

# Auctioneer

AUGUST 2011

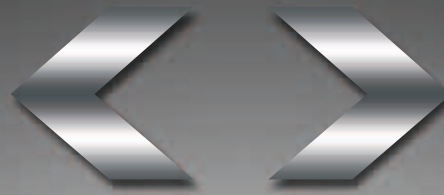
The official publication of the National Auctioneers Association

*Christie King*  
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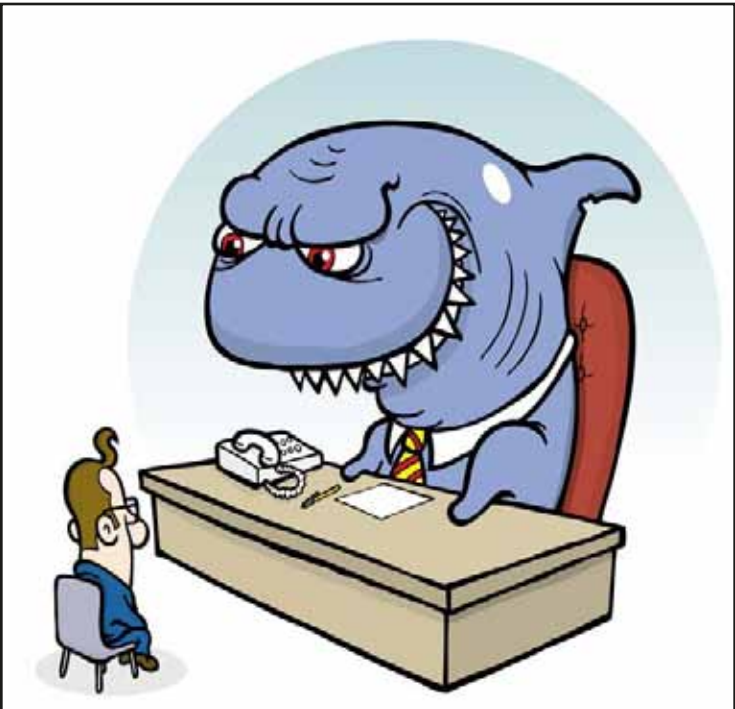
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AUGUST 2011 | VOLUME 63 | NUMBER 7

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www.auctioneers.org The official publication of the National Auctioneers Association

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Christie King  
CAI, AARE, BAS, NAA President

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

## Let your voice be heard

**Wow! It's finally here!**

After two years as Vice President for the National Auctioneers Association, I am finally President! Wow!

This is something I've wanted for the past six years, since the NAA membership so graciously honored me by electing me to the Board of Directors.

And now, it's here.

As I said in my remarks at the Annual Business Meeting and at the President's Gala, I am honored and humbled to serve as your President. But here's the deal ... I don't think you are going to see a huge difference from Mark Rogers to me. Why? Mark built the Board into a well-functioning team. And it has made it easy enough so that I can simply continue to roll.

And that's important because in the next 12 months, there will be a lot of discussions occurring in the auction industry about change and how the NAA can prepare all of us for that change.

In June, a group of nine of us met in Atlanta to talk about how we can keep the NAA relevant for professionals in the auction industry. We have outlined a plan, and the Board is going to be discussing that outline at its July meeting. The Task Group will then be charged with completing the details before the October Board meeting. We've built in time to get feedback from our members on this plan — true feedback. Not the kind where we say, "Here it is, like it or not," but feedback as in, "I don't like this or I think you should beef this up here." And we listen to you and discuss your suggestions and change the plan accordingly.

How will we solicit this feedback? We'll be at state association meetings, small groups of educational programs, and, of course, you can always e-mail me or any member of the Board. In *Auctioneer*, we have a page in the back of the magazine that lists all of the NAA staff, their telephone numbers and e-mail addresses, as well

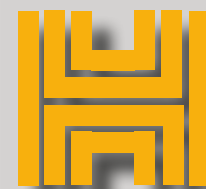
as all of the NAA Board, the Education Institute Trustees, the National Auctioneers Foundation Trustees and the NAA Auxiliary Trustees. This forms your leadership base, and if you want us to hear you, simply e-mail us! We will listen.

What is going to be the result of all of these discussions? I wish I knew! But I can promise you that you will know what is happening as things progress. But this also places a big responsibility on you as well! Following the annual elections in July, we had a short Board "meet and greet" so we could get to know the new Board members and your new Vice President. During that meeting, I asked each of the Board members to sign a commitment letter, indicating that they will stay engaged this year, that they will come to all of the meetings (phone and physical) and that they will be prepared for those meetings. That's what I'm asking you to do. I need you to recommit yourself to the NAA.

If you don't agree with something that we are doing, let us know. After all, who do you think the NAA is? The NAA is all of us who are members and auction professionals! You proved you had the power this year when almost 275 of you voted by absentee ballot! That is more than seven times the number of ballots we received last year by absentee ballot. How exciting!

Recommit yourself to the NAA. Help us rebuild this organization so that we can stay relevant for the current and next generation of the auction professional.

And if you need me, contact me. My information is in the magazine!



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# ON THE *Right* PATH

## The foundation is set for the NAA's first female President

By Bryan Scribner  
*editor*

The groundwork has been laid, and now, National Auctioneers Association President Christie King, CAI, AARE, BAS, seems up to the challenge of leading the NAA into the future.

Her journey as an NAA leader started when she became a member of the association's Board of Directors in 2006. The election was in Orlando, Fla., site of the 2006 International Auctioneers Conference and Show.

Since 1992, the year King joined the NAA, she also has served as an Education Institute Trustee and as a member of several committees.

In 2009, King was elected Vice President of the NAA, and because of a structural change to the Board of Directors, she served two terms in that office. The change meant King would take over as President this past July at Conference and Show in Orlando.

She says former NAA Presidents Randy Wells and Scott Musser, CAI, BAS, as well as Past President Mark Rogers, CAI, AARE, have helped put in place the policies and procedures that will allow her to focus on the NAA's future.

The NAA also is fortunate to have had Hannes Combest, CAE, as its Chief Executive Officer for more than three years, King says. Combest has served as a mentor to the Executive Committee, and she has provided valuable input along the way, quickly gaining the

respect of Board members.

### Vision 2015

In late June, along with Combest and other NAA members, King led the Vision 2015 Task Group in a meeting that focused on how the association might move forward, given suggestions from "Give Me Five, Now Ten ... Years Into the Future," a paper produced by the Council on Future Practices.

"If the NAA stays the way we are today, I don't think the NAA will survive ... the future, 20 years from now," King says. "Things are changing in the world so fast."

To help ensure the success of the NAA and its members for generations to come, King says the organization must provide new types of educational resources, and it must deliver business tools and communications that help all Auctioneers, whether they're new to the business or 30-year veterans.

She says communications and educational platforms should be offered on the Internet whenever possible, as in her own career, she values the convenience of online continuing education. As an NAA member who also benefits from face-to-face communications, though, King says the NAA will not lose sight of in-person networking

**Q:** What's your No. 1 goal as President? What do you hope to be able to look back on a year from now?

**A:** "My goal is to help structure the NAA to thrive in the future as a strong, vibrant association. I don't know what it's going to look like — what the Vision 2015 panel and Board is going to approve — but my goal is to help develop that plan so the new, incoming Vice President can help carry it out."

Christie King, CAI, AARE, BAS  
Photos by Caley King Newberry



**Q:** Describe your management style?

**A:** "I want to hear all sides. I listen. I listen to the debate, to the conversations going on, and then, after I've heard everybody and asked questions, I can help guide us. I think a lot before a decision is made, but, when a decision is made, I want action."



Submitted photo



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opportunities, whether for educational or business purposes.

Jeff Hathorn, CAI, of J.P. King Auction Co. Inc., Gadsden, Ala., says King works hard to keep up with new technologies, requirements and regulations that might affect Auctioneers.

"Being a woman, in itself, will definitely add a different perspective to this office,"

serve this office proudly."

**Making a difference**

Although King is the first female President of the NAA, she says that distinction takes a back seat to her goals as the association's leader. She says she is humbled for the opportunity to chart new waters, and she is confident she can make a difference.

"I'm an Auctioneer in an auction business in the industry, regardless of my gender," she says.

Most of all, she says she wants NAA Auctioneers to view the association as a partner in the industry, providing support and guidance to help members succeed. And in order for the partnership to work, she says it is essential that members provide constant feedback.

The NAA's 62nd President, King is a manager who listens closely, considers all sides and acts decisively.

"Her style is exhibited in our board meetings here at J.P. King on a regular basis,"

says King's brother, J. Scott King, CAI, AARE, Executive Vice President for J.P. King. "She is excellent at working through the different individuals involved and considering the facts presented, while allowing each person to do their job without micro managing them. On the other hand, she will make the hard call when it's time."

As a member of the NAA's Board of Directors for several years, Christie King has had an opportunity to observe and take part in key decisions alongside some of the association's and industry's most dynamic leaders. She says Board members always focus on what's best for NAA members.

During Board meetings, Wells, CAI, AARE, BAS, CES, GPPA, of Realty Auction Services LLC, Post Falls, Idaho, says King is gracious but direct. She is an idea person, Wells says.

"She will be a good President because she is a very, very good listener," he says. "Technology has brought Auctioneers into the 21st Century; electing Christie as our first female President brings the NAA into the 21st Century." ❖

GET TO KNOW *Christie King*

The National Auctioneers Association's new President, Christie King, started out in the auction business when she was about eight years old. Her father, J.P. King III, used to draw the names of registered auction attendees out of a bowl before he called his auctions, and winners of the drawing received Eisenhower silver dollars. It was Christie's job to deliver these keepsakes.

As a teenager, Christie showed Tennessee walking horses, and from 1984 to 1987, she was a veterinary technician.

"I had some opportunities to really get into the horse industry, but at that time in my life, I wasn't open to relocating — Gadsden (Ala.) was home," Christie says.

Christie, CAI, AARE, BAS, joined the family auction business in 1987, and she started her own company, C. King Benefit Auctions LLC, Gadsden, in 2007.

She started dating her husband, Mike Ray, a corporate pilot, in 1994. The two became good friends when Mike taught Christie how to fly a plane that same year, and Christie married her "co-pilot" in 1999.

"He was perfect for me," Christie says. "He lets me go and do the things that I'd always done before we met. If there was something professional or personal I wanted to set out and try to do, he would say 'Go for it, honey, if that's something you want to do.'"

They have a black lab mix, Piper, which is named after the first plane Christie flew. Piper joins the couple on boating trips and in other outdoor activities.

Christie has had several mentors who have supported her personally and professionally throughout her career, including Bonnie Jean Sisty, Joyce Perrin and Judy Taylor. She also lists her brother, J. Craig King, CAI, AARE; Pete Horton, CAI, CES; and Mickey Fowler, CAI, AARE, CES, as important mentors.

"I'm an Auctioneer in an auction business in the industry, regardless of my gender."

- Christie King, CAI, AARE, BAS



# LET'S *Make* A DEAL

Competition among buyers, sellers is core of auction business

*President says Auctioneers must continue to adapt to new technologies*

By Bryan Scribner  
editor

The best part of the auction business is “the deal,” says Christie King, CAI, AARE, BAS.

The National Auctioneers Association’s new President says she still enjoys auction day the most. She likes watching bidders compete, the crowd’s excitement and the sense of accomplishment she feels once a sale takes place.

“I need a beginning and an end, and I think that’s why I love the auction business so much,” says King of C. King Benefit Auctions LLC, Gadsden, Ala. “Each auction is a beginning and an end.”

No matter what method is used to conduct an auction — the live bid call, simulcast online bidding or Internet-only sales — King says the auction method is, and always will be about bringing a buyer and seller together. That’s the core of the industry, and that need will always be there, she says.

“It’s bringing two parties together in a transaction to consummate a deal,” she says. “I hope and pray that the chant remains. I love the chant.”

But there are other ways to conduct auctions, and in doing so, King says the chant or live bid call doesn’t have to go away. To stay relevant, though, Auctioneers must



Submitted photo

continue to adapt as new sales methods and technologies become available.

“Technology is a necessary evil ... I have a love-hate relationship with technology, but that’s where everything is going,” she says. “I don’t think we can even start to understand where it’s going from a technology standpoint.”

No matter what the future brings, in her new leadership role, her brother, J. Craig King, CAI, AARE, of J.P. King Auction Co., Gadsden, says Christie King will make important decisions only after she receives input and advice from all stakeholders.

“Christie loves the auction business and always looks for ways to improve,” Craig King says. “She also loves people, finds a way to have fun in everything she does and encourages you to join in the fun along the way. I feel we must be passionate about what we are doing, and Christie is certainly passionate about the auction business.” ❖



For an exclusive interview with NAA President King, scan this QR code or visit <http://youtu.be/puZruWp5kgc>

**Q:** What does the NAA need to change within the next five years to reach its goals for longevity?

**A:** “We have to identify who we serve. That’s going to be the biggest challenge that the NAA has to take us into the future. Do we serve the bid caller, do we serve the auction business, which encompasses everyone in the business? Who do we serve?”

