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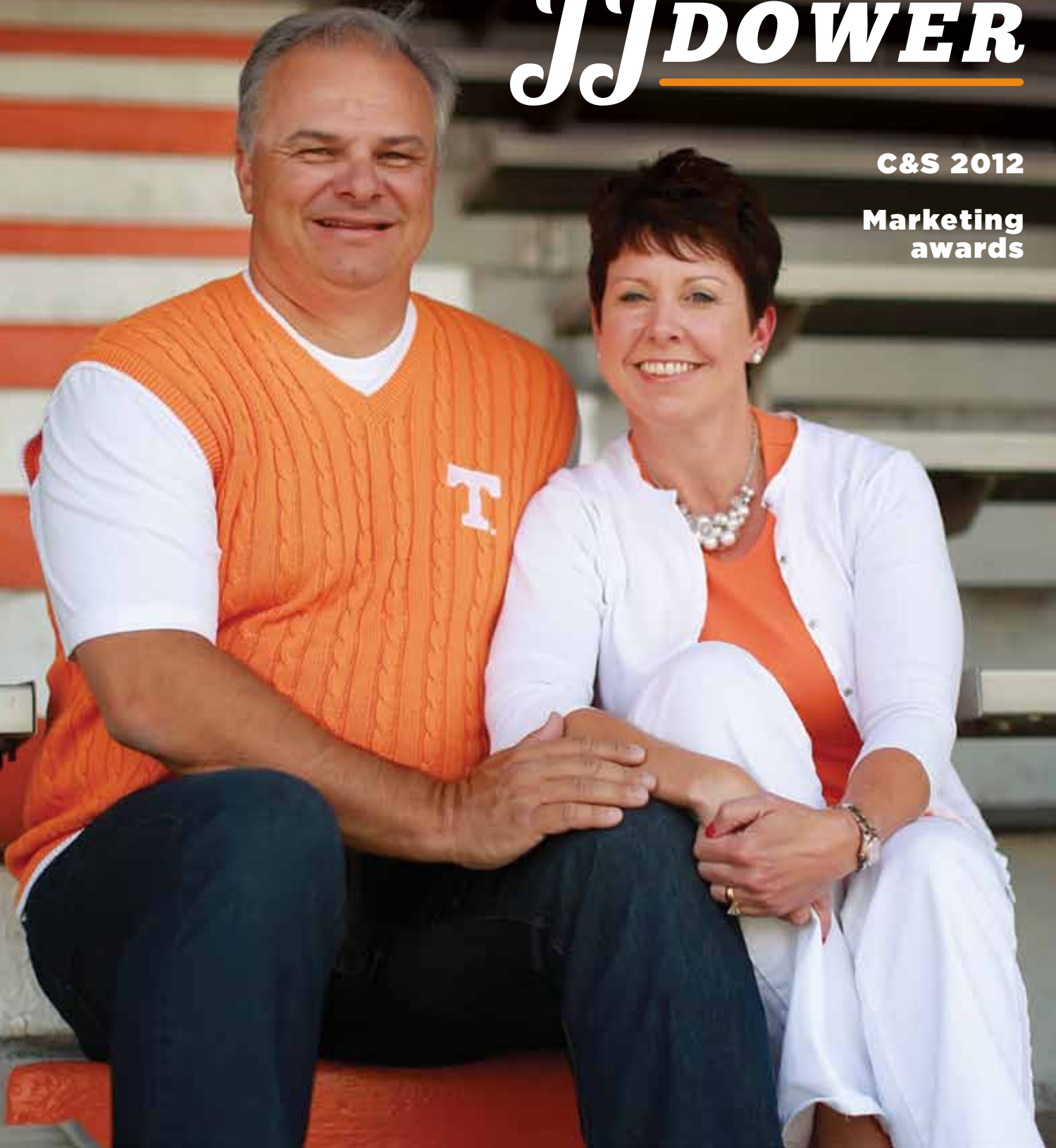
AUGUST 2012

The official publication of the National Auctioneers Association

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DOWER

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J.J. Dower
CAI, AARE, ATS, NAA President

National Auctioneers Association President J.J. Dower, CAI, AARE, became a member of the association in 1987. He earned his CAI designation in 1991 and was President of the Tennessee Auctioneers Association, in which he is a Hall of Fame member, in 2001-02. Dower, a partner in LaFollette, Tenn.-based Ayers Auction & Realty — a MarkNet Alliance member, also serves as CEO of MarkNet. His wife and business partner, Traci Ayers-Dower, CAI, AARE, and their two daughters, Addison Ayers-Dower and Alissa Dower, also are NAA members.

This is “our” year

To the members of the National Auctioneers Association, thank you. I am honored and humbled to serve as the President of this organization. It has been a great year as Vice President, and I am very much looking forward to this next year as President.

One of the things that I learned at an American Society of Association Executives’ seminar on “Developing an Exceptional Board,” which the Executive Committee attended in May, is that this is not “my year.” Past President Christie King, CAI, AARE, BAS, and former President Mark Rogers, CAI, AARE, had already told me that, but I really got the message when I attended the ASAE program. What I mean by this is that the NAA cannot afford to change directions on an annual basis with every new leader or group of leaders that comes into office.

We all know that the industry is changing, and we must have an organization that is ready to provide leadership for the industry. Many of you may not agree with the changes that are being made, and I respect you for your opinion. Please don’t make the mistake of abandoning the ship if you disagree with us. Work with us. Talk to us. We may not always agree, but please trust that we are doing what we are doing because we believe it is the right thing to do to ensure that this organization will succeed now and in the future.

Business plan

My hope is that in 20 years we will have an organization that continues to be strong and still provide leadership to its members. For that to occur, we must make some changes to ensure we are relevant to the current times, and

we must pave the way to move forward in the future. As a result, your newly elected Board of Directors will be meeting in late August to begin discussing a new four-year, rolling business plan. We will discuss what will make the NAA stronger now and in the future, and we will prioritize ... because we cannot do everything at once.

So, again, it’s not my year. It is “our” year, and I invite you to be a part of it. Thank you again for the honor of electing me as President. It is a responsibility that I will not take lightly. I have the privilege of serving you for this next year, and I hope that I can continue to provide the leadership that Christie King, Mark Rogers and the rest of the Board of Directors have provided over the past two years. If you have questions or comments, my and the Board’s contact information is listed in the index of this magazine. Use the Board as a resource — that’s why you elected us!

I also want to take this opportunity to thank all of you who attended the 63rd International Auctioneers Conference and Show and, in particular, thank you to the Washington Auctioneers Association for your assistance. Spokane, Wash., was a great venue, and the week-long event was outstanding! If you missed it, plan now to attend the 64th annual Conference and Show in Indianapolis on July 16-20, 2013. Block it out on your calendar now and book auctions AROUND it! You will be glad you did.

JJ Dower

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Auctioneer

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On the cover: NAA President J.J. Dower, CAI, AARE, and his wife, Traci Ayers-Dower, CAI, AARE. Photo by Chantena Cook

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HERE TO SERVE

President plans to focus on entire auction industry and on promoting the benefits of membership

Bryan Scribner
editor

J. J. Dower's 2012-2013 term as National Auctioneers Association President is not about him, he says.

It's about the leaders that have come before him, including Past President Christie King, CAI, AARE, BAS; King's predecessor B. Mark Rogers, CAI, AARE; and Dower's father-in-law, 1987-88 NAA President Hack Ayers.

Dower says former Presidents, members of the NAA Board of Directors and its CEO Hannes Combest, CAE, have set a solid foundation and made tough decisions that have improved the NAA's finances, communications, education and overall value of membership.

Dower's goal in the next year is to follow through on a plan that will help the NAA

stay relevant in the auction industry and to its members for years to come.

Although the NAA's financial health is always a concern, he says the association must now provide information and education 24 hours a day, seven days a week. It also must focus on engaging young members.

"The one thing that the NAA can still do better than anything else out there is provide good quality education," he says. "That's the thing that will make us relevant."

In some ways, the NAA's model must be adjusted to ensure it is serving the entire auction industry. It must cater to those who are starting out in the profession, as well as to those with decades of experience. Also, the NAA must provide resources and information auction professionals need to conduct successful auctions from start to

finish, he says.

"I want to represent all the members — from the individual mom and pop member, to the bid caller, to the largest auction firm — no member is too big or too small," Dower, of Ayers Auction & Realty — a MarkNet Alliance member, LaFollette, Tenn., says.

Why join?

He says auction professionals should join the NAA for these reasons:

- 1) They should want to belong to the biggest professional association representing their industry
- 2) They should see the value in the quality education the NAA offers through Conference and Show, its designation programs, educational summits and communications

3) They should want to build networks and relationships with other members

“It may not be what you learn in a classroom that day,” he says. “It may be that one person you talk to in the hallway that changes your life.”

Dower, who has been part of a 55-year-old family auction business for his entire career, says the NAA has been a big contributor to the success of Ayers Auction. For example, he says, learning about high-bidder’s choice, the buyer’s premium and multi-par selling has kept the company relevant.

“You could learn 4,000 different things if you took the time to talk to the NAA’s 4,000 members,” he says. “Auctioneers share ... that’s the beauty of what we do. Whether it’s been success or failure, you learn the good, bad and the ugly.”

To the NAA, Dower brings his years of experience with a family auction company, leadership on the NAA’s Board of Directors and his role as one of the founding members of the MarkNet Alliance, for which he is CEO.

In all of his management positions, Dower says he has been part of a team, and therefore his leadership style will mirror that background. The former President of the Tennessee Auctioneers Association says he will be a listener, participate and influencer.

Longtime NAA member Sammy Ford, CAI, describes Dower as a people person who has a skill for one-on-one and group conversations. He can relate to people, Ford says.

Also, Dower is a man of character, patience and compassion.

Ford, of Ford Bros. Inc., Mount Vernon, Ky., watched Dower grow up in the business, as he was a friend of Dower’s father-in-law, NAA Hall of Famer Hack Ayers, of Hack Ayers Auction & Real Estate — a MarkNet Alliance Member, before Dower entered the business.

Ford says he has watched Dower grow from a reserved young man who was hungry for information to an assertive

Q&A with J.J. Dower

What does the NAA need to change by 2015 to reach its goals?

We need to ramp up education. We need to ramp up the availability of education ... on an online format. We need to recognize that we’re not servicing one select part of the industry. The auction industry has become so vast and so many people are relevant in the equation that we need to truly serve the auction profession. It’s not just allowing membership; it is providing education for all of the different segments of the profession.

professional who provides expertise on improving auction businesses.

“He is innovative,” Ford says. “He’s not afraid to try new ideas. He’s a risk taker. He exemplifies what our profession is and should be.”

And Forrest Mendenhall, CAI, AARE, of Mendenhall Auction Co., High Point, N.C., adds that Dower is always willing to learn.

“What I’ve always admired about J.J. is that he’s always willing to listen to the input that other people have and then make his own judgment call,” Mendenhall says.

Auction family

Dower seems to see the NAA and the Tennessee association as part of his extended family. He has been an active member of the TAA for 26 years, and he has participated in NAA educational events since the late 1980s.

He says he learned from the Certified Auctioneers Institute how to network and build relationships that stand the test of time. He has made lifelong friends and business connections at Auctioneer association events, as well as picked up valuable skills and information that he has put back into his auction business.

He has attended the NAA’s annual Conference and Show 24 of the past 26 years, and this investment has paid off 20 times over, he says.

NAA events are especially important to his family.

His daughters, Addison Ayers-Dower,

25, and Alissa Dower, 22, have each only missed two or three conferences during their lifetimes.

Addison was only a month old when she attended her first Conference and Show in Hollywood, Fla.

It was on J.J. Dower’s 28th birthday in 1992, right before the Dowers planned to attend Conference and Show in Lexington, Ky., that they found out their 1-year-old daughter, Alissa, had lymphoblastic lymphoma.

A doctor in Knoxville, Tenn., treated Alissa’s cancer with a protocol developed by St. Jude Children’s Research Hospital, Memphis, Tenn. That’s one reason why the NAA’s fundraising partner since 1995, St. Jude, is especially important to the Ayers and Dower families.

Alissa Dower is now Vice President of her pharmacy school fraternity, and part of that responsibility involves philanthropy work. In mid-June, she was already planning two fundraising auctions in support of St. Jude.

Alissa and her mother, Traci Ayers-Dower, CAI, AARE, also have led the Campbell County, Tenn., annual Relay for Life event for more than a decade.

J.J. Dower says most of the donations to that cause, on behalf of Alissa, come from NAA members, who also were a big source of support 20 years ago when she was battling cancer.

“When the chips are down, the NAA family is always there with you, and that’s why I could never give back enough to the NAA,” Dower says. ❖

NAA President J.J. Dower, CAI, AARE, with his daughter, Alissa Dower; wife, Traci Ayers-Dower, CAI, AARE; and daughter, Addison Ayers-Dower.

Photo by Chantena Cook



MANY HATS

President takes on top management positions for auction group

By **Bryan Scribner**
editor

The National Auctioneers Association's new President, J.J. Dower, CAI, AARE, became the CEO of MarkNet Alliance in September 2011.

Legally, it's a franchising organization, but to its principals, MarkNet is more like a co-op that provides networking, technology and other resources for its auction company members, Dower says.

As of mid-June, the five-year-old Alliance had 51 members across the country. The venture now has about 100,000 registered bidders, an e-mail database of about 600,000 addresses and some 400 websites that link to one another in its network, he says.

Dower, a partner in Ayers Auction & Realty — a MarkNet Alliance member

company based in LaFollette, Tenn., credits about 10 member companies with the creation of MarkNet, which promotes information sharing and collaboration among auction firms.

Several NAA members are involved in MarkNet, including the firm's President Kurt Aumann, CAI, ATS, of Aumann Auctions Inc., Nokomis, Ill., as well as MarkNet's Director/Secretary Chris Pracht, CAI, AARE, CES, of Chris Pracht Auctioneers, R&A, LLC, Anderson, S.C.

In addition to the CEO spot, Dower retains his previous role as MarkNet's Treasurer and as a member of its Board of Directors. He works to grow membership, create business plans and manage employees and finances.

He predicts MarkNet's network of auction companies will conduct 5,500 auctions this year with about \$1 billion in sales. Its

online properties and affiliations get more than half a million unique visitors every 30 days, Dower says.

As CEO of MarkNet, Aumann says his longtime friend and business partner, Dower, operates by listening to the point of view of everyone involved in the organization. He says Dower is a calm and fair leader who takes the time to gather as much information as possible before making decisions.

"He is a sharp, sharp individual," Aumann says. "He usually has a situation figured out two or three steps ahead of a lot of people.

