

Auctioneer

DECEMBER 2013/JANUARY 2014

The official publication of the National Auctioneers Association

'ROLE'-ING *forward*

EVOLUTION OF THE AUCTIONEER'S ROLE
TOPS OUR TRENDS TO WATCH FOR 2014.

- ***See the Galt House Hotel***
- ***Photos from St. Jude Toy Auction***
- ***NFL lineman joins NAA***
- ***NAA reaches around the world***

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Paul C. Behr
CAI, BAS, NAA President

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

On to 2014!

It's almost the end of 2013, and what a year it has been. People ask me constantly what it has been like to serve as President of the National Auctioneers Association, and I always respond in the same way — it is a very humbling experience, and one where I have learned so much.

I use the word humbling very deliberately because I know that by electing me, you have trusted me to keep this organization for auction professionals moving in the right direction. I can tell you that after five months on the job, I am confident we are doing what you wanted us to do!

And, how could you not learn, when you are visiting the groups I've been privileged to visit — like the National Auto Auction Association, the NAA Auxiliary's Board meeting and Long Range Planning discussions and, of course, St. Jude Research Hospital. Each of these trips has presented me "educational" opportunities, and I have enjoyed them immensely. Through the next six months, I will be visiting several state associations, and I am looking forward to learning more about what we as a board can do for the industry.

During the past year, NAA has been focused on what our future will look like in the next few years. We have a Board — a group of leaders who don't want to sit around and wait for things to happen TO us but instead want to look for ways we can positively impact our members' lives. As a result, in our October Board meeting, we discussed our new multi-year business plan. Although it won't be officially approved until a conference call in December, this plan will outline the actions that we will be taking through the year 2020. However, this process also allows us to look into innovative projects to add to our plates, but makes sure we conduct our due diligence to ensure we are making decisions appropriately.

For 2014, our efforts will continue to be focused in two specific directions: 1) providing resour-

es to our members that will ensure auction professionals are successful and 2) providing high-quality educational experiences to our members.

The resources we identified will be tools and templates to help you in your business; they will be distributed through a website that we hope will be ready by the end of the year. Through this process, we are developing a content management strategy that will keep the information on the site current and relevant for both our members and for consumers who may come to this site to find someone to conduct their auction.

In education, the Education Institute Trustees will be focused in rewriting AARE and improving the programs we offer at Conference and Show. We are also focusing efforts on our faculty, ensuring that our faculty members incorporate top-notch instructional strategies in their delivery methods and ensuring we have enough faculty teaching designation programs so that they can be offered on an ongoing basis. Just recently, the Trustees approved a process that requires all faculty, existing and new, to attend an eight-hour program called "Train the Trainer." In addition, new faculty will be mentored throughout their initial instructional offerings. This, plus the efforts to rewrite curriculum, will mean that you, the student, will have access to outstanding educational experiences.

There is more coming down the pike. And, I'll keep talking about it every month in this column. In the meantime, the holidays are here, and it's time to just say thank you for all of your hard work and for your membership. You put your trust in me this year, and it is my goal to not let you down. Thank you for that, and I'll see you next year!

Paul C. Behr

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Auctioneer

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On the cover: Heading into the new year, the evolution of the Auctioneer's role tops our list of auction industry trends to watch for in 2014.

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Back Row: Randy Wells, CAI, AARE, BAS, CES, GPPA; Lonny McCurdy, AARE; John Dixon, CAI; Homer Nicholson, CAI, AARE, CES; Sherman Hostetter, CAI, AARE, BAS, CES, GPPA; Marvin Henderson, J.J. Dower, CAI, AARE, ATS; Bill Sheridan, CAI, AARE, GPPA (Finance Chair); Mike Jones, CAI, BAS, GPPA; Front Row: Tommy Rowell, CAI, AARE (Vice President); Randy Ruhter (Chairman of the Board); Sandy Alderfer, CAI, MPPA (President); David Huisman, CAI. Photo courtesy Peterson's Protrait Gallery

NAA Foundation Trustees meeting summary

By NAA staff

Money was on the minds of most of the National Auctioneers Foundation Board of Trustees during their fall 2013 meeting at the NAA headquarters in Overland Park, Kan.

The Board focused on four major issues related to the Foundation: understanding the investments that are being made through a recent partnership with Morgan Stanley; reviewing the audit of the 2012-2013 fiscal year; reviewing a proposed Gift Acceptance Policy; and brainstorming fundraising opportunities for the future.

During the summer meeting in July, the Foundation approved an Investment Policy and directed the Finance Committee chair, William R. Sheridan, CAI, AARE, and the Executive Director, Hannes Combest, CAE, to initiate a transfer of funds from the long-held and low-interest cash and certificate of deposits to a group of funds that are low-to-moderate risk managed by Morgan Stanley. All funds have been transferred, and assets are divided into a balanced portfolio of cash and cash equivalents, fixed income funds, equities and alternative investments.

"Last spring, we saw what a small return we were getting on the investments we managed," said Sanford L. Alderfer, CAI,

MPPA. "We have a goal to raise one million dollars that will go to perpetually fund education, and we think that the best way we can make progress on that goal is to conservatively manage these funds with a portfolio that will have a better return on them than what we can get with certificate of deposits."

Alderfer noted that the Board met with the investment counselor from Morgan Stanley to discuss the portfolio, and will receive month updates on what is happening with the funds.

The Board also met with Clark Hanner, CPA, an audit manager for Marr and Company, to discuss the outcomes from his audit of the Foundation's 2012-2013 financial year. Alderfer said he was pleased to report that, according to Marr and Company, the financial statements they reviewed were reported fairly and according to accounting principles generally accepted in the United States.

"This shows that we are being good stewards of our donors' money, and this is our second fully clean audit," Alderfer said.

Alderfer said that the Board has focused for the last two years on ensuring that policies were in place that would continue to support future fundraising efforts. He noted

that the review and acceptance of the Gift Acceptance Policy will pave the way for future Planned Giving efforts as well as future fund raising for scholarships and other specified funds.

"It is important that we delineate what we can accept and manage, and what we cannot," Alderfer said. "We can't manage a piece of property given to us that has the need for real environmental mitigation, so why should we be able to accept it?"

However, the Foundation Board has several ideas that were discussed on how to raise more money.

"I know it seems that we have plenty of money, and that NAA doesn't need any more money," Alderfer said. "But, it is critically important to all of us with children and grandchildren that we make sure that NAA and its education programs meet the needs for future generations.

"The only way we can ensure that will occur is by financing it. So, our Board is committed to continuing to raise money until we reach that one-million dollar mark."

And then?

"We'll just have to go after that second million," Alderfer said. ❖

Almost time to bid!

The NAA Foundation's annual online fun auction opens for bids Feb. 4, and you still have time to help!

By NAA staff

The annual online fun auction, sponsored by the National Auctioneers Foundation, will open for bids on Feb. 4, 2014. All bids will close on Feb. 11.

According to Randy Wells, CAI, AARE, BAS, CES, GPPA, the auction chair for the Foundation, the goal for this year's auction is \$40,000, and he wants to make sure that the Foundation exceeds it.

"Last year we raised about \$80,000," Wells said. "We don't have quite as many donations this year, but the ones we have are outstanding."

Funds raised by the auction are used to support the Foundation and its Endowment Fund. The Foundation's goal is to raise a million dollars in the Endowment to support education programs.

Wells noted that supporting education is "near and dear" to his heart. When he began in the business, he owned an auction house and held a weekly consignment sale. Through the years, with his membership in the Idaho Association of Professional Auctioneers and the National Auctioneers Association, he attended many education programs and was exposed to different ideas and ways to conduct his business.

"It literally changed my life," Wells said, who was diagnosed with multiple sclerosis in 2006. "If I had not changed my business model from holding an auction every week to one that was more focused on real estate, I don't know how I could have continued in the auction business."

"I learned those skills from people who attended conference and show, CAI and all of the other designation programs," Wells continued. "And as a result, today, as my MS becomes more challenging, I can still work and be productive."

"That's what education has done for me and for my family — it has given me the ability to provide for my family."

Wells noted that he wanted to "pay it forward" and donated more than 30 URLs last year to the Foundation's auction to pay back some of what he had learned from many NAA members who are still great friends of his today. This year, when the President of the Foundation, Sandy Alderfer, CAI, MPPA came looking for a volunteer to chair the event, Wells accepted this new challenge.

Wells said he asks all NAA members to do two things: 1) register to bid for items in the auction; and 2) put the auction on their website. He said that last year, more than 30 percent of the winning buyers in the 2013 auction were not members of the NAA. This helps the Foundation not have to ask members for more money. He also noted that there was still time to donate an item — or two or three.

"It's easy and it's fun," Wells said. "How else should the National Auctioneers Foundation raise funds but through auction? It is our lives!"

Some of the donations as of press time include:

- Two tickets to a Green Bay Packers football game of your choice in 2014
- A seven-night stay

in a two-bedroom, two-bath condo in Maui, Hawaii

- A one-week stay in Costa Rica at a two-bedroom, two-bath condo
- An Internet Marketing Foundational Value Pack provided by Satellite Pro Link
- A 2006 8' x 32' Gulfstream Cavalier Travel Trailer
- Three-days lodging at Tranquility Bay, Toledo Bend Lake

A full list of donated items will be online in early January at: www.nafonlineauction.org. ❖

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BOARD OF DIRECTORS DIRECTOR/OFFICER REQUIREMENTS

An NAA member who wishes to be elected as an Officer or Director of the association at the 65th International Auctioneers Conference and Show in Louisville, Kentucky, in July, must announce his or her candidacy by 5 p.m. Central time on February 28, 2014.

NAA POSITIONS AVAILABLE

Vice President: One-year term. Will ascend to the presidency the next year. Must have served a full term on the Board of Directors, Education Institute Trustees, AMI Board of Governors, National Auctioneers Foundation Trustees or NAA Auxiliary.

Directors: Two are elected to three-year terms.

Board responsibilities: Expected to attend three scheduled face-to-face meetings, monthly conference calls and serve on committees as requested by the President. Board members may be requested to attend and speak at various state association conventions as NAA representatives and attend social and other functions sponsored by the organization when schedules allow. In addition, it is expected Directors communicate the work of the organization and show support for the NAA.

APPLICATION PROCESS

Complete position descriptions for Vice President or Director can be obtained by emailing NAA CEO Hannes Combest, CAE, at hcombest@auctioneers.org.

The application process is outlined at www.auctioneers.org. It also can be obtained by sending an email to Combest.

Once an NAA member has reviewed the aforementioned information, he or she may run for election by first submitting a letter of intent answering these questions:

- Why are you interested in serving?
- How many years have you been a

member of the NAA?

- What committees have you served on?
- What have you learned from serving on a volunteer board, if applicable?
- What state Auctioneer association(s) do you belong to?

Candidates must then submit two to three sentences indicating how they demonstrate the characteristics of each of the competencies of the "Characteristics and Attributes of an Ideal NAA Board Member," which can be obtained by request to Combest. They also must provide the Committee three references and a profes-

sional photo of themselves.

After the Nominating Committee receives the above information, it will then interview the candidates and nominate up to two candidates for each position.

Candidates will be notified if they are being nominated by March 18.

Candidates who are not nominated by the Committee but still choose to run must notify the Committee of their intentions by April 1 in order to appear on the ballot.

Contact hcombest@auctioneers.org for questions.

2013 NOMINATING COMMITTEE

- Vice President Tom Saturley, CAI, Chairman
- Past President J.J. Dower, CAI, AARE
- Chairman of the Education Institute Trustees David Whitley, CAI, CES
- National Auctioneers Foundation Vice President Tommy Rowell, CAI, AARE
- Steve Cherry, CAI, CES, Director of the Kentucky Auctioneers Association

NAA EDUCATION INSTITUTE

TRUSTEE CANDIDATE REQUIREMENTS

NAA members and designation holders who wish to be considered for a position of Trustee for the NAA Education Institute in 2014 must submit information declaring their interest by Feb. 17, 2014.

Two (2) new Trustees will join the Education Institute as of the 2014 Conference and Show in Louisville. Terms are for three (3) years, and Trustees are expected to take a very active role in the planning and implementation of education efforts of the NAA. EI Trustees plan the educational activities of the NAA, including designation programs such as CAI, AARE, ATS, BAS, CES, GPPA and MPPA, summits and educational offerings at Conference and Show.

TRUSTEES MUST MEET THE FOLLOWING REQUIREMENTS:

- Have an NAA designation (CAI, AARE, ATS, BAS, CES, GPPA or MPPA)
- Submit a letter confirming a commitment to serve
- Attend the International Auctioneers Conference and Show

TRUSTEE CANDIDATES SHOULD BE AWARE THAT:

- Trustees are required to participate in monthly conference calls and attend four (4) face-to-face meetings each year (one of which takes place at Conference and Show).
- EI Trustees recommend candidates for appointment to the NAA Vice President
- The NAA Vice President makes the final recommendation of candidates to the NAA Board for approval
- Only two (2) Trustees will be appointed
- Terms are three (3) years
- Trustees may not serve two consecutive terms and may not serve concurrently on the NAA Board, other than the NAA Vice President and the Chair of the Trustees
- Leadership positions of Chair and Vice Chair are elected by the Trustees
- Trustees may not teach in seminar or designation programs during their tenure.

CANDIDATES MUST SUBMIT ALL OF THE FOLLOWING BY 5 P.M. CENTRAL ON FEB. 17, 2014:

1. A signed letter of intent to seek a trustee position
2. A brief response (75 words) for each of eight questions listed below
3. A color photograph of yourself

4. The following profile information:

- Number of years in the auction profession
- Number of years as an NAA member
- Work history
- Education
- Prior volunteer activities

Candidate profiles will be reviewed by the Education Institute Trustees. The profile is intended to help Trustees and Board members learn more about the candidate and their respective goals and views.

PLEASE ANSWER EACH OF THE FOLLOWING QUESTIONS WITH 75 WORDS OR FEWER:

1. Why do you wish to serve on the NAA Education Institute Trustees?
2. What specific talents and skills would you bring to the Education Institute?
3. Should you be appointed, what would you like to accomplish during your term with the Trustees?
4. What is your vision for the education of an auction professional?
5. How has advanced education affected your success in the auction industry?
6. What changes do you foresee in the auction profession in the next five to 10 years, and how can the Education Institute make sure the NAA is positioned to address those changes?
7. In your opinion, how can auction education through the NAA enhance the auction professional's image, skills, success and satisfaction?
8. How do you think education should be delivered (lecture, interactive, facilitated, etc.) to an adult learner?

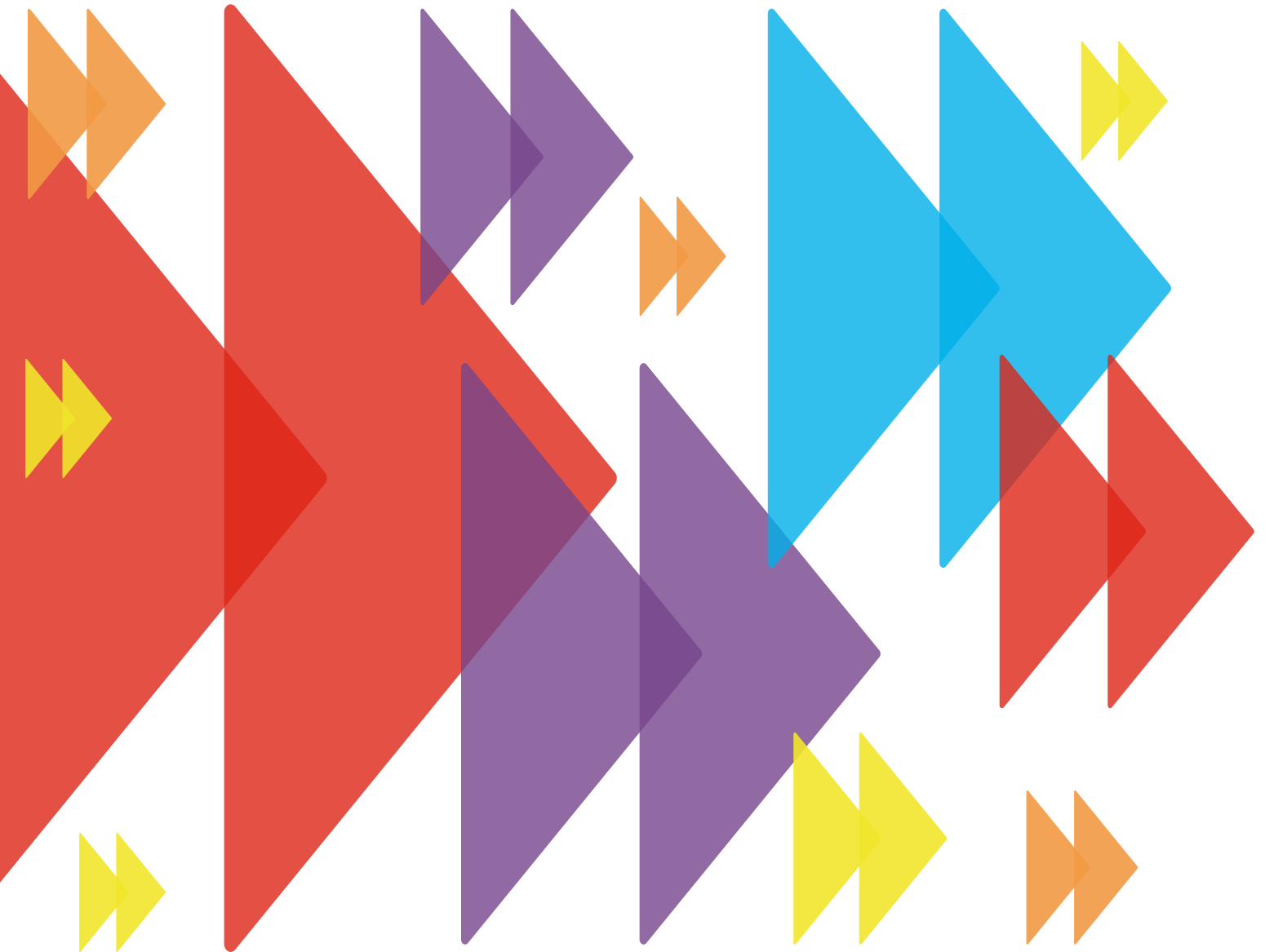
Please remember that we need all information by 5 p.m. Central time on Feb. 17, 2014. Please email the requested information to: education@auctioneers.org

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EVOLUTION OF THE
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TO WATCH
FOR 2014.