# UP TO THE *Task*

NAA President has thorough understanding of business environment

*Creation of benefit auction company marks “true development” in career*

By Bryan Scribner  
editor

Most members of the National Auctioneers Association likely can identify with Christie King.

She has strong roots in the industry, an entrepreneurial spirit and extensive experience managing several aspects of an auction business. King, CAI, AARE, BAS, even started her own company, C. King Benefit Auctions LLC, Gadsden, Ala., about four years ago.

In 1987, King switched from her career as a veterinary technician to a new job in the auction industry.

“The old joke within the family is he offered me 12 cents more an hour,” King says of her father, J.P. King III, who offered his daughter a receptionist job with J.P. King Auction Co., Gadsden. “Five dollars an hour, and he stole me from the vet.”

It was from this point that NAA President Christie King started working her way through the company. She attended the Missouri Auction School in 1990, and early in that decade, she earned her real estate and broker’s licenses.

In the past 20 years, she has taken on responsibilities in office management, ac-

counting, human resources, licensing and auction management. Her last role with J.P. King was as Vice President of Administration.

Early in her career, King says she had the ability to pick up on things quickly, and, she stayed diversified in the business, trying to learn as much as possible.

## Well-rounded Auctioneer

“I wasn’t in sales, and I wasn’t in the marketing department, but other than that I did about everything,” she says. “Almost everything a member faces, I’ve pretty much been there: be it clerical, be it the Auctioneer, be it the bid assistant, be it the owner, be it the employee. I’m very fortunate there, and I have a lot to share.”

King says her brother, J.P. King President J. Craig King, CAI, AARE, has been one of her most important mentors and supporters throughout her career. She also gives credit to a former office manager, Judy Taylor, who she says helped her develop as a woman in a business environment.

Cathy Thomas, BAS, of C. King Benefit Auctions LLC, says as a member of the King family, Christie King approaches the auction business with a strong sense of family values, integrity and high ethical standards.

“She is on a continuous quest to better herself, her companies and set the standard as a woman leader on a national level, as well as within her community,” Thomas says.

Christie King started C. King Benefit in 2007 with the support of her family, including another brother, J. Scott King, CAI, AARE, Executive Vice President for J.P. King. Christie King’s sister, Ceil Stripplin, worked in the family business from 1978 to 1986.

Christie King decided to launch her own business when J.P. King went through some structural changes four years ago. She says she developed a passion for benefit auctions and therefore took the Benefit Auctioneer Specialist designation course



**Q:** What do you want NAA Auctioneers to know about you personally?

**A:** “I have been fortunate to be in a family that is a national auction company and a successful auction company. I’d always had people ... they did what we (management) needed done. When I opened C.K. Benefit, I became ‘the people.’ I had to learn how to get a website developed ... create forms and templates ... come up with a contract ... then develop my brand for my company, sell my services to clients and perform the event. I became all of those 40 employees at J.P. King.”

from the NAA in 2007.

King says she “truly developed as an Auctioneer” when she started the benefit business. She continues to work for J.P. King as Auction Day Manager and as a member of its Board of Directors.

Jeff Hathorn, CAI, also of J.P. King, says Christie King’s “outgoing and bubbly personality” helps engage auction audiences.

“Christie is a very personable and warm person, which allows people to get close to her and in turn they recognize her knowledge of the auction industry,” Hathorn says. ❖



J. Scott King, CAI, AARE, Christie King, CAI, AARE, BAS, J. Craig King, CAI, AARE, and J.P. King III.

# J.P. King sticks to principles as pressures mount on family auction businesses

By Bryan Scribner  
editor

Now in its fifth generation, J.P. King Auction Co., Gadsden, Ala., continues to thrive as it adapts to a changing marketplace, say company principals.

Its President, J. Craig King, CAI, AARE, says the “boutique” auction firm, which specializes in selling high-end properties, now believes corporate and public entities, which are entering the auction business, will prompt the family business to make changes. He says family auction businesses could dwindle as a result of consolidation in the industry.

But as the business changes, King says his company will stay true to its faith-based principles and a focus on customer service.

“It’s more than a job to us,” King says. “We want to make sure that we do it right. One of the things that has kept us strong is that desire to always put our clients’ needs first.”

The company’s Executive Vice President, J. Scott King, CAI, AARE, agrees with his brother and adds that J.P. King Auction Co. continues to, and always will, take full responsibility for the decisions it makes.

“We try to do things right ... that’s ethically, morally, legally,” Scott King says. “It’s in our blood. It’s passion.”

## A matter of trust

As the company stands by its values and work ethic, it must stay ahead of trends in the business world. Therefore, the company closely watches for new government regulations, and it keeps an eye out for changes in Internet-based commerce, Scott King says.

Ultimately, the family business will best adapt to a changing auction landscape if it continues to put its trust in the right leaders and employees, Scott King says.

“It doesn’t need to be driven because it’s a family,” Scott King says. “Just because I may like to play with Mac computers ... that doesn’t mean that I need to head up our technology department. There’s a point at which the family member has to step back.”

He says family members don’t end up in positions at the company in which they don’t belong. Also, what might be most important, employees and family members who work for the company understand the value of what each person brings to the organization.

In order for the family business to remain successful from generation to generation, Scott King says the company has found a way to separate business life from family life.

“The thing that makes J.P. King work is we honor each others’ roles,” Scott King says. “We respect the office that that person serves in.” ♦

TIMELINE


- 1915**  
The great grandfather of Christie King, CAI, AARE, BAS, James Polk King, gets into the auction business in Tennessee, selling livestock
- 1920**  
Christie’s grandfather, Leslie C. King, enters the business
- Mid 1930s**  
The family auction business moves to Gadsden, Ala.
- 1937**  
The company sells as many as 100 homes at one multi-estate auction in Chattanooga, Tenn.
- 1961**  
Christie’s father, J. P. King III, enters the auction business full time
- 1977**  
Christie’s brother, J. Craig King, CAI, AARE, joins the business full time
- 1978 - 1986**  
Christie’s sister, Ceil Striplin, works with the company
- 1979**  
The company sells its first \$1 million real estate auction
- 1980**  
Christie’s brother, J. Scott King, CAI, AARE, joins the family business full time
- 1984 - 1987**  
Christie works as a veterinary technician
- 1985**  
Christie’s brother, Craig King, CAI, AARE, becomes President of J.P. King
- 1987**  
Christie joins the family business full time
- 1988 - 1992**  
Ownership of J. P. King transitions to Christie and her three siblings
- Early 1990s**  
Christie attends the Missouri Auction School and gets her real estate and broker’s licenses
- 1992**  
Christie sells at her first auction at the legendary Calumet Farms in Lexington, Ky.
- 1992**  
Christie’s father, J. P. King III, retires
- 1992**  
Christie joins the National Auctioneers Association
- 1995**  
Christie is an Alabama Auctioneers Association Grand Champion Auctioneer
- 1995**  
Christie begins conducting benefit auctions
- 1996**  
Christie becomes President of the Alabama Auctioneers Association
- 1998**  
J.P. King III enters the Alabama Auctioneers Association’s Hall of Fame
- 1998**  
Christie becomes the first female appointed to the Alabama State Board of Auctioneers
- 1999**  
Christie marries Mike Ray
- 2005**  
Christie becomes an adjunct instructor at Jacksonville University’s Continuing Education Auction School
- 2006**  
Craig King enters the Alabama Auctioneers Association Hall of Fame
- 2006**  
Christie becomes a Director on the NAA’s Board of Directors
- 2007**  
Christie enters the Alabama Auctioneers Association’s Hall of Fame as its first female inductee
- 2007**  
Christie starts C. King Benefit Auctions LLC, Gadsden, Ala.
- 2009**  
Christie is elected as the NAA’s first female Vice President
- 2010**  
Christie is recipient of the “2010 Woman of Distinction” award given by the Girl Scouts of Northeast Alabama
- 2011**  
Christie becomes the NAA’s first female President

## THIS IS FIVE Generations

James Polk King, great grandfather of the company’s fourth generation of leaders, first entered the auction business in 1915. Then, in the 1920s, his son, Leslie C. King, took up the family business.

The company relocated in the early 1930s to Gadsden, Ala., the city in which J.P. King III, representing the company’s third generation, incorporated J.P. King Auction Co. in 1964. Like his father, Leslie C. King, J.P. King III was an Auctioneer and real estate developer.

The fourth generation of J.P. King principals comprises National Auctioneers Association President Christie King, CAI, AARE, BAS, of C. King Benefit Auctions LLC, Gadsden, and her brothers, J.P. King Auction Co. President J. Craig King, CAI, AARE, and its Executive Vice President, J. Scott King, CAI, AARE. Craig King’s daughter, Caley King Newberry, represents the fifth generation as Communications Manager for J.P. King. Christie King serves on the company’s Board of Directors.



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# Taking CHANCES

Hall of Fame couple proves hard work pays

## Auction pair provides opportunities to aspiring professionals

By Sarah Bahari  
contributing writer

Harold Betthausen can still recall the first time he heard "The Auctioneer" by Leroy VanDyke.

He was milking a cow on his family's Wisconsin farm and stopped what he was doing to listen to the small portable radio. Before long, Betthausen knew all the lyrics to the 1950s tune and would entertain his high school classmates by belting them out.

"I knew right then I wanted to be an Auctioneer," Betthausen says. "That was the life for me."

More than five decades later, Betthausen and his wife, Marilyn, run a weekly consignment auction in Milwaukee with an average night drawing 200 to 500 people.

The Betthausens were recently recognized for their contributions to the industry with their induction into the Wisconsin Auctioneers Association Hall of Fame.

Fellow Auctioneers say the pair is known across the state for their willingness to help novices by allowing guest Auctioneers to preside over the weekly consignment auctions.

"You don't come across too many other people in the industry willing to do that," says Tim Miller, who attended the Betthausens' auctions when he was starting his career.

"They're encouraging and welcoming and always have some helpful words."

Miller, who now owns Believe in Auctions in Merton, Wis., adds, "I was flattered when they trusted me with their auction. That was a big deal."



The Wisconsin Auctioneers Association recently inducted Harold Betthausen and his wife, Marilyn, of Betthausens Auction Service, Milwaukee, into its Hall of Fame. Submitted photo

The Betthausens met in 1974 when he was a bartender and she was a waitress at a Milwaukee bar. After high school, Harold had attended the Reisch American School of Auctioneering in Mason City, Iowa, and he was working a string of odd jobs and conducting auctions on the side.

In 1987, Harold was working as a foreman for a company that built commercial sawmills. When the business went under, Harold decided to focus on auctioneering.

"It was as good a time as any to jump in with both feet," he says. Marilyn, who was an accountant for the Milwaukee Brewers at the time, decided she wanted to give auctioneering a try, too, and she

asked her husband to teach her. He says he had a better idea. She should enroll in auctioneering school. Mastering the chant proved difficult for Marilyn, though.

"My mouth could not put the words together. I had a terrible time coming up with anything that made sense," she says.

"Harry told me he thought I was the worst Auctioneer he had ever heard."

Every time Marilyn got in her car, she played cassette tapes of chants and tried to get her mouth and brain to work together.

Practice paid off. In 1990, Marilyn was named Novice of the Year by the Wisconsin Auctioneers Association.

These days, Harold is the face of Betthausens Auction Service, meeting with potential clients and presiding over

“Auctioneering is like a disease. It gets inside of you and doesn't let go.”

Harold Betthausen  
Milwaukee

most of the auctions, while Marilyn works mostly behind the scenes, running the company's finances and payroll. A staff of about 15 helps the company operate.

In addition to their weekly consignment auctions, the pair has sold real estate, luxury automobiles, medical and dental

equipment and more.

Friends say Betthausen auctions draw visitors who want to see a good show, as well as the antiques and collectibles on sale. On stage, Harold is known for his energetic, engaging style.

"Harry is a real character," says Jeff Mueller of Mueller Auction and Realty in West Bend, Wis. "He has a good time, joking around, jumping up in the air. He entertains."

At 72, Harold says people sometimes ask him if he plans to retire.

"As long as I've got my health, I don't plan on going anywhere," he says.

"Auctioneering is like a disease. It gets inside of you and doesn't let go." ❖

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## It can take years to earn bankruptcy work, but the rewards might be worth the effort

By Tom Burfield  
contributing writer

Bankruptcies seem to be picking up in many parts of the U.S., but as you might expect when dealing with the court system, liquidating a company's assets through an auction can be fraught with challenges.

"Bankruptcy work is not for the faint of heart," says B.J. Jennings, CAI, BAS, of Jennings Auction Group, York Haven, Pa.

Auctions conducted through bankruptcy courts are under the control of the court, she says. That means every step you take is closely monitored. And count on filing reams of paperwork.

While bankruptcies have been common for some time in many states, they've only recently started to gain momentum in the Pennsylvania area, she says.

"The last several bankruptcy auctions that we've had, we've had phenomenal numbers, great attendance and strong pricing," she says.

Those numbers vary by the amount and condition of the assets, but Jennings says the auctions can take in \$50,000 to \$500,000.