"He's going to bring that to the NAA, and he's also going to bring values-based leadership. Even if it's an unpopular thing, but it's a right thing, he'll do the right thing." ❖

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

The No. 1 thing that I want to see is quality education across the board for the whole auction industry. That's representing everything from the real estate salespeople, to the personal property people, to the computer people, to the bid callers. I want us to ... create a place where the true auction professional has a top-quality place to receive all their educational training.

STAYING CONNECTED



J.J. Dower makes family a top priority as he manages several leadership roles

By Bryan Scribner
editor

J. J. Dower didn't intend to begin his professional life as an Auctioneer.

In 1985, as a senior at Lincoln Memorial University in Harrogate, Tenn., he was co-owner of three businesses — a used car lot, a junkyard and a video store. He had also just married Traci Ayers-Dower, who he had dated since he was 16 and known since preschool.

After receiving his bachelor's degree in management and leadership studies,

though, he decided it was time to move on with his career.

He sold the businesses he owned with his wife's cousin — the best man at his wedding — in May of 1986. He had some money in his pocket, and he was ready to invest it in a new venture.

So he went to his father-in-law, Hack Ayers, of Hack Ayers Auction & Real Estate — a MarkNet Alliance Member, LaFollette, Tenn., and asked him if he knew of any businesses for sale in the area. Hack Ayers told Dower he would keep an eye out for him.

The next day, Hack Ayers invited his son-in-law to join the family auction business.

Dower accepted, and by June of 1986, he earned his real estate license. In July, he attended his first National Auctioneers Association Conference and Show, and that August he went through the Mendenhall School of Auctioneering.

Dower says he hasn't looked back since.

The NAA's newly elected President, Dower, CAI, AARE, is a Partner in Ayers Auction & Realty — a MarkNet Alliance Member. He also is

continued »

TIMELINE

1957

Hack Ayers, the father-in-law of NAA President J.J. Dower, CAI, AARE, begins his auction business

1967

Hack Ayers becomes an NAA member

1985

J.J. Dower marries Traci Ayers-Dower, CAI, AARE

1985

J.J. Dower graduates from Lincoln Memorial University in Harrogate, Tenn.

May 1986

Dower sells his first three businesses

June 1986

Dower becomes a licensed real estate agent

July 1986

Dower attends his first National Auctioneers Association Conference and Show

August 1986

Dower attends the Mendenhall School of Auctioneering

1987

J.J. Dower and Traci Ayers-Dower's first daughter, Addison Ayers-Dower, is born

1987

Hack Ayers becomes NAA President

1987

J.J. Dower becomes an NAA member

1988

Dower earns his real estate broker's license

1991

J.J. Dower and Traci Ayers-Dower's second daughter, Alissa Dower, is born

CEO and Treasurer of MarkNet, for which he serves on the Board of Directors.

Early leadership

He says his drive, confidence and entrepreneurial spirit partly derive from his days as a record-setting high school athlete who played football, basketball and baseball.

"I was never satisfied with just being on the team," says the former quarterback, point guard and lead-off hitter. "I had to be one of the main players on the team. I had to be the captain of the team."

Dower says his grandfather and father, John Joseph Dower, taught him the value of hard work. As a child, Dower grew up working summers, weekends and holidays for the commercial electrical company his father started in 1945.

His father served as a county commissioner for 40 years while he ran the highly successful electrical firm that won major contracts from institutions across the country.

"If you're going to do something, you need to do it the best you can," Dower says. "My father taught me that."

That's a philosophy Dower says he has carried with him throughout his life. He

doesn't like the prospect of being bored, so he says he takes advantage of the opportunity to stay connected through technology in today's fast-paced working environment.

"I don't like downtime," he says. "Even when I'm home at night, I'm still able to stay involved."

Also, he says it's a good time in his life to stay connected and take on several leadership roles. His oldest daughter, Addison Ayers-Dower, recently completed law school, and his youngest daughter, Alissa Dower, is in her second year of pharmacy school.

Both daughters and Dower's wife, Traci Ayers-Dower, CAI, AARE, are NAA members. Addison and Alissa went through the Reppert School of Auctioneering together about one year ago.

Dower, his wife and daughters have always worked together in the family business.

"Every Saturday morning since (Addison and Alissa have) been old enough to walk they've gone to an auction somewhere," Dower says.

Outside the industry

Family life, though, is not all about the

Q&A What do you want NAA Auctioneers to know about you personally?

I really want the NAA to know that no matter the size of their company, the number of auctions they conduct or the type of auctions they conduct, that I really want to represent each and every one of them equally and fairly so that everybody has a voice in the NAA.

auction industry, the Dowers say.

They continue to make memories and enjoy one another's company at their cottage on Norris Lake, which has no cell phone service or Internet connection. For more than a decade they have enjoyed getaways to the lake, on which they enjoy boating, tubing, skiing and watching movies together, Alissa Dower says.

Throughout the years the family also has closely followed the University of Tennessee Volunteers football team, attending many Saturday games together. Also,

1991

J.J. Dower earns his CAI designation

1992

Alissa Dower is diagnosed with cancer

1994

Alissa Dower is a cancer survivor

1996

Hack Ayers enters the NAA Hall of Fame

2001-02

J.J. Dower is President of the Tennessee Auctioneers Association

2001

Tomi Ayers, Hack Ayers' wife, enters the NAA Auxiliary Hall of Fame

2002

Traci Ayers-Dower becomes an NAA member

2004

Ayers-Dower earns her CAI designation

2005

J.J. Dower enters the Tennessee Auctioneers Association's Hall of Fame

2007

The MarkNet Alliance, for which Dower is now CEO, begins operation

2011

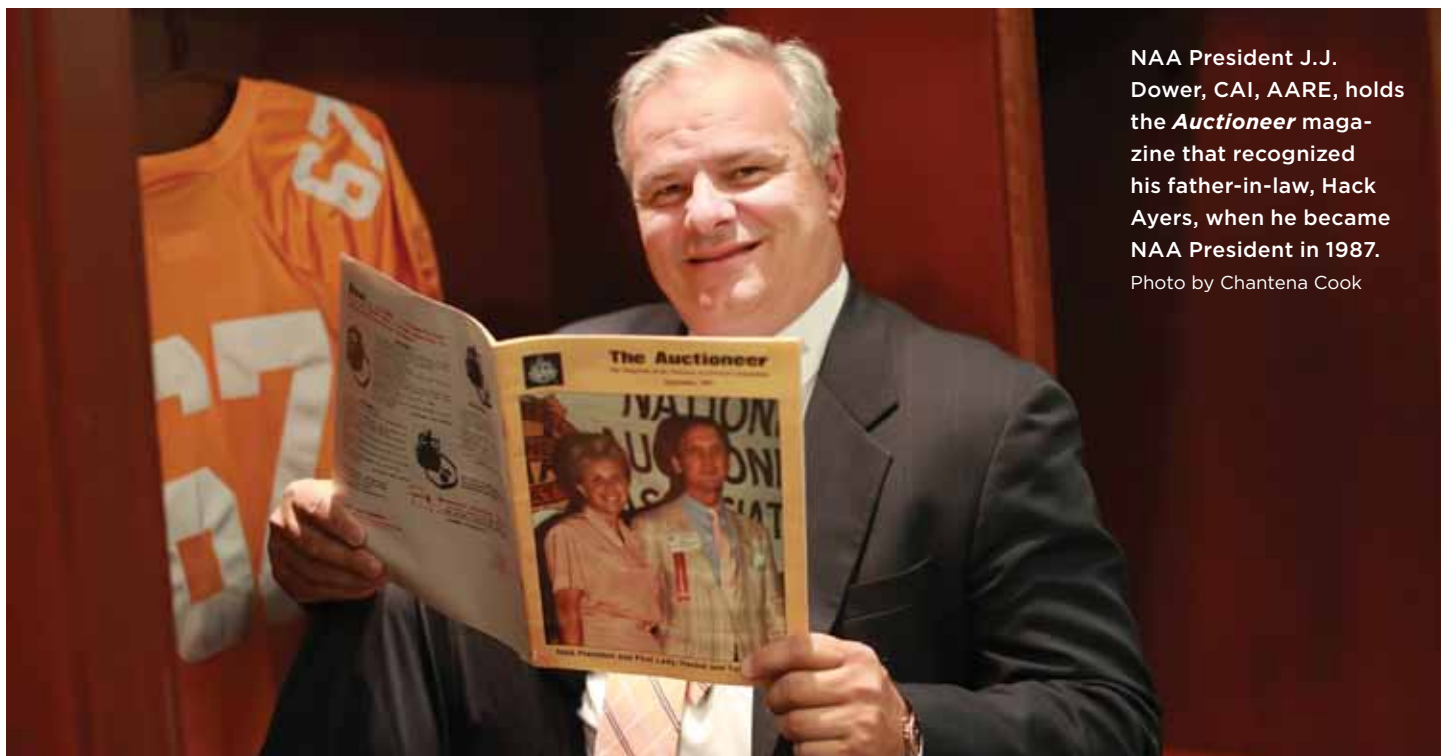
Dower is elected Vice President of the NAA

2011

Tomi Ayers, Addison Ayers-Dower and Alissa Dower become NAA members

2012

J.J. Dower becomes the NAA's President



NAA President J.J. Dower, CAI, AARE, holds the *Auctioneer* magazine that recognized his father-in-law, Hack Ayers, when he became NAA President in 1987.

Photo by Chantena Cook

family vacations often coincide with NAA events such as Conference and Show, the Certified Auctioneers Institute and Winter Symposiums.

At home, Alissa Dower says the family is often in the living room together. Whether they are watching TV, having dinner or working from their computers, she says her father likes to have them all in the same room.

Although it seems J.J. Dower is constantly working, Alissa says he has made a lot of time for the family throughout the years.

“He always makes it a point to spend time with us, no matter what’s going on,” says Alissa, who like her sister participated in competitive cheerleading as a teenager.

Traci Ayers-Dower says her husband is a wonderful family man who always made

the time to attend cheerleading competitions and other events in which their daughters were involved.

Family first

Addison Ayers-Dower describes her father as a generous person who wants to do the right thing in all situations.

continued »

“He hasn't missed anything in my life — from cheerleading competitions to parents' weekends with my sorority or graduations ... birthdays,” she says. “He always put family first.”

Traci and J.J. Dower celebrated their 27th anniversary on June 15. They were at the Texas Auctioneers Association's annual convention at the time.

J.J. Dower says his wife always has supported him throughout the years, no matter what the business venture or leadership role he took on. He says Traci is not only the best wife and mother he could ask for but also a great partner in business and in life.

“I definitely outkicked my coverage when I got her,” he says.

Dower also considers himself lucky to have Hack Ayers and his wife, Tomi, also an NAA member, as his father- and mother-in-law. He works well with his wife's two sisters and brother, who also work in the family business.

Dower says Hack Ayers always has supported him in the auction business. Ayers, who started the business about 55 years ago at age 19, has always been willing to try new things and implement emerging technologies, Dower says.

Hack Ayers describes his son-in-law as a do-it-all kind of person who has become a good leader.

“He has more ability than I do, and he knows how to use it — he and Traci both,” Ayers says. “He comes up with new ideas and how to implement them.”

In the family business, Traci Ayers-Dower says she enjoys bouncing ideas off her husband and searching for new ways to improve the company. She says in the past five to seven years, her husband has been instrumental in integrating new technologies.

“J.J. has always been the one that goes out and looks on the horizon to see what's coming up next,” she says.

“I'm most proud that he has wanted to follow in my dad's footsteps and take those steps that he did in leadership.”

Alissa Dower shares a similar sentiment about her father.

“He really loves the profession, and he's very proud to know that his father-in-law has been past President and a Hall of Famer,” she says. “He's really reaching to be as great a President as granddad was and to better the NAA as a whole.” ❖

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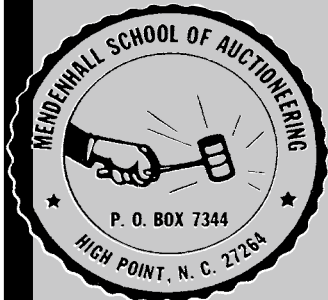


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RIGHT ON TARGET

Auction professionals have unique opportunity to market items directly to individuals

By **Bryan Scribner**
editor

Most auction professionals are marketing their sales better than ever before, says National Auctioneers Association President J.J. Dower, CAI, AARE.

The industry has figured out ways to get its sellers' assets in front of a worldwide pool of buyers, largely through the Internet, and business practices have become transparent.

Also, online searches have become more detailed — people are now able to find the exact products they're looking for — and that means efforts to enhance item-level results via search engine will become one of the next big things for auction marketers, Dower says.

As technologies continue to rapidly evolve, Dower says today's successful auction professionals cannot simply be good Auctioneers. They must also be good marketers, communicators and problem solvers.

In addition, they must align themselves with people or groups that possess the technical skills they lack, especially as people from outside the industry enter the business because of the opportunities they see in the way auction professionals conduct business. Young people see online bidding and marketing as an opportunity, not a challenge.

Dower, of Ayers Auction & Realty — a

MarkNet Alliance member, LaFollette, Tenn., says he has attended about 25 state Auctioneer association events on behalf of the NAA.

Rifle approach

And through his leadership experiences as a member of the NAA's Board of Directors, he has learned that tomorrow's successful auction businesses are going to have to have Opportunity Agility, one of the major concepts from "Give Me Five, Now Ten ... Years Into the Future," a white paper produced by the NAA's Council on Future Practices.

The auction industry must adapt to and recognize new opportunities better than ever before, and auction businesses must keep up with the pace of technology — and the analytics it produces — in order to thrive, he says.

E-mail addresses and bidder lists are one thing, but highly specific details on potential buyers — such as if they have boats or play golf — are becoming more important.

"That's going to be the big difference in today's Auctioneer versus yesterday's Auctioneer," Dower says. "You're going to have to have a rifle approach. You're going to have to dial down and say this is the individual we're looking for to buy this product. That's who you're going to have to market to."

No matter what the marketing or sales

Q&A

Describe your management style?

I hope to take (members) thoughts, questions, concerns and ideas and be able to articulate those back to the Board and steer the Board in the direction of best serving the membership as a whole.

method auction professionals use, though, Dower says one thing he hopes never goes away is the relationship aspect of the auction business. As NAA President, he says he hopes to make a difference not simply through leadership and communications, but because he cares for auction professionals and is there for them.

"Auctioneers, by and large, are an extremely diverse group of people," he says. "We sell everything from pots and pans to million-dollar pieces of real estate and equipment and assets that you've never seen before in your life and will never see again. It makes you diverse in nature. The job is not going to the assembly line and building brakes every day. There's always something new.

