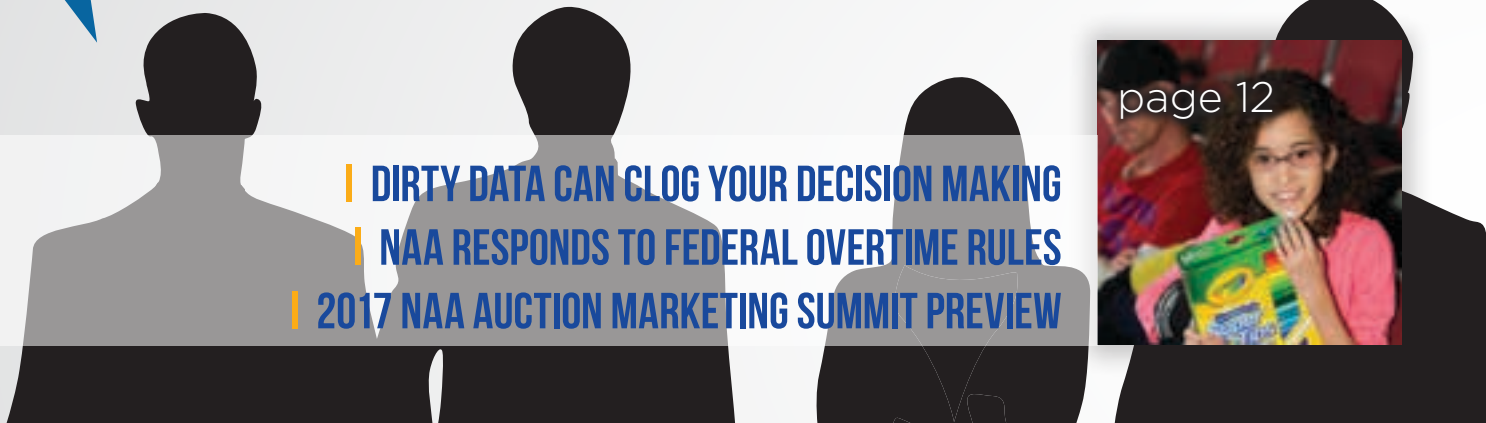




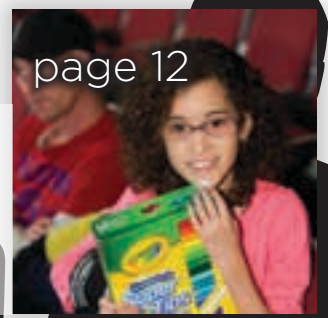
# Auctioneer

DECEMBER 2016/JANUARY 2017

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- | 2017 NAA AUCTION MARKETING SUMMIT PREVIEW



page 12

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**John Nicholls, AARE, AMM**  
NAA President

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

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

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

John resides in Fredericksburg, Virginia, with his family.

# New communities and more value

When this column appears in the December/January issue of *Auctioneer*, I will have completed one-half of my term as president of the NAA Board of Directors. That's hard for me to believe!

The time has gone quickly, and I chalk that up to being focused on the incredible amount of successful work that NAA members have done within the association and in the industry.

My excitement for NAA and the industry as a whole is as high as it has ever been in the five-and-a-half years that I have been in a leadership role. I see what is happening in our industry, and I see our members becoming more and more entrepreneurial as they learn how the industry is changing. I see how they are becoming more efficient in their businesses, learning to use online auctions as a tool when it is appropriate, and how to cultivate live auctions when they are appropriate. I see the young people coming into this industry with their passion and their technologies. And I am excited about all of this.

I am also excited when I look at how NAA is changing. We are looking at ways to introduce even more content to members – using technology, as we will with our microlearning site and ensuring that our face-to-face classes continue to receive quality attention.

There are several new things that the Board is considering for 2017 – all of which will be determined in the next few weeks. One of our largest initiatives is the creation of Communities of Practice. All of us in the auction industry sell anything most of the time, but most of us focus most of our attention on one or two asset classes.

What we at NAA are trying to do is to give you the information YOU need to make YOUR business more successful. Why should you have to read through a ton of information on selling equipment if you are a benefit Auctioneer? Why should you sit in classes that are related to real estate if what you are most interested in is marketing?

To help you find the information most relevant to your needs, NAA has developed five Communities of Practice: Real Estate, Personal and Commercial Assets, Benefits, Marketing and Management, and

Contract Auctioneers. Content and education specific to those communities will be available and delivered to you based on what you want for your business. If you want all of the information, you can get it. But, if you want to focus your business on one or two asset classes, the content and education we deliver will be funneled in ways to help you.

You will have access to everything any time you need it on [auctioneers.org](http://auctioneers.org). But you can rely on NAA to help filter the information based on your preferences.

That's not the only thing new that NAA will be doing in 2017, but it is a huge effort. By the end of next year, the website will be redesigned based on the Communities. And more education will be added. And perhaps even newsletters. This is the vision the NAA Board has for this organization as it continues to identify and develop ways to provide value for your membership.

Also, there will be more education offered to those individuals who have completed CAI. CAI+ is a new program developed by the Education Institute Trustees for people who have completed CAI at least five years ago. This program will highlight all of the new programs that CAI students now take. It will only be available to students once every five years, which ensures sufficient pressure will be placed on the Trustees to keep CAI relevant to its candidates.

These are only a couple of ways that NAA is trying to meet the needs of members' changing business environments!

And don't forget – the NAA Management and Marketing Summit will be held in February in Atlanta. All of the information for this event can be found on page 66.

NAA continues to evolve to meet your needs, so let us know what those needs are and what we can do better. But in the meantime, take some time over the next month or two and relax with your friends and family and remember to enjoy the holiday season.

Thank you for your membership, and here's to a very happy and successful new year!



**28 COVER: NAA's Communities of Practice**

In order to deliver the most value possible in a membership experience, NAA has developed communities for members to ensure they get the tools and info most relevant to them.

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# NAA Board focuses on strategic priorities

By NAA Staff



The 2016-17 NAA Board of Directors (front row, L-R): Scott Shuman, CAI, Vice President; Hannes Combest, CAE, Executive Director; John Nicholls, AARE, AMM, President; Spanky Assiter, CAI, AARE, Past President; Devin Ford, CAI, CES, Treasurer; Jason Winter, CAI, AARE, AMM, CES, Director; (back row, L-R) Tommy Rowell, CAI, AARE, Foundation Representative; Doak Lambert, Presidential Appointee; Scott King, CAI, AARE, AMM, Director; Darron Meares, CAI, BAS, MPPA, EI Chairman; Matt Corso, CAI, CES, Director; Will McLemore, CAI, Director; Tim Mast, CAI, AARE, Director; David Whitley, CAI, CES, Director.

**S**trategic priorities were the focus of the NAA Board of Directors at its fall meeting.

Those priorities were the result of August's Strategic Planning meeting, where the Board considered recommendations from the Education Institute Trustees and the Promotions and Advocacy committees. Staff then researched the time and financial resources it would take to implement these priorities and returned these estimates to the Board in time for the October meeting.

The Board then approved several to be included as part of the 2017 portion of the Pathways to 2020. These included:

**Communities of Practice** (see page 28 for more information).

In short, this idea is designed to provide NAA members increased information they need to improve their businesses. Information and education will be developed for specific communities and all will be "tagged" with an icon representing that targeted community. Initially, there will be five communities developed: Benefits; Real Estate; Personal and Commercial Assets; Contract Auctioneers; and Marketing and Management. Included in this priority will be the inclusion of a summit for people selling Personal and Commercial Assets, as well as for those who sell Real Estate.

**Rewrite BAS.** This course will completely ensure that BAS contains the best practices used in the benefit auction business. Developed more than 10 years ago, this is the last NAA

educational designation to undergo a complete revision.

**CAI+.** For years, people have been asking for a program that would take them through the new material offered in CAI. This program will be offered to anyone who has been out of CAI for five or more years. It will feature all of the new coursework available to CAI candidates. (Find more information at [auctioneers.org](http://auctioneers.org).)

**Task force on Cyber Security.** This task force will discuss ways to inform and educate members on what to do to address cyber attacks, and what the industry can do to help avoid such attacks.

**Developing a repository of forms for members to use.** Often, NAA staff members are called to see if certain templates are available, such as various forms of agreements, best practices, etc. A task force will be identified to help develop standards whereby members can submit their materials so that other members can access them.

**Developing a plan to introduce non-traditional audiences to the advantages of auction and potentially to this as a career.** Currently, women comprise 14.4 percent of the NAA membership, and people of color represent even less. One reason is that often this profession is not introduced to people as an option. Over the next year, the Board will discuss developing a plan to increase the membership in these areas by introducing non-traditional audiences to the business of auctions and to this industry as a career option.

**Enhance social media and continued improvement on National Auctioneers Week.** The Board was pleased with the momentum made during National Auctioneers week and would like to see this continue to be successful. The Promotions Committee requested funds from the Board to develop videos that members could use on their website and on social media. As a result of this action, financial resources have been allocated to these programs.

John Nicholls, AARE, AMM said that “all of these priorities are designed to ensure that NAA achieves the Board’s vision of having NAA members be the preferred professional used in the marketplace.”

The Board also approved an increase in the membership dues and in NAA Conference and Show registrations. Membership dues will be increased by \$25 and conference registration fees will be increased by \$25 or \$50, depending on the conference category.

Nicholls said that the Board had not increased dues since 2007. He noted that three years ago, the Board passed a policy that every October the Board would review a potential increase to align with the Consumer Price Index. If dues were properly aligned, membership would have been increased by \$35. But the Board was cognizant of not making a large increase as membership remains a priority.

In other actions, the Board approved the revisions made to the NAA Bylaws and to the NAA Code of Ethics as outlined in the August issue of *Auctioneer*.

They also approved policy change in that individual vote counts will not be announced at the Annual Business Meeting. Counts will be posted on [auctioneers.org](http://auctioneers.org) under the Member’s Only section within 24 hours. Candidates will have the opportunity to obtain the vote count from the CEO immediately after the Annual Business Meeting. This recommendation was made during the Town Hall meeting held in Grand Rapids at the International Auctioneers Conference and Show.

For more information on the Fall Board meeting, go to the Members Only section of [www.auctioneers.org](http://www.auctioneers.org) under the tab titled Resources and Services. ♦

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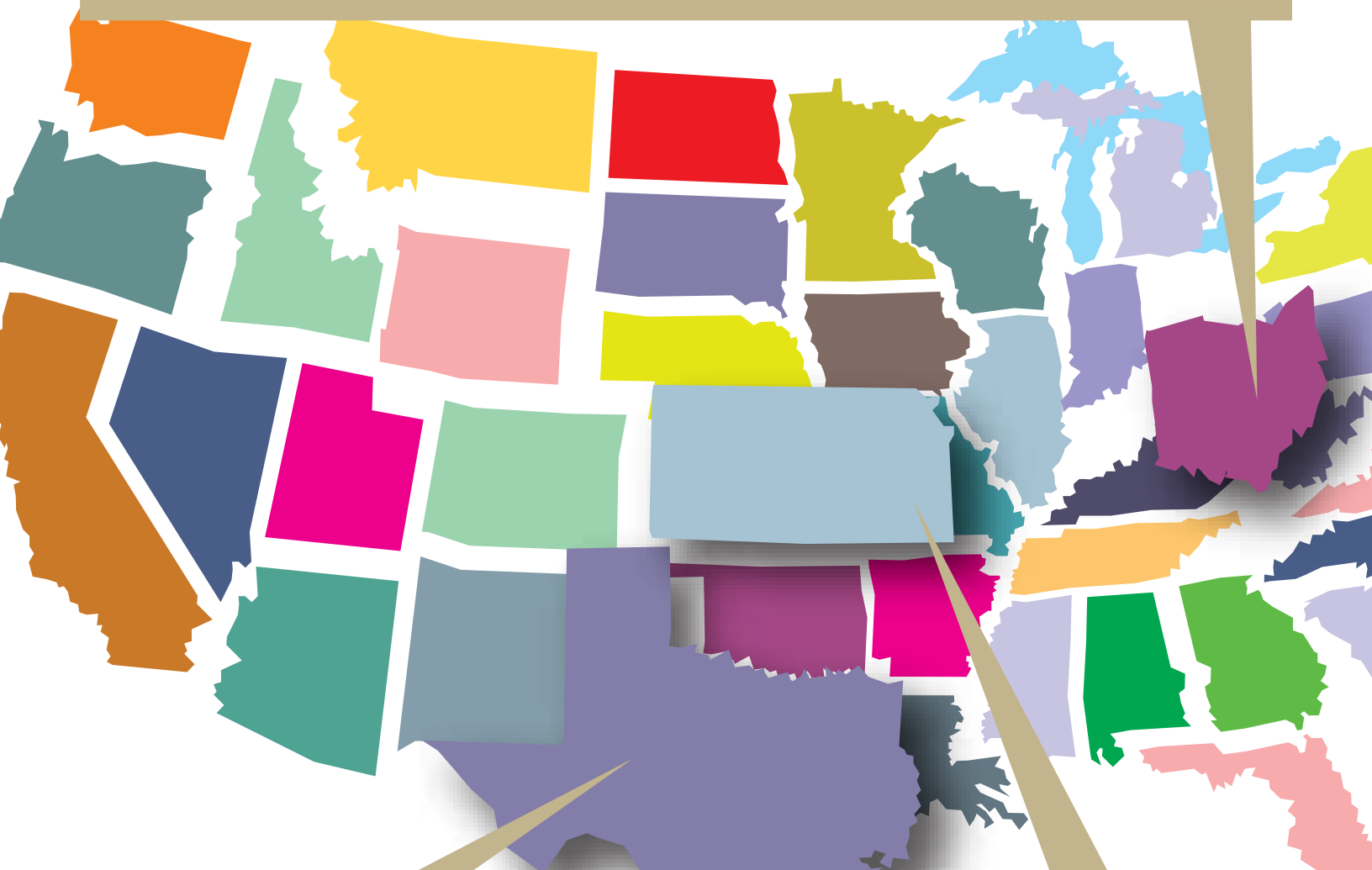
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# State watch

## OHIO

NAA member Rich Kruse has been elected as Chairperson of the Ohio Auctioneers Commission. Also, Ohio House Bill 390 went into effect Sept. 28, 2016. The bill is designed to reduce

the foreclosure process of vacant and abandoned homes from 2-3 years to about six months.



## TEXAS

NAA member Craig Meier won the inaugural Texas Lone Star Open Bid Calling Contest held Oct. 28 in the Fort Worth Stockyards.

The event was held as part of the popular Red Steagall Cowboy Gathering, which hosts thousands of annual visitors. A percent of revenue supported the Texas Scottish Rite Children's Hospital and Steaks for the Troops charities.

## KANSAS

NAA members Neil Bouray and Jace Hubert have been named 2017 Kansas Livestock Auctioneer Champion and Reserve Champion, respectively.

**MASSACHUSETTS**

Approximately 40 attendees took part in the first annual New England Auctioneers Convention, held Nov. 6 at Gillette Stadium, in Foxborough, Mass. – the home of the NFL’s New England Patriots. NAA member Dan Stanavage won the bid-calling title, and Paul Zekos was inducted into the Hall of Fame.



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# THE 2016 NAA Toy Auction AT ST. JUDE



A year removed from celebrating 20 years as a partner with St. Jude Children's Research Hospital, the National Auctioneers Association once again hosted the NAA Toy Auction, which took place Nov. 16, 2016, at the world-famous facility in Memphis, Tennessee.

The event, led by NAA IAC Champions Beth Rose, CAI, AARE, and TJ Freije, CAI, along with other NAA members and staff, was successful again in 2016 – thanks in every way to the money provided by NAA members. The results of this year's event are shown through images on the next several pages.

