

Auctioneer

DECEMBER 2011

The official publication of the National Auctioneers Association



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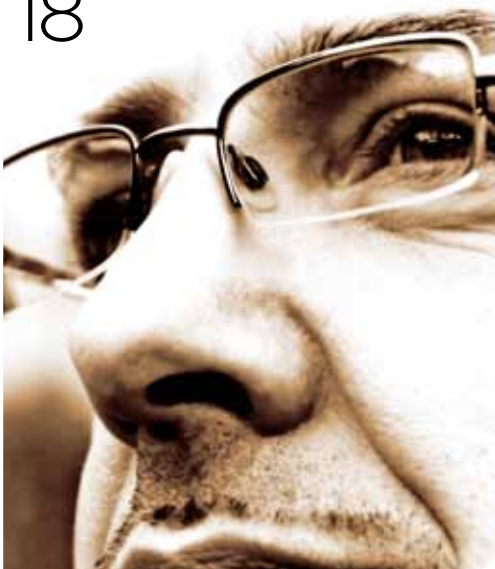
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Auctioneer

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Modernist houses might be big business opportunity



By Sarah Sonke,
CAI, AARE

NAA Auctioneers:

I love architecture and North Carolina State in Raleigh, N.C., has a storied architecture school. I started paying attention to architecture events in the area and become involved in a growing group that celebrates modernism. AuctionFirst has since become a sponsor of non-profit group Triangle Modernist Houses.

A little-known fact to most Raleigh residents is that the city has the third-largest concentration of modernist houses in the country after Los Angeles and Chicago. These "Frank Lloyd Wright" modernist designs are difficult for the average real estate agent to sell because they don't know how to market them. Selling this type of home is like selling a work of art that you live in. I've auctioned three so far, so this has become a specialty niche.

The modernist group in Raleigh plays host to an architectural film

festival each fall that AuctionFirst sponsors. An average of 60 people attend the viewing of every film in the series. Six slides of our upcoming or recently sold auction properties show on the big screen as advertisements before the film starts. The heading on each slide reads "Priceless works of art are sold at auction. So are unique homes!"

There are modernist groups forming all over the country, and some play host to large weekend events that celebrate this style. Palm Springs, Calif., played host to an 11-day event this year, so it's now become big business in some areas. Check out www.modernismweek.com.

To support this growing interest and the need of these homeowners, I recently designed another auction website appealing to just this niche of the business. Check that out at modernhomeauctions.com.

Sarah Sonke, CAI, AARE

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DON'T TAKE IT PERSONALLY



By Rich Haas

you would take it? They are rejecting you. They are telling you “no!” On the other hand, it’s never personal, it’s not about you, it’s all about them. After all, they are the customer.

It really boils down to staying mentally tough enough to handle the rejection and move on. To do that, here are some ideas:

1. Be sure they are really saying “no.” Often a good question to ask is, “What do you need to see/hear/feel to help you choose my solution to meet your needs?” Maybe they aren’t as sure about saying “no” as they sound.
2. If it is a definite “no,” then take a deep breath and get over it. Rejection is never easy, and at the same time, it’s part of the process of being an Auctioneer. Everyone is not going, nor should you expect everyone, to say “yes.”
3. What would you normally do next if it was just another sales call or phone call? Hey, go back to your daily routine. The faster you “get back on the horse,” the quicker the pain goes away. Next.
4. If you are still having trouble getting over it, there is one more solution: Decide on a specific length of time and date that you are going to be frustrated, disappointed, in mourning. When the time is up, it’s business as usual. Make it a short cycle and get back to your life.

The next time you lose an auction and the prospect starts off by saying, “Don’t take it personally,” make sure you pay attention to what he or she said. It’s not about you! It’s always about them because that’s who they are looking after.

Great salespeople work on their mental toughness every

Every time you lose an auction and your prospect is preparing to give you some bad news, he or she always starts with the disclaimer, “Don’t take it personally.” Then they say, “It’s not about you,” or, “We just decided on someone else.” There is a paradox here. First

of all, how else do they think

day. Focus on your victories, not your losses. Besides, your victories are a lot more fun to remember, anyway. People do strange things. People do things that from the outside appear extremely irrational. Often they make fools of themselves. There is no doubt that some people are addicted to approval.

Some Auctioneers also fall into this trap, looking for a “yes” at any cost. The job of the Auctioneer salesperson is to seek and gain approval. The danger comes when you make irrational decisions in order to get the contract.

Here are some signs:

1. Cutting your commission
2. Failing to ask for the order five to seven times
3. Not following up in a timely fashion

Usually our justification comes from, “I don’t like to be pushy,” or “I don’t want to chase them away.” How to deal with this? Great Auctioneer salespeople deal with these limiting beliefs by staying focused on their priorities. As an Auctioneer, your priorities should always be the following:

1. Help those who need you.
2. Move past those who don’t need you (but, keep checking on their motivation to sell).
3. Don’t forget to focus on your motivation, too. What are you trying to achieve? What is your goal?

Like many things in the Auctioneer business, it all sounds simple enough, but it isn’t. This takes practice, discipline, support and accountability. Make sure these items are part of who you are and who you are becoming. If you’re looking for approval, it’s OK. Just focus first on getting the approval of those in your personal life by being successful in your business life.

Remember, you can be the best bid caller in the world, but if you cannot write an auction contract, you will not make it as an Auctioneer. You need to be a salesman first, businessman second and an Auctioneer third. Bid callers are a dime a dozen.

Rich Haas is President of Continental Auctioneers School in Mankato, Minn. ❖



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Making waves

Online or on air, radio provides platform for auction promotion

Whether they're on the Internet, local stations or a myriad of other formats, radio programs can help Auctioneers boost auction attendance, promote the industry and build relationships, say National Auctioneers Association members.

Doug Dennison of Rowell Auctions Inc., St. Augustine, Fla., conducts a weekly show called the "National Real Estate Auction Radio Show," and Melanie Eifling, BAS, of Bill Colson Auction & Realty Co. Inc., Nashville, Tenn., is in the early stages of launching Auction University, a web-based radio platform.

In mid-November, Eifling and Dennison participated in Q&As concerning best practices for promoting auctions through radio. Tommy Rowell, CAI, AARE, of Rowell Auctions, a Marknet Alliance member, Moultrie, Ga., joins Dennison.





Dennison

1 2 3 4 5 6 7

Q&A with

DOUG DENNISON & TOMMY ROWELL, CAI, AARE

What is the name of your radio show?
 How many stations pick it up? Is it an information-only show or do listeners call in with questions?

“We decided to call it the ‘National Real Estate Auction Radio Show.’ Our firm concentrates on real estate auctions, so we wanted to keep the show focused on real estate. Our mission statement is ‘To provide an educational experience for listeners and a promotional format for auctions across the country,’” Tommy Rowell, CAI, AARE, says.

