

Auctioneer

A man in a grey suit and yellow lanyard is gesturing with his right hand towards a crowd of people seated in an auction hall. The background is dark with several flags, including the American flag, visible.

FEBRUARY 2014

The official publication of the National Auctioneers Association

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A large, stylized illustration in the background. It shows a series of vertical bars of increasing height from left to right, resembling a bar chart. Silhouettes of five people are positioned on the bars: the first person is at the bottom left, climbing; the second is sitting on a bar; the third is standing on a bar; the fourth is standing on a bar; and the fifth is standing on the tallest bar, reaching up to touch a large, white dollar sign (\$) that sits atop the bar. The background is dark with a pattern of faint, overlapping circles.

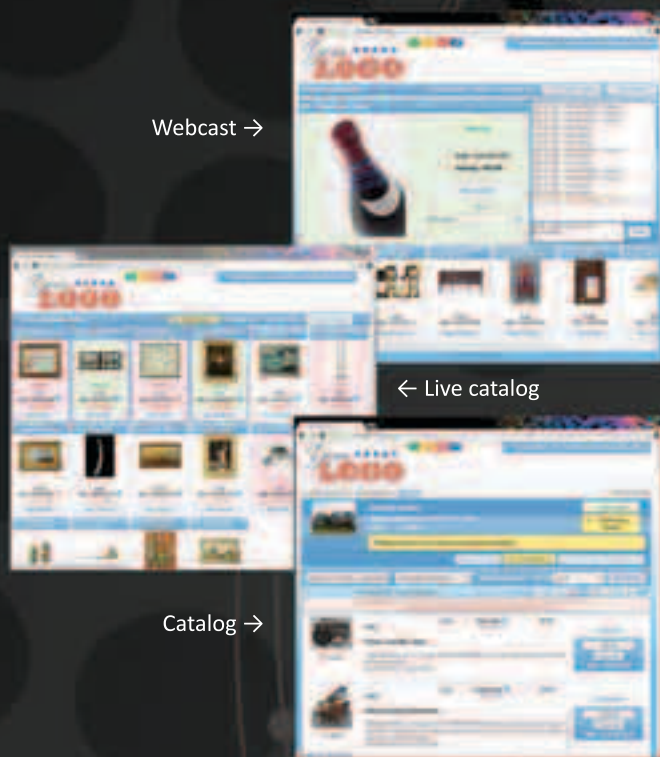
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Paul C. Behr

CAI, BAS, NAA President

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

Let's get going!

The new calendar year has started, and I'm again ready to hit the ground running!

I'm headed to the Pennsylvania Auctioneers Association meeting, and it hit me that I only have five months left as president of the National Auctioneers Association. What a ride it has been. People often ask me what I like best about being president. I have to say that this position has given me an opportunity to see all facets of the auction industry, and what I have seen, I like.

I have seen vibrant state associations offering great educational opportunities for their members. I have seen other auction organizations, such as the National Auto Auction Association, working hard for the industry. I have worked with a great group of auction professionals through the Education Institute Trustees, the National Auctioneers Association Board of Directors and the National Auctioneers Foundation. I have learned what great leaders we have in the National Auctioneers Association Auxiliary.

What you get to see when you are president is the total of what is happening in the industry, and what I see makes me proud.

I see Auctioneers Helping Auctioneers (AHA). I see Auctioneers learning new skills to make their business better and grow the industry. I see conversations happening on places like Facebook that could previously only happen at educational events and Conference and Show. What a world we live in!

And through it all, I am most proud of what NAA has put together in the form of Pathways to 2020. This document is the culmination of hundreds of our members' conversations — from the Council on Future Practices to our most recent task forces on promotion, education and advocacy. I am proud that the Board listened to feedback each step of the way. The Council listened to members as they asked questions, back in Orlando, about what the future of the industry is and how NAA and its members should respond.

The Vision 2020 Task Force listened when members told us that now is not the time for a name change, but it was time to officially wel-

come all who are in the auction industry into our membership. The Board listened to the recommendations made by the task forces earlier this year, helping us create the priorities that are now listed in the Pathways document.

And, we are transparent. This document tells you what you can expect NAA to do. It tells you what our top priorities are: creating a new website, discussing data collection, rewriting some of our top educational programs, and more. Moving forward, of course we will keep you informed how we are doing on these projects.

But, we are also flexible — ready to respond if needed, continuing to look where we need to go as the landscape in this industry continues to change.

There is a lot of discussion about why people should belong to NAA. If you are reading this column, you are probably already a member — and, for that, I thank you. However, please don't stop there. We need to continue to reach out and get more people in our organization. Last year, we wanted to reach 3900 members. We didn't quite make that number. This year, we want to reach 4000. It's not because we want the \$300 every member pays; it's because we want to represent the industry.

Theodore Roosevelt once said that "every man owes some of his time to the up-building of the profession to which he belongs." We can argue whether NAA owes us benefits, or whether we owe our time to NAA. But, what we can't argue about now is that we — every one of us — are the NAA.

I hope that you will continue to be a part of this dynamic organization. We — all of us — need you. We need your friend who is not a member. We need your friend's friend. NAA needs us all!