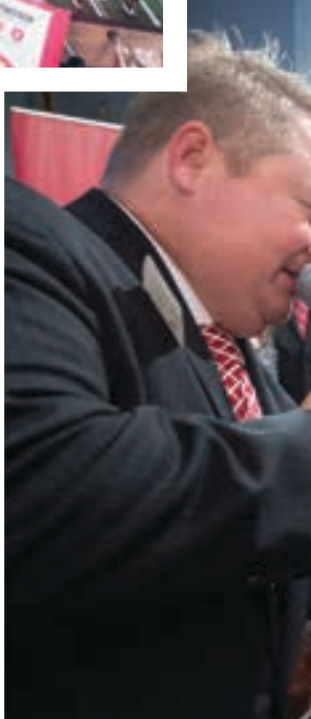
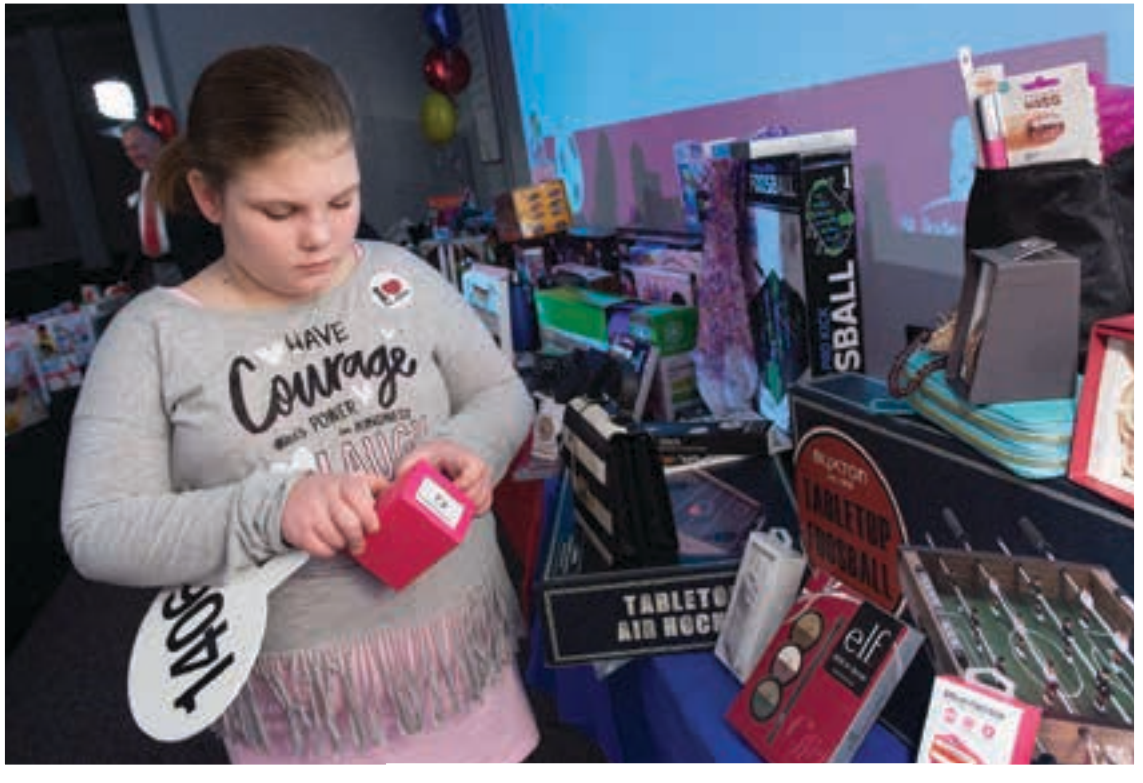
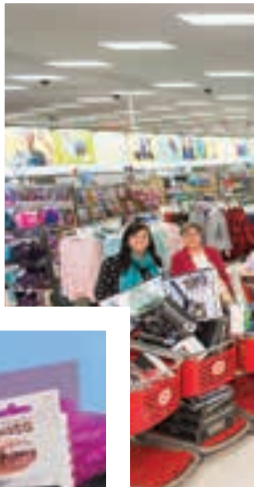
Children who must daily endure one of the fiercest battles anyone can face often see the NAA Toy Auction as an opportunity to simply be a kid, and being able to provide them with a reason to smile and take part in this event truly is special.

Thank you for allowing this to happen, NAA members!

For more information about St. Jude research and how you can help through "Auction For Hope", see page 78 of this magazine. ❖



(Clockwise from top left): 2016 NAA IAC Men's Champion TJ Freije poses with a new winner before getting back on stage to "sell" the next item; a young bidder raises a hopeful paddle during the Toy Auction; NAA members' generous giving allows NAA to purchase carts full of toys for St. Jude patients.



**Being able to provide St. Jude children with a reason to smile and take part in this event truly is special.**



# Foundation Scholarships

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< DECEMBER >

S M T W T F S

**31** Larry McCool Scholarship for CAI

*Closing of Application*

2016

< MAY >

S M T W T F S

**1** Benefit Auctioneer Summit

*Opening day of Availability*

*2 scholarships*

**15** Conference and Show Columbus, Ohio

*Closing of Application*

2017

< SEPTEMBER >

S M T W T F S

**1** Designation Academy

*Opening day of Availability*

*2 scholarships to each of the following designations: AARE, AMM, BAS, CES, and Contract Auctioneer, 1 scholarship for GPPA*

2017

< OCTOBER >

S M T W T F S

**15** Designation Academy

*Closing of Application*

2017



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## < FEBRUARY >

S M T W T F S

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*Opening day of Availability*

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# 2017

## < JULY >

S M T W T F S

### 15 Benefit Auctioneer Summit

*Closing of Application*

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## “Starting bid” same as “reserve price”?

And, if it isn't indicated publically, is an auction generally considered with or without reserve?

**Question:** Is the “starting bid” the same as the “reserve price?”

**Answer:** No. This issue was litigated in Oklahoma and went up to the Court of Civil Appeals of Oklahoma. See *Mabry v. Like*, 76 P.3d 96 (Okla. 2003). In that case, an Auctioneer was seeking to sell a parcel of real estate that was advertised for public auction with a “minimum bid of \$100,000.” The advertisement did not state whether the auction was with or without reserve. Before the bidding began, the Auctioneer announced that the sale was subject to confirmation by the sellers, who were present. The Auctioneer also stated that the name of the highest and best bidder would be the name added to the contract. An individual bid \$136,000. When no more bids were being made, the Auctioneer discussed the current bid with the sellers who declined to accept the bid. Afterwards, the Auctioneer closed the auction. The bidder was upset and claimed an interest in the real estate from the auction.

The court began its analysis by evaluating whether this was an auction with reserve or an auction without reserve.

The advertisement had not indicated whether the auction was with reserve or without reserve. The court cited the general rule that an auction is deemed to be conducted with reserve unless there is an express announcement or advertisement to the contrary before the auction takes place. The bid packet included two important terms. The first contained the following language: “Our company policy, however, requires every seller's confirmation of the high bid before the sale is final, whether or not the seller is willing to accept any price for the property.” The second stated: “CONFIRMATION OF AUCTION: THE SALE OF THIS PROPERTY IS SUBJECT ONLY TO CONFIRMATION BY THE SELLER. Bidding shall be open to any person who agrees to abide with the terms and conditions.” The court examined the brochure, Auctioneer's announcements, and bid packet and concluded

that the “auction was with reserve and that when the sellers did not confirm the highest bid, no contract was formed.”

In a reserve auction, there is no meeting of the minds, and therefore no contract, until the offer of a bidder is accepted by the seller. The bidder pointed to the auction brochure that advertised a starting bid of \$100,000. He argued that the starting bid requirement of \$100,000 was the reserve, and since his bid exceeded that amount, a contract had been formed. The Court found that the “starting bid” and the “reserve” can be different amounts. It explained: “satisfaction of a starting bid does not change a with reserve auction to one without reserve. A starting bid is a floor at which bids must start. Starting bids do not bind a seller to accept the highest bid about the minimum.”

The bidder also asserted that the Auctioneer's statement that the “highest and best bidder will be the one that goes-name that goes

on the contract” changed the auction from being one with reserve to one without reserve. The court disagreed. The court acknowledged that the statement was made after the Auctioneer announced that the auction was subject to confirmation by the sellers, but concluded that this “statement is insufficient to transform the auction into one without reserve.” The court explained that announcements stating that the item being auctioned will be sold to the highest bidder “are usually merely preliminary negotiations, not intended and not reasonably understood to be intended to affect legal relations.” The high bidder’s bid must still be accepted by the seller when the auction is with reserve before his name goes “on the contract.”

The court explained: “the fact that [bidder] was high bidder with a bid above the advertised starting bid and his willingness to have his offer accepted as evidenced by his ability to pay the 5% down as required, does not force the [seller’s] acceptance. Consequently, no contract was formed.” In an auction with reserve, the sale contract is formed by the offer of the bidder to buy and the acceptance of the bid by the seller.

This case discussed three key terms that are defined by the NAA in the glossary. The NAA defines the term “auction with reserve” as “[a]n auction in which the seller or his agent reserves

the right to accept or decline any and all bids. A minimum acceptable price may or may not be disclosed and the seller reserves the right to accept or decline any bid within a specified time.” It defines a “minimum bid auction” as an “auction in which the Auctioneer will accept bids at or above a disclosed price. The minimum price is always stated in the brochure and advertisements and is announced at the auctions.” The “reserve” or “reserve price” is “[t]he minimum price that a seller is willing to accept for a property to be sold at auction.”

There are three main points to take away from this case. First, the sales contract is formed at a reserve auction by the acceptance of a bid by the seller. If the high bid is not accepted, no contract is formed. Second, the minimum bid and reserve can be different amounts. While the minimum bid must be disclosed and is the floor at which bids must start, the reserve is not usually disclosed and will normally be higher than the minimum bid. Finally, Auctioneers should be careful about the language they use at an auction to prevent a reserve auction from being unintentionally converted to an auction without reserve. ❖

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By **Carl Carter**, APR, ATS

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

# Give your communications efforts a 2017 Tune-up

**F**or most of the past year, you've hopefully had all the auctions you could say grace over. And even if you didn't, there were proposals to write and prospects to visit.

It's tough to balance all those responsibilities and still find time to improve your communications efforts. But hey, we're in the holiday season now. You have a fresh new year ahead of you, and it's the perfect time to shake things up. Here are some ideas for that:

Implement an editorial calendar for corporate messages promoting your company, and hold yourself to it. Whatever media you use to gin up business for your firm, it's important to communicate specific targeted messages.

Maybe you want to let people to know your outstanding track recording in getting assets sold and closed. Make this the focus of one of your newsletters or blog posts. You can also program in some seasonal topics. Late summer, for example, might be a good time to remind owners of recreational land that they may get a better price by selling in time to allow the new owner to hunt it during the upcoming deer season.

Get personal. If you want to stand apart from the crowd, go against the trend. Right now, the crowd is increasingly efficient, electronic and impersonal. We communicate a lot by email or even text. We scan Facebook each morning to see who we need to send birthday greetings to. And

it all comes off as precisely what it is -- sending meaningless greetings to someone to whom you haven't devoted a moment of thought.

So, why not stock up on birthday cards and send your sellers or bidders the real thing? Learn their kids' names and ask about them from time to time. Set up a web meeting to go over your proposed marketing plan and budget rather than just sending it by email. Sure, these may not all be the most efficient ways to communicate in terms of time, but you'll be surprised how many people appreciate the extra effort.

Experiment with new ways to communicate. We all agree that there's no substitute for being in the right place at the right time. So, how can you improve your odds of that happening? One way is by finding more vehicles to stay in front of people who might be a source of business. One way to do that is to produce content. Your press release can go on your website and get shared on social media. Maybe even host a blog (but be sure to keep it fresh if you do!). You can also seek opportunities to attend or teach seminars and go to conferences. It all counts, and the efforts add up. Try some new things with audio and video -- the current market landscape is hungry for these types of content.

Measure, measure, measure. Auction budgets are tight, and sellers are more demanding than ever. So, measure everything you can get your hands on. Learn how to use custom URLs and custom

---

**Experiment with new ways to communicate. We all agree that there's no substitute for being in the right place at the right time.**

---



phone numbers to measure how many callers and bidders are responding to your billboards, signs, and online ads. (A great way to learn how to do this is to send your marketing person to the NAA Auction Marketing Management class, or go yourself.)


Expand your reach. When you have a great market niche, it's natural to just go with that. But, why not look beyond the stuff that comes easily and see what else might be out there? I know a lot of Auctioneers who have had a few slow years chasing after luxury properties, high-end antique collections and

massive stretches of land. Meanwhile, I've seen others making a good, steady living on the "little stuff" like small farms, store liquidations and investment-grade houses. Why not look for opportunities in underserved niches like minority markets in your area? Maybe you could even learn another language!


It all starts now, before the phone starts ringing again. ❖



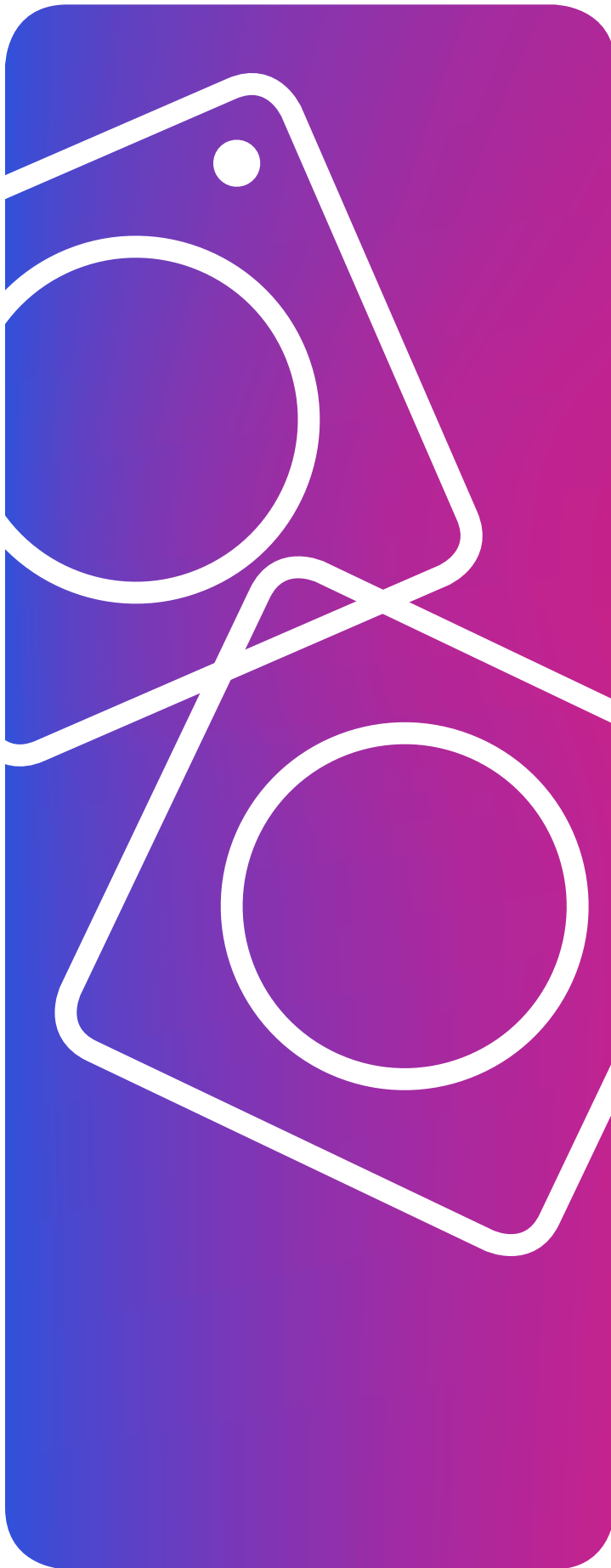
**TAP  
AND  
PURCHASE**



**Instagram just rolled out a new shopping feature in an attempt to close the social media and commerce loop. What would it mean for auction professionals?**



By James Myers, contributor



Most auction professionals have at the very least begun to embrace social media to expand business.