By Nancy Hull Rigdon

contributing writer

National Auctioneers Association leaders have identified trends sure to affect the auction industry in 2014 and beyond.

NAA leaders discussed many of the anticipated issues during an Education Institute meeting in the fall, and Will McLemore, Vice Chair of the Education Institute, says the most significant trend will be the evolution of the Auctioneer's role.

"Auctioneers are becoming facilitators of trading platforms versus simply someone who gets up and sells goods," McLemore, CAI, says.

Trading platforms include online only auctions, live auctions and combinations of the two.

"Auctioneers stand between a buyer and seller and make

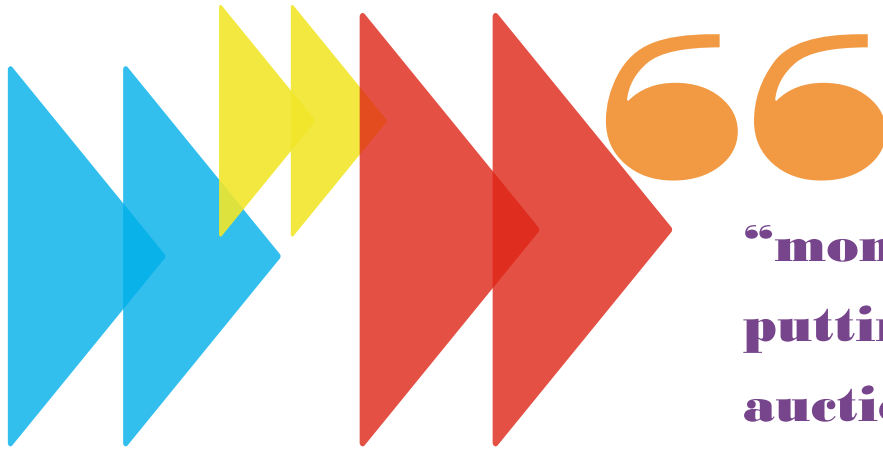
sure they both play fair, and they will continue to do that," McLemore says. "But the way in which they do that is changing."

The broadening role of the Auctioneer, EI Chair David Whitley says, leads to another top trend to watch: changes in Auctioneers' competitors.

"People who are not traditionally thought of as Auctioneers now have online platforms, and that means they are our competitors," Whitley, CAI, CES, says.

The issue is prompting discussions, and changes in some instances, when it comes to state laws on licensing online marketplaces. Whitley stresses that Auctioneers can set themselves apart from these new competitors by marketing the services they provide customers outside of the platform.

continued »



I'm not saying that the days of a "mom and pop" business putting on Sunday estate auctions are over. But, the smaller-to-middle level player is going to have to get bigger to stay competitive, and ways to get bigger include mergers, acquisitions and franchising."

David Whitley
NAA Education Institute Chair

McLemore and Whitley both list an expected increase in mergers, acquisitions, franchising and various collaborations within the industry as a top issue.

"I'm not saying that the days of a "mom and pop" business putting on Sunday estate auctions are over," Whitley says. "But, the smaller-to-middle level player is going to have to get bigger to stay competitive, and ways to get bigger include mergers, acquisitions and franchising."

McLemore adds that arrangements such as syndication agreements, where one Auctioneer publishes his auctions on another Auctioneer's website under a split fee arrangement, will become more common.



Other trends for 2014

So, what else does the EI have its eyes on heading into the new year? Plenty. Other trends and topics, in no particular order, range from how the youngest industry professionals view the auction platform, what the general public is beginning to expect from auction professionals as marketers, and the importance of smaller, niche service in a connected, shrinking world.

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Age & technology turning the tide

While most of the current industry continues to feel its way through finding a balance between both live and online auctions, the industry's youngest contributors could play a key part in that conversation in 2014.

Auctioneers in their 20s don't know of the time when an auction meant strictly a live auction. Online auctions, in their experience, have always existed.

Perhaps as part of their being more comfortable with online vs. live settings, these younger auction professionals, the EI also wonders, as a whole aren't as likely to join groups such as state Auctioneers associations as they exist currently.

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"AUCTION PROFESSIONALS HAVE DONE A GOOD JOB AT SHAPING THEIR PLACE IN THE CONSUMER'S MIND AS BEING HIGH-LEVEL MARKETERS. BECAUSE OF THAT, THE PUBLIC'S EXPECTATION FOR AUCTION PROFESSIONALS TO UNDERSTAND AND EXPERTLY USE ALL AVAILABLE MARKETING TOOLS, INCLUDING SOCIAL MEDIA, WILL CONTINUE TO GROW."



Social marketing

Auction professionals have done a good job at shaping their place in the consumer's mind as being high-level marketers. Because of that, the public's expectation for auction professionals to understand and expertly use all available marketing tools, including social media, will continue to grow.

In other words, tools such as Twitter and Facebook aren't new anymore. You should know how to use them as well as or better than your clients do.



On-the-go auctions

As more time passes, consumers increasingly will have the ability to bid from anywhere. Customers are buying and selling from phones and tablets, and auction professionals must continue to adapt to on-the-go transactions.

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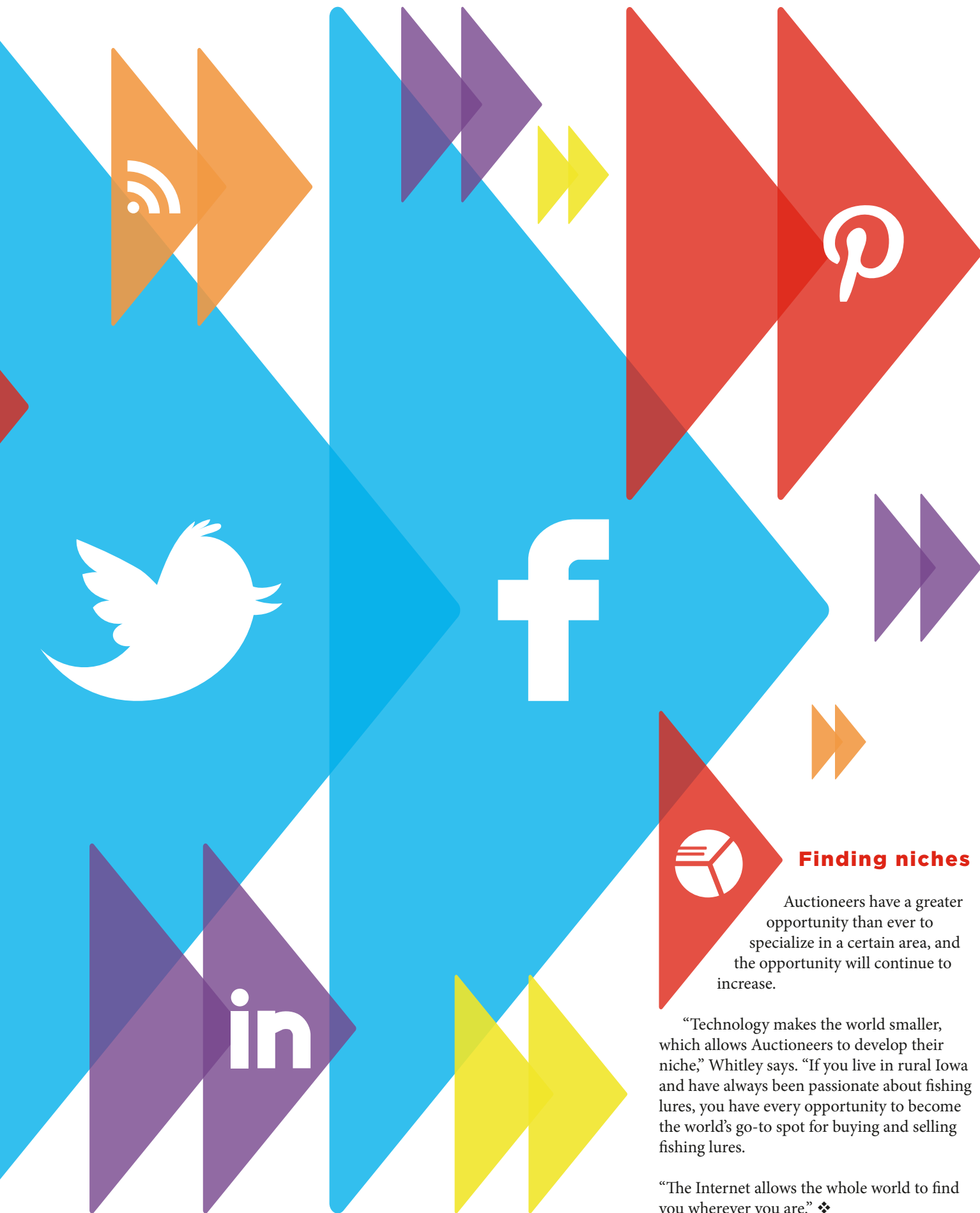
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Finding niches

Auctioneers have a greater opportunity than ever to specialize in a certain area, and the opportunity will continue to increase.

“Technology makes the world smaller, which allows Auctioneers to develop their niche,” Whitley says. “If you live in rural Iowa and have always been passionate about fishing lures, you have every opportunity to become the world’s go-to spot for buying and selling fishing lures.”

“The Internet allows the whole world to find you wherever you are.” ❖



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.

Details

Don't be uniquely, beautifully ordinary. Marketing success hangs on descriptive details.

Every bid caller learns early that the important part of the chant is the number. Good ones practice counting — forward and backward, in all sorts of increments. They know that if the bidders don't know the number, they don't bid. The filler words in between are just that — something to keep the flow going.

So, when the auction is done, and you're writing the brochure or web copy for your next sale, approach it the way you called your sale. Start with verbs and nouns, because those are the “numbers” of powerful sales copy and contain practically all of the language's power. All you need for a complete sentence is a noun and a verb. He flew. I ran. They knew.

I know you can't write a whole brochure in two-word sentences. But, you can tell a much more powerful story if you start with them. You are selling an antique sideboard? Nice. You will really get my attention if you tell me it's a Greene & Greene reproduction, made of red oak with ebony plugs and splines, as well as hand-cut dovetails.

That takes a little work. You have to ask more questions, but it beats the heck out of breaking out the same old filler words like beautiful, classic, ornate and elegant. Plus, it actually means something.

Let's say you're selling a luxury home. Of course it's beautiful; gorgeous, even. People with the money to build luxury homes rarely build something ugly (if they did, you wouldn't tell anybody). So, “beautiful” says little or nothing.

It has a big, luxurious kitchen (yawn) with top-of-the-line furnishings? Don't they all? Tell us about the seven-foot-long island built of walnut, with a two-inch thick, rose granite countertop from a quarry in Brazil.

Don't tell me it's an open floor plan. Tell me the stovetop faces outward so that I can see across the dining area and through the 14ft, floor-to-ceiling glass doors out onto the travertine patio and the 11,000ft peak beyond.

If it's a farm, let me know how many acres are tillable, with what kind of soils. If it's a commercial tract, don't just tell me it's a great location. Get the traffic count and tell me how many blocks it is to the civic center.

Years ago, I had the challenge of writing about a home set up on a hillside in Colorado, and when I wrote the brochure copy, that was about it. The seller assured me that “no expense was spared” in construction, and I was struggling not to doze off.

“What cost so much?” I asked.

“I wanted to build something that would last forever. You see those beams up on the ceiling? Every one of those is joined using mortise-and-tenon joinery. There's not a nail or screw in the whole works.”

Now, you could argue that he was just being wasteful, but he was after the kind of buyer who'd like to know that sort of thing. It told the story of the home's quality far better than a generic statement that about “exquisite detail and superior craftsmanship.”

As I recall, we sold the house.

If you can't break the habit of recycling the same old fillers, try this: Every time you publish a brochure or ad, look through it and make a list of all the modifiers you used. Start a Word file with a list of them, and refer to it before you start writing your next one. Over time, you'll build up a nice list of words you're probably wearing out, and it'll force you to put more thought into your next one. ❖



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July 8-12, 2014

**Deadline: Submissions are due on or before December 1, 2013
to Aaron Ensminger: aensminger@auctioneers.org.**

PROGRAMMING FOCUS

We welcome topics of all areas related to the auction profession.

AUDIENCE

Educational sessions can range in audience size from 50 to 100 and audience skill levels vary as much as the diverse membership.

PRESENTATION SELECTION

All presentation proposals received on or before December 1, 2013 will be reviewed by the NAA Conference & Show Education Committee. Selection will be determined on appropriateness and interest of topic; level of content; comprehensiveness of session objectives; and expertise of presenter. The NAA Education Institute reserves the right to make recommendations for revisions of content within proposals prior to acceptance. Participation as a presenter is by invitation only after review of the proposal. Presenters will be notified only of their acceptance.

COMPENSATION/REIMBURSEMENT

All presenters must register for the Conference & Show. Presenters selected for sessions are given complimentary registration for Conference & Show.

RESPONSIBILITIES

All presenters are required to submit their final presentation to NAA 60 business days prior to the conference for publication on the NAA website, or for a post-conference CD (if offered). These materials, as well as hand-outs, are always requested by our attendees who need to reference presentations prior, during and after the conference to enhance their education.

NAA'S NON-COMMERCIAL POLICY

Participants in NAA programs are seeking valuable educational sessions and are always critical of presenters or sessions that are self-promotional. NAA policy therefore obliges presenters may not use a conference session for commercial sales pitches, self-promotion or unwarranted criticism of a competitor. Presentations should only advance the educational process; sales pitches do not and are, therefore, not acceptable. Speakers are not permitted to distribute company promotional literature, brochures or sales materials in any form to attendees during their session.



Kurt Bachman

Attorney and
licensed
Auctioneer from
LaGrange, Ind.
He can be reached at
(260) 463-4949 or
krbachman@
beersmallers.com.

Kurt R. Bachman and Beers Mallers Backs & Salin LLP appreciate the opportunity to review and answer legal questions that will be of interest to Auctioneers. The answers to these questions are designed to provide information of general interest to the public and are not intended to offer legal advice about specific situations or problems. Kurt R. Bachman and Beers Mallers Backs & Salin LLP do not intend to create an attorney-client relationship by offering this information, and anyone's review of the information shall not be deemed to create such a relationship. You should consult a lawyer if you have a legal matter requiring attention. Kurt R. Bachman and Beers Mallers Backs & Salin LLP also advise that any information you send to an Auctioneer shall not be deemed secure or confidential. Please visit one of our offices to ensure complete confidentiality.

ITFA moratorium extended to Nov. 2014

Question: *What is the current status of sales/use tax issues for sales made through the Internet?*

Answer: There have been some recent developments — and the Supreme Court of Illinois added an interesting twist. The Internet Tax Freedom Act (ITFA) was signed into law by President Clinton in 1998. The ITFA prohibits states or political subdivisions from imposing taxes during a specified moratorium period on Internet access or discriminatory taxes on electronic commerce.

Except as specifically stated in the ITFA, the Act did not change or supersede any state or local law pertaining to taxation in effect on the date of its enactment. If certain conditions were met, Internet access taxes that were imposed before the enactment of the ITFA are grandfathered.

Another provision grandfathered certain taxes on Internet access imposed as of Nov. 1, 2003. The moratorium has been extended to Nov. 1, 2014. At that time, unless extended, the moratorium will expire.

Main Street Fairness Act

Eighteen states have some type of Internet sales tax law. In 2011, Illinois adopted its “Main Street Fairness Act” (the “Act”). It required out-of-state Internet retailers to collect state use tax if they have a contract with a person in Illinois who displays a link on his or her website that connects an Internet user to that remote retailer's website.

There is no requirement under the Act that sales be made to Illinois residents to subject the out-of-state retailer to the Illinois use tax obligations, and there is no requirement that the computer server hosting the Illinois affiliate's website be located in Illinois. The reach of the Act extended only to referral contracts that generate over \$10,000 per year. After the Act was enacted, Performance Marketing Association, Inc. filed a complaint against the Illinois

Director of Revenue.

The Supreme Court of Illinois (by a vote of six to one) decided that case on Oct. 18, 2013. *Performance Marketing Association, Inc. v. Hamer*, ___ N.E.2d ___ (Ill. 2013), 2013 IL 114496 (Oct. 18, 2013). Performance Marketing argued that the Act was preempted by federal legislation, the ITFA, and that it violated the commerce clause of the United States Constitution. The Supreme Court of Illinois agreed with Performance Marketing that the Act was preempted by the ITFA.

