Northern California. She’s also taken a great interest in body language and studied it enough to consult with clients on the subject.

“Body language is anything nonverbal,” Huisman said. “People say, ‘oh, I can read people,’ especially in the auction business. There are certain aspects (of reading body language) that maybe we can do better.”

Huisman explains that body language is really nothing more than the outward reflection of a person’s emotional condition, and being able to interpret these nonverbal expressions is important. Just as important, it pays to know what your body language is telling your clients and/or business partners.

What we project

The way we shake hands before a business meeting, the way



HUISMAN

we smile – or don’t smile – at a client or potential client, the position of our bodies – leaning in or angling away – it all matters. For example, Huisman said, a weak handshake implies that you have no confidence, that you have no power and no control over your business.

However, it’s also important to note that there are no absolutes. For instance, maybe a weak handshake is a result of a recent injury. Surgeons, musicians – anyone who protects their hands – are known to have a weak

handshake, Huisman said.

“Everything is about context in nonverbal behavior,” Huisman said. “You have to know what’s going on with that person – why they might be nervous, why they’re making a weak handshake. There are no absolutes in nonverbal behavior.”

Greeting a new business contact with a firm handshake and a smile offers two advantages: First, it shows you have power and are worthy of doing business with; next, your smile upon meeting that person triggers in their brain that their face and name brought that smile on.

“That will help with your rapport, and it helps to keep you from seeming rude,” Huisman said.

However, it’s important to smile, but not too often.

Huisman said it's a myth that a person who smiles at everybody is more respected. In fact, she said it's been proven that there is less respect given to individuals who constantly smile.

Another projection to avoid is one of disinterest. So, if you slouch a lot, try to avoid doing that in a business environment because your business associate will likely find it disrespectful. Furthermore, if you slouch AND fold your arms, you're saying you're disinterested while also putting up a barrier.

Huisman mentions a statistic that might sound familiar – 90-plus percent of communication is nonverbal.

“That’s actually not true,” she said of the myth. “Fifty-five percent is nonverbal. Seven percent is related to the words people use. Thirty-eight percent is the tone of voice.”

Another myth about body language is that if you can read it, you can read the mind. Again, she notes, not true. For instance – and this is just one of many instances where body language can mean more than one thing – a cue for anger is crossed arms. But, what if that person is just cold? They might not be happy about being cold, but they're only crossing their arms in an attempt to warm up.

Another myth is that if you know enough about body language, you can use it to deceive others around you.

“If you try to deceive,” Huisman said, “there are other signals you put off that show what your true intention is.”

Space invaders

Are you a close talker? President Lyndon Johnson was known for invading legislators' personal space to get a point across and to get his way. It was called the “Johnson treatment.”

While you might be an influential player in the auction industry, you're not the President of the United States, and your habit or preference for addressing someone closer than 1.5 feet (this is the norm for the U.S., but can differ in other cultures, according to Huisman) can come off as rude, especially in the business environment.

Head nods and eye contact

Eye contact is important. So, too, is active listening, such as giving positive affirmations (head nod or a verbal clue) that you understand what is being said. However, if you hold eye contact for too long, it's just creepy and rude. A constant barrage of head nods and “uh huhs,” can be distracting and awkward.

Huisman said the appropriate eye contact/no eye contact ratio is 60/40. This lets the person you're engaging know you are interested in what they are saying without going overboard. Also, when making eye contact, keep your gaze between the forehead and the nose.

“Anything below that is suggestive,” Huisman warned.

Finally, watch the feet

Huisman said there is plenty of information in the legs if you know what to look for. For instance, if you see a person you want to talk business with but they're engaged in conversation with another person, look at their feet. If both of them have their feet pointed toward the other, this could mean they are locked into a serious conversation that probably shouldn't be interrupted.

If you choose to step into their conversation, they will probably turn their heads toward you, but watch their feet. If their feet remain pointing toward each other, Huisman said, it could mean they aren't receptive to your inclusion into the conversation and that you should bow out.

If they open their feet to you, it could be a sign that you are welcome to engage in further conversation. ❖

Huisman recommends the following books for auction professionals who are interested in expanding their body language knowledge:

- *The Definitive Book of Body Language*
Barbara Pease, Allan Pease
- *You Say More Than You Think: Use the New Body Language to Get What You Want!, The 7-Day Plan*
Janine Driver, Mariska Van Aalst
- *What Every BODY is Saying: An Ex-FBI Agent's Guide to Speed-Reading People*
Joe Navarro, Marvin Karlins
- *You Can't Lie to Me: The Revolutionary Program to Supercharge Your Inner Lie Detector and Get to the Truth*
Janine Driver
- *Louder Than Words: Take Your Career from Average to Exceptional with the Hidden Power of Nonverbal Intelligence*
Navarro, Joe, Poynter, Toni Sciarra

Why is your content marketing failing?

Many times, it isn't the content itself; it is failing to distribute it effectively.

By Curtis Kitchen, NAA Director of Publications and Trade Show

Frustration is rampant these days among businesses and professionals who want desperately to buy into content marketing but feel it isn't working for them.

That said, marketers aren't struggling with content; they are struggling with understanding how to distribute it effectively on social media or in other native settings. Reasons for the struggle vary, but the major disconnect usually stems from many marketers devaluing their content from the beginning. They fling it cheaply at the social landscape and hope it catches organically viral lightning in a bottle.

Thanks to evolved monetization strategies from the social media platforms themselves, "organic viral" should be left as a name for garage bands to recycle. It just doesn't happen like it used to when sharing went largely unchecked a few years ago.

This is actually a good thing, but it does mean you have to rethink your post-and-go strategy. Social media marketing deserves a budget, a plan, and dedicated talent just as much as your traditional plans, especially when the goal is brand awareness and building brand equity. Social media marketing now is a skill and an art form, plain and simple.

As with all skills, social media marketing can be practiced and sharpened until it becomes a strength, and coaches are out there to make sure you are honing and toning the right parts.

For example, in a recent post, socialmediatoday.com explored the "10 greatest social media advertising tips for Content Marketers." From that piece, three tips stick out prominently (although, all 10 are good).

Social media marketing: Target your ads

As consumers continue to ask for more personalized ad experiences, targeting is a must. And, it has become so incredibly

advanced – especially on social media platforms – that you have no reason to waste the opportunity to connect to the exact people you want to reach each time.