"But more importantly than anything else, I like people. I love everybody from the industry standpoint, but also I enjoy working with the buyers and sellers." ❖



NAA members select Vice President, Directors

Past President announces Conference and Show site for 2014

By Bryan Scribner
editor

National Auctioneers Association members affirmed by acclamation the appointment of Paul C. Behr, CAI, BAS, as the organization's Vice President during the NAA and National Auctioneers Foundation's Annual Business Meeting and Election on July 19 at Conference and Show in Spokane, Wash.

Before he was voted into the position, Behr told NAA members that the association was a strong, vibrant and fiscally sound organization. He also said he plans to be an inclusive leader who will work to welcome all auction professionals into the association.

Also during the morning event, NAA members chose Devin Ford, CAI, CES, and Terri Walker, CAI, BAS, CES, as new Directors for the association. Ford had 259 votes, and Walker received 202.

Ford describes himself as a workhorse who will consistently put his best efforts toward serving members. He says the NAA has a rich tradition of integrity, professionalism and innovation.

Members have selflessly shared ideas and advice with one another throughout the NAA's history. He says education and technology should be a top priority for the association.

"We have big shoes to fill, but I passionately



Devin Ford, CAI, CES, and Terri Walker, CAI, BAS, CES, are new National Auctioneers Association Directors. Photos by Bryan Scribner

ly believe that if we respect and learn from our past, if we are good stewards of our present, the greatest days of the National Auctioneers Association are ahead," Ford said before he became Director.

Before the election, Walker said she would focus on promoting the auction method and serving NAA members.

"We're in for some challenging times," she says. "We're in for some great changes. We have a Board that is already in place that is excited about changes. They're looking for the betterment of the Auctioneer. I, too, am looking for that."

In other NAA news during the Business Meeting, Past President Christie King, CAI, AARE, BAS, announced the Board of Directors had voted during its July 17 meeting to approve the following:

- Creating one class of membership that

provides all members the right to vote in NAA elections

- A reduction in Education Institute Trustee terms from four to three years
- The elimination of the Candidate Information Review Committee and establishment of a Nominating Committee

Also, King announced the 2014 NAA Conference and Show will take place in Louisville, Ky.

Auctioneers Foundation

In addition, the NAF affirmed its entire slate of leaders for its 2012-2013 Board of Trustees.

Randy Ruhter is NAF President; Sandy Allderfer, CAI, MPPA, is Vice President; and new Trustees are John Dixon, CAI; Lonny McCurdy, AARE; and Randy Wells, CAI, AARE, BAS, CES, GPPA.

Ruhter describes the relationship between the NAA and NAF as strong, and he says he is proud of how the organizations have worked together.

"I hope that in the next year we can form an even stronger bond," he said during the meeting. "We both have a common mission in serving you: the auction professionals. During the next year with NAF, I hope to improve our fundraising efforts by extending the online auction.

"I hope that we continue to recognize that we are successful because of you: our donors." ❖

Auxiliary inducts Hall of Fame member, gives scholarships

By Bryan Scribner

editor

The National Auctioneers Association Auxiliary inducted Nancy Manning into its Hall of Fame on July 18 during its annual luncheon at Conference and Show in Spokane, Wash.

Last year's inductee, Janet Shearer, presented the award.

A partner with her husband, Bob Manning, CAI, in the auction industry since 1980, Nancy Manning is a former Auxiliary Board member and Past President.

She is a member of the Society of Actuaries and has been actively involved in Toastmasters International for 20 years. In addition to the auction industry, she has made a career in the life and health insurance industries as an actuary.

"I thank you so much for all of the kind words and all of the wonderful fellowship that I've had over all these years being part of this Auxiliary," Manning said after receiving the award. "It's a family reunion for Bob and me every year when we come here because we have made such good friends. I am so proud and humbled that you believe that I belong as a part of this Auxiliary Hall of Fame."

Scholarships

During the event, the Auxiliary also awarded scholarships to three young adults. Since 1993, the Auxiliary has given 56 scholarships, comprising more than \$88,000.



Nancy Manning accepts the National Auctioneers Association Auxiliary Hall of Fame award from last year's inductee, Janet Shearer. Photo by Peterson's Portrait Gallery

The Auxiliary awarded the \$2,000 scholarships this year to Ty O'Dell, grandson of Gary Ryther, CAI; and Jared and Jacob Sutton, sons of Chuck and Val Sutton.

A big portion of the scholarship funding has come from proceeds of print sales of "Unsung Heros," a painting by Joani Mangold, CAI, CES, GPPA. Lori and Mike Jones, CAI, BAS, GPPA, of the Texas Auction Academy, have sold prints of the painting to raise more than \$30,000 in support of the Auxiliary.

The Auxiliary's new Chairwoman is Cindy Soltis-Stroud, CAI, BAS. ❖

Speaker reveals six steps for protecting Auctioneers from seller complaints

By Bryan Scribner
editor

Auctioneers hire bosses when they contract with sellers, says Steve Proffitt, of J.P. King Auction Co. Inc., Rainbow City, Ala.

“

There is no more dangerous threat for you as an Auctioneer than the seller.”

Steve Proffitt
Rainbow City, Ala.

he says. “There is no more dangerous threat for you as an Auctioneer than the seller.”

Proffitt says the best way to deal with sellers is to place them in a figurative box — with a bottom, top and four sides — throughout the auction process.

The goal of an auction professional should be to cut sellers off from opportunities to attack them.

During his July 18 presentation, “Building a Box for the Seller ... and Better Sleep” Proffitt encouraged Conference and Show attendees to closely screen their sellers and to be cautious of them no matter who they are or appear to be.

Sellers, he says, have the potential to pose problems because of their personalities, assets, circumstances or expectations.

“A lot of the work I’ve done over the years with Auctioneers has involved problems with sellers,”

The box

At the bottom of the box is its foundation, the auction contract, Proffitt says. All Auctioneers should have a unique contract for their specific situations.

Side No. 1 of the box is “informed consent,” which Proffitt says ensures the auction professional and seller are on the same page, cooperating and working toward the same goals.

Side No. 2 is a marketing plan and budget. He says every Auctioneer should have a written marketing plan for every auction, whether it’s one sentence or 60 pages.

Next, side No. 3 is a proclamation of “no guarantee,” which he says places the risk of an auction solely on the seller. For example, an Auctioneer does not guarantee a bid amount or selling price for an asset.

The final side, No. 4, is the “integration/merger/construction” decree, which protects the integrity of the contract. It says that there is no other agreement. The contract is the sole agreement between the auction professional and seller.

A likely complaint from a seller is going to be price disappointment, Proffitt says. Therefore, forming the top of the box is Proffitt’s advice to inform the seller that he must place complaints in writing.

“You will not entertain it, let alone address it, until you have it in writing,” he says.

Then, an Auctioneer should respond to a written complaint in the same way, presenting to the seller terms that were in a signed and dated auction contract. ❖



The National Auctioneers Association Board of Directors for 2012-1013 is (standing) Rich Schur, CAI, BAS, GPPA; Bryan Knox, CAI; John Nicholls; Presidential Appointee Tom Saturley, CAI; NAF Representative Sandy Alderfer, CAI, MPPA; Devin Ford, CAI, CES; and Jimmie Dean Coffey, CAI, AARE, BAS, CES, GPPA. Sitting is Chief Executive Officer Hannes Combest, CAE; Vice President Paul C. Behr, CAI, BAS; Education Institute Chairman Marc Geyer, CAI, AARE, BAS, CES; President J.J. Dower, CAI, AARE; Past President Christie King, CAI, AARE, BAS; Treasurer Kurt Kiefer; and Terri Walker, CAI, BAS, CES. Photos by Peterson's Portrait Gallery



The National Auctioneers Foundation Board of Trustees for 2012-2013 is (standing) Executive Director Hannes Combest, CAE; Randy Wells, CAI, AARE, BAS, CES, GPPA; Vice President Sandy Alderfer, CAI, MPPA; Mike Jones, CAI, GPPA; Homer Nicholson, AARE, CES; Finance Chairman Tommy Rowell, CAI, AARE; Chairman of the Board Benny Fisher, CAI; Sherman Hostetter Jr. CAI, AARE, CES, GPPA; Lon McCurdy, AARE; John Dixon, CAI; and Foundation Administrator Lois Zielinski. Sitting is Jack Hines, CAI, AARE, GPPA; Marvin Henderson; President Randy Ruhter; and NAA Board Representative Kurt Kiefer, NAA Treasurer.



Featured presenter offers tips for motivating employees

By Bryan Scribner
editor

Good leaders manage attitudes and behaviors ... not people, says motivational speaker Chip Madera, MS, CSP.

Madera, who presented “The Leadership Lion: Maximize the Leadership Skills in You” during Conference and Show in Spokane, Wash., told attendees more than 70 percent of employees are either disengaged or actively disengaged in what they do.

Disengaged employees sleep walk through the day, while the latter try to bring an organization down, he says.

To properly motivate employees, Madera offers business leaders six pieces of advice:

1. Don't try to motivate people to do something they don't want to do
2. As all people are motivated — some to work hard and some not — keep employees engaged in order for them to provide value to an organization
3. Motivate employees by making work personally rewarding
4. Encourage employees to obtain what they don't have
5. Realize that motivation is temporary
6. Do not try to motivate all employees in the same way, though treat all fairly



Chip Madera, MS, CSP, says most people are disengaged in their work.
Photo by Bryan Scribner

Madera continued by saying that managers best motivate employees by showing appreciation as well as keeping them informed on what's going on within an organization.

“People who really work hard for you, you need to thank them every day,” he says.

Also, in order for people to get inspired about what they do, Madera says managers should be equally inspired about their own work. It's easy to lose your passion for business, but auction professionals must live and work their passion.

He recommends Auctioneers rediscover the reasons they were first inspired to get into the industry, such as through bid calling. He says leaders will excite others around them when they get back to what drives them.

Leaders can't love everything about what they do, but they must make the best of the worst situations and consider delegating to others the things they don't love.

“You cannot deny that which is meaningful and passionate to you,” he says. ❖

Auction professionals should look out for 10 common ways they could violate licensing laws

By Bryan Scribner
editor

Darron Meares, CAI, BAS, MPPA, presented “The Top 10 Ways to be Disciplined” on behalf of the National Auctioneers License Law Officials Association (NALLOA) on July 19 during Confer-

ence and Show in Spokane, Wash.

Auctioneers can find themselves in hot water from state licensing boards if they make these auction law violations:

- Using money in an escrow account for personal use, or, as



- Meares describes it, commingling of restricted funds
- Misrepresenting what is being sold; for example, not mentioning that a car had major water damage
 - Advertising an auction incorrectly, such as marketing an auction as absolute when it is not
 - Allowing unlicensed bid callers to sell items
 - Conducting an auction without a license
 - Letting a license lapse
 - Failing to meet continuing education requirements
 - Violating the Uniform Commercial Code, which prevents Auctioneers from doing things such as opening up tie bids and letting sellers bid on their own items
 - Using the term “absolute” incorrectly, as Meares says he has seen instances where auctions are advertised as absolute over a certain price point or only some items in a sale are without reserve in an auction advertised as absolute
 - Not providing buyers with full disclosure

The group’s presentation provided two hours of continuing education credit. NALLOA’s business meeting followed the session. ❖

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Opening Session presentation focuses on emotional engagement

By Bryan Scribner
editor

Just because people know about you and your auction company doesn't necessarily mean they'll want to use your services.

Marketing or branding is more about emotions than awareness, says Scott Deming, professional speaker, consultant and author.

"It's an emotional connection a person has with another person or with an entire organization based on an experience — based on a one-of-a-kind, relevant, emotional ... experience," Deming continued during his keynote presentation, "Managing Change and Your Brand for Sustainable Success," at Conference and Show on July 18 in Spokane, Wash.

Branding, he says, is not just about coming up with creative ideas and marketing campaigns. Because they're in the people business, Auctioneers must emotionally engage buyers and sellers — making them raving fans of their businesses.

He recommends that auction professionals focus on what people feel about them, not on what they think about them.

Companies such as Starbucks Coffee Co. and Harley-Davidson make people feel important, and they focus on relationships and experiences as opposed to the products they sell.

Auction professionals should follow those models, Deming says.

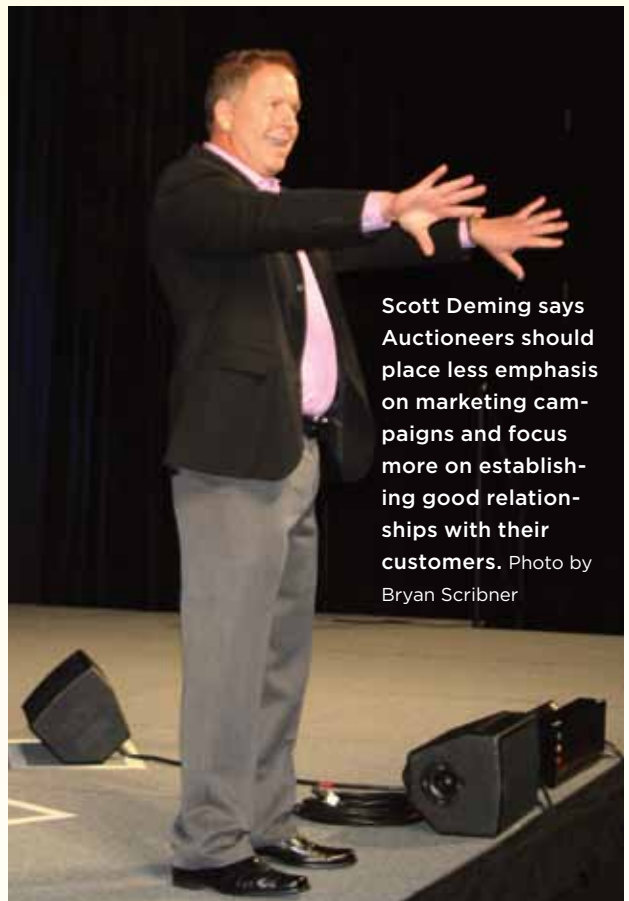
"You know what we remember? We remember powerful moments: good ones, bad ones. All you get is that one moment ... make that moment an experience no one will ever forget," he says.

In addition, he says today's business leaders are innovators who must understand and embrace change. They inspire and empower their employees not to fear the outcome of the unknown, but rather to get excited about making progress.