The Court reviewed the provisions of the ITFA and Article VI of the U.S. Constitution that states that the laws of the United States “shall be the supreme Law of the Land; and the Judges in every State shall be bound thereby, any Thing in the Constitution or Laws of any State to the Contrary notwithstanding.” While the Act required out-of-state internet retailers to collect use tax if they entered into an agreement with Internet affiliates for online performance marketing, the Act did not require use tax collection by out-of-state retailers who enter into performance marketing contracts with “of-line” Illinois print publishers and over-the-air broadcasters.

In other words, the Act required collection of the use tax for marketing over the Internet, with no similar treatment for sales made “of-line” through catalogs, magazines, newspapers, television and radio.

“In this way, by singling out retailers with Internet performance marketing arrangements for use tax collection, the Act imposes discriminatory taxes within the meaning of the ITFA,” the Court concluded.

The Court found that the Act imposed a discriminatory tax on electronic commerce and that its provisions are “expressly preempted by the ITFA and are therefore void and unenforceable.” Since the Court held that it is void because of the preemption issue, it did not consider whether the Act violated the commerce clause of the United States Constitution.

A dissension

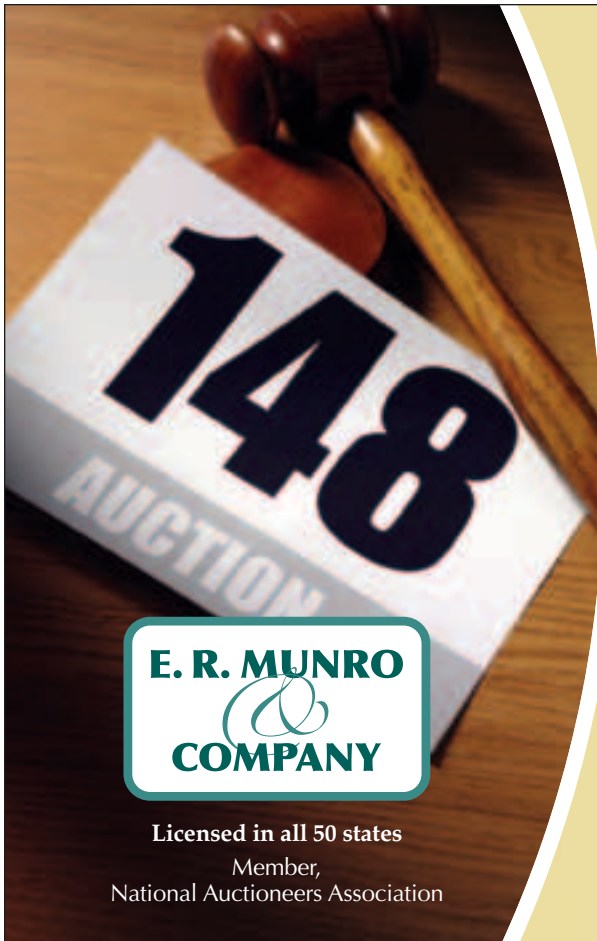
Justice Karmeier dissented and argued that the “[s]ales transactions subject to use and service use taxes are the same now as they were before the Act took effect. What the law does, instead, is simply amend the definition of retailers and service-men who are obligated to collect and remit Illinois use and service use taxes to the Department of Revenue.”

He also pointed out that ITFA is not a ban — but a moratorium. “It had no effect on liability for taxes accrued and

enforced prior to its enactment, and it will expire” on Nov. 1, 2014. Once the moratorium imposed by ITFA is lifted, he stated, the Act “will be revived and reinstated without the need for any express reenactment by the legislature.” He also wanted the Court to address the commerce clause issue.

Earlier this year in New York, the state’s highest court considered and rejected a commerce clause challenge to New York’s version of the Act. *Overstock.com, Inc. v. New York State Department of Taxation & Finance*, 987 N.E.2d 621 (N.Y., 2013). The Supreme Court of Illinois’s decision is the first time a court invalidated an Internet sales tax law among the states that have them. The Illinois decision could have an impact on how these issues are considered and decided in other jurisdictions. The Illinois Department of Revenue is considering asking the United States Supreme Court to consider the issues.

The effect of the federal moratorium on the various Internet sales tax laws is still being debated. This issue will likely be discussed in other cases and Congress may revisit the issue prior to Nov. 1, 2014. Auctioneers who sell goods on-line must stay informed on this issue to be in compliance with the laws. ❖



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Steve Proffitt

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.

When it's personal

Some years ago, I hired the best painter in our area to paint my house. The man had long experience, and he was well-known for being meticulous in his work. I was eager to have his skill displayed on my residence. Imagine my chagrin when I came home from the office on the day the work was to begin to find an unknown teenager painting the side of my house ... in pouring rain!

Type of contract

What kind of contract do you make with your seller-client? If you're an Auctioneer, you make what the law calls a "personal service contract." Auctioneers are engaged in a personal service business which means they possess some unique ability that elevates them above general laborers. So, when a seller engages an Auctioneer, unless the agreement provides otherwise, the seller is entitled to have that particular Auctioneer conduct the event, as opposed to just any Auctioneer. This is the only way the seller can obtain the benefit of that Auctioneer's expertise and the value for which the seller contracted.

Special skill

The law recognizes personal service contracts in areas where special skills exist. Other common examples would include actors, artists, designers, entertainers, lawyers, physicians ... and painters! Here's an example to emphasize the point. When a Hollywood studio contracts with Brad Pitt to star in a movie, the studio executives are not going to allow Brad to assign his acting duties to me. Sure, it's an unfair world, but that's the deal with personal service contracts. Brad must personally perform his contract for the studio, while I'm left undiscovered to toil on my next column.

Auctioneer incapacity

An Auctioneer wrote me about this issue. He expressed concern that something could prevent an Auctioneer from performing his

contract duties for a seller on auction day. He specifically mentioned illness or injury before or even during an auction. The Auctioneer asked how he could address this to protect both his seller's and his own interests.

Over the years, I've seen a handful of instances where Auctioneers were rendered unable to perform auctions they had contracted to do. One became quite ill the night before an event. Another was stricken with food poisoning during an auction and had to leave. Still another was hurt in a wreck the day before a sale. Several others suffered every Auctioneer's worst nightmare – laryngitis!

The incapacity or other unavailability of an Auctioneer won't be an issue for a larger firm that contracts with a seller. This is because the business entity has contracted to do the work and not a particular Auctioneer, and the entity will likely have multiple Auctioneers on staff who can serve. The great majority of Auctioneers, however, are sole practitioners. For them, the issue of incapacity or unavailability is a genuine threat. Indeed, statistical probability indicates that any Auctioneer who conducts enough auctions will eventually encounter this problem.

Three options

When faced with a disabling illness, injury or other disabling event, an Auctioneer has three options: (a) cancel the auction, (b) postpone the auction, or (c) arrange to have another Auctioneer cry the bids. Several steps should be taken to reach the right answer.

First, the Auctioneer should review the auction contract to determine what, if anything, it provides should the Auctioneer become incapacitated or unavailable to perform her duties. The contract will control if it speaks to the situation. In my experience, however, numerous auction contracts do not include such a provision.

Second, the Auctioneer, or someone acting on

her behalf, should promptly notify the seller of the Auctioneer's incapacity or unavailability. The goal is to obtain a workable agreement from the seller to cure the problem. The seller's understanding and cooperation are crucial and the last thing the Auctioneer wants is an adversarial conflict. Consequently, the matter should be handled amicably and low-key. Remember, the seller is faultless, but is being adversely affected by something affecting the Auctioneer. It's essential that the Auctioneer, or her representative, be sympathetic to the seller's position.

The seller could agree to remedy the issue in one of two ways. The seller could approve the Auctioneer designating a substitute to call the bids, or agree to postpone the auction until the incapacitated or unavailable Auctioneer can conduct it. By the way, either of these eventualities could be agreed to in advance in the auction contract. What can't properly happen is for the auction contract (remember, it's a personal service contract) to be silent on the issue and the Auctioneer unilaterally assign her duties to another Auctioneer, absent the seller's prior consent.

Third, if the parties can't agree on a stand-in bid-caller or a postponement of the auction, this leaves cancellation as the only option. Whatever course is decided upon, the Auctioneer's file ought to include careful documentation to establish what was done, why, when, by whom, and how it was confirmed with the seller.

Force majeure

This largely addresses the concern of protecting the seller's and Auctioneer's interests, as raised by the Auctioneer who contacted me. Nevertheless, the disability or other unavailability of an Auctioneer for an auction could lead to another issue — the Auctioneer's potential liability for damages to the seller for failing to timely perform her contract duties. For this reason, every auction contract should include a force majeure clause.

Force majeure is a French term that means "superior force." Webster's defines it as "an unanticipated or uncontrollable event or effect which releases one from fulfillment of a contractual obligation." Such a term could relieve an incapacitated Auctioneer of liability to a seller for not timely conducting an auction. The key is that the disabling circumstance or event must represent an actual impossibility to performance under the contract and not merely a difficulty or inconvenience.

Sample clause

Here's a sample force majeure clause: "A party will not be liable to another party for any failure or delay in performance arising out of an unforeseeable cause or contingency beyond the former party's reasonable control and without the former party's fault, negligence, or wrongdoing, including, but not be limited to: Acts of God (earthquake, fire, flood, hurricane or other natural disaster), government restriction, and hostilities (civil war, insurrec-

tion, invasion, rebellion, riot, terrorism, or war), but not including financial matters affecting the former party.

Such failure or delay will not constitute a material breach of this Agreement provided the party claiming force majeure gives the other notice at the earliest reasonable date and uses commercially-reasonable efforts to cure the force majeure event. A party asserting force majeure as an excuse will have the burden of proving that reasonable steps were taken under the circumstances to minimize delay and/or damages and that all non-excused obligations were substantially and timely fulfilled."

Conclusion

An Auctioneer's disability or unavailability for an auction presents issues for the seller and Auctioneer. These issues should be addressed promptly and thoughtfully for the protection of the interests of both parties. A personal service contract requires personal care to avoid what could become personal liability. ❖

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The Galt House, located in downtown Louisville, provides a layout that will foster an intimate setting for Conference and Show attendees. Photos courtesy of The Galt House Hotel

Galt House

LOUISVILLE'S FAMOUS HOTEL WILL HO

By Nancy Hull Rigdon
contributing writer

rganizers of the National Auctioneers Association's 65th International Auctioneers Conference & Show believe the event venue, the Galt House Hotel in Louisville,

Ky., has it all: ideal meeting facility amenities, superb hotel accommodations and a heart-of-the-city location.

Last August, Julie Carter, CAI, took part in an NAA site planning and strategy meeting that included NAA staff and several sponsors. As part of that meeting, the group

toured the Galt House and was given the opportunity to see hotel rooms, check out meeting and education event spaces, and walk the future trade show floor.

Carter was particularly impressed with the close proximity of the meeting facilities. The main ballroom, classroom space,



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vendor space and other event spaces are all near each other, she says. Plus, Carter was happy to see that the vendor space has an open layout, which she says will bring vendors good exposure.

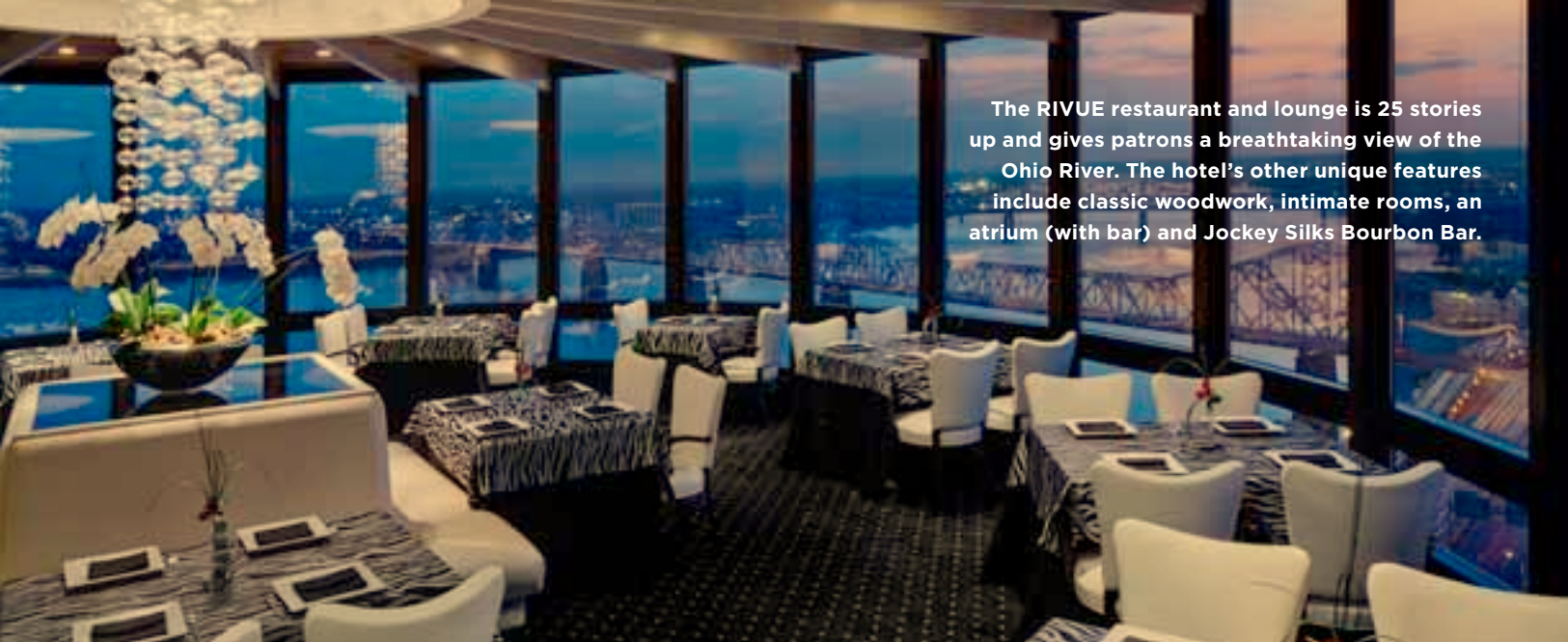
“Everybody will be in the same area instead of crossing back and forth.

Sometimes, we can get stretched out in large hotels and miss opportunities to see people,” says Carter, of Satellite ProLink, Inc. in Lakeland, Fla. “But this is going to be a great space to meet and congregate.”

The Galt House Hotel overlooks both the Ohio River and downtown Louisville and

is within a couple of blocks of attractions including the Kentucky International Convention Center, the KFC Yum! Center arena and numerous, well-known museums and restaurants.

continued »



The RIVUE restaurant and lounge is 25 stories up and gives patrons a breathtaking view of the Ohio River. The hotel's other unique features include classic woodwork, intimate rooms, an atrium (with bar) and Jockey Silks Bourbon Bar.



While it has had a couple of facelifts through the years, the Galt House has been a Louisville staple since the early 1800s. Due to a fire and other issues through its history, the current facility is the fourth edition of the hotel. Today, the recently updated hotel has 128,000sq-ft of meeting space and 1290 rooms. Those numbers make the Galt House the largest hotel in Louisville.

Nancy Romanus, of AuctionServices.com in Roanoke, Va., has made Louisville her home within the past year and is looking forward to the NAA's stay at the Galt House. She also was part of the NAA group that toured the facility this past summer.

"It is a fabulous hotel, and it will be a very cohesive venue for

Conference & Show," Romanus says.

She's also looking forward to sharing her love of Louisville with other NAA members. After her husband, Rick Romanus, passed away in 2011, she began visiting her sister in Louisville often before deciding to make the move.

"I fell in love with city," she says. "The Galt House reflects everything I love about Louisville — southern hospitality, great food, great people and lots to see and do"

The 65th International Auctioneers Conference & Show is set for July 8-12. ❖

'Tis the season
TO BE THANKFUL



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We are thankful for you ... our members!
HAPPY HOLIDAYS

2013 St. Jude Children's Toy Auction



Left to right: Lance Walker, Lonny McCurdie, Annette McCurdy, Megan McCurdy, Paul C. Behr, Andy White, Megan White, Halie Behr, Lexie Behr, Charlotte Pyle, John Niedens and Suzanne Behr helped put on the 2013 St. Jude Children's Toy Auction. Photos courtesy of St. Jude Children's Research Hospital



Clockwise from left: After all toys were shopped for by NAA representatives, including IAC Champion Andy White and his wife, Megan, it was up to NAA President Paul C. Behr and Lance Walker to handle the load.



Clockwise from bottom left: An excited bidder stakes her claim, and White is all smiles as lots are handed out during the auction.

Bottom right, from left to right: Niedens, McCurdy, and the Whites stop for a quick pose.



Top: Children bid on lots during the toy auction.



Middle: Andy White interviews a happy bidder.



Megan McCurdy shares some laughs and a couple of hugs with one of the event's participants.





Clockwise from top: NAA President Paul C. Behr auctions an item while NAA Board of Directors Presidential Appointee Charlotte Pyle and Andy White look on; McCurdy and White lead the room through a chant exercise; McCurdy helps a bidder pick out a prize; while others continued to bid.



Clockwise from top: In front of a table stacked high with an assortment of prizes for eager bidders, McCurdy and White auction a keyboard; everyone is happy during an interview following a winning bid; McCurdy sounds out an Auctioneer's tongue twister; Paul C. Behr looks on during the event.