Many are knee deep in marketing their auction companies through social media, expressing opinions and becoming “thought leaders” in their posts on LinkedIn, Facebook, Twitter, and other popular channels. Apart from all of that, however, the auction business still comes down to converting assets to cash, and one platform has a new feature that could significantly raise social media’s value proposition for the auction industry.

That said, the question now is whether Instagram’s new shopping feature, which is currently in beta testing since launching in November, will be that value vehicle for Auctioneers.

**It is too early to know whether the shopping feature will prove to be a hit, but there has been a high level of excitement from both brands and consumers.**

Instagram engineers and managers began posing the question to themselves last spring – how can we get our users to shop with Instagram? The goal was to keep it non-obtrusive; they wanted the interface to remain the same without making the shopping tools completely obvious. They wanted to allow brands to tag their products in their photos in the same way the average everyday user tags friends in photos.

Historically, shopping hasn’t been incredibly successful for businesses using social media. Facebook has given it a shot, but quickly found its shortcomings when users began posting ads for illicit goods. Twitter also flirted with the idea, offering a “buy button” that has since been scrapped.

However, Instagram execs say more than half of the platform’s 500+ million users follow brands. Also, around 44 percent of Instagram users say they conduct brand research through the network. Instagram users are also younger than other major social media channel users, all of which could point to a commerce success story for Instagram where others have failed.



At the beginning of November 2016, Instagram began testing the shopping option with 20 brands, including Warby Parker, Kate Spade, Coach, Macy's, Abercrombie & Fitch, Holister, Levi's, JackThreads, and J. Crew. For instance, if an Instagram user is on J. Crew's page and he or she is interested in a clothing item, they can click on the information tab on the picture and a price will pop up.

A recent photo on J. Crew's account features a woman wearing a flannel shirt, putting her hair in a bun, and includes a tab at the bottom of the photo that says, "tap to view products." Tapping on the picture initiates a pop-up that reveals the name of the product, in this case - "Perfect Shirt," followed by the price, \$78. Clicking on the price opens a new page with a different view of the product, a long description, and the option to "shop now."

It isn't hard to see how such a setting could easily be applied to auction settings. Imagine a buyer casually flipping through a stack of photos from an upcoming onsite estate auction. Now, imagine that user having the ability to touch images in the picture - a couch, a TV, or a piece of clothing, for example - and having the ability to enter a bidding section for that item.

Such a scenario is tantalizing, but Instagram's shopping feature appears to still be in the test phase at this time. And, only U.S.-based iOS users are able to see the offerings from the 20 brands Instagram selected to try out the new feature.

However, if Instagram allows business owners to dive into the shopping feature, it could open the door for Auctioneers to put individual photos of items in their upcoming auctions with separate pages where detailed information about the product can be placed, as well as the time/date/place of the auction.

It is too early to know whether the shopping feature will prove to be a hit in general, but Instagram Director of Product

Management Vishal Shah has noted a high level of excitement from both brands and consumers.

Regardless, simply seeing the innovation from Instagram is key here, and it is certainly worth paying attention to as the platform (and others) continue to search for ways to break into commerce functions. ❖

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**Is having this kind of option exciting for Auctioneers? Share your comments with the NAA Auction Professionals Facebook Group!**



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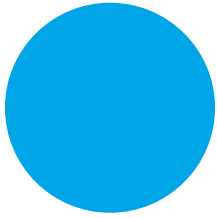


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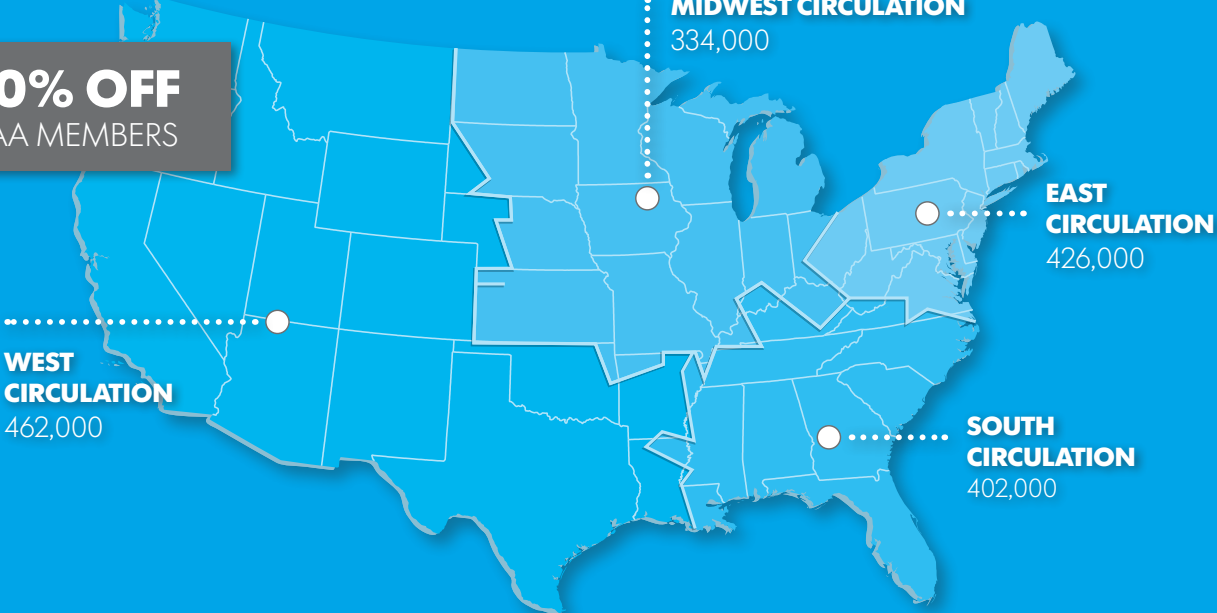



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Sources: 2012 Mendelsohn Affluent Survey, adults 18 or older, HHI \$100,000 or more; September 2012 ABC Publisher's Statement (print copies only)

NAA introduces

# COMMUNITIES

By NAA Staff



# OF **P**RACTICE

“It is NAA’s opportunity to help you get the information you most need for your business to be successful.”

– NAA CEO Hannes Combest, CAE



At its fall meeting (see Board meeting summary, page 6), the NAA Board of Directors approved a new concept in delivering education and information: Communities of Practice.

According to Hannes Combest, CAE, Chief Executive Officer of the National Auctioneers Association, this concept works simply. The Board identified five communities (shown right).

**CO** Contract Auctioneers

**RE** Real Estate

**BA** Benefits

**PCA** Personal and Commercial Property

**MM** Marketing and Management

Each community will have specific education targeted to them (a summit each year will be provided for people interested in this community – see the calendar on the side); each community will have a designation program focused on them; and, all will have content written and provided specifically for them.

“It is NAA’s opportunity to help you get the information you most need for your business to be successful,” Combest said. “It is not a one size fits all approach; having said that, you WILL have the opportunity to receive ANY content you want.”

**Free Knowledge Center for NAA members**

Beginning Jan. 1, 2017, the Knowledge Center will be free to NAA members. The Knowledge Center contains recordings of conference sessions that have been kept on file for several years. In the past, members were charged \$20 or more for each of these sessions.

To support the Communities of Practice, each session title will be tagged with an icon that communicates which of the five Communities of Practice the specific session addresses. Some sessions may address more than one Community; some may address all five of the communities; but some may only be specific to one audience.

Beginning in January the titles and presenters will be listed on the Members Only section of [www.auctioneers.org](http://www.auctioneers.org) and will include a Community icon to designate the specific one the session addresses. The sessions will be able to be streamed onto a computer or smartphone simply by clicking on a link.





[auctioneers.org/Member Resources/XXX](http://auctioneers.org/Member Resources/XXX)

## 2016 International Auctioneers Conference and Show (Grand Rapids, MI)

An Insider's Guide To Booking Profitable Industrial and Commercial Auctions

Presented by Russ Hilke, AMM, GPPA



[auctioneers.org/Member Resources/XXX](http://auctioneers.org/Member Resources/XXX)

## The Art and Science of Working the Ring

Presented by Sam Grasso



[auctioneers.org/Member Resources/XXX](http://auctioneers.org/Member Resources/XXX)

## Apps: What and How

Presented by Kathleen Lappe

**In the future, NAA events will be "tagged" with relevant Communities of Practice logos so that members will instantly know how targeted that information is to them. This is an example of what those future schedules will look like.**



The Knowledge Center will not be the only change noted for the Communities of Practice. Each year after Conference and Show, NAA staff conducts a survey of conference registrants to see what can be improved.

“Each year someone – or “someones” – request that we develop tracks for our conference education,” Combest said. “By using these icons that represent the Communities of Practice, we will be able to help individuals find education that they want from the more than 50 classes offered.”



**Research from the American Society of Association Executives proves that members who feel a part of something will stay as members. The goal is to foster this engagement in as many ways as possible – through communities using social media and forums.**

### Timeline for Implementation

Combest said that the Communities of Practice will take time to be integrated into all of NAA. Work will start immediately tagging education and information with the icons shown here. And she assures NAA members that the content for these Communities will be kept current and relevant.

### The future of Communities of Practice

“Research from the American Society of Association Executives proves that members who feel a part of something will stay as members,” Combest said. “It is our goal to foster this engagement in as many ways as possible – through communities using social media and forums. Eventually the content we provide, will be contained in a repository that will be housed on our website that will be searchable – that won’t happen in 2017 but it will eventually happen.”

“Our vision for the Communities of Practice is that you will be able to come to NAA for the information you need at any time and find it easily,” said John Nicholls, AARE, AMM, president of the NAA Board of Directors. “We truly believe that by giving our membership the information and education they need, we can help our members be more successful.” ❖



# CAS<sup>®</sup>

CONTRACT AUCTION SPECIALIST

## NAA unveils new designation: Contract Auction Specialist

By NAA Staff

In October, several NAA members met in Overland Park to discuss and plan in detail a program tailored to fit the needs of today's contract Auctioneer.

The result is a robust program that will help contract auctioneers build and maintain a career, focusing on such business practices as marketing, networking, ethics, and sales, as well as how to ensure that they're keeping abreast of the self-employment pitfalls of contract auctioneering.

"Contract auctioneers are a group NAA felt have needs and opportunities unique to them away from other niches," NAA Education Director Aaron Ensminger said. "This opened the opportunity for NAA to listen to some of the best minds in the industry and have them provide their insights and experience to a designation program that will pick up where auction schools leave off, helping Auctioneers set up and run themselves as a business."

NAA members who collaborated on the designation's design in Overland Park included: Janine Huisman, CAI, AMM, BAS, GPPA, Chair; Charles Nicholls; Shane Ratliff; Doak Lambert; Peter Gehres, CAI, CES; and Matt Hostetter, CAI, CES. Members of the committee who weren't able to attend the meeting: Frank Hackett; Dustin Rogers, CAI; TJ Freije.

The curriculum is being polished and finished now, and the first "beta" Contract Auctioneers class is scheduled for late February.

For more information and scheduling, contact NAA Education at 913-563-5432. ♦



Doak Lambert (center) calls bids at the American Royal in Kansas City. Lambert has helped develop the new contract auction specialist designation program.

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# NAA State Leadership Conference proving valuable for state association



State associations such as in Florida have found tangible, positive changes stemming from knowledge gained at the NAA SLC.

By NAA Staff



NAA Director Tim Mast (left) informed state leaders about the #AuctionsWork / #NAAPro campaign last winter during the NAA State Leadership Conference. Attendees also learned in-depth parliamentary procedure from Dr. Leonard Young (above).

26

## states were represented at the 2016 NAA SLC.

Attendance by state association leaders to the National Auctioneers Association State Leadership Conference has steadily increased the past several years.

Topics have centered on improving or enhancing state-level strategic thinking and implementation, and presenters have driven home those key messages. The result for attendees has been an increased knowledge regarding business planning, board protocol, and member recruitment and engagement methods, as well as a better understanding of NAA programs and procedures.

As states have sent their leadership and reaped the rewards of that increased know-how, some have taken an additional step and found ways to send more than one member of their leadership teams.

The Florida Auctioneers Association is one of those states, which has seen a huge, tangible difference in the way it operates and serves value for its members, according to Sara Rose Bytnar, CAI, AARE.

“FAA has made the NAA SLC a priority for several years. By sending our leadership (and future state leadership) to the SLC, our board has been able to keep the momentum of our business plan moving forward,” the FAA President-Elect said. “It’s easy to be energized at the beginning of a board term, but FAA has found that in order to keep the momentum going, we need to invest in our board to keep them engaged. SLC has done that for us.”

Of course, not every state association operates the same way or faces the same problems. But, regardless of current status or structure, state associations stand to experience a couple of core benefits when attending the SLC.

“Two fundamental benefits of attending the SLC are networking opportunities with leadership from a number of other states that have embraced best practices and idea sharing with many states who are experiencing the same difficulties that FAA has encountered,” Rose Bytnar said. “The NAA SLC has done an exceptional job of setting the schedule so that states are getting relevant education on the areas that will improve the functionality of growing (and struggling) state associations.”

Digging past the overall benefit, Rose Bytnar pointed out several areas where FAA took the information it learned and implemented those pieces, all of which improved upon what had been in place.

“FAA has embraced and implemented several nuggets from the SLC,” Rose Bytnar said. “As a result of SLC, FAA invested in Directors & Officers insurance for its board, improved board meeting procedures because of SLC’s session on Robert’s Rule of Order, and continues to build a solid association from the ground up by focusing on the basic fundamentals.

All of these improvements stemmed from sending as many board members as our budget would allow to NAA SLC. FAA sees tremendous value in sending current officers, as well as, future leaders of its association.”

The 2017 NAA State Leadership Conference is set for March 6-7, at the Embassy Suites Kansas City International Airport. For more information, visit [auctioneers.org/event/2017-state-leadership-conference](http://auctioneers.org/event/2017-state-leadership-conference). ❖



# The **DIRT** on clean data

We hear about clean data all the time.  
Why is that so important for auction  
professionals today?

By Nancy Hull Rigdon, contributor



“Clean data” isn’t just a trendy term – auction professionals prioritizing data cleanup can see a boost in their bottom line.

“Clean data has a budgetary impact,” says NAA Membership Manager Brandi McGrath Kong. “It ascertains that the data you are using to make important business decisions is accurate.

“Analyzing clean data can help you find critical company trends or prospective buyers for a particular asset up for auction. It also means time and money is saved on undelivered printing, products, postage, etc.”

So where should Auctioneers start with data cleanup?

First, it must be a priority, says Bryce Gartner, Chief Experience Officer at icimo.

“Let’s say you’re doing an email campaign. And if your emails are not going to the right email address or the right person or the right buyers because you have not prioritized making the time to check your information, then you are being very inefficient,” he says.

He also encourages Auctioneers to not only clean up their data but enhance their data. In practice, this means going beyond checking that an email address is correct by, for example, evaluating what can be done to increase e-mail open rates.

“Say you’ve gotten an amazing open rate of 35 percent on 10 emails,” he says. “That’s awesome, but you need to look further and see who is opening it, and if it’s the same contacts every time, you need to look into why you’re missing the other 65 percent and what you can do to reach them.”

