

# Auctioneer

FEBRUARY 2011

The official publication of the National Auctioneers Association

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February 2011 Volume 63 Number 2



## Features

- 7 Keynote speaker to focus on economy
- 8 News from annual state association events
- 14 An auction for rental property takes place in Florida
- 20 CAI gets personal
- 22 Director known for generosity
- 24 New buyers emerge in art, antiques and collectibles
- 30 Insurance: Do you know what you need?
- 40 How to update your specialties online
- 41 Download business advice from new website
- 42 Foundation seeks Trustee candidates



## Sections

- 6 From the President
- 16 Legal
- 28 Marketing
- 34 Success stories
- 38 Member news
- 58 Industry spotlight

## Reader services

- 39 Education Institute calendar
- 43 NAF Trustee form
- 44 Board of Directors form
- 45 Education Institute form
- 46 Hall of Fame form
- 48 Auctioneers Day forms
- 50 Membership application
- 54 New members
- 58 Advertiser index



# The NAA offers education like never before



By B. Mark Rogers,  
CAI, AARE, NAA President

As part of the National Auctioneers Association's bid to become "E-ssential" to your business, we have a renewed commitment to providing you quality educational programs.

The NAA Board of Directors and the Education Institute Trustees met in October to start defining what we call "E-ssential Education." In essence, we agreed that continuing education opportunities must be available to our members, regardless of their experience level or the type of specialty they identify for their business.

This does not mean that ALL programs will meet ALL of your educational needs. At that fall meeting, we agreed that the pinnacle of an Auctioneer's continuing education experience should be CAI — the Certified Auctioneer Institute; however, we cannot stop there. Those individuals who have that designation and who are interested in continuing their own professional and personal development should be given that opportunity.

As a result of these discussions, there have been three significant actions:

1. Barbara Bonnette, CAI, AARE, GPPA, Chairwoman for the Education Institute Trustees, along with the Trustees, have made a commitment to improving the quality of the CAI curriculum. Education in this program will be more relevant than ever before with more "hands-on" activities, resulting in greater learning opportunities for those who participate. Significant changes have been made to CAI I. Students must undergo an orientation to CAI prior to coming to Bloomington, Ind. This will ensure that students are more prepared for the curriculum to be offered.
2. The EI Trustees have developed a special program for those who already hold the CAI designation. CAI Next will be an advanced, three-day program offered by noted business and marketing experts who have researched the auction industry and are ready to share their expertise to improve your business.
3. All education programs are undergoing a substantial review with a focus to improve all designation programs and special education activities.

In addition, the Trustees and the Conference and Show Education Committee have worked hard to develop a conference program that is comprehensive and relevant to

your business needs today. In March, you'll have a chance to see the programs.

## New resources

We are putting resources into education in ways we haven't previously — paying for speakers like internationally known economist Alan Beaulieu for our Conference and Show keynote and bestselling author and national speaker Phil Monetti, who will speak on sales and the service-profit chain at Winter Symposium and Conference and Show. We know that you want the best so that your business can continue to improve.

It is through your designation renewal dues and donations made to the National Auctioneers Foundation that we are able to accomplish this. Membership dues alone won't provide for these activities — nor should we be using membership funds to subsidize these programs 100 percent.

Education is the foundation upon which the NAA was built, and it will help us be prepared for the next 62 years. Take a look at [www.auctioneers.org](http://www.auctioneers.org) and find an educational program that meets your needs, whether it is one of the designation programs, CAI, CAI Next or one of our special summits. All of these are designed with you in mind.

In the next few months, you'll be hearing about the research that is being conducted by the Council on Future Practices. A report will be forwarded to the Board on what they are learning by the April meeting. You will have an opportunity at Conference and Show to hear directly from the Council. On July 13 after the Town Hall meeting, join us for a summary report given to you directly by members of the Council on Future Practices. We'll keep you informed, as well, in articles in *Auctioneer* and through papers on the website. It's all part of the plan to help you be prepared for the next dozen years.

We don't know what will happen in the next few years, but we do know that with the Council's research and the work being conducted by the EI Trustees, NAA members will be better prepared.

That's our plan ... to be E-ssential to you and your business.

# Keynote speaker plans to present everyday applications that could help Auctioneers take advantage of an improving economy

By Bryan Scribner  
*editor*

Many business owners might have ideas on what the economy will bring in the next few years, but it's uncertainty that could hold many back from making key decisions, says Alan Beaulieu, president of the Institute for Trend Research (ITR), Boscawen, N.H.

At the 2011 International Auctioneers Conference and Show, Beaulieu plans to present some remedies for that.

"We're going to remove that uncertainty to the best of our abilities and provide some real clear management steps in order to enhance profitability for the next couple of years," says Beaulieu, who is scheduled as the 2011 keynote speaker for the 62nd annual Conference and Show.

Beaulieu's presentation will focus on the economy, specifically the effect it might have on Auctioneers in the next two years and what they should do about it.

"It's going to be really important that management act, where in the past what we've done is we've hung back and cut," he says. "Now, we're going to have to step out and go, and that's a difficult transition after such a steep recession."

But it could also be the best time to make gutsy decisions, as Beaulieu says Auctioneers will be facing willing buyers in the short term because consumers now have more money to spend.

Still, some business leaders have opted to avoid taking risks, Beaulieu says, and many companies are either saving cash or running out of it.

So, specifically, Beaulieu says he will



Alan Beaulieu, president of the Institute for Trend Research (ITR), Boscawen, N.H., plans to help Auctioneers better understand the economy in his keynote presentation at Conference and Show in July. Submitted photo.

talk about the following:

- The types of risks business owners might want to take
- How to have confidence in today's economic climate
- Rising cost pressures that are affecting business
- How auction company owners can keep employees happy and productive

Beaulieu's presentation will deliver understandable, hands-on knowledge, he says. It will be applicable to the businesses of National Auctioneers Association members.

He says he will leave NAA Auctioneers with five economic indicators they can use to help gauge economic conditions.

"A lot of people come out with theory and metrics and all kinds of formula," he says.

"We come out with something that people can walk away with." □

## About Beaulieu

Alan Beaulieu, president of ITR, Boscawen, N.H., is an economist who has provided consulting services for more than 20 years. He helps business leaders understand how they can predict and increase profits using business-cycle trend analysis.

The NAA plans to have Beaulieu as its keynote speaker for Conference and Show on July 12-16.

According to his firm's website, Beaulieu delivers this information:

- Short- and long-term economic forecasts
- How economic conditions could affect businesses
- The influence political administrations have on the economy
- How companies can use economic indicators

# World Wide instructor wins Minnesota championship



Ray Henry, GPPA, of I.R.A.Y. Auction Inc., Foley, Minn.; Austin Bachmann of Bachmann Auctioneers, Ottertail, Minn.; Kurt Johnson, CAI, BAS, of Kurt Johnson Auctioneering Inc., White Bear Lake, Minn.; Theresa Larson of Reinhardt Auction Service, Aitkin, Minn.; and Romie Gessel took part in the Minnesota State Auctioneers Association's competition during its Conference and Show in January. Johnson won the contest. Submitted photo.

## NAA Auctioneers take several honors

Kurt Johnson, CAI, BAS, of Kurt Johnson Auctioneering Inc., White Bear Lake, Minn., won the Minnesota State Auctioneers Association's competition during its 23rd annual Conference and Show, according to a news release.

Johnson is a former President of the association, an instructor at World Wide College of Auctioneering, Mason City, Iowa, and he has been in the auction business for 22 years.

In the field of 16 Auctioneers, Theresa Larson of Reinhardt Auction Service, Aitkin, Minn., was runner-up, and third place went to Austin Bachmann of Bachmann Auctioneers, Ottertail, Minn. Ray Henry, GPPA, of I.R.A.Y. Auction Inc., Foley, Minn., took fourth place.

The event, which was Jan. 6-8 in St. Cloud, Minn., featured several educational seminars and speakers. Former National Auctioneers Association

President Randy Wells, CAI, AARE, BAS, CES, GPPA, of Realty Auction Services LLC, Post Falls, Idaho, and NAA CEO Hannes Combest, CAE, attended the show.

Tammy Tisland of Northstar Auctioneers, Hines, Minn., brought home Best of Show from the association's marketing contest. Fahey Sales Auctioneers & Appraisers, Belle Plaine, Minn., won the People's Choice award.

The new President for the Minnesota State Auctioneers Association is Andy Imholte, BAS, of Black Diamond Auctions, Shakopee, Minn. The new Vice President is Mark Rime of Rime Auction Service, Wyoming, Minn.

The group's new directors are as follows:

- Bryce Hansen, CAI, of Hansen & Young Auctioneers, Prairie Farm, Wis.

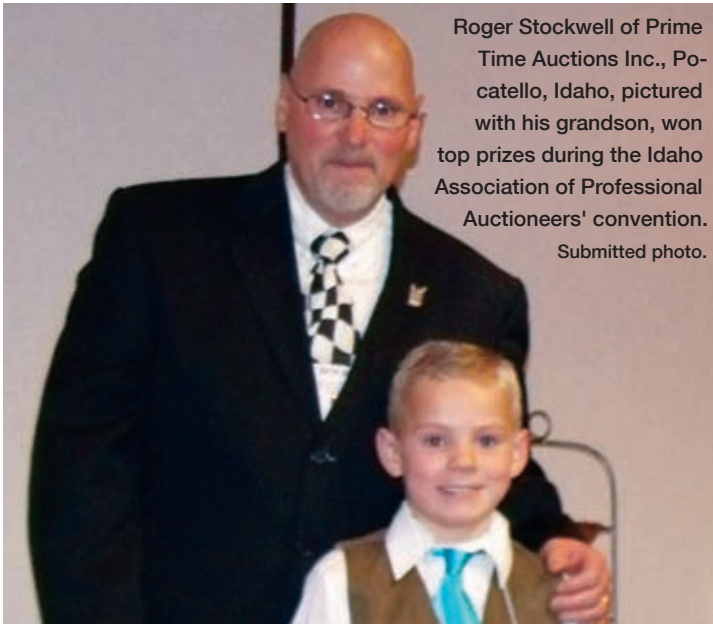
- Larson of Reinhardt Auction Service
- Matthew Schultz, BAS, of Schultz Auctioneers, Princeton, Minn.

Returning board members are as follows:

- Rod Johnson, AARE, BAS, of Johnson Auctioneering, Cannon Falls, Minn.
- Tony Elfelt, BAS, of AAA Auction and Realty Co., Anoka, Minn.
- Chris Fahey of Fahey Sales Auctioneers & Appraisers, Belle Plaine, Minn.
- Bret Walters of Grafe Auction Co., Racine, Minn.
- Bachmann of Bachmann Auctioneers
- Lance Quam

The association's outgoing president is Les Stromberg of Stromberg Auctioneering.com, Mora, Minn. □





Roger Stockwell of Prime Time Auctions Inc., Pocatello, Idaho, pictured with his grandson, won top prizes during the Idaho Association of Professional Auctioneers' convention. Submitted photo.

## Idaho bid-calling champ also is top ringman

The Idaho Association of Professional Auctioneers provided an array of educational opportunities for its members during its annual convention Jan. 7-8 in Pocatello, Idaho, according to a news release.

Among the presentations were the following:

- "Online Auctions" from National Auctioneers Association Director Shawn Terrel, CAI, AARE, of United Country Auction Services, Smithville, Mo.
- "Identifying Vintage Clothing" from Roger Stockwell of Prime Time Auctions Inc., Pocatello
- "Great Benefit Auctions" from Rose Backs of Realty Auction Services, Post Falls, Idaho
- "Moving Listing Agents from Good to Great" from Terrel
- A round table discussion on the sale of firearms

Stockwell of Prime Time Auctions took home the top prizes in the bid-calling and ringman competitions. He received \$1,000, a championship plaque and a belt buckle for each win.

Paul Adams, CAI, of Middleton, Idaho, was runner-up in the bid-calling contest.

The association picked Staci Hernandez of Prime Time Auctions Inc., Pocatello, as its President, and Matt Backs was elected Vice President. Katherine Taylor remains Secretary and Treasurer.

Directors for 2011 are these members:

- Randy Wells, CAI, AARE, BAS, CES, GPPA, of Realty Auction Services LLC, Post Falls
- Bart Lockhart of Bart Lockhart Auctions LLC, McCall, Idaho
- Randy Owen of Bighorn Auction Co., Idaho Falls, Idaho
- Steve Hutchins □

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## Colorado speakers provide expertise on auto auctions, contract work

The 53rd annual Colorado Auctioneers Association convention in Denver featured presentations from some of the nation's top Auctioneers, according to a news release.

Speakers included the following:

- Spanky Assiter, CAI, AARE, of Assiter Auctioneers, Amarillo, Texas, who talked about auto auctions and bid-calling techniques
- Eli Detweiler Jr., CAI, of Detweilers Auction Service, Ruffin, N.C., the 2010 men's division winner of the International Auctioneer Championship from the National Auctioneers Association, who discussed contract auctioneering
- National Auctioneers Foundation President Chuck Bohn, CAI, GPPA, of Chuck Bohn & Associates, Englewood, Colo., who provided updates on the NAA and NAF
- Forres Meadows, CAI, ATS, BAS, of TexasBid.com, Boerne, Texas, who gave an educational presentation on online auctions

The winner of the association's annual 1st Timers Bid-Calling Competition was Dean Gunter of Mile High Car Co., Colorado Springs, Colo. He received the Troil Welton Award, named after a Colorado Auctioneer who was known for encouraging young, aspiring Auctioneers. The group also inducted Lloyd Michael Jr. of Michael Auction Service, Julesburg, Colo., into its Hall of Fame during the early January event.