Top: White takes his turn at running through a much longer tongue twister.



Middle: Walker hands a lot to a happy winner.

Bottom, from left to right: A joyful winner celebrates a newly received prize, while Paul C. Behr finds his own way to celebrate with another winner.



Overall, it was a day full of smiles, fun, and laughter for both the NAA delegation and the event's participants.





White and McCurdy pose in front of a memorial statue dedicated to St. Jude founder Danny Thomas.

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

Aaron's dad was stationed on an aircraft carrier in the Persian Gulf when he learned that his 4-year-old son suffered from an aggressive brain tumor known as medulloblastoma.

By the time Aaron's dad was able to get home, about 40 hours later, Aaron had already undergone surgery in a local hospital to remove the brain tumor.

"He was hooked up to all these tubes. His face was swollen. He couldn't see. He couldn't talk. He couldn't walk," remembers Aaron's dad. But when Aaron heard his father's voice, he opened his eyes.

Through research, Aaron's mom found that St. Jude Children's Research Hospital® has the largest pediatric brain tumor research program in the country and the world's best survival rates. Within weeks, Aaron was receiving care at St. Jude. His dad felt encouraged by Aaron's doctor. "The doctor said, 'Give him his medicine, make him smile, and we'll take care of everything else,'" Aaron's dad recalls.

Aaron underwent a second brain surgery to remove residual tumor. He then received radiation therapy and chemotherapy over the next several months. Families never receive a bill from St. Jude for treatment, travel, housing and food because all a family should worry about is helping their child live.

Today, Aaron has finished with treatment and is cancer-free. He returns to St. Jude regularly for checkups.

"St. Jude is hope," says Aaron's dad.

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Aaron
age 4
Virginia
medulloblastoma



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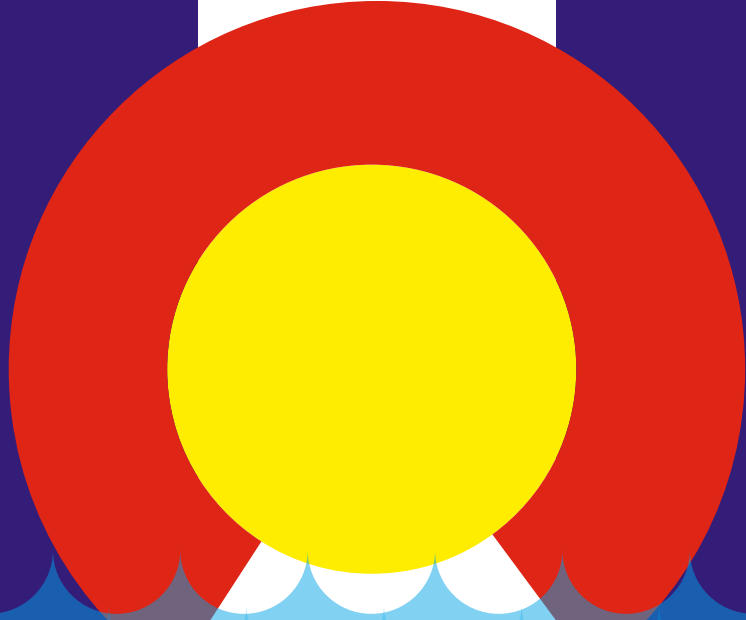
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HEAD ABOVE



The South Platte River left a tree next to Art Parker's home (right). Sandbags were put out just a few hours before the water rose. Submitted Photos



SOME AUCTIONEERS ARE SLOWLY RECOVERING AFTER DEVASTATING COLORADO FLOODS.

By James Myers
contributing writer

A 500-year flood hit Colorado's northern Rocky Mountain communities hard in September, and the auction community did not go unscathed.

As a cold front slowed to a crawl over Colorado beginning Sept. 9, humid air from the south collided with the cold front to create the perfect environment for massive rains.

The swelling mountain rivers near Greeley, Colo., spilled out and devastated the property and livelihood of two long-time business owners.

Art Parker, of Parker & Co. Auctioneers, Greeley, Colo., has more than 40 years' experience as an Auctioneer. He was out of town on Sept. 13 when the Platte River, which runs adjacent to his farm, emptied its contents onto his land. Fran, his wife of nearly 50 years, worked feverishly to move as many belongings as she could to the upper level of the home. The fire department had to rescue her as the water went from "zero to four feet" very quickly.

"It pretty much wiped me out completely," said Parker, who, when

contacted for this article in early November, was on his first day back to work since the flood occurred.

Two tractors, three vehicles, the barn, all the fences on surrounding his 15 acres and all the appliances on the first floor of his home were ruined or lost. The Parkers have been living with

continued »

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Looking north, the white pickup (above) was parked on the west side of the property and was totaled.

Water took out about half the barn (below) after the Parkers were able to get their horses out in time.



"THE AUCTION COMMUNITY HAS STEPPED UP TO HELP — TWO COLORADO AUCTIONEER ASSOCIATION (CAA) MEMBERS HAVE ASSISTED HIM AT HIS HOUSE, AND A RELIEF FUND HAS BEEN ESTABLISHED. PARKER SAID HE'S TAKEN SEVERAL CALLS FROM MEMBERS WHO HAVE OFFERED TO HELP."

friends as they rebuild.

The Parkers had to gut the house down to the framing and are replacing all the appliances and the furnace. As of mid-November, it could be another six to eight weeks before they can move back into their home.

The auction community has stepped up to help — two Colorado Auctioneer Association (CAA) members have assisted him at his house, and a relief fund has been established. Parker said he's taken several calls from members who have offered to help.

Dax Gillium, BAS, CAGA, CES, GPPA, president of the CAA, contacted two past presidents of the CAA to help spearhead a drive to help Auctioneers who have been affected. Fortunately, that number is limited compared to the alternative.

"It could have been much worse," Gillium said.

He also said auction professionals in the region have overlooked the competitive aspect of the business to help those in need.

"It's fiercely competitive," Gillium said of the industry, "but in extraordinary times, we're able to pull together."



Muddied, rushing water washed out the ground from under a chain-link fence that enclosed Art Parker's yard.

Split-rail fence around the front yard (below) caught debris as it floated by. This image was taken a week after the floods hit, and waters had slightly receded.



"THE CAA HAS PLEDGED TO ASSIST HIM, THE PLANS FOR WHICH ARE STILL IN MOTION. BUT, DESPITE HAVING TO START OVER FROM THE GROUND UP, HE'S NOT LEAVING THE JOB THAT MAKES HIM FEEL ALIVE."

Another Auctioneer tremendously affected by the flood is Darrell Hill, also of Greeley. He drove into the bone-dry parking lot at his auction house around noon on the day the floodwaters took their toll. By 1:30, he was up to his chest in water.

Hill owns Rolling Hill Auction, located just outside of Greeley and less than 100 feet from the banks of the Platte River. He would have celebrated his 16th year in business on the day floodwaters washed out a dyke behind his business

"Nobody warned us that it was coming or anything," he said.

When he was finally able to get back into the building a week later (the roads had been washed out), he found four inches of silt and mud on the floor and complete devastation of the interior, all of which has been ripped out.

He doesn't think he can have the place restored until early spring and has taken a part time job to keep up with his mortgage.

"It's bare from wall to wall," said Hill, who has had to dump all the seating, counters, drywall and more.

The CAA has pledged to assist him, the plans for which are still in motion. But, despite having to start over from the ground up, he's not leaving the job that makes him feel alive.

"When I'm in front of a crowd auctioneering, I'm in heaven," Hill said. "There is nothing better than that."

For more information on efforts to assist Colorado Auctioneers devastated by the flood, call the CAA at (303) 729-1195. ❖



INTERNET ONLY AUCTION SUMMIT: REAL ESTATE

“It will teach you how to do online real estate auction well.”

Will McLemore, CAI

By Nancy Hull Rigdon

Following significant interest in the real estate session at the first Internet Only Auction Summit in early 2013, organizers of the second summit are focusing the event solely on online real estate auctions.

“We decided it would be best to take a deep dive into Internet-only real estate auctions, so that we can bring an in-depth level of discussion to the table,” says Will McLemore, CAI, of McLemore Auction Co., Nashville, Tenn.

McLemore sits on the planning committee for the second summit, which is set for Feb. 11-12 at the Georgian Terrace Hotel in Atlanta, Ga. The National Auctioneers Association event will include up to 125 attendees and

targets auction professionals looking to take their online real estate auctions to the next level.

“This isn’t a how-to on online real estate auctions. It will teach you how to do online real estate auctions well,” McLemore says.

Summit sessions will break the online auction process down into its component parts. The plans include discussing the risks associated with Internet-only auctions, as well as how to maximize the unique advantages that the format brings.

Philip Gableman, of United Country Absolute Auction & Realty, Inc., Pleasant Valley, N.Y., says his experience at the first IOAS led to his involvement on the planning committee for the second summit.



Attendees brainstorm and share ideas during a group session at the 2012 Internet Only Auction Summit. Photo by NAA Staff

“Last year’s summit was one of the best educational seminars I have ever attended,” Gableman says. “In addition to the higher level of learning element, it was a who’s who of the online auction business event. And, that was great for networking.”

The first summit, he says, led to numerous improvements in his business. The changes included turning shipping profitable, grading buyers, signing documents with iPads and accessing calendars and other documents from anywhere the Internet goes.

He’ also says plans to focus on how to leverage not only sellers, but also buyers, should be particularly beneficial.

“With the online platform, we can see buyer information two weeks ahead of time and have the opportunity

to dialogue with them in advance. We need to take advantage of this opportunity,” Gableman says.

Jere Daye, CAI, AARE, MPPA, of Daye Appraisers & Consultants, Houma, LA, is also a member of the summit’s planning committee, and he considers continuous improvement in online auctions critical to the future of his business. He’s spent 25 years in the auction industry, began online auctions more than a dozen years ago and often finds himself encouraging other longtime Auctioneers to embrace online auctions.

“Yesterday has a place, and to stay concurrent with today and offer the best value to our customers, we can’t limit our horizons,” Daye says. “We must continue to move forward with online events.” ❖



STRAIGHT GAMER

Former NFL lineman Chris Bober is using his old career's mindset in his new work.

By James Myers

contributing writer

Chris Bober might not be the giant he was on the football field, but the 6'5", now slimmer 240-pound, former NFL lineman is still an imposing figure as an Auctioneer.

The Nebraska native is back on home turf as an associate broker and certified Auctioneer with Omaha-based Land Pros Realty. Bober had an eight-year career in the NFL, starting his career in 2000 with the New York Giants and ending in 2008 with the Kansas City Chiefs. He never imagined that he would one day take the same mental approach he used in preparing for a Monday Night Football game as he does preparing for an auction.

"The auction is like the kickoff," he said of the many hours of work that culminate with a big show.

The most exciting part of being in the NFL for Bober was being

the starting center. As a starter, he was one of the 32 best in that position in the entire world. However, he takes the modest approach about his athleticism, saying he was average at best. Still, he was the "quarterback of the offensive line," which takes more than brawn to successfully pull off.

"I made my living by knowing what everyone else was doing," he said of reading the defense. "I take the same approach with real estate and auctioning."

In his football prime, Bober weighed about 320 pounds. The extra weight, the training and the brutality of the sport wore down his body, which has needed more than one surgery to mend.

"The human body is not meant to be that big for that long," he said of the years he was paid to stay big. "The sheer volume takes a toll on your joints."

After leaving the Chiefs in 2008, Bober, who attended to the

“THE AUCTION IS LIKE THE KICKOFF, HE SAID OF THE MANY HOURS OF WORK THAT CULMINATE WITH A BIG SHOW.”

University of Nebraska-Omaha on a Goodrich academic scholarship that he earned in high school in Omaha, enrolled in business programs at Harvard and the Kellogg School of Management. The programs gave him insight that helped him succeed in his first foray out of football, which was in custom apparel.

One of his early clients was Aaron Graham, the broker/owner of Land Pros Realty. Graham played football for the University of Nebraska before going pro with the Arizona Cardinals, Oakland Raiders and Tennessee Titans. Bober and Graham had a lot in common, including a passion for the outdoors. Graham's business focuses on farm, ranch, hunting and recreational real estate, which really suited Bober's interests. He convinced Bober, who had experience buying and developing recreational land, to join his team as an associate broker.

“Many of the skills you learn in the NFL are able to be carried over into the workplace,” Graham said of Bober, who he knew would be a team player. “He exemplifies that.”

Bober has enjoyed the transition and put so many hours in at auctions as a sales person that he decided he “might as well be the Auctioneer.” So, this past summer, Bober did just that. He attended



Former NFL lineman Chris Bober is taking on new challenges in the auction industry much like he did as an offensive lineman with the New York Giants (shown here) and Kansas City Chiefs.

Submitted photo

Continental Auctioneers school in Mankato, Minn., where, among other skills, he learned how to sound like an Auctioneer.

“I really love the whole process,” said Bober, who recently became a National Auctioneers Association member. “I’m so new to it, I needed the resources the NAA provides.”

Cutting his teeth on charity auctions, Bober is honing his Auctioneer abilities and getting his name out there. He has the NAA on his side and is part of a team at Land Pros, where he knows there are always people to learn from and emulate while he sets his sites on personal and professional growth.

“Auctions are what I want to focus on,” he said. “I enjoy the excitement. I enjoy the people, helping them out.” ❖

In a variety of ways, all centered on auction, NAA members' impacts are made far outside American, or even North American, borders.



NAA INTERNATIONAL

NAA members continue to reach far outside U.S. borders.

By Sarah Bahari
contributing writer

Members of the National Auctioneers Association are conducting auctions from China and the Middle East to Europe and South Africa, with tremendous success.

Differences do exist, but Auctioneers say they have learned that auctions are an international language.

PHILLIPPINES

The homes were built of bamboo, and the floors made of dirt. Plastic garbage sacks patched the roofs.

Kristine Fladeboe-Duininck, of Fladeboe Auctions, Spicer, Minn., traveled this fall across the Philippines with International Care Ministries, a Hong-Kong-based nonprofit that serves the poor in the Philippines. She spent time with families in their homes, attended a kindergarten class and visited an ocean slum village.

After five days in the Philippines, Fladeboe-Duininck flew to Hong Kong, where she helped preside over an auction for the nonprofit organization. Officials hired her after attending one of her benefit auctions in Chicago.

“My heart has been touched forever,” said Fladeboe-Duininck, BAS. “The people have nothing, but they are joyful. They have each other, and they have hope.”

Roughly 1,000 people attended the auction, and bidders from 12 countries participated online. The event raised \$1.5 million for International Care Ministries.

To prepare, Fladeboe-Duininck practiced chanting the bid amounts in both U.S. dollars and Hong Kong currency. She also conducted exhaustive research of the organization and



Kristine Fladeboe-Duininck serves others during her time in the Philippines as part of an International Care Ministries trip. She then flew to China to conduct a benefit auction for the organization. Submitted photo

countries she would be visiting.

If presented with the opportunity, Fladeboe-Duininck recommends fellow Auctioneers travel abroad for auctions.

“Hands down take the auction. No matter the cause or organization, having an opportunity to travel internationally will give you a new perspective and appreciation that will always be valuable in future endeavors,” she said. “However, if the organization aligns with your heart, the experience will bless you far beyond what you could imagine.”

IRELAND

Denis Barrett delivers auctions to Ireland.

Since he started in 1997, Barrett, of Denis A. Barrett Auctioneers & Property Consultants, Cork City, Ireland, has conducted more than 700 auctions in almost all asset classes. He now owns three auction companies, specializing in real estate, agriculture and general sales.

“I am an avid enthusiast of the auction method of marketing, and I have an unwavering passion for the public auction method of marketing,” said Barrett, who also has worked

across Europe and in the U.S., China and Russia.

The biggest difference between auctions in the U.S. and Ire-



Denis Barrett says the keys to success in auction are the same in Ireland as they are in America. Submitted photo

continued »

land is the chant, he said.

In America, Auctioneers call the bid they have and ask for a certain amount. In Ireland, Barrett uses the “Bid I Have” chant, and he determines the incremental increase in price at his own discretion.

“The American system is easier, more transparent and creates a better atmosphere,” Barrett said, “but the Irish system gives

me more control and power.”

Regardless of location, Barrett said, the keys to success are the same.

“The customer always comes first,” he said. “I realize the enormous emotional strain the sale of assets can have on individuals, families or organizations. Therefore, every transaction is handled with the utmost care and compassion.”

SOUTH AFRICA

Susanna Grobler is helping to reinvigorate auctions in South Africa.

Grobler is a practicing attorney and Auctioneer, specializing in property law at Grobler Attorneys and Auctioneers, which she founded in 2001.

“Up until 2003, the general public in South Africa associated auctions with bankruptcy and foreclosures,” Grobler said. “Today, this negative connotation is being replaced



Clockwise from left: Susanna Grobler, with her children, Ernst Grober, Natalie Grobler and Gasha Vorster. Submitted photo

with a positive one, due to extensive marketing and the positive impact auctions have had on the property market in South Africa.

“Auctions are now viewed as a more efficient way of selling your property.”

Grobler carries numerous professional designations — CAI, AARE, ATS, BAS, CES, GPPA — because she said South Africa’s auction model is based on the law and practices of auctions in the United States, England and Australia.

Increasingly, she added, training opportunities are becoming available in South Africa.