As an example of what a data cleaning plan should entail, McGrath Kong says the NAA focuses on the following aspects in its own data cleanup program:

- Ensuring database is regularly backed up
- Continuously merging duplicate records
- Providing necessary staff training
- Working with database company to solve issues as quickly as possible
- Maintaining calendar that includes weekly, monthly, quarterly and annual cleaning dates

- Automatically sending calendar reminders to make sure tasks are completed on time
- Team reporting on the status and/or findings from the work

## Clean email marketing practices

McGrath Kong advises auction professionals to consider integrating the following elements into plans for keeping mass emailing lists, such as buyer and seller lists, clean and efficient:

- Monitor email on an ongoing basis by looking at current mailing lists, including bounce, undeliverable and unsubscribe lists.
- When uploading a mailing list to an email blast provider (such as Constant Contact), review the mail list status in order to automatically detect and correct errors.
- Manually review contact lists on an ongoing basis to catch any obvious errors, such as misspelled domain names or missing punctuation.
- Twice a year, reach out by phone to contacts whose emails are bouncing back.
  - If the address is incorrect, enter correct email address into the system
  - If the bouncing address is indeed correct, provide the contact with directions on how to work with his or her IT team or internet service provider to unblock the emails from any spam filters that may be inhibiting delivery
  - Follow up a phone call with a mailed letter if you do not speak with the individual
- On unsubscribed emails, follow up with contacts at least twice each year through a letter to remind them that they have unsubscribed from the list and provide directions on how to re-subscribe if the change was an error, or if their interest has changed.

## Grow your business with clean data

Additionally, McGrath Kong stresses the importance of incorporating these follow across-the-board aspects into data cleanup plans:

- Create data standards that mandate how information will be stored in a database. This can include formatting, abbreviations and punctuation.
- Ensure that everyone inputting information into the database has a copy of the standards, and schedule periodic reminders to staff.

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## Gartner also encourages Auctioneers to not only clean up their data but enhance their data.

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- Update and correct any address changes immediately upon receipt, including those sent USPS (United States Postal Service). Do research on all returned mail to make sure that you either have a corrected address or remove inaccurate information.
- Make sure that contacts are correctly categorized – i.e., labeled as “current,” “prospect,” “former,” etc. (current, prospect, former, etc.) as they move from one target group to another.
- Consider the benefits of USPS tools such as the National Change of Address File, Locatable Address Conversion System or Coding Accuracy Support System.

The return on investing in data cleanup can be substantial.

“For the NAA, data cleanup was necessary to make sure we had the truest information for analysis purposes. Looking at our data helps us to decide what kind of education we need to offer, where we should hold events, how to market to different target audiences, what a typical NAA Auction Professional looks like and more,” McGrath Kong says.

The results list goes on.

“It enables us to know our customer without the concern of having bad data,” she says. “It also makes every day business processes, such as putting together mailing lists or reporting statistics to leadership, easier and more accurate.” ❖



# STATED CLEARLY

Even simple collected member data, such as geographic location, improves NAA decision making.

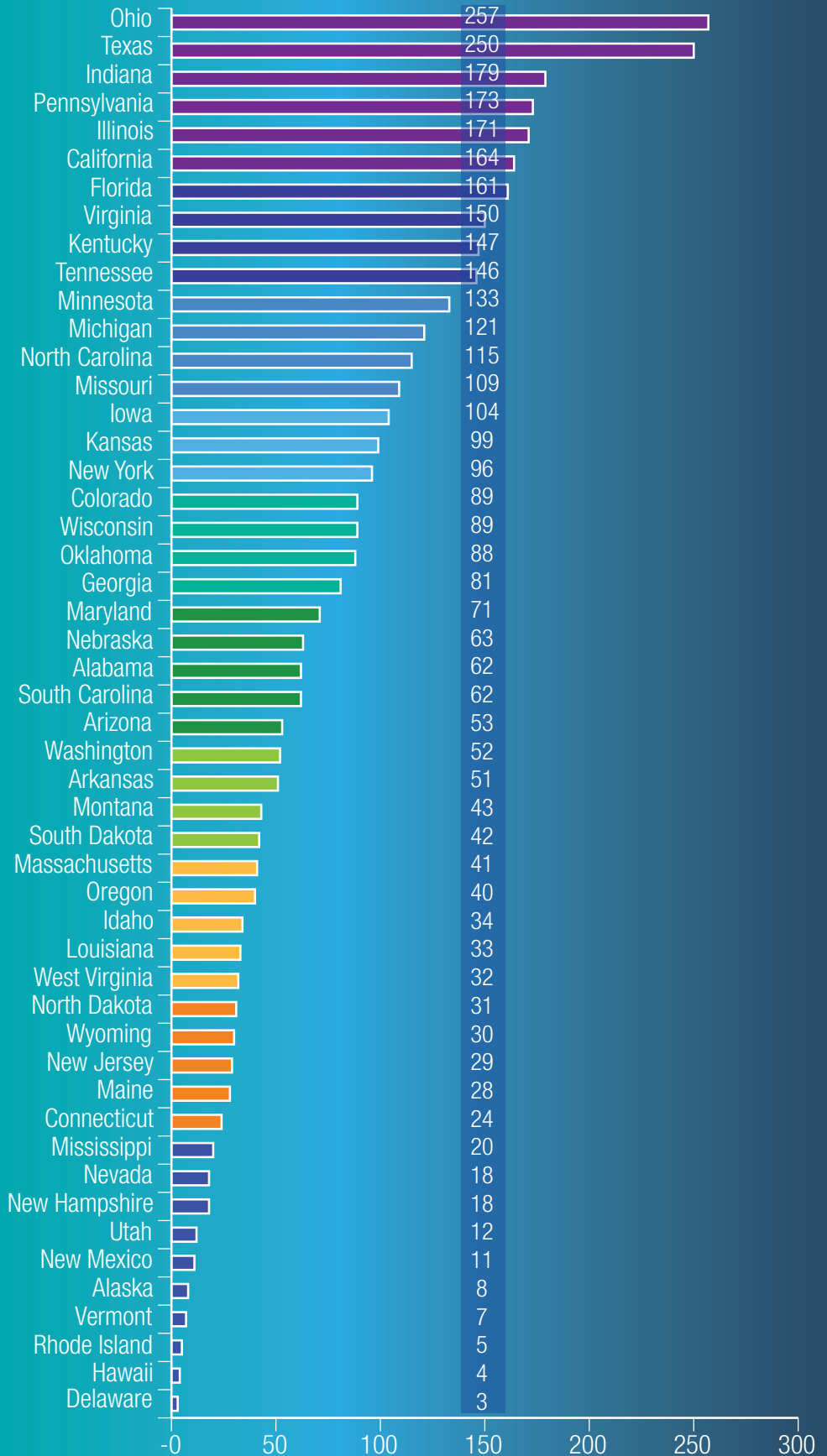
(Data as of Nov. 16)

Often, NAA staff gets asked why it collects data from members on surveys, polls, feedback forms, etc. After you just read about the importance of having clean data, the answer should be easy: having a real-time, crisp data image of your audience is crucial in today's association and economic marketplace.

And, of course, the more data and the clearer the data, the better that image is.

That said, it can't be overstated that even the simplest kind of data - such as where members are located - needs to be clean as well. Duplicated entries, or multiple abbreviations for one state in a database can skew numbers and make good decision making hard.

But, rest assured, NAA's information is in great hands (see the clean data article), and it provides staff with information like ... "Where are our members located?" Clean data takes the guessing out of it!





# 2017 NAA Marketing Competition

## OFFICIAL RULES

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### AUCTION MARKETING CAMPAIGN OF THE YEAR

#### Rules and Procedures

1. Entry Fee: All members will receive one complimentary entry into the 2017 Marketing Competition. Each subsequent entry must be accompanied by a \$10 entry fee. Failure to include full payment will result in disqualification.
2. Submit a brief, one-page, professional, typed summary of your auction campaign. Additionally, please organize the following in a binder, with title pages dividing major sections. Entry summaries may include any or all of the following: - Important information on why the auction was noteworthy. - Marketing strategy and tactics used. - Goals for the auction (i.e. monetary, notoriety, etc.) - Copies of press releases and news coverage about the auction. - Copies of photographs, advertisements and any other promotional materials. - Innovative marketing or techniques employed. - Online marketing. - Target markets. - Summary.
3. Submit one copy of the event materials.
4. Only auctions between 7/24/16 and 4/18/17 are eligible.
5. Each entry must be accompanied by an official and completed entry form and entry fee.
6. All entries must be received at NAA Headquarters (8880 Ballentine, Overland Park, KS 66214) no later than 4 p.m. central time, on Wednesday, April 19, 2017.
7. Entries may be judged on any of the following: innovativeness and creativity; technological enhancements; promotional elements; auction items sold; satisfaction of client(s); satisfaction of bidders; event atmosphere; and whether the total event met or exceeded overall expectations.
8. Inclusion of the NAA logo is required on all print materials and should be included if possible on all other entries (TV/web/radio/giveaway items/ other materials). All elements of the logo must be identifiable.
9. One entry will be selected as "Campaign of the Year."

### PHOTOGRAPHY DIVISION

#### Rules and Procedures

1. Entry Fee: All members will receive one complimentary entry into the 2017 Marketing Competition. Each subsequent entry must be accompanied by a \$10 entry fee. Failure to include full payment will result in disqualification.
2. Photos may be produced either in-house or by outside professionals.
3. Entries must be reflective of the auction industry

in some capacity and must have been created between 7/24/16 and 4/18/17.

4. All entries must be received at NAA Headquarters (8880 Ballentine, Overland Park, KS 66214) no later than 4 p.m. central time, on Wednesday, April 19, 2017.
5. Late entries will not be considered.
6. The member whose name appears on the entry form must be a current member of the NAA, or the entry will be disqualified. Forms must clearly list the member name and official company name as this cannot be changed once submitted.
7. The same photo may be entered in more than one category, with a maximum of three categories for each image.
8. Photos must measure 8x10 inches. Entries may be printed on in-house printers. (Keep in mind that the quality of the print will be taken into consideration by judges.)
9. Two (2) copies of each photograph must be submitted.
10. No e-mailed photos will be accepted. Hard-copy prints only, please.
11. The NAA reserves the right to move an entry to another section if it does not clearly meet the criteria for the category in which it was entered.
12. Category winners will be determined through a point system. Entries must attain an established point minimum in order to qualify. Winners may not be determined if no entries meet minimum point requirements.
13. Submissions will not be returned. Do not send original copies.
14. Images submitted for this contest may be used in future *Auctioneer* editions or for other NAA promotional and marketing purposes.
15. All entries are eligible for a "Best of Show - Photography" award.

### PRINT AND DIGITAL DIVISIONS

#### Rules and Procedures

1. Entry Fee: All members will receive one complimentary entry into the 2017 Marketing Competition. Each subsequent entry must be accompanied by a \$10 entry fee. Failure to include full payment will result in disqualification.
2. Entries must be reflective of the auction industry in some capacity and must have been created between 7/24/16 and 4/18/17.
3. All entries must be received at NAA Headquarters (8880 Ballentine, Overland Park, KS 66214) no later than 4 p.m. central time, on Wednesday, April 19, 2017.

4. Late entries will not be considered.

5. Inclusion of the NAA logo is required on all print materials and should be included if possible on all other entries (TV/web/radio/giveaway items/ other materials). All elements of the logo must be identifiable.
6. The member whose name appears on the entry form must be a current member of the NAA, or the entry will be disqualified. Forms must clearly list the member name and official company name as this cannot be changed once submitted.
7. One Marketing Competition registration form is required per contestant. Each entry also must have a separate entry form.
8. Digital (e-mail) or faxed entries will not be accepted.
9. Original work only. PDF files okay. Photocopies of printed materials will not be accepted.
10. Entries will not be mailed back or otherwise returned.
11. The NAA reserves the right to move an entry to another section if it does not clearly meet the criteria for the category or division in which it was entered.
12. Categories 1, 2, 3 and 4 must include two (2) printed samples of each entry. (Category 3: Entry must include two (2) full tear sheets showing the entire page on which the advertisement is found. Full-page PDFs are acceptable.)
13. Category 5: One (1) copy of entry (screenshot or PDF, preferably) is required for each submission. - Entries should include as many visual elements and details as possible (e.g. theme, timeline, goals, objectives, etc.) - Multimedia/Radio/TV entries must be submitted on CD/ DVD in either Quick Time or Windows Media format. - For company website entries, please include URL on the entry form in place of printed copies.
14. Category winners will be determined through a point system. Entries must attain an established point minimum in order to qualify. Winners may not be determined if no entries meet minimum point requirements. Any first-place ties will be broken through an additional round of judging.
15. All entries are eligible for the Best of Show award. A "Best of Show" award will be given for: 1) Print, 2) Digital, 3) Photography.

Opens  
March 1

# BOARD OF DIRECTORS

## DIRECTOR/OFFICER REQUIREMENTS

An NAA member who wishes to be elected as an Officer or Director of the association at the 68th International Auctioneers Conference and Show in Columbus, Ohio in July must announce his or her candidacy by **5 p.m. Central time on February 28, 2017.**

### 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 or National Auctioneers Foundation Trustees.

**Treasurer:** Two-year term.

**Directors:** Candidate must: be a member of the NAA in good standing for at least three consecutive years; must have served on an NAA committee/task force; must have completed CAI or taken the NAA Leadership Development course. Directors may serve two, three-year terms that are not consecutive. Two Directors are elected each year.

**Board responsibilities:** Expected to attend four scheduled face-to-face meetings, quarterly 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 that the Board communicates the work of the organization and shows support for the NAA.

### APPLICATION PROCESS

Complete position descriptions for Vice President, Treasurer or Director can be obtained by emailing NAA CEO Hannes Combest, CAE, at [hcombest@auctioneers.org](mailto:hcombest@auctioneers.org) or going to [www.auctioneers.org](http://www.auctioneers.org) where the entire process is outlined.

The application process is outlined at [www.auctioneers.org](http://www.auctioneers.org). It also can be obtained by sending an email to Hannes 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 have you learned from serving on a volunteer board, if applicable?
- What state Auctioneer association(s) do you belong to?
- What committees and/or offices have you served on or held in your state association or in NAA?

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 in the information packet. They also must provide

the Committee three references and a **professional 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 17.**

**Candidates who are not nominated by the Committee but still choose to run must notify the Committee of their intentions by 5 p.m. central time on March 31 in order to appear on the ballot.**

Contact [hcombest@auctioneers.org](mailto:hcombest@auctioneers.org) for questions.

### 2017 NOMINATING COMMITTEE

- Chairman of the Board Spanky Assiter, CAI, AARE – Chair
- President John Nicholls, AARE, AMM
- Vice Chair, El Trustees Janine Huisman, CAI, BAS, GPPA
- National Auctioneers Foundation President J.J. Dower, CAI, AARE
- State Representatives from Ohio Jason Miller, CAI

# 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 2017 must submit information declaring their interest by Feb. 28, 2017.

Two (2) new Trustees will join the Education Institute as of the 2017 Conference and Show in Grand Rapids. 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, AMM, BAS, CES, GPPA and MPPA, summits and educational offerings at Conference and Show.

---

### TRUSTEES MUST MEET THE FOLLOWING REQUIREMENTS:

- Must have been a member of NAA for 5 years
- Have an NAA designation (CAI, AARE, AMM, 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 4 P.M.

#### CENTRAL TIME ON FEB. 28, 2017:

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 4 p.m. Central time on Feb. 28, 2017. Please email the requested information to: [education@auctioneers.org](mailto:education@auctioneers.org).**

# Marketing on a Budget: New NAA iSeries Whitepaper available

As the marketplace crowds together, marketers increasingly have more control over affordable far-reaching concepts and tools.