You gain bankruptcy business by working for court trustees appointed to liquidate a firm's assets — they're the ones who choose the Auctioneer. But that's easier said than done.

It took Jennings five years to win the business of the two trustees she works with.

### Strong finances

If yours is a young business without a strong financial base, bankruptcy auctions may not be right for you just yet.

"The auction company has to have the financial means and background to secure a \$2 million or \$3 million bond," says Benny Taylor, CAI, AARE, CAGA, of Taylor Auction & Realty Inc., a Marknet Alliance Member based in Grenada, Miss.

"That makes the playing field a little thinner."

The Auctioneer also must pay all upfront costs then often wait several weeks or months to get paid.

Jennings says she can easily advance \$35,000 for an auction and not get paid for two months.

And expect to be involved in multiple lawsuits, Taylor warns.

"There are a lot of eyes watching you," he says, including bankruptcy judges and creditors making sure that you're liquidating assets in a professional and timely manner.

Even if you prevail in a lawsuit, Taylor says, legal red tape can cost time, money and aggravation.

### No-assets cases

In El Cajon, Calif., Josh McCormack of McCormack Auction Co. Inc., says the bankruptcy portion of his business has been "pretty active" over the past five years, but recently it's been tapering off.

Bankruptcy filings remain common, he says, but many of those are no-assets cases.

"It appears to me that they have learned to handle some of their assets prior to filing," he says. "They go down and file with nothing to turn over to the court."

Some debtors call an Auctioneer to handle their property before they file, but often they sell it themselves on eBay or Craig's List.

"Those have changed our industry quite a bit," he says.

Bankruptcy auctions can offer up a lot of unusual items. Construction equipment is common, Jennings says.

Taylor liquidated one firm that worked on jet engines and another that sold computer video conferencing systems for families with parents or relatives in assisted-living facilities.

Recreational vehicles like boats, Jet Skis, motorcycles and sports cars are selling well at auctions that feature personal belongs, he says. But 75 percent of Taylor's auctions are commercial liquidations, not personal ones.

McCormack has auctioned a lot of restaurant equipment and plants for nurseries stuck with foliage that construction companies aren't buying because they're not building new homes.

About 90 percent of McCormack's

auctions are online, which enables him to make more money — if he can collect it.

He says he requires a deposit before allowing a party to bid to help ensure collections.

### Keep an eye out

It's helpful to stay on top of what's happening in the bankruptcy world.

Jennings checks court records and monitors Web services and local business journals.

"Every week, I can see who filed bankruptcy and who the attorneys are who are handling the bankruptcy for their clients," she says.

She also pays referral fees to salesmen who provide leads when they learn that clients are in financial trouble.

"They know pretty much what's coming down the pike," she says. ❖

### Work the courts

To find trustees or bankruptcy auction opportunities, check out these resources:

#### NABT

[www.nabt.com](http://www.nabt.com)  
The National Auctioneers Association and National Association of Bankruptcy Trustees formed a partnership in 2010.

#### ABI

[www.abiworld.org](http://www.abiworld.org)  
American Bankruptcy Institute

#### Court records

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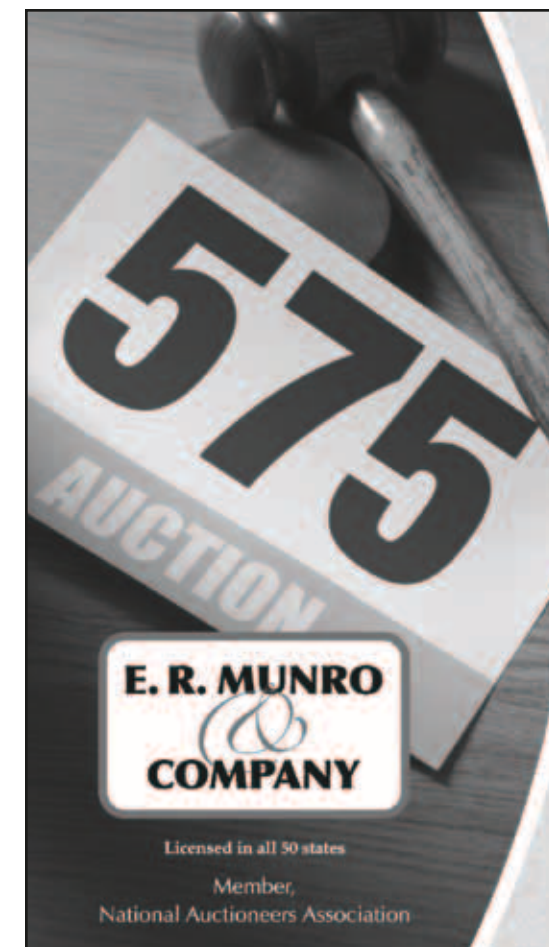
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## Future legislation might change sales tax rules

### Am I responsible for collecting sales tax from Internet buyers?

**Q:** Several Auctioneers conduct sales over the Internet in which they sell personal property to people all over the U.S., and, in some instances, the world. When Auctioneers are conducting Internet-based auctions, are they responsible for collecting sales tax?

**A:** This question is being debated in a majority of state legislatures and the federal government. State legislatures are considering this issue because many Internet transactions omit state sales tax, which has a substantial effect on state budgets. Several states have had reductions in the tax revenues collected during the past couple of years. Consequently, 44 states have entered into the Streamlined Sales Tax and Use Agreement ("SSTUA"). The purpose of this group is to make state sales tax more uniform across the U.S.

**A**lthough the federal government does not administer a national sales tax, on July 1, 2010, Senator Dick Durbin (D-Ill.), introduced H.R. 5660, which has become known as the "Main Street Fairness Act." As part of its findings, Congress stated that "As a matter of economic policy and basic fairness, similar sales transactions should be treated equally, without regard to the manner in which sales are transacted, whether in person, through the mail, over the telephone, on the Internet, or by other means." Although H.R. 5660 died when the 111th Congress ended its session on Dec. 29, 2010, this issue will probably be revisited. The "Main Street Fairness Act" would require retailers, who are subject to the tax, to collect sales tax on all transactions with buyers who reside in a state that imposes a sales tax. This would have been a dramatic change in state sales tax law.

Historically, sales taxes were collected by the merchant from the buyer at the point of the transaction. This was usually during a face-to-face transaction, in which the merchant had a physical presence in the state where the transaction occurred. The merchant was obligated to collect sales tax at the time of sale. The concept was simple and worked well until the advent of the Internet. In an Internet transaction, the seller may sell items

to someone from a state where the seller has never been and has no physical presence. Consequently, the buyer's state does not have jurisdiction over the seller. During the past several years, the number of Internet auction websites has expanded. This expansion has contributed to the growth of the volume of transactions and sales that take place on the Internet. At the time most states enacted their sales and use taxes, there was nothing like e-commerce. Internet transactions were unknown. The growth of the Internet has resulted in more purchases being made over the Internet.

On in-state sales, the burden to report and pay the sales tax is usually on the Auctioneer or retail merchant. The sales tax is included in the transaction costs paid by the buyer. Auctioneers and retail merchants have the obligation to report the taxes received and pay those funds to their state department of revenue. On out-of-state purchases, the taxpayer ultimately has the responsibility to report and pay his or her unpaid sales tax liability to the state. In instances when the buyer makes payment directly to the state, the sales tax is referred to as a use tax. The use tax, in contrast to the sales tax, places the burden on the buyer to report and pay the tax.

At the present time, Auctioneers are required to

follow their states' law and generally collect taxes on transactions within their respective state or in states where they are licensed. There are instances when Auctioneers may be excused from their duty to collect in-state sales tax, such as casual sales, but they are limited. Given the states' and federal government's interest

on this issue, though, Auctioneers may eventually be required to collect and report sales taxes on all Internet transactions. Auctioneers should consider this issue, the possible effect upon their businesses, and follow the related legislation. ❖

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Ryan George

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

#### Connect with Ryan at the following:

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## Will self-service websites affect your business?

### Auctioneers must prove their worth in the marketplace

**T**he other day, I had a rousing conversation with one of my buddies in the auction business, talking about whether real estate Auctioneers will be replaced by self-serve auction websites like AuctionPoint.com (commercial) and eBay.com (residential). He pointed to the cattle and auto auction professions and how bid callers are getting downsized left and right, being replaced by online bidding portals.

It's happening all over America — technology replacing the labor force, particularly the least adaptable portions of it. And it's undeniably happening in the live auction industry. Candidly, as someone who wins his bread from advertising live auctions, I wonder where I'll be a decade from now.

Thankfully, many of my clients are ahead of the curve, running to beat this technology to the pass. And I don't think full-serve auction marketing will grow extinct in my lifetime. For hundreds of years, people have needed fair, transparent, accelerated marketing. That need will be here after my obituary is written. How that need will be fulfilled, though, will require adaptation by the entire industry.

#### Adaptation

A decade ago, during the dot com bubble, billions of dollars were spent on the idea that self-service Internet would replace full-

service brick and mortars. In many cases, that happened — if not for whole industries at least for specific segments of them. Most sports card and comic book stores either moved their inventory into online stores or closed their doors. Most travel agents either moved to niche markets (and many have successfully) or moved on to new careers. You get the idea.

Industrial adaptation isn't exclusive to our online generation. Pontiac Spring and Wagon Works prolonged its death for roughly a century by switching to automobiles and eventually selling to General Motors. The Pullman Company, at the decline of the passenger rail era in America, diversified to trolleys and buses, and then it transitioned to automotive parts manufacturing and specialty contracting. Nokia, a small manufacturer of galoshes and rubber products, acquired Finnish Cable Works and subsequently became a dominant world player in industrial and consumer electronics.

These companies stayed alive or even grew exponentially by asking, "What growing needs can we effectively meet?" instead of "How can we keep making wooden wagons, railroad cars or rubber boots?"

The question for the auction industry is not "How do we convince people of the value of a bid caller?"—any more than it is "How do we prove the value of horse-drawn wagons?" No, the question will be "How do we market

property in a way that someone can't do on their own — or at least in a way that someone is willing to pay someone else to do for them?"

#### Finding buyers

I'm inextricably biased, but I see the core value of the professional auction marketing process to be the ability to gather motivated bidders through a multi-faceted advertising campaign. If the right buyer doesn't know about the auction, he won't be there in person or online to bid. If the right bidders or referring agents aren't reached through compelling media, they won't drive the sales price. Throwing an auction on a website or network of affiliated websites may find a buyer for someone in the self checkout lane; but it's less likely to find its highest price. I've always been told that a successful auction — especially an absolute one — requires only two bidders; but sale price is often relatively-proportional to the quantity of bidders.

"Well, the difference in price I could achieve with a full-service Auctioneer isn't any more than the double-digit commission that leading Auctioneers charge to make that difference," a self-service seller might retort. And this is what my industry friend asserted.

But I know an Auctioneer who once proposed 100 percent commission and got the auction under those terms (because the sellers just wanted the subject property off their hands). I remember helping one Auctioneer with a proposal, when he knew the proposal against which he was competing would be requesting half the commission percentage. My conversation with him was unforgettable. He told me,

"We just have to prove we're worth twice the cost."

#### Value proposition

Proving where we add value and enough value to equal our fees will be one of the main challenges facing auction marketers in the future, as self-service websites attract more MLS agents and FSBO (For Sale By Owner) properties. Different Auctioneers will have different valid answers to the question of value. It might be their unparalleled experience and connections within a geographic or asset market. Their worth might come in their reporting and CRM (customer relationship management) infrastructure or in their affiliate network's cumulative reach. Maybe it will be the incorporation of multiple, simultaneous bidding platforms. It might just be the bandwidth of staff and auction events to handle the headaches others want to unload or the size of portfolios being liquidated.

On the flip side—I n the absence of sufficient provable added value — the answer might even be lower commissions and/or fewer marketing fees. (I still shake my head when I see "sale-day labor," "A/V

rental," "photocopies," and similar charges in advertising budgets. Shouldn't that be covered by the double-digit commission?)

The solution won't be a one-size-fits-all number or universal defense. It will be a case-by-case adaptation. And it won't be easy or static — just necessary. Are you ready to answer those questions? Can you prove you're worth your hire in an increasingly self-served, connected economy? If not, what color is your parachute? ❖

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



## A premium perspective

### Agency agreements are with sellers only

**A**n Auctioneer asked me a question about the buyer's premium. He said he knew that he served as an agent for his sellers, but due to the common use of the buyer's premium and increases in the percentages charged for it, buyers often "pay more money to Auctioneers on sales than the sellers of the property do." This caused the Auctioneer to wonder whether this "financial arrangement" has any effect on his "legal relationship with buyers" such that he becomes "an agent for them, too."

One of the easiest ways to come to a wrong conclusion is to incorrectly analyze an issue. That's the case with this Auctioneer. He correctly stated that an Auctioneer's relationship to a seller is that of an agent to a principal. This is fundamental law and an agent works under the direction and control of a principal and owes certain duties to advance and protect the principal's interests falling within the relationship. Unfortunately, that's as far as the Auctioneer got before he veered from right and into wrong.