The association elected to its Board of Directors the following members:

- Chairman of the Board Doug Carpenter, CAI, AARE, of The Auction Team, Grand Junction, Colo.
- President Lance Nichols of Odle Cumberlin Auctioneers, Eaton, Colo.
- 1st Vice President Rich Schur of Schur Success Auction & Appraisal Inc., Colorado Springs, Colo.
- 2nd Vice President Dax Gillium, BAS, CES, of Gillium & Hays Auction and Appraisal Services, Denver
- Treasurer/Director Walt Partridge, BAS, of Partridge Auction Services, Parker, Colo.



Dean Gunter of Mile High Car Co., Colorado Springs, Colo., won the Colorado Auctioneers Association's 1st Timers Bid-Calling Competition in early January. Submitted photo.

Below are the group's Board members:

- John Schaffner
- Mike Heitmann of M H Bar Auction Co., Calhan, Colo.
- O.J. Pratt, CAI, of Pacific Auction, Longmont, Colo.
- Butch Hagelstrom of Buckhorn Auction Services, Ft. Lupton, Colo.
- Casey Giddings
- Scott Shuman, CAI, of Hall & Hall Auctions, Eaton, Colo.
- Janelle Karas □

## North Carolina Hall of Fame inductee wins bid-calling contest

The Auctioneers Association of North Carolina celebrated 50 years during its annual winter convention Jan. 14-16 in Greensboro, N.C.

The event included a bid-calling contest, 11 hours of continuing education, an advertising award ceremony, a fun auction, real estate courses, a membership meeting and the association's Hall of Fame induction ceremony, according to a news release.

National Auctioneers Association member John Loy Jr. of Loy's Auction Sales, Greensboro, N.C., won the bid-calling competition, and the North Carolina association named him to its Hall of Fame. Gary Boyd of Gary Boyd Auction and Real Estate, Albemarle, N.C., also became a North Carolina Hall of Fame Auctioneer.

Also placing in the Auctioneer competition was Jeremy Hooks of Hooks Auctioneering Co. Inc., Raleigh, N.C., who came in as reserve champion. The first-runner-up honor went to Bill Billingsley of F.W. Billingsley and Co., Mineral, Va.

Members elected Eli Detweiler Jr., CAI, of Detweilers Auction Service, Ruffin, N.C., as the association's President. Lee Danhauer, CAI, of Danhauer Auction Group, Winston Salem, N.C., took the President-Elect role for 2011.

Loy Jr. of Loy's Auction Sales returns as Secretary/Treasurer, and Walter House, CAI, AARE, CES, of House Auction Co. Inc., Marshallberg, N.C., is Vice President.

The association's new Directors are Dick Whittington, CAI, MPPA, of Whittington Auction Service, Wilkesboro, N.C., and Dustin Rogers of Rogers Realty & Auction Co., Mount Airy, N.C.

The association's outgoing President Will Lilly, CAI, AARE, of Iron Horse Auction Co. Inc., Norwood, N.C., is now Chairman of the Board.

Directors continuing their terms are these members:

- Matt Price of Blue Hound Auctions, Fuquay Varina, N.C.
- Dennis Hall, CAI, AARE, BAS, CES, MPPA, of Hall Auction Services LLC, Highlands, N.C.
- Phil Burleson, CES, of Johnson Properties Realtors & Auctioneers, Angier, N.C.

Don Horton, CAI, of Asset Services Corp. Mooresville, N.C., fills a vacant position at Director through 2012.

The association plans its 2011 summer convention for June 17-18 at the Hilton in Greenville, N.C. □



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## Auctioneer association news in brief

### Ohio



Gregg

The mid-January convention from the Ohio Auctioneers Association brought more than 300 Auctioneers and guests to Columbus, Ohio, according to a news release.

The association provided eight continuing education credits in Ohio real estate, and education courses included the following:

- “Managing Seller Expectations in Current Market” from Kim Hagen, CAI, AARE, CES, of Hagen Realty Group, Carrollton, Ga.
- “Getting the Best of Both Worlds — Live and Online Auctions” from J.J. Dower, CAI, AARE, of Ayers Auction & Realty, Marknet Alliance Member, LaFollette, Tenn.

A Hall of Fame award from the association went to Ned Gregg, CAI, of Ned F. Gregg Realty Inc., Sycamore, Ohio.

The convention’s Fun Auction brought \$13,700 to support the Ohio Auctioneers Association and Ohio Auctioneers Auxiliary.

Members elected these leaders:

- President Bill Stepp of Dilgard & Assoc., Ashland, Ohio
- President-Elect Jeff Harvey, CES, of Wilson-Harvey Auction Group, Springfield, Ohio
- Vice-President Jason Miller of Kaufman Realty & Auctions Inc., Quaker City, Ohio
- Treasurer Peter Gehres, CAI, CES, of United Country — Gryphon Realty & Auction Group, Hilliard, Ohio
- Director-at-Large Jerry Cross, CAI, AARE, of Ravenna, Ohio
- Southeast Director Pat Sheridan
- Southeast Director Larry Woods
- Northeast Director Andy White of Real Estate Showcase Auction Co., Ashland
- Northeast Director Theresa Blocher of Kiko Auctioneers, Paris, Ohio
- Southwest Director Mark Euton, CES, of Semple & Associates Auctioneer, Williamsburg, Ohio
- Southwest Director Tim Lile, CAI, of Ohio Real Estate Auctions LLC, Xenia, Ohio
- Northwest Director Dan Limber, CAI, of Defiance, Ohio
- Northwest Director Ken Bonnigson, CAI, CES, of Baker Bonnigson Realty and Auctioneers Inc., Clyde, Ohio



H. Brent Souder, CAI, MPPA, of Alderfer Auction Co., Hatfield, Pa., presents the Pennsylvania Auctioneers Association’s Auctioneer of the Year award to Nevin Rentzel, GPPA, of York, Pa. Submitted photo.

### Pennsylvania

The Pennsylvania Auctioneers Association selected as its Auctioneer of the Year Nevin Rentzel, GPPA, of York, Pa., during its mid-January conference.

The conference attracted more than 200 Auctioneers and 27 trade show vendors. The group’s Fun Auction brought \$16,540, according to a news release.

The association’s officers for 2011 are as follows:

- President Kenneth Hansell Jr.
- President-Elect Randy Betton
- Vice President Matthew Hurley, CAI, AARE, of Matthew S. Hurley Auction Co. Inc., Greencastle, Pa.
- Treasurer Robert Ensminger of Robert Ensminger Appraisers and Ensminger Auctioneers, Harrisburg, Pa.

### Tennessee

The Tennessee Auctioneers Association elected Scott McCarter, CAI, of McCarter Auction Inc., Sevierville, Tenn., as its President during the group’s winter convention Dec. 5-6 in Nashville, Tenn., according to a news release.

The association also elected these other leaders:

- President-Elect Van Massey of Van Massey Realtors/ Auctioneer, Fayetteville, Tenn.
- Treasurer James Gary of Gary Realty & Auction, Springhill, Tenn.
- Vice President-Middle Jay White
- Vice President-West Terri Walker, CAI, BAS, CES, of Walker Auctions, Memphis, Tenn.

- Vice President-East Bobby Carter of Dean Howard & Daughters Auction, Riceville, Tenn.

Other leaders include these Directors:

- Jeff Morris, CAI, AARE, CAI, AARE, of Morris Auction Group, Memphis
- Will McLemore, CAI, of McLemore Auction Co. LLC, Nashville
- Pam Nixon
- Rick Hinson, CAI, GPPA, of Hinson Auction and Real Estate Inc., Jackson, Tenn.
- Marc Colson

## Virginia

The Virginia Auctioneers Association's annual winter convention comprised more than 150 members and associates Jan. 7-9 in Richmond, Va., according to a news release.

The association named National Auctioneers Association member Brian Kurdziolek of Chesterfield, Va., its 2010 Auctioneer of the Year for his service and dedication to the auction profession.

Chris Rasmus, CAI, of Rasmus Asset Advisors, Alexandria,

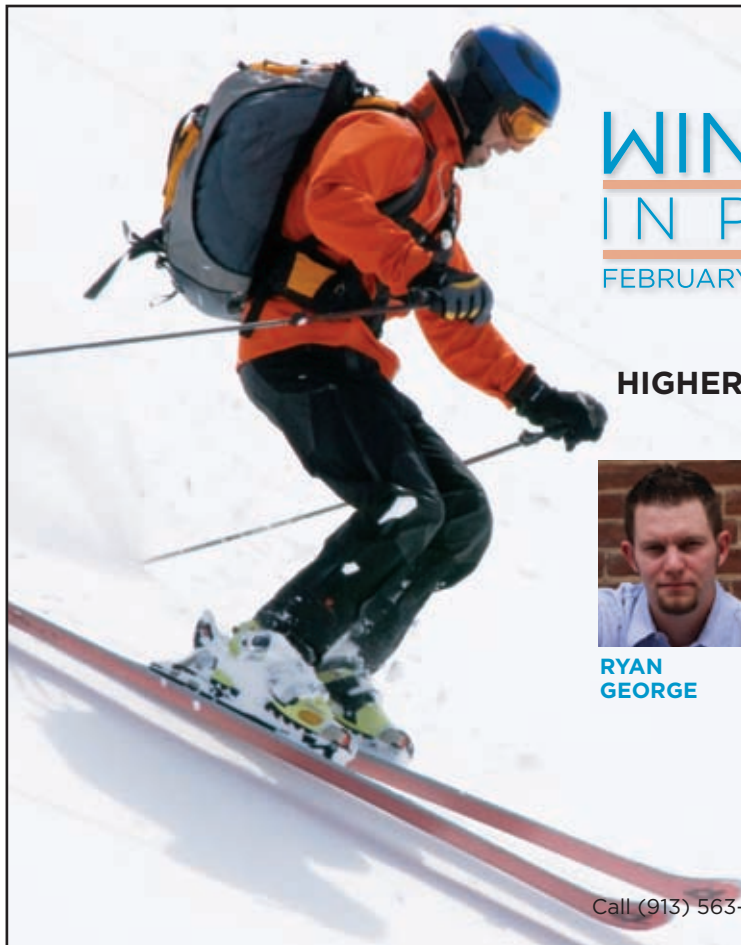
Va., was inducted into the VAA Hall of Fame, and Rick Romanus of AuctionServices.com, Roanoke, Va., received the 2010 Jake Horney Memorial Award.

Brian Damewood of Bill Tillett & Craig Damewood Auctioneers, Purcellville, Va., received the Morris Fannon Auction School Scholarship.

## Wyoming

According to a news release, at its mid-January convention, the Wyoming Auctioneers Association elected these 2011 officers:

- President Kurt Campbell of Torrington, Wy.
- President-Elect Dan Gay of Brannian Auction LLC, Buffalo, Wy.
- Secretary/Treasurer Juanita Japp
- Director Eva Brannian
- Director Herschel Pruitt
- Director Rosie Weston, GPPA, of Al Rose Auction & Realty LLC, Cheyenne, Wy.
- Director Bill Weaver of AL/Rose Auction & Realty, Cheyenne
- Director Brent Wears, CAI, AARE, CES, of Wears Auctioneering Inc., Solon, Iowa




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# Auctioneer uses competitive bidding in rental market

By Bryan Scribner  
*editor*

Auctions set the fair market value in real estate transactions, and therefore, will help determine what people are willing to pay monthly for rental properties, says Neal VanDeRee, CAI, of VanDeRee Auction, Venice, Fla.

It's an idea VanDeRee put into practice in late December, auctioning a rental property his family owns. The house brought a monthly rent of \$900.

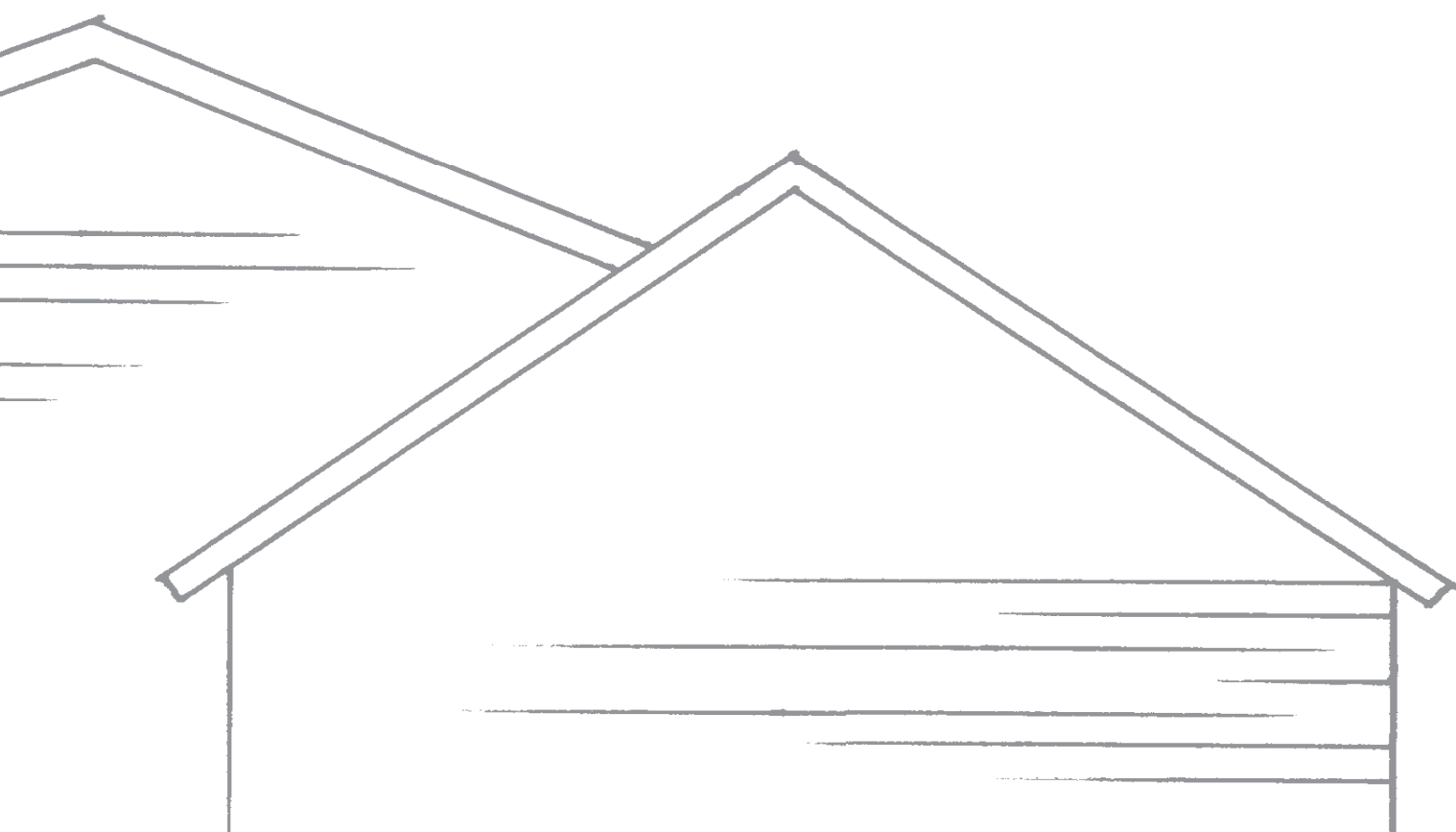
"The previous rental for the house was \$800, but I was hoping for more," VanDeRee says in an e-mail.

