



Auctioneer

February 2018

The official publication of the National Auctioneers Association

Chill or no chill?

**“Winter is coming” for
the real estate market.
Or, is it?**

ALSO INSIDE:

- | THE 2017 NAA ANNUAL REPORT: SEE WHAT WAS ACCOMPLISHED!
- | INSIDER'S GUIDE TO BOOKING PROFITABLE INDUSTRIAL & COMMERCIAL AUCTIONS
- | 2018 NAA STATE LEADERSHIP CONFERENCE: WHAT'S ON TAP



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AuctionTime.com

Powered by TractorHouse.com, MachineryTrader.com, TruckPaper.com & MarketBook.com

The screenshot displays the AuctionTime.com website interface. At the top, there is a navigation bar with the site logo and a banner that reads "CLICK HERE TO SELL YOUR EQUIPMENT" and "NO BUYER FEES NO HIDDEN RESERVES". Below the navigation bar, there is a "LIVE AUCTION BOARD" section. The board is organized into a grid of auction items, each with a thumbnail image, a title, a location, a current bid, and a time remaining. The items include:

- Lot # 5710: 2015 MCCORMICK X5.50 Tractor, CA, Current Bid: US \$3,500, Time: 0:38.
- Lot # 5825: 2014 VERSATILE 290 Tractor, CA, Current Bid: US \$250, Time: 0:39.
- Lot # 1140: 2014 VERSATILE 4500T Tractor, NY, Current Bid: US \$150, Time: 0:42.
- Lot # 2863: 2014 CASE IH MAGNUM Tractor, IL, Current Bid: US \$7,100, Time: 0:42.
- Lot # 5826: 2014 CASE IH MAGNUM Tractor, IL, Current Bid: US \$7,100, Time: 0:42.
- Lot # 5827: INDUSTRIAL AMERICA 100 Tractor, IL, Current Bid: US \$1,500, Time: 0:42.
- Lot # 5828: INDUSTRIAL AMERICA 100 Tractor, IL, Current Bid: US \$1,500, Time: 0:42.
- Lot # 5829: 2014 CASE IH MAGNUM Tractor, IL, Current Bid: US \$7,100, Time: 0:42.
- Lot # 5830: 2014 CASE IH MAGNUM Tractor, IL, Current Bid: US \$7,100, Time: 0:42.
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- Lot # 5841: 2014 CASE IH MAGNUM Tractor, IL, Current Bid: US \$7,100, Time: 0:42.
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- Lot # 5846: 2014 CASE IH MAGNUM Tractor, IL, Current Bid: US \$7,100, Time: 0:42.
- Lot # 5847: 2014 CASE IH MAGNUM Tractor, IL, Current Bid: US \$7,100, Time: 0:42.
- Lot # 5848: 2014 CASE IH MAGNUM Tractor, IL, Current Bid: US \$7,100, Time: 0:42.
- Lot # 5849: 2014 CASE IH MAGNUM Tractor, IL, Current Bid: US \$7,100, Time: 0:42.
- Lot # 5850: 2014 CASE IH MAGNUM Tractor, IL, Current Bid: US \$7,100, Time: 0:42.

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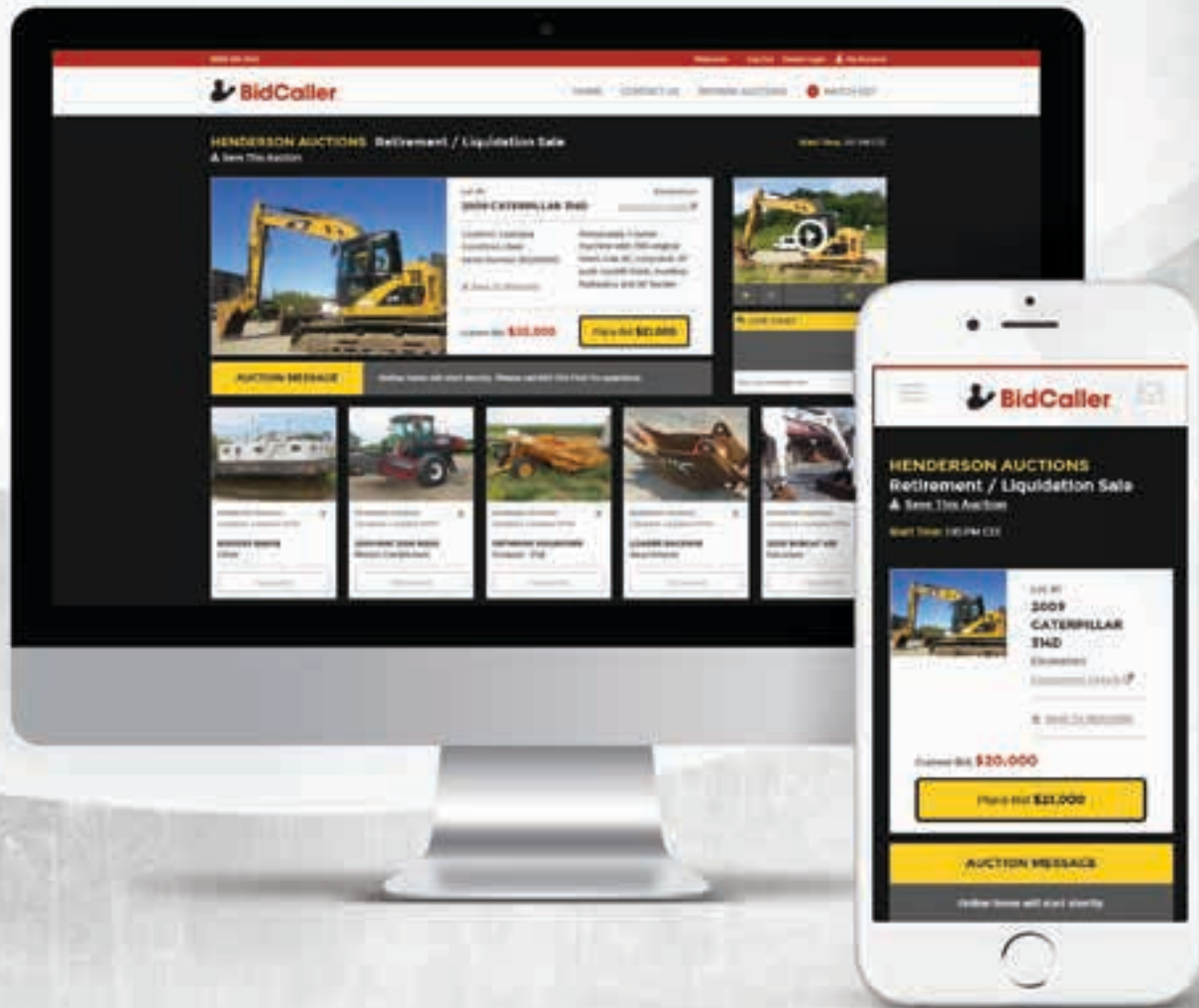
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Scott H. Shuman, CAI
NAA President

National Auctioneers Association President Scott H. Shuman, CAI, is a partner and Auctioneer for Hall and Hall Auctions. He has more than 31 years of auction experience after attending auction school in 1986 and opening an auction firm shortly thereafter.

Scott is the 2014 Colorado State Champion Auctioneer. He was awarded the 1997, 2002, and 2014 NAA Marketing Competition Auction Marketing Campaign of the Year awards from the NAA, as well as the prestigious Rose Award presented by the Certified Auctioneers Institute.

Scott has served as an instructor for the NAA Certified Auctioneers Institute and as a Trustee for the NAA Education Institute. He is a past Colorado Auctioneers Association Board member and currently resides in Eaton, Colorado, with his wife, Krista, and their three children.

Their hobbies include snow skiing and cheering on the Denver Broncos.

Fired up for 2018!

I am fired up! It is a brand new year, and I am EXCITED about this year and the future of the NAA!

In December, I posted in the Auctioneers Facebook group and invited people who were not members to become one. I asked for no comments pro or con; of course, 350+ comments later, I realized that we have members who are as fired up about the NAA as I am. I also learned there are things we need to improve (I already knew that, but this hit me in the face). One of the things we need to do a better job of is letting you know what we are doing for you.

So, on pages 20-23, you will read the 2017 Annual Report and see what we have accomplished. Also, you will read about plans for 2018. I look at what we have done, and I am very pleased; for example, we have:

- 1) Rewritten all designation programs, ensuring they are current and relevant to the needs of today's auction professionals; and created a new one for contract Auctioneers!
- 2) Promoted #AuctionsWork and #NAAPro stories on social media, with content tied to our relationship with USA Today.
- 3) Strengthened our relationships with our Congressional representatives – so when we have an issue, we have our network developed.

Education, Promotion and Advocacy – our three strategic initiatives are now firmly entrenched within our governance system. The Governance Committee made sure of that and constantly reviews our Code of Ethics and Bylaws and appropriately revises them.

I'm happy with what we have done, but I'm excited about where we are going. Last year we conducted three surveys with our members. We learned about what you wanted from NAA – from educational programs to member services – and how we can better communicate what we are doing (for a story on the survey results, see pages 30-33 in the December/January 2018 issue of Auctioneer). We are building on what we learned and will be using your responses to improve.

We are investing in technology that will allow you to use auctioneers.org much more easily and provide the framework for new online education programs. We are reaching out more on social media, using paid advertising to reach new sellers and new buyers for you. We are developing more relationships in the hopes that these relationships will result in more NAA members getting hired.

You have Board members who are thinking about what is happening not just now, but also about emerging issues in the industry – what those challenges are and the solutions that we should be preparing. As I write this column, I should be working on my part of a paper that is due to our CEO in just a couple of weeks. Each Board member has been paired with a partner and we are researching trends – what is happening socially within our communities, what is happening demographically, environmentally, and economically, etc. using information that was collected from more than 300 members. This will be condensed into one white paper that the Board will review in April. Then, the Board will make recommendations on what auction professionals should do to meet these challenges and what the NAA should do to prepare our organization to assist our members.

Lastly, don't forget Conference and Show. I had the opportunity to view the Jacksonville facility last August, and you are going to LOVE the whole area! There are restaurants in the hotel and you can even take a water taxi (located next door) across the river to some other restaurants. It's a great location!

As you can see, we are planning for the present and for the future based on what we have learned in the past! That's kind of what NAA is – a current and relevant organization steeped in tradition.

So, here is what I ask from you – read this issue of Auctioneer and get excited! We need your help, your input, your ideas – we need you! Make it a 2018 Resolution – I think we will all win!

And the chant goes on!

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NAA Annual Report: 2017 - From the introduction of NAA's Communities of Practice, to the rewrite and introduction of the BAS program, to seeing NAA's brand taken to new places through social media, 2017 was a very productive year. The better news? This year is prepared to build on that momentum.



FEATURES/NEWS FEBRUARY 18

2018 NAA State Leadership Conference

State officials and Executive Directors will learn about strategic planning, nonprofit management, and more.

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Millennials: Creating a company culture for the next generation

As this portion of the workforce grows, how do you attract, and keep, the best candidates?

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An insider's guide to booking profitable industrial and commercial auctions

Sourcing leads, closing deals, and making auctions profitable sound good, but how do you do them?

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Making it as a first-generation auction professional

Being the first is never easy. Here are some major pitfalls and how to avoid them.

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BUSINESS PRACTICES

When must a city or municipality be public with its bid strategy?

Auction professionals should be aware of this and other possible tension areas.

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FACES OF NAA Career Tilt-A-Whirl

Suzanne Krainock has been a clown and family therapist. It all led to her 'remarkable' job as an #NAAPro.

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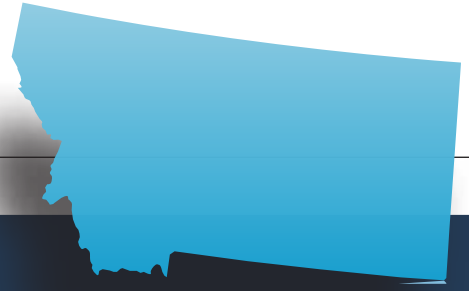
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State watch



MONTANA

#NAAPro Reed Tobol (left) was named the Montana State Bid Call Champion, beating out 23 other competitors during the Montana Auctioneers Association State Convention, held Jan. 26-27, in Bozeman. More than 60 attended the two-day event, which featured a half-day presentation by Auction Flex (prior to the actual start of the convention) and the first-ever state association marketing competition.

Fellow NAA Pro Dan Goss finished second runner-up.

Results of the annual election: President – Kevin Hill; Vice President – Nick Bennett, CAI, BAS; Treasurer – Merton Musser, CAI, AARE, AMM, BAS, MPPA; Directors – J.K. Kinsey, CAI, AMM, Gideon Yutzky.

OHIO

Industry vendors, the Ohio Auctioneers Championship, Hall of Fame Inductions and much more all helped make the 2018 Ohio Auctioneers Association annual conference a success.