By NAA Staff



The NAA's "Marketing Campaigns on a Budget" whitepaper is available at [auctioneers.org/iSeries](http://auctioneers.org/iSeries).

**M**arketing on a budget.

As professional marketers, business owners, or both, we know that when it comes to strategic marketing efforts, budget is either the first or second consideration. We are asked to bend corners, sharpen edges, and even squeeze water from a rock in order to fit a budget while accomplishing a laundry list of marketing goals.

Do any of these sound familiar?

*"I want more people to know who we are."*

*"I want people talking about us and sharing more of our stuff on social media."*

*"I want you to get our name out there in high-traffic places like I see other companies."*

*"I want you to make us show up on the first page of Google searches."*

You've heard or thought about all of those things, haven't you? Those requests have been a part of the marketing puzzle forever, and they always will be. However, the tricky part in today's environment is trying to navigate the gushing fire hydrant of new marketing platforms, tools, analytics, and ideas. Every day is an exercise in learning about new trends on the fly and being able to adjust your core marketing principles accordingly while not losing your brand identity.

And all the while, you're expected to worry about cost. Thankfully, there is relief.

As the marketplace crowds together and the planet shrinks, marketers increasingly have more control over far-reaching concepts and tools. Some brands have figured out that they can 100-percent control their message from internal sources such as a blog, website, or social media feed. They have also discovered economical ways to distribute their messages to highly-targeted masses without relinquishing control – a major win/win for a brand. And, those discoveries are scalable – meaning even the smallest business can implement the same thought processes and protocols to fit its need.

That was true for the National Auctioneers Association in 2016 as it embarked on the largest digital campaign in NAA history with its #AuctionsWork / #NAAPro campaign during National Auctioneers Week.

NAA volunteer committee members and staff spent several months crafting a message and figuring out which platforms would serve the campaign's goals best – all while, you guessed it, staying on budget. The results of those efforts were tangible and hugely successful, and we encourage you to read about them in the whitepaper's conclusion.

All of this is to say that it is more possible than ever for a business or marketer to achieve their marketing goals, and do so without overspending. It takes a bit of market research and planning up front, but the results are well worth it.

We hope you find ideas here through discussion and NAA's examples, and we wish you the same success the 2016 #AuctionsWork campaign enjoyed because, as iSeries says, it's about you. ❖



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## **iSERIES** ARCHIVES

Miss a session? The complete iSeries archives is available on demand to NAA members on the iSeries page.



- August 3, 2016  
Social Media
- October 5, 2016  
Prospecting Estate Sales
- November 2, 2016  
Campaigns on a Budget (White Paper)
- December 7, 2016  
Auction Marketing
- February 1, 2017  
Business Planning
- March 1, 2017  
Third-Party Real Estate Marketing (White Paper)
- April 3, 2017  
Turning Prospects into Sellers
- June 7, 2017  
National Advocacy Update

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“MarCom’s Platinum Award is presented to those entries judged to be among the most outstanding entries in the competition. The Gold Award is presented to those entries judged to exceed the high standards of the industry norm.”

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# What's service life worth?

The waning service life of items has shifted the depreciation conversation.

By Nancy Hull Rigdon, contributor

**N**ow more than ever, auction professionals must stay on top of the service life game.

“There used to be a rule of thumb that if a piece of equipment was over two years old, it was antiquated, and now, if it's older than two months, it could be antiquated,” says Louis Dakil, who founded Dakil Auctions in Oklahoma City, Oklahoma, in 1983.

The waning service life of items – a key in calculating depreciation, and thus, value – has shifted the focus for auction professionals.

“In the past, the focus was making sure you weren't upside down in your asset,” says Barrett Bray, ATS, also of Dakil Auctions. “The new and proactive and responsible approach is to make sure you're right side up so that you recuperate the value of your item before it's completely spent.”

What Dakil refers to as the “technology revolution” has played a part in the trend. With the online marketplace's reach and rapidly increasing competition, barely anything is rare anymore, and the newness quickly wears off.

In determining value, each item has its own unique set of circumstances, and factors including service life and condition must be carefully weighed. To assist in quickly sizing up an item, there are many guides and fast rules. However, Dakil offers caution.

“If you rely on books and graphs and don't go out and physically inspect that machinery or equipment, you can get it wrong,” Dakil says. “It is important to leave your desk and use the human eye to see the type of rubber, the condition of the paint.”

Also, it's important to take multiple variables into account. For one, the marketing approach can affect value.

“If a business is liquidating its merchandise, the hard and fast rules may tell you that a certain type of equipment hasn't held its value over time, but you have to be aware of new fields that are jumping into the marketplace. Right now, for instance, there are many startups that may be willing to pay more for that equipment than an established business,” Bray says. “Shifting how an item is

marketed influences the economics of the marketplace.”

Additionally, the service life rules change for items such as collectibles.

To help inform their clients and potential clients, Dakil Auctions recently published a blog post titled “The Real Cost of Holding on to Used Equipment.” It included a graphic from the U.S.



Department of Commerce that serves as a reference guide to the service life of commercial and residential items (see graphic). The post read:

Business owners incur plenty of costs. From employee salaries to rent to equipment — the list goes on and on.

One thing businesses might not think about is the depreciation of their equipment. Do the old computers your employees use cost your business unnecessary money? Should you have sold that construction tractor three years ago and purchased a new one before its service life ended?

Depreciation can be described as the decrease in value of an item over time, typically due to age and the condition of the item. By knowing the service life date of common residential and commercial items, it will show how fast the item depreciates and that old used truck is costing your business more money than it's worth.



# Electronics – Life Expectancy

From the Consumer Technology Association

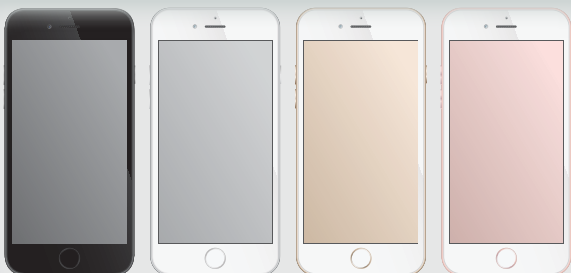
The pace of new product releases is a testament to the dynamism and innovativeness inherent in the consumer electronics industry. One indication of a dynamic and fast-paced industry, complete with a steady stream of new products, is the answer to the question: how long do products last before replacement? And what happens to products once they have reached their life expectancy?

The Consumer Technology Association’s recent CE Product Life Cycle study explores consumer perceptions of product life cycles for several key categories, including flat panel televisions, digital cameras, DVD and Blu-ray players, tablets, laptops, desktop computers, smartphones, cell phones and video game consoles. Here’s some of what we learned:

- On average, consumers expect most CE products to last approximately five years. However, there are differences between products.
- Flat panel TVs have the longest expected life cycle of any CE product surveyed in the study at 7.4 years.
- Conversely, smartphones and feature phones have the shortest life expectancy at 4.7 years.

The study also explores how consumers dispose of unwanted or non-functioning consumer electronic products. For example, we find that when consumer electronic devices reach the end of their useful life most consumers replace them with the same type of product (i.e., replace a smartphone with another smartphone). Furthermore, the industry’s efforts to promote recycling are clearly working, as most consumers anticipate recycling or finding a second home for the CE devices they stop using.

To learn more about consumer perceptions on how long key consumer electronic products should last, visit the Consumer Technology Association at [www.cta.tech](http://www.cta.tech).



“We strive to make this type of information easily available and useful for our clients and sellers,” Bray says of the post.

While the graphic and post are indeed a valuable tool, he emphasizes an irreplaceable resource – an auctioneer with the caliber and experience of Dakil.

“Nothing compares to being able to lean on an industry professional with a wealth of knowledge that you can’t find anywhere else,” Bray says.❖

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# Boyleston's \$300 rebirth

Florida member Gina Boyleston turned her NAA education voucher into a company grower.

By James Myers, contributor



**G**ina Boyleston, AMM, lives in Pensacola, an area on the Gulf Coast of Florida hit hard by a hurricane in 2004 and an oil spill in 2010. Add a Great Recession and you've got a triple whammy that has severely impacted her community.

Perhaps an even larger impact on the Boyleston's family auction business occurred when it lost its matriarch and patriarch, and her brother when he became disabled. By 2014, after nearly four decades in the auction industry, Boyleston was faced with a decision – fold the auction company or find a new way to make it work.

“I wanted to work smarter,” she said, “not harder.”

Boyleston's father, Louis, grew up in South Carolina listening to tobacco Auctioneers, which enthralled him so much that instead of singing in the shower, he'd chant. He finally followed his dream in the 1970s and started a full-service auction company.

Gina attended the University of Florida, which she thought would be followed by law school and a career in law. However, her father baited her into the family business – convincing her to get her real estate license, then a broker's license at the age of

19 – the youngest in the state of Florida to have a broker's license at that time.

“So,” Boyleston said, “39 years later, I am still in the business.”

The family business handled real estate, machinery, heavy equipment, vehicles, and estates – pretty much anything that could be auctioned. Boyleston always worked in the background tackling important aspects of the company, letting her brother and father get up and do the bid calling and be the face of the business. After her father died and brother became disabled, she stepped up and took over.

“I had no choice but to go to auction school,” she said. “I had been around the business all my life, so I had a fairly decent chant. It was a lot of fun and I enjoyed it very much.”

Getting older herself, maintaining a staff becoming a challenge, and faced with the aforementioned triple whammy, Boyleston was at a crossroads a few years ago. She knew the auction community was moving to an online platform and she considered that as an option, but she didn't have the know-how or the tools to tackle that transition.

## A \$300 rebirth

Her company had a website for years, but she didn't focus on digital marketing, email blasts and integrating social media until the last few years.

"I have always believed that to grow a business," she said, "you need to seek out and implement the latest technology. And yes, I had no clue how to integrate current tech trends."

Armed with a \$300 educational voucher, Boyleston enrolled in the NAA Internet Only Auction Summit in Atlanta, held in February 2014. It became her "light bulb moment" and was the beginning of a transition that took her live auction business to an online only auction format. It's been a sweet transition.

"The number of auctions I conduct annually have quadrupled," she explained. "My sellers are typically grossing more than they believed they would. Our website enjoys ever-increasing traffic, sign-ups for email notices, and bidder participation. The phone is ringing - often."

Aside from the summit, Boyleston also reached out to other Auctioneers. A fellow female Auctioneer and close friend invited her to work on her staff, removing a large banking center in Jacksonville. It provided insights into how to handle an online auction.

Boyleston also attended the AMM designation class in Las Vegas last December. Coupled with her online only auction summit experience, Boyleston said she now has the tools to market her business and produce solid results for her sellers.

The online auction summits are energizing, exciting and eye opening, she said, which is why she advises anyone interested in making the transition to attend.

"Educational opportunities are hugely important," she said. "If an Auctioneer wants to up their game and be competitive in today's market, they have to adjust and grow and evolve. The way to do that is to participate in educational programs in the NAA."

"There is no shortcut and the returns are unimaginable." ❖



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**Ambassador Spotlight**

Who I am:  
Mike Keller, CAI

Who I represent:  
Keller Auctioneers

Where I'm from:  
Lancaster, Pennsylvania

**Q: Why did I join the National Auctioneers Association?**

I joined the NAA to meet other auction professionals who understand the business and share the passion I have for the auction industry!



# 4-H leader sees similarities between Auctioneers, 4-H professionals

NAA member Casey Mull was recently elected President-Elect of the National Association of Extension 4-H Agents.

By Sarah Bahari, contributor

The closest Auctioneer Casey Mull ever got to an animal while participating in 4-H was once judging a poultry show.

Mull, who joined 4-H at age 10, studied etiquette and manners, participated in citizenship courses in Washington, D.C. and served as a camp counselor.

“I often tell people I had the typical 4-H experience, but certainly not the stereotypical 4-H experience,” said Mull, who is now a University of Georgia Extension Public Service faculty member in Athens, Georgia.

Mull was recently elected President-Elect of the National Association of Extension 4-H Agents, one of the largest professional associations for youth development workers in the country. The 4,000-plus member organization is dedicated to promoting, strengthening, enhancing and advocating for the 4-H youth development profession.

The son of longtime NAA auction professional Wilbur Mull, owner of Classic Auction Company in Athens, Georgia, young Mull grew up around 4-H and auctions. For years, he attended auctions with his father but said he preferred to work behind the



**“I thought working as an Auctioneer would be a fun hobby and a way to give value back to the community,” Mull said.**

scenes and never felt compelled to grab the microphone.

That changed in 2014, when he surprised his father with a Father’s Day gift – he planned to attend auction school.

“Auctioneering was my dad’s version of golf, and I like to say my dad passed down his golfing skills,” Mull joked. “I thought working as an Auctioneer would be a fun hobby and a way to give value back to the community.”

Mull, who graduated from Worldwide College of Auctioneering in November 2014, said his two professions share many similarities, including deep ties to and respect for agriculture.

“Both professions are committed to making their communities better and stronger. They just go about doing so in slightly different ways,” he said. “Auctioneers call bids, while youth professionals are asking young people the questions that will help them grow.

“Auctioneers solve problems, much in the same way youth professionals are helping young people solve problems.”

**Auctioneers call bids, while youth professionals are asking young people the questions that will help them grow.**



As an Auctioneer, Mull earned the Benefit Auction Specialist designation, which he now uses to help youth development organizations and other nonprofits raise money through auctions. He conducts or works behind the scenes at about one auction a month.

Mull said he will spread the auction message to his work with the National Association of Extension 4-H Agents. His recent election is a three-year term, in which he will serve as President-Elect, President, and Past President.

As a leader, Mull plans to execute the organization's long-term strategic plan and hopes to strengthen the network between 4-H and other youth professional organizations. For example, the association recently launched a partnership with the National AfterSchool Association.

Mull said 4-H can play a positive role in the lives of millions of children, either at school or through other programs.

"4-H clubs are laboratories where we can test and discover the best practices for positive youth development," he said. "We want to advocate for our profession and spread that message."

Mull, who earned a Ph.D from the University of Georgia in Adult Education, Learning and Organizational Development, studied how different populations can create connections across disciplines boundaries for his academic research.

"I definitely think there are ways to highlight the auction profession among youth development organizations," he said. "There are close ties." ❖

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# Prospecting estate auction clients

Who should you look to if you want to expand estate auction listings?

By NAA Staff



Estates have long been known as a staple listing for many auction professionals. But, for those new to the auction industry or perhaps new to this particular niche, it can be difficult to know how to best begin accumulating leads before turning them into auctions.

According to NAA instructor Joe Gribbins, BAS, CES, auction professionals can quickly sift through the public clutter by focusing on a couple of main prospecting areas: attorneys; an estate's personal representatives/executors; existing clients and customers; and networking.

Let's look at the first two.

## Attorneys

"Obviously, the attorneys we want to try and reach are the probate attorneys – the ones that are in your area that specialize in estate

planning and estate probate," Gribbins said. "But, we also want to reach the general attorneys – the ones in general practice that occasionally handle real estate planning and probate."

But, when prospecting, this is a two-way street. After all, as much as you're the one who may be looking to expand your business, the other side gets to decide with whom they do that business. So, what are probate attorneys looking for from an Auctioneer?

"If I had to, I could sum this up by saying professionalism, along with comfort and confidence," Gribbins said.

The comfort factor is an attorney being comfortable enough with



you that they can recommend you to their client. This is because the attorney does not want negative feedback from their client regarding someone who their attorney referred. It's important to remember that if an auction professional conducts an estate auction after being referred by the attorney, that executor, at some point in time, is going to provide feedback to their attorney.

"You want to make sure that feedback going back is positive," Gribbins said.