Foundation donations

Also during the Opening Session, National Auctioneers Foundation President Benny Fisher, CAI, led National Auctioneers Association members in a 12x12 initiative designed to provide members with an easy, affordable way to give back to the auction industry.

The program encourages individual members to give \$12 per month, or \$144 annually.



Scott Deming says Auctioneers should place less emphasis on marketing campaigns and focus more on establishing good relationships with their customers. Photo by Bryan Scribner

Fisher says a tax-deductible, \$12 donation once a month for a year will help the NAA improve its educational programming.

Members who attended the Opening Session pledged more than \$35,000 through the program. ❖



Justin Ochs (left) won the men's division of the 2012 International Auctioneer Championship on July 20 during the National Auctioneers Association's Conference and Show in Spokane, Wash. Andy White came in second, and Dustin Rogers took third. In the women's division, Lynne Zink (right), CAI, BAS, CES, was the champion. Rose Backs came in second, and Beth Rose, CAI, took third place. Julia Sparks (middle) became the first female winner of the International Junior Auctioneer Championship. Cherlyn Sutton got second, and Jacqueline Musser took third. Also during the IAC finals, Kathy Kingston, CAI, BAS, 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



The National Auctioneers Association inducted four members into its Hall of Fame on July 19. The association honored Marvin Henderson; Sandy Alderfer, CAI, MPPA; Mike Jones, CAI, BAS, GPPA; and, posthumously, Pat Massart, CAI. Photo by Peterson's Portrait Gallery

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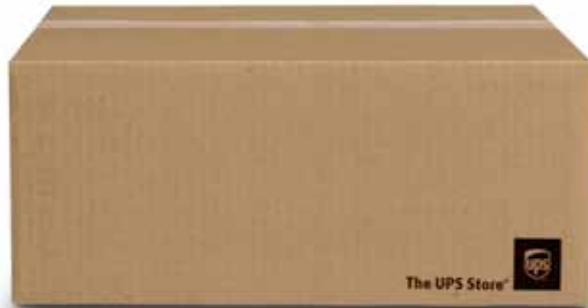
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Government slow to release foreclosed properties

Buyers might need to come with more cash when market improves

By **Andy Nelson**
contributing writer

With budget shortfalls a commonplace at all levels of government, more entities are seeking new sources of revenue, and selling off property is one of them, Auctioneers say.

“They’re looking for cash, and many have surplus property,” says Myers Jackson of Tallahassee, Fla.-based United Country Certified Real Estate. “With the budget crunches, it’s property they have no need to hold on to.”

And auctions, Jackson says, are a perfect way for governments to unload all that extra property.

“Sales of government property will

increase, and it’s an excellent avenue for Auctioneers.”

Sales are shooting up, Jackson says, at all levels of government. In coming years, the trend should be strongest among county and state governments, he says.

In an auction career spanning more than three decades, first with Larry Latham Auctioneers Inc., now with AmeriBid Inc., Larry Latham, CAI, has sold more than 150,000 government properties at auction.

While sales of government properties via auction are up, it’s nothing compared to what will happen when more foreclosed houses come onto the market, Latham says.

“The government is not auctioning a lot of

properties right now, compared to what’s out there,” Latham says.

Scared, confused

There are hundreds of thousands of foreclosed homes waiting to go on the market, Latham says, and millions more “shadow” properties — houses whose mortgages are 90 days past due but haven’t been foreclosed on.

So why aren’t more on the market? Simple supply and demand, Latham says. The government is worried that flooding the market would send prices spiraling down. That kind of makes sense, Latham says, and kind of doesn’t. The bottom line is people are too scared and confused to know just what the right course of action is.

“The government doesn’t know what to do, and the economists don’t know what to do,” he says.

And once those properties do go up for sale, it won’t be nearly as easy to buy them as it was during the last big economic slump in the early 1990s.

“If you could put \$1,000 down and pass the mirror test — if your breath fogs the mirror, or if you can’t do that, if your reflection shows up in the mirror — you qualify,” Latham says. “Now you need to put down 20 percent, not \$1,000. Not many people in this market are going to pass that.”

Latham says that much supply won’t stay unsold forever, though. For one thing, properties can’t sit indefinitely without starting to deteriorate.

When the market does open up, he says, Auctioneers will be there to move a big chunk of it. Sellers love knowing that when they put a house up for auction, it will sell on a certain date, and that date typically comes much earlier than via traditional sale.

By 2013

“By the second half of 2013 we ought to see a lot come on the market,” he says. “My advice to Auctioneers would be to be as patient as you can possibly be. It’s coming.”

“Transparency” is a word Jackson uses to describe one advantage of government property auctions. Because governments are required to advertise their sales to as wide an audience as possible, there’s little chance of jilted would-be buyers crying foul.

“There’s no room for the public to say, ‘We didn’t get a fair chance,’” he says.

Most government property on the market is advertised through a Request for Proposal, or RFP, Jackson says. Local newspapers are a good place to find RFPs. Ads typically appear two weeks before the bid opening date.

Typically, after property is held for a certain amount of time to allow eligible or-

ganizations an opportunity to purchase it, it’s sold to the public, through both sealed bids and public auctions. Sealed bids are typically used for major items.

In addition to newspaper ads, there are more sophisticated ways for Auctioneers to find government business, Jackson says. United Country is big on Search Engine Optimization (SEO), which connects government sellers with Auctioneers at the click of a button on Google.

Complaints about appraisals of government property are commonplace, Jackson says. One advantage of selling government property via auction is that instead of relying on the judgment of a single appraiser, at an auction there may be 15 people in the room who are qualified to appraise property.

That increases the odds the property will be sold closer to its “real” value. Sellers of government property have told Jackson that’s a big advantage of using auctions.

Calls increasing

In the past, Jackson’s government business tilted toward personal property. Lately, the number of calls concerning commercial property and land has been increasing, he says.

In one recent sale, Jackson auctioned a county sheriff’s office in South Carolina. He’s fielded calls from county, state and local governments — even from school boards.

In all, Jackson estimates his office conducts about a dozen auctions of government property per year, a number that’s risen over recent years and should continue

to increase, he says.

One trend in the auctioning of government property is a move toward online auctions, Jackson says. When it’s a government property, buyers want to get as many statistics as they can to inform their decision to buy or not to buy. And it’s a lot easier to “see the numbers” in an online auction, Jackson says.

For buyers, government property auctions can represent an opportunity to get in on “very lucrative” investments that can also serve as safe havens, Jackson says. It’s different for sellers.

“I don’t know if happy is the right word to describe them, but they are satisfied,” Jackson says of government sellers. “Reality has set in for them. They realize those inflated numbers are a thing of the past, and they can’t sit on them for seven or eight more years.” ♦

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Get the word out

Auction marketers connect with customers via contests, events

By Bryan Scribner
editor

Auction firms are finding creative ways to connect with their clients and potential customers.

Online-AuctionSoftware.com Inc. — A Miedema Co. — sold its one-millionth item on one of its online auction platforms in mid-March. Miedema awarded the buyer of the item, which was a \$25 heater, with a 42-inch Vizio TV and a \$100 gift card.

Scott Miedema, of Miedema Auctioneering Inc., Byron Center, Mich., says the company decided on the giveaway because it wanted to acknowledge the customers that have helped it reach the 1 million milestone.

It took the company about seven years to sell its one-millionth item online.

Although it conducts live auctions, about 95 percent of Miedema Auctioneering's business is online, Miedema says. The company has 140,000 registered bidders, and on June 14 it set a record when it sold 5,000 items online.

"We have grandkids helping granddads bid," Miedema says. "The stories that come into our places are really interesting ... it's uniting families."

Creating buzz

He says the TV giveaway provided a lot of

buzz about the company through e-mail, customer interaction, social media and newspaper coverage. The company now plans a similar promotion for its two-millionth item, which Miedema says could be sold in about two years.

Miedema says the best returns on investment for his company's marketing campaigns come when promotions are picked up by local and national media. He says good press can bring thousands of newly registered bidders.

When big news stories involve Miedema Auctioneering, he watches website statistics via Google Analytics as the number of registered bidders climb on online bidding platforms.

The company also uses phone and online surveys to get customer feedback.

"We're always trying to get a pulse ... knowing that this is a really changing market and a changing business," Miedema says. "We're not too proud to think we can't make a mistake — that we don't need to change, because we realize that we do."

One way Miedema Auctioneering plans to introduce its new facility in Flint, Mich., to the public is through a promotion that will benefit a local charity.

Public relations

Key Auctioneers, Indianapolis, introduced its new auction facility to customers through an NFL draft-day promotion that

took place in March.

For the invitation he helped create for the open house, the company's Ted Pike, AARE, won top prize in the Company Promotional/Give-Away Item category of the NAA/USA TODAY Marketing Competition.

The nontraditional mailing was a cardboard box that inside featured information about the event, a schedule of the NFL draft and a print piece outlining the draft's history.

As Key is a sponsor this year of the Indianapolis Colts football team, it decided to align the promotion with this year's NFL draft, in which the Colts had the No. 1 pick. The Colts organization sent two players and cheerleaders to hang out with attendees.

Two hundred people, including bankers, attorneys and work-out officers, were invited to the gathering at the company's new offices, says Mitch Doner, advertising manager for Key Auctioneers. The draft was shown on TV while guests enjoyed dinner and drinks from about 6 p.m. to 11 p.m.

Doner says about 130 people attended the event, which received positive feedback.

"This business right now is largely about customer service and networking," says Key Auctioneers' Jeff Doner. "That's what we were really trying to achieve there — show appreciation for the ongoing relationships that we've been able to establish." ❖

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TIME IS MONEY

Members specialize in selling clocks, watches

By Tom Burfield
contributing writer

“Time is money,” as the saying goes, but some Auctioneers have found that adage to be true in more ways than one.

Matthew Green, AARE, CES, of Matthew Green Inc., Boca Raton, Fla., says he sold a Patek Philippe platinum celestial watch for \$225,000.

And there are plenty more timepieces out there that can be bring in tidy sums.

“Timepieces are fun but are very specialized,” says Cary Aasness of Aasness Auctioneers, Dalton, Minn.

Collectors will have different opinions about their value and quality than someone buying something to hang in a den, he says.

Know your product

The first step in selling timepieces, as with anything you plan to auction, is to know exactly what you’re dealing with.

Green, a graduate gemologist, is a second-generation jeweler who worked in his parents’ jewelry store before opening his own shop in 1987.

“I’ve always loved watches,” he says. He has become an expert on Rolex, Cartier and other high-end brands.

Today, he consigns watches to auction companies that sell them through online auctions

“When you’re buying or selling a Rolex watch, it’s very important to know the basics,” he says. That includes knowing how to identify after-market diamond accessories on an original Rolex.

Counterfeit watches abound, he says.

“If you sell a fake watch or a real watch with fake aftermarket



Photo courtesy Matthew Green, AARE, CES

parts, your whole reputation in the business could be ruined forever,” he says.

Green invites National Auctioneers Association members to send him an image of watches via phone or e-mail, and he will help them understand what they have and what the value might be.

Determine value

Tom Jordan, CAI, AARE, ATS, CES, MPPA, of United Country — Carolina Auction & Realty, Raleigh, N.C., typically auctions real estate and personal property and handles business liquidations.

Jordan, whose great grandfather, grandfather and father all were watchmakers, once auctioned a collection of 50 clocks that a client brought from England.

The collection included three kinds of clocks: Tall case clocks, mantel clocks and wall clocks.

An English triple fuse Bracket clock from the 1800s went for \$12,000.

To determine their value, Jordan consulted books, websites and the *Horological Times*, through which he was able to do “a ton of research” on discussion boards.

Clockmakers typically stamp their clocks with their initials, which



Photo courtesy Tom Jordan, CAI, AARE, ATS, CES, MPPA

enables a buyer to trace it back to a specific place and time, he says.

The timepieces Aasness has auctioned have mostly been in estate sales.

High-quality watches with Swiss, German and French movements probably are the most desirable timepieces he has sold, but he also sells clocks and pocket watches.

“Value we try to determine through a timepiece appraiser or expert as well as past sales and auctions,” he says.

“The one buying because of looks may spend more for a lesser quality (item) just because they like how it looks,” he says. “The collector may be buying because of the quality of the movement.”

Make a video

When Jordan sold his 50-piece collection, he made a video of the owner describing every clock to be auctioned and advertised the auction with a banner ad on the American Watchmakers-Clockmakers Institute website and on the website of the National Association of Watch and Clock Collectors.

He sold the collection in four online auctions.

Sometimes preferences for watches can vary by ethnic groups, with Chinese, Germans and Italians preferring different makes, Green says.

Aasness markets most of his timepiece auctions through specialized mail and contacts as well as through antique journals and websites. ❖

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Summit to focus on presentation skills, voice care and event planning

A note from the CEO about the Benefit Auction Summit

NAA members:

Earlier this year, the Benefit Auction Summit Committee began planning for the 2012 Benefit Auction Summit to take place in September. Once a site was selected, Denver, NAA staff secured a hotel for the event to take place Sept. 23-25. At the time, we recognized that the event would end on the same day that Yom Kippur begins. We thought that as long as the event ended well before sundown, we could still accommodate those who celebrate this sacred holiday. We were wrong.

We now understand that those who observe this holiday cannot travel after sundown. Although we cannot reschedule this event, we regret that the scheduling conflict may prevent some benefit Auctioneers from attending, or it might require that they leave early from our most advanced training session for benefit auction professionals. For this, we apologize.

If you are able to attend the Benefit Auction Summit but must leave to prepare for religious observance, please notify us, and we will offer you a 25-percent cost reduction. And please be assured that in the future, we at the NAA will work to avoid planning events on days of religious observance.

Sincerely,

Hannes Combest, CAE
NAA CEO

By Bryan Scribner
editor

Benefit auction professionals who are looking to better engage their audiences might not want to miss the 2012 Benefit Auction Summit in Denver.

Trainers plan to help attendees improve their presentation skills and planning abilities.

For “Advanced Public Speaking & Stage Presence,” the National Auctioneers Association is bringing in Marv Rockford and Steve Gray, Principals of Denver-based Rockford Gray LLC. One of the company’s specialties is presentation skills training.

Rockford says his firm will focus on stage performance, visual aids and effective story telling.

He says presenters often overlook the importance of following a good theme with a solid beginning, middle and end.

The interactive training session will reveal 12 steps to better presentations. Rockford says he and Gray will ask volunteers to go through exercises that demonstrate effective presentation techniques.