Throughout the weekend, Auctioneers were presented with dynamic and engaging educational seminars from industry leading Auctioneers and presenters sponsored by the Ohio Auctioneers Commission/Department of Agriculture. This year the OAA was honored to have NAA members Mike Jones, CAI, BAS, GPPA; 2017 NAA IAC Champions Sara Rose Bytnar, CAI, AARE, AMM, and Dustin Rogers, CAI, BAS; Christie King, CAI, AMM, BAS; and John Schultz, AMM.

NAA member Eli Troyer was crowned the 2018 Ohio Auctioneers Senior Division Champion with fellow NAA member Grant Nicodemus, crowned the Junior Champion – in a competition that featured forty-two Auctioneers vying for the coveted title.

The highest award conveyed to an Auctioneer in Ohio is an induction into the Ohio Auctioneer's Hall of Fame. NAA Life Member Bill Stepp, CAI, AARE, CES, was inducted into this year's Hall of Fame class.

Results of the annual election: President – Darren Bok, CAI, CAS; Vice President – Laura Mantle, CAI, CAS; Treasurer – Jerry Hall, CAI, GPPA; Director at Large – Eli Troyer; Southeast Director – Stephen Hummel. Remaining board members include: Karen Huelsman, CAI; Wade Baer, CAI, AMM; Robert Carpenter; Buddy Barton, AARE, and immediate Past President Scott Mihalic, CAI.

Success

#NAA



National Auctioneers

April 30

with our
AAPro!



Pioneers Week

– May 5



State leaders from more than 30 states gathered last year at the NAA State Leadership Conference, where they discussed common challenges and solutions while also receiving updates from NAA to share at home.

State leaders to meet at NAA State Leadership Conference, March 5-6

Leadership and Executive Directors are invited to take part in effective nonprofit management, strategic planning, marketing, and more.

By NAA Staff

State leaders from across the United States again have been invited to gather, learn, discuss, and grow during the NAA State Leadership Conference, March 5-6, in Kansas City, Missouri.

More than half of the nation was represented at the event last year, as 70 representatives from across the country came together to take part in seminars, NAA program presentations, and wildly popular roundtable discussions that covered successes and challenges associated with education, advocacy, promotions, governance, and state conventions.



Facebook Group Advice of the Month

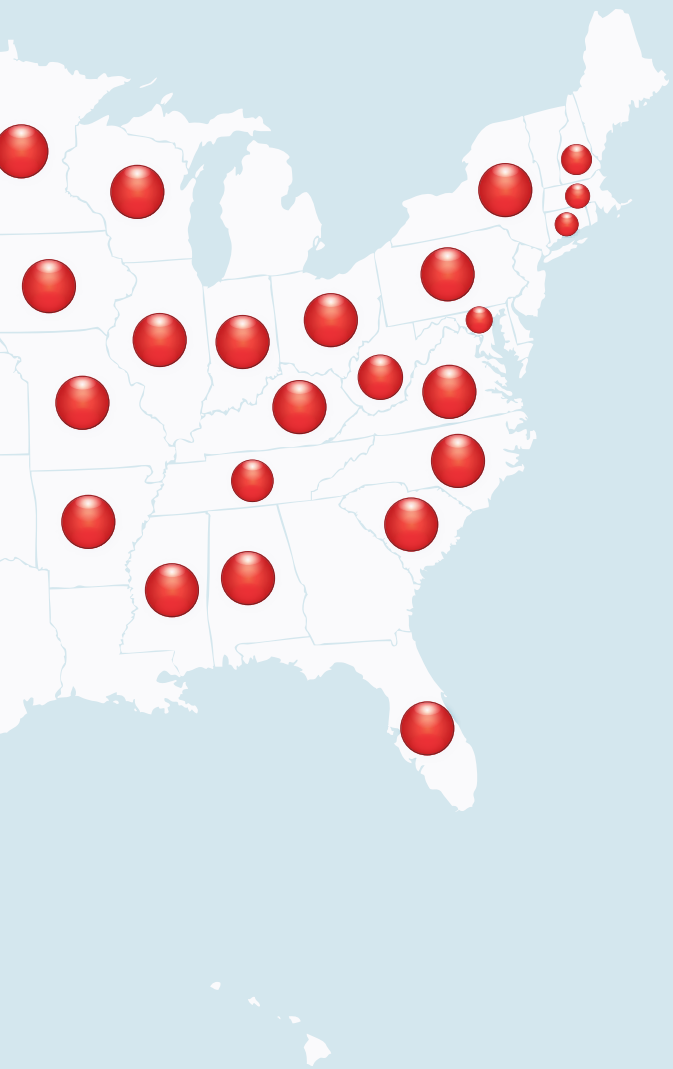
“I am still not seeing anything out of my membership.”

In 2018, attendees will receive education on Membership Models, the relationship between a Board and its Executive Director, Making Data Management Work for Your State Association, and Thinking Beyond Convention.

Additionally, “Solution Circles” will again take place, with participants discussing topics such as: Finding Speakers, Vendor Relationship Best Practices, Bid Calling Contests, and the Attendance/Member Experience.

NAA leadership and staff will also provide an update as well, including activities for National Auctioneers Week, April 30-May 5.

For more information about the annual NAA State Leadership Conference, visit auctioneers.org/2018SLC. ❖



This comment appeared in January in the NAA Auction Professionals Facebook group, though it isn't the first time someone has consciously considered membership in an association or group. Quickly, many NAA Facebook Group members chimed in with several different examples of how they derive value from participating in NAA.

Maybe most importantly, however, a good number of conversation participants wanted to first listen. They asked questions wanting to hear more so that they could drill down into meaningful dialogue and answers for the question that, in essence, was being asked: *What value do I derive from being a member of NAA?*

Here are some of the replies from NAA members about what they get from their membership:

“I've made **lifelong friends**. Gotten **referrals** from across the country. Attained the **best education** the industry has to offer. All from being active in the NAA.”

“... the NAA offers a vast amount of **programs, resources and networking opportunities**. From **online education** to in-person conferences, the NAA is ever expanding services to its members and their families. Do you take advantage of the **iSeries**? Read the magazine? Reach out/network with members of the board, committees, and in your area?

“On Facebook, I encourage you to join other pages where members have come together based upon the asset verticals to share and help others. Many of us mentor other members in their particular areas of interest and I encourage you to reach out to staff to see who you can be matched up with... I strongly encourage you to set aside time each day to mine for data and resources from the website, publications and your peers.”

“When I started in this business nearly 10 years ago, I didn't have any friends in the industry, I had less than \$1,000 to my name and I was \$400k in debt. I stumbled along for the first few years. I then joined the NAA and went to my first **conference**. I **networked with industry leaders** that were more than willing to share their knowledge, I took classes, and made an investment in my future even though I had to put my entire first conference and show experience on my credit card.

“Today, I fly around the globe as a contract Auctioneer selling heavy equipment, the week after next I'm selling 530 acres at unreserved auction. I've never had more success in my life, but none of it would be possible had I not taken that first trip to C&S and started taking my future into my own hands instead of waiting for something to magically happen while I sat at home.”

Are you an active member of NAA and haven't yet joined the NAA Auction Professionals Facebook Group? Join us! Head to www.facebook.com/naaauctioneers!



MILLENNIALS:

Creating a Company Culture for the Next Generation

How do you attract, and keep, star employees in your auction business?

By Emma Dougherty, NAA Content Developer

Promoting an inviting company culture for the next generation is vital to the success of a company. So, when we talk about a fast-growing portion of the workforce, a culture that fosters growth and a positive work environment appeals to Millennials.

Many companies are hesitant and struggle with the transition to this new style of working. However, it is important that the attitude that a company adopts caters to the next generation's needs as well as the business' own.

Joe Relsick, of Proxibid, explains there are three key points of understanding to creating winning culture. Relsick says you have to understand why culture matters, understand how Millennials are a different type of hire, and understand how to create and maintain a winning culture. Let's look at each.



caption

Millennials want to be managed differently than previous generations. They need to be motivated and feel that the work they do is meaningful and challenging.

Why culture matters

To achieve extraordinary things, a company needs extraordinary people. The only way to get these kinds of people, is to provide and encouraging and creative culture that pushes individuals to exceed expectations.

“Culture is the values, norms, systems and habits that a company adopts,” Relsick says. “This attitude is projected in everything the company does and is highly valued by millennials.”

A different kind of hire

Most new hires will be Millennials, and they will be the ones carrying businesses forward. However, this generation approaches things differently. Important things to understand about Millennials are:

- Millennials are highly educated; 34 percent have a bachelors degree of higher.
- They came of age in a time of economic expansion.
- Millennials are highly influenced by digital media.
- They don't believe in being shackled to tradition, they like to find new and innovative ways of achieving their goals.
- Millennials are not big on in-person communication, they would much rather text or email.
- They value knowledge and experience, and believe in learning from other's experiences.
- Millennials believe in life, not a work-life balance. They appreciate being able to work late from home if it is more convenient for them.

Millennials want to be managed differently than previous generations. They need to be motivated and feel that the work they do is meaningful and challenging.

“They work for a purpose not a paycheck, and prefer jobs that are emotionally and mentally satisfying over monetary value,” Relsick says.

While they need to feel that their values are respected, they also crave feedback and want to know how to progress to the next step in their career. The value and utilize access to tools and services that will help them succeed in this.



Millenials: Creating and maintaining a winning culture

The next generation is motivated to work in environments that promote teamwork.

Collaborative environments and access to management is key to driving millennials to excellence. Bright, modern and open work spaces, and open doors give them a sense of equality and access that encourages advancement.

It is important to the next generation that no one person is more important than the group. No hierarchical expression, such as special offices or parking, creates a sense of equality and confidence among lower level employees.

The company needs a present leader that can connect with their team and encourage them rather than let them think they have let the team down.

“Being present leader means that you’re actually in the moment,” Relsick said. “[It means] you are fulfilling and engaging with the issues, you’re actually connecting with your employees – all the good times, bad times, joys, sadness’s – and that you’re in a position, basically, that you are there and understand what’s going on right now.” ❖

This article was an excerpt from a presentation given at the 2016 NAA International Auctioneers Conference and Show. Want even more tips regarding this topic? NAA members can access the full audio of this presentation and many others at auctioneers.org/knowledgecenter.

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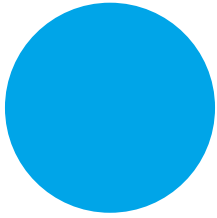
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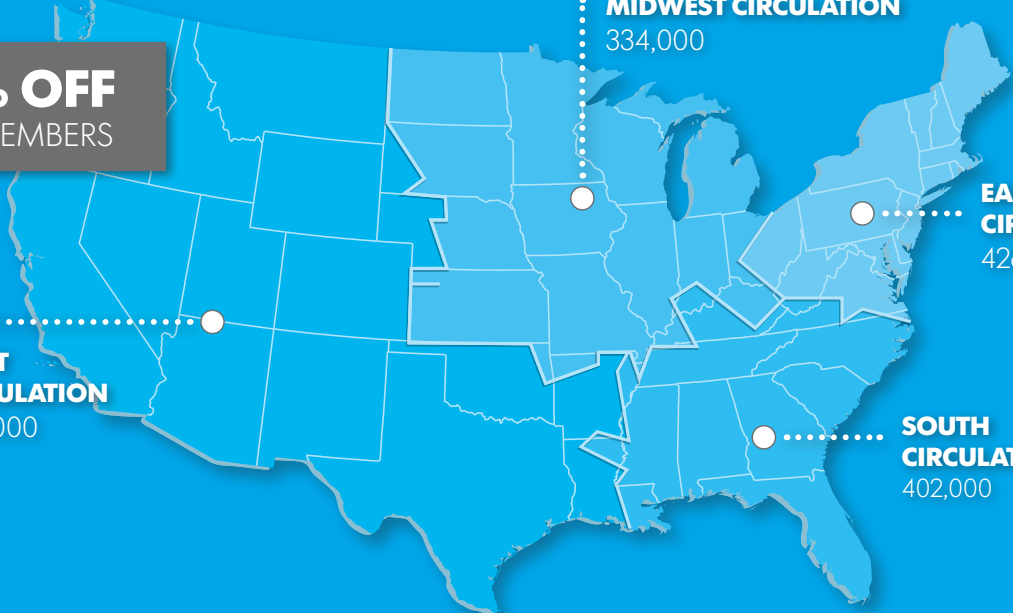


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Ambassador Spotlight

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Russell "Rusty" Harmeyer, CAI

Who I represent:
Harmeyer Auction & Appraisal Co., LLC

Where I'm from:
Richmond, Indiana

Q: Why did you join the National Auctioneers Association?

I chose to become an active member of the National Auctioneers Association to surround myself with positive influences that will help better myself as an Auctioneer and business owner; not only for myself personally, but for my employees and my past, present & future clients.