“Since I live in Saint Augustine, Fla., the show is broadcast live from WFOY 1240 AM studios. The show is recorded and shown on the Rowell Auctions website, www.RowellAuctions.com, on the MarkNet Alliance website, www.MarkNetAlliance.com, and on YouTube. I ‘program’ the show by asking VIP guests to call in at a certain time. We talk about what types of questions I will ask, and we chat from there. Additionally, we get calls from the local Saint Augustine market. The radio show is on at 10-11 a.m. every Friday. You can listen to it live online at the WFOY website, www.1240news.com,” Doug Dennison says.

continued »




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2 How did you get into radio? Why did you decide to start a show about auctions?

to think of ways to promote the firm. Michael Pappas, CEO of Keyes, supported the idea, and I hosted the show for three years. When I was hired by Rowell Auctions Inc., Tommy Rowell and David Hart, CAI, AARE, the company's COO, encouraged me to start a national auction radio show," Dennison says.

"I first started a real estate radio show in 2003 for the Keyes Real Estate Co. in South Florida. At the time, I was a District Sales Manager responsible for opening a new real estate office in Boynton Beach and was trying

3 What topics do you discuss during the show, and what demographics do you target? What types of information grabs the most consumer interest?

CEO of the Five Star Conference; Matt Corso, COO of MarkNet Alliance; Bill Eshenbaugh, CCIM, a Tampa, Fla.-based real estate broker/CEO of Eshenbaugh Land Co.; and Carlton Jones, IT Director/Social Media Coordinator for Rowell Auctions. Topics ranged from upcoming auctions, upcoming real estate events, past successful auctions and how to use Facebook as a marketing tool. The show had more than 2,780 YouTube views," Dennison says.

"My job is to promote Rowell Auctions, our upcoming auctions and to educate the listener about auctions. I do that by recruiting great VIP guests who call in to the show. Our audience is real estate brokers, bankruptcy attorneys, developers, real estate media, past auction sellers and other Auctioneers. Our biggest audiences came during shows that featured Larry Latham, CAI, an NAA Hall of Fame member; Ed Delgado,

4 How long have you been doing the show? Did you bring past experience in broadcasting or was this a skill you were able to learn through experience?

'learn on the run.' I am still learning and hope to get better, show by show and week to week," Dennison says.

"We started the radio show in March of this year. Stanley Tate, former head of the Resolution Trust Corp., was my first guest. My Springfield College education was more about management, promotions and YMCA training. I was a VP for the Miami YMCA when I first started learning about how radio, TV and newspapers could help the YMCA. I never had a broadcast education, so like a lot of Auctioneers and entrepreneurs, we

5 As an auction professional, why would I want to get into radio? How does it benefit an auction company, the industry in general?

promote their sale. Once we had a banker go on the show and promote the upcoming auction we were doing together. He loved the opportunity, we appreciated having him on the show and, incidentally, we are selling more properties for him next month," Rowell says.

"As an auction firm, our goal is to sell real estate properties, do a good job for our clients, get repeat business and make money. Our industry is very competitive. Any time you can have a 'difference maker' in your auction proposal or have a chance to help promote a past client, I think you have found a good way to be unique. Additionally, we advertise our upcoming auctions by having some of our Auctioneers go on the air to

6 What advice can you offer to other Auctioneers who might want to get the word out, via radio, about the benefits of auctions?

as they were on a national radio show talking about themselves, their firms and their professions 'as a recognized expert in their industries.' Some of my recent shows have included Michael Fay of Colliers International, John Lewinger of Grubb & Ellis, Bob Pliska of Sperry Van Ness and Walter Liff of Action Auctions. Each is an expert in their area, and they gave great information about their marketplace. This helps to educate our audience," Dennison says.

"Alison Marchetti of Rowell Auctions does a great job putting together a weekly PowerPoint presentation together of photos, short bios and contact information of the VIP guests of the shows. Carlton Jones then uploads it to YouTube. As soon as it goes on, I e-mail it to my guests as a link. They often use it as promotion to send to their clients and friends,



7 Is there anything else you would like to share with fellow members about ways in which they can benefit from a radio program?

“Through the power of the Internet, the radio program is a cost-effective way to promote auctions. It is also a great way to spotlight your auction firm, your staff, your upcoming auctions and an incredible way to build relationships,” Rowell says.

1 2 3 4 5 6 7 8

Q & A with

MELANIE EIFLING, BAS

1 What is the name of your radio show? How many stations pick it up? Is it an information-only show or do listeners call in with questions?

“Auction University is our tag name. Just now, the show will be publicly broadcast via Blog Radio. We produce



Melanie Eifling, BAS, interviews Cookie Lockhart, CAI, CES, GPPA, for an Auction University broadcast. Submitted photo

the segments in a podcast format. The podcasts are uploaded via an MP3 file to a ‘free’ broadcasting server. I chose iRadeo, an online audio-streaming platform. The player can be easily inserted into our existing Blog (also free) through Google’s Blog Spot — AuctionGreer Blogspot. The plug-in player can be placed in a Facebook posting on our Auction University Fan Page and/or added to our website at AuctionGreer.com.

“I have received invitations from our local Auction Weekly, ‘America’s Auction Report,’ as well as our local (radio station) WAKM 950 AM, to feature guest spots for the interest of their regular listeners.

“The first few broadcasts will be information only. As we test the waters we can upgrade to an expanded broadcaster plan in iRadeo that would allow for a live format, including caller questions.

“We are dedicated to the notion that Auction University will be a format that discovers and corrects the mystery of the auction method of marketing. Listeners will be persons interested in the fascination of auction, investigating auction company choices or for personal entertainment.”

2 What times and days is it on? Can people listen to it online?

“In our infant stage we will feature a current story on a semi-monthly basis. The podcast will be available for listeners to enjoy 24/7 by hitting the play button on our Facebook fan page, blog, website or on iRadeo.

Automatically, iRadeo will update a new upload. Archives will be available on the AuctionGreer website or by special request.”

3 How did you get into radio? Why did you decide to start a show about auctions?

“I got into radio by promoting our benefit auctions on WAKM 950 AM in our hometown of Franklin, Tenn. The AuctionGreers were featured as guests of the morning talk radio, ‘The Hometown Radio Show.’

... “Devine intervention had sent me my first official Auction University guest (Cookie Lockhart, CAI, CES, GPPA) ... We plugged a microphone into my laptop and talked about being women in auction over coffee in the basement of Bill Colson Auction & Realty Co. Inc. in Nashville, Tenn. We could have as easily recorded the segment on location at a live auction or driving through the countryside.”

continued »



4 What topics do you discuss during the show, and what demographics do you target? What types of information grabs the most consumer interest?

“The listeners can include almost anyone. People are interested in the history of auction. They are captivated by the thrill of selling and mesmerized by the chant. I am confident that effective marketing of simple human-interest auction topics will pull a wide range of assorted listeners. Audiences easily digest pertinent facts about auction by listening to dedicated professionals talking trade with relaxed conversation.”

5 How long have you been doing the show? Did you bring past experience in broadcasting or was this a skill you were able to learn through experience?

“It has taken me almost a year to invest the courage and planning necessary to make Auction University a reality. I have free-styled, freelanced and free fallen with complete will. The show’s first official segment featuring the (Bill Colson Auction & Realty Co. Inc.) coffee table interview with Cookie Lockhart will air this month (November).