For example, they will recommend ways to make audience members feel confident about asking questions of auction professionals during benefit auctions. Rockford says presenters should do the following:

- 1) Lean forward or take a step closer to people asking questions
- 2) Let questioners completely state their concerns
- 3) Pause for a moment of thought before



Rockford



Gray



Perez

answering questions

4) Maintain good eye contact with the entire audience when delivering answers

Also, Rockford says he and his partner will teach Benefit Auction Summit attendees how to demonstrate command and control through the use of strategic pauses while they’re on stage. He says the techniques they recommend help speakers eliminate the use of filler phrases such as “um,” “ah,” “you know,” “like” and “basically.”

Voice health

But before they can even get started with effective presentations or bid calling, most Auctioneers will probably want to focus on arguably the most important aspect of their jobs — voice control and care.

That’s where Speech Pathologist Kathe Perez, of Exceptional Voice Inc., comes into play with her training session, “Your Voice is Your Personal Goldmine.”

Perez, who has conducted presentations for the World Wide College of Auctioneering for several years, has worked with hundreds of Auctioneers and says she has trained award-winning bid callers. She focuses on voice health and tone.

“You’re going to miss your voice when it’s gone,” she says. “You can auctioneer with a broken ankle but you can’t auctioneer with a broken voice.”

Her training session focuses on nine elements of an exceptional voice. Perez says she will take attendees through exercises that will help them improve their breathing, pitch and microphone use.

Another featured presentation for 2012 comes from NAA member Kathy Kingston, CAI, BAS, of Kingston Auction Co., Hampton, N.H.

She plans to deliver “Stories Not Stats: Turn Two Minutes Into a Goldmine,” which will focus on the science behind effective story telling at benefit auctions. Research proves that stories significantly increase charitable giving while the sharing of statistics hinders fundraising efforts, according to Kingston.

Kingston plans to reveal the stories that work the best as well as other tips for effective benefit auctions. ❖

Schedule (subject to change)

Sept. 23

4 p.m. – Welcome Party at the home of Paul C. Behr, CAI, BAS

Sept. 24

8-9:45 a.m. – Coffee Social with Continental Breakfast

9 a.m. – Welcome from JillMarie Wiles, CAI, BAS, and Ice Breaker

9:30 a.m. – Great Ideas Session from Kurt Johnson, CAI, BAS

10:45 a.m. – “Your Voice is Your Personal Goldmine” from Speech Pathologist Kathe Perez of Exceptional Voice Inc.

Noon – Lunch (provided)

1 p.m. – “Advanced Public Speaking & Stage Presence” from Marv Rockford and Steve Gray, Principals of Denver-based Rockford Gray LLC.

2:45 p.m. – “Powerful Presentations: Getting Attention on You & Away from

their Phone!” from Trisha Brauer, BAS

4 p.m. – Sponsor Spotlight

5 p.m.-6:30 p.m. – Networking Reception

Sept. 25

7 a.m. – Continental Breakfast and Networking

8 a.m. – “Retaining More Clients” from Jim Nye, BAS

9:45 a.m. – “Stories Not Stats: Turn Two Minutes Into a Goldmine” from Kathy Kingston, CAI, BA

11:30 a.m. – Fun Auction and Lunch (provided)

1 p.m. – “Non-Profit & Event Planning Perspectives” from Alison Oyler-Mitsch of Fresh Events

2:45 p.m. – New Ideas/Wrap-Up Session

3:30 p.m. – Thank You & Farewell

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“As is” clause creates implied warranty

Auctioneers generally not subject to strict liability

Q: Are there any limitations on a verbal “as is” notice or written clause? For example, if a tractor lacks a safety shield, and it is sold at auction “as is” without any mention of the missing part, would an Auctioneer be liable if someone were to injure himself in the future, proving that an in-tact shield would have prevented such injury? (For reference to above, please see *Gabriel Gaumer vs. Rossville Truck and Tractor Co.*)

A: *The Gaumer v. Rossville Truck, 292 Kan. 749 (2011) decision referred to in the question applies to strict liability for the sale of used agricultural equipment. Briefly, the facts of that case were an “agricultural machinery dealer” sold a used hay bailer “as is” that was missing a side safety shield to a farmer who was later injured while using the hay bailer. Who is responsible for the farmer’s injury?*

Under the doctrine of strict liability the seller of the used hay bailer may be held liable for the farmer’s injuries. At first glance, this may seem unfair to the seller. However, strict liability is not concerned with allocating fault. Rather, the purpose of strict liability is to hold manufacturers who introduce dangerous products into the stream of commerce accountable to the public for the implicit representations that their products are safe for their intended use. Strict liability is drastically different from negligence, which requires a breach of a duty that causes harm to someone. In strict liability cases, the act of selling a defective product can make the seller liable.

More specifically, strict liability applies to:

- (1) One who sells any product in a defective condition unreasonably dangerous to the user or consumer or to his property is subject to liability for physical harm thereby caused to the ultimate user or consumer, if (a) the seller is engaged in the business of selling such a product, and (b) it is expected to and does reach the

user or consumer without substantial change in the condition in which it is sold. (*Turner v. International Harvester Company, 336 A.2d 62, 67 (N.J. Sup. Ct. 1975)*; see also Restatement (Second) of Torts § 402A.)

Strict liability

The result in Gaumer was the imposition of strict liability on the seller. Depending upon the applicable state’s law, Auctioneers generally would not be subject to strict liability because they simply act as agents for sellers, do not have any specialized knowledge of the products sold and generally do not take ownership of the property being sold. But, there could be some cases where an Auctioneer would be held strictly liable.

As for the phrase “as is,” it will not protect Auctioneers from strict liability claims. Generally, “as is” has been used to disclaim the implied warranties of merchantability and fitness for a particular purpose under Article 2 of the Uniform Commercial Code. Ind. Code

§ 26-1-2-316; UCC 2-316. The warranty of merchantability is implied in a contract that the goods shall be merchantable for their sale if the seller is a merchant with respect to goods of that kind. Ind. Code § 26-1-2-314; UCC 2-314.

The law also implies a warranty of fitness for a particular purpose “[w]here the seller at the time of contracting has reason to know any particular purpose for which the goods are required and that the buyer is relying on the seller’s skill or judgment to select or furnish suitable goods ...” Ind. Code § 26-1-2-315; UCC 2-315. “As is,” “with all faults” or other similar language are effective disclaimers against the implied warranties discussed above.

Disclaimer not sufficient

In the instances where express warranties are made during an auction, “as is” is not a sufficient disclaimer. An express warranty is crafted by the seller when he or she makes “(a) any affirmation of fact or prom-

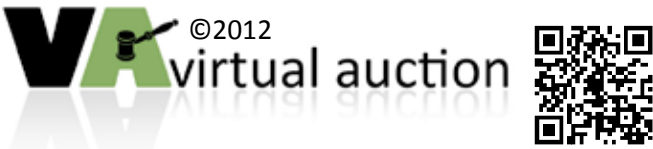
ise ... to the buyer which relates to the goods and becomes part of the basis of the bargain ... that the goods shall conform to the affirmation or promise ... (b) any description of the goods which is made part of the basis of the bargain ... [such that] the goods will conform to the description ... (c) any sample or model which is made part of the basis of the bargain ... [such] that the goods shall conform to the sample or model.

It is not necessary to the creation of express warranty that the seller use formal words such as “warrant” or “guarantee” or that he have a specific intention to make a warranty, but an affirmation merely of the value of the goods or a statement purporting to be merely the seller’s opinion or commendation of the goods does not create a warranty. Ind. Code § 26-1-2-313. An express warranty can be something as simple, for example, as saying: “This air compressor works great.” In instances where an express warranty has been created during an auction, “as is” is not suf-

ficient to disclaim liability.


Express warranties can also be disclaimed by including language in marketing material that states no warranty is created by the representations of the Auctioneer. Also, Auctioneers can include language in the registration agreement stating that bidders understand and agree that the Auctioneer has not created and will not create any express warranty to any bidder as to the condition, performance or value of any of the items, products or property being placed for sale that bidders may rely upon.

“As is” is an effective method of disclaiming implied warranties. But, that phrase may not be effective to disclaim express warranties or avoid strict liability. Auctioneers should know whether the doctrine of strict liability could be applied to them in their respective jurisdictions. Consulting a licensed attorney can provide Auctioneers with information on whether they can be held liable for selling defective products. ❖



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

Keep no secrets

Auctioneer, seller must give one another immediate notice of concerns

I love a surprise — have since I was a little boy. It probably started one early Christmas when I was given a colorfully wrapped present and discovered something exciting beneath all that paper. I cannot remember it, but I have loved surprises for as long as I recall — good surprises. I do not like bad surprises.

The past few months I have written about specific terms that Auctioneers should include in their auction contracts with sellers. Sometimes Auctioneers discover they need a term only after it is too late to add it.

"I've known all along this was going to end badly!" the disappointed seller angrily snapped.

"You never complained one time about anything," the Auctioneer responded. "How was I to know you were unhappy? If you had told me you wanted things done differently, we could have made some changes."

That is a snippet from an unpleasant post-auction discussion that a seller had with an Auctioneer. The catalyst for this head-butting was the age-old nemesis of Auctioneers: the seller's price disappointment. Once that hits, everything the Auctioneer did or did not do is game for the seller to scrutinize and criticize. Honesty with the facts means nothing to an angry seller — nothing!

So what is an Auctioneer to do to protect herself from falling into this pit of post-auction misery? One thing she should do is remove the potential for the seller to spring a surprise claim of dissatisfaction late in the game. There are three ways to do that.

Can't control price

First, Auctioneers should never sell their services to sellers on the basis of what selling prices can be achieved at auction. The one thing an Auctioneer cannot control in a legally conducted auction is selling price. Price determination lies wholly within the discretion of bidders. If an Auctioneer could make selling prices whatever she wants, she would have one auction and

generate so much money she would never have to work again. Of course, auctions do not work that way.

Keep it real

Second, Auctioneers need to regularly inject market reality into their oral and written communications with sellers. Candid advice is needed to counter the unrealistic expectations that bubble within many sellers and into visions of sale results the markets will not yield. An unrealistic seller is going to end up being an unhappy seller, and unhappy sellers make complaints and claims against Auctioneers, so they are to be avoided.

Address problems early

Third, Auctioneers should use their auction contracts to neutralize the risk of sellers unexpectedly expressing dissatisfaction with results. For this purpose, in these contracts I like to include this term:

A party must immediately notify the other, by both telephone and written notice, should that party have a concern, complaint, issue, or problem with the other's performance under this Agreement, in order to provide the other with an early opportunity to address and remedy any such matter.

This is a bilateral term. It is equally incumbent upon the Auctioneer and the seller to give one another immediate notice of any concern or complaint that either has with the other's performance. The purpose is to prevent a party from sitting quietly and allowing a perceived deficiency to continue, or even grow worse, when it could be cured with early notice. Merely including the term in a written contract is insufficient, though. The parties have to know it exists and understand how to use it for the term to have real value.

When an Auctioneer signs a seller to a contract, she should specifically point this term out and explain why it is present and what it means. An easy way to do that is below:

“I work hard for my sellers and that’s what I’m going to do for you,” the Auctioneer says. “The last thing I want is an issue or problem between us and that’s why I want to point something out in our contract. Let’s read this term together.” Then read it out loud.

The Auctioneer adds, “If I ever do anything that bothers you or that you think is wrong, you need to tell me about it immediately so we can get it straight. If I don’t know you’re upset about something, I can’t fix it, so you have to tell me. Look, if you’re not happy, I won’t be happy, and I want you to be happy. The best way to do that is for you and me to work together on this auction. Is that a deal?”

Seal the promise

The Auctioneer should offer her hand to the seller for a handshake to seal their promise to abide by the term. An Auctioneer will get agreement from an appreciative seller every time she gives this little speech.

Furthermore, by drawing attention to the term and explaining the intention behind it, she will have pumped life into it and laid the foundation for a cooperative relationship that greatly reduces the risk of misunderstanding, disappointment and conflict. The handshake adds nothing legally, but it is a memorable touch that will ensure both parties recall the event.

A seller who becomes dissatisfied and follows the contract will give the Auctioneer the required notice. This notification will afford the Auctioneer a chance to quickly solve any issue. A disgruntled seller who does not give the notice will have breached this term of the contract and that can serve as a plate of protection for the Auctioneer against a future complaint or claim.

Also, remember this is a bilateral term. The same obligation rests on the Auctioneer to notify the seller of any dissatisfaction that the Auctioneer feels with the seller.

Now take another look at this provision. It has a requirement that needs yet another contract term — “written notice.” So how do these parties give written notice to each other? We will visit that issue next time. ❖

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By Carl Carter, APR

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

How to implement change: What Bear Bryant can teach Auctioneers

Bear Bryant had a problem. The legendary University of Alabama Crimson Tide coach was coming off a miserable 1970 season, finishing 6-5-1. The game was changing, and some people were saying the old coach was washed up.

He hopped a plane to Austin, Texas, took his houndstooth hat in hand, and called on his old friend Darrell Royal, whose Texas Longhorns had just earned a share of the national championship with the newfangled wishbone offense. “I need some help,” the old coach said. “Show me how this thing works.”

Royal did just that, and Bryant returned to Tuscaloosa, Ala., with a full notebook. He swore the coaches and players to secrecy, locked out the press and installed a wishbone attack. He kept the wraps on the new system until Sept. 10, when the Tide flew out to California for its season opener against powerful Southern California.

Alabama shocked the Trojans — and the nation

— when the players lined up in the wishbone and beat the Trojans 17-10. The team went on to win 10 more games before finally falling to Nebraska in the Orange Bowl.

The next decade was the best of Bryant's career.

The lesson

Many Auctioneers have had a rough go of it in the past few years. Some have simply left the business, and many others are looking for answers. Do we quit printing brochures? Is it time to stop advertising in dying print newspapers and put all our money in Internet advertising? Is there any point to live auctions any more, or should we just sell everything online? As we seek answers, it can't hurt to learn from one of the most remarkable transitions of all time.

Learn before you leap. Bryant could have just watched some film and installed the new offense, but he knew what he didn't know. A lot of Auctioneers look at Internet advertising, Twitter, Facebook and other ways of promot-

ing auctions and think, “that looks simple enough.” They scan a few Web pages, talk to a couple of buddies and implement major changes before they really know what they’re doing.

Get the best advice available. This was easy enough for Bryant because Royal was the uncontested authority on the wishbone. For those who are trying to navigate the shifting world of media, the water is far muddier. I’ve seen companies waste thousands on unqualified consultants and self-proclaimed “social media experts.” A few years ago, we were awash in “personal life coaches,” whose main qualification seemed to be that they were unemployed.

As rapidly as the communications world is changing now, it isn’t always clear just where to find experts. But at the very least, look for people who have been around a while or who have completed recognized certifications in their fields. When looking for expert help in a new field, I also tend to prefer those who promise the least.