Also important is the distinction between auction professionals who happen to handle some estate auctions, and those who consider themselves full estate Auctioneers. Where is this line? Gribbins believes it is service to the family.

"Doing an estate auction is not just selling 'stuff,'" he said. "It is being a problem solver."

As for contacting attorneys, Gribbins suggested putting them on your regular communication channels such as your upcoming auctions distribution list and/or your general email list. These are in addition to cold calls or personal drop-in visits.

If you go door-to-door, make sure not to go emptyhanded.

"When you go in, bring with you a leave-behind. It's a brochure or a pocket photo with company information," Gribbins said. "And then, at that point in time, too, you can request an appointment [if you're talking with an administrative assistant or someone else other than the attorney]."

## Estate personal representatives/ executors

Some states call the person handling an estate a personal representative, while other states have laws that refer to such people as executors. Regardless of the title, the responsibilities and powers generally are the same; it's just a good idea to know who you should be looking to contact.

In terms of contact, Gribbins said there are three great ways to approach personal representatives/executors: referrals from attorneys; word-of-mouth referrals; and, direct mail.

"The best way is a referral from that estate's attorney," Gribbins said. "If you walk in on an appointment with that executor, and that executor called you because they got your name and number from that attorney that's helping handle that estate, and they trust that attorney, then you're way ahead of the game.

"You've got a good probability of walking out of that appointment with that auction."

Word-of-mouth referrals are also key in estate auction prospecting.

These referrals can come from the executor's family members, through their coworkers, people they go to church with, etc. That kind of endorsement can be huge for your business, as Nielsen reports 92 percent of consumers trust referrals from people they know. Another 74 percent of consumers identify word-of-mouth as a key influencer in their purchasing decision (Ogilvy/Google/TNS). And yet another 49 percent of U.S. consumers say friends and family are their top sources of brand awareness.

"Word-of-mouth is very, very strong," Gribbins said.

Direct mail is another way for auction professionals to reach executors and attorneys. However, Gribbins advises caution when using this channel.

"Direct mail, as far as getting in touch with executors, has good and bad," Gribbins said. "Yes, you can reach executors with direct mail. But, many executors do not like being solicited in this way, and some can even become offended by it. I can also tell you that some probate attorneys don't like professionals that also try to solicit executors through the mail.

"Direct mail can work, but it can also come back to haunt you sometimes." ❖



Want to hear more on prospecting estate auctions from Joe? All of this information, plus a couple of additional areas of focus for prospecting estate auction clients, can be heard in its entirety through the NAA iSeries archive – a free benefit for all NAA members! Listen now at [www.auctioneers.org/iseries](http://www.auctioneers.org/iseries). Visit the page and click the "Webinars" tab.

The next NAA iSeries webinar will be Wednesday, Feb. 1, at 2 p.m. central time and will focus on business planning. Join us!

## Auctioneer was known to get top dollar



**R**aymond Cunningham, 65, passed away Nov. 17, 2016. Cash built one of the largest auction houses in upstate New York, Cash Auctions and Realty, in the Town of Tonawanda. Known for his ability to get top dollar at his sales, he organized

numerous high-profile liquidations in the Buffalo area and was licensed to operate in 11 states.

He also was much sought-after as a celebrity Auctioneer for charities. He volunteered his services for as many as 50 events a year.

“I never like to say no,” he said, of his charity work. “My feeling is if we are available, we will do it.”

Born Sept. 23, 1951, in Cleveland, Raymond Cunningham was the fifth of eight children and he came to Buffalo at age 7 when his father took a job with Sylvania Corp.

After graduating from Amherst Central High School in 1969, he enlisted in the Army. His two years of service included a tour of duty in Vietnam. Returning to Buffalo, he took business courses at night at Bryant & Stratton Business Institute and operated gas stations.

Then he discovered the auction business. By 1975, he was a licensed Auctioneer, including participation in the NAA Certified Auctioneers Institute program. He worked for another local auction house, then left in 1986 to start his own auction business.

Cunningham’s most notable projects included the sale of hundreds of unclaimed bank safe deposit boxes and some of the Buffalo area’s best-known buildings – Holy Angels Academy, the Statler Tower, the abandoned Freezer Queen plant on the Outer Harbor and a rare reverse auction in 1996 of the former AM&A’s flagship department store on Main Street.

He received numerous awards from Hospice Buffalo and Women and Children’s Hospital. The family area in the Pediatric Intensive Care Unit in the new Oishei Children’s Hospital has been named in his honor.

Two of his children, Thomas and Faye, died in 2001 in the crash of a small plane in Central New York as they were en route to an auction of surplus State Police vehicles. Survivors include a son, Michael; two daughters, Nancy and Sally; four sisters, Therese Reinagel, Marie Kendall, Carol Robinson and Anne Awald; two brothers, Thomas and Patrick; and two grandchildren.

Information from The Buffalo News ❖

*In Memory*

# NAA member Hall was two-time president of Ohio Auctioneers Association

Owen V. Hall, 86, of Celina, died the morning of Monday, April 18, 2016, at Otterbein Retirement Home.

He was born on June 10, 1929, to Vaughn E. and Lois (Elder) Hall, both of whom are deceased.

On Oct. 17, 1948, he married Madonna Harner, who survives in St. Marys.

Also surviving are three children, Jonathan (Kris) Hall of Celina, Jerry (Karla) Hall of Columbus and Janette Hall of Dallas, Texas; his three grandchildren Michael (Elsie) of Richmond, Va., Nicholas (Kaitlin) of Hilliard and Andrew (Laura) of New Albany and his six great-grandchildren. A sister Ruthann (Eldon) Eichenauer, survives along with nieces and nephews.

He was a graduate of Neptune High School, class of 1947. He was a partner with his father in Vaughn Hall and Son Dealers in Livestock. He began his real estate career in 1947, associated first with Dolan Purdy and then Mary Hale Real Estate. In 1953, he entered a long-term sales relationship with Paul Kessler of Kessler Builders and Yorkshire Developers.

From 1953-1963 he was partners with his father and Don Montgomery in western Ohio Livestock Exchange, an auction barn in Montezuma. He continued his auction career until retirement, having been a partner with Bill Stinebaugh, Lloyd (Red) Kuck, and then with his son, Jon, and Larry Keller in Owen Hall Auctioneers. He served as the only two-term president of the Ohio Auctioneers Association, where he was a member of the Ohio Auctioneers Hall

of Fame. Over 40 years ago, he helped establish the Immaculate Conception Church Auction, an annual Celina summer event that he continued to conduct until his retirement.

Hall founded his real estate company, Owen Hall and Associates Inc., Realtors Auctioneers, that became the leading realty company in Mercer County. The company was sold at his retirement and is now known as Hall Realty. Hall was a member and past president of the former Auglaize Mercer Board of Realtors and a member of the Ohio Association of Realtors, receiving the prestigious Realtor of the Year Award and the Vincent T. Aveni Lifetime Achievement Award.

Being active in politics from an early age, Hall was a member of the Mercer County Republican Central and Executive Committees for many years and was elected chair for many terms. He served as a director of the former Citizens Commercial Bank until mandatory retirement at age 70. The Celina Combined Services Appeal was a community project that he enjoyed working for as a member, trustee, and officer for over 25 years. He was awarded the Celina Chamber of Commerce Citizen of the Year in 1988 and was the Celina Lake Festival grand marshal in 2009.

Hall was a 60-year member of the Mercer Lodge No. 121 Free and Accepted Masons, Valley of the Dayton Scottish Rite, and Antioch Temple Shrine. He was a 68-year member and past president of the Celina Lions Club. He loved working on Lions projects such as the old minstrel shows in the 1950s and barbecues in later years. He was also a member of the Mercer County Sportsmen's Associations. ❖

# California, American Fine Art gratify collector demand



**MONROVIA, Calif.** – John Moran Auctioneers’ highly anticipated Oct. 25 California and American Fine Art Auction was a standing-room-only affair, bringing in bidders from across the country to participate in person, via telephone, and online through the Liveauctioneers and Invaluable platforms.

Bidders were particularly energized to bid for high-value auction lots, such as a coveted Albert Bierstadt painting of Yosemite and a large-scale poppy field scene by John Frost. Amassing more than \$2.1 million in sales and breaking four artist auction records, Moran’s October California and American Fine Art Auction was a decided success for consignors.

Top-lot status for the evening went definitively to Albert

Bierstadt’s (1830-1902 New York, NY) “El Capitan, Yosemite”, a historically important scene of Yosemite Valley dating to 1866, shortly after Bierstadt’s first expedition to the valley in 1863. It is important to note that this work was completed a few short years after the bloodiest battles of the American Civil War were fought, at a time where East Coast collectors sought escapist, romanticized scenes to assuage their war fatigue. “El Capitan, Yosemite” is an excellent example of the artist’s overriding commitment to realism; while the romantic, unsullied western landscape aims to provide a much-needed salve to east coast collectors, nobody could accuse Bierstadt of taking undue liberties with the grand Yosemite scenery.

“El Capitan, Yosemite” inspired at least ten bidders to sign up



to bid via telephone, as well as multiple buyers participating via online platforms and left bids. In the end, a telephone bidder proved successful, paying \$660,000 for the work, well over the very conservative \$40,000 to \$60,000 estimate.

Romantic California-centric scenes did well throughout the evening. Earlier in the sale, Pasadena artist John Frost's 1927 composition "Poppies", which provided a sweeping view of a blooming poppy-filled California landscape with distant snow-capped mountains in the background, was brought to the block with a \$60,000 to \$90,000 estimate. "Poppies" earned a price just over the high end of the range, realizing \$96,000. William Wendt (1865-1946 Laguna Beach, Calif.) was represented in Moran's October catalogue with a verdant view of Santa Ana Canyon; providing a wide-reaching perspective from a sloping hillside, Wendt's landscape brought \$90,000 at the auction block, thanks to competition from multiple telephone bidders (pre-auction estimate: \$80,000 to \$120,000).

Providing a more modern example, Orrin A. White's "Mountain Ranch", a masterful light-splashed depiction of a farmhouse nestled beneath a swath of gold-toned foothills was brought to the block with a \$15,000 to \$20,000 estimate, which proved prescient when the work brought \$15,600. Breaking the current auction record for the artist, "Sunshine on the Swamp, California" by Carmel, Calif., artist Ida Maynard Curtis provided a sweet, painterly view of California in the summer; the work brought \$6,000 after a bidding war between telephone buyers broke out (estimate: \$2,000 to \$3,000).

In addition to the more idealized California scenes on offer, some works featured in Moran's October catalogue put forward a more somber view of the west; Alfred James Dewey's "Forgotten Men" broke the auction record for the artist, earning \$9,600 at the block.





\$6,000

Depicting men laboring to build the Sierra Madre Bailey Canyon dam, the work was initially estimated to bring \$3,000 to \$5,000. The second-highest earning lot of the evening was a more atmospheric work by Granville Redmond, a rather large-scale scene of a shepherd and his flock heading down a dirt lane; dating to 1913, “Going Home” brought a price within estimate, at \$114,000 (pre-auction estimate: \$100,000 to \$150,00).

Western-themed works of art have, for the last two years at least, been performing quite well thanks to renewed collector interest. Even contemporary examples have been hotly contested at Moran’s auctions – one apt example came in the form of a large-scale work consigned from the Estate of Phoebe Hearst Cooke by artist Tucker Smith (b. 1940 Hoback Rim, Wyoming), titled “Wyoming Range”. Offering a sweeping view of mountains, pine forests, and two cowboys on horseback herding cattle, the work brought \$45,000 (estimate: \$40,000 to \$60,000).

Also from the Hearst Cooke estate, a dynamic bronze titled “Jumping Cholla” by Keith Christie (b. 1935 Browns Valley, Calif.), depicting a cowboy on the back of a horse startled by the cactus, brought \$2,700 (estimate: \$1,500 to \$2,500). A small selection of large-scale polychromed bronzes by Dave McGary (1958-2013 Ruidoso, New Mexico) also performed quite well – McGary’s “Bounty of Gray Hawk” was brought to the block with a \$6,000 to \$8,000 estimate, earning \$15,600.

Select modern and contemporary paintings and prints were offered later in the evening, with some works achieving stellar prices thanks to heavy online participation. Che Chuang’s (b. 1934 Michigan/China) abstract expressionist composition performed particularly well at the block, bringing \$15,600 (estimate: \$5,000 to \$8,000). Shortly thereafter, prints by Santa



\$9,600

Monica, CA artist Sam Francis (1923-1994) and Spencertown, NY artist Ellsworth Kelly (1923-2015) were offered and earned very respectable prices realized. Going to an absentee bidder, Sam Francis’s “Fresnet”, an abstract splatter composition, brought a price within the \$2,000 to \$4,000 estimate, earning \$3,600. Ellsworth Kelly’s geometric abstract “Blue/Yellow/Red” found a buyer online for \$3,900 (estimate: \$4,000 to 6,000)

Additional highlights:

- The evening’s first auction record set was for Los Angeles, CA-based artist Florine A. Hyer (1868-1936), whose charming painterly still life of roses in a basket consigned from a private Virginia collection brought \$3,000, well over the \$800 to \$1,200 estimate.
- Later, a more traditional American still life featuring fruit, a glass of champagne and a bird’s nest by Severin Roesen (1815-1872 Williamsport, PA) earned \$27,000 at the auction block. Consigned from a Private Southern California collection, the work was initially estimated to bring \$25,000 to \$35,000.
- An auction record was also set for Brentwood, CA artist Warren Newcombe (1894-1960), whose painting “The Plaza – Los Angeles” dating to 1936 earned \$13,200 (estimate: \$5,000 to \$7,000).
- Also Skinner Clark’s impressionist view of a eucalyptus-lined path through a verdant landscape, consigned from the prestigious University Club of Pasadena, proved a bidder favorite. Full of golden California light, the scene realized \$36,000 (estimate: \$30,000 to \$50,000). ❖

# NAA members donate tactical safety equipment to First Responders



NAA members Shannon (left) and Rich (right) Schur donated \$1,000 that will go toward providing tactical equipment to First Responders.

**MONUMENT, Colo. (Nov. 30, 2016)** – Monument-based United Country – Schur Success Realty & Auction CEO Shannon Schur, CAI, BAS, GPPA, and her husband Rich Schur, recently made a donation to Shield616.

Shield616 will use the funds to provide tactical equipment to First Responders, including helmet, rifle-rated ballistic vest, trauma kit, and other items.

“Ever since Columbine, police response to active shooters means that first responders can’t wait for the SWAT Team to show up. They have to go in. Now. But they don’t have the tactical equipment that the SWAT teams have. This was clearly demonstrated last year at the Planned Parenthood Shooting,” said Rich Schur, CAI, AMM, BAS, MPPA.

Schur added “We met Jake Skifstad, a CSPD SWAT officer who launched the Shield616 organization after he witnessed that tragedy (and others) first hand. His mission is to give that tactical safety equipment to every first responder. We fully support his mission”.

The donation will be used to purchase one complete set of tactical equipment that will be presented to an officer in a ceremony scheduled for January. “We’re looking forward to meeting that officer in person,” said Schur.

Using a portion of commissions from each auction, the Schurs began making quarterly donations to non-profit organizations several years ago, and together with their bidders and sellers, have donated more than \$40,000 to charitable causes. ❖

# Monroe's 'Mr. President' dress flirts up \$4.8M sale



Marilyn Monroe delivers her famous birthday wishes song to President John F. Kennedy. The dress she wore recently brought a hefty price.

LOS ANGELES (Nov. 17, 2016) – Julien's Auctions recently sold the world's most iconic dress of all time – The "Happy Birthday, Mr. President" dress worn by Marilyn Monroe on May 19, 1962, at a Democratic fundraiser and early 45th birthday celebration for President John F. Kennedy at Madison Square Garden.