“I have an old friend who has become the show’s vested official photographer. Teresa Bamford is a freelance photographer and a top Real Estate Professional in Nashville. Bamford has committed to travel with me to photograph the live interviews. Her contribution will allow us to create a visual experience of the ‘Women in Auction’ interviews for those who insist upon a little optic stimulation to accompany their listening sensory. As far as broadcasting experience, my time behind the microphone as an Auctioneer and auction student is my only formal training.”

6 As an auction professional, why would I want to get into radio? How does it benefit an auction company, the industry in general?

“Today’s society is very tech oriented. They like to listen to the news. They enjoy listening to podcasts, as well. How better to tell your story and vocalize your experience. Passion for your work can be penned. An advertising campaign of your services can be budgeted and marketed; however, the personality given to hearing your passion is emphatic. It is the very reason you book auctions when you go for a live interview with

the prospect. They hear your experience as well as see examples of your triumphs. Besides, you can create just one podcast message, register for a free limited package on iRadeo and upload a personal message to your website visitors. It is effective advertising that is a tiny bit labor intense but completely cost effective.

“Naturally, if you want to tackle a project such as Auction University, eventually you will have to make a small investment in equipment and adequate online streaming. However, the nearly nominal investment in a personal message can place your auction firm onto the top of today’s techno market.”

7 What advice can you offer to other Auctioneers who might want to get the word out, via radio, about the benefits of auctions?

“Keep it simple. It is just a new form of old technology. You know your audience, customer base and demographics better than anyone in your area. You can broadcast a personal message or record customer testimonials. Make the voice message for your business as personal as you make the voicemail message you broadcast from your smartphone.”



8 Is there anything else you would like to share with fellow members about ways in which they can benefit from a radio program?

“I love to hear my husband wish me good night and put into words his love for me. My fondest memories of childhood are my mother

reading bedtime stories, my brothers calling me home, or my father singing to me. Humans find vast comfort in the sound of another human voice. Relax and use the same voice you use day after day to call bids. Articulate your zeal and demonstrate your unique ability to best benefit a client. Consider a radio player message. Your business will benefit from the familiarity of your voice and the confidence and personalization it will offer your customer relationships.” ❖

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THINK AGAIN

“Not responsible for accidents” disclaimer has no weight of law

“You’re Auctioneers, not newspaper publishers. You have to pay for advertising. You want to advertise things that’ll create interest in your auctions. You don’t want to waste ad space and the money it costs by listing every item you’ve got to sell right down to the garden rake.”

That is what an instructor told our class at Auctioneering school years ago, and it was good advice for two reasons: First, ad space does cost money and Auctioneers should buy it wisely. Second, an auction ad is supposed to draw attention, stimulate interest and spur those who see it to attend the auction. Auctioneers take a step toward accomplishing this when their ads feature desirable pieces. They step backward when they advertise the inconsequential. Listing a garden rake is an example — as is declaring, “Not responsible for accidents.”

Have you seen that disclaimer at the bottom of auction ads? You almost certainly have because it appears about as frequently as “cash or good check” and often right below it. The difference in the two statements is that the latter is worthwhile, while the former is ineffective.

Unfortunately, some Auctioneers do more copycatting than thinking. It is easy to see what the other fellow does and merely follow suit. What is not so easy is to take the time

and make the effort to analyze a practice to determine whether it makes sense, will work under the circumstances and has value. Oftentimes copycats do no more than reproduce other’s mistakes — such as using this “accidents” disclaimer. Let’s see why that is the case.

We will begin by examining the plain language of the term. What does “not responsible for accidents” mean? An Auctioneer who publishes this tells the world that he will not be responsible for accidents that occur — but accidents caused by whom? It seems safe to assume that the Auctioneer wants to shield himself from liability for an accident he might cause, but is he also saying he will not be responsible if someone else causes an accident at his auction? How about a mishap caused by an employee ... or by his principal, the seller? The disclaimer does not say, so we do not know what, if any, limitation it is to have.

What kind of accident is the Auctioneer referring to? Is this an accident at the auction block, or the auction site, or one that happens anywhere that is auction related. Or, does it mean any accident anywhere whether auction related or not? Is the term meant to be broad or narrow? Does this include a vehicle accident? If the Auctioneer recklessly drives his truck and hits three people at the auction, is he relieved of any responsibility for the injuries?



Is it limited to physical injury, or does it extend to the financial harm that could result to a buyer from the Auctioneer negligently misrepresenting a cheap crystal as a diamond? Again, the disclaimer is not explanatory, so there is no way for us to know what boundaries, if any, are intended.

An Auctioneer is an agent for the seller who is the principal in the relationship. Since a principal can be liable for the wrongful acts of an agent, when committed within the scope of the agency, is the seller also not responsible for accidents, since the agent-Auctioneer is not? Once again, the language does not specify, so we are left to wonder.

To whom is the Auctioneer disclaiming responsibility — to bidders, buyers, everyone in the world? The disclaimer is silent on this, too.

Is the Auctioneer denying any responsibility to his employer, the seller? If the Auctioneer accidentally pays the seller too little money for her goods sold, is the Auctioneer immune to liability for his error? We cannot tell from the disclaimer.

This four-word disclaimer leaves these and many more questions unanswered.

For this reason alone, it is severely flawed and should not be used, but there is an even more compelling reason for tossing it in the waste can. The disclaimer has no weight of law. It means nothing legally.

A patient enters a hospital and is confronted with a sign that states, “Not responsible for accidents.” The patient has a sliver of glass stuck in her right foot. She eventually leaves the hospital, but not before her left leg was mistakenly amputated. Do you believe there is no responsibility by anyone for that accident?

A customer enters a bank and is confronted by the sign. The customer deposits \$100,000 into a savings account. A week later the customer has no money because the bank mistakenly gave it to another customer. The bank has no responsibility to the customer who lost the money because the sign says so, right? Wrong!

You walk into any place of business (doctor, lawyer, accountant, retail store, repair shop, you name it) and immediately see the sign. These people can do anything to you and have no responsibility whatsoever for their actions and omissions because they put up a sign that says so. Do you believe that? Don't!

Have you ever seen any business, except an Auctioneer, post such a notice? You probably have not and for good reason. So why do Auctioneers do it, except to copycat a mistake made by other Auctioneers?

It is true that there are places where the public goes and “assumes the risk” of injury by the nature of the activity that occurs there. Being hit by a foul ball at a ballpark is an example, but that is not close to what we are discussing here. The law is pretty strict about prohibiting people from disclaiming responsibility for injuries they cause to others and it should be. Otherwise, we would have these ridiculous signs everywhere — at businesses, in yards, inside houses, at shopping malls, etc., along with all of the irresponsible conduct that they would spawn from the posters.

There is no exception in the law of negligence for Auctioneers, and they get no special pass on liability for what they do. Why would anyone think otherwise? I do not know, but I do know that the use of this silly disclaimer is just that ... silly.

If you believe otherwise and think this sign carries legal protection, try this: mount it on the front of your car. See how that works for you if you ever cause a wreck. ❖



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*"For we know that if our earthly house of this tabernacle
were dissolved, we have a building of God,
an house not made with hands, eternal in the Heavens"*

2 Corinthians. 5:1



Ryan George

Ryan George, through Biplane Productions, has helped Auctioneers market more than 2,300 auctions across 43 states.