Face challenges head on. Is it better to sell absolute or with a reserve? Can we really sell real estate and cars online? How do we adapt to the decline of print and growing use of tablet computers? Should we encourage broker representations? Auctioneers can be an opinionated lot, and I’ve literally seen Auctioneers begin to twitch at the very idea of using a postcard instead of a full brochure. We have to be willing to challenge our most basic assumptions and traditions.

Don’t forget the fundamentals. Any great coach will tell you that you can’t win without sound blocking and tackling. It doesn’t matter whether you’re mailing out postcards or buying time during the Super Bowl if you don’t communicate clearly. I’ve seen far too many brochures, ads and websites with confusing design, fuzzy photographs and even fuzzier copy. No matter what “offense” you run, it won’t work if you lack sound execution. ❖

(Editor’s note: Carter is a 1976 graduate of the University of Alabama, and this column reflects insights shared privately by friends who played for the team during the transition.)



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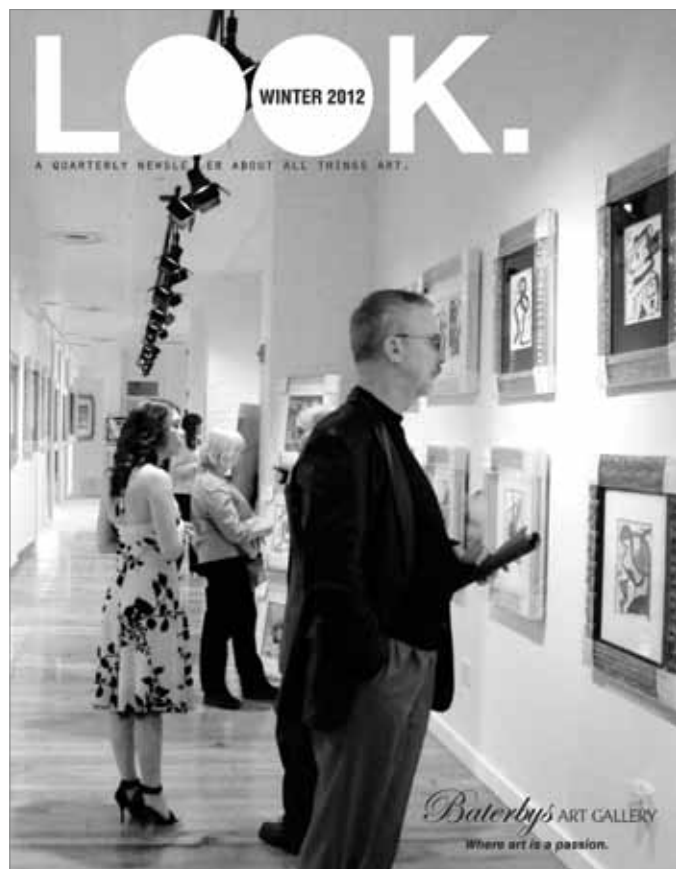
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BEST OF SHOW

Photography

Lonny R. McCurdy, AARE
McCurdy Auction LLC



Marketing Competition gets more than 650 entries

By NAA staff

The National Auctioneers Association's annual Marketing Competition, presented in partnership with USA TODAY, received more than 650 entries.

The 2012 Grand Champion was Rex D. Schrader II, CAI, of Schrader Real Estate & Auction Co. Inc., Columbia City, Ind.

Schrader also won Auction Marketing Campaign of the Year.

Lonny McCurdy, AARE, of McCurdy Auction LLC, Wichita, Kan., won Best of

Show – Photography. Richard Hart, CAI, BAS, GPPA, of Baterby's, Orlando, Fla., won Best of Show – Advertising/Public Relations.

The competition comprised 63 categories in six divisions: Photography; Postcards, Brochures & Catalogs; Newspaper/Magazine Print Advertising; Public Relations & Marketing; Digital & Social Media; and Auction Marketing Campaign of the Year.

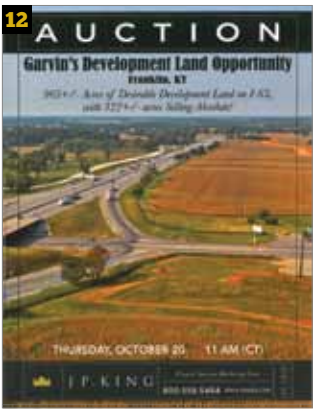
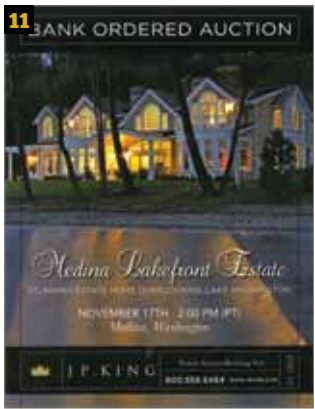
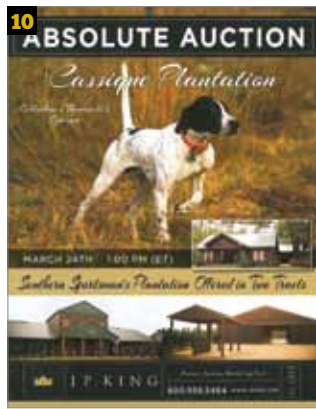
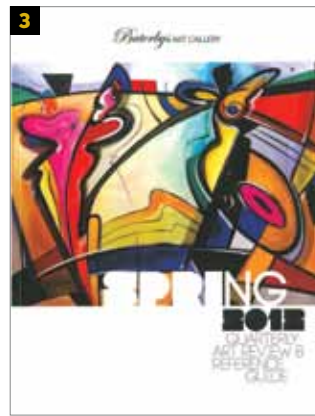
Two Best of Show entries are selected; one from Photography (McCurdy), and the other from the remaining categories (Hart). The two Best of Show entries compete against the winning entry in the

Auction Marketing Campaign of the Year award (Schrader) for the top award of Grand Champion (Schrader).

Entries were judged by a panel of marketing and advertising professionals with backgrounds in branding, promotion, public relations and graphic design. Judging criteria included creativity, effectiveness, clarity and visual appeal.

The NAA formally recognized winners during the NAA/USA TODAY Marketing Competition Awards Reception in Spokane, Wash., at the 63rd annual International Auctioneers Conference and Show in July. ❖

BROCHURES & CATALOGS



1 **Development Land Real Estate**
Kevin Oldham
United Country Auction Services

5 **Farm: Machinery & Equipment**
Doug Sheridan
Sheridan Auction & Realty Co.

2 **Business Liquidation**
Kevin Oldham
United Country Auction Services

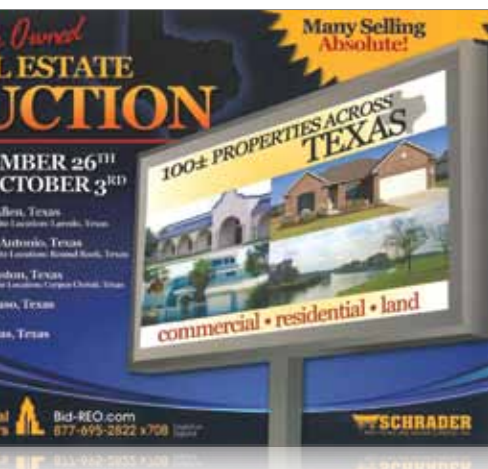
6 **Residential Real Estate: Traditional**
Max Spann, CAI, AARE
Max Spann Real Estate & Auction Co.

3 **Benefit**
Richard Hart, CAI, BAS, GPPA
Baterby's

7 **Personal Property (Antiques, Collectibles, Etc.)**
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8 **General Household & Estates**
Jerry Ehle
Schrader Real Estate & Auction Co. Inc.



9 Farm and Ranch Real Estate

Scott Shuman, CAI
Hall & Hall Auctions

13 Multi-Property Real Estate Auction

Rex Schrader
Schrader Real Estate & Auction Co. Inc.

10 Recreational Real Estate

J. Craig King, CAI, AARE
J.P. King Auction Co.

14 Commercial/Industrial Real Estate

Rex D. Schrader II, CAI
Schrader Real Estate & Auction Co. Inc.

11 Residential Real Estate: Luxury

J. Craig King, CAI, AARE
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15 Commercial/Industrial: Machinery & Equip.

Jay Ruby, CAI, GPPA
Global Force Auction Group

12 Development Land Real Estate

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1 **Wild Card**
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3 **Benefit Auction**
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6 **Auctioneer in Action**
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Auction Team
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Creative Photography
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Wild Card
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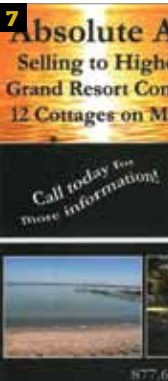


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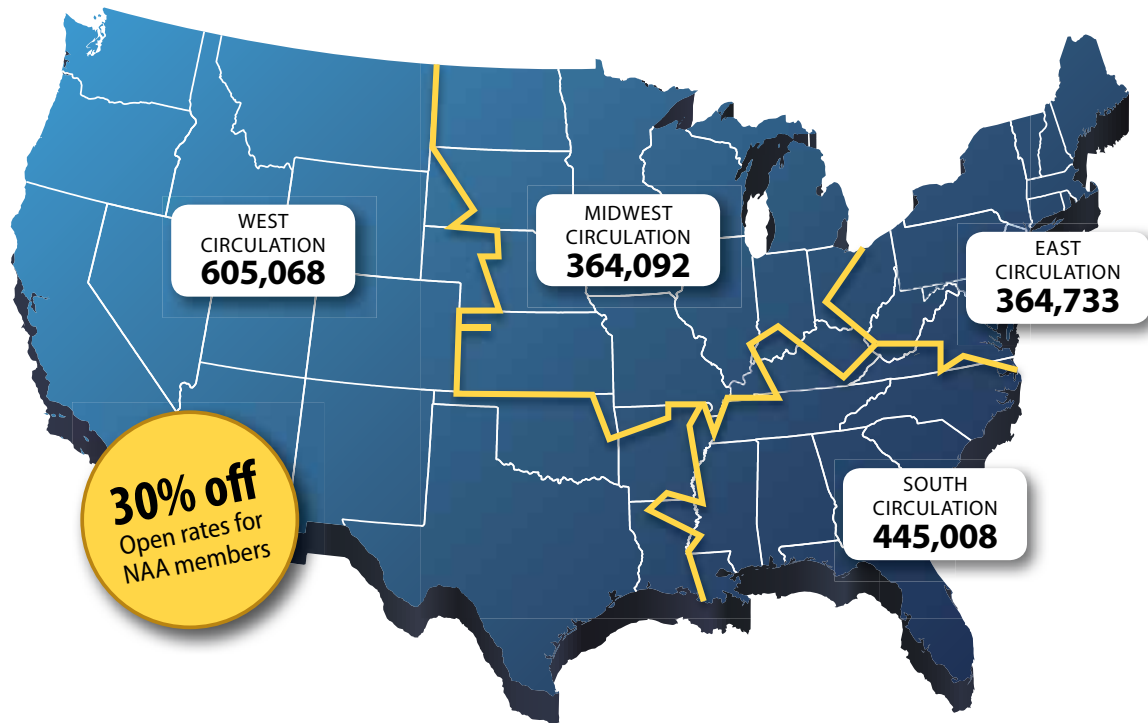
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 Estate: Traditional**
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NAA Auctioneers take top spots in Midwest bid-calling competition

This year's Midwest Auctioneers Roundup had record attendance, according to a news release.

More than 150 employees, exhibitors and auction families were in Shipshewana, Ind., for the networking event, sponsored by the Michigan State Auctioneers Association, Illinois State Auctioneers Association and Indiana and Ohio Auctioneers Associations.

Auctioneers traveled from as far as Iowa to attend the June conference, and exhibitors traveled from across the country.

The event was kicked off by a barbecue hosted by several local Auctioneers and District 2 of the Indiana Auctioneers Association. Many Auctioneers and families

enjoyed carriage rides, an illusionist, golf, clay shooting and the Shipshewana Flea Market.

The Super Summer Slam Down Bid Calling Championships highlighted the opening night. Any member of a state Auctioneers association was allowed to compete in the competition, which was strictly about bid calling.

Contestants were allowed two minutes to sell, and every contestant was required to wear a hat. Twenty-two contestants from five states competed for the title and prizes.

Willis Yoder, CAI, of Yoder Brothers Auction Service, Shipshewana, Ind., won the competition; James Mast, of Orrville, Ohio, came in tied for second; and Peter

Gehres, CAI, CES, of United Country Gryphon Realty & Auction Group, Lewis Center, Ohio, was fourth.

On the final day, Joseph Mast, CAI, of Real Estate Showcase Auction Co., Millersburg, Ohio, gave a presentation on bid calling; and Jack Christy, CAI, BAS, CES, MPPA, of Christy's Of Indiana Inc., Indianapolis, talked about trends in estate sales.

Presentations also took place on leadership and technology.

The Michigan State Auctioneers Association manages the event and plans the 2013 Midwest Auctioneers Roundup for Dundee, Mich. ❖

STATE ASSOCIATION NEWS IN BRIEF

Nebraska Auctioneers Association announces new officers

Members of the Nebraska Auctioneers Association elected Jeff Temme, of Covered Wagon Auctions, Petersburg, Neb., as President of the 250-member group for 2012-2013, according to a news release.

The association announced Temme's leadership role at its 64th annual convention in Kearney, Neb., on June 8-10.

Alton Heimes is now President-elect, and Shayne Fili, CAI, BAS, of Auction Solutions Inc., Omaha, Neb., is Vice President.

The association also elected these new Board members:

- Adam Marshall, of Marshall Land Brokers & Auctioneers, Kearney, Neb.
- Rick Carr
- Neil Bouray

Tennessee Association meets in Nashville

The Tennessee Auctioneers Association played host to its

summer convention June 3-4 at the Opryland Radisson in Nashville, Tenn., according to a news release.

Its President, Van Massey, CAI, of Van Massey Auction & Realty, Fayetteville, Tenn., presided over the event, which included a fun auction, continuing education, meetings and a banquet.

More than 75 members and associates attended the event.

Auction raises money for Make-A-Wish

The Maine Auctioneers Association elected four new officers during its June 19 convention in Portland, Maine, according to a news release.

The officers are as follows:

- President Larry Trueman
- Vice President Ed Wheaton
- Treasurer Mark Bradstreet, CAI, of Down East Auction Service, Searsport, Maine
- Diana Trueman

About 25 people attended the event, which included a fun auction. Proceeds from the auction went to the Make-A-Wish Foundation.