The dress sold for \$4,800,000.

Under a bright spotlight, the legendary Marilyn Monroe walked on stage and peeled away her white ermine fur coat, revealing a skintight, sheer, flesh-colored dress that sparkled with over 2,500 handstitched crystals. The custom Jean Louis creation was so tight fitting that Marilyn wore nothing underneath and had to be sewn into it last minute. When Marilyn appeared and the dress was finally revealed the entire audience gasped.

"Marilyn Monroe singing 'Happy Birthday Mr. President' is certainly one of the most famous impromptu performances in American history," said Darren Julien, President & CEO of Julien's Auctions. We were incredibly privileged to have had the opportunity to offer this amazing dress from the most legendary screen star of all time."

All in all, Marilyn's performance lasted approximately 30 seconds, but more than five decades later, it remains the most

famous version of "Happy Birthday" ever. The dress, the performance, Jacqueline Kennedy's absence and photographs from the evening would spark ravenous rumors of an affair between the President and Marilyn.

The dress was presented on the custom made mannequin that was designed to match Marilyn Monroe's exact body measurements.

Other highlights of this first day of a three-day auction of Marilyn Monroe personal and career items included the "Some Like it Hot" cocktail dress which sold for \$450,000; a Marilyn Monroe "Rose Tattoo" premiere gown sold for \$125,000; a pair of Marilyn Monroe owned Ferragamo shoes sold for \$34,000; the Marilyn Monroe "Niagara" negligee sold for \$59,000; a Marilyn Monroe owned rhinestone bracelet sold for \$18,750; a group of Marilyn Monroe owned magazines sold for \$10,000; the "No Business Like Show Business" gown sold for \$81,000; the Marilyn Monroe "Bus Stop" costume, studio image and tear sheet sold for \$100,000; a Marilyn Monroe the "Prince and the Showgirl" gown and window card sold for \$75,000; a Marilyn Monroe program from President Kennedy's 1962 Birthday Celebration sold for \$12,500; a Marilyn Monroe signed tile from President Kennedy's 1962 Birthday celebration sold for \$12,500; a Marilyn Monroe received letter from Jean Kennedy Smith sold for \$28,000; a Bob Mackie sketch of the Happy Birthday Mr. President gown sold for \$10,000; ♦





# Multi-Seller auctions result in \$4.4 million in sales

**ATLANTA, Ga. (Nov. 21, 2016)** – When John Dixon & Associates first began seriously promoting its multi-seller auctions in 2015, some people were skeptical of the concept. But as the Atlanta-based auction company wrapped up its latest series of multi-seller events last week with sales of more than \$4.4 million, it was clear that the format has gained acceptance and momentum.

“In three days of sales, we brought 150 property offerings to market. Across the board, we had dozens of people each day bidding in person, and anywhere from 20 to 50 people for each session watching and bidding on the Internet,” said John Dixon, president of the auction company.

Dixon reflected on the format’s success. “We started using this

format out of necessity, because we had been focused on selling large portfolios of bank-owned properties, many of which had been acquired in the aftermath of the financial crash. But most of that real estate had been sold, and the banks had less to sell,” he said.

Meanwhile, more individuals, small investors, hedge funds and others had begun to explore selling in John Dixon & Associates auctions. “We realized that by combining offerings from various lenders, funds and other sellers, we could have more to offer our bidders while also holding down marketing costs for our sellers. By spreading the marketing costs among all the sellers, we opened up the auction process to those who hadn’t found it practical before,” said Dixon. ❖

# Farmland proves strong in Indiana/Ohio sale

**COLUMBIA CITY, Indiana (Nov. 7, 2016)** – As the end of the 2016 crop year approaches, farmers and farmland investors are still seeking to acquire land, showing up in strong numbers for Schrader Real Estate and Auction Company land last month in Indiana and Ohio.

The Nov. 1 auction of 755 acres in Ripley County, Indiana, drew a packed house of approximately 175, including 78 registered bidders, resulting in a sale of the land for \$4,585,000. The 16 tracts offered were spread among eight successful bidders.

The next day, the auction of 436 acres in Auglaize County, Ohio, attracted another capacity crowd, including 39 registered bidders, with the land selling for a total of \$3,835,000.

“There’s still solid demand for farmland, and the bidding continues to be competitive, especially for the better quality land. Despite commodity prices, investors see the current market

as an opportunity to acquire land that will provide them good long-term returns without the volatility of some alternative investments,” said R.D. Schrader, president of the auction company.

“It’s noteworthy that we had both farmers and investors actively bidding in both of these events, with investors buying much of the land. It’s important to remember that these prices remain high by historical standards, and I believe we will continue to see a favorable market for those who seek to sell land in the near future,” said Schrader, noting that the company also reached an agreement on the private treaty sale of more than 20,000 acres of mostly irrigated cropland in Nebraska. ❖

# 2017 NAA Auction Marketing Summit

The February event in Atlanta will tackle some of today's biggest marketing questions, including how to improve at turning leads into sales.

By NAA Staff

In February, NAA members will have the opportunity to explore today's marketing environment – from what a marketer looks like, to the skills they need to excel, to turning marketing leads into cash-driving sales.

All of that and more will be on tap through presentations and panel discussions at the NAA Auction Marketing Summit 2017, Feb. 20-21, in Atlanta, Georgia.

Among the specific topics:

The Future of Data, with John Wuebben – Social Media is the hottest thing in business since the Internet itself. With Twitter, Facebook, LinkedIn and YouTube leading the charge, the very essence of how we communicate is changing right before our eyes. Where we once had one-to-one or one-to-many conversations, we now have “many-to-many” type conversations all the time. What's next? Jon Wuebben, CEO of contentlaunch.com, will discuss the future of online marketing in this session.

Facebook advanced session, presented by John Schultz, AMM – Hear from John on the latest and greatest in marketing on a platform that has become as ubiquitous as radio and television were 20 years ago. (Hint: New information, products and capabilities come out nearly daily!)

What's In a Marketer, panel discussion facilitated by Jonathan Larsen, BAS – Marketing firms exist to help with every aspect of marketing, from content creation to branding and execution. What's the best way to work with these partners? Join Jonathan Larsen as he asks a panel made up of the very partners that Auctioneers work with on a daily basis how to communicate and make the most of your marketing budget.



Billboards are an effective marketing tool, but many marketers aren't great at turning those leads into sales. That topic will be discussed at the 2017 NAA Auction Marketing Summit in Atlanta.

Copywriting Workshop , John Wuebben – Content marketing is the latest rage. How can you best leverage this method? Jon will help you decide how to create content-rich marketing and strategies for using that content in this workshop-style session.

Closing the Deal, presented by Scott King, CAI, AARE, AMM – All marketing centers on one final step: Actually selling to those who are brought in by your marketing. How do you convert those views, shares and ratings into sales?

In House or Out Source: That is the Question, panel discussion – There are as many ways to conduct your marketing as there are venues in which to use it. Do you need an in-house staff dedicated to marketing? Are you better served using contract help? This enlightening panel discussion will examine the pitfalls of each, including how to find and hire great marketing talent.

To register for the NAA Auction Marketing Summit or receive more information, visit [auctioneers.org/auction-marketing-summit](http://auctioneers.org/auction-marketing-summit) or call (913) 563-5432.

Remember to gather your entries now for the 2017 NAA Marketing Competition Presented in Partnership with USA TODAY! The competition officially begins accepting entries March 1. See pages 8-9 for details.

# CONGRATULATIONS!

## NAA Designations earned:

### AARE

Gordon Greene (Nov.)

### AMM

Robert Almodovar, GPPA (Oct.) • Shirley Hildebrandt (Nov.) • Ryan Samuelson (Oct.) • Rich Schur, CAI, BAS, MPPA (Oct.)

### BAS

Curt Waite (Oct.)

### CES

Sarah Boss (Nov.) • Caitlin Wardlow (Nov.)



### EARN YOUR DESIGNATION!

Check out the Education Calendar for upcoming NAA education opportunities. You can also visit the full education calendar on the NAA website at [www.auctioneers.org/education-calendar](http://www.auctioneers.org/education-calendar).

# NAA responds to new overtime rules

NAA wrote a letter to the Chairman, Senate Committee on Health, Education, Labor and Pensions.

By NAA Staff



In a letter dated Nov. 4 to The Honorable Lamar Alexander, Chairman, Senate Committee on Health, Education, Labor and Pensions, the National Auctioneers Association stated that it “stands in support of House Resolution 6094 and Senate Resolution 3462.”

Those resolutions originally postponed the new overtime rules from going into effect before June 1, 2017, as opposed to Dec. 1 of this year.

Several weeks after the NAA wrote its letter, U.S. District Judge Amos Mazzant, in the Eastern District of Texas, decided to place an indefinite injunction on the rule, which was first released by the Labor Department in May. Judge Mazzant will use the extension in order to further weigh a challenge presented by 21 states.

“The Department of Labor’s final overtime rule more than doubles the minimum salary level for employees to qualify as exempt from overtime pay requirements,” the NAA’s letter read. “Our members own or are employed by small businesses. This drastic increase in overtime pay requirements will have a significant and adverse impact on those businesses.

“Furthermore, by establishing the automatic update to the salary threshold every three years without any sort of review, actions taken by the Department of Labor only stand to further inflict burden on small employers with limited revenues.”

Read the letter online at: <http://www.auctioneers.org/wp-content/uploads/Overtime-Letter.pdf> ❖

**UPDATE** On Dec. 8, the U.S. Court of Appeals for the Fifth Circuit granted the Department of Labor’s request for an expedited hearing of its overtime rule appeal. It’s unclear at this point what impact an expedited appeal would have on the rule’s prospects. Even with the expedited hearing, oral arguments in the appellate court will not take place until February or even March.

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# NATIONAL AUCTIONEERS ASSOCIATION PUBLICATIONS POLICY



The purpose of this policy is to outline rules that are believed to best support — through all of its publications and published materials, including Auctioneer — the National Auctioneers Association mission statement and NAA’s member interests.

Since 1949, the NAA has published Auctioneer, the industry’s leading publication for the auction professional. The magazine’s goal is to provide insightful content to help Auctioneers advance their careers, grow their business, stay connected to the industry and remain competitive in an ever-changing auction marketplace.

Auction E-News, a bi-monthly e-newsletter, provides the latest industry and Association news. Content includes links to educational webinars, information regarding upcoming events, member and national news and more.

**A) Member v. non-member coverage:** NAA members will always be given first consideration in terms of story selection, placement and promotion when compared to non-member or general industry news. While some non-member or industry news may occasionally bear special consideration, NAA’s publications’ primary, month-to-month objective is to showcase the Association’s members and news/topics that affect the membership directly.

When non-member or industry news does draw special consideration, it must be presented to the NAA Director of Publications, who will make a determination along with the NAA CEO before it is used or highlighted in any NAA publications.

**B) Content standards:** Content that appears in any NAA publication format must be presented in a manner that is not considered discriminatory in any fashion, including: race, religion, gender, national origin, age, marital status, sexual orientation or disability. Also, content that is considered profane in any fashion will not be considered. All content is subject to approval by the NAA Director of Publications.

**B.1) Political agenda:** On occasion, political agendas that do not directly apply to the NAA membership may attempt to enter NAA publications through content submission. It is NAA policy that if content is deemed to have such a political agenda attached, as determined by the Director of Publications or NAA Chief Executive Officer, it may be subject to non-use.

**B.2) Viewing pre-published copy:** It is not NAA policy to allow individuals who are interviewed for articles to view copy before it is published. Should an individual want to review copy prior to publication, a request can be made through the writer to the NAA Director of Publications. A request is not a guarantee, nor any sort of agreement, to allow a pre-published review.

**B.3) Press releases:** Press releases are welcome and accepted as a means of informing the NAA staff about NAA members’ and industry news. Press releases should contain basic information, including: contact information (name, phone number, email); the news item; and at least one high-quality image that adheres to all standards outlined in Sections C and C.1.

Releases should be submitted to publications@auctioneers.org or to the NAA Director of Publications. Submission does not guarantee either partial or full use of the information provided.

**B.3.a) Obituaries:** Obituary information of NAA members may be submitted for publication in Auctioneer. The information may be submitted in the form of a written obituary or a link to the information if it has been printed online. Submissions should be emailed to publications@auctioneers.org and to the Director of Publications. All submissions are subject to approval by the NAA Director of Publications and/or NAA Chief Executive Officer.

**C) Photo standards:** It is the NAA’s goal to protect the Association’s and its members’ good reputation and good standing, both within and outside the industry. Therefore, photos used in NAA publications should always be of the highest possible quality, including resolution (minimum 300 dpi). “Highest quality” also applies to photo content. Any image that depicts discrimination (as described in Section B), unlawful acts or anything else not considered in good taste will not be allowed. All images are subject to approval by the NAA Director of Publications.

**C.1) Events vs. people:** While the NAA’s goal is to highlight its members, it aims to do so without favoritism or prejudice toward a single member or his/her business. Therefore, in industry event coverage deemed acceptable for publications inclusion, the NAA’s publications will not use, in primary fashion, images that showcase an individual ahead of an event. Such images may be considered as support images throughout an article or other published piece.

NAA events, such as the National Auctioneers Association International Conference and Show, IAC Championship, Hall of Fame, elections and academy or summit coverage, may be exempt and allow for individual highlight. That determination will be made by the NAA Director of Publications, in concert with the NAA CEO.

**C.2) The Auctioneer Cover:** The cover will abide by the guidelines set in Section C and Section C.1.

**D) Advertising in publications:** Advertising is welcome in NAA publications. Any and all advertising copy must adhere to the discrimination guidelines set in Section B and all related sections. Any and all images contained within an advertisement must adhere to the image guidelines set in Section C and all related sections. All advertising is subject to approval by the NAA Director of Publications. NAA reserves the right to refuse advertisements.

**E) Reprint permissions:** Reprint of any material contained within any NAA publications (including Auctioneer, Auction E-News, white papers, slides, etc.) is prohibited unless permission is requested and obtained in writing (including email) from the Director of Publications or CEO. If permission is granted for material that appeared in Auctioneer, the reprint must include the following statement: “This material first appeared in the [issue, date] of Auctioneer, the official publication of the National Auctioneers Association, and was approved for reprint.”

**E.2) NAA Website:** Any information or content that appears in the public sphere (i.e., not behind a member log-in) may be shared through provided social media and/or other sharing channels. If a full, verbatim web content reprint is desired, permission must be requested and obtained in writing (including email) from the Director of Publications or CEO. If permission is granted for any material reprint, the following statement must accompany the information: “This material is courtesy of the National Auctioneers Association and was approved for reprint.”

# NATIONAL AUCTIONEERS ASSOCIATION

## SOCIAL MEDIA POLICY



The NAA encourages its staff members and volunteer leaders to communicate with other professionals, governmental representatives, clients and the public through electronic means.

The purpose of the NAA Social Media Policy is to protect the NAA brand and reputation, and to prevent intentional and unintentional bias or harm to the industry, individuals, companies and vendors. Therefore, this policy applies to NAA staff members, members of the NAA Board of Directors and the rest of the NAA Leadership Team.

“Social Media” includes the use of ANY social media platforms for communications purposes. This policy provides guidelines for acceptable social media usage and should be used as a reference for all social media usage or activities, inside or outside of work, that may directly affect the NAA, Foundation, and related groups. NAA representatives are responsible for reading, knowing, and complying with the Terms of Service of social media sites.