VanDeRee's father, George, introduced his son to the idea for the auction method. A longtime National Auctioneers Association member, George VanDeRee began his career in 1934 and died in 2007.

The father and son often talked about the idea of a rental property auction before George VanDeRee's passing.

"At the time, it made no sense to me, but over the years, and after I acquired some rentals of my own, I realized the amount of time it takes to successfully screen potential tenants, and also to find good ones," Neal VanDeRee says. "I guess one of the biggest costs in having a rental is when the buildings are vacant."





“Having an auction eliminates all of this and maintains cash flow with the highest possible fair market rent.”

Although the first rental property auction was a test of sorts, VanDeRee says he will not hesitate to use the method in the future.

“Since we had such great results, we are looking into ways that we can make it a service for Realtors and other property owners,” he says. “We have been contacted by a national real estate franchise that seems interested in the idea. We are ready to roll with other rental auctions right now.”

He says NAA Auctioneers could take advantage of similar opportunities in their respective markets. It’s a way to earn extra income, while it also is an opportunity for new Auctioneers to begin their careers, he says.



VanDeRee

To make money from the transactions, VanDeRee says his company plans to use buyer’s premiums and collect fees from property owners. Terms of the auctions that are unique to rental properties — such as security deposits and pet fees — will be established before the auctions begin, just like in any other sale.

### Must go absolute

VanDeRee says he believes an absolute auction is most appropriate for rental properties.

“An absolute auction, in my opinion, is the only way to sell anything, provided that it is sufficiently marketed and promoted and provided that the Auctioneer knows what he or she is doing and believes in the auction method of marketing,” he says.

VanDeRee says at a previous NAA Conference and Show, a fellow member’s advice encouraged him to conduct absolute auctions.

“I left that conference with the inspiration, confidence and conviction that he was right and started selling real estate by absolute auction,” he says. “The first one that I did was my own property. Naturally, I was nervous, but as it turned out, I had no reason to be, as it all went very well.”

VanDeRee says his company plans to market the rental properties in the same way as it promotes other sales, with only a few exceptions.

“As for the budget, that will depend upon the rental project,” he said in early January. “While typically we set 2 percent to 5 percent of value as the amount needed to sell a house, for the rental projects, we are working out these specifics now.” □

# The problem with price

## Auctioneers should be up front with sellers about market limitations



By Steve Proffitt

Last month I wrote about the factors that determine selling prices in auctions. I closed my column by noting that selling price lies at the heart of an Auctioneer's relationship with a seller — both on the front and back ends. I promised that this month we would see how seller dishonesty often plays a significant role in the issue of selling price.

At the outset, let us understand this — I am not talking about malicious or criminal dishonesty in sellers, although that sometimes exists. Instead, I am speaking of the intellectual dishonesty that can arise with sellers as a result of financial interest.

“Mr. Auctioneer, you didn't get me nearly enough money for my things today. I can't believe you think these prices are acceptable. If I had known you wouldn't get more than this, I wouldn't have consigned anything to you. So what are you going to do now to make me feel better about the mess you've created?”

These are words no Auctioneer wants to hear, but many sellers speak. While sellers may believe what they say, oftentimes their statements are wholly unsupported by facts.

It has been said and written a jillion times that money has a blinding influence over people. Psychologists know it; sociologists know it; economists know it; marketers know it; politicians know it; and the law knows it. Auctioneers should know it, too, because this rule applies to both buyers and sellers in auctions. Just like buyers desire to purchase for as little as possible, sellers are driven to seek as much as they can get. This motivation can trigger intellectual dishonesty in sellers and cloud their view of their primary reason for coming to auction.

Auctioneers who conduct unreserved auctions frequently encounter this type of seller dishonesty. Unfortunately, they often set themselves up for this problem by engaging in price discussions with sellers and predicting auction results to appease them. This paves the way for sellers to ignore the real reason they consigned property in favor of focusing on their dream of strong selling prices.

The fact is many sellers are not spurred to consign to auction because they see this as the best way to maximize selling prices for their property. Indeed, probably the great majority of sellers come to auction for an altogether differ-

ent purpose — they have a problem that they believe will be best solved by a quick sale that will produce fast cash. This is not a sale that will necessarily generate the highest selling prices for the assets, but one that will yield the quickest cash-in-hand result.

### Examples

A collector wants to sell part of a collection in order to raise money to pay tuition for a child enrolling in college. A farmer is retiring and needs to sell livestock, equipment and materials. A business is failing and needs to liquidate inventory, equipment and supplies. An older couple is moving into a smaller house and must reduce their possessions. An executor is overseeing the settlement of an estate and the decedent's property must be sold. An heir inherited something she would rather sell than keep. A couple is divorcing and wishes to divide the value of their assets. A bank has cars that it repossessed from owners who defaulted on loans and needs to sell them. A debtor is delinquent on an obligation and needs to turn hard assets into cash in order to pay the creditor.

Sellers come to auction to address these scenarios and many like them. In each case, the priority is an underlying problem that needs resolution and not price maximization. Ask a seller why he sold at auction and you will frequently get an answer like “I needed to sell” or “I had to sell.” What you will not hear is, “I came to auction to get the highest prices possible for my property.” A seller who truly wants to maximize selling price will commonly find a sale venue where he can hang a price tag on the item, or place it on a website like eBay in a protected offering in hope that a buyer will eventually bite for a big amount. Intellectual dishonesty keeps auction sellers from admitting this to themselves or their Auctioneers.

It is extremely important for Auctioneers to recognize that many sellers patronize them for this unique problem solving that auction marketing offers. An Auctioneer can liquidate just about anything in an expedited sale and this result has great value for sellers. Oftentimes auctions go from signup to settlement in as little as 30 days. No other selling channel can regularly produce such an outcome and this is what Auctioneers should push with sellers.

Given the chance, though, sellers will instinctively ignore their need for problem solving and focus on selling price. The problem with this is that Auctioneers can promise to deliver problem solving because they control the planning, marketing, preparation and conduct of their auctions; but



they cannot commit to realizing certain selling prices. The determination of selling prices is exclusively within the realm of the buyers and beyond an Auctioneer's control.

**Take control**

Auctioneers can act to staunch seller dissatisfaction with selling prices by taking control of the issue at the beginning of their relationship. When an Auctioneer first meets with a seller, the Auctioneer should try to learn the real reason the seller wishes to sell at auction. Then the Auctioneer should state what the Auctioneer can do to help solve the seller's problem through the auction process. Simultaneously, the Auctioneer should inform the seller that selling prices will be a function of market response and that the Auctioneer will work to positively influence prices, but cannot control them.

Auctioneers cannot guarantee selling

prices in unreserved auctions and should not hide from this truth for fear of spooking sellers. Selling prices are going to be discussed at some point and it is much better for an Auctioneer to do so on the front end when the Auctioneer's limitation can be explained, as opposed to dealing with an angry seller's post-auction complaint and all that it might spawn. Smart Auctioneers regularly reinforce problem resolution over price maximization with sellers to ensure there is not an unexpected surprise or disappointment from a sale. Even though many sellers are primarily motivated to sell at auction to solve some pressing problem, financial interest commonly causes them to gloss over this need and focus on selling prices. Auctioneers need to refocus the mission. When sellers are permitted to define auction success on the basis of selling prices, Auctioneers frequently experience stormy weather. While sellers may not be able to help themselves for feeling as

strongly about price results as they do, Auctioneers can help themselves by taking charge of this issue and keeping sellers trained on what Auctioneers can control, as opposed to what they cannot. Selling price is the latter.

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

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# Antitrust litigation could change how Auctioneers choose to write contracts, terms, agreements

Kurt R. Bachman and Beers Mallers Backs & Salin LLP appreciate the opportunity to review and answer legal questions that will be of interest to Auctioneers. The answers

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



Bachman is an attorney and licensed Auctioneer from LaGrange, Ind. He can be reached at (260) 463-4949 or [krbachman@beersmallers.com](mailto:krbachman@beersmallers.com).

## Will the credit card lawsuit affect Auctioneers who accept plastic?

**Q: What effect will the U.S. Department of Justice filing of an antitrust lawsuit against Visa, MasterCard and American Express for credit card transactions have on the auction industry?**

**A:** A little background regarding the lawsuit brought by the U.S. Department of Justice against Visa, MasterCard and American Express is necessary to explain the potential impact on the auction industry. These companies charge a fee to retailers, restaurants and other merchants for the use of their services. This fee, commonly known as a "swipe fee," is collected from merchants every time a credit card is used. The swipe fee is usually a percentage of the total purchase charged by a consumer using a credit card in a transaction. The swipe fee may be as high as 5 percent of a transaction, depending on the credit card used and the terms of the agreement. Credit card companies have contracts with merchants where they agree to pay the swipe fee in exchange for being able to accept credit card transactions. Obviously, such fees generate a lot of money. Credit card acceptance costs U.S. merchants approximately \$35 billion each year.

In October of 2010, the U.S. Attorney General brought suit against Visa, MasterCard and American Express asserting the terms of the agreements and fees charged to merchants violated the antitrust laws. The lawsuit challenges rules that American Express, MasterCard and Visa have in place that prevent merchants from offering consumers discounts, rewards and information about card costs, ultimately resulting in consumers paying more for their purchases. For example, the rules prohibit merchants from offering discounts or other incentives to consumers in order to encourage them to pay with credit cards that cost the merchant less to accept.

Visa and MasterCard entered into a settlement with the United States Department of Justice, which has to be approved by the Court, allowing merchants to disclose the swipe fees to consumers. As of the date of this article, American Express has not agreed to settle the litigation. In addition to the U.S. Department of Justice, several states, including Connecticut, Hawaii, Idaho, Illinois, Iowa, Maryland, Michigan, Missouri, Montana, Nebraska, New Hampshire, Ohio, Rhode Island, Tennessee, Texas, Utah and Vermont, have entered into the settlement with Visa and MasterCard.



## Disclosing fees

The potential effect on the auction industry is that Auctioneers would be permitted to disclose the swipe fees to the bidders who attend their auction sales. Consumers would then be provided with information to determine which method of payment, or which credit card, would result in the lowest cost. Auctioneers have been prohibited from disclosing the swipe fee to bidders. So, each bidder paying with credit decided which credit card to use in a transaction without knowing the transaction fee charged by the credit card company to the Auctioneer. Under the terms of the settlement, if approved by the Court, Auctioneers would be able to encourage the use of no cost or lower cost credit cards. The savings would result in lower costs for Auctioneers or discounts that could be offered to bidders.

As more auction transactions are processed using credit cards, the terms of the settlement become more important. If the settlement is approved, bidders will be able to obtain information about the swipe fee and make an informed decision on whether to use one credit card instead of another or to pay with cash. But, the question remains, what will happen in the American Express litigation? The ongoing litigation against American Express seeks to allow merchants that accept American Express to engage in the same kind of discounting and encouragement that the proposed settlement with MasterCard and Visa allows.

## Possible changes

If the terms of the settlement are approved, Auctioneers, as well as other merchants, will be able to disclose the swipe fee to bidders. Auctioneers will also be able to offer discounts or negotiate with bidders who have no cost or lower cost credit cards. If American Express successfully

defends its rules in the antitrust litigation, though, then the settlements with Visa and MasterCard may be subject to revision. When the dust settles and these issues are resolved, Auctioneers should consider whether any changes to their standard auction contract, bidder registration agreement, and advertising terms are necessary. □

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# CAI presentations to focus on personal interactions

By NAA staff

The Certified Auctioneers Institute is getting personal in 2011.

Students in the CAI I class will participate in “Communication Skills and DiSC,” a presentation from former National Auctioneers Association President Randy Wells, CAI, AARE, BAS, CES, GPPA, of Realty Auction Services LLC, Post Falls, Idaho.

The DiSC assessment is a personality profile that helps people better understand their strengths and weaknesses when it comes to social interactions, whether personal or professional. CAI students will complete their DiSC profiles in advance of the March course.

The presentation, Wells says, is designed to help students better understand the diverse range of personalities that exist in the business world. With this awareness, an Auctioneer should be able to better adapt to client needs.

It could also help Auctioneers understand why, despite their best efforts, they sometimes fail to win jobs over competitors.

“The reason for that isn’t because you didn’t make a good presentation or you didn’t have a good proposal, it’s because you just didn’t connect with that individual,” Wells says.

In addition, Wells says Auctioneers are oftentimes not as good of listeners as they could be, and therefore, the educational segment also will focus on how professionals can pay better attention to the desires of their clients.