Navajo blanket gets more than \$1 million

Altadena, Calif.-based John Moran Auctioneers sold a Navajo textile “Chantland Blanket” for \$1.8 million, including a 20-percent buyer’s premium, during a mid-June auction, according to a news release.

A similar Navajo blanket sold for \$522,500 at a Sotheby’s New York auction in 1989, according to the release.

The “Chantland Blanket” was consigned to Moran Auctioneers from the descendant

of a Norwegian immigrant turned tradesman, John Chantland, who acquired it in the 1870s. It remained in the family until present day.

“For centuries, the Navajo Indians were among the most advanced weavers in North America,” says the company’s John Moran in the release. “This wearing blanket not only displays

that talent in simple utility for the period, it offers proof of how sophisticated the weavers were by incorporating the red lac and blue indigo colors into the linear composition. It’s Navajo art in purest form.” ❖



\$1.8 million

Sculpture carves out \$24,000

Cordier Antiques & Auctions, Harrisburg, Pa., got \$24,000 for a sculpture entitled “Vested Dancer” by Demetre H. Chiparus (Romanian, 1886-1947) during a May 19-20 auction, according to a news release.

The multi-consignor sale featured items from more than 100 consignors, including estates and collectors. More than 350 people were in attendance during the two-day event, which also included phone and absentee bidders, and more than 480 bidders were pre-registered to bid via the Internet.

Other highlights include the following (prices do not include the 10-percent to 15-percent buyer’s premium):

- A 45-inch Chinese signed and jeweled ivory tusk that sold for \$6,000
- A Strasbourg pattern tea set by Gorham that fetched \$4,750
- A Chinese Song Dynasty celadon covered jar that soared well past its \$750 to \$1,500 estimate to realize \$4,250
- A Chinese fish bowl that received \$3,950 ❖



\$24,000

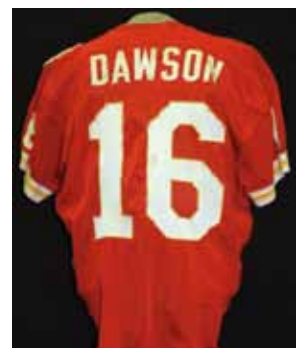
Jersey worn during Super Bowl hits almost \$35,000

Oceanside, N.Y.-based Philip Weiss Auctions sold a football jersey for \$34,500 during a three-day auction in mid-June, according to a news release.

The jersey was worn by quarterback Len Dawson in Super Bowl IV in 1970. The MVP guided the Kansas City Chiefs to a 23-7 victory over the Minnesota Vikings.

Additional highlights from the auction, including 13-percent buyers’ premiums, are as follows:

- The regulation Confederate States of America uniform of Capt. Charles A. Hawkins (38th Georgia Volunteers) breezed to \$24,140
- An occupational shaving mug for the Colonial Hall Hotel in Oceanside, N.Y., dated 1904 (the hotel’s first year of operation) sold for \$13,800
- A 33-star U.S. flag, with the words “Preserve the Union,” garnered \$11,100
- A baseball single-signed by Hall of Famer Tris Speaker, with a letter of authenticity, hit \$4,255
- A photo of the late Heisman Trophy winner Nile Kinnick received \$7,475 ❖



\$34,500

United Country Auctioneers break records for Ducks Unlimited

Several United Country Auction Services Auctioneers helped support the Ducks Unlimited 75th National Convention in Nashville, Tenn., on May 30-June 3, according to a news release.

The Auctioneers helped raise more than \$300,000 during various events, breaking all-time records from previous years.

The auctions took place during the Family Reunion event, Ladies Luncheon and Saturday Night Gala. The United Country Auctioneers got \$40,600, \$25,650 and \$245,500 at the respective events.

Attendance for the auctions also was high, as the opening event attracted about 1,100 people, the lunch event had about 450 attendees and the gala included about 1,450 bidders.

Participating Auctioneers for this year's events were these NAA members:

- Mike Jones, CAI, BAS, GPPA
- Shawn Terrel, CAI, AARE
- Myers Jackson
- Jim Graves
- Mike Walker
- David Chelf

"An exciting highlight at this year's gala auction was when we sold 'Mission Accomplished,' an original oil painting by David Maass that was purchased by Peter Coors, CEO of Molson Coors Brewing Company, for \$25,000," Jones says in the release. ❖

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

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Mecum sells rare Cadillac Fleetwood

At a late June auction in North Little Rock, Ark., Marengo, Ill.-based Mecum Auctions sold 140 vehicles, “road art,” and engines for nearly \$7 million, according to a news release.

The one-day auction had a 100-percent sell-through rate.

The top seller of the auction was a 1934 Cadillac Fleetwood V12 All-Weather Phaeton. Eighteen ‘57 Chevys, and 14 Corvettes accompanied examples from nearly every major domestic manufacturer.

Mecum’s Salmon Brothers collection top five results are as follows:

1. 1934 Cadillac Fleetwood V12 at \$200,000
2. 1936 Cord 810 Sportsman Convertible Coupe at \$135,000
3. 1959 Chevrolet Impala Convertible at \$110,000
4. 1957 Chevrolet Nomad Fuelie at \$100,000
5. 1931 Auburn 898 Cabriolet at \$97,500 ❖

Texaco tops the show

A Texaco Gasoline single-sided porcelain filling station sign in a hanger sold for \$11,550 at a “Check the Oil” auction June 23 from Matthews Auctions LLC, Nokomis, Ill, according to a news release.

The sale featured more than 400 lots and 150 in-person attendees in Columbus, Ohio. Another 200 people registered to bid on the Internet.

Additional highlights from the auction, including a 10 percent buyer’s premium, are as follows:

- A Texaco Easy Pour two-quart oil can sign changed hands for \$8,800
- A Case Agency tin flange sign went for \$8,250
- A Sunoco Motor Oil “Mercury Made” porcelain light-up oil bottle display hammered for \$7,425
- A Boyce Moto Meter single-sided tin sign with cardboard backing went to a determined bidder for \$6,050
- A Petro Oil Burner single-sided porcelain sign with early tanker truck graphics fetched \$4,950 ❖

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Auction marks sixth in a row to earn more than \$1 million

Leland Little Auction & Estate Sales, Hillsborough, N.C., sold more than \$1.5 million in fine art, jewelry, antiques, fine wine and other assets during a mid-June estate auction, according to news release.

The sale was the company's sixth consecutive auction to bring in more than \$1 million. There were 350 onsite bidders, 2,200 absentee or phone bids and 1,200 online participants.

Fine art offerings included a pair of Italian Old Master Paintings, which achieved \$67,850, including an 18 percent buyer's premium. Estate jewelry was led by a 14.47 carat sapphire and diamond ring that went for \$47,200.

Another lot of interest was a Sicilian Coral & Gilt Holy Water Stoup from the collection of Jeff and Betsy Penn of the Chinqua Penn Plantation in Reidsville, N.C. It attracted international bidders and soared to \$86,250.

Finally, in the rare and fine wine session of the two-day sale, a bottle of 1990 Romanee-Conti, Domaine Romanee-Conti, sold for \$16,520. ❖



\$86,250



\$47,200



\$67,850



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Third-annual event brings almost \$100,000 for auction community

The Active Auctioneers Foundation played host to its third-annual benefit auction at the historic “Casino” in San Clemente, Calif., on May 19, according to a news release.

A standing-room only crowd of nearly 300 auto industry professionals were in attendance, and the bidding on 23 live auction items helped raise nearly \$100,000 for members of the auction community hit by financial misfortune as a result of injury, illness or disease.

The event was recorded this year.

“We wanted to show people how great this event is,” says AAF Vice President Scott Caldwell in the release. “There is no better opportunity to have fun while networking with all the major players from the Southern California Auto Auction community. We will post a short version of the video on the Internet as well as to create a more definitive version on DVD, which will be available upon request to anyone interested.” ❖

Les Paul collection raises about \$5 million

In a Beverly Hills, Calif., auction, Hollywood, Calif.-based Julien's Auctions sold property from the Estate of Les Paul to benefit the Les Paul Foundation, which is dedicated to music education, engineering, innovation and medical research, according to a news release.

The early June event brought almost \$5 million and included a 1927 Gibson L5 sunburst guitar that sold for \$87,500, a Les Paul Touring Rig that sold for \$81,250 and a 1982 Gibson Les Paul prototype recording model that brought \$180,000.

A Les Paul Recording console got \$106,250 and another highly anticipated guitar, a 1940s Epiphone Zephyr known as “Klunker #3,” sold for \$144,000. A 1951 Fender No-Caster sold for \$216,000. ❖

Farmland in Illinois surpasses expectations

United Country — Wallingford Group, Maywood, Mo., sold about 1,460 acres of Illinois farmland at a mid-June auction for about \$4.1 million, according to a news release.

This high-bidders-choice auction offered the farm in 10 tracts, bringing an average of \$2,800 an acre.

The auction featured about 140 attendees and 50 registered bidders at the Elks Lodge in Canton, Ill.

“There were people saying the farm wouldn’t bring much at auction, but my United Country team and knowledgeable buyers knew better,” says the company’s Jason Wallingford in the release. ❖

Ohio Hall of Famer was announcer for tractor pulls

National Auctioneers Association member N. Keith Bradley, CAI, died July 20. He was 79.

An announcer at the Wood County Fair and a livestock Auctioneer, Bradley won the bid-calling competition at the Ohio State Fair in 1982, according to the *Toledo Blade*.

In the auction industry, he did business liquidations and estate sales. He also sold real estate and machinery.

In 2006 he entered the Ohio Auctioneers Association Hall of Fame. He also served as its President in 1998.

He was an announcer for tractor pulling events as well as horse shows, according to a story from the *Blade*. He was a Hall of Fame member in horse associations and a Past President of the Northwest Ohio Harness Horse Association.

He also served in the U.S. Army.

His brother, Garold Bradley, and a grandson survive. Tributes can be made to the Make-A-Wish Foundation. ❖

NAA member was community volunteer

Garry Montague, Past President of the Washington Auctioneers Association, died July 22 at his home in Spokane, Wash. He was 60.

Montague owned his auctioneering and hauling businesses for 42 years, according to his obituary.

He was active in the Spokane East Rotary Club and Boy Scouts of

America. He also volunteered for many benefit auctions throughout his life.

He is survived by his wife of 40 years, Mary Anne; son, Chris (Jennifer); grandson, Ethan; father, George (JoAnn); brothers, Larry (Carolyn), Jerry (Bonnie) and Kerry (Elaine); two stepbrothers; and a stepsister. ❖

Auctioneer was Michigan state association President

Past President of the Michigan State Auctioneers Association and longtime National Auctioneers Association member Art Good, of Mason, Mich., died July 2. He was 73.

Good served in the U.S. Army and served many other organizations,

according to his obituary.

He is survived by his wife, Joan; eight children, Paul, Patrice, Nicole, Jennifer, Colleen, Doris, Heather and Celeste; grandchildren and great grandchildren; and sisters, Ann and Ava Good. ❖

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IN THE RING

PAGE *"I definitely outkicked my coverage when I got her."*

12

J.J. Dower, CAI, AARE
National Auctioneers Association President

PAGE *"You will not entertain it, let alone address it, until you have it in writing."*

16

Steve Proffitt
J.P. King Auction Co. Inc., Rainbow City, Ala..

PAGE *"They're looking for cash, and many have surplus property. With the budget crunches, it's property they have no need to hold on to."*

24

Myers Jackson
United Country Certified Real Estate
Tallahassee, Fla.

PAGE *"Auctioneers should know whether the doctrine of strict liability could be applied to them in their respective jurisdictions."*

33

Kurt Bachman
LaGrange, Ind.

MEMBERS' CORNER

NAA discontinues insurance benefit for members

The National Auctioneers Association dissolved its insurance program June 1 and plans to no longer recommend a particular insurance provider to members. Few members took advantage of the benefit, and there is increased competition in rates for

health, life and other insurance products. Therefore, the association's leaders felt it was best to dissolve the program. Members are encouraged to consider insurance companies listed on the NAA Buyer's Guide at www.auctioneers.org.

INDUSTRY SPOTLIGHT

➤ Ocala, Fla.-based Auction Flex has released its new “cloud” platform, according to a news release. The Auction Flex Cloud Service makes software available from nearly any device and requires only an Internet connection. **It provides wireless clerking on any device.** The new product also can be used from multiple locations, with all users having access to the same data.

➤ National Auctioneers Association members Larry Latham, CAI, and Stephen Karbelk, CAI, AARE, have launched AmeriBid LLC, Tulsa, Okla., according to a news release. The company plans to sell commercial, residential and agricultural properties. It will offer live and online auctions. Latham says **it expects to sell more than \$1 billion in real estate** over the next year.

➤ R.G. Nieto Co., Hinckley, Ohio, is **now affiliated with Higgenbotham Auctioneers International Ltd.** Inc., Lakeland, Fla., according to a news release. Nieto is a real estate management, investment and auction company. Higgenbotham specializes in the sale and disposition of commercial real estate.

➤ Nest Egg Auctions, Meriden, Conn., recently expanded its facility from 12,000 to 17,000 square feet. **The improvements include a full-time photography studio,** state-of-the-art cataloging system and additional space for auction preview and storage, according to a news release.

AROUND *the* BLOCK

■ Auction Systems Auctioneers & Appraisers plans to offer **its Advanced Auctioneer Academy** on Sept. 23-25 at the company’s training facility in Phoenix. Curriculum provides advanced Auctioneer instruction in bid calling, public speaking, stage presence, salesmanship, marketing, professionalism, image, auction psychology and more. Enrollment is now open and limited to 20 Auctioneers. Applicants must complete an application and phone interview.

■ Board members representing **the Active Auctioneers Association and the Active Auctioneers Foundation** met June 20 in Oakland, Calif., with a group of Auctioneers and ringmen from Northern California. The purpose of the meeting was to explain what the AAA and AAF are all about as well as to discuss joint efforts to conduct a fundraising event in the Bay Area. AAF Vice President Scott Caldwell gave an overview of what goes into conducting a benefit auction.

■ Old Sturbridge Village gave its President’s Award to National Auctioneers Association member Ronald Bourgeault, of Northeast Auctions, Portsmouth, N.H., on June 21, according to Antiques and the Arts Online. A reception took place in Bourgeault’s honor at Boston’s Union Club, where colleagues **acknowledged his contributions to public appreciation of New England life and history.**

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“I joined the association so I can stay connected with the auction world.”