### Guidelines

When posting to social media websites, NAA representatives should only post information on which they are subject-matter experts, and follow these best practices:

1. Be accurate and transparent
2. Use disclaimers
3. Respect copyright and trademark laws
4. Maintain the privacy of others
5. Do not reveal confidential information
6. Be respectful and tolerant
7. Respect antitrust laws
8. Promptly clarify statements that are misinterpreted

Staff and leaders of the NAA should assume social media communications will be read by NAA members, other auction professionals, and the public at large. Each NAA staff member and leader is solely responsible for the content he or she publishes on any social media platform. One should assume, because of affiliation, posts related to the auction profession or NAA/Foundation/Trustees/Committees/Etc. will likely be directly associated with the organizations.

It's important that all staff members and volunteer leaders clearly understand any and all issues and history behind specific dialogs before they enter into conversations on the Internet. NAA representatives are asked only to contribute with content that adds value to or advances a discussion (i.e., relevant links, experiences, resources).

### Limitations

NAA representatives do not have permission to reveal information that compromises NAA policies, Bylaws, Articles of Incorporation, public positions or anything that violates antitrust laws. Anything confidential to the NAA cannot be shared via social media (i.e., private information shared only with NAA Board members during closed sessions of meetings, proprietary information or confidential documentation).

When posting to social media platforms, NAA representatives also should refrain from publishing the following:

- Negative views on the association or profession
- Profanity, sexual innuendos (harassment) or other inappropriate content
- Ethnic slurs, insults or anything not acceptable in a working environment
- Anything that violates the personal privacy of others
- Views on politics and religion that might offend reasonable readers
- Defamatory or discriminatory statements
- Anything that violates proper use of a copyright, trademark or other form of intellectual property

NAA staff members must comply with all policies set forth in the “Team Member Handbook,” and all representatives must abide by the NAA's Code of Ethics, Bylaws, Articles of Incorporation, policies and positions. Review these documents at Auctioneers.org. Online activities should not interfere with job performance. Staff members should always seek management approval if they are not confident in the information they intend to share.

### Take-down policy

NAA staff reserves the right to remove any content posted on the association's social network accounts. Examples of postings that might be removed include the following:

- Promotion of upcoming auctions
- Promotion of products and services by industry vendors
- Insensitive and offensive comments, including ethnic slurs, personal insults, obscenities or anything considered unacceptable in the workplace
- Political endorsements

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James Hutzler



*I decided to join the NAA because when the idea was given to me. It felt like a family. I am excited to learn, grow and become the best I can be, and I know the NAA is the perfect place to do that."*

James Hutzler  
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Frank Trinkle



*I joined the NAA to strongly associate myself with the professionalism, honest ethics and educational opportunities that the Association makes available to its members. The ability to network with other long-experienced and true professionals is a priceless additional facet of membership."*

Frank Trinkle

Palm Bay, Fla.



## ◀ NORTHEAST SCHOOL OF AUCTIONEERING

The October 2016 session of the Northeast School of Auctioneering graduated all eight students that attended the course. Students from New Hampshire, Massachusetts, Rhode Island, Connecticut and two students from Canada attended the 80-hour course. Many planned to obtain their license in multiple states. NESA's next course will be held in January 2017.

## MENDENHALL SCHOOL OF AUCTIONEERING ▶

The latest class of Mendenhall School of Auctioneering graduates were introduced on Nov. 13, 2016. All students hailed from the state of North Carolina.



## ◀ TEXAS AUCTION ACADEMY

The latest TAA class finished its session and graduated a great class on Oct. 15, 2016. Students hailed from states across the U.S., including: Arkansas, Louisiana, New Mexico, New York, Oklahoma, and Texas.



## WORLD WIDE COLLEGE OF AUCTIONEERING ▶

The November 2016 graduating class of World Wide College of Auctioneering raised money for St. Jude Children's Research Hospital. The class raised \$1,755 to donate to the cause.



NATIONAL AUCTIONEERS ASSOCIATION  
**EDUCATION CALENDAR**

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## **NAA Designation Academy**

Las Vegas, Nevada • The Linq Hotel and Casino • December 4-10, 2016  
(See below for details)

## **Marketing Summit**

Atlanta, Georgia • Spring 2017

## **Auction Marketing Management**

Des Moines, Iowa • Jan. 31-Feb. 2, 2017      TBD, Kentucky • Feb. 23-25, 2017

## **Certified Auctioneers Institute**

Bloomington, Indiana • Indiana University • March 18-23, 2017

## **2017 NAA Conference and Show**

Columbus, Ohio • July 11-15, 2017

### DESIGNATION ACADEMY EDUCATION SCHEDULE

AARE • Dec. 8-10

AMM • Dec. 5-7

BAS • Dec. 5-7

CES • Dec. 8-10

GPPA • Dec. 4-8

Internet Auction Methods • Dec. 4

Interpersonal Communications for Auction Professionals • Dec. 8-9

USPAP (15-Hour) • Dec. 9-10

USPAP (7-Hour) • Dec. 10

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

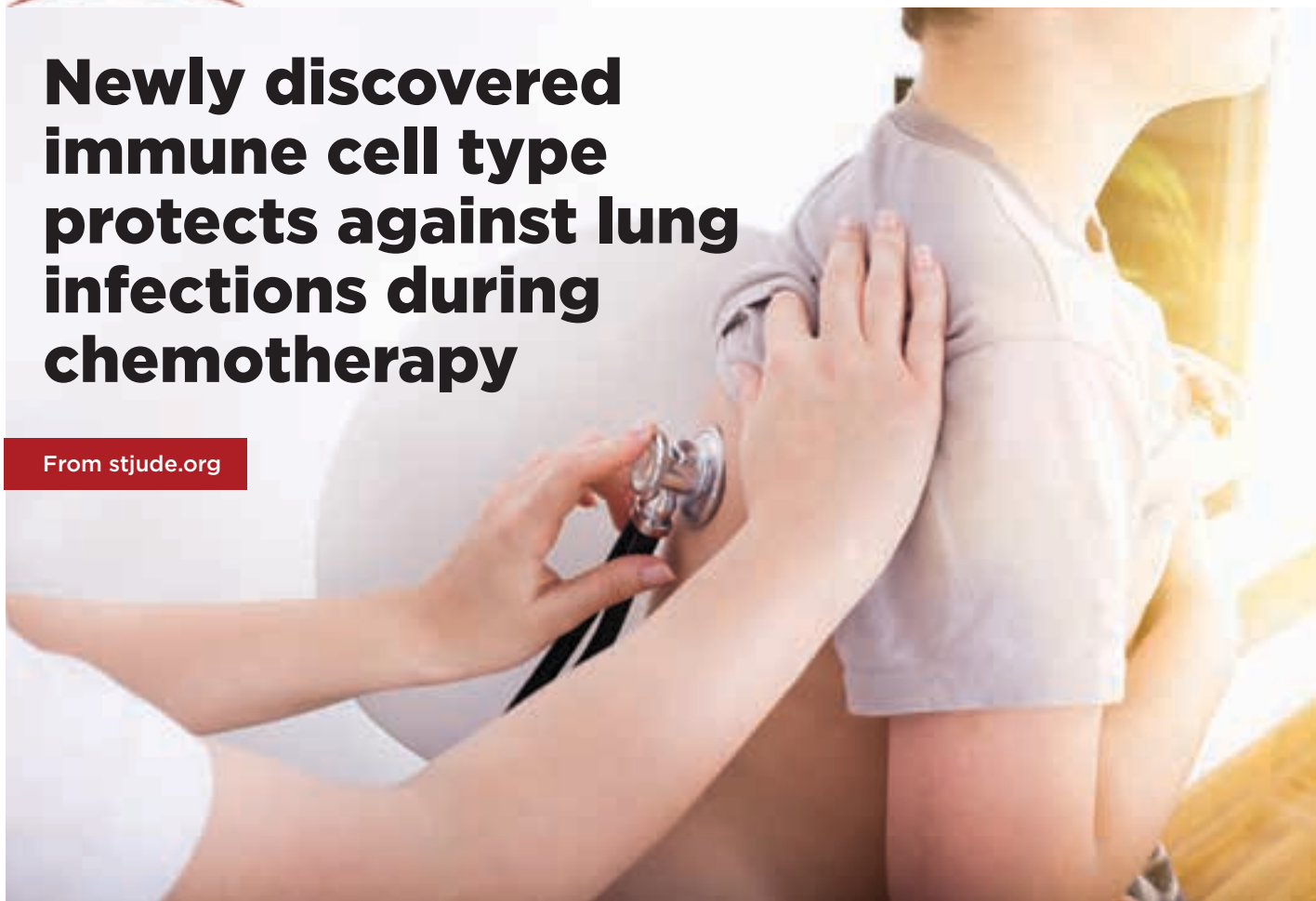
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# Newly discovered immune cell type protects against lung infections during chemotherapy

From [stjude.org](http://stjude.org)



(Sept. 26, 2016) – St. Jude Children’s Research Hospital investigators have identified a new form of an immune cell that protected mice from life-threatening lung infections under conditions that mimic cancer chemotherapy. The research appears online today in the scientific journal *Proceedings of the National Academy of Sciences (PNAS)*.

“We have identified a new form of housekeeping macrophage in mice that may in future be harnessed to protect against lung infections like bacterial pneumonia that remain one of the greatest threats to survival of cancer patients during chemotherapy,” said senior and corresponding author Peter Murray, Ph.D., a member of the St. Jude Department of Infectious Diseases and Department of Immunology.

Macrophages are a type of white blood cell that engulf and digest bacteria and other foreign invaders as well as remove dead cells. Normal mammalian lung function requires two types of macrophages—alveolar and interstitial.

Chemotherapy drugs kill dividing cells, including cells in the bone marrow that give rise to different immune cells. That can lead to a dramatic reduction in white blood cells, including the neutrophils that play a central role in combating bacterial and other infections that are a common complication of cancer chemotherapy.

Researchers showed the macrophages identified in this study were produced in the lungs following vaccination rather than the bone marrow. Researchers called the newly recognized cell type vaccine-induced macrophages (ViMs). Once generated, ViMs were maintained in the lungs by cell division. Importantly, unlike other immune cells types, the size of the ViMs population remained stable during chemotherapy. This newly recognized cell type also showed enhanced anti-bacterial activity in mice that lacked neutrophils due to chemotherapy.

“Also serving as an infectious diseases physician at the bedside, I have witnessed how complications due to infection disrupt

cancer treatment and threaten patient survival,” said first and co-corresponding author Akinobu Kamei, M.D., a research associate in the Department of Infectious Diseases. “The challenge has been how to create protective immunity in patients whose neutrophils have been severely depleted by chemotherapy. This study suggests a possible framework for developing new strategies.”

Working in a mouse model that mimics infection in chemotherapy-treated patients, the researchers were surprised to find that vaccination protected mice from lethal *Pseudomonas aeruginosa* pneumonia. *Pseudomonas* is the leading cause of bacterial pneumonia in cancer patients with depleted blood neutrophils. The quest to understand how such protection was possible in the absence of neutrophils led investigators to ViMs.

“All lines of cellular and molecular evidence in this study point to alveolar macrophages as the source of ViMs,” Murray said. Alveolar macrophages originate in the embryo, reside in the air-exposed surfaces of alveoli and are self-maintained in adults. In contrast, interstitial macrophages are derived from the bone marrow and populate the lung interstitial space between alveoli.

Once activated, ViMs persisted in the lungs for at least one month. When ViMs were transferred to unvaccinated mice with chemotherapy-depleted neutrophils, they were protected from lethal *Pseudomonas* infections.

Researchers are not sure how ViMs survive chemotherapy, but investigators ruled out mechanisms other cells use to resist radiation or certain chemotherapy drugs.

“We now know that increasing the number of ViMs in the tissue can compensate for the immune deficit caused by chemotherapy,” Kamei said. “In this study, we relied on vaccination prior to chemotherapy. Going forward we will explore other, more practical methods for use at the bedside to effectively induce tissue resident macrophages like ViMs.” The possible approaches include using drugs or signaling molecules called cytokines to induce protection in the immune-compromised host.

The other study authors are Geli Gao, Geoffrey Neale, Lip Nam Loh, Peter Vogel, Paul Thomas and Elaine Tuomanen, all of St. Jude.

The study was funded in part by the Pediatric Infectious Diseases Society-St. Jude Basic Research Fellowship grant; a contract (HHSN272201400006C) from the National Institute of Allergy and Infectious Diseases, part of the National Institutes of Health (NIH); grants (AI027913, CA21765) from NIH; and ALSAC. ❖

**Did you know NAA members have access to new “Auction for Hope” digital materials? Check them out at [www.stjude.org/naa](http://www.stjude.org/naa)! And for more information, email [auctionforhope@stjude.org](mailto:auctionforhope@stjude.org).**

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

In the summer of 2013, when 3-year-old Lexi started getting bruises that wouldn't heal, blood tests showed she had acute lymphoblastic leukemia.

Lexi was referred to St. Jude Children's Research Hospital® “St. Jude is the place that finds the medicines that work,” said her mom. Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to more than 80 percent since it opened 50 years ago.

Now 6 years old, Lexi completed cancer treatment in April 2015.



St. Jude patient Lexi, age 6, Alabama, acute lymphoblastic leukemia

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## IN THE RING

**PAGE** *“Analyzing clean data can help you find critical company trends or prospective buyers for a particular asset up for auction. It also means time and money is saved on undelivered printing, products, postage, etc.”*  
**38**  
**Brandi McGrath Kong, NAA Membership Manager**

**PAGE** *“If an Auctioneer wants to up their game and be competitive in today’s market, they have to adjust and grow and evolve. The way to do that is to participate in educational programs in the NAA. There is no shortcut and the returns are unimaginable.”*  
**51**  
**Gina Boyleston, AMM**  
*Boyleston Auctions*  
*Pensacola, Florida*

**PAGE** *“I definitely think there are ways to highlight the auction profession among youth development organizations.”*  
**55**  
**Casey Mull, BAS, National Association of Extension 4-H Agents President-Elect**  
*Classic Auction Co., Inc.*  
*Athens, Georgia*

## AROUND the **BLOCK**



- **Congratulations to NAA members Jeff Duncan (R-SC) (above middle) and Billy Long (R-MO) (above left)**, both of whom won their election battles in November to remain as part of the U.S. House of Representatives. In other races, NAA member **Chase Crawford (D) was elected Hickory County (Mo.) Commissioner Eastern District**, and Aaron Wilson earned a City Council Member At-Large seat in Mount Vernon, Indiana. Great work, all!
- **John and Lisa (CAI) Gay**, owners of LL Auctions, in Warda, Texas, have announced the sale of their company.
- **Kentucky-based Ford Brothers Auctioneers** recently celebrated 50 years in the industry. More than 20 auction professionals work for the business.



## MEMBERS' CORNER

## Turning a new leaf

After two decades spent working "on the inside" with nonprofit organizations, an NAA member recently took the plunge to begin her full-time career as an auction professional.

Good luck, and we're all here whenever you need us, Dee Dee!

Good Morning Friends,

I do not think I would have had the courage to make this event happen without my experience with the NAA!

I have now resigned from my full time job as a Development Officer, ending my 20-year career on the inside of non-profits to work as an Auctioneer where I will have greater community impact.

I am launching my new business named BenEvent Auctions at National Philanthropy Day, November 18 with a vendor booth to 700 attendees here in Silicon Valley.

Thanks to you all and especially Paul C. Behr, JillMarie Wiles, Bobby D. Ehlert, Jonathan Larson, Kathy Kingston and Cookie Lockhart.

This kind of collaboration and support is unheard of in other industries which makes the NAA a standalone organization.

With Sincere Appreciation!

Dee Dee Kiesow, BAS

Fundraising Strategist and Benefit Auctioneer

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*thank you*

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**Coming up in February**

Many auction professionals have interests that blend into the cattle industry, but what does it take to be a true professional in this arena? We'll look into the skills (besides bid-calling alone) you'll need if you want to lead the herd.

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