When you take care to target to specific sections of your consumer list, you increase the likelihood of engagement back from the other side. That can be very powerful as you continue to mold and shape your marketing strategies around the feedback you're provided. This can sharpen your consumer's journey from the outset and, ultimately, shorten the journey itself from prospect to user of your services.

Another quick note here: I was once of the mindset that it was okay to simply pick one social media platform and be good at it. That belief came as a result of the messy social media landscape of 3-5 years ago. Now that the tools have matured (as much or more as the audiences using them) and developed better expectation, it is my updated belief that you need to have a working knowledge of at least the biggest platforms. Those include Facebook, Instagram, Pinterest, and Twitter. YouTube is also still extremely effective if you are inclined to regularly use video.

The secret? You don't have to create new content for each one of these platforms. You can repurpose it with slight tweaks to fit for voice, delivery time, etc., but the same content will play in most places, saving you time and energy while expanding your brand reach.

Make your site work with, not against, social media

Many marketers work under the belief that social media is used to drive traffic to a website and that is the end of the relationship. Not true.

Thanks to remarketing, social media now can work on your

behalf while you pay it no attention. Take Facebook custom audiences, for example. When you set an audience based on visitors to your website the past 180 days, Facebook dynamically updates your audience each time someone visits your site or even a specific page. This means you can then set up custom ads based on your website's best performing content and serve those ads back to the same people who visited before. Hello, brand consistency!

Content sharing never gets old

Okay, remember that content you created to drive traffic? Remember how exciting it was the first time you received legitimate feedback in terms of shares? You shouldn't let success persuade you into thinking you've done enough.

At NAA, we like to think of such things this way: If you send an e-blast, and it achieves an insane open rate of nearly 40 percent, that's fantastic. However, it means nearly 60 percent didn't open it. The point is there is always room for improvement.

In this instance, that means you've created some successful content. Awesome. It means you should look for ways to share it

on other social media platforms to really squeeze the full value out of the piece. Was it text based? Look for written content sharing sites. Was it video? Find hot-button sites that specialize in showing video. And, also remember to use content pushing sites such as Outbrain, which will provide sizable amounts of additional traffic for nominal costs. ♦

Want to see the full piece on 10 tips from socialmediatoday? Check out: <http://www.socialmediatoday.com/social-networks/10-greatest-social-media-advertising-tips-content-marketers>

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Hines, Long, Wells inducted into NAA Hall of Fame

By James Myers, contributor



(From left to right): Jack Hines, Rep. Billy Long, and Randy Wells were inducted into the NAA Hall of Fame in July.

It's a tradition that began in 1961 and has resulted in bronze-etched portraits of leaders in the auction industry lining the walls of the NAA Headquarters in Overland Park, Kansas.

There are now 151 inductees in the NAA Hall of Fame as three more were inducted during the President's Gala at the 67th Annual International Auctioneers Conference & Show in Grand Rapids.

The three most recent inductees include: Jack Hines, CAI, AARE, GPPA; Randy Wells, CAI, AARE, BAS, CES, GPPA; and U.S. Rep. Billy Long.

The men were chosen by 40-plus other Hall of Fame members last year during the Conference & Show in Texas, and that decision was kept a secret all year. That secret was kept, per custom, all the way to the induction ceremony, where speakers do their best not to reveal the person they are inducting as they explain their relationship to the inductee.

Slowly, the information is pieced together and by the end of the

speech, most know they are the chosen ones.

Randy Wells

The first such secret in 2016 was in the hands of Stephen Schofield, CAI, BAS, a 2003 inductee, as he introduced the first inductee of the evening, Idaho-native Randy Wells. Schofield began by describing a person from a small town who awoke early to feed the farm animals. A "guy who started with nothing" and whose parents made him work for what he wanted.

Schofield then revealed the inductee when he mentioned that he had served in Vietnam and that they first met 20 years ago at an NAA Conference & Show in San Diego. Wells' identity was further revealed to those in the know when he mentioned a favorite pub, Nick's, a block away from the Indiana University campus where CAI is taught.

"In 2002, when the existence of the CAI program was in doubt," Schofield said, "our inductee became a part of a vital core group

of unpaid volunteers – the very first class advisors who are also Auctioneers. We are indebted to him.”

After offering some funny anecdotes about Wells, Schofield finally revealed his name. The first thing Wells said when he reached the stage was, “I thought I was good at keeping a secret.”

“I do want to thank everybody,” Wells said. “I remember when I started this journey, I had brown hair. That was quite a while back.”

Wells said he and his wife, Annette, have been “team players” for 41 years – 30 of them in the auction industry. Annette also became a Hall of Famer last month when she was inducted into the National Auctioneers Auxiliary Hall of Fame, as Schofield noted from the dais.

Wells has served on numerous committees, both state and nationally. In 2000, Wells was elected to the Auction Marketing Institute Board of Governors. He taught the graduate personal property appraisal course for the National Auctioneers Education Institute and an auction manager course. In 2011, Wells was appointed vice chair of the National Association of Realtors, Auction Forum.

Jack Hines

Louis “Benny” Fisher, Jr., CAI, a 2004 inductee, had the honor of inducting Jack Hines.

Like Schofield, he began describing a man who comes from farm life and joked about him fitting the age-old tale of a boy who walked 10, 15, 20 miles to school through one-to-three feet of snow – only to arrive at a one-room school house after milking a herd of cows.

When Fisher announced Hines as the second inductee that evening, Hines said he realized whom he was talking about at the mention of the chickens in the lounge.

“Well I just happened to be a little part of that,” Hines said. “Me and my buddy put nine chickens in there one night, and you know what was on them chairs in the morning”

Hines, from Ellsworth Wisconsin, has been in the auctioneering profession for more than a half-century. While that statistic alone is impressive, perhaps more incredible is the fact that in the last 50 years, he’s only missed one term as a World Wide College of Auctioneering senior instructor.

“Folks,” he said during his induction speech, “I live the business. I’ve been teaching for 49 years. Hopefully, by this time next year, it will be 50. I have a passion for the auction business. I live it. I talk it.”