Kurt Bachman

Attorney and licensed
Auctioneer from
LaGrange, Ind.
He can be reached at
(260) 463-4949 or
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When must a city or municipality be public with its bid strategy?

Auction professionals should be aware of this and other possible tension areas.

Question: Have there been any recent cases related to absolute auctions?

Answer: Yes, the Kentucky Supreme Court decided the case of Board of Commissioners of the City of Danville v. Advocate Communications, Inc., 527 S.W.3d 807 (KY 2017) on September 28, 2017. This is an interesting case and discusses some of the challenges a public entity may have with participating in an absolute auction.

The important facts are that the City of Danville needed more space. To accommodate its needs, it leased a portion of a property close by. The City made offers to purchase the property and also discussed the possibility of a long term lease. The property owners declined. In 2012, the Board budgeted \$2,000,000 for the purchase of real estate for its public works deterrent. In July of 2012, the property that the City had been leasing came up for sale at an absolute auction. At its next meeting, the Board went into closed session to discuss the auction and authorized bidding at the auction up to \$1,500,000. The City also decided to use a bidding agent to help the City with the auction. The auction was held on August 10, 2012. At the auction, the City was the successful bidder with a total bid, including the buyer's premium, of \$1,237,500. Afterwards, the City

signed the purchase contract with a closing to be held in 30 days, subject only to a standard contingency that the City receive merchantable title via a general warranty deed, free and clear of all liens and encumbrances. The contract contained no contingency for Board approval. None of these actions were discussed or approved at a public meeting.

After the auction, the Board went into closed session to discuss the property's purchase. After the closed session, the Board openly and unanimously approved the purchase of the property. At its August 27th meeting, the Board, for the first time, publicly discussed the purchase in open session.

In Kentucky, as in several other jurisdictions, meetings of public agencies are open to the

public. The applicable statute provides: “[a]ll meetings of a quorum of the members of a public agency at which any public business is discussed or at which any action is taken by the agency, shall be public meetings, open to the public at all times.” Any exceptions to the public meeting requirement are strictly construed. The Kentucky Supreme Court noted an exception for “deliberations on the future acquisition” of real estate, but explained this exception only allows deliberation and not taking actions to acquire the real estate.

The Kentucky Supreme Court stated: “The wrinkle that makes this case unique is the sale of the property by absolute auction. The Board argues that notwithstanding its ‘consensus’ to bid at the auction, the City’s purchase was still subject to Board approval following the auction in the event the city was the successful bidder. Unfortunately, the Board’s argument fails based on basic principles of contract formation applicable to auction sales, and, importantly, under the facts of this case.” In other words, the Board failed to fully appreciate the effect of an absolute auction. The Court explained:

When a seller places property for sale at auction, contract formation differs depending on whether the auction is stated to be “with reserve” or “without reserve.” In an auction with reserve, the seller, in placing the property up for auction, is merely advising the public of its willingness to entertain bids. See *Puckett v. Dunn*, 529 S.W.2d 358, 359 (Ky. 1975). Each bid constitutes an offer, which the seller is not obligated to accept. Conversely, in an auction without reserve, also commonly known as an “absolute auction,” the seller, through its agent, the Auctioneer, is deemed to make an offer by virtue of putting the property up for auction. Each bid made on the property is an acceptance and therefore forms a contract, subject only to the contingencies of (a) a higher bid/acceptance or (b) the withdrawal of the bid made before the fall of the hammer, i.e., the conclusion of the auction.

The Court noted: “Before the auction, the mayor and the bidding agent both signed the Auctioneer’s registration form, and the agent signed an acknowledgment of Auction Terms and Conditions. At that point, any privacy regarding the City’s intention to bid was gone.” The Court stated: “The City’s interest in bidding on the property could have been discussed in open session, giving all citizens an opportunity to discuss the idea without affecting the value of the property, to the City’s detriment. The closed portion of the meeting, we believe, could have been used to discuss bidding strategy and the maximum price the mayor, or any other bidding agent, would have been authorized to bid. In that way, the exception for avoiding publicity likely to affect the value of the property would have been strictly complied with.” The Court said that the “Board’s post-auction approvals, albeit conducted in public, were

window-dressing, because irrespective of the Board’s arguments to the contrary, the City was already compelled to complete the purchase—or answer a complaint for specific performance.” The Court concluded that the City violated the open door law. The Court added: “We are not unmindful of the quandary that the Board faced. Public knowledge of the maximum bid approved in the closed session could easily affect both the bidding process and the purchase price of the property. However, the vote in open meeting for the City to bid on and potentially purchase the property would not require disclosure of the maximum authorized bid.”

The Kentucky Supreme Court clearly recognized and affirmed the fundamental difference between an auction with reserve and an auction without reserve. It also sought to help strike a balance between the public’s knowledge and involvement in the decision to purchase real property while separating the bidding strategy and maximum bid amount. Auctioneers should be aware of these issues and the tension involved, particularly if an auction may attract municipalities or public agencies. ❖

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ANNUAL REPORT:

What NAA accomplished in 2017

It was again a busy year for NAA as the normal full slate of educational summits and events, Conference and Show, IAC, and more all were accompanied by the introduction of NAA's Communities of Practice, volunteer leaders working through many strategic discussions, planning for the future, and working to meet membership needs.



1 Establish NAA Communities of Practice

In January 2017, NAA officially introduced its five Communities of Practice (COP) - Real Estate (RE), Benefit Auctioneers (BA), Personal & Commercial Assets (PCA), Contract Auctioneers (CO), and Marketing & Management (MM).

This effort will be a continual one for the foreseeable future, but an initial rollout phase included tagging magazine content with the relevant COP logo. This began with the June/July issue of *Auctioneer*, and has continued since. Also, the NAA Knowledge Center, which includes more than 150 recorded sessions from the last three NAA Conference and Shows, can now be filtered by COP - for FREE - by NAA members. The goal is for NAA members to more easily identify and access specific, helpful resources by COP.



2

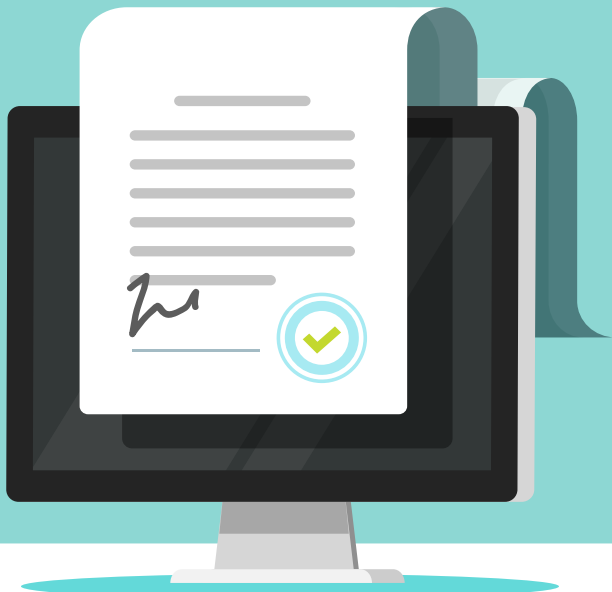
Rewrite Benefit Auctioneer Specialist program

Prior to the introduction of CAS, BAS was the last designation program to be developed and the last program to be rewritten. More than 30 students participated in either the soft launch of the program held at NAA Headquarters in October (shown above) or at the 2017 NAA Designation Academy in Las Vegas. Evaluations already are painting a bright future for the program!

3

Outline a database and develop a collection of forms and other similar templates as a membership resource.

Members indicated to NAA the need and want for legal forms, among other templates that might be helpful for auction business leaders. NAA leadership has heard this, and it is an ongoing effort!



4

Host an educational event for people interested in the Personal & Commercial Assets COP.



NAA held a one-day workshop prior to the start of the 2017 NAA Conference and Show in Columbus, Ohio (shown above). Approximately 25 people attended this workshop, which set an excellent example for the 2018 PCA Summit event coming up April 9-10, 2018, in Raleigh, North Carolina!

ANNUAL REPORT 2017



5 Develop a long-term, sustainable plan for training and promotion of the auction industry to non-traditional groups

During Conference and Show in Columbus, the President, Chairman of the Board, and CEO all met with NAA members representing nontraditional groups. Those members recommended that NAA take action in order to make positive movement toward introducing the auction method to nontraditional groups. As a result, the Board has made holding a task force meeting a priority for 2018.

6 Use content and social media marketing strategies to grow NAA's brand and enhance National Auctioneers Week

Social media: NAA began its long-term, sustainable content effort in 2017 (see

Communities of Practice on page 20), and the results are already starting to show. State auctioneer associations have requested to use NAA content, and other national groups also have used NAA links directing their

audiences back to auctioneers.org. All of this effort is done with the NAA mission and vision in mind: We promote the NAA auction professional and the industry; and we want the #NAAPro to be the preferred auction professional used in the marketplace!

Print: NAA continued its regular placement of association-provided content to the USA Today Auction Showcase, which appears the first Friday of each month (see right). NAA's valued content also permeates into state association newsletters and other industry sources. *Auctioneer* achieved its highest level of recognition ever as, for the first time in a single year, two separate issues were deemed 2017 MarCom Platinum Award winners, with a third awarded Gold.



Digital/Video content: In 2017, NAA was able to leverage unique opportunities such as having IAC Champions appear in a video produced by St. Jude Children's Research Hospital (shown below). It appeared during National Auctioneers Week!



Also, the NAA Promotions Committee dedicated a large portion of its time devising a strategy for more video content and more member-friendly video, including generic testimonial videos from sellers in different asset classes who praise both the auction method and working with an #NAAPro.

That work will pay off in 2018 when NAA will have a series of video testimonials covering several key asset classes. These video testimonials will focus on a seller working with and achieving asset success with their #NAAPro. The videos will not mention specific Auctioneers' names but will be from real clients. The videos are being produced currently, and we hope to share them with you this spring.

ON TAP FOR 2018

Among priorities as selected by the NAA Board of Directors:

- NAA is building a learning module for middle-school-aged students that will introduce future buyers and sellers to the auction industry. The module will be promoted through American Farm Bureau through a partnership sponsored by Pioneer and DuPont. The program will bring an introduction of the auction profession into classrooms as well as through kiosks at state fairs and exhibits around the country. In addition, NAA is building a complimentary curriculum for high school students to continue their introduction to the auction industry.
- NAA will develop a plan that introduces auctions and auctioneering to communities previously never served.
- NAA will be continuing its efforts for National Auctioneers Week.
- Information currently available on auctioneers.org will be accessed more easily by Conference. The software being purchased to ensure this occurs also will provide a foundation on which we can begin to offer online education.
- NAA will explore how to better use the IAC Championship and IAC Live.
- NAA will develop a designation program focused on mechanics of sales, including prospecting and closing.
- The AHA program allows people to volunteer to help other auctioneers that are in tough situations and to know they can count on someone to be there for them.

- NAA will actively advertise in Livestock publications, recommending that a seller should hire an NAA auctioneer ❖

To see the NAA "Pathways to 2020" plan as outlined for 2017, visit: <http://www.auctioneers.org/wp-content/uploads/2017-Pathways-PDF.pdf>.

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NATIONAL AUCTIONEERS ASSOCIATION
EDUCATION CALENDAR

Personal and Commercial Assets Summit

Raleigh, North Carolina • Hilton Garden Inn • April 9-10, 2018

Certified Auctioneers Institute (CAI)
Bloomington, IN March 18-22, 2018
Contract Auctioneer Specialist (CAS)
Chicago, IL May 2-3, 2018
Benefit Auction Summit
August 26-28, 2018

Women in the Auction Industry

November 12-13, 2018

Designation Academy

Las Vegas December 2-8, 2018

CONFERENCE & SHOW EDUCATION SCHEDULE

AARE • July 15-17 AMM • July 15-17 BAS • July 15-17 Internet Auction Methods • July 17

USPAP (15-Hour) • July 16-17 USPAP (7-Hour) • July 21

Interpersonal Communications for Auction Professionals • July 16-17 Train the Trainer • July 17

CAS • July 17-19

CES • July 15-17

Conference & Show July 17-21, 2018

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

www.auctioneers.org



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**2018 NAA
PERSONAL AND COMMERCIAL
ASSETS SUMMIT**



**April
9-10**

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COMPETITORS: TO WORK WITH OR COMPETE?
THE FUTURE OF ONLINE AUCTIONS
MULTISTATE SALES TAX & ESCROW
CLOSING THE DEAL**

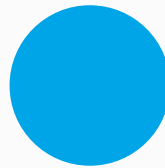
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2018
NAA
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Two glowing light bulbs are positioned on a blue background. The bulb on the left is in the foreground, and the one on the right is slightly behind it. Both bulbs are illuminated from within, creating a warm glow. The background is a solid, deep blue.