Through the DiSC assessment, Auctioneers can improve their communication skills in business negotiations; plus, the personality profile can help them better understand auction attendees, Wells says. It’s also a useful tool for improving relationships with family and friends.

The NAA plans CAI 2011 for March 20-25 on the campus of Indiana University in Bloomington, Ind.

## How to negotiate

Another aspect of running a business — negotiations — deals heavily with an individual’s ability to handle different personalities. For instruction on how to be a successful negotiator, the CAI event will feature self-proclaimed “negotiating junkie” John Hamilton and his presentation “Negotiation Skills.”

Lance Walker, CAI, BAS, CES, of Walker Auctions, Memphis, Tenn., plans to present “How to Conduct a Benefit Auction;” Larry Latham, CAI, of Larry Latham Auctioneers Inc., Las Vegas, plans to present “Foreclosures and REO’s;” and David Hudgins, CAI, AARE, of United Country — Hudgins, Fairview, Tenn., plans to present “Auction Proposals.”

The “Auction Proposals” presentation will devote a lot of time to helping Auctioneers develop outlines and templates of top-quality proposals that can be taken back to their businesses and used immediately, Hudgins says.

He says CAI I candidates will receive a PowerPoint presentation, Excel documents and Word templates they can customize for their respective companies.

“When they leave after their first week at CAI, they will have some necessary tools ... that will be beneficial in growing their auction businesses,” Hudgins says.

A polished auction proposal is more important now than ever, he says, to communicate a high level of professionalism and detailed marketing plans. After all, he says, in this day and age fewer Auctioneers are able to rely on a handshake and reputation to win new business.

“That was yesterday,” he says. “Today, there are new Auctioneers in the industry that may not have that long-term reputation to fall back on.”

In the course, Hudgins says he also will encourage students to openly share stories of success and failure. Collectively, it’s his goal to help CAI participants identify all aspects of a business proposal that will benefit today’s Auctioneer. □

# 2011 Certified Auctioneers Institute schedule

CAI 2011 is set to take place March 20-25 on the campus of Indiana University in Bloomington, Ind.

## **Class I**

### **March 20**

10 a.m. - noon  
Opening brunch  
Class photo

1:30 p.m. - 5 p.m.  
"Communication Skills and DiSC"

7 p.m.  
Networking

### **March 21**

7:30 a.m.  
Orientation

8 a.m. - 11:30 a.m.  
"Ethics"

1 p.m. - 4:30 p.m.  
"Auction Proposals"

### **March 22**

8 a.m. - 11:30 a.m.  
"The Law"

1 p.m. - 4:30 p.m.  
"Case Studies"

6 p.m.  
Fun Auction

### **March 23**

7:30 a.m. - noon  
"Auction Operations"

1 p.m. - 4:30 p.m.  
"Negotiation Skills"

### **March 24**

7:30 a.m. - 11 a.m.  
"Technology"

11:30 a.m. - 3:15 p.m.  
"How to Conduct a Benefit Auction"

### **March 25**

8 a.m. - 9:30 a.m.  
Optional breakfast

## **Class II**

### **March 20**

10 a.m. - noon  
Opening brunch  
Class photo

1:30 p.m. - 5 p.m.  
"Presentation Skills"

7 p.m.  
Networking

### **March 21**

8 a.m. - 10:30 a.m.  
"Keys for a Successful Real Estate Auction"

10:45 a.m. - 12:30 p.m.  
"Advanced Technology"

1:30 p.m. - 4:30 p.m.  
"Analyzing Your Firm and  
Income Tax Considerations"

### **March 22**

8 a.m. - 11:30 a.m.  
"Negotiation Skills"

1 p.m. - 4:30 p.m.  
"Case Studies"

6 p.m.

Fun Auction

### **March 23**

8 a.m. - 11:30 a.m.  
"Marketing Plans"

1 p.m. - 4:30 p.m.  
"Promotional Strategy for Auctioneers"

6 p.m. - 8:30 p.m.  
"Promotional Case Project"

### **March 24**

7:30 a.m. - 11 a.m.  
"Promotional Case Presentations"

1 p.m. - 2 p.m.  
"Intro to Auction Summaries"

2:15 p.m. - 3:15 p.m.  
"Online Auctions"

### **March 25**

8 a.m. - 9:30 a.m.  
Optional breakfast

## **Class III**

### **March 20**

10 a.m. - noon  
Opening brunch  
Class photo

1:30 p.m. - 5 p.m.  
"Auction Prospecting and Proposals"

7 p.m.  
Networking

### **March 21**

8 a.m. - 11:30 a.m.  
"Working with the Bankruptcy Court"

1 p.m. - 4:30 p.m.  
"Foreclosures and REO's"

### **March 22**

8 a.m. - 11:30 a.m.  
"Business Management"

1 p.m. - 4:30 p.m.  
"Case Studies"

6 p.m.  
Fun Auction

### **March 23**

8 a.m. - 11:30 a.m.  
"Negotiation Skills"

1 p.m. - 4:30 p.m.  
"Business Leadership and Design"

6 p.m. - 8:30 p.m.  
"Projects"

### **March 24**

7:30 a.m. - 3:15 p.m.  
"Business Planning"

1 p.m. - 3:15 p.m.  
"Business Plan Presentations"

### **March 25**

8 a.m. - 9:30 a.m.  
Optional breakfast



## Director's warm personality shines through leadership, charitable giving

By J.J. De Simone  
*Special to Auctioneer*

Entering his term for the National Auctioneers Association's Board of Directors in July 2008, Randy Burdette, CAI, CES, had one thing on his mind — ensuring the small and middle-sized Auctioneer was well represented.

Barry Cole, CAI, AARE, CES, GPPA, of United Country — A.B. Cole & Assoc. Auctions/Realty, Suffolk, Va., says Burdette accomplished his mission.

“You’ve heard the phrase an inch deep and a mile wide? Well, Randy’s about 100 feet deep and 10 miles wide,” Cole says. “His ability to understand the situation, weigh it out, and accomplish it allows him to put everything together. He’s an Auctioneer’s Auctioneer.”

Burdette of United Country — Riverbend USA LLC, Alderson, W. Va., plays a role within several areas of the auction industry, Cole says, and he comes from modest beginnings. This background has made him uniquely situated, as a Director, to represent Auctioneers and the many

auction segments in which they specialize.

Burdette’s company tends to focus on real estate. When Burdette started out as an Auctioneer in the early 1990s, though, he intended to sell only antiques. That quickly changed.

“I didn’t have any desire to sell anything but antiques,” Burdette says. “Now, real estate is my main focus. It was a natural fit with how many estates we were called to for personal property. It just kind of opened up for us, and it sure has developed into a great business.”

Raynelle Bennett has been Burdette’s secretary for five years and has worked with him for the past 13 years. She says Burdette’s passion and understanding demeanor allow him to be a thoughtful member on the NAA’s Board of Directors.

“He’s very honest and outgoing,” Bennett says. “He’s very clear with what he says, and you don’t always get that with Auctioneers. He’s wanting to improve things for all Auctioneers, so he’s always working from one thing to another,



NAA Director Randy Burdette (left), CAI, CES, of United Country — Riverbend USA LLC, Alderson, W. Va., a fund-raiser for St. Jude Children's Research Hospital, supports the organization through several benefit auctions. Submitted photo.

just trying to do his part. I've asked him if he ever has time to sleep.”

## St. Jude

In addition to his business and work with the Board, Burdette is an active fund-raiser and champion of St. Jude Children's Research Hospital, the NAA's philanthropy partner.

Several years ago, Burdette says his friend's 16-year-old daughter was diagnosed with cancer. Eventually, her doctor informed the family that treatment was no longer effective and there was nothing more he could do to help.

Representatives from St. Jude reached out to the family, though, and volunteered to continue treatment.

“Even though she was near death, it brought us and her so much hope,” Burdette says. “This brought us close to St. Jude. It's just tremendous because what they do for kids is unparalleled.”

Burdette has conducted several benefit auctions to raise money for the hospital over the past few years.

“At many of our auctions, we'll start with a donated item and give the money to St. Jude,” Burdette says. “It gives

St. Jude some notoriety, but we also use it to make people become comfortable with auctions who have never before been to one. But, it's really warming to see people get behind (St. Jude).”

Cole says Burdette's friendly personality helps him on the Board of Directors and in raising money for St. Jude. His term as an NAA Director ends this year.

“I'm sure he doesn't go anywhere he won't make a lot of friends,” Cole says. “His relationship with the Board was great — everyone will miss him, I'm sure. He has respect for everyone, and he makes everyone feel important.” □

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Little middle ground  
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## Auctioneers try new marketing approaches as new buyers emerge

By Bryan Scribner  
*editor*

As buyer demographics change, Auctioneers in the art, antiques and collectibles market report inconsistent and sluggish hammer prices on average items, while high-value lots are setting records.

Matthew Lee of Midnight Sun Antique Auction Co., Long Beach, Calif., says the outlook for 2011 isn't glowing for his company, as the antiques and collectibles market continues to shrink. He attributes this to the poor economy and a younger generation of buyers who are not as interested in the auctions.

"However, there's still a decent market for certain things

— rare things," he says, emphasizing these antiques and collectibles must be in pristine condition.

One bright spot in Midnight's 2010, Lee says, was record-setting prices for toys in sealed boxes. He says collectors place a great deal of value in vintage items when they're in mint condition.

Certain types of art works also are performing well, Lee says, and glass pieces in perfect condition are getting good prices.

"A number of years ago, people kind of overlooked a slight repair to the rim or a slight nick to the base," he says. "These days, they're not. Everything has to be pristine."

One category in particular — Chinese art and antiques — is performing well for Antique Helper Inc., Indianapolis. There's a lot of speculation in the market for items such as jade, porcelain and art work, says the company's Dan Ripley, CES.

Ripley says Chinese buyers have representatives in the U.S.

art,  
antiques,  
collectibles





- **The market for rare items is good, but assets must be in perfect shape**
- **Speculators are providing a boost for Chinese art and antiques**
- **Activity is increasing on items that bring \$100 or less**
- **Personal communications is just as important as an Internet presence**

and Canada, and that's creating a sense of urgency in the marketplace. Some items that previously went for \$1,000 are now getting as much as \$40,000, he says.

Jim Friend, CES, GPPA, of Fine Estates & Antiques Inc., Phoenix, says there has been a noticeable drop in the purchase of Victorian furniture, as there are fewer buyers in that market. Other high-end, period furniture is staying strong, though.

### Price swings

For decorative items, Friend says he has seen severe swings in pricing. Bidding is more unpredictable than in the past.

"You have good items — I should say great items — that continue to do great, if not better," he says, "and then you have everything else falling into a conglomeration of one category."

It's difficult to predict whether decorative oil paintings valued at \$500 to \$1,000 will demand \$50 or \$500, Friend says.

Ripley, Lee and Friend report similar buy-

ing habits when it comes to auction goes who purchase art, antiques and collectibles. Premier items are bringing good money; however, Ripley says prices for middle-of-the-line pieces aren't as strong.

### Increase purchases

Antique Helper has found a way to increase activity, though, in lower-priced merchandise, Ripley says. The company is focusing on new buyers in the market, who are cutting their teeth on items for \$100 or less.

A focus on this price point, Ripley says, is helping to increase purchases.

What's more, the changeover to a new generation of buyers has encouraged more live auctions for a company that was built on business via the Internet, he says.

"But now, in order to compete for buyers, we're offering less items through the Internet and more directly to the audience," Ripley says.

**continued >**

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Antique Helper previously averaged 15 catalogued auctions per year with live and simulcast online bidding, but it has recently added 25 additional live-only events that are not catalogued. Ripley says he's finding more buyers interested in the personal interaction of traditional auctions as Internet marketplaces have become "saturated."

Auction attendees also perceive less risk and get more entertainment value from live auctions, he says.

### Marketing

To market its auctions, Antique Helper places ads in online social media, on the Internet and in auction calendars offered by print publications.

"We're trying to expand our business and bring in new buyers," Ripley says. "In order to do that we've lowered our price point and lowered our expectations in a lot of ways — as far as pricing goes."

Lee of Midnight Sun says his company has discontinued its advertising in certain publications and on the Internet for auctions that earn \$50,000 or less. He says he has found the most successful way to market is through word of mouth.

In fact, the company is directly targeting buyers throughout the world via the Internet. It is reaching out to clients through one-on-one communications, including e-mail.

Art, antiques and collectibles go online in Midnight's auctions if Lee believes they will spark a lot of interest. Some live auction attendees don't like competing against online buyers, Lee says, but Internet auctions are essential in some cases, even if it means losing on-site bidders.

"Our job as an auction company is to get the best results for the client," Lee says. "We work for the client. It doesn't matter how you do it."

"Why are you going to sell something for \$500 to a local dealer in the crowd when you can sell it for \$10,000 to a collector who wants it on the Internet?"

Like other NAA Auctioneers, Friend says live auctions with Internet bidding are important in the market; however, he says the format is not essential for all auction houses and in all sales of art, antiques and collectibles.

"The turnout for any good, reputable advertised auction — it depends on what you have," he says. "If you have the right contents, you're going to get people there." □



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# Auctioneer finds marketing success through homeowners' associations

By Tom Burfield  
*Special to Auctioneer*

Tom Jordan, CAI, AARE, ATS, CES, MPPA, has come up with an innovative way to promote auctions in select communities.

Jordan, president of United Country — Carolina Auction & Realty, Raleigh, N.C., takes his message to residents of local subdivisions by working through their homeowners' associations.

He estimates that he's conducted about 100 auctions by working through these groups.

Although the Internet is now his primary tool for promoting auctions, when he conducts a sale in a residential subdivision governed by a homeowners' association, his main means of drawing a crowd is through fliers or postcards that he distributes to members of the community.

## Successful strategy

That strategy seems to be working.