Let us know what you think about Pathways to 2020 by sending us an email to: hcombest@auctioneers.org. (See page 10 for the article. For the entire document go to www.auctioneers.org/about)

I can guarantee you that we will be listening!

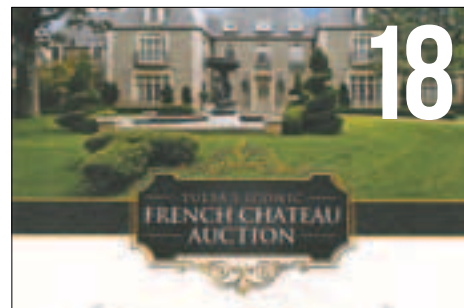
Paul C. Behr



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COVER STORY: Picture Perfect, part 1

What is 300 dpi? Why is it important? Why do media people keep asking me for it? We explain all of this and illustrate the reasons why image quality is vital.



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On the cover: Tim Keller, CES, of Lancaster, Pa, stares at a potential bid during the Fun Auction at last year's Conference & Show in Indianapolis.

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CAI?

YES, YOU SHOULD

CAI students, comprised of industry leaders and decision makers, are exposed to a level of training and networking opportunities not matched anywhere else. Photo by Tara Truitt

Regardless of age, tenure or business size, CAI provides business-changing networking and instruction.

By NAA Staff

There comes a time in every industry professional's life when he or she has to decide if what they are doing for a living really is for them; if they are ready to stop dating their profession and instead commit fully to it. That moment hits earlier for some than others, but

eventually, it comes.

For auction professionals, the National Auctioneers Association Certified Auctioneers Institute (CAI) is the place to act on that vow.

Hosted for more than 35 years annually by the NAA on the Indiana University campus, in Bloomington, Ind., CAI is the revered threshold over which industry leaders and auction firm decision-makers step and enter

into a tight-knit community of networking and executive development.

There is no program like CAI, which requires students to apply and also meet certain requirements. In other words, registering for the course does not guarantee acceptance. Three levels — CAI I, II and III — are spread over a Sunday-thru-Thursday period each year. Each level offers a different set of topics as students progress through their training. (See Table 1.)

Unlike some typical training level designs, the “good stuff” isn’t held until the end. Instead, business-changing philosophies and lessons are taught from the very beginning.

“The formal auction proposal writing I learned during CAI I helped me land three auctions in 2013 that I very likely wouldn’t have landed without it,” said Andy Conser, of United Country Heart of America Real Estate & Auction, in Oskaloosa, Kan. “The money I made on these three auctions will more than pay for all three years of CAI.

“I wondered if it was going to be worth it. Now, after year one, my only regret is waiting as long as I did.”

Some wait much longer than others, but the benefits are undiminished regardless of the attendee’s career length.

“Thirty-seven-year career in the auction world, and I never thought that I needed to learn anything else. Going back to school was for the newbies,” said Rusty Farrin, of Farrin’s Country Auction, in Chelsea, Maine. “Five years ago, I was convinced by a friend that I should go to CAI.

“With much resistance, I said I would go and see. Best thing I ever did for myself and my business.”

Much is made about the networking aspect that helps define the CAI experience, and it is legitimate. However, just sharing a passion for the auction industry isn’t the only common ground upon which attendees stand. CAI also casts a bright light on the dim idea that large-scale success is only reserved for a special few and isn’t possible for everyone.

“I learned that what separates little guys like me from the big boys is very little,” said Ken Girard, of Girard Auction & Land Brokers, Inc., in Wakonda, S.D. “I learned how-to technology that has now set our company ahead of our competition.

“I learned how to close bigger deals and make more money. The networking is what you will take away. A classmate and I bid together a major auction and got it. I would have never gotten it on my own.”

The dates for this year’s CAI classes are March 23-27.

If you would like to register for CAI, or for more information, call (913) 563-5428 or email cai@auctioneers.org. ❖

If you or your business is interested in becoming a sponsor at the historic, prestigious CAI event, contact Kari Preston at (913) 563-5421, or email kpreston@auctioneers.org, for complete package information.

CAI COURSE OUTLINE

CAI I	Communications, Negotiations, Technology, Human resources, Auction law, Ethics, Auction proposals, operations
CAI II	Presentations, Advanced technology, Online auctions, Finance, Marketing & branding, Marketing plans
CAI III	Advanced negotiations, Operating cost analysis, Prospecting, Bankruptcy courts, Selling foreclosed real estate, Writing and presenting a business plan

Table 1. Each level contains a wide, but in-depth, curriculum designed to immediately enhance students’ skillsets.

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NAA CEO explains Addison move

In July, at the annual International Auctioneers Conference and Show, I announced that, in 2015, the Conference would be held in Frisco, Texas.

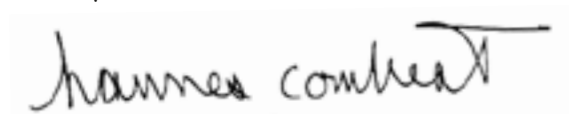
Unfortunately, due to factors beyond our control, the 2015 site has moved to Addison, Texas. Like Frisco, Addison is located north of Dallas, less than 30 minutes from either DFW Airport or Love Field. It boasts more than 170 restaurants within the 4.23 mile area, and is home to some great shopping in The Galleria Mall. To find out more about Addison, visit <http://www.addisontexas.net/>.