#### Nothing unethical

Let's start with a brief examination of the marketing tool commonly referred to as the "buyer's premium." It is a price surcharge that works as a stated percentage authorized by the terms of an auction to be added to the hammer price for a lot to become the lot's selling price. So a 15-percent buyer's premium in effect for

a lot knocked down for \$100 would be a \$15 add-on to make a selling price of \$115. The buyer's premium is a matter of contract, and its use is legal in every U. S. jurisdiction. Contrary to what some bidders and a few Auctioneers have claimed over the years, there is nothing unethical about charging a buyer's premium.

Indeed, as the Auctioneer rightly observed, the buyer's premium has become the norm and is now widely used across the auction markets. The Auctioneer is also correct that the percentage charged for the premium has risen over the years. What started as typically a 10-percent addition 40 years ago is now commonly charged at 12 to 20 percent. Several years ago, I urged our company's management to move beyond a 10-percent buyer's premium and offer sellers the option of charging more. We did, and it has been well received by sellers. Awhile back we had an \$18 million sale with a 15-percent buyer's premium in effect. Our seller was very happy.

Now let me answer the question which is a common one and often framed by buyers like this: "Since I pay the Auctioneer a buyer's premium for his commission, doesn't that make the Auctioneer my agent?"

The object of this question is to set up an argument that the buyer's premium creates a conflict of interest for the Auctioneer — i.e., a dual agency relationship in which the Auctioneer represents both the seller and the

buyer. This argument is fatally flawed, though, and finds no support in either the law of agency or the mechanics of the proper use of the buyer's premium.

The problem starts with the question's underlying premise being wrong. A buyer does not pay an Auctioneer a selling commission for selling property to the buyer. That assertion is incorrect. When it comes to paying the purchase price for an auction lot, a buyer doesn't pay an Auctioneer anything. The Auctioneer's role is simply to receive payment of the sale's proceeds from the buyer and on behalf of the seller.

#### Buyer has no contract

An auction sale works like this. An Auctioneer knocks a lot down to a buyer and the buyer enters into a contract for sale with the seller to purchase the property. The keystone of this contract is the buyer's agreement to pay the seller the purchase price for the lot in exchange for the seller's timely delivery of title and possession of the subject property. The Auctioneer acts solely as an agent of the seller and is not a party to the contract for sale. This means the Auctioneer has no entitlement to any of the sale's proceeds paid by the buyer to the seller and this includes the buyer's premium. As noted, the buyer's premium is a component of the lot's purchase price and is not a separate commission paid to the Auctioneer. A buyer has no contract with an Auctioneer to pay the Auctioneer any compensation and does not do so.

The compensation that an Auctioneer

earns from an auction sale is provided for in an agreement that is made solely between the seller and the Auctioneer. This agreement is the auction contract, and it is the source of the agency relationship between these parties. The auction contract defines the full range of the parties' rights and responsibilities with regard to the auction and all related matters.

No bidder or buyer is a party to the auction contract and, consequently, only the seller and the Auctioneer are involved in the agreement for the seller to pay the Auctioneer for services rendered. An auction contract states the Auctioneer's commission and the seller's agreement to pay it. The fact that the Auctioneer's compensation ultimately comes from the pool of sale receipts collected from buyers does not establish an agency relationship between any buyer and the Auctioneer. Payment to the Auctioneer of the selling commission is made by the seller and no one else.

Here's a closing point. An agency relationship

arises out of a consensual agreement between a principal and an agent for the agent to represent the principal in a specific capacity. No Auctioneer consents to an agency agreement with a buyer in exchange for direct payment to the Auctioneer of a buyer's premium to become the Auctioneer's compensation from the buyer. The Auctioneer's sole agency agreement is with the seller and the proper use of the buyer's premium does not alter that. ❖

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# PLUG INTO

## THE 62<sup>ND</sup> ANNUAL INTERNATIONAL AUCTIONEERS CONFERENCE AND SHOW

### Election takes three rounds of voting

#### Vice President says member retention, online education are priorities

By Bryan Scribner  
editor

J.J. Dower, CAI, AARE, is the new Vice President of the National Auctioneers Association.

In a contest that required two run-off elections, Dower received 302 votes in the final round of voting during the NAA's annual election July 14. Paul C. Behr, CAI, BAS, of the World Wide College of Auctioneering Inc., Mason City, Iowa, received 248 votes.

Before the vote, Dower, of Ayers Auction & Realty, MarkNet Alliance Member, LaFollette, Tenn., told members one of his goals would be to help control the costs of Conference and Show.

"No matter what the cost, the knowledge and tools I have gained have been invaluable," he says of his Conference and Show experiences. "I have never left without taking something home to use in our business."

He says he would like to recruit more



J.J. Dower, CAI, AARE, gives his speech before the annual election for NAA Vice President during the 2011 Conference and Show on July 12-16 in Orlando, Fla. Dower ran alongside fellow NAA Auctioneers Paul C. Behr, CAI, BAS, Jay Nitz, CAI, and Shawn Terrel, CAI, AARE. Photo by Bryan Scribner

members, and, more importantly, retain them. Quality educational programs, including online training, also are priorities, he says.

"We, as leaders, must define who we are and what member benefits and services we

better can provide in order to keep members," he says.

Auctioneers also must embrace change, he says, and prepare for economic fluctuations.



The NAA's new President, Christie King, CAI, AARE, BAS, presents the Presidential Clock to Past President B. Mark Rogers, CAI, AARE, during the annual President's Gala on July 14. King officially became the NAA's first female President during the evening event. Please see pages 8-15 for a feature on the association's new President.

Photo by Mathews Photographers

"I will work to give you, as NAA members, the tools and resources you desire and require to grow your business in this unique time in history," he says.

#### New Directors

Also during the election, NAA Auctioneers selected two new Directors.

Jimmie Dean Coffey, CAI, AARE, BAS, CES, GPPA, of United Country — Coffey Realty & Auction, Bloomington, Ind., had 367 votes, and Rich Schur, CAI, BAS, GPPA, of Schur Success Auction & Appraisal Inc., Colorado Springs, Colo., had 327 votes.

Coffey says he plans to collaborate with the auction industry's young professionals and continue to help the NAA improve upon technology and communications.

"We have to adopt an online education program," he says. "NAA must be a data and analytic resource hub for our members."

Schur says he is thrilled about the auction industry's future.

"We're going to have to rethink, reshape, reclassify ... Now is the time for me to step in and truly make a difference using my experience as an Auctioneer and my previous business experience," he says.

#### Auctioneers Foundation

The election took place during the NAA and National Auctioneers Foundation's Annual Business Meeting at Conference and Show in Orlando, Fla.

The NAF accepted the entire slate of leaders for its 2011-2012 Board of Trustees.

Randy Ruhter of Ruhter Auction & Realty Inc., Hastings, Neb., is Vice President, and the NAF's new Trustees are Marvin Henderson of JAH Enterprises Inc., Henderson Auctions, Livingston, La.; Sherman Hostetter Jr., CAI, AARE, CES, GPPA, of Hostetter Auctioneers, Beaver Falls, Pa.; and Homer Nicholson, AARE, CES, of Nicholson Auction & Real Estate, Ponca City, Okla.

Benny Fisher, CAI, of Fisher Auction Co. Inc., Pompano Beach, Fla., is NAF President. ❖

  
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# Three members enter Hall of Fame

By **Chris Longly**  
deputy executive director

The National Auctioneers Association inducted three members into its Hall of Fame on July 14.

The association honored J. Craig King, CAI, AARE, CCIM, of J.P. King Auction Co., Gadsden, Ala.; Dean Howard, CAI, AARE, CES, of Dean Howard & Daughters Auction Co., Decatur, Tenn.; and Joe Wilson, CAI, of Wilson Auctioneers Inc., Hot Springs, Ark.

King's sister, Christie King, CAI, AARE, BAS, welcomed him at the podium during the President's Gala and Hall of Fame Awards event at the NAA's annual Conference and Show in Orlando, Fla. Earlier that evening, Christie King became the associa-

tion's first female President.

In 1992, Craig King became President and Chief Executive Officer of boutique auction firm J.P. King, which specializes in luxury real estate and auctions of valuable assets. Throughout his career, he has personally sold more than 10,000 properties with sales prices totaling \$1 billion.

Howard joined the NAA and the Tennessee Auctioneers Association after completing auction school in 1975. In 1980, he was elected President of the state association and would go on to be inducted into the organization's Hall of Fame in 1993. From 1991 to 1993, Howard served as a Director for the NAA.

Committed to lifelong learning, Howard was part of the charter class of the Certi-

fied Auctioneers Institute (CAI).

Wilson has served the auction industry in several leadership positions in the past 30 years. He was elected Director of the NAA in 1996 and five years later served as President.

After serving as President, Wilson went on to lead the largest fund-raising initiative in the association's history, getting more than \$3 million in donations.

In 1989, Wilson was appointed by then Gov. Bill Clinton to serve on the Arkansas Auctioneers Licensing Board, for which he would eventually become chairman. A Past President of the Arkansas Auctioneers Association, Wilson joined his father as a member of this association's Hall of Fame in 2003. ❖

## Giving back

National Auctioneers Association members helped raise \$55,696 in support of the association during its Fun Auction on July 13 at Conference and Show in Orlando, Fla. A heads and tails game during the event brought more than

\$4,100. In addition, NAA Auctioneers purchased two wagons in support of St. Jude Children's Research Hospital during the finals of the International Auctioneer Championship on July 15. Spanky Assiter, CAI, AARE, of Assiter &

Associates Auctioneers, Canyon, Texas, and Scott Shuman, CAI, of Hall & Hall Auctions, Eaton, Colo., each bought a wagon. The purchases helped raise more than \$6,000 for St. Jude.

# Keynote speaker predicts strong economy in short term

By **Bryan Scribner**  
editor

There are many reasons to have a positive outlook for the future of the U.S. economy; however, inflation could be on the horizon, says Alan Beaulieu, president of the Institute for Trend Research (ITR), Boscawen, N.H.

Beaulieu made the prediction in his keynote speech during the 62nd annual International Auctioneers Conference and Show on July 13.

"Understand we are not the late great United States of America," he says. "We have a lot of things going right for us, and our business models and our different business plans should reflect that."

In "The Future is Your Decision," Beaulieu made a point that people should have more money to spend in 2012.

He says the stock market will do well in the short term; however, another recession is likely in 2013-2014.

Despite media reports, he says the overall employment trend is good because private-sector employment is increasing.

Plus, he says, banks have a lot of cash and they want to lend it to qualified borrowers. Banks have \$1 trillion in excess capital reserves, and consumers have saved \$600 billion.

"We have enough cash to make an offer to buy Canada," he says. "The potential there is huge as we go forward."

## Inflation looms

Despite his mostly positive analysis, Beaulieu says inflation could soon affect employees' standards of living.

He says that as inflation hits, raises might be in order to keep employees satisfied and, as a result, maintain good customer service.

As the potential for tax increases are looming, Beaulieu says it's a good time for business owners to be more vocal and to talk with their tax advisers.

In the coming years, Beaulieu also predicts the boom-bust cyclical trend of the past 20 years will begin to subside in the U.S. economy.

He says the "recession" word has been blaring, but there's plenty of potential for the country's economy.

"If you're worried about leaving something better for your children than what you had before, if you're worried about what your future will be — understand it's better, it's brighter than it's been in a while," he says. "We will fix our problems." ❖



Alan Beaulieu, president of the Institute for Trend Research (ITR), Boscawen, N.H., gives his keynote presentation at the 62nd annual International Auctioneers Conference and Show on July 13. The economist says Auctioneers should expect consumer spending to be on the rise, at least in the short term. Photo by Bryan Scribner

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# NAA Auxiliary names Hall of Famer, scholarship winners

By Bryan Scribner  
editor

The National Auctioneers Association Auxiliary inducted Janet Shearer of Auction Services, Kissimmee, Fla., into its Hall of Fame on July 13 during its annual luncheon at Conference and Show in Orlando, Fla.

Shearer works in the auction business as a clerk, cashier, bid spotter and in several other roles. She is a Past President of the Auxiliary and past Chairwoman for convention planning. In a speech prepared for her Hall of Fame induction, Shearer's husband, Don Shearer, CAI, BAS, CES, GPPA, is quoted as saying, "She is so thorough, that she even proofreads her carbon copies."

In addition to the auction business, Janet Shearer worked for more than 25 years in elementary education. She has two daughters.

"It's an honor to be standing up here with all of these wonderful people," Shearer said after receiving the honor. "I appreciate it more than you know."

During the event, the Auxiliary also awarded scholarships to three young adults. Since 1993, the Auxiliary has given 53 scholarships, comprising more than \$82,000.

The Auxiliary awarded the \$2,000 scholarships this year to Angela Bohn, Luke Sheridan and Kayla Inman.

A big portion of the scholarship funding has come from proceeds of print sales for "Unsung Heros," a painting by Joani Mangold of Mangold Auction Service, Wickenburg, Ariz. Rights to exhibit the



Joani Mangold (right) of Mangold Auction Service, Wickenburg, Ariz., presents Janet Shearer of Auction Services, Kissimmee, Fla., with the NAA Auxiliary's Hall of Fame award July 13. The Auxiliary celebrated its 60th anniversary this year. Photo by Bryan Scribner

original oil painting also are auctioned annually during the Fun Auction portion of the lunch.