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sold@bobbydauctioneer.com
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rich@fleetwoodac.com
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sellbyauctionga.com
mgkpss@gmail.com
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mstephens@njgallivan.com
(317) 227-3720

Iowa

Jason Matthew Dvorak
1650 327th Lane
Madrid, IA 50156
dvorak71@gmail.com
(515) 238-9685

Joe Earl Jackson
985 Forest Mills Rd.
Waukon, IA 52172
sarah_lynn_jackson@yahoo.com
(563) 794-1617

Adam Robert Rossmanith
211 S 2nd St.
Greene, IA 50636
rossman454@hotmail.com
(712) 830-8349



Dvorak

“ I joined the NAA in the hope of learning from the best Auctioneers so that in turn I can network with them and become the most successful Auctioneer I possibly can be!”

Jason Dvorak

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(316) 733-2924

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Grand Rapids, MI 49525
www.crossbid.com
dkaptein@crossbid.com
(616) 826-6001

Mississippi

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drew.henderson23@gmail.com
(601) 955-0012

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continued »



Kaptein

“ I have joined the NAA in order to be associated with a recognized leader in the auction industry and to use the educational resources offered to continue to grow our business.”

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Grand Rapids, Mich.

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sherry@wigginsauctioneers.com
(580) 796-2433

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Chandler, OK 74834
lawctr@aol.com
(405) 570-3371

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steflougriffin@yahoo.com
(361) 649-3772

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Houston, TX 77074
allison_sandlin@yahoo.com
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kwaian@att.net
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laswage@aol.com
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Ball

“As a new member to the NAA, I am in hopes of meeting new friends through the conventions and the NAA family of members. I also hope to gain new knowledge about the auctioneering world.”

M. Leon Ball
Kannapolis, N.C.

Juan Hernandez
513 N Robinson Dr
Robinson, TX 76706
thejuanhernandez@aol.com
(254) 709-7308

Eric Michael Lemmons
Abilene Christian University
1842 N 5th St
Abilene, TX 79603
eric.lemmons@acu.edu
(325) 370-6841

Jimmy Joe Page
1076 CR 2510
Bonham, TX 75418
jimmypage945@gmail.com
(903) 815-2705

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A Star Auctions LLC
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www.sscastoffs.com
luanne@sscastoffs.com
(817) 994-0047

JiaWen Wang
2709 Laurel Lane
Plano, TX 75074
pariswang0702@hotmail.com
(469) 355-4212

Taylor Rae Weaster
Xcel Properties
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Houston, TX 77077
taylorweaster@yahoo.com
(281) 658-6215

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The Dynamite Auction Company
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Rock Springs, WY 82901
Jomargibbens@q.com
(307) 705-2970

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Box 86
Hawk Springs, WY 82217
wy34002001@yahoo.com
(307) 534-5823

Canada

Ontario

Peter Sommer
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www.woodworkingauctions.com
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New members compiled by Brandi McGrath

“I joined the NAA because I wanted to be an Auctioneer. The headquarters is local to me, and I wanted to be part of the profession.”

Jim Baglin
Fulton, Kan.



MEMBERSHIP APPLICATION

Please complete all four sections of this form.

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

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

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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



Auction couple wants to help shape future of industry

Husband and wife balance work, marriage

By Sarah Bahari
contributing writer

At age 10, Matt Backs got his start in auctions working in the concession stand for Western Auction in Coeur d'Alene, Idaho.

By 14, he sold at his first auction.

When he met Rose Morgan at age 19, the couple found a perfect fit in auctioneering. Married in 1998, they worked together selling a bit of everything — from real estate to estate sales.

Matt conducted auctions, and Rose provided support for the fledgling company, setting up auctions and working on contracts.

As the company grew and had to hire more Auctioneers, Rose decided to attend Reppert School of Auctioneering so she could help out on occasion.

Rose fell in love with bid calling. Just three years later, in 2006, the Backs became the first husband-wife team to ever make the finals of the International Auctioneer Championship the same year.

"I was always a shy, very timid person. I never would have seen myself on any sort of stage," Rose Backs, now 32, says. "But I found bid calling allowed me to come out of my shell. It gave me an avenue to become the person hidden inside I didn't even know was there."

For Matt, 34, auctioneering provides a fulfilling alternative to a stuffy office job.

"Auctioneering gets in your blood. It's like a performance," he says. "It's a true escape, an adrenaline rush. When you perform,

you're just in the moment, enjoying it."

The Backs now specialize in auctions for wholesale automobiles, classic cars and fundraisers.

Husband and wife have won Idaho state bid-calling contests and the Northwest Regional Championship, and both have served as Presidents of the Idaho Association of Professional Auctioneers.

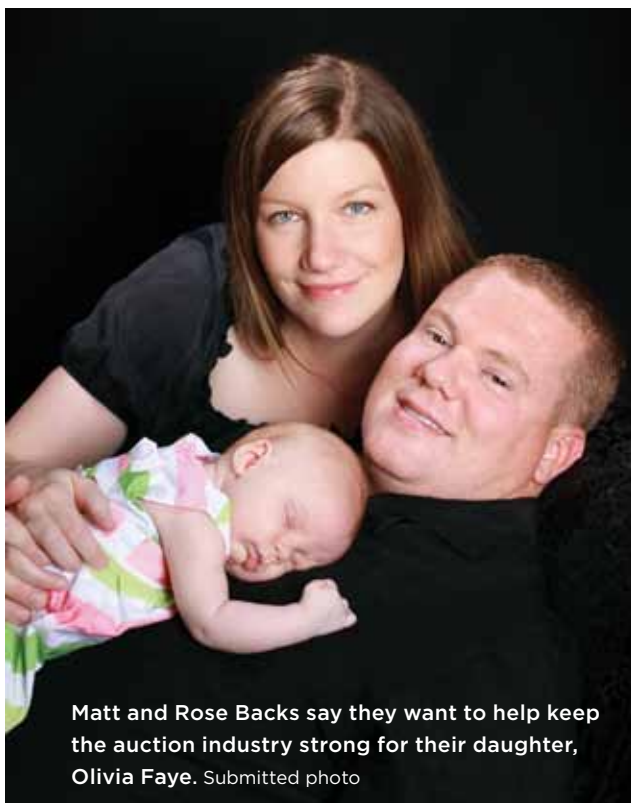
Making it work

Being married to your business partner has benefits and drawbacks, Rose Backs says. On one hand, they relate easily to each other's work and stress.

"A Catholic school will spend all year preparing for this one auction. They have this one shot to raise money for the entire school year, and that falls on your shoulders," she says. "It's hard to express what that feels like to someone who has not been in the position."

On the other hand, she says, they are each other's biggest critics. Working together has taught them to respect each other's decisions and processes, even when they do not agree.

Both are committed to helping the industry navigate challenges in coming years. Among the biggest challenges will be finding ways to incorporate technology and online platforms into auctions without



Matt and Rose Backs say they want to help keep the auction industry strong for their daughter, Olivia Faye. Submitted photo

removing the bid-calling Auctioneer, Matt Backs says.

"At the end of the day, people really want and need that human element," he says. "Nothing can replace the live auction."

The couple recently found another reason to help steer the industry. In May, the Backs welcomed a daughter, Olivia Faye Backs.

"When Olivia is 18, I don't think the industry will look anything like it does today," Rose Backs says. "But we want to help make sure it's secure for our children and our children's children. I hope she will find the same passion and love for this business that we have." ❖

thank you

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hcombest@auctioneers.org

Conference and Show Manager

Joyce Peterson
(913) 563-5439

jpeterson@auctioneers.org

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Director of Finance & Administrative Services

Rhonda Truitt
(913) 563-5422

rtruitt@auctioneers.org

Accounting Associate

Ruth Richardson
(913) 563-5435

rrichardson@auctioneers.org

Accounting Associate

Carol Bond
(913) 563-5434

cbond@auctioneers.org

Membership

Membership Specialist

Heather Rempe
(913) 563-5425

hrempe@auctioneers.org

Membership Coordinator

Brandi McGrath
(913) 563-5429

bmcgrath@auctioneers.org

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Director of Education

Michael Avery
(913) 563-5426

mavery@auctioneers.org

NAF Administrator & NAA Education Program Specialist

Lois Zielinski
(913) 563-5428

lzielinski@auctioneers.org

Education Coordinator

Tara Truitt
(913) 563-5432

ttruitt@auctioneers.org

Publications

Director of Publications and Trade Show

Bryan Scribner
(913) 563-5424

bscribner@auctioneers.org

Designer

Nathan Brunzie
(913) 563-5430

nbrunzie@auctioneers.org

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Anna Lewis
(913) 563-5421

alewis@auctioneers.org

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geyerma@gmail.com

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hcombest@auctioneers.org

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fordbros@windstream.net

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sandy@alderferauction.com

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hinesauction@sbcglobal.net

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mikejones@unitedcountry.com

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(724) 847-1887

shostetter2@verizon.net

Homer Nicholson, AARE, CES
(580) 767-1236

nicholsonauction@cablone.net

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(225) 686-2252

marvin@hendersonauctions.com

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(770) 425-1141

john@johndixon.com

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(316) 683-0612

lonny@mccurdyauction.com

Randy Wells, CAI, AARE,
BAS, CES, GPPA
(208) 699-7474

randy@rasnw.com

NAA Board Representative

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Kurt Kiefer
(218) 736-7000

kurtkiefer@aol.com

NAF Staff

Executive Director

Hannes Combest, CAE
(913) 563-5423

hcombest@auctioneers.org

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(913) 563-5428

lzielinski@auctioneers.org

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(731) 267-5281

shinson@mindspring.com

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(816) 873-0239

lrterrel@hotmail.com

Directors

Hannes Combest, CAE
(913) 563-5423

hcombest@auctioneers.org

Sheila Jackson
(317) 797-2117

sjackson1947@aol.com

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(352) 490-9160

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amccurdy@mccurdyauction.com

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kim@wardauction.net

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(602) 722-7028

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(785) 537-5057

aaron@auctioneertech.com

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(312) 953-9534

michael@fineandcompany.com

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(785) 537-5057

aaron@auctioneertech.com

Terms expiring 2014

Marc Geyer, CAI, AARE,
BAS, CES
(602) 722-7028

geyerma@gmail.com

David Whitley, CAI, CES
(970) 454-1010

david@whitleyauctions.com

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(615) 517-7675

will@mclemoreauction.com

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(503) 263-4747

JillMarie@JillMarieWiles.com

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MPPA
(864) 444-5361

darron.mearas@mearesauctions.com

Jason Winter, CAI, AARE,
CES
(816) 884-5487

jasonwinter@me.com

NAA Board Representatives

NAA Vice President

Paul C. Behr, CAI, BAS
(303) 680-1885

paulc.behr@comcast.net

NAA Treasurer

Kurt Kiefer
(218) 736-7000

kurtkiefer@aol.com

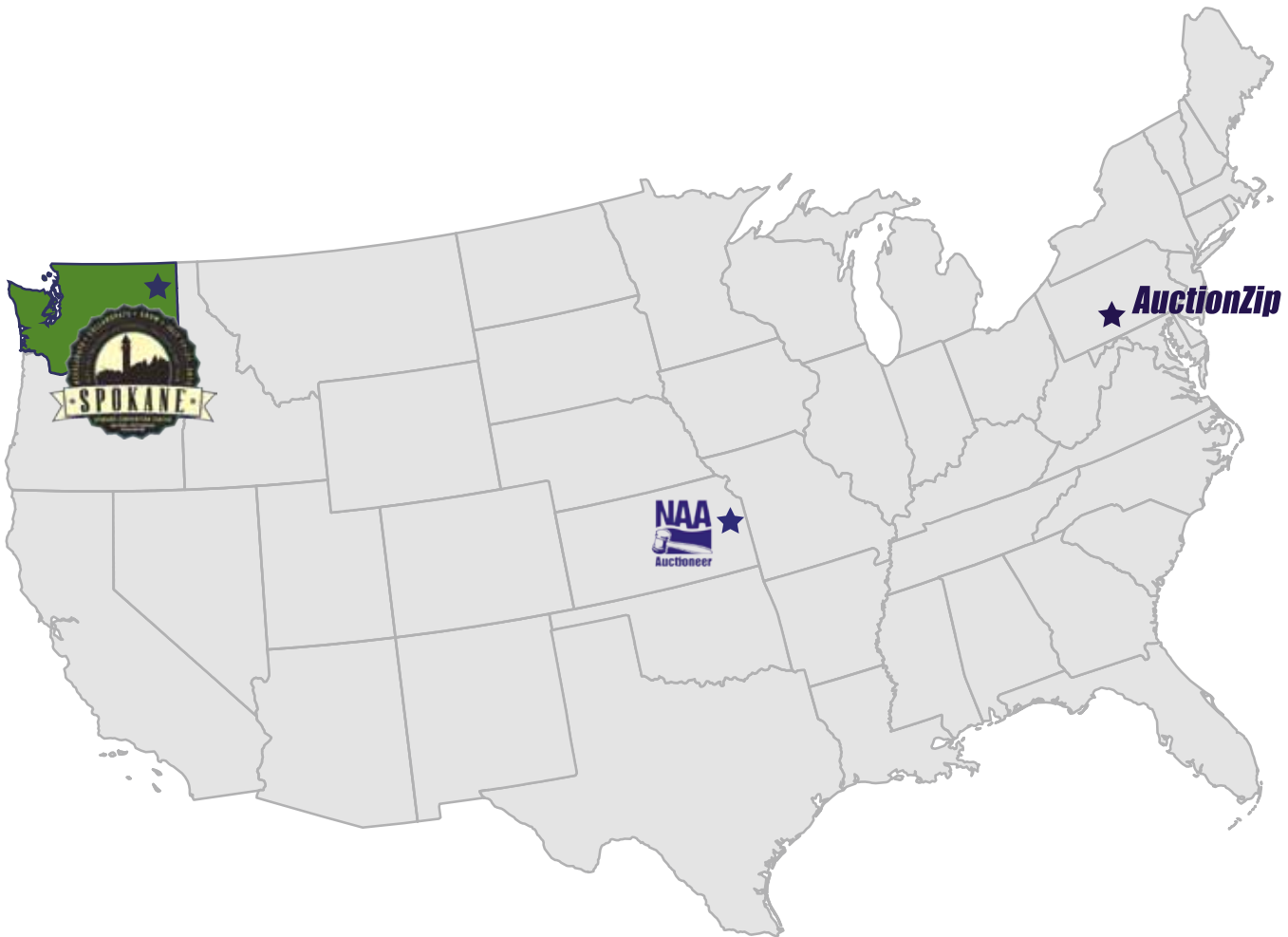


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