"The last one we did, we had 150 people show up," he says.

And the local residents comprise just the type of crowd he's looking for. "That is my market for a personal property auction," Jordan says.

People often choose to sell their belongings through an auction when they're moving to another state or to another country, he says, because they don't want to take all of their furniture and other possessions with them.

Though Jordan deals mostly with the individual homeowner, he does inform the association president of his auction plans.

"I don't want anyone coming up at the last minute and saying, 'You can't do (an auction), it's against the rules,'" he says. "I also have the homeowner call the president of the association and say they are planning to do an auction."

## Resolving differences

Jordan rarely has a problem getting permission for an auction, but if there's a potential snag, he meets with the association's board of directors and explains exactly what he wants to do.

"I listen to them, they listen to me, and we come up with a happy compromise," he says.

Once when an association objected, Jordan asked board members to show him where their rules prohibited auctions. They were unable to do so.

"When I bring that to their attention, everybody hushes up," he says.

Some associations frown on large signs, but Jordan usually doesn't use those to announce local sales anyway.

"Not that many people will see the sign," he says, so it's probably not worth the added expense.

## Free mailing list

Since his client-homeowner typically has access to the names and addresses of all the local residents, Jordan takes advantage of the free, ready-made mailing list.

If the sale is more than an hour's drive away, he'll mail out postcards. If it's closer, he distributes fliers. Jordan says he places the fliers in newspaper holders beneath the mail receptacles.

Usually, Jordan auctions personal property, like furniture and tools, but sometimes he auctions the home and/or lot, as well.

He displays the furniture along the sidewalk so people can preview the items up for bidding.

On occasion, he has combined two relocation sales into a single auction, being careful not to favor one client's property over another's.

That works well, he says, "You just have to keep up with the paperwork." □

# Sell more by telling better stories

## Pique customer interest by revealing the background of an item



Carl Carter, APR

Would it get your attention if I told you a client had a couple of miles of riverfront for sale? Probably. Would you remember it? Maybe. But

what if I told you it had belonged to a fellow who showed up at the University of Notre Dame without tuition money and convinced the school to let him attend anyway by promising to pay them back tenfold?

Stories engage people. They get re-told, spreading the word of your upcoming sale. They capture people's imaginations. And that leads to better sales.

You may be thinking, "That's fine, but that was a unique case. My properties aren't all that interesting." I disagree. Once you change your mindset and start looking for good stories, you see them everywhere.

Here are a couple of other examples from properties sold by my clients in 2010:

- A Kansas farm family prepares to sell its land after farming it for 120 years.
- A property long known as the location of "Earl's Fruit Stand" in downtown Franklin, Tenn., is in foreclosure and set for an absolute auction.

Those stories are all about real estate, reflecting my clientele, which is heavily made up of real estate Auctioneers.

But if you ask the right questions and keep your antenna up, you can find stories in almost anything you sell. Indeed, it's hard to imagine a true antique that doesn't have a story behind it.

Let's say you're selling an old sofa table. It might not even look that great, and it could get lost in the shuffle of a large auction. But what if it came from Gustav Stickley or even one of his followers? Even if you can't validate the piece's exact heritage, you can point to its features and talk about the influence of that style.

A few years ago, my son was considering whether to purchase a knife that, to him, looked pretty ordinary. The blade was black, and the handle was plain wood. My son was unimpressed. But the dealer told him the story of how the Ka-Bar knife was designed to meet the combat needs of Marines who carried it in Korea and Vietnam. "See that black blade? They make it that way because a shiny one might give away a soldier's position. It's not fancy, but it's tough as a knife can be, because when you're in combat, the last thing you need is a knife that chips or breaks."

Don't get me wrong; a Ka-Bar is a great knife. But it's ugly, and there are always plenty around. But the story captured the imagina-

tion of my son, who refused to leave the store without owning one.

Obviously, you can't find a great story in everything you sell. Sometimes it's just a steer, a tractor, a subdivision home or a repossessed car. That's fine. But if you start honing your own storytelling skills, you'll be amazed at how it can improve your results.

Ask questions. Dig a bit. Use your imagination. Sell more. □



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# RISK CONTROL

## New insurance covers auction companies if they lose private client information

By Bryan Scribner  
*editor*

Worker's compensation insurance remains arguably one of the most important, yet least understood, products for Auctioneers, say National Auctioneers Association members who offer the coverage.

The problem for Auctioneers largely centers on one common question: Is the person working for me a contractor or employee?

"Everybody always addresses it from the tax perspective," says Larry Harb of IT Risk Managers Inc., Okemos, Mich. "Forget the tax issue, that's a piece of cake."

The real risk, insurers say, is when an Auctioneer hires a friend, neighbor, family member or other person on a temporary basis to perform contract work. Examples of this type of work include moving furniture on the weekends or helping spot bids for a few hours during an evening auction.

In these situations, if the contractor is injured, serious

consequences could befall the Auctioneer.

If a contractor breaks her back while helping move a coffee table down a flight of stairs, she may have no other choice but to sue the Auctioneer — if he or she doesn't carry worker's compensation insurance — for medical expenses.

"Somebody has to pay for it, and everybody's kind of pointing the finger at each other now," says Greg Magnus, AIC, CPIA, asset protection specialist for E.R. Munro and Co., Pittsburgh.

### Threat of lawsuits

The good thing in the market for insurance, Magnus says, is many Auctioneers are now better educated about what they need to decrease risks associated with running an auction business.

The threat of lawsuits is greater than in the past, he says, and other businesses are now asking Auctioneers to offer proof of insurance before they will work with them.

For example, Magnus says certain hotels and fairgrounds

insurance



Auctioneers who hire friends or temporary workers to help unload auction items should consider worker's compensation insurance, NAA members say.

in which Auctioneers conduct sales now want proof of general liability insurance.

“It is kind of like one of those necessary evils — it’s a business expense — where a lot of times you might not see any benefit until you have a claim,” Magnus says.

Lynne Seiffert, bond manager for BondsPlus from Hodges & Associates Inc., Marietta, Ga., says Auctioneers need to get a better understanding of why general liability insurance is so important to running a business.

“In this society, everybody wants to sue you regardless of whether it’s your fault or not,” she says.

Seiffert, though, says Auctioneers are professional and organized individuals, and therefore, it’s hard to prove negligence when claims make it to court.

“They just don’t leave things out in the aisle that you can fall over,” she says. “That’s just not their nature.”

### New liabilities

Still, Magnus and Harb say one of the most important things they do as insurance providers is educate Auctioneers on new liabilities of the profession.

As a group, Harb says, Auctioneers are a tough class to insure because their businesses might be selling small pieces of personal property one day and large industrial equipment and supplies the next day. That’s why it’s so important, he says, to do business with agents that understand the industry and can offer appropriate policies.

One new type of coverage IT Risk Managers offers is database insurance. The product covers the loss of personally identifiable information, which many Auctioneers collect from clients during registration for an auction.

Harb says 45 states now have “database

**continued >**



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## ARE YOU COVERED?

Auctioneers need more than general liability insurance protection for the myriad risks associated with doing business. Do you know what kind of insurance you would need for every situation? Try to match the potential risks on the top with the appropriate insurance policies on the bottom.

### SCENARIOS

1. An auction attendee slips and breaks his arm



2. An antique is destroyed while in transit to the sale



3. A bidder claims the Auctioneer misrepresented an item



4. Someone steals an auction item



### POLICY CHOICES

A. Care, custody and control

B. General liability

C. Errors and omissions

For answers turn to page 58

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notification laws” on the books that require Auctioneers to contact customers if personally identifiable information is compromised. He estimates each record is about a \$50 liability, so, an Auctioneer with 5,000 clients in his database has a potential “exposure” of \$250,000.

Personally identifiable information includes data such as credit card numbers, dates of birth, license numbers and Social Security numbers.

## Insurance programs

Another new product from IT Risk Managers, which offers details of its Auctioneer Insurance program at [www.AuctioneerInsurance.com](http://www.AuctioneerInsurance.com), is a half-price, all-in-one policy that includes general liability, professional liability and care, custody and control insurance, Harb says. Professional liability protects Auctioneers from errors and omissions, which, for example, could involve a claim against an Auctioneer that asserts auction results failed to meet a seller’s expectations. A care, custody and control policy protects an Auctioneer from liabilities associated with handling sellers’ items.

E.R. Munro’s Magnus says his company is offering a new business-owners policy, which as of early January was available in 32 states. The all-in-one program offers general liability, business personal-property coverage and care, custody and control insurance. It also covers losses of money and securities on and off a business’ premises and allows Auctioneers the ability to add one additional insured business at no charge, Magnus says. □

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# Gold coins & watches fetch strong prices

An early December auction from Adam A. Weschler & Son Inc., Washington, D.C., brought more than \$571,000, according to a news release.

The Jewelry, Coins & Watches, American & European Fine Art and 20th Century Decorative Arts sessions gave solid performances.

Twenty-eight lots of U.S. and foreign gold coins were estimated to bring \$38,400 to \$54,100, and with a 100

percent sell rate, the coins sold for \$44,039.

Among the watches, an Edwardian lady's platinum, diamond and seed pearl pendant watch by Vacheron & Constantin drove past its estimate of \$7,000 to \$10,000, selling to a phone bidder for \$28,200.

Highlighting the period jewelry was an art deco platinum, opal doublet, diamond, blue sapphire and ruby clip, which surpassed its pre-sale estimate to sell for \$11,162.

art,  
antiques,  
collectibles



\$11,162



\$28,200

Standouts among the gold offerings included an 18-karat yellow-gold, multi-color precious and semi-precious stone three-piece ensemble selling for \$2,820 and a choker length 14-karat yellow-gold necklace by Tiffany & Co., which sold above estimate at \$3,055.

Among a collection of 20th Century decorative arts, a set of eight Tiffany gold favrile glass stem wines realized \$3,525, a set of eight Tiffany & Co. "Chrysanthemum" pattern sterling bouillon cup housings with Lenox gilt porcelain liners got \$3,525 and a Tiffany & Co. "Chrysanthemum" pattern 217-piece sterling assembled flat table service sold for \$21,150.

A selection of Australian and Indonesian works of art did well, with an oil by John de Burgh Perceval (Australian 1923-2000) titled "Lady in Paddys River" fetching \$43,375. In addition, a mixed media on canvas by Indonesian artist Ahmad Sadali (1924-1987), Untitled (Abstract of Nine Gold Bars), sold for \$11,750.

Standouts among the European works included a Parisian street scene by Antoine Blanchard (French 1910-1988), which received \$7,637. A 16th to 17th Century work, "Madonna and Child with Saints" brought \$6,462, and a British School unsigned oil of "The Soldier's Return" went for \$7,230. □

## Auction house opens New York office

Max Spann Real Estate & Auction Co., Clinton, N.J., is opening an office in New York City, according to a news release.

Company President Max Spann Jr., CAI, says the company has experienced increased demand for its services nationwide.

"Being located in the nation's financial, legal and real estate capital will allow us to better serve our growing national client base," Spann says in the release.

Max Spann's New York office will be located at 370 Lexington Avenue in Manhattan.

In the past year, Max Spann has conducted dozens of auctions and competitive-bid events throughout the nation, including New Jersey, Pennsylvania, North Carolina, Ohio, Massachusetts, Maryland and Delaware. More auctions are planned for New York, South Carolina, Colorado, Illinois and Florida in 2011. □

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

Remi's dad had a type of eye cancer called retinoblastoma when he was a child, so when Remi was born, his mother felt it important to have Remi checked for it, too. Her motherly instincts proved correct, when, at just 2 months old, tests revealed little Remi had tumors in both of his eyes. Remi's mom remembered the devastation she felt upon learning her baby was suffering from cancer. "I felt like my whole world was crushed," she said. Remi's doctor quickly provided a referral to St. Jude Children's Research Hospital®.

At St. Jude, Remi began receiving chemotherapy. Because his disease was advanced, Remi was treated with three types of chemotherapy on a protocol designed to destroy the tumors in his eyes, with the hope of preserving his vision. Remi's mom knows the research going on at St. Jude contributes to her son's chance of beating his disease. "I feel that Remi receives top-of-the-line treatment here. We're at the best place in the world," she said.

Remi has completed treatment and was able to return home this fall. He'll return to St. Jude for regular checkups. Remi is a curious little boy who loves *Sesame Street* and playing with his toy train.

For more information, visit [www.stjude.org](http://www.stjude.org).



Remi  
1 year old  
bilateral retinoblastoma



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Submitted photo.

## NAA Auctioneers attribute increase in storage-unit auction sales to cable shows

The increase in attendance for an early December storage-unit auction in Texas was close to 800 percent, according to a news release.

LL Auctions, Dickinson, Texas, conducted the sale of 58 storage units at Budget Storage in Houston. The company sold every unit to the record number of bidders.

“We knew we had to get everyone registered as quickly as possible and move the auction along in a timely manner,” says Lisa Gay, CAI, of LL Auctions, in the release.

“We began promptly at 10 a.m., and we were all thrilled when each and every unit was sold by 2:15 p.m.”

Some units brought \$10, while others sold for \$1,600, according to KHOU-TV.

Gay attributes the record turnout and auction success to cable TV shows such as “Storage Wars” and “Auction Hunters.”

“One of the most frequent questions we are asked is if it’s like the TV shows,” Gay says. “I tell new bidders it’s like sitting in front of a slot machine — you can spend money and lose, break even or you just might hit the jackpot.

We’ve heard of cash, guns and motorcycles being buried in the back of some units. It’s the mystery and the

thrill of the hunt that keeps bidders coming back.”

In addition to the shows, the news release says the economy has played a role in increased storage-unit auction attendance. Bidders are purchasing units and selling items for profit at flea markets and garage sales.

Gay says her company is getting a lot of traffic from its auction listings on AuctionZip.com.