Sales of the prints have raised more than \$50,000.

Lori and Mike Jones, CAI, GPPA, sponsored the painting again this year for \$550. At the couple's auction school, The Texas Auction Academy, Mike and Lori Jones have sold prints of the painting to raise more than \$25,000 in support of the Auxiliary.

Lori Jones is the new Chairwoman for the Auxiliary, and Cindy Soltis-Stroud, CAI, BAS, is Vice Chairwoman. The group's newest Directors are Angela Johnson and Annette McCurdy. ❖



## Bankruptcy trustees need Auctioneer specialists

By Bryan Scribner  
editor

When it comes to bankruptcy auctions, it's a fair bet to say many Auctioneers want to know the best ways to get the business.

And that, in part, is why representatives from The National Association of Bankruptcy Trustees were available during the National Auctioneers Association's 2011 Conference and Show.

Neil Gordon, who will become the NABT's President this year, says that in addition to more traditional items, such as



Tamara Ogier and Neil Gordon of The National Association of Bankruptcy Trustees answer questions July 13. Photo by Bryan Scribner



Camille Booker (left), CAI, CES, won the women's division of the 2011 International Auctioneer Championship on July 15. Megan McCurdy, CAI, BAS, came in second, and Angie Meier took third place. NAA Auctioneer Curtis Wetovick (center), 17, of Fullerton, Neb., won the International Junior Auctioneer Championship. Joseph Mast (right), CAI, won the men's division of the IAC, while Dustin Rogers came in second, and Jason Miller took third. Also during the IAC finals, Kurt Johnson, CAI, BAS, of Kurt Johnson Auctioneering Inc., White Bear Lake, Minn., won the Chuck Cumberlin Sportsmanship Award. The honor recognizes IAC competitors who do not make it into the finals but exemplify outstanding sportsmanship. Photo by Nathan Brunzie

business equipment and furniture, trustees handle raw land, wine, art, boats, antique rifles, jewelry, stocks, patents, memorabilia and more.

In the past few years, he says there has been an average of more than 1.6 million bankruptcy cases annually in the U.S. There are about 1,200 bankruptcy trustees in the nation.

### Earn the business

To earn business from these trustees, it's all about awareness, and that's a big reason why the NAA and NABT created a partnership about one year ago, says Tamara Ogier, who will become the NABT's President-Elect this year.

"We sell everything, and there's really nothing that's too weird for us to sell," she says. "That's where you guys (Auctioneers) come in. We need help. We don't know about all these things. We just know that somebody has it, and it might have some value."

She says a variety of auction professionals are necessary to help sell many assets. NABT trustees are being encouraged to find the right Auctioneers for specific markets.

"Know what you're good at, and tell the trustee about that," she says.

She also recommends that NAA Auctioneers be persistent in their quests to earn bankruptcy business. She says it's a good idea to take some auctions that might not make any money, as this could build goodwill between Auctioneers and trustees.

"They're people," she says. "If you keep putting your name in front of them, eventually there may be a need."

In her law office, Ogier says paralegals often help her find the

right Auctioneers. Therefore, she says it can't hurt for Auctioneers to market their services toward support staff, as well.

NAA Auctioneers who become members of the NABT can access directories and forums that might help them find, or offer assistance to, trustees in their areas. ❖

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Phil Monetti of The Integrity Team Inc., Severn, Md., talks with NAA Auctioneers on July 15 during "The V-Factor: Creating more Value for Clients." The Conference and Show presentation helped explain the concept of the "service-profit chain," which helps business owners better understand the steps they must take to achieve profitability and growth. Productive and loyal employees are an important part of the "chain." Photo by Bryan Scribner

## Service, leadership promotes profitability

By Bryan Scribner  
editor

A five-percent increase in customer loyalty can drive a 25-percent to 85-percent increase in profitability, says Phil Monetti of The Integrity Team Inc., Severn, Md.

And profitability and growth is the goal of the "service-profit chain," a concept Monetti presented to National Auctioneers Association members July 15 during "The

V-Factor: Creating more Value for Clients." The presentation was part of Conference and Show.

In order to achieve customer loyalty, Monetti says customers must perceive that they get value over what they actually pay for goods or services.

Productive employees drive customers' value perceptions, therefore, employees must be loyal to their companies.

"One of the strengths of your business is the loyalty," Monetti says. "I bet half of the (Auctioneers) that I met (July 14) have relatives in the business. That gives you a real important understanding of one of the reasons you're successful."

Employees must be satisfied with their employers to promote this loyalty. It's important that business leaders, then, make employees feel important, engaged and respected, he says. ❖

## Seminar reveals reasons why some businesses fail

By Bryan Scribner  
editor

Most businesses don't really work, says Bob Clements, an owner and director of marketing for E-Myth Benchmark, Des Moines, Iowa.

In his Conference and Show presentation July 14, "E-myth: Auctioneering



Clements

Practice vs. the Business," Clements exposed the myth that most small businesses are started by entrepreneurs.

He says they're not.

Instead, he says technicians — those people who know how to perform the work — start businesses under the incorrect belief that they know how to run them.

And that, Clements says, is why most businesses fail to produce

the results that their owners desire. If a business is not succeeding, Clements says in most cases the blame should not be placed on the economy, employees, products or services. It's rather the owners

themselves who must make changes, and to do this they must redesign themselves.

He recommends business owners seek to create a sustainable business that can even-

tually be sold. If a business is not marketable, it's simply a practice, he says.

"A practice depends on you, a business doesn't," Clements says. ❖

## Transition plans help family businesses survive

By Bryan Scribner  
editor

In "Running the Family Business: The 8 Biggest Challenges," Greg McCann, founder of McCann & Associates, Deland, Fla., told National Auctioneers Association members that if they include their families correctly in their businesses they will have a strategic advantage in the marketplace.



McCann

So, at a time when U.S. family businesses now comprise more generations than ever, McCann says it's important to have transition plans in place.

These plans provide clear goals, and they give family business owners a way to measure outcomes. They also help leaders navigate change, and they base decision making on core company values.

When putting together a plan, though, McCann says family business owners must seek the advice of others.

Unfortunately, McCann says only a third of family businesses survive from generation to generation. Only a third of family businesses have strategic plans, and only a third have estate planning beyond a will.

"If you invest other people in a goal ... your chances of succeeding go up three times, 300 percent more likely to achieve this," he says. The July 15 presentation was part of the NAA's annual Conference and Show. ❖

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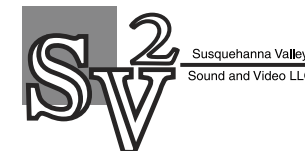
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**1** an advantage or profit gained from something : *tenants bought their houses with the benefit of a discount | enjoy the benefits of being a member | uninformed criticism is of benefit to no one.*

**2** a payment or gift made by an employer, the state, or an insurance company : *welfare benefits | wages and benefits.*

**3** a public performance or other entertainment of which the proceeds go to a particular charitable cause.

*Oxford American Dictionaries*

# BENEFIT AUCTION SUMMIT TO FEATURE SOCIAL, BROADCAST MEDIA TRAINING

By Bryan Scribner  
editor

**A**UCTIONEERS WHO WANT TO ATTRACT more people to, and get more money from, their benefit auctions might want to consider visiting Baltimore in September.

That's where the best and brightest from the benefit world plan to meet, Sept. 12-13, for the Benefit Auction Summit. The event, which will take place at the Admiral Fell Inn, is open to all Auctioneers and will include a "Crab Feast" dinner from the Auctioneers Association of Maryland on Sept. 11.

The first day of the summit features a presentation from Darron Meares, CAI, BAS, MPPA, of Meares Auction Group, Pelzer, S.C.



Meares

The session, "Understanding Generational Differences in Order to Facilitate Change

for Your Clients," is designed to help Auctioneers provide their clients with a better understanding of their audiences, no matter what the demographics, Meares says.

## Young buyers

One of the biggest challenges in benefit auctions is getting younger buyers to spend money, Meares says. Many of them feel the cost of a dinner ticket is the end of the charitable donation.

Meares says young people have the money to spend, but it's up to the Auctioneer to change the way they think about giving. So, in his presentation, Meares says he will discuss how benefit Auctioneers can connect young people to certain causes and "pull the right strings" to encourage increased bidding.

One way in which Auctioneers can better relate to younger generations is through social media. It's not enough, Meares says, to simply have a presence on a website such as Facebook.

Rather, Auctioneers must know how to use the sites for specific business purposes, and



he plans to provide some best practices, such as how to effectively invite people to events via social media.

Above all, Meares says Auctioneers should attend the summit to network with fellow National Auctioneers Association members.

*“It's going to help you understand how to make your benefit auctions more effective and how to bring in more money.”*

Jason Demicheli, BAS  
Portland, Ore.

"Anybody that wants to either get into the benefit auction area or excel their business should come to the event because of the exchange of ideas," he says.

Jason Demicheli, BAS, of Portland, Ore., who attended last year's Benefit Auction Summit in San Antonio, says other benefit

Auctioneers helped him gauge what was and wasn't working across the country. He took back to his company new auctioneering methods and ideas that ultimately rewarded his benefit auction clients.

"It's going to help you understand how to make your benefit auctions more effective and how to bring in more money," Demicheli says.

## Understand media

Something else that could help increase the bottom line for benefit auctions is media exposure, and that's something Bill Menish, CAI, AARE, BAS, of Menish Auctions, Louisville, Ky., plans to help Auctioneers better understand.



Menish

An Auctioneer and 20-year veteran in broadcast journalism, Menish will present "Managing the Media: In Front of the Camera or Behind the Microphone."

He says his presentation will focus on how

Auctioneers can get the attention of media outlets before, during and after auctions. He also will reveal best practices for preparing for interviews and other media opportunities.

Menish says it's easier to get stories picked up than many Auctioneers might think; however, they have to know how to define the newsworthiness of their events in order to attract producers and editors.

"Auctions have never been as prevalent and as commonplace in the vernacular as much as they are today," Menish says, referring to auction-based TV programs and news stories covering auctions of celebrity memorabilia.

Menish strongly recommends Auctioneers build relationships with members of the media in their communities.

"The same thing that gets you auctions in the nonprofit world will get you the attention in the media world," he says. "You have to build strong relationships so that when you call, you get the phone call answered."

In addition to his career as an Auctioneer, Menish is an anchor for NBC affiliate WAVE 3 News in Louisville. Menish has won 15 Emmy Awards and the Edward R. Murrow Award. ♦

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## Monday, Sept. 12

- 8 a.m. - 9 a.m. .... Speed Meet and Greet
- 9 a.m. - 10:30 a.m. .... "Understanding Generational Differences in Order to Facilitate Change for Your Clients"
- 10:45 a.m. - Noon .... "Choosing the Best A/V for your Auction Event"
- 1 p.m. - 2:30 p.m. .... "How Auctioneers Help Non-Profits Become More Successful"
- 2:30 p.m. to 4 p.m. .... Sponsor presentations
- 4:15 p.m. .... Reception

## Tuesday, Sept. 13

- 8 a.m. - 9:45 a.m. .... "Benefit Auctions IGNITE"
- 10:15 a.m. - Noon .... "Client Consulting ... There's an App for That"
- Noon - 1 p.m. .... Lunch and Fun Auction
- 1 p.m. - 2:30 p.m. .... "Great Ideas Session"
- 2:30 p.m. - 4 p.m. .... "Managing the Media: In Front of the Camera or Behind the Microphone"

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# Taxing Issue

**Auction professionals could soon have to collect sales tax on out-of-state Internet transactions**

*Budget shortfalls are contributing to urgency*

**By Andy Nelson**  
*contributing writer*

Possibly the most important thing for Auctioneers to know about collecting sales tax on Internet transactions is that whatever they know now soon will change.

Before the online age dawned, sales tax collection was simple. Merchants were required to collect sales tax from buyers at the point of sale. When buyer and seller are standing face-to-face, it's pretty easy to figure out what tax jurisdiction they're in.

But when an Internet-based business in one state sells something to someone in another state, things get more confusing. So confusing, most states don't even require businesses to collect sales tax on out-of-state transactions.

That was the case for John Addressi, a Kansas-based entrepreneur who now works as a consultant in the Johnson County Community College's Kansas Small Business Development Center.

The vast majority of Addressi's customers were out of the state, and it was their responsibility to pay the sales tax on the goods they bought from him over the Internet.

But that's soon to change. Inter-state Internet sales tax collection, Addressi says, is coming. The record budget shortfalls many states face has given the issue renewed urgency.

"It certainly is the future," he says. "States can't afford to lose that revenue. It's been worked on for years, and now they'll try to do it as soon as possible."

Forty-four states have taken a big step, joining what is known as

the Streamlined Sales Tax Agreement, whose purpose is to make sales tax more uniform across the U.S.

Congress also is trying to do its part. In July 2010, Sen. Dick Durbin (D-Ill.) introduced the Main Street Fairness Act, which aims to treat transactions uniformly, whether they're conducted face-to-face or over the Internet. The bill died at the end of the 2010 session, but it's almost certain to come back in a similar form.