For Auctioneers who want to work abroad, Grobler encourages them to study and research.

“Familiarize yourself with the country’s legislation, build and maintain good relationships with your clients and network as much as possible,” she said.

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ABU DHABI

Shown below, this Marlboro race car was part of a classic-car auction conducted by Robert Mayo in Abu Dhabi. Submitted photo

In Abu Dhabi, Robert Mayo, CAI, AARE, ATS, GPPA, learned auctions are international affairs.

Mayo traveled to the Middle East country in November to conduct a classic car auction for Charlotte, N.C.-based RK Motors. The company was hosting an auction in Charlotte and wanted to provide international bidders with the opportunity to live bid via video feed.

“We might be from very different cultures, but we are all speaking the same language,” said Mayo, who owns Mayo Auction & Realty in Belton, Mo., but occasionally works as a contractor

for other auction companies. “These people just wanted to buy some cars, and they wanted to have fun bidding on those cars. It’s no different than here.”

For Mayo’s first international auction, he brushed up on culture and customs to ensure he would not inadvertently offend someone or commit a faux pas. He said he would encourage fellow Auctioneers conducting events abroad



to study and prepare.

“Going into a different country, you want to make sure you are respectful of your differences and of their customs,” Mayo said. “Learn about their culture. Know what to expect.” ❖



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TURN THE PAGE

Auctioneer Linda Page is taking on a new challenge as her town's elected mayor.

By Sarah Bahari

contributing writer

On the campaign trail, Auctioneer Linda Page felt at ease. Speaking in public, and even standing for hours at campaign events, came easily.

“Being an Auctioneer gave me a certain ease and confidence when I was campaigning,” said Page, CAI, MPPA. “I could read potential voters in the same way that you can read potential bidders.”

That preparation came in handy as Page was recently elected mayor of Mount Pleasant, S.C., winning nearly 60 percent of the votes in a five-way race.

The Auctioneer will now face her next challenge: leading a thriving city of 70,000 while continuing to run her family's longtime business, Page's Thieves Market.

“I love auctions. I love that every day is different. I could be selling sterling silver and fine arts one day, and riding lawn mowers and tractors the next day,” Page said. “The same goes for public service. Really, both jobs are about helping people.”

Page's parents, Carl and Maxine, first opened Page's Thieves Market in 1959, shortly after arriving in Mount Pleasant. When Page took the helm, she noticed a gap in service.

As the owner of an antiques business, Page could help a family get rid of art and other valuables, but she was unable to help them sell items like pots and pans and yard equipment.

So, 15 years ago, Page enrolled in the Southeastern School of Auctioneering in Greenville, S.C.

“This was a perfect tie-in to our antiques business,” Page said. “Now, we could offer a complete service to our customers.”



Auctioneer Linda Page is the new mayor of Mount Pleasant, S.C., after taking nearly 60 percent of the vote in a five-way race. Submitted photo



On election night, Page watched results come in with fellow mayoral candidate Mark Smith (left), Mayor Billy Swails (middle) and other friends. Submitted photos



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Twice a month, Page hosts auctions at the antiques market and also dabbles in business liquidations, real estate and benefit auctions.

In 2009, she served as president of the South Carolina Auctioneers Association, and, one year later, she was named the state's bid-calling champion.

Also in 2009, Page decided to run for Mount Pleasant Town Council because she worried how the town government would fare after the resignation of its longtime town administrator.

As a business owner, Page said she brought a valuable perspective to government.

"A business owner knows the importance of being fiscally conservative and writing budgets you can stick to," she said. "I also knew how to attract other businesses to our town."

That year, 19 candidates ran for four spots on Town Council. Page was the top vote getter.

Since then, Page has learned that Auctioneers and public servants share many of the same qualities, but the two jobs differ in an important way.

"Auctioneers are problem solvers. We have to work fast. We see a problem, and we deal with it," she said. "Government tends to move more slowly. That was an adjustment for me."

This year, Page decided to run for mayor, after the incumbent announced he would not run again.

Mayor is considered a part-time position, so Page will continue to work in the antiques and auction business. Her two children help run the family business: Her daughter, Audrey Parker, provides business support, and her son, Andy Parker, an Auctioneer, is recovering from a recent spinal cord injury.

Page said she is honored to work and serve in Mount Pleasant.

"This is a wonderful, quaint town that has so much going for it," she said. "We are firmly rooted in the past, but we have a strong vision for our future." ❖

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A young Dick Kiko (right) scans the crowd during an auction. Submitted photos

face to face

**Above many lessons,
Richard "Dick" Kiko
taught the industry
the sustained power
of live interaction.**

By Curtis Kitchen
editor

What does it mean to be an effective communicator in today's marketplace? Depending on the platform, we try to measure and maximize effectiveness through meeting cold-call quotas, tailoring bot-friendly messages for search engine optimization, hinging our marketing well-being on social media metrics and, at the end of the day, earning dollars, of course.

It doesn't take very long — a few clicks of the mouse — before we're overwhelmed with links and blogs to sites promising to show us how to "become a better marketer!" or "increase your sales!" or "build and retain your client base!"

While those topics seem beaten into the ground — and they are, unfortunately — that last one is a forgotten art. Build and retain your client base. Somewhere in the middle of technology growing and the world shrinking, clients have become little more than numbers for some, only representing a piece to a money-making formula. While processes on how to build client lists have sharpened and become more efficient, however, those steps "forward" have many times come at the expense of the human element.

Numbers are nice, but they are as cold as ice on frozen ground if no room is left for human warmth to melt them and make them work toward cultivating long-lasting business relationships.

Richard "Dick" Kiko was a master cultivator.

The long-time, legendary Auctioneer, who passed away in late October, believed fully in the power of live interaction. He spent countless hours with clients and peers alike — sharing and listening, helping and learning. He wanted to get to know the people around him. He loved to offer advice when asked. What Dick did in his 73 years was real, and it was effective.

Kiko's belief in live interaction was also much more than some fly-by-night method for raising sales for his auction company. It was a lifestyle exemplified through his service to both the National Auctioneers Association and the Ohio Auctioneers Association. He believed in promoting the auction method, and part of that involved knowing who his peers were in order to better highlight them. How did he do that?

He engaged them on a personal, live level. He was the face that Facebook desperately purports to be.

His meetings were more meaningful than a text message. His time spent in person helped sustain relationships far longer than a faceless e-mail. His cultivation of his relationships tilled the soil so that eager participants were able to fully soak up other lessons he provided ... and apply them.

So ... *How do I build and retain my client base?*

Follow Kiko's example. Keep as your focus this sole statement and mindset: We benefit ourselves and our auction industry through real, sustained and meaningful conversations with our fellow Auctioneers. For the sake of this article, clients should be added to that as well.

It seems so simple, that better relationships are built from real interaction. Maybe that simplicity is why it is so easy to take for granted. We're constantly busy. The cell phone is always ringing with a potential new sale, and a new e-mail carries the same promise. Those are great things, and you can make them better by remembering what Kiko knew: A little human goes a long way. ❖



Years later, Kiko (right) continued to use many of the same personal skills he felt were critical to success. Submitted photos

By Peter Gehres

Dick Kiko was stalwart and a legend in the auction profession. His contributions to both his profession and his peers were felt industry-wide. He and his wife of 44 years, Patricia, were the parents of eight children, six of whom grew up and then worked side-by-side with their father on a daily basis.

Among the many honors and achievements Kiko amassed and positions he held at different times:

- Past President, Broker and Stockholder of Richard T. Kiko Agency, Inc and Russ Kiko Associates Inc
- Licensed Auctioneer since 1958
- National Auctioneers Association Hall of Fame
- Ohio Auctioneers Association Hall of Fame
- Served as a Director on the NAA Board of Directors
- Director, Stark County Board of Realtors
- Director, East Central Ohio Pilots Association
- President and Director, Ohio Auctioneers Association
- Emeritus Member of Stark County Board of Realtors
- Canton (Ohio) Rotarian

BONUS PROFFITT COLUMN

A different pitch

By Steve Proffitt

“Mr. Proffitt, how important do you feel the messages are that Auctioneers use to urge bidders to bid higher, to not be outbid, or to join the bidding?”

One of the rewards of writing is that I hear from a lot of interesting people. A professor of marketing at a major university called to talk about auctions and asked that question. The professor’s inquiry got me to thinking, so this month I’m taking a different tack to examine this topic. Let’s start by considering two key differences between Auctioneers and other types of salespeople who do in-person selling.

Differences

First, Auctioneers don’t make their sales pitches in relative isolation with prospects like many sellers do. Instead, they give the same pitch, at the same time, same place and simultaneously to multiple prospects. Even more impressive is the fact that each prospective buyer who receives this pitch is a potential competitor of every other prospect in the crowd.

Second, Auctioneers shirk traditional selling methods in favor of using a unique and extreme form of selling — auction selling where prospective buyers are pitted in open competition against one another. During an auction, Auctioneers have the ability to say things to these prospects that other sellers never would. What’s more, they can do so in an “in-your-face” kind of way, and even use amplified sound systems to make sure listeners get the point.

Say what?

The type of “messages” the professor was referring to are very important to successful auction sales. Auctioneers weave these messages into their chants and use them as circumstances indicate during a lot’s offering. This is Auctioneering salesmanship, and it’s practiced by those who have the experience to know what to say, when, to whom, plus the command to do so effectively.

Here’s an example of a message commonly given by an Auctioneer to a bidder during an auction: “You’ve come too far to lose it now.”

What is the Auctioneer saying? She’s telling a bidder to bid again to try and win the lot. The message is: Don’t drop out now after all you’ve done to get to this point. One more bid might do it. This direct Auctioneer-to-bidder encouragement is often enough to trigger that bidder to respond with another bid and move the price higher. Of course, if the Auctioneer gets that bid, she’ll surely turn to the other bidder and try to move that bidder up, too.

The things Auctioneers say and how they speak them can be extremely persuasive. Underlying these messages is the goal to spark competition amongst bidders. Auctioneers often do this in one or both of two ways.

One approach is to “sell” to the bidders in an effort to convince them of a lot’s desirability and induce them to compete for it. (See Figure 1.)

A second approach ratchets selling pressure up with what I call the “David-versus-Goliath” technique. Here, an Auctioneer will match bidders’ egos and wills against one another. The Auctioneer does this by setting one bidder up as the “giant,” while encouraging other bidders to become “David” to try and defeat the giant. Figure 2 shows examples of this.

When an Auctioneer tells a bidder that he’s up against a “rock,” what’s he doing? The Auctioneer is complimenting the high bidder as being a solid force that won’t yield and be beaten. In doing so, he’s stroking that bidder’s ego. Simultaneously, the Auctioneer is encouraging the under-bidder to take on the “rock” and try to break it — or at least run the bidding up to make the “rock” pay all the more for the privilege of being the immovable force on the given lot. If the under-bidder competes with the “rock,” the bid price will rise and the Auctioneer and seller will be the winners. Remember, all of this is played out before a live crowd and the crowd’s encour-



“Don’t lose this great piece for (the amount of the next bid increment).”

“You’ll never have this chance again.”

“This is the finest example I’ve ever sold.”

“If you don’t want this beauty, I’ll buy it back.”

“Are you looking at this piece?”

“Do you see what I do?”

“Your competition knows something you don’t.”

“Don’t you know a great buy when you see one?”

“It’s bargain time!”

“Your only regret will be to lose it.”

“This is the one you’ll brag about tomorrow.”

Figure 1. Phrases like those above attempt to “sell” bidders in an effort to convince them of a lot’s desirability, creating competition.

“You’re up against a rock!”

“Good luck! You’ve met Superman.”

“I don’t think he’s got another bid in him.”

“Show him who’s boss!”

“That man won’t be beat!”

“You’ll have to bid a lot more just to get her attention.”

“Can’t you slow him down at all?”

“Don’t let her treat you like that.”

“This is the time to be strong. Stand your ground!”

“That’s Goliath! You need a bigger rock.”

Figure 2. The “David v. Goliath” technique pits one bidder against another and uses these types of verbal cues.

agement can drive bidding the same as it could spur a hometown team to a bigger effort in a ballgame.

Conclusion

Experienced Auctioneers know that emotion and competition are critical drivers in auctions. This is why they try to quickly identify the two

most motivated bidders for a lot and then work these two bidders against one another. An Auctioneer will look these bidders in the eyes, watch their body language, and otherwise measure them to determine which one is more determined.

Once the Auctioneer thinks she knows which bidder is strongest, the

challenge is to maintain the competition to force the stronger bidder to continue bidding. This process is essential to auction success, because the strongest bidder is not much without competition. The messages an Auctioneer peppers throughout the chant are vital to driving the bidding just as far as it can be taken. ❖



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It was standing room only during three separate auctions that saw the sale of more than 33,000 acres in Kansas that were amassed by a farmer and his wife over 35 years. Submitted photos

‘Triple Crown’ Kansas land sales capture \$46.5M

A “Triple Crown” of auctions took place on Nov. 7-8, when 33,667 acres of Kansas farm and ranch land were sold for nearly \$46.5 million during three auction sales by Hall and Hall Auctions, of Eaton, Colo.

More than 500 spectators, including 128 registered bidders, participated in the two-day auction, which totaled \$46,485,770 in sales. Highlights of the auctions included: a 160-acre Wichita Co. tract that fetched \$3,312 per acre; and ranchland south of Meade, Kan., that brought \$1,007 per acre. Properties were purchased by 22 separate individuals, including local landowners and buyers from Louisiana, Texas, Nebraska and Colorado.

“The Hager Farms auction was a complete success, and

the sellers could not be happier,” said Scott Shuman, CAI. “The vast land holding was assembled by Walter Hager and his wife, Virginia, over a 35-year period. After interviewing many auction firms, Virginia made the decision to market the property through Hall and Hall, utilizing our unique multi-par choice process.”

Separately, three auctions brought in \$31,275,300, \$6,756,970, and \$8,453,500, respectively. All three events were well-attended by bidders and onlookers who were impressed with the process and prices.

“We received an array of compliments on our brochures, maps, and advertising program,” said Shuman. “Auction attendees agreed that Hall and Hall Auctions went above and beyond in every way. I am proud of our team.” ❖

Red Mountain AVA sells for \$8.7 million after intense bidding

On Nov. 26, prominent wine-makers and growers competed vigorously for more than five hours for parts of the Red Mountain American Viticultural Area (AVA), but, ultimately, it was a single buyer from Canada who purchased all 670 acres for \$8.7 million in a Musser Bros. Auction.

“Everything came together perfectly. We had a very strong field of 35 bidders, and our Power Parcels system of bidding worked to perfection,” said Auctioneer Scott Musser, CAI, BAS. “When we took the first round of bids on the 31 parcels, we were still under \$5 million. But, once we began bidding the land in groups of parcels and the entire property, the competition really stepped up.”

The actual time for the sale from start to finish was five hours and 17 minutes.

Bidding went back and forth as bidders made offers on individual parcels and every conceivable combination. In the end, the last bidder standing was Aquilini Investments, a major investor from British Columbia.

“Our bidding method sells the land in the combination that brings the highest price for the seller. We could have had one buyer, 31 buyers or anything in between. In this case, the highest bid was for all the land,” said Musser.

Bidders on the land included: Duckhorn Vineyards, Kiona Vineyards & Winery, Upchurch Vineyard, Hedges and other prominent companies.

“We felt that the opportunity to buy this land in Washington’s smallest and most prestigious vineyard would attract the attention of quality growers, and we were right about that,” said

Musser. “From that point, the key is to promote competition between them, and I was very pleased with our success at that.”

Musser Bros. sold the property for the Kennewick Irrigation District, which has been working to provide pressurized water from the Yakima River to the land.

Chuck Freeman, district manager for KID, said he was pleased with the outcome.

“I think the right people were in the room, and the auction process worked well for us. We were at \$4.5 million before the Power Parcels part of the process kicked in, so that made a huge difference. I think we would do it again.” ❖

Auction.com has \$262M sales spree

Auction.com LLC facilitated online auctions resulting in the closing of 27 commercial assets in 22 states between Oct. 23 and Nov. 6. The sales had a combined total value of more than \$262 million.

The assets sold included industrial, retail, self-storage and multifamily properties. Among the highlights were: Yorba Linda Business Park, a 115,760sq-ft industrial park in

Yorba Linda, Calif.; a 179,959sq-ft retail center in Dallas; Marlboro Self Storage, a 537-unit facility in Englishtown, N.J.; Jasmine at Holcomb Bridge, a 437-unit, multifamily complex in Alpharetta, Ga.; Courthouse Marketplace Retail Center, a 98,963sq-ft retail center in Virginia Beach, Va.; Mallard Cove Apartments, a 211-unit, multifamily complex in Greenville, S.C.; and Gateway Commerce Center, a 55,820-unit retail center in Gainesville, Va. ❖

Missouri acreage brings more than \$3.6 million

Over 1,000 acres of Atchison Co., Mo., river bottomland sold at public auction in Rock Port, Mo., on Nov. 12, for more than \$3.6 million.

The property, owned by Associated Electric Cooperative, Inc., was originally purchased to build a coal plant but over time that decision changed.

“Since the land had not been on the market in over 30 years and farm prices are elevated to all-time highs, we felt it only made sense to offer it at public auction,” said Bruce A. Witt, the listing agent and Auctioneer with United Country — The O’Connor Agency of Cameron, Mo.