Hines, like other NAA Hall of Fame inductees, has a laundry list of accomplishments, awards and commendations, including his induction into the Wisconsin Auctioneers Association in 1997. He served on the NAA Board of Directors from 2004 to

2007 and was a Foundation Trustee from 2010 to 2012. Hines also served a 10-year term as chairman of the Greater Midwest Livestock Auctioneers Championship.

Billy Long

Mike Jones, CAI, BAS, inducted in 2012, didn’t really try to keep the identity of his inductee secret because so many people know so much about him already. Long has been active in the NAA for decades and has served in Congress, representing Missouri’s 7th Congressional district, since 2011.

“Our inductee has parents,” Jones began, gaining laughs as he continued, “was born in the United States, loved auctions as a young man, went to schools, attended auction school, conducted lots of auctions, got married, had some children,” etc.

Jones continued to run through Long’s biography, ending with a video highlighting Long’s career in auctioneering and his time in Congress. Like the other inductees, Long had no idea he was being inducted. In fact, they were able to pull him away from the Republican National Convention, where Donald Trump was speaking the night he was inducted, by telling him the NAA wanted him to come to Conference & Show to deliver a news update about goings on in Washington, D.C.

“I guess I can throw my notes away for my Congressional update that I was supposed to give at this banquet tonight,” Long said when he got to the podium.

Long described his passion for auctioneering and the important roll the NAA plays in his career and his life.

“You all are my family, and I believe that,” Long said. “I honestly think I could go out into a crowd like this of Auctioneers and families and pick 435 people, and the Congress would be doing a lot better job.”

Rep. Long has a voice that is well known and not just for his auction chant. He has experience as a talk radio host where he took calls from business owners in southern Missouri.

But, before politics called his name, Long had his sights set on auctioneering, graduating from the Missouri Auction School in 1979 and taking his first job with veteran Auctioneer Willis Talbot.

Long majored in business at the University of Missouri. However, he left in 1976 and pursued a career in real estate. In 1984, he established Billy Long Auctioneers and Realtors. In the 1990s, he sold a punch bowl for \$99,000 and conducted the “I Love Lucy” auction in Burbank, California that benefitted the Lucy and Dezi Arnez Museum.

Long has been a member of the NAA and the Missouri Professional Auctioneers Association for more than three decades. He was inducted into the Missouri Professional Auctioneers Hall of Fame in 2007. ❖

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Ambassador Spotlight

Who I am:
Junior Staggs, CAI

Who I represent:
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Where I'm from:
Puryear, Tennessee

Q: Why did I become an Auctioneer?

So I could go fishing on Tuesdays when the lake isn't so crowded. Becoming a full-time Auctioneer has proven to be like a series of fishing trips; we're always trying to "land" the "big one."



NAA member White wins 2016 World Livestock Auctioneer Championship

Andy White says his IAC championship and NAA experience helped propel him to his latest title.

By Nancy Hull Rigdon, contributor



“The [NAA] IAC is basically a job interview where you talk in front of a huge crowd, and that really prepared me for the LMA interview process.”
– Andy White

As Andy White, CAI, reflects on winning the 2016 Livestock Marketing Association’s World Livestock Auctioneer Championship, he recalls being in the bull’s-eye of his comfort zone during competition. And his NAA experience, including winning the International Auctioneer Championship, helped land him in that mental sweet spot, he says.

“Any time you subject yourself to that level of criticism and competition that you find at the IAC, it forces you to expand your comfort zone and your ability,” White, who won the IAC in 2013, says. “The IAC is basically a job interview where you talk in front of a huge crowd, and that really prepared me for the LMA interview process.”

Additionally, he credits NAA members with helping him to continually improve.

“The relationships that I have established within the NAA have really helped guide my career. Whether I’m selling real estate or cattle or cars, the members have pushed me to the level that I’m at now,” he says.

White, of Real Estate Showcase Auction Co. in Ashland, Ohio, qualified for this year’s LMA World Livestock Auctioneer Championship by winning the eastern division, just as he did last year. The two-day competition this past June in Paris, Kentucky, which included a real time cattle auction, had a high-caliber competitor lineup, White emphasizes.

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"It is just an honor to compete at that level. I was able to settle in and get comfortable and have fun competing against all of the other guys. The camaraderie of that group was certainly a highlight," he says. "When you compete against that level, it forces you to be at your best and compete better than you did the day before."

As the reigning LMA Champ, White looks forward to serving as an ambassador for the LMA.

"The LMA is very focused on promoting and supporting the auction method of marketing, which is the best and most transparent and convenient method to transfer ownership of any asset – so I'm really looking forward to supporting that focus," he says.

He's also proud to represent the LMA for many other various reasons, including that the association takes a proactive approach to legislative affairs and works to protect the industry and advocate for the auction method of marketing.

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“All of us Auctioneers are in this for the long haul, and it’s important to work together to make the industry better for the next generation so that auctioneering can continue to be the most preferred method of marketing into the future,” he says.

As LMA champ, White will travel the country, visiting numerous Auctioneers along the way. In that role, he’s most looking forward to working with the youngest generation of Auctioneers.

“It’s important to spending time molding our up-and-coming Auctioneers so that we know the future of the industry is in good hands,” he says. ❖

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New federal overtime rules to affect auction businesses, employees

The change affects salaries up to \$47,476 per year and goes into effect Dec. 1.

By Sarah Bahari, contributor

Millions of salaried workers, including those who work in the auction industry, will be eligible for overtime pay under new Department of Labor regulations

Under the new rule, salaried workers who make up to \$913 per week, or \$47,476 per year, will be eligible to receive overtime pay. Previously, only workers making less than \$455 per week, or \$23,660 per year, were eligible.

Effective Dec. 1, 2016, the new rule will extend overtime protections to some 4.2 million workers and raise incomes by \$1.2 billion annually, according to the Labor Department.

The rule does not apply to hourly workers, who are generally eligible for overtime pay regardless of income. Some employees who are considered executives and administrators are also exempt from the rule.

Auction company owners will have several options for how to comply, and human resources advisers, payroll experts and lawyers can help them decide how to proceed.

They can simply pay overtime, which is time-and-a-half once employees top 40 hours a week. They can bump salaries above the \$47,476 threshold so they do not have to pay overtime. Or they can cap the workweek to 40 hours, eliminating or reducing overtime. To cover additional work, freelance or contract workers could be valuable assets.