## In state

While most Auctioneers don't have to worry about collecting sales tax on goods sold via the Internet to buyers in other states, in-state transactions are another matter.

If you sell something over the Internet to someone in the state in which you do business, collecting sales tax is your responsibility, and it can be tricky if you don't know what you're doing, Addressi says.

"Between city, county and state, there are about 750 tax jurisdictions in Kansas alone," he says. "It gets to be kind of a problem."

One way to navigate that difficult terrain, Addressi says, is to pick one sales tax rate and stick with it, from transaction to transaction. Later, when the dust settles and the books are balanced, you figure out where you collected too much and too little. Record keeping is crucial.

Jennifer Remte, lead tax analyst for H&R Block's Tax Institute, recommends that small businesses consult with their state departments of revenue or treasuries on a sales tax collection plan.

"It's governed by state law, and how it's reported varies from state to state," she says. ❖

# SENSITIVE SUBJECT

## AUCTIONEERS SPLIT ON SOURCES OF NEW BUSINESS

Some say it's OK to form relationships with funeral directors, others liken it to ambulance chasing

**By Sarah Bahari**  
*contributing writer*

Auctioneer Matthew Price follows a couple of simple rules: Cold calls do not work. Neither do e-mails or text messages. To build a relationship with a funeral director, Price insists on face-to-face meetings.

"We've gotten so used to communicating electronically these days," says Price of Blue Hound Auctions in Fuquay Varina, N.C. "It's important to sit down and meet with the directors one-on-one to let them know who you are and what you are about."

Estate sales are big business for Auctioneers, but building relationships with funeral home directors can be a tricky subject. Some Auctioneers say they avoid doing so because they do not want to be seen as ambulance chasers. Instead, many seek out lawyers or

bankers who work in estate planning.

Others disagree, saying funeral directors are among the most vital professional contacts and typically appreciate having information to pass on to clients. Using a warm, personal touch can help shed any awkwardness, they say.

## Planning pays

The topic is likely to gain traction in coming years as the first of the baby boomers are turning 65 and many think about downsizing.

Price, who tries to meet frequently with funeral directors, lawyers and bankers, says the directors can be particularly helpful when working with clients to draft end-of-life plans.

"More and more people want to have a plan in place for when the time comes," Price says. "In those cases, it pays to have a good working relationship with a funeral director."

Not all Auctioneers have had the same experience.

In 1979, Ed Roumillat of Roumillat's Auction in

Charleston, S.C., contemplated sending letters to funeral directors. The South Carolina Auctioneer commissioner at the time told him not to do so.

"You don't want to be known as an ambulance chaser," Roumillat recalls the commissioner saying.

## Alternative sources

To drum up business, Roumillat instead turned to bank trust officers, who play a significant role in estate planning. This route has been increasingly successful over the years, as word of his business spread among bank officers.

An unexpected source, retirement homes, has provided referrals for Roumillat and other Auctioneers. Older people who downsize seek out his assistance for estate sales.

In these cases, Roumillat says he has learned to slow down and listen to clients' stories.

"People might want to ramble on about something. Someone will have an old letter opener, but they remember using that letter opener to open letters from a boyfriend in the 1940s," Roumillat says. "You need to

listen to their stories."

Nichollette Ratcliffe of Putnam & Ratcliffe Auctioneers Inc. in Chillicothe, Ohio, who also has received business from retirement communities and nursing homes, says she approaches such situations with a businesslike but caring attitude.

"Some people close up and don't want to talk. Others want to talk about everything," says Ratcliffe, CAI, CES. "You try to figure out what they need and be there for them."

Price says he and a handful of Auctioneers in his area have discussed offering community workshops to inform the public about estate sales. With the aging population, he expects the number of estate sales in the coming years to soar.

Funeral directors, he says, will be a crucial part of that equation.

"Funeral directors are important," Price says.

"They're out in the community, seeing and talking to everyone. We should not underestimate the role they play." ❖



June 2011 Texas Auction Academy graduates - (Bottom Row) Skeet Sirmons, Wellington, Kan.; Shelly Ackel, New Orleans; Chana Willis, Whitewright, Texas; Colette Mayers, Houston; Christie Pendergrass, Teague, Texas; Doyle Whiting, Cedar Creek, Texas; Erin Runnels, Prentiss, Miss.; Patricia Arnold, Magee, Miss.; Kayla Haley, Magee, Miss.; Morgan Hopson, Bonham, Texas; Ghulam Warriach, Dallas. (Middle Row) Brent Graves, guest instructor; Shawn Terrel, instructor; Bruce Hoge, Hollywood, Ala.; Garrett Davis, Keller, Texas; Jason Reddick, Denison, Texas; Brock Newsom, Flynn, Texas; Gordon Byrd Jr., Normangee, Texas; John Joyner, Hickory Creek, Texas; Chris Burrow, Rosenberg, Texas; Jon Snell, Katy, Texas; Ronnie Wisdom, Comanche, Okla.; Landon White, Monterey, La.; Kyle Myers, Claremore, Okla.; Darrell Calvin, Dallas; Chris Black, Dill City, Okla.; Sterling Manning, Evant, Texas; Kyle Dykes, Killeen, Texas; Lori Jones, school administrator; Mike Jones, director. (Top Row) Montie Davis, instructor; Phil Hayhurst, Kemah, Texas; Dillon Hanscheck, Kingbury, Texas; Tony Butz, Houston; James Mowles, Lewisville, Texas; Scott Burton, Elida, N.M.; Jody Crocker, Fulton, Mo.; Butch Fife, Sherman, Texas; Tim Worstell, Houston; Vince Ross, Willis, Texas; Kam Hartstack, Clarinda, Iowa; Jason Simpson, Whitewright, Texas; Jackie Kyger, Los Fresnos, Texas. Submitted Photo



Thirty-three students from 10 states graduated from the Mendenhall School of Auctioneering in June 2011. Submitted Photo

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## Furniture, decorations soar past estimates

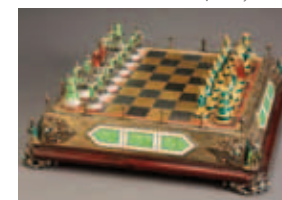
A European & American Furniture and Decorations sale from Adam A. Weschler & Son Inc., Washington, D.C., on May 14 brought more than \$700,000, according to a news release.



\$6,462.50



\$54,050



\$19,975



\$15,275



\$10,575

The auction began with a selection of 19th- and 20th-century rugs that were highlighted by a second-quarter, 20th-century Indian rug that more than doubled its pre-sale estimate to achieve \$15,275.

Silver also performed well, as a Tiffany & Co. sterling "Audubon Pattern" flat table service soared to \$10,575. Also, European standouts included a Continental enamel and stone-mounted parcel silver-gilt chess set, which received \$19,975.

Highlighting the European and American furniture offerings was a last-quarter, 18th-century George III Irish mahogany drop-leaf table that sailed past its pre-sale estimate of \$2,000 to \$3,000 and achieved \$54,050.

Another furniture standout was a Portsmouth, N.H., Federal inlaid and crossbanded figured birch and maple bow-front chest of drawers, circa 1810, that sold \$6,462.50. ❖

## Music brings millions

Julien's Auctions, West Hollywood, Calif., in late June sold Michael Jackson's video-worn Thriller jacket for \$1.8 million at an auction in Beverly Hills, Calif., according to a news release. Jackson wore the jacket during the filming of the music video "Thriller."



\$1.8 million

The two-day Music Icons event, which featured several pieces of music memorabilia, brought \$4.6 million. Other Jackson and music-related memorabilia sold at the auction included the following:

- A Jackson-signed drawing, "Just a Boy" (\$7,500)
- A pair of 1980s sunglasses Jackson wore during the 1984 Victory tour (\$60,000)
- Michael Jackson's Motown Performance shirt (\$61,200)
- Frank Sinatra's 1986 Jaguar Series III XJ6 (\$23,750)
- Elvis Presley's acoustic guitar used in various movies (\$20,000)
- Bob Dylan's signed harmonica (\$2,250) ❖

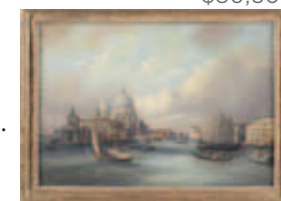
## Auction company records first million-dollar sale

Leland Little Auction & Estate Sales, Hillsborough, N.C., conducted its first million-dollar sale June 18, according to a news release.



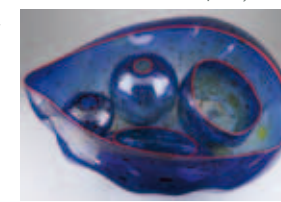
\$80,500

The record sale attracted an international audience with more than 1,000 registered bidders. The auction was led by a North Carolina Paint Decorated Blanket Chest that sold for \$80,500 (all prices include a 15 percent buyer's premium).



\$23,000

Another top lot was a three-piece Cloisonne Scholars Set, which blew past its estimate and brought \$57,500. The quality of the fine art offerings was reflected in the bidding activity on sale day. Carlo Grubacs' "View of Venice" achieved \$23,000.



\$12,075

American furniture offerings brought strong bidding throughout the sale. A North Carolina Child's Chest of Drawers rose to \$4,140. Another item of note was a five-piece Seaforms set by Dale Chihuly, which brought \$12,075. ❖



# Locomobile gets \$145,000

Girard Auction & Land Brokers Inc., Wakonda, S.D., was involved in an estate sale May 20-21 that attracted more than 500 registered bidders and buyers from Italy, Tasmania, Germany, Canada, Alaska, California, Florida, New York and many other states.

The sale, which took place in North-Central Nebraska, featured several antique automobiles, parts and accessories. It included brass headlights, horns, hubcaps, wheels, carbide generators, hood ornaments, radiator caps and more. Several pieces topped the \$1,000 mark, according to a news release.

A 1912 L-30 Locomobile, blue and black in color with a lot of brass, sold to a buyer from New England for \$145,000. A 1909 LD-9 touring car and a 1911 Model D-11, built in Hartford, Wis., sold for \$110,000 and \$75,000, respectively. ❖



\$145,000

## STATE ASSOCIATION NEWS

### State association news in brief

#### Georgia

The Georgia Auctioneers Association had its convention June 13-14 in St. Simons Island, Ga., according to a news release.

The association inducted Wilbur Mull, CAI, AARE, CES, of Classic Auction Co. Inc., Athens, Ga., into its Hall of Fame during the event, which featured educational sessions, a reverse raffle and dinner.

The association's leaders are as follows:

- Vice President Myers Jackson
- Director Joe Tarpley, CAI, of John Dixon & Assoc., Marietta, Ga.
- Director Gaine Dempsey
- Director Ronnie Reagin

#### Louisiana

The Louisiana Auctioneers Association's convention took place June 4 in Alexandria, La., according to a news release.

The group inducted Penny Mutz, CAI, of

Servcorp International Inc., Slidell, La., into its Hall of Fame. In its bid-calling competition, Jacob Brown, CAI, of Brown's Auction & Realty Co., Lafayette, La., emerged as Grand Champion Auctioneer. Wiley Collins of Henderson Auctions, Livingston, La., was Reserve Champion.



Brown

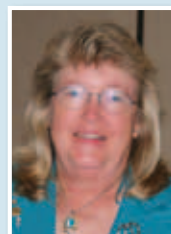
The association's leaders are as follows:

- President James Sims
- Vice President Roy McIntyre
- Secretary/Treasurer Kelly Weatherford of Auctions Plus LLC, West Monroe, La.

#### Nebraska

The Nebraska Auctioneers Association played host to 200 attendees at its June 3-5 convention in North Platte, Neb., according to a news release.

The group named Dick Schoenholz of Dick Schoenholz RE & Auct. Svc., Geneva, Neb., as its Auctioneer of the Year. It also inducted Bill Rut of Rut Auction



Mutz

Service Inc., Dorchester, Neb., into its Hall of Fame.

The association's leaders are as follows:

- President Kelly Kliewer of Kliewer's Auction Service LLC, Aurora, Neb.
- President-elect Jeff Temme of Covered Wagon, Petersburg, Neb.
- Vice President Alton Heimes
- Director Mike Nuss of Helberg & Nuss Auctions & Realty, Gering, Neb.
- Director Russell Puchalla, CAI, of Heartland Auction Co., Roca, Neb.
- Director Regina Andrijeski

#### North Carolina

The Auctioneers Association of North Carolina played host to its 2011 summer convention June 17-18 in Greenville, N.C., according to a news release.

The event included a fun auction, continuing education seminars, a Hall of Fame presentation and Auxiliary meetings.

The 2012 winter convention is scheduled for Jan. 20-22 at the Embassy Suites in Greensboro, N.C.

## MEMBER NEWS

### Auctioneer was Farmer of the Year

National Auctioneers Association member Bobby Ray Carter of Dean Howard & Daughters Auction Co., Decatur, Tenn., died April 20. He was 68.