Bidders and attendees were from Missouri, surrounding states and from as far away as New Mexico.

The auction was conducted by Mike Jones, President of United Country Auction Services, who said the auction fulfilled the objectives of both the seller and the buyer.

“Our seller’s goal was to move the asset off their books, while the buyer, an owner of farms across Missouri and Kansas, saw an outstanding investment opportunity,” Jones, CAI, BAS, GPPA, said. “Over half of the land is situated low on the Missouri and Nishnabotna Rivers, with the remaining 560 protected tillable acres of farmland valued at about \$6,500 per acre, which is consistent for the region.”

“We have been in the real estate business for decades, and adding auction services has been a great service offering for our clients,” Witt said. “Depending on our seller’s needs and their property, we can customize a sales plan that fits their needs. In many cases, an auction is the perfect answer.” ❖



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\$72,000



\$72,000

Moran's smashes records for six California, American artists

Breaking a number of auction records and amassing over \$1.7 million in sales, John Moran Auctioneer's Oct. 22 Fine Art Auction signaled the strength of the market for well-chosen California and American art dating from the late 19th-century up to the end of the 20th-century.

The 254-lot sale, featuring paintings from estates and private collections in California and beyond, with over one-third hailing from the Estate of Ernest A. Bryant III of Montecito, Calif., was notable for the success of post-1950 works, as well as for the high prices for works from the era in which Moran's traditionally specializes.

New record-high prices were set for six artists, including three who were represented in the Bryant Collection: Henry Chapman Ford (1828 – 1894), Gordon Coutts (1868 – 1937), and Meredith Brooks Abbott (b. 1938).

Henry Chapman Ford's panoramic landscape view, "Santa Barbara Mission", an oil dating from 1881 and estimated at \$20,000 – \$30,000, realized \$51,000. A classic Western nocturne depicting an adobe cottage by moonlight was the work that propelled Gordon Coutts to record highs, selling to a telephone bidder for \$33,000 (estimate: \$10,000 – 15,000). Contemporary Santa Barbara artist Meredith Brooks Abbott reached

new auction heights with her "The Dairy – Nye Property, Santa Ana Road, Ojai", which sold for \$8400.

The other three records were for Filastro Mottola (1915 – 2008), whose quirky scene of everyday street life titled "Crystal Bar at Taylor and C Streets, Virginia City, Nevada" brought \$3900 (estimate: \$2000 – 3000); Jack Laycox (1921 – 1984), whose California School watercolor "Expressway", a dramatic depiction of color and light in nighttime traffic sped to a breathtaking \$15,600 (estimate \$3000 - \$5000); and John Christopher Smith (1891 – 1943), for an idyllic small town scene, "Cambria", that realized an impressive \$15,600 (estimate: \$8000 – 10,000).

Other artists also scaled dramatic heights, surpassing already high expectations. Millard Sheets (1907 – 1989) was represented by "Pinto Herd", a 30" x 70" masterwork in oil dating from 1950. The painting's mosaic-like pattern of galloping horses sustains energy and dynamism across the large canvas in a manner that only a supremely skilled wall muralist could achieve, and several bidders found their pulse racing when it went on the block. Bidding did not top out until it hit the \$72,000 mark (estimate: \$15,000 - \$20,000), after a prolonged and suspenseful battle. The sale sets a new second-place record for the artist.

Early 20th-century California Impressionist works also posted big numbers.

A large oil by William Wendt (1865 – 1946) of a sweeping Santa Barbara coastal landscape with the Channel Islands visible in the distance was much sought-after work, ultimately selling to a floor bidder for \$72,000 (estimate: \$50,000 - \$70,000). A smaller work by Wendt, an oil landscape depicting Morro Bay, earned \$22,800 (estimate: \$12,000 - \$18,000). Alson Clark's (1876 – 1949) dazzling "Summer Afternoon", a scene of figures with parasols seated beneath tall trees and dappled with fragmented light, originally estimated at \$12,000 – 18,000, charmed the crowd and realized \$30,000. An oil by Edgar Alwin Payne (1883 – 1947) from the Bryant Estate, "Mt. Ritter and Lake Ediza, High Sierras", found a new home for \$20,400, well over the pre-auction estimate of \$8000 - \$12,000.

Among the works by contemporary artists that performed well was an expansive oil by Santa Barbara artist Richard Schloss (b.1953), a breakout highlight originally estimated at \$800 - \$1200. "Early Morning Clouds, Butterfly Beach", a dreamy, tranquil scene of a coastline bathed in rosy light, caused quite a stir during preview, and ultimately earned \$6000. ❖

Stuffed polar bear brings in cool \$7150

A stuffed polar bear, a former Ramada Inn Hotel and Conference Center and a next-door, current Days Inn were among items of an entire auction sale that generated more than \$1.6 million at an Oct. 7 sale in Moline, Ill.

The polar bear sold for \$7150 and was the “most popular polar bear in the nation,” according to Merv Hilpipe, owner of Hilpipe Auction Co., who also told Moline newspaper The Dispatch that a large crowd of nearly 200 live bidders stayed at the event

for the entire 13-hour duration of the sale.

In all, more than 2200 items were sold – including three dance floors, 2000 chairs, 10,000 pieces of dishware, tables bedding and contents of 198 rooms – bringing in an undisclosed sum.

The real estate containing both hotels was sold within 30 minutes of the sale opening. It went to a non-disclosed buyer.

Information from The Dispatch was used in this report. ❖

Drug cartel quarter horse breaks all-time auction record

A 2004 NAA Hall of Fame inductee, Auctioneer Keith Babb, of Monroe, La., set more history on Nov. 1 when he sold Tempting Dash, a six-year-old quarter horse stallion, for \$1.7 million.

The sale was a highlight of the Fall Mixed Sale at Heritage Place in Oklahoma City.

The multiple Grade I winner, multiple track record-setter and \$673,900 winner was one of a nine-head consignment by VSE Corp., on behalf of the U.S. Department of the Treasury.

The horses in the VSE consignment were believed to be the final sale of horses related to a money laundering scheme involving members of the Los Zetas drug cartel of Mexico.

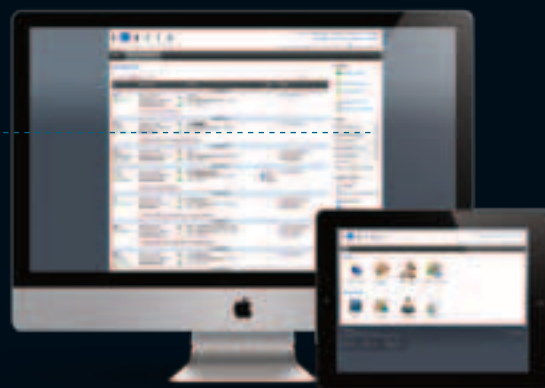
Over several sales, more than 300 American quarter horses were sold at Heritage Place.

In the past, Babb sold the previous record-setting quarter horse, Queen for Cash, for \$1.125 million in 1982. ❖

(Quarter Horse Track contributed to this article.)

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Remington drawings kick up higher bidding

Wild bidding for two Frederic Remington (1861-1909) ink drawings at Thomaston Place Auction Galleries' Nov. 9-10 sale kicked up a combined auction result of \$350,750.

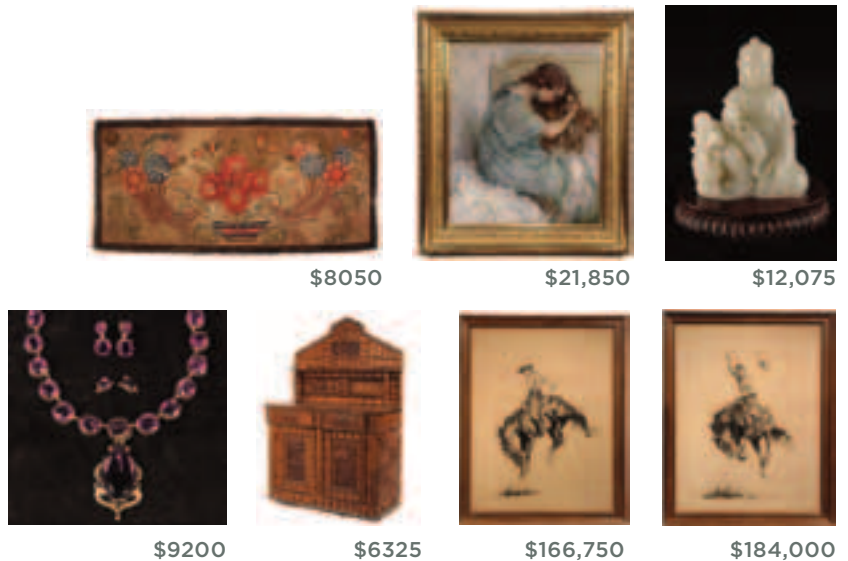
The pre-sale estimates of \$20,000 to \$30,000 for each work — both depicting bucking broncos — were quickly exceeded as “Sun Fisher” sold for \$166,750, while “A Running Bucker” brought \$184,000.

“It’s great to see that wonderful things, no matter where they’re found or sold, can bring great results if properly promoted,” owner and Auctioneer Kaja Veilleux said. “This sale reiterates the market’s interest in newly discovered, fresh-to-the-market, high-quality items.”

Additional standouts in the art category included an oil on canvas painting depicting a woman combing her hair by L.G. Lamur that brought \$21,850; a Marguerite Zorach (1887-1968) work, “Moonrise”, that fetched \$13,800; and an ink drawing, “Statue of Liberty”, by Roy Lichtenstein (1923-1997) that sold for \$12,650. “Wreck of the Old ‘97”, a Thomas Hart Benton (1889-1975) lithograph from the 1944 Associated American Artists edition of 250 achieved \$11,500. Another work that topped its pre-sale estimate was a 13th-century Italian stone bas relief of the Madonna and Child that brought \$9200.

From the celebrated Pribyl collection of hooked rugs, a 19th-century Waldoboro example, featuring a floral design in wool on linen, attracted enthusiastic bidding and sold for \$8050. A 1940s pictorial piece decorated with scenes of Maine brought \$6900.

Several pieces of Oriental art generated strong bidder response, such as an 18th-century or 19th-century Chinese white jade sculpture, depicting Seated Quan Yin with



praying child, that sold for \$12,075, and a carved, four-lobe form white jade box with carvings of fruit branches that brought \$9200.

In the jewelry category, an 18K gold Jules Jurgenson, engraved, hunter case pocket watch soared past its \$2500 to \$3500 presale estimate to bring \$9775, and a three-piece lot of antique 14K gold and amethyst jewelry, with a presale estimate of \$2000 to \$3000, sold for \$9200.

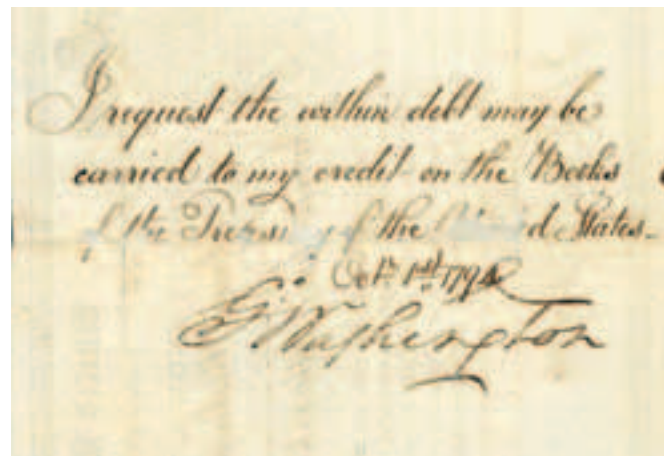
Furniture highlights included a diminutive, mahogany Hepplewhite period server bearing the label of Pottthast Brothers, Baltimore that brought \$8050, and a circa 1890 Adirondack bark and twig sideboard that sold to a determined internet bidder for \$6325.

Other finely crafted items that attracted aggressive bidding were: a group of 11 19th Century nautical charts that brought \$10,350, a folk art oil on panel panoramic painting of a whaling scene that blew past a \$1000 to \$1500 estimate and sold for \$6900, and an English Victorian sterling silver ewer with applied cast figural decoration by London silversmith Joseph Angell II that fetched \$5750. ❖

FRONT:



BACK:



\$265,500

1792 Washington-signed bond sets world record

Among nearly 1500 lots sold over a two-day period, a 1792 United States federal bond, issued to and signed by George Washington set a world record for a U.S. scripophily item after selling for \$265,500.

The sale was part of the two-session catalog and Internet sale held Oct. 19 and 22 by Archives International Auctions. According to the event press release, the bond was one of the first securities traded on the New York Stock Exchange, after the Exchange's founding in 1792.

The historic ephemera and document category featured a fresh estate Wells Fargo collection assembled in the late 1890s. Highlights included a high condition, circa 1850s Wells Fargo & Company banking broadside from San Francisco (\$3068). U.S. banknotes included a New York, Astor Bank black and white obsolete banknote proof from around the 1850s (\$826).

Other star U.S. lots included a Second Liberty Loan that was canceled and then reissued (\$2596); and a 1925 United States Adjusted Service certificate (\$2124); Fractional currency featured 1896 Educational Silver Certificate sets (\$1, \$2, \$5) hitting \$2478, \$4425 and \$4425; and an 1880 Heath's U.S. Treasury and National Banknote Detector in excellent shape (\$1652).

Other items from the sale included:

- Authentic Edison stock ticker (\$8850)
- 1880 Wells Fargo Mining Company certificate (\$2596)
- 1775 Colony of Massachusetts bond engraved by Paul Revere (\$6195)
- 1881 Standard Oil certificate signed by John D. Rockefeller (\$3835)
- 1890 Mexico Bono de Caja specimen, from El Banco de Veracruz (\$5015). ❖



\$2596



\$4425



\$5015



\$826



Shown here are several cars, including a 1924 ESSEX Raceabout Presidential Coupe (bottom right), that were up for bid at the third annual Classic Car Sale. Submitted photos

Classic Car Sale leads to \$10k for Habitat for Humanity

On Sept. 27-28, more than 100 bidders and supporters gathered as the Chevrolet Hall of Fame Museum hosted its third Annual Classic Car Sale in Decatur, Ill.

Overall, the top car of the day was a 1924 ESSEX Raceabout Presidential Coupe, which brought \$200,000 but fell short of protect.

As part of the sale, one car was sold to support Habitat for Humanity. It raised \$10,000, with all of the money going to the organization. The lot was among 24 of 70 cars that rolled across the red carpet and sold to bidders from across the United States.

The owner, Mr. Levelle Hunt, was thrilled with the results, which left several buyers feeling as if they had made the buy of the day.

The Classic Car Sale was executed by Hayden-Wilkerson Auction Co., with Jack Wilkerson serving as lead Auctioneer. ❖

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\$107,500



\$175,000

Photos by of David Newhardt, Courtesy of Mecum Auctions

Mecum closes out 2013 with Kansas City grand finale

Mecum Auctions' 2013 grand finale event at the Kansas City Convention Center, in Kansas City, Mo., was the cherry on top of yet another amazing year of success for the world's largest collector car auction company.

Of the 795 cars that went under the hammer in Kansas City during the Dec. 5-7 event, 490 sold for a 62 percent sell-through rate to bring auction sales totals to \$11.5 million.

The cold outside didn't stop the crowds of car enthusiasts from coming out to enjoy the all-indoor auction in Bartle Hall. Variety with an overtone of classic muscle was the theme of the three-day event and the top 10 sales tells the story.

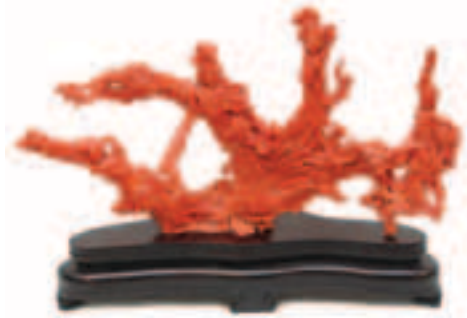
A beautiful Fleetwood-bodied 1931 Cadillac V-12 Convertible Coupe (Lot S165.1) took the spot as the high seller of the weekend hammering at \$175,000. The top-performing muscle car came in the form of an Alpine White Plymouth Hemi Cuda (Lot S137). The 1970 numbers-matching car gaveled at a strong \$160,000.

Two Twister Special Mustangs (Lots S133.1 and S102) found themselves in the top 10 sales for the second year in a row in Kansas City. When first produced, the Twister Specials were

only offered in the Kansas City area and these local favorites continue to draw a big crowd and big sales.

The complete top 10 sales list from the Kansas City auction includes (all individual sales reflect hammer prices):

1. 1931 Cadillac V-12 Convertible Coupe (Lot S165.1) at \$175,000
2. 1970 Plymouth Hemi Cuda (Lot S137) at \$160,000
3. 2000 Prevost Country Coach Motorhome (Lot F111.1) at \$155,000
4. 1970 Ford Mustang Mach 1 Twister Special (Lot S133.1) at \$107,500
5. 1967 Shelby GT350 Fastback (Lot S109.1) at \$105,000
6. 1970 Ford Mustang Mach 1 Twister Special (Lot S102) at \$82,000
7. 1963 Chevrolet Corvette Split Window Coupe (Lot F253) at \$76,000
8. 1970 Plymouth AAR Cuda (Lot S156) at \$72,500
9. 1967 Chevrolet Chevy II (Lot S130) at \$71,000
10. 1967 Pontiac GTO Convertible (Lot F217) at \$69,000 ❖



\$66,550



\$21,830



\$33,880



\$12,980



\$66,550



\$13,915

Chinese art pieces each knock down for \$66,550

A Chinese, hand-carved red coral sculpture of four Guan Yin (Buddhist deities of mercy and compassion) from the Qing Dynasty, and a Chinese hand-carved red coral group figure depicting two Guan Yin with flowers throughout, each knocked down for \$66,550 to share top lot honors at Elite Decorative Arts' auction in Florida on Nov. 2.