**COMPETITION OPENS
MARCH 1.**

**ENTRY DEADLINE:
APRIL 18, 2018**

Want to be recognized as one of the auction industries best marketers? Take your shot in the 2018 NAA Marketing Competition.

An official entry form will be included with March issue of *Auctioneer*. Or, download a PDF version beginning Feb. 20 at auctioneers.org.

Questions? Email:
Communications@auctioneers.org

2018 NAA Marketing Competition

OFFICIAL RULES

PRESENTED IN
PARTNERSHIP WITH



AUCTION MARKETING CAMPAIGN OF THE YEAR

Rules and Procedures

1. Entry Fee: All members will receive one complimentary entry into the 2018 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 4/19/17 and 4/18/18 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 18, 2018.
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 2018 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 4/19/17 and 4/18/18.

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 18, 2018.
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

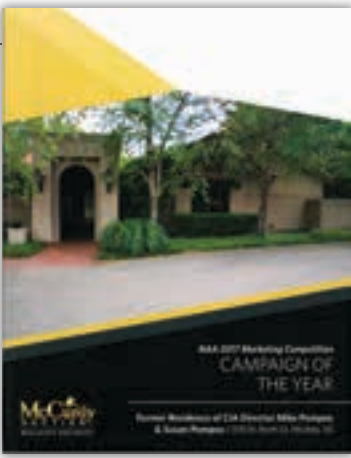
Rules and Procedures

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2. Entries must be reflective of the auction industry in some capacity and must have been created between 4/19/17 and 4/18/18.
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 18, 2018.

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 via thumb drive or other similar portable file device, 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, 2018**



Why entering a marketing award competitions matters

Recognition is nice, sure, but the benefits for your business don't end there.

Courtesy of SEGD.org

Ed. note: Much of this article was originally published on segd.org and reprinted with permission. The 2018 NAA Marketing Competition presented in partnership with USA Today opens March 1. See page 28 for more information. -ck

Though the publicity is great, there are so many more benefits to entering a marketing competition past recognition.

External validation is great, but if it's the **ONLY** reason you're entering design competitions, you may want to rethink the investment in time and entry fees it takes to be successful.

But there are other benefits to putting their work "out there" for evaluation. Here are a few of them.

Preparing submissions demands that your studio organize, document and articulate the value of your work—and that's a valuable business exercise.

"The act of preparing a submission for a design competition requires revisiting a project and writing a design narrative that validates the visuals," says Michael Reed, principal of Mayer/Reed in Portland, Oregon. "It's a real learning experience for us because it hones our communication skills and allows us to reflect on the outcomes."

The work can be leveraged for other marketing purposes.

Submissions sometimes can take hours or even days to complete. Collecting photo assets, crafting a concise project description, gaining client approval to release the material and responding to other entry requirements requires a huge investment in time, especially for smaller studios that don't have dedicated marketing staff.

That's why it's great that your work can do double, triple and even quadruple duty for you—even if you don't win. Post it as a case study on your website, translate it into a shorter blog or social media post, send out an e-newsletter featuring the project or even use it as the basis for a press release to local and national media. It also represents a tidy media package for publication.

It can be a morale booster, motivator and team builder in your organization.

Taking part in a competition can be very motivating for the

team members involved, especially if you go out of your way to acknowledge everyone in the organization who contributed to the project's success.

Winning = prestige = more clients.

This is the most obvious benefit, of course. No doubt, your ability to add the words "award-winning" in front of your name or project leads to attention, respect and ultimately more business.

"We definitely see more potential client interest and ultimately, more work coming our way due to our awards," says Anthony Vitagliano, director of experience design for Digital Kitchen. "There's no denying the power of your work being recognized as 'excellent' by a highly respected jury of your peers."

Entering means you're supporting excellence in your field (and that's good business).

Lea Schuster, graphic designer at RDG Planning & Design (Omaha) says her team has had success in more than one design competition, but they're selective about which ones they enter.

"We try to be selective by asking ourselves if the award is meaningful," she explains. "We like to focus on awards that are part of a larger effort by an organization often providing funding for the group."

And again, it's not all about winning.

"We design to solve problems for our clients and not to win awards," says Schuster. She admits that the recognition is ultimately helpful to her studio's financial success, but "it means more than that."

"Sometimes our clients are looking for designers who think differently in the problem-solving process. Other times a client learns that we bring more to the table than they originally thought. When we win an award it instills a subtle level of confidence in our designers and reinforces for our clients that we will strive to deliver a unique and carefully considered solution to them." ❖

An insider's guide to booking profitable industrial and commercial auctions

Sourcing leads, closing deals, and making auctions profitable.

By Emma Dougherty, NAA Content Developer

Getting started in a new industry is daunting, especially when or if the techniques used to sell are not familiar.

NAA member Russ Hilck, CAI, AMM, GPPA, has presented on booking and closing industrial and commercial auctions. He has given tips on identifying lead sources, improving websites to appeal to sellers, and closing auctions.

Sources, of course, are a vital part of booking auctions, and Hilck has identified eight groups to connect with and begin building your source bank.

New and used equipment dealers: “50 percent of something is better than 100 percent of nothing,” said Hilck, who co-founded and is CEO of Wavebid, an online auction management solution company. According to Hilck, dealers will buy a limited amount from a closing company, but if the company wants a broom swept building, then a dealer can call an auction company for a joint venture.

Suppliers, vendors, delivery drivers: These professionals know which companies are struggling and are about to close. For example, delivery drivers know the companies that have dropped off 50 tons of material the last year, and only two tons the last two months.

Commercial real estate brokers: Commercial real estate brokers want to show clean buildings. Empty buildings sell, so they have different kind of motivation than other sellers. They want to get rid of everything in the building as fast as possible.

National industrial brokers: Large companies often seek local help for certain auctions.

Education workers: Teachers, school board members, and custodians: Education produces a lot of surplus materials. Technical colleges especially do this because they are always opening and closing departments.

“Saint Paul College decided they wanted to open a department to fix watches, so they had Rolex send them \$3 million worth of equipment. I think it was open for three years, and they did 18 students. It was an incredible auction,” said Hilck.

Business brokers: Buying and selling businesses produce an abundance of leftover assets.

Business consultants: Hilck recommended using business consultants such as the Turnaround Management Association and Investment Recover Association to promote professional management of surplus assets and utilize directories to introduce companies.

Bankruptcy trustees: Although bankruptcies are tough to get into,



websites such as businessbankruptcies.com list companies in certain communities that may need to sell their assets.

Make your website content intriguing

“If you don’t exist online or aren’t showcasing who you really are online, you’re going to start costing yourself deals” said Hilk. He also advised a website is the best tool to reflect what a company is trying to do. To ensure that a website is intriguing to sellers, make sure to include these kinds of important content:

Include verifiable information and highlight experience: Demonstrate expertise by citing education, qualifications, and experience. Use client testimonials to establish credibility and showcase results by publishing case studies, past clients, auction results. This will help leverage success into future sales.

Showcase people: Humanize a website by featuring “the team.” Include pictures and personal anecdotes. This makes a website relatable and seem honest and trustworthy.

Closing the deal

When closing an auction, it is important to give the seller what they want. Focus on these three steps to ensure success.

Identify the need: Ask questions and determine the situation. Be prepared to dig deep and build trust with the seller while solving their problems.

Isolate hot buttons: Know what is especially important to the seller and use that to stand out and differentiate your business from other companies.

Provide a solution: Every solution is different for each seller. Incorporate hot buttons and repeat back what the seller said their priorities were. ❖

This article was an excerpt from a presentation given at the 2016 NAA International Auctioneers Conference and Show. Want even more tips regarding this topic? NAA members can access the full audio of this presentation and many others at auctioneers.org/knowledgecenter. Also, you can access the NAA Auction Professionals Facebook group at: facebook.com/naaauctioneers.



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BOARD OF DIRECTORS

DIRECTOR/OFFICER REQUIREMENTS

An NAA member who wishes to be elected as an Officer or Director of the association at the 70th International Auctioneers Conference and Show in Jacksonville, Florida in July must announce his or her candidacy by **5 p.m. Central time on February 28, 2018.**

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.

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 or Director can be obtained by emailing NAA CEO Hannes Combest, CAE, at hcombest@auctioneers.org or going to www.auctioneers.org where the entire process is outlined.

The application process is outlined at 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 provided by Ms.

Combest. They also must provide the Committee three references and a **professional photo** of themselves.

An interview will be held during the first two weeks of March.

Candidates will be notified if they are being endorsed by March 17.

Candidates who are not endorsed by the Committee but still choose to run must notify the Committee of their intentions by 5 p.m. central time on March 30 in order to appear on the ballot.

Contact hcombest@auctioneers.org for questions.

2018 COMMITTEE*

- Chairman of the Board John Nicholls, AARE, AMM – Chair
- President Scott H. Shuman, CAI
- Vice Chair, EI Trustees Tom Jordan, CAI, AARE, AMM, CES, MPPA

- National Auctioneers Foundation President Mike Jones, CAI, BAS, GPPA
- State Representatives from Florida Don Shearer, CAI, AARE, BAS, CES, GPPA

* A bylaws revision will be reviewed in December by the Board. The name of the committee may change but the basic function will not. Check auctioneers.org for the most current process.

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 2018 must submit information declaring their interest by Feb. 28, 2018.

Two (2) new Trustees will join the Education Institute as of the 2018 Conference and Show in Jacksonville. 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 3 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, 2018:

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 NAA 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?

Please remember that we need all information by 4 p.m. Central time on Feb. 28, 2018. Please email the requested information to: education@auctioneers.org.



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How to Get People to Pay for Your Services **BA**

§ October 4, 2017

Maximize Your Non-Sale Revenue **PCA**

§ November 1, 2017

Profiling & Targeting Customers, Part I (White Paper) **PI-1**

§ December 6, 2017

Your Online Auctions Are Terrible **PI-1**

§ February 7, 2018

Profiling & Targeting Customers, Part II **PI-1**

§ March 14, 2018

Building Your Commercial Real Estate Business **RE**

§ April 4, 2018

Personal & Cyber Security (White Paper) **PI-1**

§ June 6, 2018

How to Get Hired **CO**

support@auctioneers.org



2018 NAA Real Estate Workshop:

Chill or no chill?

“Winter is coming” for the real estate market.
Or, is it?

By James Myers, contributor

Soozi Jones Walker said in the next 12-24 months, Auctioneers who were having trouble finding more than one or two bidders could have multiple bidders because many different entities are looking for real estate investments.



John McCallister used a phrase from a popular HBO program, *Game of Thrones*, to make a statement at the NAA's 2017 Real Estate Workshop in Las Vegas in December: "Winter is coming."

McCallister, who has worked for 35 years in real estate, used the sinister phrase in reference to predictions that the real estate market will at some point go fallow and that real estate professionals, including those in the auction industry, should prepare for the worst.

"Ladies and gentlemen," he said, "if winter is coming, I don't know when it's going to arrive. 2017 was a terrific year."

McCallister outlined how markets throughout the United States, including timber land and agricultural, are doing well. For example, in the Delta region that includes Arkansas, Mississippi, Tennessee and other southern states, buyers are snatching up anything and everything that comes onto the market.

"Those buyers are paying above market values for those properties," he said, based on conversations with consultants.

In the Florida panhandle, speculators whom McCallister referred to as "slicers and dicers," purchase land at 100 acres at a time,

subdivide it and sell off five-to-10 acre tracts.