Companies also can require employees to carefully track the number of hours they work, either using a simple Excel spreadsheet or more sophisticated tracking software.

Small business experts say auction company owners should begin by determining which employees will be affected by the change.

The National Federation of Independent Businesses, based in Nashville, Tennessee, estimates the change will affect 44 percent of small businesses.

Labor Department officials say the change in overtime will boost low- and middle-income wages that for years have remained stagnant.

The change is an update of the Fair Labor Standards Act, which in 1938 established minimum wage, overtime pay eligibility and child labor standards. But officials said inflation had eroded the value of the current threshold, which was last updated in 2003, and before that, 1975.

The new regulations also direct the Labor Department to update the salary threshold every three years based on wage growth.

Comp time, the practice of giving employees who have worked overtime time off rather than pay, is also being eliminated for employees in the private sector who make less than \$47,476, according to the department's new rules.

"Too many salaried, white-collar workers today are overworked, and their employers have no incentive to limit hours because they aren't required to provide additional pay when employees work more hours," the U.S. Labor Department says on its website. "Under this new rule, employers will have a renewed monetary incentive to support work-life balance." ♦





Auxiliary scholarships help children, families of Auctioneers

By Sarah Bahari, contributor



Lucy Kurtz, daughter of John & Crissy Kurtz (granddaughter of Sharon Kurtz)



Nathan Sheridan, son of Bart and Sandra Sheridan.



Caroline Walker, daughter of Lance Walker & Terri Walker

As part of its ongoing focus on education, the NAA Auxiliary has awarded college scholarships to three students, all children of Auctioneers.

The recipients – Lucy Kurtz, Nathan Sheridan and Caroline Walker – each received a \$2,500 scholarship to help offset college expenses.

Founded in 1951, the Auxiliary provides camaraderie and educational opportunities for its members and financial and moral support for the National Auctioneers Association. The Auxiliary has now awarded more than \$117,500 in scholarships to 68 students.

To be eligible, recipients must be the children, stepchildren, grandchildren or step-grandchildren of NAA Auxiliary members for a minimum of three years.

“College is so expensive, and we think of this as a member benefit and a way to help our children in the auction profession,” said Traci Dower, past chairwoman of the Auxiliary’s Board of Directors. “We want to help our families in any way we can.”

The Auxiliary raises money for scholarships with an annual Fun Auction at Conference & Show. Auction schools around the country also sell prints of *The Unsung Hero* by Joani Mangold and donate the proceeds to the scholarship fund, and the organization receives gifts and memorials from members who have died.

This year’s recipients

Lucy Kurtz, 18, from Owensboro, Kentucky, plans to study bio-engineering at the University of Louisville. Someday, she would like to work in research for medical device development.

Kurtz grew up in the auction business and often ran concession

stands at events. She is the daughter of Auctioneer John Kurtz and granddaughter of the late George Kurtz, who started Kurtz Auction & Realty in 1945.

“I feel extremely blessed and grateful to the NAA and NAA Auxiliary,” she said. “It’s neat to receive this scholarship from an organization that has been such a big part of our lives and meant so much to our family.”

Nathan Sheridan, 19, from Cedarville, Ohio, plans to attend Wright State University in the fall, where he will study mechanical engineering. He said he plans to eventually earn an auctioneer license and real estate license.

Sheridan is the son of Bart Sheridan, a Certified Public Accountant and Auctioneer with Sheridan & Associates, a full-service auction, real estate and appraisal company in Ohio.

“I was very excited when I heard that I received the scholarship,” he said. “I would like to thank the NAA, NAA Auxiliary and everyone else who made this possible.”

Caroline Walker, 19, from Memphis, Tennessee, will return this fall as a sophomore to The King’s College, a small private university in New York City. Walker is studying politics, philosophy and economics and plans to attend law school after graduation.

Walker is the daughter of Lance and Terri Walker, who run Walker Auctions, one of the country’s leading benefit auction companies.

“I am very thankful for this scholarship,” Walker said. “I work during the school year and summers to help pay for college, so any extra help is really appreciated.” ❖

In-person crowds strong for June Decorative Art auction



MONROVIA, Calif. – John Moran’s June 18 Decorative Art Auction was a well-attended event, most likely thanks to a new workweek-friendly Saturday afternoon auction format.

Featuring an eclectic mix of antique Continental, Mid-century modern and Contemporary decorative arts along with Western paintings and bronzes, Moran’s June sale earned respectable prices for the majority of the offerings, with modern design, Western objects and select Native American jewelry performing particularly well.

Highly anticipated examples of mid-century modern design included an iconic Hans Wegner for AP Stolen Papa Bear chair, consigned from a private Pasadena, California, collection. Featuring handsome orange upholstery and estimated to bring \$3,000 to \$4,000 at the auction block, the chair earned \$5,100. Directly after, an art pottery vase from the same collection by well-regarded ceramicists Otto and Gertrud Natzler was offered with a \$2,500 to \$3,500 estimate. The vase was of a larger scale than those usually seen by the couple, and as such the price jumped to \$6,000 within seconds of the lot opening.

More contemporary selections were offered later in the sale. An acid-etched “Imperial Palace” cocktail table by Philip & Kelvin LaVerne was offered for \$4,000 to \$6,000, and realized the high estimate thanks to a determined telephone bidder. A handsome pair of sterling silver shell-form spoon warmers by Italian maker Buccellati created quite a stir, with a bidding war breaking out between multiple online bidders and a floor buyer; the floor buyer proved victorious, paying \$3,600 for the lot (estimate: \$1,200 to \$1,800).



In a repeat performance of Moran’s April Decorative Art Auction, modern and contemporary works of art brought relatively strong prices, with works by Graciela Rodo Boulanger (b. 1935 Bolivian) achieving prices consistently above their estimates. One of Boulanger’s colorful compositions, depicting five figures riding bicycles, was brought to the block with a very conservative \$500 to \$700 estimate and brought an astounding \$2,700 online. Directly following, her work depicting six horn players brought \$3,900, well over the \$1,000 to \$2,000 estimate.

A dark horse highlight, a large-scale oil on canvas by Sri Lankan painter Senaka Senanayake (b. 1951) titled “Paddy Growers” struck a chord with online buyers; the painting had multiple online absentee bids lined up prior to the auction’s opening. Consigned from a private Pasadena, Calif., collection,

the work earned \$8,400 (estimate: \$3,000 to \$5,000).