The sale — featuring 370 lots (300 of which met or exceeded their reserves) of Chinese works, fine decorative arts and fine artworks — saw about 80 people attend live, while another 650 bid online via LiveAuctioneers.com and Artifact.com. Phone and absentee bids were also recorded.

More than 1,000 Internet bids were placed in an auction that attracted worldwide interest. People from as far away as Eastern Europe and Asia logged on to bid for items.

The red coral sculpture grouping of the four Guan Yin stood just shy of 11 inches tall and was estimated to be from the Tongzhi reign (circa 1862-1874) of the Qing Dynasty. The lot included a certificate of antiquity from the Hong Kong Art Craft Merchants Association from 1985. It was appraised then for \$50,000. Each figure was beautifully, meticulously hand-carved. A collage on metal by Victor Vasarely (Fr., 1906-1997), depicting a Monochrome Violet design, 39 ¾ inches square, signed

carved. The same bidder who purchased that lot also bought the one immediately following it: a large (14 ½ inches tall) Chinese hand-carved red coral group depicting two maidens holding sheng and pipe instruments. A phoenix and crane can also be seen. A rock formed the base with high relief flowers. The piece sold for \$41,140, so the two purchases combined topped \$100,000.

The other Chinese carved red coral group that realized \$66,550 was larger than either of the two just described (19 inches tall). A fitted wooden base was included in the total height. One other Chinese carved red coral group that did well was a finely carved sculpture depicting a standing Guan Yin holding a platter with flowers, 7 ½ inches tall, circa 19th century (\$15,125).

An oil on canvas still life of a cup with fruit by the Mexican artist Pedro Coronel (1923-1985), titled *Naturaleza Muerta*, 31 ½ inches by 44 ½ inches, fetched \$33,880. Coronel was a painter, sculptor, engraver and draftsman. In 1946 he went to Paris, where he studied under artists Victor Brauner and Constantin Brancusi.

and mounted in a chrome tone metal frame, rose to \$15,730; a still life of flowers in a vase by Nell Blaine (Am., 1922-1996), signed and mounted in a gold and white painted wooden frame, went for \$13,730; and a bonded acrylic on canvas of a majestic stallion by Judith Dazzio (b. 1942), titled Wild Passion, 30 inches by 40 inches, made \$13,915.

A Chinese hand-carved white jade boulder depicting a mountain city scene and depicting what is called "Kong Cheng Ji" (or the "Stratagem of the Empty City" where occupants open the gates of a non-fortified city to confuse and frighten approaching armies) hammered for \$21,830. The 9 3/4 inch tall translucent jade specimen featured russet suffusions and a fitted wooden base.

Rounding out just some of the auction's top lots, a rare Chinese antique hand-painted enameled Grisailles planter, with a flower and leaf design over yellow ground, from the Qing Dynasty (Tongzhi to Guangzu, circa 1862-1908) realized \$12,980; and a stunning Bensabbot (Chicago) sterling silver and jade hook desk set with a gold wash magnifying glass and letter opener, made circa 18th or 19th century (and decorated by Bensabbot later on) garnered \$11,798. ❖

Spurs jersey auction raises a record \$186,000

On Nov. 14, the NBA's San Antonio Spurs auctioned off military-inspired camouflage jerseys to fans looking to give back and walk away a winner.

Collectively, the postgame auction garnered \$186,000 for Silver & Black Give Back, the nonprofit for Spurs Sports & Entertainment, and included a Sean Elliott signed ball and book, a team signed game ball and jerseys from each member of the squad. Funds from the auction will go towards youth programs such as Team Up Challenge and Spurs Youth Basketball League.

Mark Schroeder BAS, CES, who owns Auction brio llc. in San Antonio, handled Auctioneer duties. ❖



Mark Schroeder auctions a San Antonio Spurs, Tony Parker jersey during the team's fundraising event on Nov. 14. Submitted photo

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Texas Auction Academy presents \$32k check to Children's Hospital

The culmination of a year's worth of instruction, learning and raising money came on Dec. 2 as the Texas Auction Academy made its annual visit to the Texas Scottish Rite Hospital for Children in Dallas and presented a check totaling \$32,643.44 to the institution.

The figure represents what Academy students, instructors and staff raised during five fundraising auctions held in 2013. Those auctions were made possible after nine intensive days of non-stop training and lectures presented to the future professional Auctioneers.

"We feel privileged and honored to support the children of Texas Scottish Rite Hospital for Children in Dallas," said Mike Jones, CAI, BAS, GPPA, Academy

President. "Our graduates and instructors are very passionate in their efforts to help contribute as much as possible."

The check presentation was just one piece to the day's activity, as the annual toy auction also took place. Wendy Lambert, BAS, the newly crowned 2013 Texas State Champion Auctioneer, handled bid-calling duties. She was assisted by a surprise guest — Santa Claus.

The event is sponsored annually by members and board of directors of the Texas Auctioneers Association.

"The Texas Auction Academy has given us a wonderful platform to raise money for deserving charities, and there is no more a deserving charity than Texas



From left to right: Doak Lambert, Wendy Lambert, Mike Jones, Lori Jones, Donna Strickland, Montie Davis. Submitted photo

Scottish Rite Hospital for Children," said Lori Jones, the school's Vice President and Administrator. "This year is also special in that fellow Auctioneer Craig Meier, the President of the Texas Auctioneer Association and former Texas and World Auto Auctioneer Champion, was a patient at the hospital as a child." ❖

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Auctioneer turns new \$1 bill into thousands

In rural Iowa, Auctioneer Jared Chambers turned a single dollar into thousands for Wayne County Fair organizers, who needed to raise funds to purchase chairs and tables for the local 4H building.

Chambers, BAS, GPPA, opened the Special Appeals portion of the night by selling a crisp, brand new \$1 bill. While holding the bill, Chambers stressed the need for new chairs to a room that included attendees who had to stand in the back of the room due to a lack of seating.

It worked.

Because of Chambers' delivery and presentation, the single dollar sold for \$2100, but Chambers wasn't finished. Organizers had set a fundraising goal of \$3000 - \$4000, but Chambers told the crowd he wanted to raise \$10,000.

Over the course of the Special Appeals portion of the evening, Chambers helped raise a total of \$14,100.

"My friends have joked with me already that 'the value of the dollar is looking good here in Wayne Co.," Chambers said. ❖



A class of 33 students from four states, including Arizona, Kansas, Oklahoma and Texas, graduated from Texas Auction Academy in August 2013. Submitted photo



A class of 14 students from three states, including Georgia, North Carolina and Virginia, graduated from Mendenhall School of Auctioneering on Nov. 10, 2013. Submitted photo



Recently, 12 students from across North Carolina graduated from the Carolina Auction Academy. Submitted photo



Phyllis and Jimmie Dean Coffey display their awards after they were elected into the IAA Auxiliary Hall of Fame and IAA Hall of Fame, respectively. Submitted photo

Indiana Auctioneers gather for annual convention

Auctioneers from across the state convened Nov. 14-17 for the Indiana Auctioneers Association (IAA) annual conference. The conference, held this year at the Bloomington Convention Center, ran with the Title Sponsor of Schrader Real Estate and Auction Company.

Highlights of this year's conference included the Indiana Champion Auctioneer Competition, Auction Marketing Awards, Hall of Fame Inductions, a Children's Auction, the Presidential Luncheon and the election of the Board of Directors.

Throughout the weekend, Auctioneers were presented with dynamic and engaging educational seminars from industry-leading Auctioneers and presenters.

John Beechy was crowned the 2013 Indiana Champion

Auctioneer in a competition that featured twelve Auctioneers vying for the coveted title.

"I wouldn't be where I am today in my career if it weren't for the Indiana Auctioneers Association," Beechy said. "By attending the convention, I have met many Auctioneers who I have had the pleasure to work for. That would not have happened without becoming a member of the Association."

Carl Gilbert was named Reserve Champion, and Jimmie Dean Coffey, CAI, AARE, BAS, CES, MPPA, was named First Runner-Up.

The highest award conveyed to an Auctioneer in Indiana is an election into the Indiana Auctioneer's Hall of Fame. Ben Osinski, AARE, was elected into this year's Hall of Fame class.

He was recognized for his motto, "Auctioneering is our Profession, not our sideline", and the sentiment was relayed that achieving an honor such as his Hall of Fame induction seemed unattainable to a first-generation, small-town rural Auctioneer.

Jimmie Dean Coffey and Phyllis Coffey, BAS, of Bloomington, became the second husband-and-wife team to be inducted into the IAA and IAA Auxiliary Hall of Fame in the same year, respectively.

"Both Phyllis and I were extremely surprised by this honor," Jimmie Dean said. "Apparently, she had learned

of my induction last fall and wrote the bio that was read the night of the ceremony. But, she had no clue she was being inducted as well.

"We are both honored beyond description to be a part of the IAA Hall of Fame."

Also, the IAA held its annual election of officers at the annual membership business meeting, electing Mike Berger, Vice President; Chip Kugler, Treasurer; Mike Heimel, Director; and Sue Wickliff, Director. Tom Freije is the IAA 2014 President. ❖

IN MEMORY

Semple sold the future 'Belle of Louisville'

Garth Semple, 84, passed away on Nov. 18 after a long illness. In 1958, he graduated from the Reput School of Auctioneering, quit his job with the American Tobacco Company, and started his auction company and successful career in the auction business.

He was elected to the Ohio Auctioneers Hall of Fame in 2005 and Terrace Park Alumni of the Year in 2008.

Semple was also an active member of Power Squadron and often talked about auctioning The Avalon paddle wheeler, which became the Belle of Louisville.

Semple is survived by his loving wife of 64 years Suzanne, beloved father of Brent, dear grandfather of Brenna, great grandfather of Mason, Brooks and Jaxson and daughter in law Tina (nee Otto). ❖

Jutzi helped start Cystic Fibrosis Foundation chapter

Merlin Ray Jutzi, 89, passed away after a long illness. The long-time NAA member was a founding member of the K-W Chapter of the Canadian Cystic Fibrosis Foundation and jointly received a centennial medal for his work. Merlin enjoyed his business which included Merlin Machine Co., Blue Seal Turf and Ace Saw Sharpening as well as M.R. Jutzi Auctions with his son and partner Calvin Jutzi.

Jutzi graduated from Reisch Auction College, Mason City Iowa, in 1961, and began M. R. Jutzi & Co., which

specializes in construction, industrial, municipal and vehicle auctions.

He was predeceased by wife Grace Kathleen Jutzi (Bast 2011) and sons Marvin, Kevin and Robin. He is survived by his son Calvin Jutzi (Judy Gascho-Jutzi); granddaughter Catherine Hummel (Jeremy Kimmel); grandson John Jacob Jutzi; daughters-in-law Helen (Marvin 1992), Chris (Kevin 1996) and Tammy (Robin 1998) and sisters Mae Snider and Lucetta Stauffer (Enos). ❖



Richardson



I joined NAA to be involved in the association that represents the professional Auctioneer, and interact with other Auctioneers.”

Tyghe Richardson
Auburn, Calif.

Arizona

Robert John Greene
Auction Productions Inc.
140 North Country Club Drive
Mesa, AZ 85201
www.auctionproductions.com
info@auctionproductions.com
(480) 964-0775

Oscar Guerrero
4602 E Paradise Village Pkwy.
North H-253
Phoenix, AZ 85032
oscarguerrero100@gmail.com
(602) 518-5958

Arkansas

Angie M. Gallaher
United Country - Scenic Rivers
Realty
P.O. Box 837
Imboden, AR 72434
www.ucscenicriversrealty.com
agallaher@unitedcountry.com
(870) 869-1515

Carlette F. Metcalf
Appraisals By Carlette
772 S 48th
Springdale, AR 72762
appraisalsbycarlette@gmail.com
(479) 381-3144

California

Abra Annes
KLM Auctions
1758 Riebli Rd.
Santa Rosa, CA 95404
www.klmauctions.com
abra@klmauctions.com
(415) 602-3539

Eric A. Johnson
2936 26th Street
Sacramento, CA 95818
corporateeric@yahoo.com
(916) 524-4311

Suzanne Martin
801 N Acacia Ave.
Fullerton, CA 92831
jnsmartin@aol.com
(714) 396-3212

William Frank Newton
Gold Country Auctions
P.O. Box 3543
Fairfield, CA 94533
www.goldcountryauctions.com
fdnewton@comcast.net
(707) 639-7350

Tyghe J. Richardson
TJRAuctions.com and Richardson Real Estate Inc
P.O. Box 4307
Auburn, CA 95604-4307
www.tjrauctions.com
tyghe@tjrauctions.com
(530) 320-5554

Kenneth Lee Shirey, Jr.
Ken Shirey Inc.
3041 Kapalua Ct.
San Diego, CA 92154
Kenshirey1@yahoo.com
(619) 829-8694

Colorado

Tamara Jo Whelpley
138 S Logan St
Denver, CO 80209
tamarawhelpley@comcast.net
(303) 877-9663

Florida

Martin Claire
Martin Claire & Co LLC
7001 NW 84 Avenue
Miami, FL 33166
www.martinclaire.com
marty@martinclaire.com
(305) 597-1223

Melissa R. Farrell
Shulers Auction
1209 Gail St
Apopka, FL 32703
missyfarrell01@gmail.com
(407) 692-1832

Andrew Albert Ford
Ford Art and Antiques
3741 Tangier Terrace
Sarasota, FL 34239
www.andrewfordantiques.com
afordart@comcast.net
(941) 650-8854

Michelle Guppy
801 SE Johnson Ave. #1012
Stuart, FL 34994
gmerchants@gmail.com
(772) 485-9655

William Stanley Highsmith, Jr.
1265 Lornewood Dr.
Valrico, FL 33596
stanhigh@aol.com
(813) 661-9359

James E. Jenkins
James Jenkins Auctions
1 Frenean Lane
Palm Coast, FL 32137
(423) 282-6118

Paul C. Stefon
Auction 98 Gulf Coast Auction
Service, LLC
3044 Gulf Breeze Pkwy.
Gulf Breeze, FL 32563
www.auction98.com
paul@auction98.com
(850) 916-4243

Georgia

Natalie Quates
National Auctions N Liquidations
23087 Hwy. 27 South
Bluffton, GA 39824
nataliequates@gmail.com
(912) 690-1976

Illinois

Joshua W. Orlan
Orlan Group Inc
5244 Farwell Ave
Skokie, IL 60077
www.orlangroup.com
josh@orlangroup.com
(312) 504-8379

Julia K. Welchert
Welchert Auction & Realty
4903 Hanley Rd
Quincy, IL 62305
j.welchert@yahoo.com
(217) 257-2707

Indiana

James Cody Coffey
United Country Coffey Realty
& Auction
6391 S. Old State Road 37
Bloomington, IN 47401
unitedcountryin.com
jamescody.coffey@gmail.com
(812) 824-6000

Rebecca Lynn Potter
470 Main Cross
Charlestown, IN 47111
bpotter@28first.com
(502) 681-3728

Dustin M. White
United Country Coffey Realty
& Auction
6830 N US 231
Spencer, IN 47460
www.unitedcountryin.com
dustywhite2530@gmail.com
(812) 585-0972

Iowa

Bobbi Jo Reed
Reed Auction Service
P.O. Box 387
Ottumwa, IA 52501
reedauctionservice_bobbijo@live.com
(641) 684-4993

Kansas

John J. Hunter, II
Hunter Auction
12902 S Sycamore St.
Olathe, KS 66062
hunterauction@yahoo.com
(920) 791-0650

Kentucky

Daniel B. Carroll
2359 Valley Creek Rd.
Elizabethtown, KY 42701
danielbcarroll@windstream.net
(270) 769-6487

Louisiana

Lamar S. Buffington
2210 Pargoud Blvd.
Monroe, LA 71201-2306
lamarbuf@yahoo.com
(318) 387-1638

Donald Wayne Cauthron, Jr.
C & L Auctions
1143 Harrison Rd.
Reeves, LA 70658
waynecauthron@yahoo.com
(337) 526-3144

Maine

Roger Thomas Bintliff
Kennebec Auction Company
1011 Gardiner Rd.
Dresden, ME 04342
kennebecauctionco.com
rogerbintliff@gmail.com
(207) 841-7396

Minnesota

Shareif K. Eisa
2058 Parkway Ave
Shakopee, MN 55379
shareifeisa@gmail.com
(952) 270-3453

Liz Weatherhead
4115 Pebblebrook Circle
Bloomington, MN 55437
liz@lizspeaks.net
(952) 297-2990

Mississippi

Lance Varner
Auction 18
108 Magnolia Springs
Florence, MS 39073
www.facebook.com/auction18
auction18s@yahoo.com
(601) 573-6918

Missouri

Rebecca Young
RTR Services, Inc.
97 N. Central Ave.
O'Fallon, MO 63366
beckyyoung@rtrs-services.com
(636) 524-1066

Montana

Cash Allen Seal
National Auction
6400 South Frontage Rd.
Billings, MT 59101
www.nationalauctionusa.com
(406) 259-4760

Nebraska

Christopher S. Bober
Land Pros Realty
429 S Bryan Cir., Ste. 100
Gretna, NE 68028
www.chrisbober.com
chris@landpros.com
(402) 312-5076



Wells

“

I joined the NAA to stay better informed on what's happening with the best in the auction industry. As the Director of Marketing at Proxibid, it is critical I have a strong understanding of the Auctioneer perspective. I am confident NAA is the best source.”