“In the past, when we posted an auction on this site, we would see 800 to 1,200 views for that auction,” she says in the release. “Now we are seeing 3,500 to 5,000 views per auction. That’s a lot more potential bidders.

# It's elementary

Children's auction teaches students, teachers about profession

Blue Fox Benefit Auctions performed an auction Dec. 17 for a class of third-grade students at an elementary school in Boerne, Texas, according to a news release.



Rick Stroud, BAS, and Cindy Soltis-Stroud, BAS, (center) of Blue Fox Auctions & Consulting, Boerne, Texas, help third-grade students understand the auction method of marketing in mid-December. Submitted photo.

Each year, students in the class earn Cougar Cash for outstanding citizenship, and in December, they redeem their "cash" for items the children donate, such as bookmarks. The children pretend they are at an auction and the bidding begins.

Cindy Soltis-Stroud, BAS, and Rick Stroud, BAS, of Blue Fox Auctions & Consulting, Boerne, were the Auctioneers for the event. The National Auctioneers Association members talked with the children about the auction business and worked with the class on Auctioneer tongue twisters.

Bidding during the event was a frenzy of excitement and competition, as each child bid

with intensity and a goal to be the highest bidder, according to the release. The challenge for the children was to keep track of their Cougar Cash.

In addition to the auction, the Auctioneers performed the heads and tails game. The winner took away a handful of beads, and each student received a bead necklace from Blue Fox.

For the classes' upcoming spring auction,

some students plan to work on bid-calling techniques so that they can try auctioneering.

The more bidders we can bring to an auction the more money for that facility."

In addition to LL Auctions, Mayo Auction & Realty in Kansas City, Mo., is experiencing a boom in its storage-unit auction business, according to a news release.

"We went from having 10 to 12 normal buyers to 300 people showing up for our last auction (Dec. 31)," says Robert Mayo,

CAI, AARE, ATS, the company's President and National Auctioneers Association Director. "We would have never expected the turnout to be this great.

"People see the show and think, 'that is something that I can do,' or, 'that could be me,' so they come to the storage-unit auctions hoping to get that same fame that they see on the show." □

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## Hall of Famer was top livestock Auctioneer



Kurtz

National Auctioneers Association Hall of Fame member George Kurtz died Dec. 29. He was 95.

Kurtz was one of the top purebred livestock Auctioneers in the U.S., according to a news release. Kurtz served as President of the Kentucky Auctioneers Association and was in its Hall of Fame.

In addition, he was named to the University of Kentucky's Animal Science Hall of Fame and as a University of Kentucky Fellow.

Kurtz went to auction school in 1945 and over the next 15 years earned his status as a purebred livestock Auctioneer,

conducting auctions in 18 states, according to the news release.

On several occasions, Kurtz was an Auctioneer for the Kentucky State Fair, and in the 1960s, he and his wife, Jane, along with their children, moved on to real estate auctions.

Kurtz was a member of the Sturgis United Methodist Church, for which he taught Sunday school for 20 years. He also was a member of the Morganfield Lions Club.

Kurtz is survived by his children, Martha Jane Kurtz Williams, William B. Kurtz, Judge Julia J. Tackett and Kelly Kurtz Goetz; seven grandchildren; and 12 great grandchildren. □

## NAA loses industry leaders in December



Dreyer

Two instrumental members of the National Auctioneers Association died in December.

A columnist for The Orange County Register described Chuck Dreyer as the "premier" benefit Auctioneer in his county. Pat Harvill, another NAA Auctioneer who died in the same month, helped start Hudson & Marshall of Texas Inc. in 1996.

Dreyer, 72, grew up in Euclid, Ohio, and served in the U.S. Marine Corps, which he represented as a member of its swim team. He later worked as an actor in Hollywood and launched a career in real estate, which included work in the homebuilding industry and in new-home sales.

Dreyer attended the Western College of Auctioneering in Billings, Mont., and earned both the CAI and AARE professional designations from the NAA. He was Chief Executive Officer of Dreyer Real Estate Auctions Inc.

He returned to the housing industry in 2000, and most recently, he concentrated 100 percent of his auctioneering on charitable groups, according to the release.

In his career, Dreyer conducted more than 1,500 special events and raised tens of millions of dollars for nonprofit organizations. He was known for his positive attitude and love of personal interaction.

He is survived by his former wife, Ann; daughter, Jeniffer Brown; grandson, Tanner Brown; sister, Diane Zeitz; and brother, Bob.

### Harvill



Harvill

Among the things Harvill, 55, will be remembered for most include his love for family and friends, passion for the auction industry, interest in airplanes and admiration for the University of Texas.

Harvill graduated from the university in 1978. He met his wife, Jelia, at the school, and they were married March 29, 1980.

Since Harvill was seven years old he helped his uncle, Asa Marshall, and his business partner, Ben Hudson, with their auction company, Hudson & Marshall, according to the release. Harvill officially started working for the company in 1978.

In 1986, he opened the Texas office, and in 1996 he helped create Hudson & Marshall of Texas Inc. with his longtime friend Dave Webb.

Equal in passion to the auction business was Harvill's love for flying. He earned his pilot's license in 1983 and started a charter jet company.

Harvill is survived by his wife, Jelia; son, Brandon; daughter, Kristen; parents, Robert S. and Norma; and sisters, Sharlane Billman and Lynn Rich. □

# Education Institute Calendar 2011



## February

### Winter Symposium

Feb. 16-19 in Park City, Utah

## March

### CAI Next

March 20-22 in Bloomington, Ind.

### CAI

March 20-24 in Bloomington, Ind.

## April

### Auction Technology Specialist

April 1-3 in Sacramento, Calif.

### USPAP

Baltimore

# NAA updates specialties for Membership Directory

## Members should consider revising information for “Find an Auctioneer” online resource

By NAA staff

Think of yourself as a potential auction client.

You have a recreational vehicle and personal watercraft that have sat idle in your driveway for five years, and you want to sell the products via auction.

You have never used an Auctioneer before, so in your quest to narrow the search for the best Auctioneers in your area, you use the “Find an Auctioneer” feature on either [www.auctioneers.org](http://www.auctioneers.org) or [www.NaaAuction.com](http://www.NaaAuction.com).

Among the NAA Auctioneers you’re considering, three look like they would handle your assets most appropriately. But which one will you call first? Which Auctioneer will have the first opportunity to earn your business?

### Set yourself apart

As a relatively new member of the community, you know nothing about the three Auctioneers. At first glance, their listings on “Find an Auctioneer” are pretty comparable — they all have designations after their names, professional websites and NAA memberships that have lasted for 10 years or more.

The only difference is one Auctioneer reports his specialty as residential real estate; one says she specializes in everything under the sun; and the other specializes in antiques and collectibles, coins, recreational vehicles and boats.

Although, for your situation, the Auctioneer with four specialties might not be the best of the three, or even the one you go with, it’s likely he will be the one you call first simply because his specialties seem to align best with what you have to sell.

### Responsible marketing

This Auctioneer’s practice is a good illustration of responsible marketing, says Chris Longly, the NAA’s Deputy Executive Director. His listing on the NAA websites accurately represents the specialties in which he has experience, and thus, could lead to more business.

To help NAA Auctioneers seize the opportunity to earn more clients through its websites, the association has updated and revised its Auctioneer Directory.

**Important:** It is not necessary to add designations, as these are automatically included following a designee-holder’s name. Please note contact information changes will be reflected in the NAA’s records and will affect delivery of NAA communications, including *Auctioneer*.

“The NAA requests that when reviewing and updating specialties, members only select specialty categories in which they have direct experience,” Longly says. “Highlighting your true specialties will increase the likelihood of receiving opportunities through the online directory.”

Longly says a claim to an auction specialty for which an Auctioneer has no experience is not only misleading but also a deceptive business practice.

Changes to the directory include the addition of firearms, jewelry, bankruptcy and other specialty categories. Longly encourages members to review and update their online profiles at [www.auctioneers.org](http://www.auctioneers.org). □

### Updating your specialties

**The NAA has updated and revised specialty categories for its Auctioneer Directory.**

**To update their specialties, members should log in to [www.auctioneers.org](http://www.auctioneers.org) and visit the “Member Resources” page. Here, they can access their personal profiles at the “Your Auctioneer Profile” link, which allows members to update specialties and contact information. NAA Auctioneers also can upload a photo.**

*“Highlighting your true specialties will increase the likelihood of receiving opportunities through the online directory.”*

*Chris Longly, NAA Deputy Executive Director*



# Members now have online access to PowerPoint presentations, business advice

By NAA Staff

A large general merchandise retailer is looking for an Auctioneer to conduct monthly sales of excess inventory for the next three years — the job has the potential to net your company millions of dollars.

Your auction business is among five finalists in your area for the job; however, the retailer's top executives are skeptical of auctions. In addition to learning why you are the best choice for their company, they want to know about the history of auctions, the advantages of the auction method and the differences between absolute and reserve sales.

You have been to auction school and have taken continuing education through the National Auctioneers Association. Still, you know you'll have to brush up on a few details before going in front of the company's board of directors.

Plus, you know you will need an impressive presentation, and it will take quite a bit of digging to put together a history report on the auction profession.

It's something you're certainly capable of, but you have only one day to put together the information. Where do you turn?

To start, you could read through back issues of *Auctioneer* magazine, search the Internet or make a trip to the public library. These options are viable, but they're also time consuming and thus will likely limit how much work you can put into creating a polished and professional, contract-winning presentation.

## Member resources

In this situation, your best bet is probably the NAA's new member website at [www.auctioneers.org](http://www.auctioneers.org).

Here, under the tab "Member Resources," NAA members have access to "Auction Presentations," which are detailed PowerPoint presentations focusing on several aspects of the profession, including its history and the advantages of buying and selling at auction.

Also under "Member Resources" is a link dubbed "Downloads," which takes you to resources such as research stud-

The "Auction Presentations" link under the "Member Resources" tab of [www.auctioneers.org](http://www.auctioneers.org) features a PowerPoint presentation on auction history.

ies, news releases, marketing information and beneficial advice columns and stories from *Auctioneer* magazine.

For example, the "Downloads" portion of the website provides NAA Auctioneers legal information on absolute auctions, firearms sales and the protection of intellectual property. It also includes articles on conducting appraisals, complying with government regulations and the latest in auction marketing techniques.

The "Member Resources" section of [www.auctioneers.org](http://www.auctioneers.org) is just another benefit of an NAA membership. Call (913) 541-8084 if you have trouble accessing the content. □

## On the download

The new NAA member website, [www.auctioneers.org](http://www.auctioneers.org), features a "Downloads" link under the "Member Resources" tab with many useful documents, including these:

- Position papers on auction conduct
- Auction industry research reports
- Advice columns from award-winning marketers
- Legal columns from Steve Proffitt and Kurt Bachman
- Stories presenting best business practices for Auctioneers

# Auctioneers Foundation seeks Trustee candidates

By NAA staff

Each year three new Trustees are elected, each to a three-year term, for the National Auctioneers Association's Board of Trustees.

To declare your candidacy for the NAF Board of Trustees, you must submit the NAF Trustee Candidate Application and Profile form by March 1.

Trustees are expected to take an active role in the governance of the Foundation, including these responsibilities:

- Strategic planning to chart the future direction of the Foundation
- Policy development in response to major issues that are currently, or will in future, have a significant impact on the Foundation and the constituencies it serves
- Approve and monitor performance of Foundation programs, services and finances
- Maintain accountability to the members, donors, sponsors and clients

Candidates must be a National Auctioneers Association member in good standing and have either a) been a member for a minimum of 10 consecutive years, or b) have completed a full three-year term on the NAA Board of Directors.

Candidates should be aware of the following:

- NAF Trustees are elected for a three-year term by the NAA membership during the Annual Business Meeting at Conference and Show
- NAF Trustees are 100 percent self-funded and use their personal resources to fulfill their Foundation commitments, including travel, lodging and incidental expenses related to Board meetings

## To serve, NAF Trustees must ...

- Embrace the mission of the Foundation to provide funding to advance and enrich the auction community; and to support and perpetuate the auction method of marketing by funding research, education and public relations
- Demonstrate commitment to the Foundation's objectives by being a donor first and a fund-raiser second, with a history of giving and the willingness to provide personal financial support for all Foundation fund-raising initiatives
- Be comfortable and willing to ask colleagues, peers, friends and business associates and contacts for financial and in-kind contributions

Act as an ambassador for the Foundation at all association and industry functions by educating members and others in the auction community of the Foundation's mission and by promoting and encouraging participation in Foundation fund-raising events

Assign a high priority to Foundation business, including Board and Committee meeting attendance, conference-call participation and prompt response to e-mail and other correspondence

## Candidate review

The Nominations Committee will interview, either in person or by telephone, each candidate from March 1 to March 15 to review and verify the candidates' qualifications and to clarify that the candidates understand and are willing to accept the Trustee responsibilities. Candidate profiles will be published in *Auctioneer* and elections will take place at the NAF Annual Business Meeting during the NAA Annual Conference and Show in Orlando, Fla., on July 12-16. □

**NATIONAL AUCTIONEERS FOUNDATION**  
**Trustee Candidate Application and Profile**

**Due: March 1, 2011**

**Name:** \_\_\_\_\_ **Daytime Phone:** \_\_\_\_\_

**Number of years in the Auction Profession:** \_\_\_\_\_ **As an NAA Member:** \_\_\_\_\_

**Member of state association(s):** \_\_\_\_\_

**Number of auctions conducted annually:** \_\_\_\_\_

**Auction specialty:** \_\_\_\_\_

**Briefly describe your career in the auction industry (how it began, how it has evolved to your current position/status.)**

**Briefly describe why you would like to serve on the NAF Board of Trustees:**

I certify that I am a current member in good standing of the National Auctioneers Association/Foundation and that I:

Have been a member of the National Auctioneers Association/Foundation for at least 10 consecutive years.

**OR**

Have served a full three-year term on the National Auctioneers Association Board of Directors.