For the past five years, George has built an average of more than 1,000 print ads and more than 600 pages of direct mail each year, in addition to consulting, writing news releases, building proposals and coordinating online marketing. George has written articles for multiple publications, including trade magazines, lifestyle tabloids and newspapers. In 2004, he published his first book and began speaking at Auctioneer events on the state and national stage.

Since March 2007, he has published a biweekly article related to auction and/or small business marketing. The articles are distributed to hundreds of subscribers via e-mail.

Connect with Ryan at the following:

Facebook.com/BiplaneProductions
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mail@ryangeorge.net



I love snail mail.

So, I register for mailing lists all the time. I like to see what corporate America is producing in its metropolitan ad agencies and what Auctioneers create with their brochure mills or local print shops. I don't see "junk mail." I see lessons in how to capture attention and how not to get trashed in the first pass through the stack. I've got a storage bin filled with competition-worthy samples, and I've developed a list of the ways Auctioneers ignore the purpose of advertising.

Advertising should do three things:

- *Capture attention*
- *Inform*
- *Call to action*

In other words, your media needs to make a good first impression, hold that attention, and then leverage its effect to evoke a specific response. The first step and the transition to the second step are typically where I see Auctioneers stumble. They assume that the recipient is as interested in what they're selling as they are and that the recipient will interact with an advertisement as though they already know the content will interest them.

Most auction brochures and postcards I receive make me shake my head — more times than not because of the mailer panel. The mailer panel is the first impression panel for the vast majority of the people on your mailing list. Don't make your first impression like these guys I've met at my mailbox:

1: THE SHADY LAWYER

If you get on enough Auctioneer mailing lists or peruse enough advertising competition entries, you'll find a mailer panel that shows the auction company name and logos and their contact information — and nothing else but the auction terms. Before you ever know what they're selling, you're given all the indemnifying conditions of what you can and can't do in regards to something being sold — something not shown nor described.

If you walked into a retailer, they wouldn't stop you at the door to read the fine print from your pending receipt. Why would a retailer — or an Auctioneer — start his advertising that way? They tell me it's because that's the only place left to put the terms. These Auctioneers believe the mailer panel is the leftover space, despite it being maybe the most important space of the entire piece.

2: THE CONSPIRACY THEORIST

I also get pieces whose mailer panels hold not much more than a small (often illegally reproduced) map on them, sometimes with directions. Like the shady lawyers, these Auctioneers assume the space next to your address is the junk drawer of the advertising kitchen. If there were more than one Area 51, you could make the case that maybe these Auctioneers might be selling restricted real estate. We're told there's an important place; we just don't know what's going on there. Think about it: why would anyone be interested in a map that comes with no reason to use it? And who keeps a map to a place they don't know if they want to visit?

3: THE CONSOLIDATOR

Every time postage rises, more Auctioneers consolidate their mailings, sometimes by designing more than one auction into a piece but more often by stapling and/or tabbing multiple brochures together and mailing them as a combo pack. This can be a smart strategy if the auctions are for similar assets that would have been mailed to the same list anyway.

The problem comes when only one of the auctions is mentioned on the mailer panel of the outside piece. If I were the seller of one of the auctions shown in the interior pieces, I'd feel second rate. I also regularly receive pieces that just have a calendar showing highlighted dates and a couple headlines. Rather than treat one seller with unequal attention, all sellers get the impersonal treatment.

Typically, the Auctioneer is combining an entire month's worth of mailings at one shot. In most cases, it would seem to me that somebody's auction is getting advertised later than optimal timing.

4: THE MIME

These pieces don't say anything; they just indicate that there's something not being said. I've seen auction mailers with nothing but the recipient's address and a stamp on them — sometimes also a stamped return address and logo on it. Blank on the other side, too. Why? Because the Auctioneer only paid for one-sided printing. Usually, they are mailing a poster they had printed to hang in stores around town. They are banking on the fact that curiosity will typically trump attention span and the hope that they won't be seen as cheap.

I understand the intrigue strategy, but there are better and more professional ways to generate curiosity. You're paying to mail both sides of the brochure. Why not use both?

5: THE NARCISSIST

One Auctioneer told me he didn't like me putting pictures on the outside of a brochure and that he wanted just his name and enlarged logo on the outside of the piece. "When people see my name, they will want to open it." Even as a direct mail junkie, I don't open all of my mail, even pieces from known entities. From what I've heard, I'm not alone in that reality. So, I wouldn't trust the name recognition approach, especially when mailing to a new geographic or asset market.

6: THE ACROBAT

Usually this dude comes in postcard format. He expects you to flip the piece over to see the most appealing images and information. Online print shops only exasperate the problem by calling the side of the postcard opposite the address the "front." They assume guests will come to your back door first, I guess. They overlook that the vast majority of Americans open their mail address-side up because that's how mail deliverers put it in mailboxes.

Don't make the people on your mailing list guess what's for sale and why it's important they know about it. Capture their attention and inform them right from the first impression — the mailer panel. ❖

NAF hopes to raise more money than last year through annual auction

“Making a contribution to the NAF is a great way to keep supporting the industry and the organization we all love.”



Benny Fisher, CAI

The National Auctioneers Foundation is planning an auction.

The online event, scheduled for Jan. 19 to Feb. 6, will be one of just a few ways the NAF plans to raise money to support improving the educational programs offered by the National Auctioneers Association.

At its meeting in October, members of the NAF Board of Trustees unanimously approved holding the auction, and they nominated Past President and current Trustee Mike Jones, CAI, BAS, GPPA, as Chairman. Jones and his committee have started securing donations for the event.

Last year, the NAF played host to a similar event and raised more than \$34,000. Jones says he is confident the NAF will beat that milestone this year.

NAF President Benny Fisher, CAI, says the online auction, as well as the auction of bid paddles and the raffle that takes place at the annual International Auctioneers Conference and Show, will be the focus of the organization.

“Of course, we will still encourage members to participate in the dues renewal program, where you can add \$50 to your NAA dues for the NAF,” Fisher says. “We also have the

Dozen Dollars for a Dozen Months program.”

In that program, auction professionals can pledge \$12 a month and significantly assist the NAF with its fund-raising challenges.

Darron Meares, CAI, BAS, MPPA, is one member who contributes in this manner.

Meares says he decided to participate because he knows how critical the NAF is to the auction industry.

“I have participated with various giving campaigns for the NAF since being elected to the NAA Board of Directors,” Meares says. “It has been very easy to participate. I added the credit card information at the beginning of the campaign and then each month I get a receipt e-mailed to me showing the amount charged on my card.”

In addition to the online auction and the programs listed above, Fisher notes that he would like to see more people participate by selecting the NAF as a beneficiary for some of their end-of-life contributions.

“The auction industry has been very good to most of us who are members of NAA,” Fisher says. “Making a contribution to the NAF is a great way to keep supporting the industry and the organization we all love.” ❖

2012 NAF ^{3rd Annual}

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For information contact: Lois Zielinski
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Don't forget to make your tax-deductible gift to the National Auctioneers Foundation! Just ask me how!