Emilie Wells
Omaha, Neb.

continued »

“
I like to work with like-minded individuals and like the sense of community and teamwork. I am a retired eight-year NFL veteran turned real-estate broker who loves the excitement of auctions and compares them to game days in the NFL. I look forward to learning from the best and becoming a successful Auctioneer.”

Chris Bober
Gretna, Neb.

Lucas Taylor Luckey
 1130 East 53rd St
 Columbus, NE 68601
 lucastluckey@hotmail.com
 (402) 910-0373

Kevin Stoner
 Stoner Appraisals and Sales LLC
 601 Calvert Street, Suite E
 Lincoln, NE 68502
 kstoner@neb.rr.com
 (402) 261-9240

Emilie Wells
 Proxibid
 4411 South 96th Street
 Omaha, NE 68127
 www.proxibid.com
 emilie.wells@proxibid.com
 (402) 505-7770

Nevada

Donna Eich
 P.O. Box 421
 Verdi, NV 89439
 (775) 772-1188

New Mexico

Anastacia K. Golden Morper
 Land Tycoons
 P.O. Box 805
 Tucumcari, NM 88401
 www.landtycoons.com
 anise@landtycoons.com
 (505) 228-7884

Robert Grant Morper
 Land Tycoons
 P.O. Box 805
 Tucumcari, NM 88401
 www.landtycoons.com
 rob@landtycoons.com
 (505) 250-8315

New York

Victor E. Messier, III
 Messiers Auction Services
 5570 Shed Road
 Rome, NY 13440
 www.messiersauction.com
 messiersauction@gmail.com
 (315) 225-3565

North Carolina

Lisa York
 Adcock & Associates Real Estate & Auction
 1101 S. Horner Blvd.
 Sanford, NC 27330
 www.auctionsbyadcock.com
 lisayork@embarqmail.com
 (919) 880-9225

Ohio

John Hughes
 Frey & Sons
 3685 Mohler Rd.
 Blue Ash, OH 45241
 jhughes@freyandsons.net
 (513) 401-4765

Oklahoma

Earl D. Heard, III
 Heard Auction & Real Estate, LLC
 P.O. Box 1503
 Clinton, OK 73601
 cheard@sbcglobal.net
 (580) 323-6120

Buck L. Hutchens
 Smith & Co Auction & Realty, Inc
 P.O. Box 313
 Vici, OK 73859
 smithcoauctions.com
 bhutchens3202@gmail.com
 (580) 273-3202

Pennsylvania

Sue Huskey
 Sanford Alderfer Companies
 501 Fairground Rd
 Hatfield, PA 19440
 sue@alderferauction.com
 (215) 393-3000

Tennessee

Michael Cody Allen
 1525 Garden Lane
 Cookeville, TN 38501
 michaelcodyallen@gmail.com
 (931) 510-1400

Joseph Frank Haun
 United Country Clinch Mountain Realty and Auction
 3736 Hwy. 25 E
 Bean Station, TN 37708
 josephhaunrealtor@gmail.com
 (423) 748-7181

Stephanie Roller Morrow
 221 Franks Rd.
 Rock Island, TN 38581
 stephanieroller@gmail.com

Texas

Mostafa Anthony Azizi
 Azizi Auction House
 12505 Fair Lane
 Frisco, TX 75034
 www.aaclix.com
 tonygd04@yahoo.com
 (972) 672-5403

Charlie K. Cabler
 3350 FM 590 South
 Zephyr, TX 76890
 charliecabler@gmail.com
 (325) 998-3426

Mark James Ensign
 Black Boot Auctions
 9812 Runaway Rd.
 College Station, TX 77845
 blackbootauction@gmail.com
 (918) 399-4409

James Arthur Fitzgerald
131 Mill Valley Dr.
Colleyville, TX 76034
fitzgeraldauctions@gmail.com
(817) 688-6994

Richie James Garren
Garran and Associates Auction
Services
610 Misty Lane
Friendswood, TX 77546
rickg77@aol.com
(281) 554-5882

Trevor Hall
Homeseach.com
700 East Hwy. 121, Suite 150
Lewisville, TX 75067
www.homeseach.com
trevor.hall@homeseach.com
(972) 658-0502

Edwin A. Henson
Bird Street Antiques/Henson
Motor Co
946 Hummingbird Dr.
Coppell, TX 75019
hensonmotorcompany@gmail.
com
(469) 855-1495

Danny A. King
3010 Ira Young Dr. #514
Temple, TX 76504
danny.king7@icloud.com
(512) 914-6104

Logan Charles Pace
7492 Neely Dr.
Lumberton, TX 77657
logpace@yahoo.com
(409) 781-6419

Edith Parrish-Kohler
P.O. Box 1789
Montgomery, TX 77356
e.parrishkohler@gmail.com
(303) 565-0509

James David Pyle
Pyleman Enterprises
P.O. Box 853
South Houston, TX 77587
pyleman1@sbcglobal.net
(281) 704-0020

Jennifer J. Real
14777 Creighton Rd.
Conroe, TX 77302
jreal1@peoplepc.com
(936) 499-7173

Gregory Don Roberts
10448 Merced Lake
Fort Worth, TX 76177
greg@ajex.net
(817) 366-0226

Lori Stevens
2286 Lake Coves
Flower Mound, TX 75022
loristevens100@yahoo.com
(972) 841-6872

Virginia

Irvin Nebb
The Auction Company
4719 Timber Ridge Dr.
Dumfries, VA 22025
www.theauctioncompany.org
nebbie1@gmail.com
(703) 447-7415

Joshua S. Puffenbarger
Allied Auctioneers & Associates
LLC.
1056 Mount Solon Rd.
Mount Solon, VA 22843
www.alliedauctioneersva.com
josh@alliedauctioneersva.com
(540) 421-5007

Washington

Patty A. Roll
81 E. Stutler Road
Spokane, WA 99224
Roll.Patty@gmail.com
(509) 993-8553
Keith Dean Killam
2223 E Calumet St.
Appleton, WI 54915
keithkillam@gmail.com
(920) 379-3910

Canada

Ontario

Oliver FS Coppolino
512 Hwy 8
Dundas, ON L9H 5E1
Canada
ocoppoli@uoguelph.ca
(289) 808-0325

Mexico

Javier Lopez Morton
Morton Casa De Subastas
Monte Athos 179
Mexico City, 11000
Mexico
www.mortonsubastas.com
jlmorton@mortonsubastas.com
(52) 5552833154

New members compiled by Brandi McGrath

IN THE RING

PAGE *“The smaller-to-middle level player is going to have to get bigger to stay competitive, and ways to get bigger include mergers, acquisitions and franchising.”*

12

David Whitley

NAA Education Institute Chair

PAGE *“When I’m in front of a crowd auctioneering, I’m in heaven. There is nothing better than that.”*

39

Darrell Hill — On not leaving the industry despite losing his office to flood water

Rolling Hill Auction

Greeley, Colo.

PAGE *“Up until 2003, the general public in South Africa associated auctions with bankruptcy and foreclosures. Today, this negative connotation is being replaced with a positive one, due to extensive marketing and the positive impact auctions have had on the property market in South Africa.”*

25

Suanna Grobler

Grobler Attorneys and Auctioneers

Pretoria, South Africa

AROUND the BLOCK

- **Ritchie Bros. Auctioneers Incorporated has published its November 2013 auction metrics** on the company’s website. This information can be accessed at the following link:

<http://www.rbauktion.com/investors/historical-auction-metrics>

Monthly auction metrics should not be considered indicative of quarterly, annual or future performance. Auction metrics and corporate performance vary considerably month-to-month, due to the number of auctions held each month and seasonal factors. Ritchie Bros.’ actual results could differ materially from those implied by this monthly auction disclosure. ❖

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MEMBERS' CORNER

McKissick radio show examines chants

Pam McKissick, CAI, of Williams, Williams & McKissick, in Tulsa, Okla., recently released the latest episode of the “Pam McKissick Without Reserve” radio show. The two parts have McKissick focused in and exploring the Auctioneer’s chant.

The host interviews more than a dozen Auctioneers about their lives and careers, and she has each guest demonstrate his or her chant. Auctioneer leaders and legends included

in the two parts: John Nichols, Joseph Mast, Sonny Booth, Kathy Kingston, Scott Musser, Paul Ramirez, John Kessler, Johnna Wells, Cookie Lockhart, Neal Davis, Danny Green and Tommy Williams.

The two pieces are 46 and 49 minutes in length, giving listeners a solid peek into the time and energy spent by auction professionals to hone their crafts. The shows can be found at: <http://www.prx.org/p/104144>. ❖

- **Compass Auctions & Real Estate, LLC, of Chattanooga, Tenn., has announced** that it has brought 2012 IAC Champion Justin Ochs on board to open and lead its new Nashville, Tenn., division.

“We were searching for an avenue to provide the services our clients utilize to a larger demographic,” said Paige Holt, President. “Justin’s emphasis on customer service, progressive structuring, industry knowledge and ethical conduct made him the logical choice to build our new division.”

“The move to join Compass was an easy decision,” Ochs, CAI, said. “Our business models were identical, and we have the mutual desire to build an organization that could uniquely serve customers within all asset classes on a broader scale.”

- During the MarkNet Alliance Meeting, held in New Orleans, La., Oct. 20-22, **Aumann Auctions, Inc. was awarded the prestigious Personal Property Auction of the Year Award** for the success of the Legendary Jim Erdle Collection Auction.

Over 1100 registered bidders from 38 states and nine

countries outside of the U.S. arrived in Canandaigua, N.Y., and took part in a defining point of history as Aumann Auctions broke multiple world records selling The Legendary Jim Erdle Collection throughout the three-day auction.

- **United Country Real Estate, in Kansas City, Mo., recently announced the appointment of Jimmie Dean Coffey to the position of director of business development** for United Country Auction Services and area vice president – Indiana for United Country Real Estate.

“We’re excited to hire a talented professional like Jimmie Dean,” said Mike Jones, president of United Country Auction Services. “I have known him for thirty years, and his efforts in the auction and real estate business have made him one of the leaders in the industry. At every step along the way, Jimmie Dean has proven to be driven to success and is now ready to tackle the opportunity as director of business development and area vice president with United Country.

- On Nov. 12, **Matt Hostetter, CES, won the 2013 Canadian Western Auctioneers Championship.**



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

1

PLEASE CHECK ONE. Membership in NAA is open to individuals, not companies.

MEMBERSHIP TYPES		
MEMBER	An active auction professional that subscribes to the NAA Code of Ethics and embraces the NAA Mission and Vision. RECEIVE PRINTED MAGAZINE.	<input type="checkbox"/> \$300 (1 Year) <input type="checkbox"/> \$535 (2 Year) <input type="checkbox"/> \$725 (3 Year)
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<input type="checkbox"/> MEMBERSHIP NAA AUXILIARY*	The Auxiliary is a source for the promotion and advancement of the auction team. Membership is open to all NAA members and spouses. One year membership per person. <input type="checkbox"/> Self <input type="checkbox"/> Spouse *Auxiliary Member's Name (Must Complete): _____	\$25 per member

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Check here if you are a previous NAA member. Male Female

Number of Years in Industry _____ Year of Birth _____

Highest Level of Education Completed _____

Name of auction school attended if applicable _____

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3

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NAA Member Benefit Highlights

NAA Member Services: (913) 541-8084 — Fax: (913) 894-5281
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NAAuction.com

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

NAA Logo

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

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

Auctioneer magazine

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

Auction E-News

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

NAA Media Directories

NAA Auctioneers have access to media directories for all 50 states. Access these online directories at www.auctioneers.org/directories.

Online Mentoring and Networking Forum

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

Auction Calendar

Members can post their auctions for free on the exclusive NAA Auction Calendar hosted at www.NAAuction.com.

NAA Education Institute

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

Buyers' Guide

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

NAA Credit Card Program with Free Check Recovery

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

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

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Publications

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

NAA Payment Plan

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

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\$100/month for three consecutive months

Membership - Digital Magazine (\$275)

\$92 for first and second months; \$91 for third month

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Mission

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

Vision

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

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

www.auctioneers.org



NATIONAL AUCTIONEERS ASSOCIATION
EDUCATION CALENDAR

BAS (AT THE NYS CONVENTION)

Cortland, New York • Greek Peak Resort and Hope Lake Lodge • January 17-19, 2014

GPPA (AT THE IL STATE CONVENTION)

Bloomington, Illinois • Double Tree Hotel • February 7-8, 2014

INTERNET ONLY AUCTION SUMMIT: REAL ESTATE

Atlanta, Georgia • Georgian Terrace Hotel • February 11-12, 2014

CERTIFIED AUCTIONEERS INSTITUTE

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



CONFERENCE AND SHOW

Louisville, Kentucky • Galt House Hotel • July 8-12, 2014

BENEFIT AUCTION SUMMIT

Nashville, Tennessee • Hotel to be announced • September 14-16, 2014

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

thank you

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(913) 563-5423

hcombest@auctioneers.org

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(913) 563-5439

jpeterston@auctioneers.org

Administrative Assistant/ Project Manager

Susan Geren
(913) 563-5438

sgeren@auctioneers.org

Accounting

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 Projects Specialist

Brandi McGrath
(913) 563-5429

bmcgrath@auctioneers.org

Education

Director of Education

Aaron Ensminger
(913) 563-5426

aensminger@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 & Trade Show

Curtis Kitchen
(913) 563-5424

ckitchen@auctioneers.org

Designer

Nathan Brunzie
(913) 563-5430

nbrunzie@auctioneers.org

Marketing & Sales Coordinator

Kari Preston
(913) 563-5421

kpreston@auctioneers.org

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david@whitleyauction.com

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(913) 563-5423
hcombest@auctioneers.org

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jcoffey@jdcgroup.com

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(866) 290-2243
rich@success-auctions.com

Terms expiring 2015

Devin Ford, CAI, CES
(606) 878-7111
Devin@fordbrothersinc.com

Terri Walker, CAI, BAS, CES
(901) 322-2139
terri@walkerauctions.com

Terms expiring 2016

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(330) 674-7610
mast@reshowcase.com

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Scott@HallandHall.com

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Tommy Rowell, CAI, AARE
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(724) 847-1887
auction2@verizon.net

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(225) 686-2252
marvin@hendersonauctions.com

Homer Nicholson, CAI, AARE, CES

(580) 767-1236
nicholsonauction@cableone.net

Terms expiring 2015

John Dixon, CAI
(770) 425-1141
john@johndixon.com

Lonn McCurdy, AARE
(316) 683-0612
lmccurdy@mccurdyauction.com

Randy Wells, CAI, AARE,
BAS, CES, GPPA
(208) 699-7474
randy@rasnw.com

Terms expiring 2016

David W. Huisman, CAI
(209) 745-4390
huisman@huismanauction.com

Mike Jones, CAI, BAS, GPPA
(214) 906-5265
mikejones@unitedcountry.com

NAA Board Representative

NAA Past President

J. J. Dower, CAI, AARE, ATS
(423) 569-7922
jjdower@highland.net

NAF Staff

Executive Director

Hannes Combest, CAE
(913) 563-5423
hcombest@auctioneers.org

Foundation Administrator

Lois Zielinski
(913) 563-5428
lzielinski@auctioneers.org

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Lucinda Terrel
(816) 873-0239
lrterrel@hotmail.com

Trustees

Hannes Combest, CAE
(913) 563-5423
hcombest@auctioneers.org

Debra Brock

(316) 641-0748
djbrock2@cox.net

Angela Johnson
(352) 490-9160
aqj3and1@gmail.com

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Susan Hinson
(731) 267-5281
sjhinson@gmail.com

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will@mclmoreauuction.com

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(602) 722-7028
geyerma@gmail.com

David Whitley, CAI, CES
(970) 454-1010
david@whitleyauctions.com

Terms expiring 2015

JillMarie Wiles, CAI, BAS
(503) 263-4747
JillMarie@JillMarieWiles.com

William McLemore, CAI
(615) 517-7675
will@mclmoreauuction.com

Terms expiring 2016

Darron Meares, CAI,
BAS, MPPA
(864) 444-5361
darron.meares@mearesauctions.com

Jason Winter, CAI,
AARE, CES
(816) 884-5487
jasonwinter@me.com

Terms expiring 2017

Robert S. Weiman
(314) 680-8598
rob@moundcityauctions.com

Peter Gehres
(614) 308-1435
petergehres@gmail.com

NAA Board Representative

NAA Vice President

Tom Saturley, CAI
(207) 775-4300
tsaturley@tranzon.com

Education Staff

Director of Education

Aaron Ensminger
(913) 563-5426
aensminger@auctioneers.org

Education Coordinator

Tara Truitt
(913) 563-5432
ttruitt@auctioneers.org

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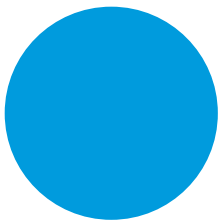
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