Modern and contemporary works of western art from the estate of Phoebe Hearst Cooke continue to garner exceptional prices realized; Tucker Smith's (b. 1940 Wyoming) diminutive canvas, "Below Sawtooth Ridge", offers an expansive view of cowboys on horseback traversing a valley with mountains in the background, earned a very respectable \$10,200 at the auction block (estimate: \$4000 to \$6000). Later in the sale, Kirkland, AZ artist Bill Owen's "Working the Herd" was snapped up by a floor buyer, bringing \$7,200 (estimate: \$6,000 to \$8,000).

All of the above were offered alongside a selection of French and Continental paintings and decorative arts, some of which brought exceptional prices. A pair of griffin-form Hanau silver salt cellars featuring exceptional detailing were brought to the block with a \$1,500 to \$2,500 estimate; the pair earned \$3,600 after a quick bidding war between telephone bidders. Performing squarely within estimate, a large B.A. Bremond Swiss cylinder music box dating to circa 1885 delighted attendee bidders with its selection of 48 airs (price realized: \$19,200; estimate: \$15,000 to \$25,000). Late in the sale, a handsome tall-case clock by London maker Samuel Smith & Sons, Ltd. was offered; hailing from an important Laguna Beach collection, the clock was the subject of intense bidding between telephone bidders and an interested floor buyer. One of the telephone bidders came out on top, paying \$7,800 for the clock (estimate: \$6,000 to \$9,000).

Western and Native American jewelry prices were particularly robust throughout the evening. Six lots of belt buckles from the Estate of Phoebe Hearst Cooke were offered throughout the June catalog and all performed quite well; one group, featuring primarily Rancheros Visitadores-themed buckles in sterling silver with gold-filled accents was particularly popular with collectors, bringing \$1,320 (estimate: \$300 to \$500).

A pair of modern Native American turquoise beaded necklaces, the larger with an offset silver and turquoise pendant signed for artist Jimmy Calabaza Kewa, were offered as a single lot and garnered much admiration during the pre-sale previews. Attendee bidders brought the price of the necklaces up to \$2,700, well over the conservative \$500 to \$700 estimate. Native American jewelry collectors should note that Moran's September catalog is expected to boast a large selection of Native American and Western jewelry by makers both early and contemporary.

Additional highlights across all categories include:

- A silver-plated covered brazier by New York designer Louis W. Rice (1872 – 1933) for Apollo Silver Co.'s "Skyscraper" line, brought to the block with a \$600 to \$900 estimate, earned an astounding \$5,100.
- A handsome set of grape vine-motif gilt-washed sterling silver flatware by London silversmith Garrard & Co. Ltd. comprising



\$3,600



\$6,000

191 pieces cased within a handsome floor-standing canteen earned a \$15,600 selling price (estimate: \$12,000 to \$18,000).

- An idyllic scene in oil on canvas of figures resting at the seaside by British/Australian artist Frederick William Leist (1878-1945) was consigned to Moran's June sale from a private Los Angeles collection; the work brought \$7,800, just over the \$5,000 to \$7,000 estimate. ❖

2,000 bidders from 12 countries flock to American-style auction in Germany



NOKOMIS, Ill. (JULY 20, 2016) – Aumann Auctions Inc. forayed into European old iron history last month when it was commissioned to sell a German collection of antique tractors on June 25, 2016, at auction.

More than 2,000 bidders and attendees came from a dozen countries to experience a live, American-style tractor auction. For many Europeans, the concept of a public auction is new to their commerce culture. Historically, these types of assets were sold privately and behind closed doors.

“The American-style live auction provided a transparent, public buying opportunity where all bidders had equal footing to buy items,” says NAA member Kurt Aumann, CAI, ATS, CES. “We were honored to have the opportunity to introduce this method of buying and selling.”

Firearms bids extremely strong in June Regional sale

ROCK ISLAND, Ill. – Coming on the heels of several record-setting events in 2016, the Rock Island Auction Company’s June Regional auction had a tough act to follow.

The February Antique Firearms Regional auction held earlier this year was four full days, making it the largest auction in RIAC history. It was immediately followed by the April Premiere

Aumann called bids in two languages — German and English — while German, Dutch, French and English translators and signs were on site to help with registration and information. In addition to Germany and its neighboring countries, bidders traveled from as far as United Kingdom, Italy and Sweden while bidders from the United States, Canada, Ireland, and Australia participated online.

“Calling bids in German was my way of helping bidders feel more comfortable with the American-style auction,” says Aumann. “Being self-taught in German, the most difficult part was learning the announcement and dialect. The method of counting is also different than the English way. Numbers after twenty are backward. For instance, twenty one is said one and twenty.”

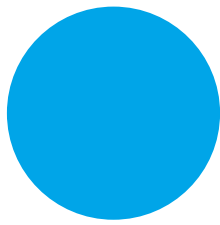
Bringing \$1.22 million (\$1.15 million euros) in sales, the auction featured more than 165 antique tractors from the collection of Raimond and George Muller of Uhldingen-Muhlhofen, Germany.

It was held on the shores of Lake Constance at the Swiss border, near one of the most renowned tractor museums in the world — The Traktormuseum Bodensee.

Auction colleagues and fellow MarkNet Alliance members from Sheridan Auction Realty & Auction Co in Owosso, Michigan, and Beckort Auctions in Corydon, Indiana, joined the Aumann Auctions team in Germany to lend additional expertise and support during the sale. ❖

firearms Auction that contained the most expensive single firearm ever sold at auction, and also set a RIAC record when it realized a staggering \$17.5 million in sales.