Disclaimer : NAA/NAF will not take possession of any items, seller will be responsible for shipping of their donation to the winning bidder at the bidder's expense.

All proceeds will be used to benefit the goals and mission of the NAA.

Member starts heart health support group

By O.C. Mangold,
CAI, AARE, CES

Joani (Mangold, CAI, CES, GPPA) and I were preparing dinner Oct. 27, 2010, and I mentioned we were in quite good health for our age. We were going to Sierra Vista, Ariz., the next day to talk to a client about an auction.

Less than 24 hours later, with the diagnosis of acute myocardial infarction, I was being rolled on a gurney at Sierra Vista Hospital to be air lifted by helicopter to the Cardiac Center at the University of Arizona Hospital in Tucson.

As I was being lifted into the helicopter, I told the nurse I hoped the Lord would let me see my grandchildren again. She hugged me and assured me I would. Joani gave me a kiss as they closed the door, and she started her 80-mile lonely trip from Sierra Vista to the Cardiac Center, wondering what would be waiting for her when she arrived.

Tablespoons of butter

From the time I was young I loved to eat butter, tablespoons full, with nothing else ... just butter. Pork chops and seafood were always a favorite. God forbid skim milk. Cereal was not the same without half and half in the morning and a bowl of ice cream was a must before bedtime.

Life has changed.

Since Oct. 28, I have eaten less than 5 ounces of beef, 1 ounce of pork, no seafood except grilled fish and tons of spinach, raw fruit, vegetables, nuts and beans. We check nutritional charts on everything we eat. I now keep a log of

the glasses of water I drink each day to make sure I keep well hydrated, and, per my cardiologist's suggestion, drink 4 to 7 ounces of red wine, the most difficult of my diet portions.

After asking doctors, nurses, dietitians and hospital administration about a heart health support group — and finding there were none in our community — I started Heart 2 Heart.

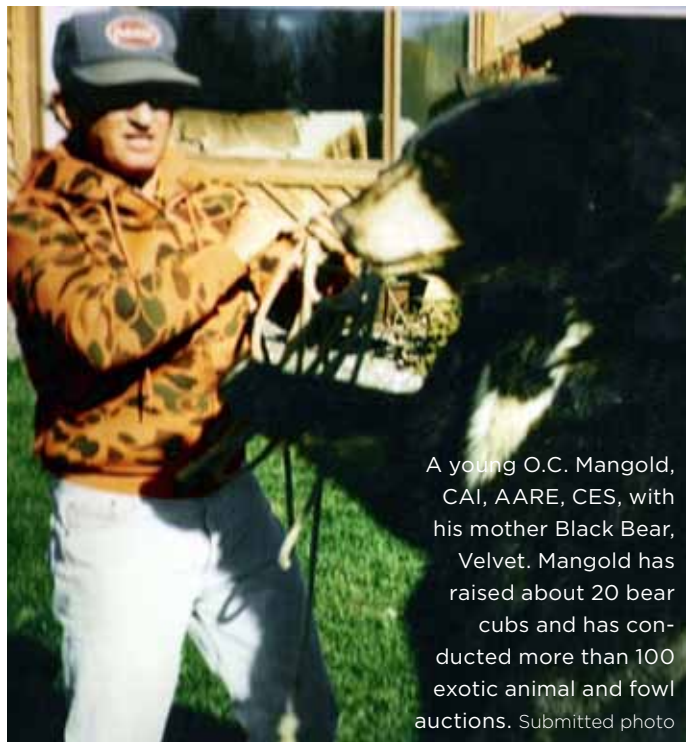
Much thought, prayer, research and suggestions by professionals went into the program. The healing process needs spiritual, mental and physical support. The program is open to anyone, including patients, family and friends at no charge.

Each meeting starts with one of the pastors in the community leading us in spiritual introspection. A physician, dietitian, psychologist, fitness expert, emergency medical technician, pharmacist, nurses and other professionals speak on heart care.

Recipe exchange

Open discussion gives all in attendance an opportunity to speak. The most exciting part of the program is a recipe exchange. In fact, one participant compiled a recipe book with more than 40 heart-healthy recipes she shared with everyone. In our house, we have complete meals with zero to 2 grams of fat, no saturated or trans fat and no cholesterol.

I went through severe depression when



A young O.C. Mangold, CAI, AARE, CES, with his mother Black Bear, Velvet. Mangold has raised about 20 bear cubs and has conducted more than 100 exotic animal and fowl auctions. Submitted photo

returning home from my heart operation. It was hard to adjust to a new way of life.

Depression, suicide, spousal abuse, anger and seclusion can result for many patients that suffer major trauma. Joani was great, as were friends and our pastor. To add to the difficulty in recovery, I had major reactions to statin drugs, which are often used in heart patients.

I lost most of my muscle strength, and the pain at night was almost intolerable. I had to use a walker to go from the bedroom to the bathroom or kitchen. I called the doctor and told him I quit using them, and within a few days I was using crutches and shortly after I could walk on my own. Medications can sometimes be as volatile as the diseases they are suppose to treat. Many people on statin drugs have had the same experience.

Correct diet, stress management and spiritual resolve early in life will result in healthier Golden Years. As one medical technician stated, "At a time of crisis, we ourselves are our own first responder, and we should prepare early in life to improve the prognosis."

The Mangolds are of Mangold Auction Service, Wickenburg, Ariz. ❖



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BUYER & SELLER SHOULD BEWARE

Editor's note:

The following contribution is adapted, with permission, from the blog of Mike Brandy, CAI, AARE, of The Ohio Auction School, Groveport, Ohio. Check out his auction blog at mike-brandyAuctioneer.wordpress.com.



By Mike Brandy,
CAI, AARE

Few in the auction business are unfamiliar with the term “caveat emptor,” which denotes in Latin, “Let the buyer beware.”

The practical matter of caveat emptor is that buyers should be alert to omission, deception and misrepresentation in transactions, including at auctions.

Nearly all states sanction auction sales under the premise of caveat emptor so long as the buyer has reasonable opportunity to inspect what is being sold and there is no fraud on the part of the seller. Additionally, some states mandate certain seller disclosures are made part of any auction transaction (especially real property).

The famous U.S. Supreme Court case, *Laidlaw vs. Organ*, 15 U.S. 178 (1817), first established caveat emptor in the U.S. Basically, the court ruled that a seller withholding information that is calculated to deceive the buyer can cause a contract to be void on equitable grounds. Yet, the court added that such disclosure ... “Was not necessary where the means of intelligence are equally accessible to both parties; however, at the same time, each party must take care not to say or do anything tending to impose upon the other.”

For auction buyers, the *Laidlaw vs. Organ* case suggests that sellers only have to disclose anything about what is being sold at auction if such disclosure involves information for which the buyer would not have access.

Modern courts have ruled that Auctioneers and auction sellers must disclose latent defects as well as any hazardous or harmful issues

about what is being sold — despite the caveat emptor doctrine.