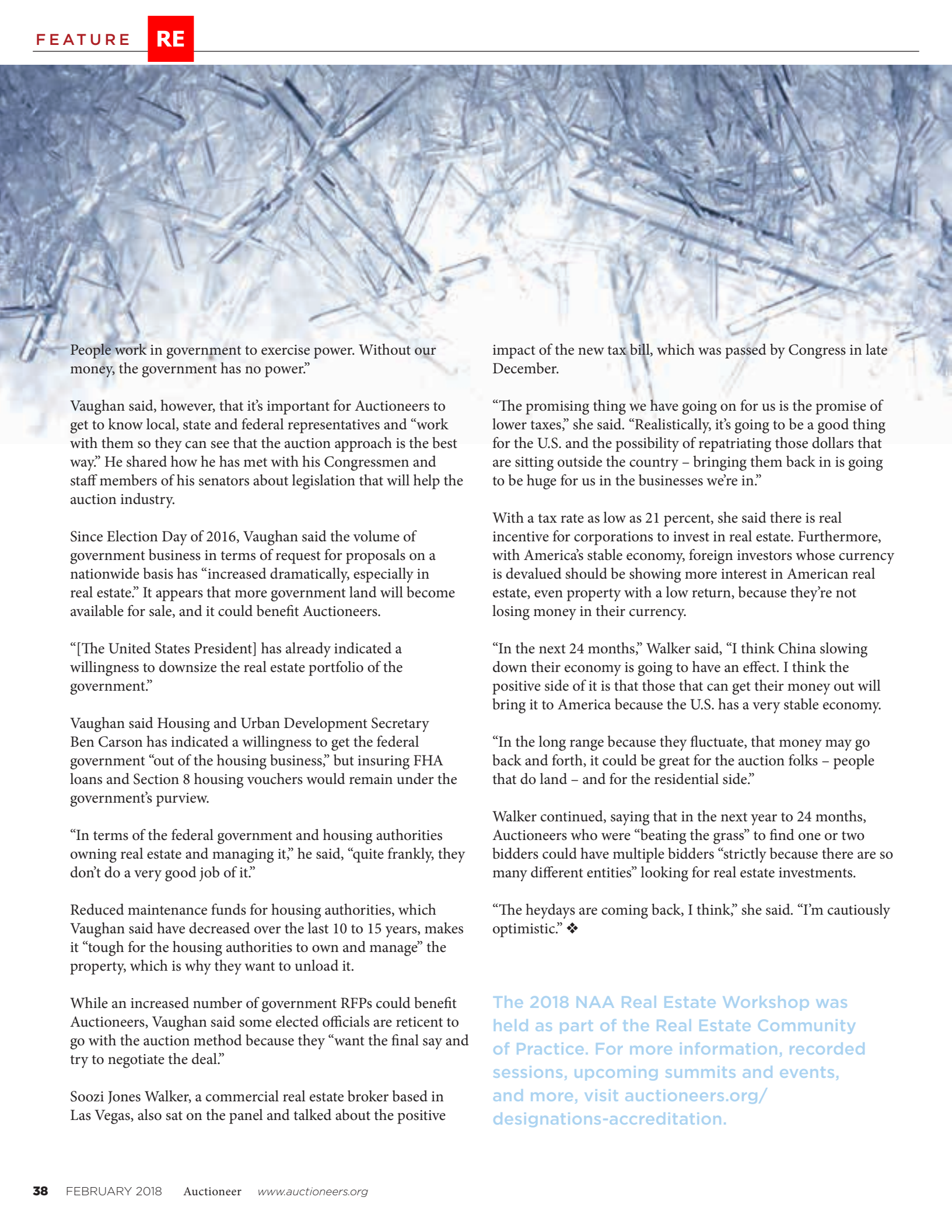
"We're seeing that come back to the marketplace," he said. "It's been around 10 years since we've seen that level of activity."

What continues to be a difficult sell in McCallister's service area are undeveloped residential lots. However, land used for agriculture is productive and supports more agricultural rent, which means it's more valuable.

McCallister, who is in frequent contact with auction real estate professionals in Indiana, said quality farmland in the Midwest has had "more bidders/buyers show up than they have ever had before. There is a lot of interest in land. As Mark Twain said, 'they're not making any more of it.'"

Christopher Vaughan, AARE, AMM, Western Regional Director for Higgenbotham Auctioneers, has been in real estate since 2009 and focuses on government contracts. He was part of the panel and discussed trends specific to his specialty during the conference.

"Folks in government think a lot differently than you and I," Vaughan said in his opening statement to a smattering of laughs. "People work in business to make money."



People work in government to exercise power. Without our money, the government has no power.”

Vaughan said, however, that it’s important for Auctioneers to get to know local, state and federal representatives and “work with them so they can see that the auction approach is the best way.” He shared how he has met with his Congressmen and staff members of his senators about legislation that will help the auction industry.

Since Election Day of 2016, Vaughan said the volume of government business in terms of request for proposals on a nationwide basis has “increased dramatically, especially in real estate.” It appears that more government land will become available for sale, and it could benefit Auctioneers.

“[The United States President] has already indicated a willingness to downsize the real estate portfolio of the government.”

Vaughan said Housing and Urban Development Secretary Ben Carson has indicated a willingness to get the federal government “out of the housing business,” but insuring FHA loans and Section 8 housing vouchers would remain under the government’s purview.

“In terms of the federal government and housing authorities owning real estate and managing it,” he said, “quite frankly, they don’t do a very good job of it.”

Reduced maintenance funds for housing authorities, which Vaughan said have decreased over the last 10 to 15 years, makes it “tough for the housing authorities to own and manage” the property, which is why they want to unload it.

While an increased number of government RFPs could benefit Auctioneers, Vaughan said some elected officials are reticent to go with the auction method because they “want the final say and try to negotiate the deal.”

Soozi Jones Walker, a commercial real estate broker based in Las Vegas, also sat on the panel and talked about the positive

impact of the new tax bill, which was passed by Congress in late December.

“The promising thing we have going on for us is the promise of lower taxes,” she said. “Realistically, it’s going to be a good thing for the U.S. and the possibility of repatriating those dollars that are sitting outside the country – bringing them back in is going to be huge for us in the businesses we’re in.”

With a tax rate as low as 21 percent, she said there is real incentive for corporations to invest in real estate. Furthermore, with America’s stable economy, foreign investors whose currency is devalued should be showing more interest in American real estate, even property with a low return, because they’re not losing money in their currency.

“In the next 24 months,” Walker said, “I think China slowing down their economy is going to have an effect. I think the positive side of it is that those that can get their money out will bring it to America because the U.S. has a very stable economy.

“In the long range because they fluctuate, that money may go back and forth, it could be great for the auction folks – people that do land – and for the residential side.”

Walker continued, saying that in the next year to 24 months, Auctioneers who were “beating the grass” to find one or two bidders could have multiple bidders “strictly because there are so many different entities” looking for real estate investments.

“The heydays are coming back, I think,” she said. “I’m cautiously optimistic.” ❖

The 2018 NAA Real Estate Workshop was held as part of the Real Estate Community of Practice. For more information, recorded sessions, upcoming summits and events, and more, visit auctioneers.org/designations-accreditation.



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Making it as a first-generation auction professional

Being the first is never easy. Here are some major pitfalls and how to avoid them.

By Emma Dougherty, NAA Content Developer



First-generation #NAAPro Kenny Lindsay said the number one reason why people fail in the auction business is the absence of salesmanship.

Making it as a first-generation Auctioneer is challenging. In fact, the industry's history is full of men and women who gave it their best shot but didn't wind up making things work.

So, what makes "making it" so hard? Some of the top causes of failure for first-generation Auctioneers are a lack of footprint and

knowledge, and making the mistake of thinking "it just looks easy."

Believing that making it in the auction industry is easy is a pitfall for many first-generation Auctioneers. Many tend to focus on the stage or his or her chant. Those pieces are the final steps to the business process, however, and many neglect the necessary,

critical steps they need to take before getting on stage.

No business plan

This mindset – wanting to rush to the end of the process – causes people to overlook setting a vision and strategic business plan for how to achieve their ultimate goal. Not having a plan or vision causes many to ignore the consideration of all strengths, weaknesses, opportunities, and threats. In other words, they don't perform a SWOT analysis. Not doing so creates the business pothole of not understanding your own business well enough to position it for long-term success.

Those who do conduct SWOT analyses often identify whether they have two key ingredients for success – salesmanship and constant self-promotion.

Selling vs. salesmanship

“The number one reason why people fail is the absence of salesmanship,” says Kenny Lindsay, a first-gen Auctioneer. “That is the reason people are crashing and burning in the auction industry.”

Lindsay describes selling as a simple process, while salesmanship is an art – a skilled trade that takes years to perfect.

“The difference between selling and salesmanship is that selling is a secondary function and salesmanship is the art of persuasion,” says Lindsay.

Salesmanship for an Auctioneer consists of nine key components, according to Lindsay, who says he has gained first-hand knowledge. These components are: structure of the auction, auctioneering methodology, product knowledge, rapport with the audience, power words and phrases, non-verbal communication, style flexing, showmanship, and body language.

Lindsay has advice for all of these, but especially that last one.

“When you're selling, don't do the finger point, do the open hand. It's psychological,” he says. “When you were a little kid and you were in trouble, what happened? You got pointed at. Now, as adults, the assumption is that pointing is a negative action.”

Promote the industry

Another tip Kenny Lindsay recommends is promoting the business and industry.

“If you're not promoting the industry, you're hurting yourself,” he says. Bear in mind that people must see something three or four times before calling.”

Three tips Lindsay has for promotion:

- Join in with industry hashtags such as #AuctionsWork. However, be careful when using certain social media platforms such as Facebook Live. Although it is important for friends and followers to see things, be aware that it is live and use common sense to not post a disaster.
- Spend the money to have premium placement on a provider's website such as GoAuction, statesales.net, and AuctionZip. This helps get your name out there.
- Logo up. The internet isn't the only place where audiences will see promotions. Think of cars, business cards, and billboards.

“It only costs yourself a little bit more to go first class,” says Lindsay, who also recommends against cutting corners when it comes to business cards and related items. “I use high-gloss folders for my information. That way they can't lose it.”

Besides inadequate marketing and internet presence, first-gen Auctioneers should be cognizant of several additional pitfalls also. These areas include: a lack of general business knowledge, perseverance, passion and enthusiasm, and misdirected or misguided focus. Any one or a collection of these can cause the public to form an impression that your business brings nothing to the table.

Fortunately, NAA has several resources built to help first-gen (and everyone else) through those challenges.

Continuing education through workshops, summits, and designation programs, daily peer-to-peer conversations in the NAA Auction Professionals Facebook group, and expanded networking opportunities can pave the way to finding answers in quick fashion – which can sometimes be the “make” in a make-or-break situation. Be sure to check them out. ❖

This article was an excerpt from a presentation given at the 2017 NAA International Auctioneers Conference and Show. Want even more tips regarding this topic? NAA members can access the full audio of this presentation and many others at auctioneers.org/knowledgecenter. You can access the NAA Auction Professionals Facebook group at: facebook.com/naaauctioneers.

American quarter horse market sees solid future

The equine industry is robust, generating about \$39 billion annually.

By Sarah Bahari, contributor

The quarter horse market is poised for growth as the economy continues to rebound in recent years and unemployment has fallen.

Auctioneers can play a critical role in that rebound.

Craig Huffhines, Executive Vice President of the American Quarter Horse Association, said its members have plenty of disposable income and a passion for horses.

“There are vastly different reasons for why people buy horses. What ties them together, however, is passion,” said Huffhines, who took helm of the association in 2015. “It’s hard to quantify passion. It’s hard to put a market on passion. But, that’s what we’re trying to do in the market.”

The equine industry is robust, generating about \$39 billion a year, much of which comes from recreation, horse shows and races.

“It’s truly an economic engine,” Huffhines said.

The American Quarter Horse Association, or AQHA, works to track these figures.

Headquartered in Amarillo, Texas, the association is the world’s largest equine breed registry and membership organization.

The association has more than 260,000 members from the United States and around the world. Of those, about 65 percent are

women. The average household income is \$161,000, far more than the national median of about \$60,000.

Most of its members are above the age of 50, and about 60 percent have a college degree. Three-quarters live in rural areas. About half are gardeners, and 75 percent own a gun, pistol or rifle.

Huffhines called the bulk of the association’s membership the “Bo Derek generation,” a reference to the famous actress.

“Our members are truck drivin’, gun totin’ grandmas and grandpas,” he said.

The majority are animal lovers, with the average member owning two dogs and one cat. “We understand the sensitivity in how we talk to animal lovers these days,” Huffhines said. “When I was growing up, horses were livestock.

“I can tell you that we have a growing perception that is changing dramatically as people think of animals as livestock to companions.”

For Auctioneers, Huffhines said this data is key to successful sales. As the association is working to leverage its data to provide services, the auction industry can use it to tailor sales.

“If you are running an auction, you must know these things. It determines the tone of your auction, how you approach an auction, and it determines how you drive value back to somebody

because you understand what they want and like,” he said. “That’s the auction business, isn’t it?”

Huffhines pointed to a few areas for auction market improvements:

- Improve transparency of sales results
- Improve description and guarantee of animals.
- Create an equine marketplace for determining value like the Kelly Blue Book. This is the only commodity market that does not have one.
- Create galvanized segmentation in the marketplace. For example, how can the industry strengthen loosely organized segments such as barrel racing?
- Microchip for accurate identification.

More change is afoot in the quarter horse market, Huffhines said.

Youth rodeos and roping are growing in popularity, and the association is working to support that sector.

Meanwhile, he said, the horse racing industry is under attack

by the expansion of legalized casinos. Last year, 7,900 American quarter horses competed in 15,000 races, generating \$130 million in purse money.