Carter spent his life as a farmer on his five-generation farm on which he raised cattle, horses, tobacco and hay, according to a news release.

In addition to the NAA, he was a member of the Tennessee Auctioneers Association.

He was involved with the following groups:

- Short Creek Baptist Church
- AgFirst
- Farmers Burley Co-op
- McMinn County Farm Bureau
- McMinn County Farmers Co-op
- Rogersville Tobacco Exchange
- Hillsvieview Ruritan Club
- Governor's Tobacco Certifying Board
- Governor's Industrial Recruitment Commission
- Hillsvieview Volunteer Fire Department

Carter was McMinn County Commissioner from 1982 to 2002 and chairman for 16 years.

He served as McMinn County Planning Commissioner from 1986 to 2002.

In 2005, he received the Farmer of the Year Award from the Athens Chamber of Commerce.

Carter is survived by his wife of 50 years, Carolyn Carter; his mother, Anna Ruth Womac Carter; a daughter, Lisa Rhea; a son, Brent Carter; grandchildren and great grandchildren; three brothers, Clifton Carter, J.T. Carter and Ricky Carter; and a sister, Sue Howard. ❖



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

In November 2009, Emma was found to suffer from a type of brain tumor called a PNET. She underwent surgery at a local hospital to remove the tumor, followed by five months of chemotherapy. But she would also need radiation and her parents worried about the effects it could have on Emma since she was so young. Her parents researched treatment options and learned that St. Jude Children's Research Hospital® offered focalized radiation, which reduces the chance of cognitive issues because the radiation therapy is concentrated on a specific area. They soon obtained a referral to St. Jude, where Emma underwent surgery to remove the rest of the tumor, which doctors identified as a glioblastoma. Emma received six weeks of focalized radiation, and she is currently undergoing chemotherapy. She is a sweet-natured little girl who loves to play with her baby dolls.

For more information, visit [www.stjude.org/naa](http://www.stjude.org/naa).



Emma  
4 years old  
glioblastoma



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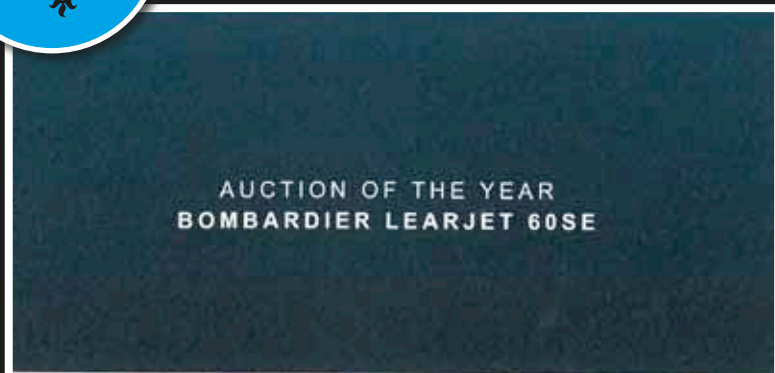


# THE NATIONAL AUCTIONEERS ASSOCIATION'S MARKETING COMPETITION 2011

## PHOTOGRAPHY



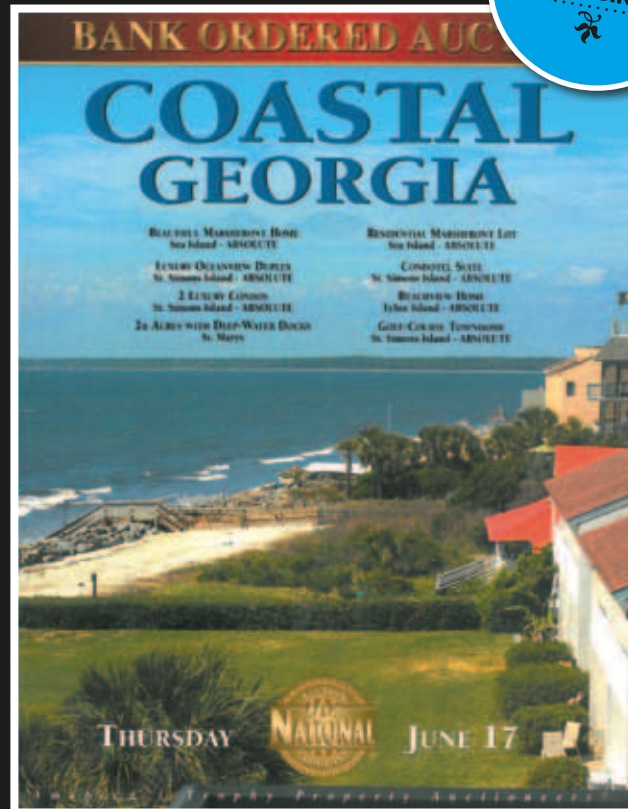
**Rael Levitt**  
Aliance Group  
Cape Town, South Africa



NAA & USA TODAY  
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**William Bone**  
The National Auction Group Inc.  
Gadsden, Ala.



**Lonny McCurdy, AARE**  
McCurdy Auction LLC  
Wichita, Kan.



### Champion is South African Auctioneer

By Chris Longly  
deputy executive director

Creative marketing and advertising in the auction industry is essential when it comes to the success and growth of an auction company.

The National Auctioneers Association Marketing Competition is a contest among members that provides them the opportunity to highlight their innovative creations over the past year while vying for top awards for their marketing and advertising materials.

The annual competition is presented in partnership with USA TODAY.

The competition comprises more than 80 categories in three divisions: Photography, Advertising/Public Relations and Auction of the Year. The categories focus on a myriad of promotional programs and pieces, including best newspaper/magazine advertising, best member website, best television commercial, best auction proposal, best business newsletter, best news release and more.

The 2011 NAA Marketing Competition Grand Champion was Rael Levitt of Aliance Group, Cape Town, South Africa. Levitt also won Auction of the Year.

Lonny McCurdy, AARE, of McCurdy Auction LLC, Wichita, Kan., won Best of Show in the Photography Division. William Bone of The National Auction Group Inc., Gadsden, Ala., won Best of Show in the Advertising/Public Relations category.

Entries were judged by a panel of marketing professionals with backgrounds in photography, design, print and multimedia. Judging criteria included creativity, effectiveness, clarity, visual appeal and more.

Winners receive plaques, and their entries are displayed at Conference and Show every year. ❖



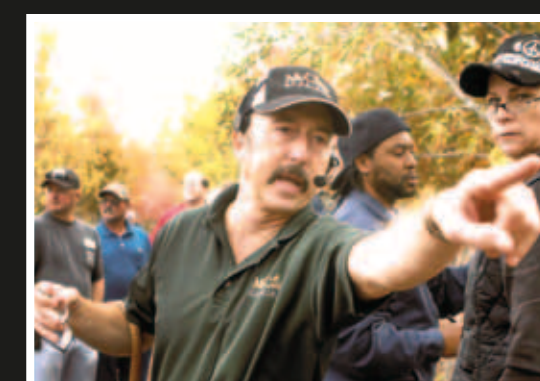
< **Antique Auctions**  
Rich Penn  
Rich Penn Auctions



< **Auction Team in Action**  
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National Commercial  
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< **Auction Crowd**  
Lonny McCurdy, AARE  
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< **Auctioneer in Action**  
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continued »

# PHOTOGRAPHY

# AUCTION PRINTED MATERIALS MULTI-COLOR

> Household/Estate Liquidations  
Andrew Imholte, BAS  
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< Automobile Auction  
Rich Penn  
Rich Penn Auctions



> Equipment Auctions-Commercial/Industrial  
Rael Levitt  
Alliance Group



< Collectibles/Speciality Auctions  
Rich Penn  
Rich Penn Auctions



> Real Estate Auctions  
Braden McCurdy, CAI  
McCurdy Auction LLC



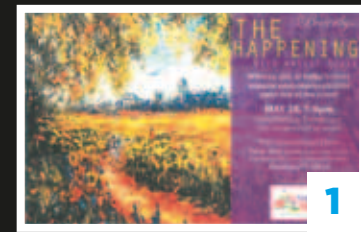
< Equipment Auctions-Farm  
Casey Asness  
Asness Auctioneers



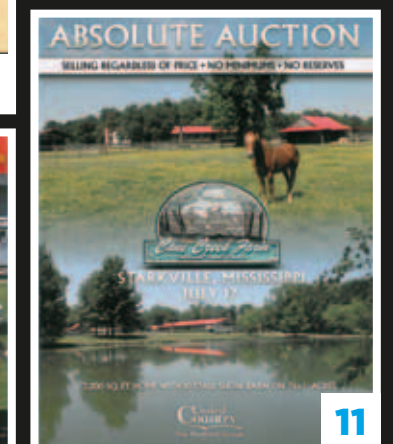
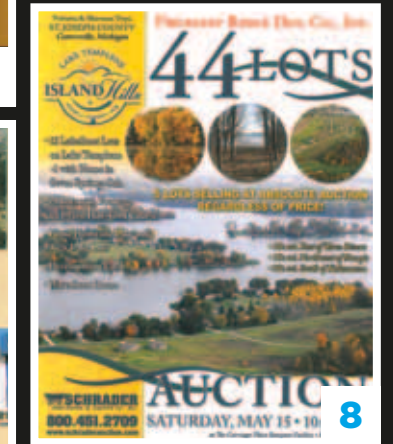
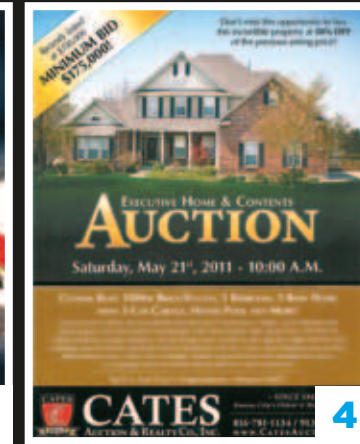
> Wild Card  
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continued »

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

### Auctioneer magazine

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

### Auction E-News

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

### Industry Insights

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

### Online Mentoring and Networking Forum

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

### NAA Education Institute

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

### Buyers' Guide

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

### Auction Calendar

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

### NAA Credit Card Program & Free Check Recovery

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

### NAA Knowledge Center

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

### Discounted Advertising Rates

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

### Free Website Design & Hosting

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

### Workers' Compensation Insurance

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

### NAA Insurance (Health and E&O)

The NAA is able to offer solutions that can provide you, your loved ones and your company with the right balance of care and service based on your personal preference, needs and budget. Programs available nationwide!

### Publications

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

## NAA Payment Plan

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

### Regular Membership (\$300)

\$100/month for three consecutive months

### Online Membership (\$225)

\$75/month for three consecutive months

### Member and Spouse Membership (\$450)

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

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

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

### Mission

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

### Vision

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

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

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



## AROUND THE BLOCK

■ Former National Auctioneers Association President and Hall of Fame member Don Shearer, CAI, BAS, CES, GPPA, of Auction Services, Kissimmee, Fla., recently retired from the Osceola County, Fla., Sheriff's Department after 38 years of service. He says he will now focus on growing his auction business, according to a news release.

■ Sean Paine of Stanley J. Paine Auctioneers, Newton, Mass., married his "best friend," Beth Schleyer, on May 21, according to an e-mail.

■ Cissy Tabor of Cissy's Auction & Special Events, Loma, Colo., has joined Schur Success Auction & Appraisal Inc., Colorado Springs, Colo., as a contract Auctioneer, according to a news release. She will serve clients on the Western Slope and assist at auctions on the Front Range.

■ NAA Auctioneer Kim Faclier of Cape Town, South Africa, is now Chief Executive Officer for GoIndustry DoveBid S.A.'s first online property auction division in Africa, according to a news release. A subsidiary of GoIndustry Plc, the company has 40 offices in 27 countries. The release says Faclier believes online property auctions are the future of the industry.

## FROM THE FORUM [www.auctioneers.org/forum](http://www.auctioneers.org/forum)

trending topics		views	replies
1	What Laptop Are You Using?	182	16
2	An Outsider's Observations on the NAA	140	6
3	"Give Me Five, Now Ten ... Years into the Future" White Paper	102	2



### What is the worst auction you've ever taken on and what did you learn from it?

*Editor's note: Responses to the above question were modified to fit this section. For complete responses and comments from other members, please visit the NAA Online Mentoring & Networking Forum at [www.auctioneers.org/forum](http://www.auctioneers.org/forum).*

*"One of the first benefits I did had a magician that went on forever. By the time I started, it was 10:30 (p.m.), and the room was nearly empty."*

**Bill Menish, CAI, AARE, BAS**  
Louisville, Ky.

*"Just as we were walking out the door ... after a successful auction in our eyes ... a man and woman showed up and wanted to know where all those people were going with 'their assets.'"*

**Michael Hoffman, CAI, AARE, BAS, CES**  
Pickerington, Ohio

*"The terms and conditions were just read and the bidding started when shots rang out. Within the next few minutes, we heard a woman scream and run out of the elementary school at the end of the block ... that school went on lockdown, more shots fired, then, four to five totally black SUVs with dark windows drove slowly down the street where we were gathered."*

**Sarah Sonke, CAI, AARE**  
AuctionFirst North Carolina  
Raleigh, N.C.

Compiled by Brandi McGrath

## MEMBER'S CORNER

### One, two mentors sufficient for new employees

Only one or two people in your auction company should be responsible for mentoring and correcting new Auctioneers. Allowing a company-wide "open season" on new employees often results in a host of problems. Having multiple people correct a new Auctioneer on a simple mistake, like a missed bid, can be discouraging. Some

members of your auction staff may be ill-equipped to offer criticism without being condemning, and some may even give contradictory advice. How frustrating! Instead, encourage your employees to come to you when they see patterns that need correction, allowing you to be the one to offer constructive criticism.