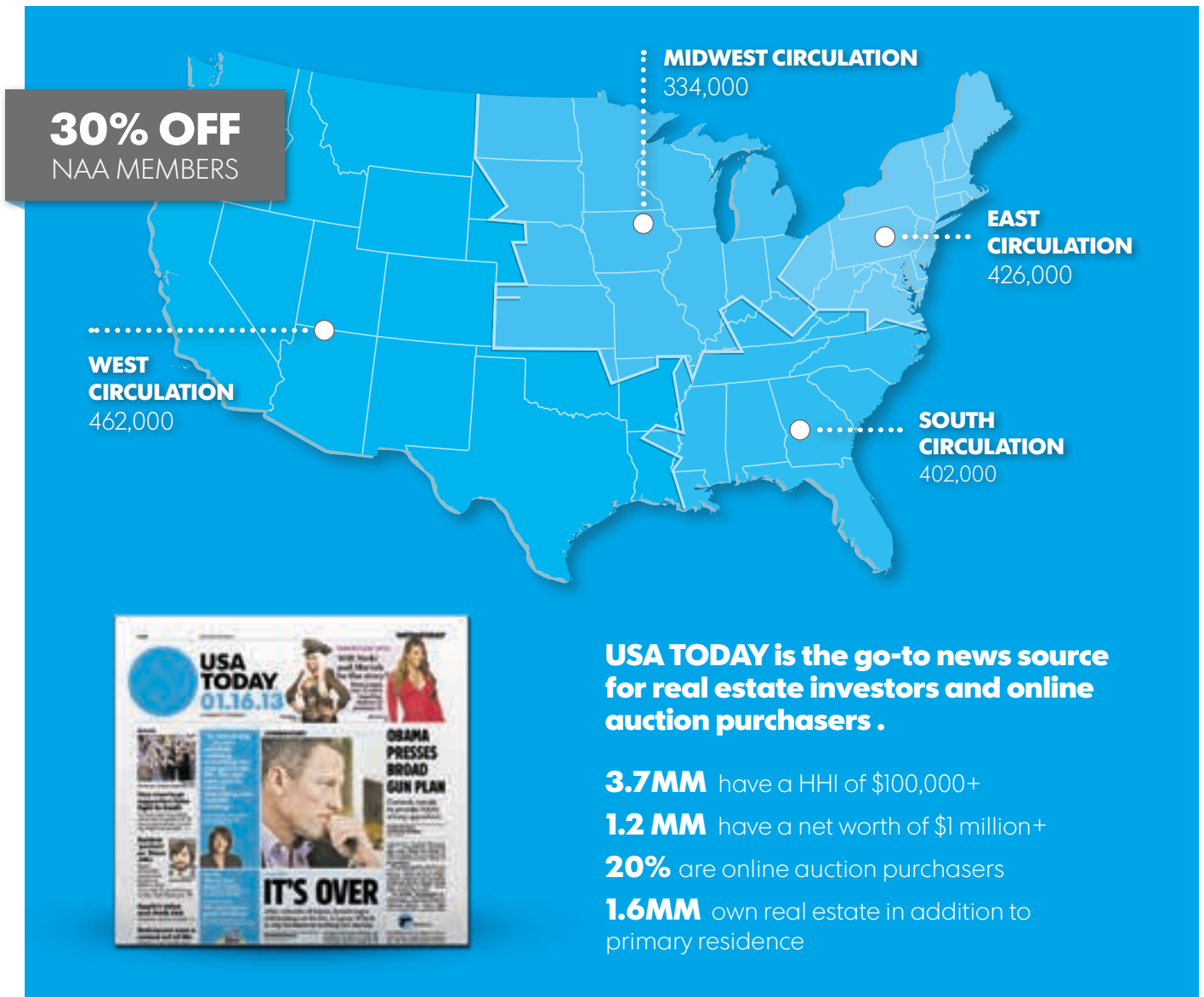
So, the June sale definitely had some definite hurdles to overcome as it didn’t have a single low estimate over \$10,000. In fact, in the whole auction, only 18 items possessed an estimate



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Sources: 2012 Mendelsohn Affluent Survey, adults 18 or older, HHI \$100,000 or more; September 2012 ABC Publisher's Statement (print copies only)



that exceeded \$4,000. Fortunately, however, the June Regional had participation in spades, and the result was a realized total over \$5.1 million.

Not only was the participation outstanding, but bids for collector firearms were extremely strong. And, the event capitalized on its large volume of collector and antique firearms to surpass the low estimate for the entire auction.

The first day enjoyed a great start when the first of 12 Winchester 1866 lever actions in the auction began the sale. Manufactured in 1869 and featuring attractive engraving, the legendary lever gun in Lot 1 more than doubled its \$4,000 low estimate and eventually hammered for \$10,925. The resulting momentum from that first sale ran through the entire day until the very last hours.

Lot 856 contained two sporting rifles, the first of which was a handsome Westley Richards Mauser bolt action in .318 Express that a determined sportsman brought home for \$6,900. To prove the revolver market is still stronger than ever, three Smith & Wesson revolvers in lot 1000 nearly tripled their \$1,250 low estimate before selling to a savvy collector for over \$3,700.

Those attending on Saturday must have thought they were experiencing déjà vu when the day was led off by yet another finely engraved Winchester 1866 rifle that was manufactured in 1869 and beat its estimate, this time achieving \$10,350. The big seller of the day and of the entire auction, however, was an AM General Corp AM151A2 4x4 military utility truck in lot 2953. It blew right past the \$3,500 – \$6,500 prices typically seen for such a vehicle and could not be had for less than \$14,950.



The third and final day of auction clearly brought a sense of urgency to collectors, indicated by the regularly occurring bidding battles.

Things got started early when two attractive daggers in lot 4104 went up for bid pushing the bidding well past their \$800 low estimate before sticking a \$3,700 realized price. To illustrate the frequency of these back-and-forth battles, the next one came less than 40 lots later in lot 4142 when a Maubeuge Model 1766 flintlock musket became available. It also tripled its \$900 low estimate after the aggressive bidding settled at a \$3,162 price tag. German firearms and military artifacts remained popular as well, as seen in lot 4318 which housed a DWM 1917 dated Model 1914 artillery Luger and its accessories. The \$1,800 low estimate was quickly surpassed as the desirable lot found its way to a \$5,750 payday. ❖

Museum artifacts exceed expectations in Pennsylvania



\$26,000



\$16,500



\$2,300

HARRISBURG, Pa. – A circa 1849 Midwestern Stagecoach hammered down at \$16,500 at the July 9 Deaccession Auction, far exceeding its \$2,000 - \$4,000 estimate. The auction was held for the Pennsylvania Historical and Museum Commission at Cordier's auction house located at 1500 Paxton Street, Harrisburg. A 1909 Zimmerman Touring Car and a New England Mail Sleigh were among the other top performing lots.