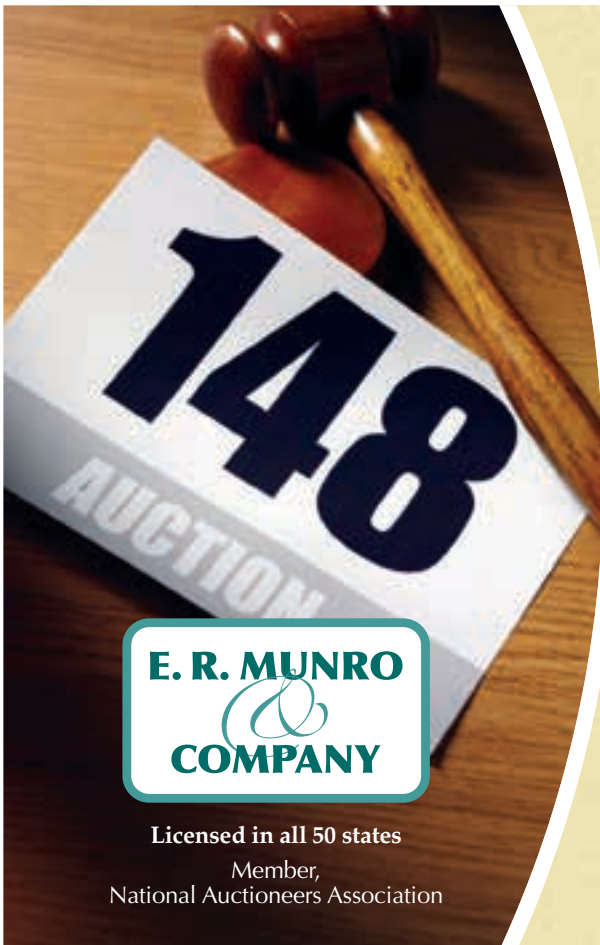
Some states have seen success pairing casinos with race tracks, while the idea has failed in others.

Pending legislation for sports gambling could have further repercussions for horse racing, he said. “If that goes viral across the country, the racing industry will have to get pretty creative. There will be a lot of competition.”

Recently, the AQHA purchased a database of horses and is now developing technology that will use an animal’s record to create an automatic listing of the animal for owners, sales or other uses.

“The ranch horse business is elusive,” he said. “The majority of horses today are sold on Facebook. It is a very diversified marketplace.” ♦

This article was an excerpt from a presentation given at the 2017 NAA International Auctioneers Conference and Show. Want even more tips regarding this topic? NAA members can access the full audio of this presentation and many others at auctioneers.org/knowledgecenter. You can access the NAA Auction Professionals Facebook group at: [facebook.com/naaauctioneers](https://www.facebook.com/naaauctioneers).



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Career Tilt-A-Whirl

Suzanne Krainock has been a clown, actress, and family therapist. She says all of those earlier gigs led to her ‘remarkable’ job as an #NAAPro Benefit Auctioneer.

By Nancy Hull Rigdon, contributor

“I’d always wanted to be an entertainer, I loved giving back,” Krainock said.



Suzanne Krainock hasn’t traveled a traditional auctioneer career path. She once worked as a clown – her name was Sneakerz, and she even went to clown school. Also before landing on a career as an auction professional, she spent time as an aspiring Hollywood actress, family therapist, school teacher and a fundraising development officer for nonprofits.

And, for Krainock, it all happened exactly how it was supposed to.

“Everything I’ve done in my life has led me to this moment,” said Krainock, BAS, whose last name was Miller before getting married this past summer. “There have been a lot of struggles along the way, and I now know that everything was put in my life for a reason. Everything led me to this remarkable job as a Benefit Auctioneer, where you’re changing lives.

“I get to help others reach into their hearts and support wonderful causes – all while getting that high of performing and making people smile.”

While she entered the auction industry eight years ago, last year she devoted herself full-time to her business, Auctions by Suz, in Placentia, California. Among her NAA highlights, she has earned her BAS, is on track to complete CAI this year, has consulted with Kathy Kingston, CAI, BAS, made it through boot camp with Jenelle Taylor, CAI, BAS, and recently experienced Interpersonal Communications, taught by Tim Luke, CAI, BAS, MPPA, during the 2017 Designation Academy.

“I’m a first-generation Auctioneer and didn’t exactly get an early

start on auctioneering, so I have completely immersed myself in the industry and am trying to learn everything I can as quickly as I can,” Krainock said.

She holds a bachelor’s degree in human services and a master’s degree in counseling. After graduation, she worked as a family therapist. The clown stint was a job she took on during college.

“I’d always wanted to be an entertainer, I loved giving back. So when I was searching for extra money and saw the ad for clown college, I knew I had to go,” Krainock said. “I told my family, and my mom said, ‘well, just don’t marry the Tilt-A-Whirl guy, okay?’”

Later, she moved from counseling to teaching first grade at a private school. Then, while teaching, she arrived at a crossroads.

“Something was missing. I didn’t feel like I was whole heartedly invested, which didn’t feel right for the kids,” she said.

Without fulfillment, she resigned from her teaching job. She had served as the school’s auction chair and was talking to the Auctioneer for the school about her unknown future when she realized auctioneering was the answer.

“He was asking me what I wanted to do, and I said, ‘I want to travel, I want to help people, and if a microphone is involved, that’s icing on the cake.’ He looked at me and said, ‘Why aren’t you an Auctioneer?’”

Her career in auctioneering and fundraising for nonprofits



Sneakerz the clown was born out of a job Krainock took on during college. Her mom's advice: "Well, just don't marry the Tilt-A-Whirl guy."

soon began. In the NAA family, Krainock says she's found her "tribe." She explains: "I have met some of my best friends through this organization, and I feel so blessed to have them in my life for support and encouragement."

Her recent experience in the Interpersonal Communications class was life changing, she says.

"It was a profound experience, in a very personal way," she says. "It really allowed me to reflect on my journey and learn to get away from comparing myself to others and not only be okay with me but also celebrate that uniqueness."

The course, she says, should be required for Auctioneers.

"We can all be so busy, and the class gives you the importance chance to sit down and be real," Krainock said. "It's so important to face our fears and analyze ourselves so that we can make ourselves the absolute best we can be."

Following her marriage last year, she joked that her home life resembles the Brady Bunch. Together, she and her husband have six children, three boys and three girls. She pointed out that two of their youngest children have autism.

"While life is not always easy, they both have taught me more about resilience and courage than I could ever teach them," she said. "And all six of my children inspire me to keep reaching for my dreams and make the world a better place."

Looking forward in auctioneering, she is rebranding and rethinking her business and plans to increase her involvement with the NAA.

"There are details about what's next that are clear and exciting to me, but I've also learned to embrace the unknown," she said. "Life is a roller coaster. I have to learn to throw my hands in the air and scream 'Wheee!' and enjoy the ride." ♦

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

When four-year-old Shekinah was found to suffer from a type of brain cancer called medulloblastoma in early 2017, her family turned to St. Jude Children's Research Hospital® for her treatment and care. Families never receive a bill from St. Jude for treatment, travel, housing or food – because we believe all they should worry about is helping their child live. "St. Jude is a blessing," said her dad, Jaimes. "It doesn't matter who you are or where come from, St. Jude will take care of you."



St. Jude patient Shekinah, age 4, medulloblastoma

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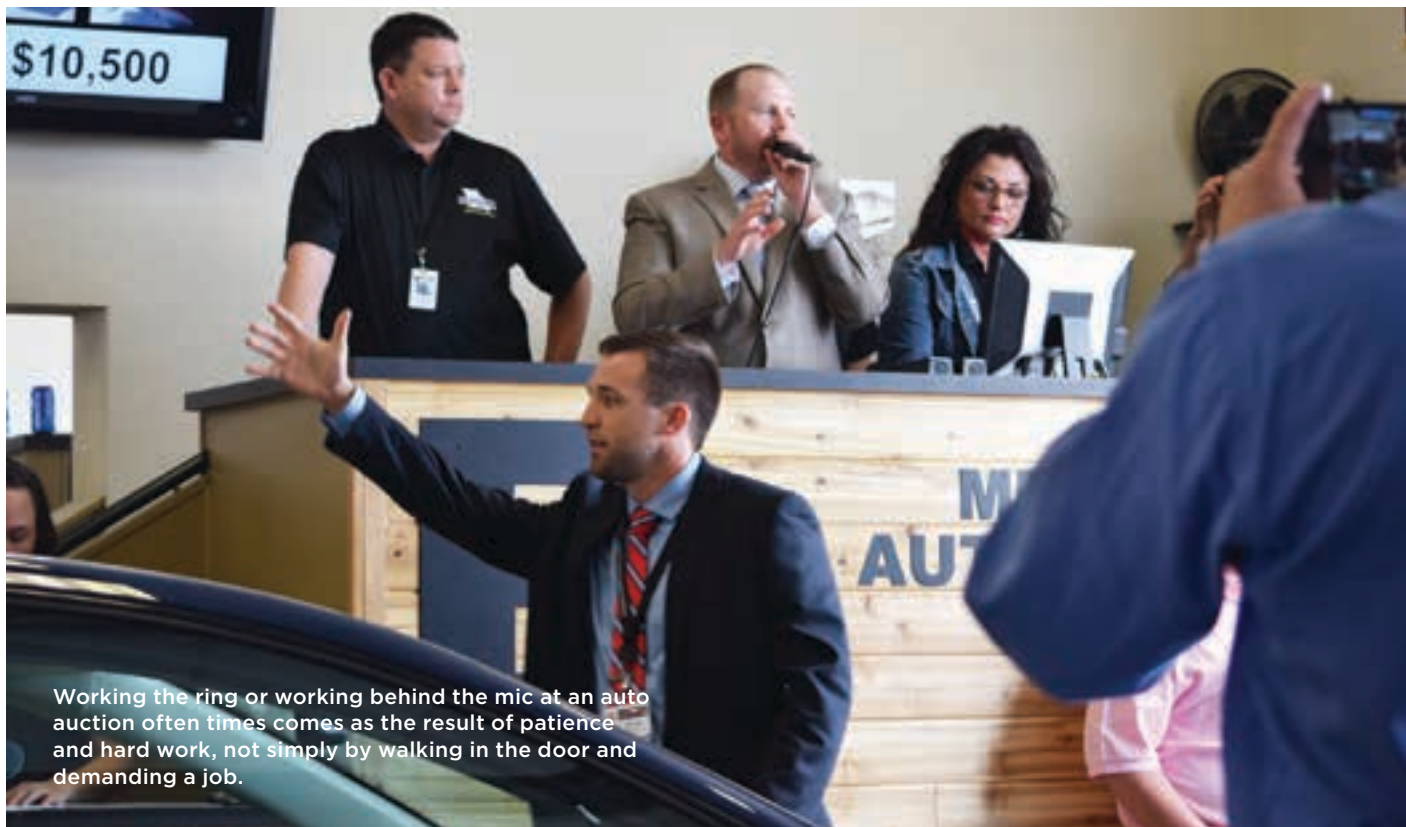


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Working the ring or working behind the mic at an auto auction often times comes as the result of patience and hard work, not simply by walking in the door and demanding a job.

How to become, and remain, an Auto Auctioneer

The most effective tips for breaking into and staying in the industry center on a team-first, humble attitude.

By Emma Dougherty, NAA Content Developer

The auto auction industry has long held a certain appeal for many aspiring Auctioneers. But, what many who have traveled down this road find is that breaking into the industry can be every bit as challenging as trying to carve out a long career.

So, what are the best ways to break into the auto auction industry? One great way is to find a way in the door, period.

Becoming an office assistant, working in the title department, body shop, or as a clerk are all ways that aspiring Auctioneers can gain experience and knowledge.

“Once you get your foot in the door, talk to the Auctioneer or management,” said NAA member and 2016 World Automobile Auctioneers Champion Michael Riggins, CAS. This can showcase enthusiasm and, in return, a new Auctioneer can gain valuable insight in different areas.

When it comes to asking for a job, there are multiple ways to go about it. NAA member Joseph Mast, CAI, suggests letting the person in charge of hiring know about your interest and availability. And, be up front about your lack of experience if you are just getting into the industry.

“I always get much more turned off by somebody that tries to oversell themselves to me on what they know and their experiences versus somebody that comes to me and says, ‘I want to be the clay. Help mold me into what could make me a good Auctioneer down the road,’” Mast said.

Timing and self-awareness are key, too.

“It’s important to know when to present yourself as an Auctioneer. If you do it and you’re not ready, you can really hurt yourself,” said NAA member Michael Chambers, CAS. “Stay humble, and always keep that in the forefront of your mind.”

That doesn't mean an aspiring auto Auctioneer can't take steps and be prepared for when the right time comes.

Be available for opportunities to come in their own time and be open to the fact that something may not be available right now. However, always keep a running conversation with your network, which can be built on non-working days. In fact, Mast recommends going in on non-auction days when people have time to meet, make an introduction, and discuss things in detail.

To that point, one of the biggest mistakes that new Auctioneers can make is attempting to talk to a manager on auction day and doing so with so much pride that he or she comes across as arrogant.

In addition to approaching auto auctions themselves, effectively networking through competitions and associations is a great way for new Auctioneers to gain contacts or even a mentor. Go into those situations with the mentality of learning, networking, and trying to lift other people up.

"It may seem like you are investing in other people, but, in turn, you are investing in yourself," said Chambers, who won the 2014 Chuck Cumberlin Sportsmanship Award at the NAA IAC competition in Louisville, Kentucky.