As buyers are bewareing, it occurs there are three distinct things buyers should ensure before they buy at auction. They are the following:

- The seller has title to what he is selling
- The property selling is as it appears and/or is being described
- The seller will provide possession (title) as agreed

For each of the above tenets, here are illustrations:

No. 1

For the first tenet, a recent lawsuit involved a buyer suing an art gallery over the purchase of a painting because the art gallery did not have title to it — in other words, the gallery didn’t own the painting in entirety, and therefore it lacked authority to sell it.

No. 2

Our second tenet for buyers is fairly straightforward. Is the item (or real property) as it appears or is being represented? Are all latent defects and hazardous or harmful characteristics being disclosed? Thousands of lawsuits are filed annually by buyers claiming what they purchased was not as described or a hidden defect was not disclosed.

No. 3

The third tenet for buyers relates mostly to Auctioneer/seller reputation. Since most auctions require payment before delivery of (or access to) property, buyers should familiarize themselves with the Auctioneer (and possibly the sellers) to see if prior transactions have resulted in clear title as agreed.

The caveat emptor laws and court decisions in the U.S. allow sellers to sell at auction with

some insulation from liability to buyers. For buyers, these same laws say, beware.

Caveat venditor

In contrast, “caveat venditor” is Latin for, “Let the seller beware.”

So, how does caveat venditor relate to the auction business? How do sellers need to beware?

The practical matter of caveat venditor is that sellers should be alert to omission, deception and misrepresentation in transactions, including at auctions.

The famous 1916 New York Court of Appeals case, MacPherson vs. Buick Motor Co., 217 N.Y. 382, 111 N.E. 1050, expanded on the concept of “inherently dangerous” products and thereby effectively eliminated the requirement of a contractual relationship between the parties in cases that involve defective products that cause personal injury.

Prior to the MacPherson case, if a seller sold a defective product to a wholesaler, who in turn sold the product to a consumer, the consumer would not have the ability to successfully hold the original seller liable for defects or other imperfections.

The MacPherson case essentially removed the concept of privity, which required that only a party to the sales contract could have potential liability — especially in cases of personal injury from a defectively made product.

As a result of MacPherson, auction sellers must be alert to selling anything that would potentially cause personal injury or similar detrimental issues for the auction buyer, or even someone who the auction buyer sold the property to post-auction, and so forth.

However, in today’s auction environment, the term “caveat venditor” is often used in lawsuits any time property is sold not “as advertised.”

As sellers are beware, it occurs there are three distinct things sellers should ensure before they sell at auction. They are as follows:

- The bidders (buyers) have the genuine intent to pay
- The property selling does not pose the danger of personal injury or fail to perform as advertised
- The bidders (buyers) will accept possession (title) as agreed

For each of the above tenets, here are illustrations:

No. 1

For the first tenet, almost every Auctioneer (and auction seller) has had at least one instance of the high bidder having no intention to pay, or refusing to pay. Auctioneers and their sellers should endeavor to ensure eligible bidders have consented to the terms and conditions of the auction and do not otherwise give any indication of disingenuous bidding.

No. 2

For the second tenet, consider that numerous lawsuits were filed after the release of the iPhone 3G, alleging that the speed and functionality of the iPhone was “not as advertised.” In this sense, it’s caveat venditor, as Apple would be potentially liable for its advertised claims of form and function, even if the phone’s owner purchased the phone from some entity other than Apple. Auctioneers and auction sellers need to be conscious of potential liability for what they claim about what is being sold.

No. 3

The third tenet for sellers relates to the willingness of the buyer to take possession. For example, a buyer might buy an entire item only wishing to take part of the item (or a part off the item) with them — while the seller wishes the entire item to be removed, thus freeing up the space that the item is taking up. As with payment, Auctioneers and their sellers should endeavor to ensure eligible bidders have consented to the terms and conditions of the auction and do not otherwise give any indication of disingenuous removal and/or possession.

The caveat venditor laws and court decisions in the U.S. allow buyers to buy at auction with some insulation from liability to/from sellers. For sellers, these same laws say, beware. ❖

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~~Don't~~ Hire your local weatherman

Meteorologist enjoys performing, entertaining as a benefit Auctioneer

By Bryan Scribner
editor

While some auction professionals would advise their clients not to hire their local weatherman as a benefit Auctioneer, at least one National Auctioneers Association member might disagree with that notion.

Tom Crawford, BAS, the Chief Meteorologist for ABC NEWS 4 in Charleston, S.C., conducts about 30 benefit

auctions per year. He earned his Benefit Auctioneer Specialist designation in 2009 after completing auction school.

A meteorologist for more than 20 years, Crawford, of Ultimate Benefit Auctions, Mount Pleasant, S.C., also spent 33 years in the Air Force, five years

of which was on active duty. He has been Chief Meteorologist for the ABC affiliate since 1994.

He says he decided to get into the auction profession because he enjoys performing for, and entertaining, a crowd. He also prefers the benefit side of the business, as he likes helping

nonprofit groups attain funding that might sustain their operations for an entire year.

“It’s my job, it’s my duty, it’s my obligation to not only get them good money but to get them more money than they’ve ever gotten,” he says.

Last year, Crawford conducted more than 30 benefit auctions that helped raise about \$5 million, he says. Most of his time was donated in 2010; however, in 2011, he started charging what he calls an “investment fee.”

Auction education

He says his education in the auction industry sets him apart from other TV personalities who might want to enter the profession. He went to auction school, took NAA education and became a licensed Auctioneer in North Carolina and South Carolina.

When he first considered the profession, he says he knew he needed formal training; he knew he needed to understand legal aspects of auctioneering; and he knew he needed to learn how to run the business. Also, the specialized training Crawford has as a benefit Auctioneer, he says, is a good selling point when he is working with prospective clients.

One of the tricks of Crawford’s benefit auction trade, he says, is his use of a wireless, hand-held microphone. He



Tom Crawford, BAS, and his girlfriend, Sissy Baker, prepare for a 2010 benefit auction. Submitted photo

starts in the back of a room and works his way through an audience, giving potential bidders as much information as possible to make them feel comfortable.

He says a pleasant attitude and good customer service often land him benefit business. Crawford lets potential clients know he has two goals: 1) That the people in attendance have a great time and plan to return for the following year’s event and 2) that not a dime is left on the table.

Media tips

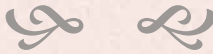
Although some Auctioneers advise against doing work for free, Crawford says that business practice has helped him land auctions. Benefit auction attendees might double as future customers; therefore, Crawford says pro bono work is sometimes necessary.

As a broadcast media veteran and Auctioneer, Crawford also offers this advice:

- Promote events as content for local TV affiliates’ morning and mid-day shows
- Auctioneers should have six to 10 photos of themselves, in action, to catch the attention of TV producers
- Ask to appear on TV with clients, promoting their cause and the auction ❖

“It’s my job, it’s my duty, it’s my obligation to not only get them good money but to get them more money than they’ve ever gotten.”