Rachel Gingell  
She \$old It!  
Lapeer, Mich.

# Auction chronicles

## Dealer-turned-writer crafts stories about historic items sold at auction

By Sarah Bahari  
contributing writer

Thumbing through auction catalogues, Rosemary McKittrick never knows what will catch her eye: A magic wand used by Harry Houdini; a baseball signed by Babe Ruth; the last photo taken of John Lennon before he was killed.



McKittrick

"I love to delve into the history behind an item," says McKittrick, who lives in Santa Fe, N.M. "You can find interesting stories everywhere."

McKittrick tells the stories of these items in Live Auction Talk, a weekly column she launched 21 years ago when expecting her first son. At the time, she traveled frequently for her job as a private art dealer and appraiser and could not imagine maintaining the same frenetic

schedule with a newborn baby.

So, with no formal training as a journalist, McKittrick quit her job and began writing a weekly column about things sold at auctions. It turned out to be a perfect fit.

McKittrick had long been fascinated by auctions. As an art dealer and appraiser, she would frequently leaf through the pages of prices realized from auction houses to get an idea of the going rates of pieces.

"You go into an art gallery, and you see these astronomical prices," McKittrick says. "What I loved about auctions was it was the buyer, not the seller, who sets the price and decides an item's worth. Auctions are the oldest marketplace in the world."

### Behind the scenes

The subjects of McKittrick's columns vary widely, from musicians and historical figures to athletes and politicians. From single items she weaves tales about people, places or time periods.

Dorothy's dress in the "Wizard of Oz" becomes a behind-the-scenes story of the famous film. An oil painting of George Washington turns into the story of artist Gilbert Stuart, the father

of American portrait painting.

Some of her favorites: A bustier worn by Madonna that sold for \$6,875; a white knit shirt autographed by Tiger Woods that went for \$10,350; an electric guitar played by Prince that sold for \$25,000.

But McKittrick has delved into more serious topics: The history of space travel with an emblem of Apollo 11 signed by the crew's astronauts, which sold for \$61,000; the original, hand-written transcript of Abraham Lincoln's 1864 victory speech that sold for \$3.44 million; a first-edition, presentation copy of Ernest Hemingway's "For Whom the Bell Tolls," purchased for \$13,200.

### Promoting auctions

More than 100 auction houses send McKittrick their catalogues, which she regularly browses to choose subjects. High sale prices peak her interest, but so do quirky items. She recently wrote about the history of advertising with an old cardboard sign for a brewing company that sold for \$3,163.

To do initial research, McKittrick turns to the Internet, which she says has made her job much easier. After that, she heads to one of three public libraries in Santa Fe, where she checks out every book she can find related to a subject.

The auction houses have welcomed her work, she says, which readers can find on her website, [www.liveauctiontalk.com](http://www.liveauctiontalk.com), as well as in various publications.

"I've built good relationships with the auction houses over the years," McKittrick says. "This is basically free press for them, and the column always promotes auctions."

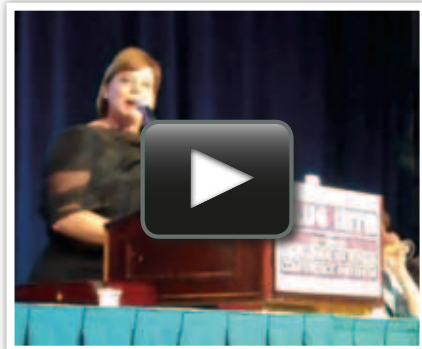
Consumers benefit, too, she says. Live Auction Talk provides a searchable database of hundreds of old columns, so estate sale hunters who have discovered a treasure can turn to the website to research a similar item's sale price.

McKittrick says she plans to continue chronicling history through auctions.

"Every item sold at an auction has a back story," McKittrick says. "I love finding and telling that story." ❖



## WHAT YOU'LL FIND ON THE WEB



### First female President

Christie King, CAI, AARE, BAS, of C. King Benefit Auctions LLC, Gadsden, Ala., became the National Auctioneers Association's first female President during the annual President's Gala on July 14 at Conference and Show in Orlando, Fla. Check out her induction on YouTube at this link:

<http://youtu.be/dDheW-Gib7k>



### IAC winners

Camille Booker, CAI, CES, won the women's division of the 2011 International Auctioneer Championship on July 15 during the National Auctioneers Association's Conference and Show in Orlando, Fla. Megan McCurdy, CAI, BAS, came in second, and Angie Meier took third place. Joseph Mast, CAI, won the men's division of the IAC. Dustin Rogers came in second, and Jason Miller took third place. Watch video from the contest on YouTube at this link:

<http://youtu.be/cb7CsTiffSA>



### IJAC winner

National Auctioneers Association member Curtis Wetovick, 17, of Fullerton, Neb., won the International Junior Auctioneer Championship during the association's Conference and Show in Orlando, Fla., on July 15. He competed against Jared Sutton, who took second place, and Blake Davis, who came in third. Watch video from the contest on YouTube at this link:

[http://youtu.be/\\_T7\\_QELUKYI](http://youtu.be/_T7_QELUKYI)

### SOCIALIZE

#### Consider your profile picture

Social media and networking sites provide space for a profile picture. Often this space is used to promote a cause, post a funny picture or for any number of other reasons. Consider, though, who might be seeing this picture and more importantly how this picture is being used. Many smartphones pull data from a user's Facebook account and merge that data with a phone's contacts or address book. The effect is that your high school yearbook picture that you have as your profile picture on Facebook is now displayed on the phone every time you call or that person calls you. **Connect with Gehres at [www.facebook.com/pgauctioneer](http://www.facebook.com/pgauctioneer).**



Peter Gehres, CAI, CES

### FIND THE NAA ONLINE



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# EDITORIAL CALENDAR

MONTH	AUCTION FOCUS	FEATURES
2012 JANUARY	<b>Estate and personal property</b>	Education previews, St. Jude Children's Auction, new technology
FEBRUARY	<b>Trucks, trailers, transport, boats, water sports, recreational vehicles</b>	NAA Auxiliary, NAA member benefits, state associations
MARCH	<b>Collector cars, vintage equipment</b>	CAI, health, state associations
APRIL	<b>Art and galleries</b>	National Auctioneers Foundation report, CAI report, video
MAY	<b>Business liquidations, office equipment</b>	St. Jude, election guide, marketing profiles
JUNE/JULY	<b>Horse auctions</b>	Conference and Show preview, volunteer recognition
2011 AUGUST	<b>Bankruptcy</b>	Conference and Show, NAA leadership, Benefit Auction Summit, NAA Auxiliary, marketing competition
SEPTEMBER	<b>Benefit auctions</b>	Hall of Fame, IAC/IJAC winners, C&S photos
OCTOBER	<b>Coins/jewelry/metals</b>	Education Institute, future of industry
NOVEMBER	<b>Real estate update (res, comm, land, farm, ranch)</b>	Audio equipment, public relations
DECEMBER	<b>OPEN, online-only issue</b>	
EVERY ISSUE		Member features, columns, technology reports, letters, member news, education, state association news, marketing advice, NAA news, NAF news, auction schools, MarketPlace, Industry spotlight, FillerWords.



## Auctioneer Transaction Machine



Joseph Mast, CAI, of Real Estate Showcase, Millersburg, Ohio, attempts to deposit his \$5,000 check into an ATM following his win in the 2011 International Auctioneer Championship. Spanky Assiter, CAI, AARE, of Assiter & Associates Auctioneers, Canyon, Texas, helps out. Submitted photo

## Ring Leaders



Angelo Lopez of Angel's English and Spanish Auctions, Lakeville, Minn., and Sam Grasso Sr. of Baltimore help out as ringmen during Conference and Show 2011 in Orlando, Fla. Photos by Mathews Photographers



## 2011 Education Institute Calendar

REGISTER NOW!

### Benefit Auction Summit

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*"All lasting business is BUILT on friendship"*  
 -Alfred A. Montapert

**ben·e·fit** |<sup>1</sup>benəfɪt|  
 noun  
**1** an advantage or profit gained from something : *tenants bought their houses with the benefit of a discount* | *enjoy the benefits of being a member* | *uninformed criticism is of benefit to no one.*  
**2** a payment or gift made by an employer, the state, or an insurance company : *welfare benefits* | *wages and benefits.*  
**3** a public performance or other entertainment of which the proceeds go to a particular charitable cause.

verb ( -fited, -fiting or -fitted, -fitting)  
 [ intrans. ]  
 receive an advantage; profit; gain : *areas that would benefit from regeneration.*  
 • [ trans. ] bring advantage to : *the bill will benefit the nation.*

PLAN IT

### Designation Academy

Las Vegas, Nevada

December 11-17, 2011

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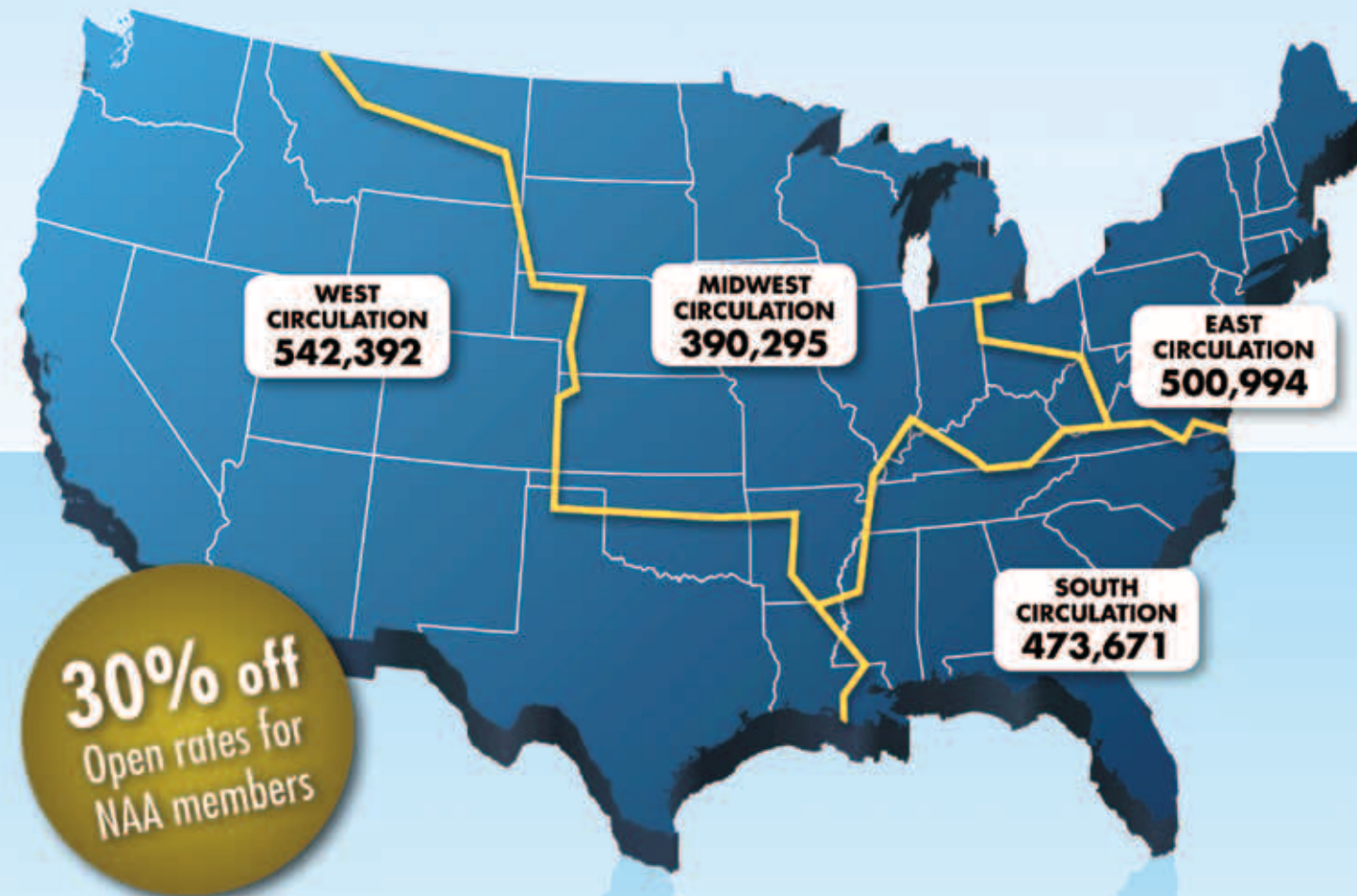
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