Doing all of these things, however, still doesn't guarantee a gig, especially when you're brand new to the industry. It's a cut-and-dried fact that experience, and loyalty built from that experience, counts in a lot of places, which means it isn't anything against the new Auctioneer when a veteran won't give them a chance. It's more often that they don't want to damage their hard-earned buyer and seller relationships.

Another common pitfall for auto Auctioneers is burnout. Long hours on the block, and even longer hours on the road, sometimes without much payoff, can wear down even the best attitudes and work ethics.

"The first thing you have to do is take care of yourself – mind, body, and spirit," Chambers said. "It's easy to get burnt out on the road and lose your focus."

Above all, the best advice these Auctioneers provided to keep egos in check, and to always remember Auctioneers are the lowest on the totem pole in an auction room. That means listening to sellers and being careful not to prejudge a car on what you think it is worth. Also, be fair and consistent, but always work every car as if it is your last.

This will cultivate a long successful career in the auto auction industry. ❖



#NAAPro Michael Riggins, CAS, said his advice for making it as an auto Auctioneer is to talk with the Auctioneer or management of the sale you're working for "once you get your foot in the door."

This article was an excerpt from a presentation given at the 2016 NAA International Auctioneers Conference and Show. Want even more tips regarding this topic? NAA members can access the full audio of this presentation and many others at auctioneers.org/knowledgecenter.

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Schrader Real Estate and Auction Company has thrived over the years. It credits some of that success to NAA networking and information.



Schrader success built on relationships, education, NAA involvement

“There are a lot of great people in the auction business with a lot of good insight, and the NAA kindly provides the avenue to tap into those sources.” – Rex D. Schrader

By James Myers, contributor

Like many Auctioneers that come up in an auction family, Rex D. Schrader, II, CAI, has fond youthful memories of attending livestock and equipment auctions with his father, Rex Schrader.

He was struck by how his father and team interacted with the crowd of buyers and how they worked together with an impressive fluidity, each member knowing exactly what their role was.

“It left a deep impression on me,” said Schrader.

Schrader’s grandfather, Denzil Schrader, started the family business in 1944, focusing on typical farm auctions. Denzil’s younger brother, Lavern, joined him later as the company began to sell in livestock sale barns. By 1967, Schrader’s father was a full-time employee with the company (he has since retired).

Schrader Real Estate and Auction Company, based in Columbia City, Indiana, has a staff of 15 professionals, all with an average industry experience of 12 years. Licensed in 20 states and able to secure proper licensing in any state, Schrader has joint venture offices in Florida, Illinois, Michigan, Virginia and Washington.

With more than 200 auctions per year, their annual sales volume exceeds \$200 million.

In 2015, Schrader Real Estate and Auction Company received its fifth NAA/USA Today Auction of the Year Award, for a \$46.3 million auction-marketing project that included land in six states. The company was also recently awarded its second Agricultural Deal of the Year award, from the LandReport, for an auction of over 8,600 acres for \$55.3 million.

Schrader said his father joined the company after earning his Masters in Business Administration. Similarly, Schrader joined the company in 1994 after earning his Masters in agricultural economics.

Bringing on partners like Gene Klingaman, CAI, in the early 1970s and then Roger Diehm later, and through associations and joint ventures across the country, the company further expanded.

“Since that time,” Schrader said, “we have continued steady growth, doing large land auctions across the country, focusing on our multi-tract method as well as equipment auctions.”

Schrader said that since he joined the business right out of school, he spent much of his time initially trying to understand the real estate world and working transactions rather than serving as an Auctioneer.

"I think Dad believed it was critical to first understand the art of doing the deal," Schrader said.

The level of sophistication that the market place demands escalates continually, Schrader said. From technology to forms of due diligence, keeping up with the evolution and innovation in the industry becomes critical for Schrader and everyone at the company if they're going to communicate a greater understanding to prospective sellers and buyers.

"You may be able to stand still in this business and survive," he said, "but we are much more interested in thriving. Our pursuit of making our understanding better must be continuous."

Thriving in an auction business is no small task, and the hours are long, which means there has to be passion for the industry.

Schrader said he feels the industry offers an incredible opportunity for entrepreneurs, which is what he sees his company as – "a bunch of entrepreneurs looking to make things happen." He said he sees this line of work as an exciting way to make a living, and it's incredibly rewarding. However, there is a lot of business tact involved, as well.

"Our goal is to maximize the value of property, real and personal, through competition," he said. "That means a lot of marketing – probably wisdom in sorting first then marketing as hard as we can."

"Part of the marketing is helping people to understand what makes sense for them. Which means we enjoy and focus on relationships."

Having a group of experienced professionals in the company is a huge benefit, but Schrader said being active with the NAA also has pushed them to new levels.

"The NAA has provided a great platform for networking and information," he said. "There are a lot of great people in the auction business with a lot of good insight, and the NAA kindly provides the avenue to tap into those sources."

"We have also developed incredible friendships through the NAA that we never would have had otherwise."

As for the future, Schrader's knows the industry is a "people-service business," and that to thrive, they will continue to fine tune their service and expand relationships. He said they will always look for people who will fit and enhance their company culture.

"There are always challenges in the auction business, and we have been knocked down plenty of times," Schrader said. "But we enjoy the battle and know it is always worth getting up again to face those challenges." ❖

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PERSONAL AND FAMILY INFORMATION

Spouse's Name
Does spouse participate in the auction profession? <input type="checkbox"/> yes <input type="checkbox"/> no
If yes, please explain:
Number of Children
Do any participate in the auction profession? <input type="checkbox"/> yes <input type="checkbox"/> no
If yes, please explain

PROFESSIONAL INFORMATION

How long has the nominee been associated with the auction business? ____ years.
What percentage of the nominee's time is actively spent in the auction business? ____%
Number of years this nominee has been a member of NAA? ____ years.
Does the nominee specialize in any particular field of auctioneering? <input type="checkbox"/> yes <input type="checkbox"/> no
If yes, please explain
State Association(s) of nominee

NAA ACTIVITY

List NAA involvement of the nominee, including – offices held, current and past; designations earned; committees; instructor at CAI, Conference and Show, designation classes, summits, seminars; etc.:

STATE ASSOCIATION ACTIVITY

List state association involvement, offices held, etc.:

COMMUNITY INVOLVEMENT

List any notable community activities:

Please reflect your personal assessment of the nominee and opinion of why he/she should be elected to the NAA Hall of Fame:

Nominations must be postmarked no later than June 1st of each year. Mail to:

NAA Hall of Fame Committee
c/o National Auctioneers Association
8880 Ballentine
Overland Park, KS 66214

NOTE: Nominee will remain on the ballot for five (5) years. If not elected, they will be removed from the ballot and are eligible to be nominated again after one year.

Submitted by (please print) _____

Address _____

City _____ State _____ Zip _____

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Sherman Hussey



Our family owned and operated business, Industrial Bay International, has mixed us into the world of Marine Equipment, Ship Building, and Industrial Power Generation systems. We acquire quite a bit of new and used equipment; however, we are always left with items we are unable to move. We have hopes that in joining the NAA, we are able to expand our clientele and help clear out our warehouses."

Sherman Hussey

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Catrina Duncan



As Marketing Coordinator for Cates Auction and Real Estate Company in Kansas City, I often attend NAA webinars. This year, I have decided to join, as well as attend the Auction Marketing Management class. I look forward to networking with fellow members in the auction marketing field and learning new best practices and industry standards to help advance our marketing department to the next level.

Catrina Duncan
North Kansas City, Mo.



First AARE recipient from South Dakota passes away

Fred A. McFarland, 86, passed away on Monday, Jan. 1, 2018, at Fountain Springs Health Care.

He was born Dec. 30, 1931, in Sturgis to John F. and Elleene McFarland who ranched on Elk Creek. In 1937 the family moved to the ranch on Box Elder Creek, established by John's uncle in 1876, where Fred grew up. Fred attended Rapid City High School where he met his future bride, Patricia Tisdale. To this union, four children were born: Bruce, Dan, Marilee, and Julie.

In 1959 Fred and family moved to Sturgis where he began his lifelong Auctioneering career. He eventually became a real estate broker and pioneered the concept of selling real estate, primarily ranches, utilizing the Absolute Auction method of sale. During this period, he partnered with Jerry Chaffee as Western Land Brokers consolidating the real estate and auction businesses.

In 1967, on the retirement of his Dad, Fred purchased the ranch on Box Elder Creek and returned to the Ranch where he resided until his illness required long-term care assistance.

In 1966, Fred and Auctioneering Associate Jack Churchill conceived the idea of, and conducted, the first annual "Custer State Park Buffalo Auction" which accompanied with the Annual Buffalo Roundup has become one of South Dakota's largest and most popular events drawing international crowds year after year.

In the late 1950's Fred was instrumental in founding the South Dakota Auctioneer's Association and was a Past President of the organization. In addition, in the early 2000's he was the

first nationally "Accredited Auctioneer of Real Estate" in South Dakota, and one of only 200 "Nationally Accredited Auctioneers of Real Estate" in the nation at that time. Also, during that time, he was inducted into the South Dakota Auctioneer's Association Hall of Fame. In 2006 Fred was honored as "Aggie of the Year" by the Rapid City Area Chamber of Commerce. Fred was highly recognized throughout his career for his ethics, honesty, and integrity.

Fred was a life member of the National Auctioneers Association, the South Dakota Auctioneers Association, the B.P.O. Elks Deadwood Chapter, The Western South Dakota Buckaroos, and the Black Hills Stock Show.

Fred was twice recognized for his auctioneering prowess by national television affiliates ABC, CBS, and NBC. The first being the Custer State Park Buffalo Auction in 1966, and the second in 1980 for the infamous "state-mandated sale" of the Deadwood brothel "Pam's Purple Door."

In 1991, Fred and Ron Bradeen of Custer were called upon by officers of the Farm Credit Services (formerly known as the Small Business Administration) to conduct "Absolute Real Estate Auctions", enabling recoveries of bankruptcy proceedings. Two of the more significant of these auctions were the Beaver Creek Ranches (Chance Reynolds) south of Hot Springs and the Bodega Bar in Deadwood.

This affiliation and friendship continued to thrive until and following Fred's retirement in 2006.

**Information from the Rapid City Journal ❖*

Auctioneer owned business for 40 years, credited success to employees

Peter "Pete" Edward Richardson, 67, of Salisbury passed away at his home on Thursday, Dec. 14, 2017. Born December 31, 1949, in Salisbury, he was the son of the late Vaughn E. Richardson and Mary Jane McMonigal Richardson. He is survived by his wife of 43 years, Connie Gibson Richardson, and a long list of immediate and extended family.

Pete was a 1968 graduate of James M. Bennett High School and later graduated from Wheeling University. For 40 years, Pete owned and operated Pete Richardson Auction Sales in Willards. He credited much of his success to his dedicated team of employees. He was a member of the Wicomico County Liquor Control Board, Wicomico County Soil Conservation District,

Past Board Member of Hebron Savings Bank, Life-time member of the Salisbury Gun Club, the Wicomico Yacht Club, Green Hill Country Club, Salisbury Elk's Lodge, Salisbury Moose Lodge, Maryland Standardbred Breeders Association, and the East Side Men's Club.

Pete was an avid hunter, horseman, and fisherman, and Clemson Tiger fan. To all that knew Pete, he was mostly known as a legendary storyteller. In addition to his parents, he is also preceded in death by his brothers, Vaughn Richardson, Jr., and Michael Richardson.

**information from delmarvanow.com ❖*

Auctioneer once received Purple Heart honor

Mr. Fred Worley Mullis, 94, passed away Dec. 19, 2017.

He was born March 29, 1923, in Peachland, North Carolina, a son of the late Sampson Worley Mullis and Mary Ashe Horne Mullis.

Mr. Mullis was a successful Auctioneer and owner of Mullis Brothers Auction and Real Estate Co. He conducted large auctions all over the Southeast.

He served his country in World War II in the 77th Division. While in the Army, he was in five major battles and was wounded. He received a Purple Heart.

Mr. Mullis was a charter member of Wade Presbyterian Church of Lancaster. Also, Fred was a member of the North and South Carolina Auctioneer Associations, and also was a past member

of the NAA. Mr. Mullis loved his family and friends and was passionate about innovative business ideas. He enjoyed auctioning and networking with his many business acquaintances.

Mr. Mullis is survived by his wife, Evelyn Lyons Mullis, of Gaffney, and a long list of immediate and extended family. In addition to his parents, Mr. Mullis was preceded in death by four brothers, Carl Mullis, J.C. Clint Mullis, Marvin Mullis and David Mullis Sr.; and two sisters, Pearl Mullis Whitley and Sara Margaret Mullis Belk. ❖



Missouri Hall of Fame member passes away

Colonel Wayne Hans Ytell, 86, Carthage, Missouri, passed away Tuesday, Jan. 16, 2018 at St. Luke's Nursing Center in Carthage. Wayne was born Nov. 14, 1931, in Joplin, Missouri, to the late Alvin Hans and Lillie Lenore (Coddling) Ytell.