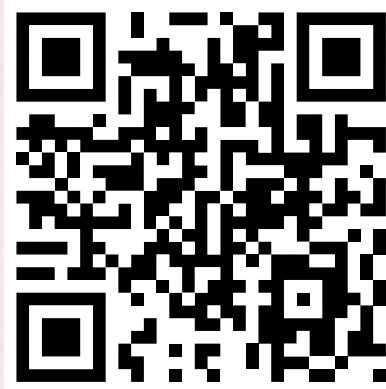
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Auxiliary discusses Task Force recommendations, attends St. Jude benefit auction

By NAA staff

What do you get when you bring members of the National Auctioneers Association Auxiliary together in one room? Conversations about a variety of things!

During its Long-Range Planning meeting in late October in Dallas, the NAA Auxiliary Board of Trustees talked about the recommendations from the NAA Vision 2015 Task Force as well as things occurring sooner on the calendar, such as the Auxiliary's activities at Conference and Show and its scholarship program.

For the first time, the NAA Auxiliary's Trustees discussed NAA business because, as President Christie King, CAI, AARE, BAS, points out, "The Auxiliary is an integral component of the governance of this organization. We need to hear what your perspective is on some of the recommendations."

The Auxiliary discussed the recommendations, giving King the feedback she needed to take back to the Task Force.

Kim Ward, CAI, BAS, CES, also presented her recommendations on the scholarship program, looking for ways to make the Auxiliary's award more visible.

NAF auction

The Trustees also responded positively to a request made by National Auctioneers Foundation Board of Trustees member Mike Jones, CAI, BAS, GPPA, to donate an item for the



2012 NAF Online Fun Auction Extravaganza.

"We are part of the NAA community, and the NAF is the fund-raising arm," says Lori Jones, Auxiliary President. "It is important that we participate in this online event to support the NAF's efforts to provide more funds for the NAA."

Lori Jones also noted the Auxiliary had received good comments about having its luncheon and business meeting on one afternoon during the 2011 International Auctioneers Conference and Show. She says the change was made so more Auxiliary members could attend educational events. The Trustees agreed that the schedule should stay the same for the 2012 event.

Auxiliary members found time during their two-day meeting to have a little fun, as well. The group attended "A Night Under the Stars" at Cowboys Stadium. The gala was a benefit for St. Jude Children's Research Hospital, and Mike Jones was the event's Auctioneer.

The event raised more than \$300,000.

Lori Jones noted that the weekend traditionally has been a time when Auxiliary members get together to plan for the coming year's events.

"As with everyone in the NAA, we tend to become almost like family, and the weekend just gave us more memories," she says. "A lot of work mixed in with a lot of fun. You can't get much better than that." ❖



NAA Vice President J.J. Dower, CAI, AARE, and his wife, Traci Ayers-Dower, CAI, AARE; NAA Auxiliary Chairwoman Lori Jones and her husband, Mike Jones, CAI, BAS, GPPA; NAA President Christie King, CAI, AARE, BAS; and NAA Past President B. Mark Rogers, CAI, AARE, and his wife, Desiree Rogers, CAI, attend "A Night Under the Stars" at Cowboys Stadium.



National Auctioneers Association Auxiliary members and their spouses pause for a photo during the group's annual October meeting in Atlanta. Photos by Hannes Combest

Three Auxiliary scholarships available in 2012

The National Auctioneers Association Auxiliary plans to award up to three, \$2,000 scholarships in July during the 63rd annual International Auctioneers Conference and Show in Spokane, Wash. The Auxiliary Scholarship Program assists its members' children or grandchildren as they pursue higher education. This is the Auxiliary's 20th year to provide the awards.

Eligibility requirements are as follows:

- Must be a child/stepchild or a grandchild/step grandchild of an Auxiliary member with continuous membership since Jan. 1, 2007
- Candidates applying must be graduating from an accredited high school and have been accepted into a qualified college or university undergraduate study program or a school of technology; or, candidates must have completed the past year at a qualified college, university or school of technology (undergraduate)
- Candidates can apply for this program more than once but can only be awarded the scholarship one time
- Scholarship applications will be distributed by request only with a request deadline of Feb. 23
- Packets are available Dec. 1 with a required completion packet return postmarked by March 15

To qualify for a scholarship packet, please e-mail Kim Ward, CAI, BAS, CES, at kim@wardauction.net or via mail at 1775 Fodderstack Mtn. Loop, Greeneville, TN, 37745. Call with questions at (630) 740-5860.

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

In May 2010, Emma and her family spent a lovely day at a local zoo. But soon after they left, Emma started to gasp for air. Unable to catch her breath, she passed out. On the side of the road, Emma's parents leapt to action. Her dad called 911 and her mom performed CPR until the ambulance arrived. At a local hospital, a CT scan revealed devastating news: There was a mass invading Emma's throat and chest. Emma was air lifted to St. Jude Children's Research Hospital®, where doctors found she suffered from acute lymphoblastic lymphoma. She immediately started chemotherapy on a two-and-a-half year treatment plan. She's responded well to treatment and her cancer is in remission. Emma likes to dress up in her princess crown and slippers, and she loves to build things out of wood using her own miniature tools.

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



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Emma
 6 years old
 Alabama
 acute lymphoblastic
 lymphoma

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**St. Jude Children's
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ALSAC • Danny Thomas, Founder

Petroliana sign with noticeable flaws tops auction

A United Motors Service oval neon sign sold for \$6,325 at a fall petroliana and advertising auction Oct. 14 from Matthews Auctions LLC, Nokomis, Ill., according to a news release.

The single-sided porcelain sign had its share of flaws but was the top lot of the 475 items sold.

About 150 people attended the auction in person, while another 250 bidders registered online.

Additional highlights from the auction include the following (including a 10 percent buyer's premium):

- A USL Batteries single-sided porcelain self-framed sign brought \$3,850
- A rare Marathon Gas single-sided porcelain die-cut embossed neon sign went for \$3,740
- A Case Quality Machine single-sided tin reflective painted sign received \$3,025
- A Favorite Stoves and Ranges double-sided porcelain sign got \$3,025
- An original and fragile Lucky Strike Cigarettes wood and cardboard counter-top display coasted to \$2,860
- A Mobil oil Socony double-sided porcelain five-point shield rose to \$2,750
- An Atlantic Gasoline double-sided porcelain curb sign with Ethyl logo changed hands for \$2,200
- An AC Spark Plugs Cleaning Station tin flange sign hit \$1,265
- A Holley Carburetor Co. Automotive Accessories light counter-top display breezed to \$1,045
- An Oakwood Taxi Co. lighted counter-top display garnered \$880



\$6,325



\$3,740



\$2,860



\$3,025



\$3,850

- A "Buy on Universal Credit" (Ford cars and trucks, Lincoln, Zephyr and Mercury 8) lighted counter-top reverse painted display made \$880
- A Motorola Auto Radio neon and lighted sign demanded \$880
- A rare die-cast aluminum Dino went to a determined bidder for \$550 ❖

NAA MEMBER NEWS NAA

Former state association President dies at 77

Former National Auctioneers Association member William Samuel "Bill" Gibson II, 77, of Prestonsburg, Ky., died Oct. 29, according to a news release.

In 1976, Gibson went into the real estate profession. He was the former owner of

Action Auction and Realty and a graduate of the Missouri Auction School and Certified Auctioneers Institute.