**Signature:** \_\_\_\_\_

**Send: 1. Completed Candidate Application**  
**2. Color Photograph**

**To: National Auctioneers Foundation**  
**ATTN: Carol Jorgenson**  
**8880 Allen Blvd**  
**Overland Park, KS 66214**  
**cjorgenson@auctioneers.org**

**Must be received by: March 1, 2011**



# Board of Directors

## Director, Officer requirements

NAA members who wish to be elected as an Officer or Director of the association at the 2011 International Auctioneers Conference and Show in Orlando, Fla., in July must announce their candidacy by **March 1, 2011**.

### Candidates must submit **ALL** of the following by **March 1, 2011**

1. A letter of intent to seek an Officer or Director position
2. A professional biography
3. A **high-resolution** professional color photograph of yourself
4. A brief response for each of six questions. **You have a total of 500 words to answer all six questions.**

Please send the information by **e-mail to Hannes Combest at [hcombest@auctioneers.org](mailto:hcombest@auctioneers.org)** on or before **March 1, 2011**.

A profile of each candidate, with their photograph and answers to the six questions below will be published in the May issue of *Auctioneer*, and they will be available on the NAA website. The profile is intended to help members learn the candidates' goals and views.

### Questions:

1. What is your definition of an Auctioneer?
2. What auction and life experiences do you possess that will benefit the NAA and the membership by your serving on the Board of Directors?
3. What changes do you foresee in the profession in the next five to 10 years, and how can the NAA be best positioned to address those changes?
4. Please explain what you see as your role, if elected to the Board, and how you will make a difference in the NAA.
5. Which of the following word(s) best describe your leadership style and why: Direct, Influencing, Traditional, Detail-focused?
6. What is your understanding of governing an association of professionals?

### Recommended guidelines

The NAA Candidate Review Committee has developed a set of recommended guidelines to be used in attracting potential candidates to the Board of Directors. While any member may run for NAA office, the Candidate Review Committee suggests that candidates be able to embrace the NAA Code of Ethics as well as the mission and vision of the organization. In addition, candidates for the Vice President and Treasurer must have served at least one term on the NAA Board of Directors, the NAA Education Institute Trustees, the NAA Auxiliary Trustees or the National Auctioneers Foundation Trustees. Candidates for Treasurer should also be able to demonstrate an aptitude for financial management.

### Mandatory service of Directors

The following is a list of requirements for service on the NAA Board of Directors:

The NAA Board of Directors is expected to attend three scheduled face-to-face meetings, serve on NAA committees as requested by the President and may be requested to attend and speak at various state association conventions as an NAA representative. Candidates must also agree to regularly observe the NAA Discussion Forum on [www.auctioneers.org](http://www.auctioneers.org) and aggressively recruit new members for the NAA.

### NAA positions available

**Vice President:** Elected annually by a vote of the membership; will ascend to the presidency the next year

**Treasurer:** Elected once every two years by a vote of the membership

**Directors:** Two are elected to three-year terms by a vote of the membership

A complete position description for Director, Treasurer and Vice President can be obtained by sending an **e-mail to Hannes Combest at [hcombest@auctioneers.org](mailto:hcombest@auctioneers.org)**.

### 2011 Candidate Review Committee:

Christie King, CAI, AARE, BAS: Chairwoman	Scott Musser, CAI, BAS
John Kramer, CAI, AARE, CES	B. Mark Rogers, CAI, AARE
Darron Meares, CAI, BAS, MPPA	Randy Wells, CAI, AARE, BAS, CES, GPPA

### NAA Bylaws (as they pertain to the nominating process)

1. Candidate Review Committee. The Vice President, subject to the approval of the Board of Directors, shall appoint a Candidate Review Committee, the members of which shall serve for one (1) year or until their successors are appointed and qualified. The Candidate Review Committee shall be appointed soon after taking office and will consist of the Vice President, the Past President and three other current or former Board members. They will be responsible to:

- Identify potential Board members and develop a full slate of candidates by March 1.
- Work with the Board to identify the optimal Board matrix based on the strengths and needs of the Board (including the need for diversity as defined by the organization).
- Screen candidates' eligibility and assess qualifications for service.
- Market volunteer opportunities to potential leaders.
- Define leadership development strategies.
- Oversee and monitor leadership development activities.

Nominations from the membership for association positions must be submitted to the association headquarters office on or before March 1 of each year for the election at the annual meeting. No further nominations shall be made after this date except by the Candidate Review Committee as here after provided.



# 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 2011 must submit information declaring their interest by **March 1, 2011**.

Two (2) new trustees will join the Education Institute as of the 2011 Conference and Show in Orlando, Fla. Terms are for four (4) years, and trustees are expected to take a very active role in the planning and implementation of all education efforts of the NAA. The trustees lead and direct all educational activities of the NAA, from designation programs such as CAI, AARE, ATS, BAS, CES, GPPA and MPPA, to certificate programs, seminars and educational offerings at Conference and Show.

### Trustees must meet the following requirements:

- Have an NAA designation (CAI, AARE, ATS, BAS, CES, GPPA or MPPA)
- Be an active member of the NAA for no less than five years
- Submit a letter confirming a commitment to serve

### Trustees candidates should be aware that:

- 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 four (4) 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

### Candidates must submit **ALL** of the following by **March 1, 2011**:

1. A signed letter of intent to seek a trustee position
2. A brief response (75 words) for each of seven questions listed at right
3. A color photograph of yourself
4. The following profile information:
  - Number of years in the profession
  - Number of years as an NAA member
  - Work history
  - Education
  - Community activities
  - Membership of any state associations
  - Number of auctions conducted annually
  - Auction specialty

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 the following questions (in 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 Auctioneer education?
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 image of the individual Auctioneer and the auction method of marketing?

**Please remember that we need all information by March 1, 2011.**

Please e-mail the requested information to:  
[education@auctioneers.org](mailto:education@auctioneers.org)



# NAA Hall of Fame Nomination Form 2011

Name of Nominee \_\_\_\_\_

Residence Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip code \_\_\_\_\_

Phone \_\_\_\_\_

State Association of Nominee \_\_\_\_\_

## Business Information

Name of Firm \_\_\_\_\_

Position in Firm \_\_\_\_\_ Number of Associates or Partners in Business \_\_\_\_\_

Business Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip code \_\_\_\_\_

Phone \_\_\_\_\_

## Personal and Family Information

Spouse's Name \_\_\_\_\_

Does spouse participate in the auction profession?  Yes  No

If yes, explain: \_\_\_\_\_

Children (include names and ages)

Name \_\_\_\_\_ Age \_\_\_\_\_

Name \_\_\_\_\_ Age \_\_\_\_\_

Name \_\_\_\_\_ Age \_\_\_\_\_

Does spouse participate in the NAA Auxiliary?  Yes  No

Does spouse participate in the State Auxiliary?  Yes  No

## General Professional Information

How long has the nominee been associated with auction business? \_\_\_\_\_ years.

What percentage of the nominee's time is actively spent in the auction business? \_\_\_\_\_ %

How long has the nominee been a member of NAA? \_\_\_\_\_ years.

Has the nominee specialized in any particular field of auctioneering?  Yes  No

If yes, what field?:

\_\_\_\_\_

# NAA Hall of Fame Nomination Form (page 2)

List educational background of the nominee, including offices held current and past:

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List regular auctions conducted, if any, and/or any special individual auctions conducted that brought attention and credit to the auction profession:

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List at least three individuals, who have worked with the nominee or who have knowledge of the nominee's worthiness in being considered for this award, whom the Hall of Fame Award Committee may contact:

Name	_____	Address	_____
Name	_____	Address	_____
Name	_____	Address	_____

Previous recipients of the NAA Hall of Fame Award have established general qualifications which they think each nominee should possess or have shown. Please reflect your personal assessment of the nominee with respect to: Honesty; High Ethical Standards; Willingness to Share with Others; Standing in his or her Community; State and National Association; and Contributions to NAA and the Auction Profession

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**Nominations must be postmarked no later than June 3, 2011 Mail nomination form to:**

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

Submitted by (please print) \_\_\_\_\_

Residence Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Nomination recommended by (state association) \_\_\_\_\_

## Sample Press Release



FOR IMMEDIATE RELEASE

Contact: Chris Longly  
National Auctioneers Association  
(913) 541-8084  
[clongly@auctioneers.org](mailto:clongly@auctioneers.org)

### **Auctioneers ‘Sold’ on National Auctioneers Day Saturday, April 16, 2011**

*Overland Park, Kan., January 25, 2011* – The third Saturday in April marks a special in the lives of auctioneers every year as ‘National Auctioneers Day’ is celebrated. This special day is recognized by auctioneers as a day to reflect back on one of history’s oldest professions and celebrate the industry’s future.

Auctioneers celebrate ‘National Auctioneers Day’ by offer their ‘voices’ to a range of charities and philanthropies as a way of giving back and giving thanks to the communities and customers they serve.

The last bastion of the competitive free enterprise system, auctions and the age-old profession of auctioneering continues to grow every year. It is estimated that approximately a quarter-trillion dollars in goods and services are sold by live auction every year in the United States. Online or on the lawn, auctions continue to grow in popularity with consumers. Bidders enjoy the thrill of competition with an auction and the rush that comes with the chase for treasures. Auctions are one of the most effective and efficient means of turning assets into cash quickly. Most importantly, consumers come back to auctions time and time again because of the fun and entertainment.

The [National Auctioneers Association](#) (NAA) and its members, encourage the public to enjoy Saturday, April 16 by attending an auction. To learn more about auctions, find an auction or auctioneer near you, visit [NAAuction.com](#).

###

#### **About the National Auctioneers Association (NAA)**

Headquartered in Overland Park, Kansas, the National Auctioneers Association (NAA) represents the interests of thousands of auctioneers in the United States, Canada and across the world. Founded in 1949, the mission of the NAA is to promote the auction method of marketing and enhance the professionalism of its members through education and technology. To learn more visit [Auctioneers.org](#) or [NAAuction.com](#).



# National Auctioneers Day Proclamation

## National Auctioneers Day April 16, 2011

### A PROCLAMATION

WHEREAS, auctioneering is one of history's oldest professions,

WHEREAS, auctions are the last bastion of the competitive free enterprise system;

WHEREAS, auctions continue to be the most effective means of establishing fair market value. No more. No less;

WHEREAS, the auction industry today contributes approximately a quarter-trillion dollars in sales each year to the United States economy;

WHEREAS, auctioneers create a competitive marketplace and connect buyers with sellers wishing to sell their assets for the highest dollar value;

WHEREAS, the National Auctioneers Association and its members strive to advance the auction method of marketing and uphold the highest standards of professionalism in serving the American public;

WHEREAS, auctioneers are proud business owners who support their communities;

WHEREAS, a National Auctioneers Day has been observed for more than 20 years by State and local governments and private organizations;

WHEREAS, the designation of National Auctioneers Day by the [CITY/STATE] will heighten the awareness of the public of the contributions made by auctions and auctioneers to the history of our Nation and its economy;

NOW, THEREFORE, I, [OFFICIAL'S NAME and TITLE] do hereby proclaim Saturday April 16, 2011 as "National Auctioneers Day" and call upon the community and partner organizations to celebrate with appropriate ceremonies to acknowledge these efforts.

Date:

Signature:



# MEMBERSHIP APPLICATION

Please complete all four sections of this form.

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

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

# 1

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

MEMBERSHIP TYPES		
<input type="checkbox"/> REGULAR	An active Auctioneer that subscribes to the NAA Code of Ethics and embraces the NAA Mission and Vision. Voting Member (Printed Materials)	<input type="checkbox"/> \$300 (1 Year) <input type="checkbox"/> \$535 (2 Years) <input type="checkbox"/> \$725 (3 Years)
<input type="checkbox"/> ONLINE	Online member is an active Auctioneer receiving all correspondence through online and electronic formats. Voting Member (Digital Materials)	\$225
<input type="checkbox"/> AFFILIATE	Individuals who are not Auctioneers but who are involved in auction or auction-related business with the purpose to provide goods and services to Auctioneers and the public. Non-Voting Member (Printed Materials)	\$500
<input type="checkbox"/> ASSOCIATE	Employees of Active Members who are not Auctioneers. Auction-related professionals representing the real estate, finance and legal industries should apply for Associate membership. Non-Voting Member (Printed Materials)	\$225
<input type="checkbox"/> MEMBER + SPOUSE	An Active member and his/her spouse or significant other that subscribes to the NAA Code of ethics and embraces the NAA Mission and Vision. Includes Auxiliary membership for spouse for one year. Voting Member (Printed Materials) Spouse's Name (Must Complete): _____	\$450
OPTIONAL FEES		
<input type="checkbox"/> NATIONAL AUCTIONEERS FOUNDATION DONATION	The National Auctioneers Foundation is the fundraising partner of the NAA. Funds promote the auction profession and industry. Donations are tax deductible.	\$50
<input type="checkbox"/> MEMBERSHIP NAA AUXILIARY*	The Auxiliary is a source for the promotion and advancement of the auction team. Membership is open to all members and spouses. One year membership per person. <input type="checkbox"/> Self <input type="checkbox"/> Spouse *Auxiliary Member's Name (Must Complete): _____	\$25 per member

# 2

## MEMBERSHIP INFORMATION (Please Print)

TOTAL AMOUNT DUE \$

First \_\_\_\_\_ Middle \_\_\_\_\_ Last \_\_\_\_\_

Nickname \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-Mail \_\_\_\_\_

Web Site \_\_\_\_\_

Check here if you are a previous member or a member of a state association.