Active online, floor, and absentee bidding pushed many lots of the auction to realize significant prices, raising a total of almost

\$65,000 for the museum commission. Among the highest performing lots was a 1909 Zimmerman Touring Car, which was one of only 12 extant Zimmermans known and the only known Touring Car. Interested bidders volleyed over the historic car before it finally hammered down at \$26,000. At a hammer price of \$2,300, a 19th-century New England Mail Sleigh was also a standout.

Other exciting pieces included an 18th Century edition of Martyr's Mirror (\$900) deaccessioned from the Ephrata Cloister, an early poster of Rome (\$600), antique Charcoal Buggies (\$475 each), and a painting attributed to DeWitt C. Boutelle, a 19th century Pennsylvania artist, which brought \$750.

The PHMC contracted Cordier to auction items that had no special significance to the history of the Commonwealth, or that duplicated what was already in the state's collection.

Prior to being consigned for sale, the objects were offered to other PHMC properties as well as other historic museums state and nationwide. Money raised from the auction can only be used to buy or conserve artifacts that enhance the PHMC's mission of preserving the Commonwealth's natural and cultural heritage as steward, teacher and advocate for the people of Pennsylvania.

The items were formerly held at the Anthracite Heritage Museum, Cornwall Iron Furnace, Ephrata Cloister, Fort Pitt Museum, Landis Valley Village and Farm Museum, Railroad Museum of Pennsylvania, the State Museum of Pennsylvania, and Washington Crossing Historic Park. ❖

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NATIONAL AUCTIONEERS ASSOCIATION
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Women in the Auction Industry Summit

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

NAA Designation Academy

Las Vegas, Nevada • The Linq Hotel and Casino • December 4-10, 2016

(See below for details)

Marketing Summit

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DESIGNATION ACADEMY EDUCATION SCHEDULE

AARE • Dec. 8-10

AMM • Dec. 5-7

BAS • Dec. 5-7

CES • Dec. 8-10

GPPA • Dec. 4-8

Internet Auction Methods • Dec. 4

Interpersonal Communications for Auction Professionals • Dec. 8-9

USPAP (15-Hour) • Dec. 9-10

USPAP (7-Hour) • Dec. 10

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

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Past President, Hall of Famer Moody passes away



Archie Daniel Moody, husband of Lilabelle Weinberg Moody, passed away on Monday, June 27, 2016 at McLeod Regional Medical Center.

Born July 22, 1926 in Darlington, South Carolina, he was the son of Issac Alexander Moody and Blanche Corrine Kirven Moody. He was a faithful and long standing member of the First Baptist Church of Darlington.

He attended Darlington County Schools, and served his country in the United States Navy during World War II. In 1950, he graduated from the Fort Smith Auction School in Fort Smith, Arkansas, and began his 56-year career as a professional Auctioneer. In addition to owning Moody-Godley Auction Company, he was Auctioneer for Clantons Auto Auction from 1957 until 2006. At a ceremony in Monterey, California, in 1969, he was named "World Champion Livestock Auctioneer."

Among other professional accolades and accomplishments were charter member of the SC Auctioneers Association (1974) and SC Auctioneers Commission (1977), and President of the National Auctioneers Association (1980-1981). In 1980, he was inducted into the SC Auctioneers Hall of Fame, and in 1988 into the NAA Hall of Fame.

Involved in many community, civic, and fraternal organizations he contributed his time and talents as a fundraiser for Kiwanis, Rotary, Ducks Unlimited, and the Heart and Cancer Associations. He was a Mason (St. David's Lodge), and a Shriner (Omar Temple), and an American Legion member. His dedication to making auctioneering an accountable profession kept him in demand throughout his distinguished career.

Surviving in addition to his beloved wife of 69 years are three daughters: Bonnie (Pete) Pierce of Indian Harbour Beach, Fla.; Dannie (Jerry) McLellan of Darlington; and Nancy (Tim) Huntley of Darlington. Also surviving are five grandchildren: Angie (William) Campbell, Beth (Michael) Prosser, Jay (Claudia) McLellan, Lyles Huntley, and Roddy Huntley; six great-grandchildren: Danielle Kriss, Carla Campbell, Dalton Prosser, Kirven Prosser, Alex McLellan, and Benjamin McLellan. He is also survived by many nieces and nephews. He was predeceased by his parents, sisters, and brothers. ❖

Auctioneer put more than 60 years into profession

(Information from The Clermont Sun)

On June 21, the Clermont County community and the auctioneering community lost long-time Auctioneer and friend Joel T. Wilson, who had been an NAA member since 1986.

Wilson celebrated his 60th anniversary as an Auctioneer in December at age 79. He had no plans to stop working, saying that he would continue as long as his health was good.

Wilson's anniversary was commemorated with a party that included about 25 people and a certificate from the Clermont County Commissioners recognizing him for his service.

Wilson's father started as an Auctioneer in the early 1940s, so Wilson grew up in the business. He took a three-week course

before graduating from Indiana's Reppert Auction School on Dec. 16, 1955, at the age of 18.

"It's in my blood, so to speak," Wilson said this past December.

In 1960, Wilson got his real estate brokers license. He primarily did estate sales and liquidations as on-site auctions. Wilson preferred the old way of holding an auction, as he was not much for the changes technology has brought to the field.

Wilson never had another job. He worked as a full-time Auctioneer since he was 18. He is from Wilmington but moved to Clermont County since 1959. Wilson enjoyed history and seeing all the unique pieces. His favorite part of getting ready for an auction was preparing the items.

"You never know what you're going to find," Wilson said.

He was also involved in the Ohio Auctioneer's Association and served as an officer, director and in 2000, as president.

In addition, Wilson was inducted into the Hall of Fame by the Ohio Auctioneers Association in 2004, one of the highlights of his career, he said in December.

"Everybody asks me 'when are you going to hang it up, you've

been around forever.' I just laugh about it and say I'm going to keep on going as long as I can. I really do mean it from the bottom of my heart, I love this business," Wilson said when he celebrated his 50th anniversary in 2005.

Wilson is survived by his wife, LaVerne, his children and his grandchildren. ❖

Witty NAA member loved hats and canes

An NAA member since 1998, Ronald Frank Laird, 69, of Baytown, Texas, passed away on Thursday, June 9, 2016 at his home in Houston.