Gibson was a Director, Vice President and President of the Kentucky Auctioneers Association. He also was Vice

President of the Big Sandy Board of Realtors and an active member of the Jaycees.

He is survived by his wife, JoAnn; a son, Harold; a brother, Robert; four step sons; a step daughter; two grandchildren and two great grandchildren.

In lieu of flowers the family requests that donations be made to the Youth Group at First Baptist Church, P.O. Box 756, Prestonsburg, KY, 41653.



STATE AUCTIONEER ASSOCIATION UPCOMING EVENTS

To have your state association events listed in Auctioneer or Auction Enews, e-mail information to bscribner@auctioneers.org.

DECEMBER

4-5» Tennessee Auctioneers Association convention, Nashville

JANUARY

6-7» Colorado Auctioneers Association convention, Denver

11-13» Pennsylvania Auctioneers Association conference, Harrisburg

13-14» Idaho Association of Professional Auctioneers convention, Boise

13-15» Virginia Auctioneers Association convention, Charlottesville

14-16» Ohio Auctioneers Association convention, Dublin

15-16» New York State Auctioneers Association convention, Utica

20-21» Auctioneers Association of North Carolina convention, Greensboro

22-24» Wisconsin Auctioneers Association conference, Wisconsin Dells

24-27» Michigan State Auctioneers Association conference, Lansing

26-28» Minnesota State Auctioneers Association conference, Minnetonka

26-29» Kansas Auctioneers Association conference, Wichita

27-29» Auctioneers Association of Maryland conference, Ocean City

27-29» South Carolina Auctioneers Association convention, Greenville

FEBRUARY

3-5» Oklahoma State Auctioneers Association convention, Oklahoma City

10-12» Kentucky Auctioneers Association convention, Gilbertsville

11-13» Illinois State Auctioneers Association conference, Bloomington

24-26» West Virginia Auctioneers Association convention, Roanoke

MARCH

2-4» Missouri Professional Auctioneers Association conference, Jefferson City



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Mission

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

Vision

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

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

www.auctioneers.org



ITCH OR OUCH

Benefit Auctioneer helps planning committee avoid future pitfalls



By Murray
McCandless, BAS

Following a recent surgery, a painful rash developed around my incision site, but I was hard pressed to tell the difference between what actually hurt and what only itched. After a while, I was able to decipher the two and recuperation ensued. As a bonus, I was able to translate this into language that was helpful in a Benefit Auction Committee debriefing meeting.

The committee created an “auction-in-my-mind” wherein all facets of the entire event flowed smoothly as they saw it in their mind’s eye, but in reality it was disastrous. Despite my insistence that these particular elements would detract from the fund-raising portion, they went ahead with the evening as they saw fit. A week after the event, they came to the debriefing, hat in hand proclaiming that I had been right, and if I would give them one more chance, they would listen to rational counsel. It was bittersweet, but with lessons learned — a new respect for each other’s strengths and talents — we began planning for the 2012 event.

Constructive criticism

The debriefing began with what I thought of the evening. They requested the unvarnished version, which I gladly provided. I began with the positives of the evening, of which there were many, then moved on to the “itch or ouch” philosophy. In all honesty, there really were no itches (aspects of the evening that just irritated me because of personal preference, individual taste, etc.). An itch, I explained, might be something like, “I don’t like the way the

napkins are folded” — a minor irritation that had no real effect on the bottom line. The ouches were different and numerous.

Thirteen auction items were dispersed over five death-defying auction sections. Scripted skits/dances took place in between each section. Although I had fervently lectured on the fragility of auction momentum, they believed the varied activity would keep people’s attention. It was like building a fire, dousing it with water then building/dousing four more times with increasingly wet wood.

Ouch No. 1

No more skits. In an effort to cut down on the activity of the servers, the committee insisted on having a “one-plate” special. Literally salad, bread, main course and dessert were all on one plate. Halfway through the second item, most patrons were done with the meal.

Ouch No. 2

Serve dinner courses separately. Three words define this ouch: sound and lighting. A friend of a brother-in-law of an old classmate’s girlfriend offered to do the sound and lighting with ruinous results.

Ouch No. 3

Get professional sound and lighting. It pays for itself every time.

As benefit Auctioneers, we’ve all had issues that fall into one of two camps, itches or ouches. It’s imperative to know the difference, pick which golden calf we’re going to melt down and know which issue is an irritation and which one is worth fighting for on behalf of ourselves and our charity. Keep those gavels swinging. Success is on your horizon! ❖

FILLERWORDS



Why did you join the NAA?



Luke

"With my 20 years of auctioneering and appraisal experience, I joined the NAA to network and work with other auction professionals dedicated to advancing the profession. I am hopeful my membership will provide opportunities to grow my business, personal educational development and supply a steady stream of auction trends and news about the ever-changing business of auctions."

Tim Luke
Hobe Sound, Fla.

"I joined the NAA because, as a brand new Auctioneer, I wanted to know that I would be informed on the happenings of the industry as a whole and that there would be almost unlimited opportunity for further education and personal growth. It is my desire to be involved in the auctioneering community, not just adrift in a vast sea of auction school graduates that strike out completely on their own in hopes of making a go of it alone."

Rick Utley
Fairfield, Calif.

"I was so impressed with the words of Jack Hines (CAI, AARE, GPPA), a longtime member, about the NAA. He encouraged me to join to be among a group of professional Auctioneers who network and assist each other."

Amie Laughlin
Reno, Nev.

"I joined the NAA to help me to be the most successful Auctioneer I can be through their programs and guidance. I hope to make my company as successful as possible."

Jay Brentner
Platteville, Colo.

"I joined the NAA to support the industry. I plan to take advantage of the education and member benefits. I am looking forward to the BAS training in Las Vegas."

Mike Hogan
San Diego



Utley



Brentner



Hogan

Compiled by Brandi McGrath

MEMBER'S CORNER

Free food attracts bidders

NAA members:

After 34 years of dealing with local church groups, our own hot dog wagon and using a local caterer, we now give away the food at our Julia Street Auctions.

The worries were endless. We never knew when they might

call at the last minute telling us they did not have volunteers or workers. I saw a worker cleaning my griddle with a pitcher from my greenhouse, which is used for fertilizing my plants. I went nuts!

To sell food in Florida you have to have a license, not to mention a Food Handlers Certi-

fication, but it is not illegal to give it away. We now give away hamburgers, hot dogs and sausage. We went up on our drink prices to \$1.25, which does help pay for part of the cost.

The customers think it's great. We have one worker that cooks and one worker to collect money for the drinks and

chips. Cost is very little considering the goodwill we get. And we only use the best products money can buy.

We now average 1,000 people in physical attendance.

Cliff Shuler
Cliff Shuler Auctioneers
Titusville, Fla.

Membership marketing

The NAA's Deputy Executive Director, Chris Longly, and Jason Winter, CAI, AARE, CES, present "Explore Innovative Membership Marketing with Association Ambassadors," during the Oct. 17 Relevance Conference from the Kansas City Society of Association Executives in Kansas City, Mo. Longly and Winter discussed details of the NAA's Ambassador program with members of the association.



Congratulations to recent recipients of NAA designations

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