Male  Female

Number of Years in Industry \_\_\_\_\_ Year of Birth \_\_\_\_\_

Name of auction school attended if applicable \_\_\_\_\_

Referred By (Optional) \_\_\_\_\_

# 3

## PAYMENT INFORMATION

- Check Enclosed (\$USD)
- Credit/Debit Card

**Payment Plan**  
See Reverse

Credit Card # \_\_\_\_\_ Exp. Date (MM/YY) \_\_\_\_\_

Card Holder Name (Print) \_\_\_\_\_

Signature \_\_\_\_\_

# 4

## AUCTION SPECIALITIES

It is recommended that you indicate your specialities. This information is available on the NAA web site where the public can search by speciality. You may choose up to FIVE.

- Antiques & Collectibles
- Appraisals
- Art & Galleries
- Auto & Motorcycles
- Bankruptcy
- Benefit & Charity
- Boats & Water Sports
- Business Liquidations & Office Equipment
- Coins
- Collector Cars & Vintage Equipment
- Estate & Personal Property
- Farm, Ranch & Livestock
- Firearms
- Govt. Surplus Property & Seizures
- Heavy Equipment & Construction Machinery
- Industrial & Manufacturing Equip.
- Intellectual Property
- Jewelry
- Real Estate, Commercial/Industrial
- Real Estate, Land
- Real Estate, Residential
- Off-Road & Recreational Vehicles
- Restaurant, Food & Spirits
- Trucks, Trailers & Transportation

# NAA Member Benefit Highlights

NAA Member Services: (913) 541-8084 — Fax: (913) 894-5281  
memberservices@auctioneers.org — www.auctioneers.org

## NAAuction.com

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

## Constant Contact

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

## Auctioneer magazine

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

## Auction E-News

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

## Industry Insights

Free online seminars presented by industry professionals teach today's business essentials to help you run your business more successfully.

## Online Mentoring and Networking Forum

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

## NAA Education Institute

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

## Buyers' Guide

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

## Auction Calendar

Members can post their auctions for free on the exclusive NAA Auction Calendar hosted at [www.NAAuction.com](http://www.NAAuction.com).

## NAA Credit Card Program & Free Check Recovery

Save on processing rates when accepting credit card payments from your sellers for their purchases. Call Cardmaster Solutions at (866) 324-2273.

## NAA Knowledge Center

Watch or download previous Conference & Show educational seminars, past IAC competitions and other NAA educational sessions. Each month, NAA members have access to a free seminar from a previous Conference and Show. Call (888) 711-1138, ext. 241 to purchase an individual, track or all-access pass.

## Discounted Advertising Rates

Reach your target buyers thanks to the NAA's exclusive auction advertising programs. Your NAA membership entitles you to discounted advertising rates with *USA TODAY*, *Investor's Business Daily*, *The Wall Street Journal* and *The Network of City Business Journals*. Other contracts available on request. For more information, call *USA TODAY* at (703) 854-6446 or Satellite ProLink, Inc. at (800) 510-5465.

## Free Website Design & Hosting

Members can individualize information about their company and post auctions with their very own free website. This program also includes free web hosting when you pay just \$9.95/year for the URL. Call Auction Zip (814) 623-5059.

## Workers' Compensation Insurance

NAA offers a deviated Workers' Compensation insurance program through the Blue Valley Insurance Agency. Premium prices vary by state and by payroll. For a quote, call (877) 451-0618 or visit <https://bvvia.agentform.com/auctioneer/quote>.

## NAA Insurance (Health and E&O)

The NAA is able to offer solutions that can provide you, your loved ones and your company with the right balance of care and service based on your personal preference, needs and budget. Programs available nationwide! Call (913) 754-7800.

## Publications

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

# NAA Payment Plan

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

## **Regular Membership (\$300)**

\$100/month for three consecutive months

## **Online Membership (\$225)**

\$75/month for three consecutive months

## **Member and Spouse Membership (\$450)**

\$150/month for three consecutive months

## **PLEASE CHECK ONE - REQUIRED**

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The official publication of the National Auctioneers Association

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4-5 — Oklahoma State Auctioneers Association convention, Oklahoma City  
4-6 — Missouri Professional Auctioneers Association conference, Jefferson City  
5 — West Virginia Auctioneers Association convention, Roanoke  
12-14 — Illinois State Auctioneers As-

sociation conference, Bloomington  
18-20 — Kentucky Auctioneers Association convention, Jamestown

### June

3-5 — Nebraska Auctioneers Association conference, North Platte  
5-6 — Tennessee Auctioneers Associa-

tion convention, Gatlinburg  
17-18 — Auctioneers Association of North Carolina convention

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Customized Newspaper Advertising.....	25
E.R. Munro.....	17
Hudson & Marshal Inc. ....	32
Ken Hall .....	23
Kiefer Auction Supply .....	33
Liquid Asset Partners .....	19
LuJohns Enterprises .....	57
Mendenhall School of Auctioneering ...	37
Multipar Bidding System .....	4
Proven Software.....	9
Satellite Pro Link .....	31
St. Jude .....	35
Texas Auction Academy .....	57
United Country .....	BC
USA Today.....	59
World Wide College of Auctioneering ..	29

Key 1. b 2. a 3. c 4. a Source: IT Risk Managers Inc.

# Calling all Scholars

## NAA Auxiliary

The National Auctioneers Association Auxiliary is now accepting applications for college scholarships it awards every year at Conference and Show in July.

Scholarship Committee Chairwoman and Auxiliary Director Kim Ward, BAS, CES, says the Auxiliary has raised more than \$76,000 and has awarded 50 scholarships since 1993.

The organization raises money for the scholarships in many ways, most notably through its annual Fun Auction at Conference and Show. The 2010 event raised about \$6,300.

Application guidelines for the National Auctioneers Association Auxiliary scholarships are as follows:

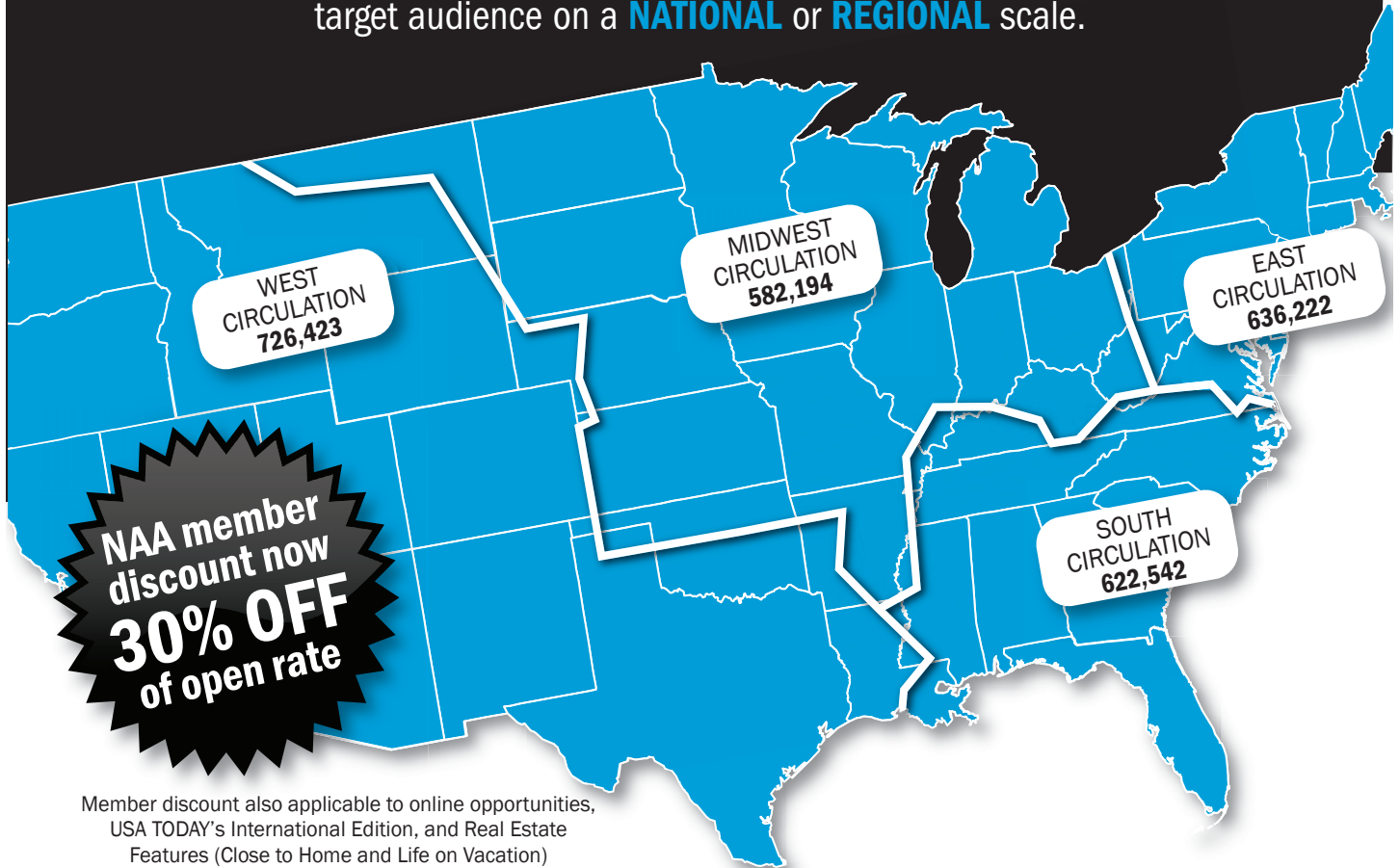
- ◆ Must be a child or a grandchild of an NAA Auxiliary Member with continuous membership since Jan. 1, 2006
- ◆ Must be graduating from an accredited high school
- ◆ Must be accepted as an undergraduate at a qualified college, university or school of technology or must be an undergraduate who has completed the past year at a qualified college, university or school of technology
- ◆ Candidates cannot be past Auxiliary Scholarship winners but can apply more than once

Scholarship Applications will be distributed by request with a deadline of Feb. 23. Scholarship packets are available with a required completion packet return postmarked by March 15.

For a packet, contact Kim Ward via e-mail at [kim@wardauction.net](mailto:kim@wardauction.net) or 1775 Fodderstack Mtn Loop, Greeneville, TN, 37745. For questions, call (630) 740-5860.

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Source: 2007 MMR, HHI \$85k+ and 9/07 ABC Publisher's Statement

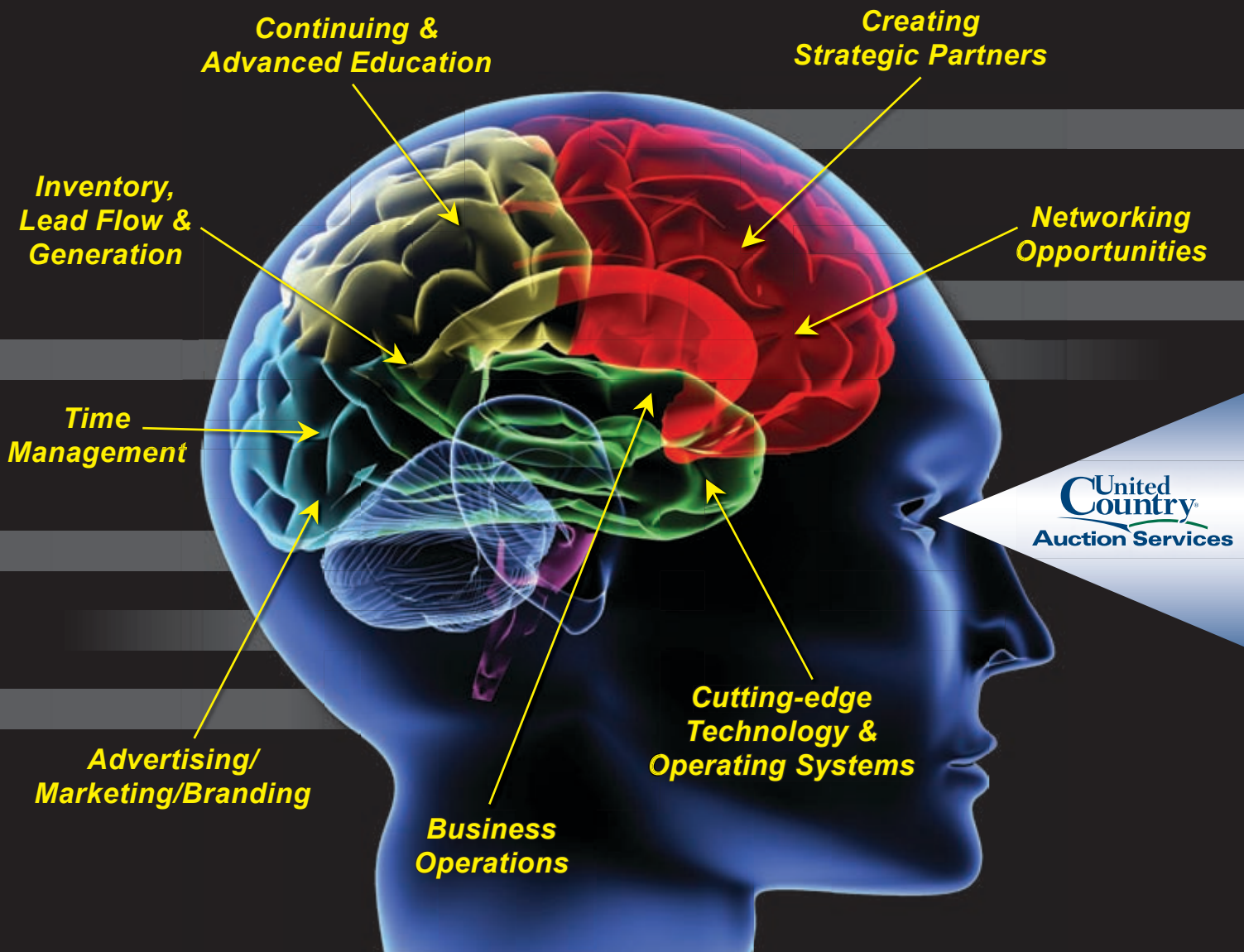
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