He grew up in Columbus, Kansas, and was a graduate of Columbus High School. Wayne attended Kansas State University and graduated from Reisch American School of Auctioneering. He served in the United States Navy during the Korean War.

On Jan. 18, 1953, Wayne married Mary Elaine Byler in Carthage. Elaine preceded him in death in 1995. Wayne and Elaine made their home in Carthage and together owned Ytell Auction Service, LLC. Here, they raised their children, Hans and Beth. Wayne and Elaine always shared their home with family and friends.

Wayne and Elaine were faithful members of Grace Episcopal Church. He served on the vestry and for 50 years as a lay reader. Wayne was a member of the National Auctioneers Association, Appraisers National Association, and the Missouri Auctioneers Association. He was inducted into the Missouri Auctioneer's Hall of Fame in 1987.

His service to the community included serving as a member and President of the Carthage Rotary Club, chair of the Maple Leaf Festival and on the board of St. Luke's Nursing Center. He was a Paul Harris Fellow with Rotary International. Wayne will be remembered for his quick wit, generosity as the only real Santa to many generations of Carthage families. ❖



Extraordinary December firearms event caps successful year



\$460,000

ROCK ISLAND, III. - The 2017 December Premiere Firearms Auction, through Rock Island Auction Company, promised a year-end extravaganza with extraordinary results. It did not disappoint.

Eager collectors across the country snatched up firearms for their collections and left with a smile. Across the board, regardless of genre, amazing prices were achieved as outstanding collector firearms found new stewards. When it was over, the sale had amassed an incredible \$15.7+ million in sales and contributed to a staggering \$63+ million in sales in 2017.

Day 1

Friday began both the sale and the month with a bang. Not 200 lots into the sale, the staghorn-gripped, Colt Single Action Army

revolver inscribed to Texas Ranger Joaquin Jackson, in lot 197, found a Western enthusiast who paid \$37,375 for the privilege.

Lot 229 housed a masterpiece of contemporary engraving and gold inlay courtesy of a Smith & Wesson 629 double action revolver originally created for the benefit of the 1980 Olympic shooting team. Its craftsmanship was readily recognized en route to a \$48,875 payday. Shortly thereafter, the exquisite cased, engraved, and gold inlaid Colt garniture set, in lot 290, was sold for \$74,750.

In surprising fashion, an extremely rare factory engraved Winchester Model 42 Pigeon Grade shotgun with an extra barrel in lot 352 nearly tripled its expectation and also brought \$74,750. The day continued in a similar exciting fashion until the last lot was hammered and sold.



Day 2

Day 2 was a monster of a day and had the sales results to prove it.

Percussion Colts: Lot 2126, with its stunning Samuel Colt cased presentation Model 1862 Police revolver, provoked the slugfest of the auction! Back and forth the collectors went until one finally bowed out and the prize was had for a whopping \$460,000.

Winchester: The rare, well-documented Winchester Model 1873 “One of One Thousand” rifle in lot 2006, with its myriad special order features, was another star of the sale when it achieved \$448,500!

U.S. Military: RIAC was honored to be entrusted again with the World Record Singer M1911A1 pistol. Previous sold by RIAC in 2010 for \$166,000, the finest example known outdid itself once again when it crossed the block for a remarkable \$414,000 – more than doubling its own previous world record.

Sporting Arms: The craftsmanship present in the Holland & Holland arms available were undeniable to any who saw them.

The Philippe Grifnee engraved and inlaid pair of Royal Deluxe over and under shotguns in 28 gauge were smothered in an exquisite fantasy motif and formerly of the Robert E. Petersen Collection. These fresh-to-market arms in lot 2312 were carried off in their bespoke case for \$299,000 to a noteworthy collection.

German Military: Prototype “Baby” Lugers are ultra-rare and bear Georg Luger’s own initials on the rear toggle. This being only one of three or four known to exist, the competition for the diminutive prize in lot 2636 was fierce and only stopped at \$92,000.

Cartridge Colts: The stunning beautiful double action Colts in lots 2438, 2444, and 2445 (among others) all saw well-deserved prices. Respectively, the Gough-engraved Officer’s Model with carved pearl grips brought \$40,250; the Gough-engraved Officer’s Model Target matched that amount; but the Officer’s Model Target with its gold inlays and ties to the Singer Corporation topped them all at \$57,500.

Antiques: The magnificent Boutet pistol in lot 2260 rightfully belongs in a museum, as do so many other pieces from the

CONGRATULATIONS!

NAA Designations earned:

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Sidney Smith, CAI

Ray Krakowski,
CAI, GPPA

BAS

Nick Medina

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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.

Parisian master. Thankfully, this one remains in private hands and will continue to be appreciated by a new collector who offered up \$63,250 for the single pistol.

Day 3

The final day brought many a determined collector through our doors. That was apparent early when the Colt “Baby” Paterson No. 1 (4th Model Ehlers) in lot 3068 inspired bidding that ended

at \$74,750. Exciting fully-automatic arms helped end the auction on a strong note. Lot 3692 contained a cased, 1921/1928 U.S. Navy Overstamp Thompson machine gun that achieved \$75,000 – far above the usual range for these iconic arms. Likewise, lot 3695 and its converted “Ma Deuce” surpassed its low estimate and sold for over \$43,000. A Heckler & Koch MP5 in lot 3706 blew past its \$9,500 low estimate for willing bidders who pushed the figure to \$40,250. ❖

Nearly 300 show for live farm machinery auction in Kentucky

LEWISPORT, Ky. - A crowd of about 300 farmers attended the Gene and William Boswell farm machinery auction Jan. 25th, conducted by the Kurtz Auction & Realty Co. team consisting of eight Auctioneers and clerical staff.

Bidders were attracted to the auction in Lewisport by some late model well-kept machinery.

Some of the highlights of the auction were:

- 2015 Case IH 8240 ASF combine\$270,000
- MacDon FD75s, 40 ft. Draper header.....\$58,000
- Case IH #4408, 8-row corn header.....\$37,000
- 2014 John Deere 9360R tractor with weights.....\$175,000
- 2015 Case IH Magnum tractor with weights.....\$165,000
- 2015 Case IH 3340 Patriot sprayer\$190,000
- 2007 Int. road tractor, CAT engine, 203k mi.\$35,500
- 2015 J&M 1050 grain cart, 100 rpm.....\$27,000

Have a success story of your own?
Submit your press release and high-resolution images to **Communications@auctioneers.org!**

IN THE RING

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11

“I’ve made lifelong friends. Gotten referrals from across the country. Attained the best education the industry has to offer. All from being active in the NAA.”

A member’s response in the NAA Auction Professionals Facebook Group on the value of their NAA membership.

Facebook.com/naaauctioneers

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41

“The number one reason why people fail is the absence of salesmanship. That is the reason people are crashing and burning in the auction industry. The difference between selling and salesmanship is that selling is a secondary function and salesmanship is the art of persuasion.”

Kenny Lindsay

*American Eagle Auction Co.
Livonia, Michigan*

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42

“There are vastly different reasons for why people buy horses. What ties them together, however, is passion. It’s hard to quantify passion. It’s hard to put a market on passion. But, that’s what we’re trying to do in the market.”

Craig Huffhines, Executive Vice President of the American Quarter Horse Association – on the role Auctioneers serve in the industry

AROUND the BLOCK



Morphy Auctions and Julia, Inc. recently merged in a move that will position the single entity as one of the largest antique auction houses in North America.

According to release announcing the merger, Morphy Auctions and Julia’s generated a combined gross total sales of \$78 million within the last year. That figure would position Morphy Auctions as one of the largest antique auction houses in North America.

- As part of their continued growth and expansion, Harrisburg, Penn.-based **Cordier Auctions & Appraisals** has recently welcomed **Harold “Howie” Hartman, Melissa Fretz, and Matthew Chilton to its team.** Hartman joins as Director of Photography & Branding. Fretz joins as an Antiques & Art Catalog Specialist. Chilton will serve as Firearms & Militaria Auction Director.
- **One of the few times a single lot ever topped the \$1 million mark in a Connecticut auction,** oil-on-board painting “Lollipop Tree” by Wayne Thiebaud achieved the mark on New Year’s Day. Internet bidding was provided by LiveAuctioneers.com, Invaluable.com, and Bidsquare.com.
- NAA member Rich Schur, CAI, AMM, BAS, MPPA, of Monument, Colorado, has become the new Chair of the Board of Directors for 2018 for the Tri-Lakes Chamber of Commerce. He has served on that Board since 2015.
- Effective Dec. 14, 2017, **Morphy Auctions** of Denver, Pennsylvania, and Las Vegas, Nevada, **successfully merged with auction company James D. Julia, Inc.** of Fairfield, Maine and Woburn, Massachusetts. James D. Julia, Inc. will become a division of Morphy Auctions. The move creates a new team in the antiques and collectibles industry.

- On Jan. 16, **Ritchie Bros. announced the acquisition of Oklahoma-based, collector car auction Leake Auction Company.** Leake was established in 1972.

"Ritchie Bros. continues to expand and bring its professional auctions to other sectors and asset categories," said Greg

Owens, Group President (New Sectors & Ventures), Ritchie Bros. "Ritchie Bros. has had success selling collector cars through its live unreserved auctions for years — we know there is significant customer overlap between our industry and the collector car auction sector."

MEMBERS' CORNER



We love to celebrate Hall of Fame inductees and honors at the National Auctioneers Association, and this one is no exception, as NAA member David Coutchie, of Seymour, Missouri, recently was inducted into the Missouri Basketball Hall of Fame.

Part of a stout class, Coutchie's accomplishments on the hardwood included All-State honors in 1999-2000 for Seymour High School, which has retired his No. 22 jersey. He averaged 30.4 points his senior season and

was the state's all-time leader in career (.887) and single season (.935) free throw percentage.

He then played for Southwest Baptist University, in Bolivar, Mo., from 2000-04, where he ranks sixth in program history in 30-point field goal percentage (.389).

Great work, David!

A special thank you to NAA member Dave Webb, BAS, GPPA, for providing this information! ❖

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Coming up in March ...

Often, NAA auction professionals are asked to be fundraising miracle workers, and they often deliver. Being great at raising a load of funds for a client doesn't have to mean badgering the room, though. In fact, as we'll discuss in March, you can raise \$1 million ... all without asking for a dime.

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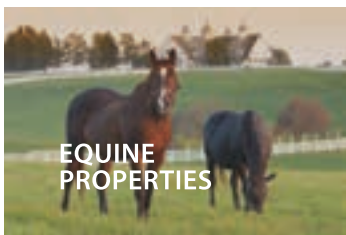
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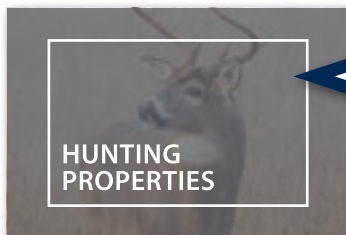
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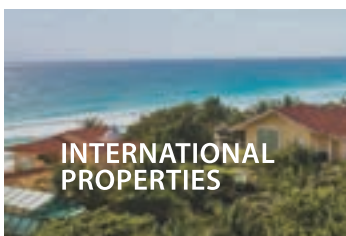
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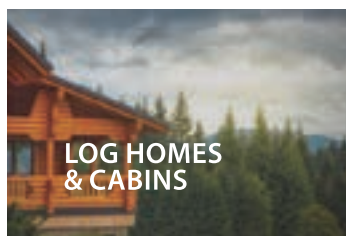
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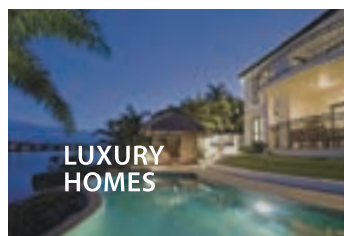
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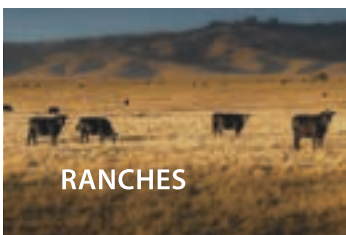
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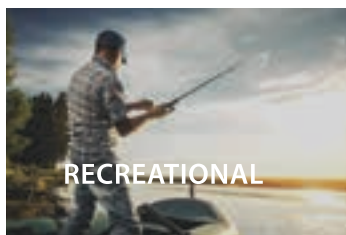
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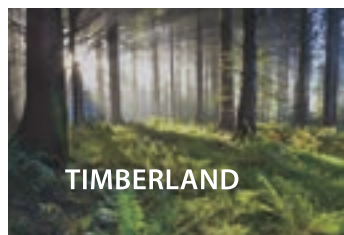
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