Ronald was a realtor with a witty sense of humor and loved the city of New Orleans. He lived there in his twenties and would visit frequently. He was a very dapper man who loved wearing his hats and had a large collection of canes.

He was preceded in death by his parents, Frank and Helen; brother, Steven Laird; and sister, Debra King.

He is survived by his daughter, Melanie Laird; niece, Lorren McDonald; and great-nephew, Valon. ❖



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Mendenhall School of Auctioneering's most recent class graduated June 12, 2016 and featured 20 students representing six states, including: Florida, Maryland, North Carolina, South Carolina, Virginia and West Virginia.



WESTERN

The June 2016 Western College of Auctioneering class turned out 28 graduates from 14 states and Canada.



KENTUCKY

Kentucky Auction Academy's June 2016 graduating class featured students from Arkansas, Kentucky, and Tennessee!



TEXAS

Texas Auction Academy saw a stout class of nearly 40 students from eight states make up its June 2016 graduating class.

AUCTION SCHOOLS!

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

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





Heather Kohler

“
The NAA offers exceptional opportunities for its members to expand their horizons through education and networking with other industry professionals. I look forward participating in the seminars and engaging with other leaders.”

Heather Kohler
 Chambersburg, PA

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Reed Tobol



In order to get to the top you have surround yourself with people who are already there. My hopes with joining the NAA are that I can create contacts that will not only become lifelong friends, but to use them in an effort to open doors and create opportunities that could have only stemmed from being a part of this organization."

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IN THE RING

PAGE *“My buddy wasn’t even bright enough to take a \$100 tip from the director of the New York Philharmonic Orchestra.”*
39 NAA Hall of Fame member Benny Fisher, in his introductory speech for 2016 HOF Member Jack Hines.

PAGE *“The relationships that I have established within the NAA have really helped guide my career. Whether I’m selling real estate or cattle or cars, the members have pushed me to the level that I’m at now.”*
42 Andy White, 2016 World Livestock Auctioneer Champion & 2013 NAA IAC Men’s Champion
*Real Estate Showcase Auction Co.
 Ashland, Ohio*

PAGE *“Too many salaried, white-collar workers today are overworked, and their employers have no incentive to limit hours because they aren’t required to provide additional pay when employees work more hours.”*
46 United States Labor Department on reasoning for changes to overtime rules.

AROUND the BLOCK

- At age 13, Thomas Gallaway, of Belton, Texas, recently became the **youngest licensed Auctioneer in the state of Texas.**
- Now **86 years old**, NAA Hall of Famer Leroy Van Dyke recently performed his 1956 hit tune “The Auctioneer” during his concert in Collinsville, Oklahoma.

“I wrote that song when I was stationed in Korea,” Van Dyke told the Tulsa World. “I had no idea that I would ever write a song, and I didn’t really sit down to write a song. It just started coming to me out of the air, and it happened one day.”

The song, according to Van Dyke, who was inducted into the NAA HOF in 1996, is about his cousin, fellow NAA Hall of Famer Ray Sims, who was inducted in 1990.

- **NAA member Kevin Wendt’s** The Wendt group recently hired James Craycraft as an auction professional and real estate agent.

“The Wendt Group works hard to develop and implement comprehensive marketing strategies customized for each property,” Wendt said. “James Craycraft uses his talents to pass along these successful strategies to our clients in Ohio, Indiana and the Midwest.”



- Brian and Sarah Shafer had the privilege of **teaching 97 kids** from the Brooke County West Virginia 4H camp how to be Auctioneers. NAA made the kids honorary members for the week. The kids are planning an auction in the next six months to raise money so even more kids can attend camp next year.
- **NAA member Richard Kruse** has been invited to accept a role with Basement Blessings as interim and volunteer Administrator/Executive Director. Basement Blessings collects donations into a warehouse and then redistributes those items into the community, all for free.
- The June 2016 class at the **World Wide College of Auctioneering** recently earned a perfect score by raising \$7,277.50 for St. Jude Children’s Research Hospital.

MEMBERS' CORNER



Longtime state level executive director Maxine O'Brien recently announced she would be retiring from the Illinois Auctioneers Association role after 15+ years. The announcement came via email, which is shared below. Great work, Maxine, and thank you for all you've done for the auction industry!

— NAA

My Dear ISAA Friends,

Retirement is a bittersweet thing as I reflect on the past 15 plus years as your executive director. I'm so thankful that Terry Dunning (photo) suggested I apply for the position and drive to Effingham for an interview. It would be impossible for me to thank those you all personally but please know that you hold at least one special memory for me and, if you think about it, you know what that is.

So clearly I remember meeting the late, great Henry Hachmeister for the first time. Peering down at me from his 6'2" frame, he said "Are you that woman from Wisconsin?" With some trepidation, I said yes. Little did we know that he and Nancy would become some of my best friends. Thanks to Hack and Jim Folger, who was my first president, for the long hours working with me when no records were available.

And, a special thanks to all the past presidents, governors and committee members. We did good!

Clearly, I remember when Mike Espe asked why Eli Detweiler, Jr. called me mom, and when I explained why, he asked if he could join my family. Soon after Shane Ratliff, Monte Lowderman and Heath Spracklen adopted me (or did I adopt them?). Then the late, great Terry Wilkey asked to be my brother "...cause I'm too old to be your son."

Cory Craig became one of my heroes when, as president, he led ISAA into a new era, including getting ISAA on the block at the Governor's Sale of Champions. To the Hall of Fame, truly the honorary membership was the surprise of my life, and I am humbled and honored to be in such elite company.

In closing, I have been overwhelmed by the flowers, cards, phone calls, emails and appreciation that you've shown since I chose to retire. You have touched my soul. If you come up my way, give me a call and we'll do lunch. I'll buy!

Good luck to President Dave, the board and committees, to Amy and her staff, in the next chapter of ISAA history. Give them the support you gave me and ISAA will continue to be one of the nation's leading state auctioneer associations.

Good night Mrs. Calabash, wherever you are. Keep looking up!

Happy trails,

Maxine

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Coming up in September

Everyone knows that TJ Freije and Beth Rose won the 2016 NAA IAC Championships, and Brooke Gillespie captured IJAC. But, do you know who these folks are? We’ll go in-depth with each champ to find out more about them, their business or future goals, their passions, and what drives them to be the best auction professional they can be.



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