The Conference will be held in the Dallas Intercontinental Hotel. Room rates will be \$139 with complimentary parking and wireless Internet. At this time, NAA staff is negotiating with two other hotels that have lower room rates and are within walking distance to the hotel.

We apologize for the early announcement, but we are excited about the opportunities that exist in Addison. We hope you will put July 14–18, 2015, on your calendar now.

If you have questions about this move, please do not hesitate to contact me at hcombest@auctioneers.org

Sincerely,



Notice to NAA members

During the Dec. 19, 2013, conference call, the NAA Board of Directors discussed the feasibility of adding the representative from the National Auctioneers Foundation to the Executive Committee to ensure communication remains strong between the two organizations.

This necessitates a change to the bylaws. According to the Bylaws in Article X - Amendment of Bylaws, the Board has the power to amend the Bylaws by an affirmative vote of 2/3rds of the Board present at a meeting at which a quorum is presented IF notice of the proposed action has been given to the membership in **Auctioneer** at least 30 days prior to the meeting. Comments on the proposed revision should be sent to Hannes Combest, CAE, at hcombest@auctioneers.org by Friday, Feb. 28.

The Board will vote on the proposed revision at their meeting on March 4. The following article would be amended to read (amendment is highlighted):

Article XII - Committees

Executive Committee. The Executive Committee shall be comprised of the President, Past President, Vice President and Treasurer of the NAA Board of Directors, and the Chief Executive Officer. The Chair of the Education Institute Trustees and the representative from the National Auctioneers Foundation shall serve as an Ex-officio voting member of the NAA Executive Committee. The Executive Committee is responsible for ensuring the CEO is appropriately managing the daily operations of the organization and the Executive Committee shall review all fiscal policies and procedures for the NAA. Except as limited by law and by the NAA Bylaws, the Executive Committee shall exercise the oversight powers and authority of the Board of Directors when the Board of Directors is not in session. All official actions of the Executive Committee shall be reported to the Board of Directors at its succeeding meeting.



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The NAA Board of Directors has approved the plan designed to structure the Association's direction for the next six years. (from left to right) Jimmy Dean Coffee (CAI, AARE, BAS, CES, GPPA), Director; Scott Shuman (CAI), Director; Charlotte Pyle, Presidential Appointee; Joseph Mast (CAI), Director; Rich Schur (CAI, BAS, MPPA), Director; James Devin Ford (CAI, CES), Director; Hannes Combest (CAE), Chief Executive Officer; (front row) Tom Saturley (CAI), Vice President; Chris Pracht (CAI, AARE, CES), Treasurer; Paul C. Behr (CAI, BAS), President; J.J. Dower (CAI, AARE, ATS), Past President; David P. Whitley (CAI, CES), Chair of Education Institute Trustees; Terri Walker (CAI, BAS, CES), Director. Photo by Peterson's Portrait Gallery

Board passes Pathway to 2020

In its final call for 2013, the NAA Board sets NAA's extended business plan.

By NAA staff

The Dec. 19, 2013 conference call was not only the final Board action for 2013, but actions taken in that call paved the way for the National Auctioneers Association for the next several years.

The NAA Board of Directors passed two important documents: Pathway to 2020, a multiple year business plan and the 2014 budget.

Paul C. Behr, CAI, BAS, President of the NAA Board of Directors, said that Pathway to 2020 is the result of a series of discussions that have taken place during the last four years.

"The Council on Future Practices released its report on the future of the auction industry almost four years ago," Behr said. "That report generated a lot of discussion about how NAA can meet the needs of a changing industry. We made several changes to the governance of the NAA so that we can remain more relevant to the industry. Then, for the last year, we have focused on what we need to provide the NAA members."

Behr said that the Board spent two days in August 2012 talking about the needs of the future. He said that current Vice President Tom Saturley, CAI, used an analogy that could be understood by anyone: that of a three-legged stool.

Saturley said that "associations traditionally offer three types of benefits: education, advocacy and promotions. NAA has focused on education, but we need to explore what we can do in terms of advocacy and promotions."

As a result of this discussion, three member task forces were identified. Those groups met in 2013 to discuss various questions. The questions were:

- Can NAA, with its limited resources (both in terms of staff and finances), be effective in advocating for the auction industry, the auction professional or the organization (NAA)? If yes, what are some ideas you have to move this forward?
- Can NAA, with our limited resources, be effective in promoting the industry, the auction professional or the organization? If yes, what are some ideas you have to move forward?

- What should the future of the NAA education be?

The specific task forces met in person and provided their recommendations to the Board and to the Education Institute Trustees, Behr said. He noted that the NAA Board has researched and discussed the ideas during the last several months.

In August, the Board convened to review the mission, vision and objectives of the NAA, and it, as well as the Education Institute Trustees, began the work of prioritizing what could be accomplished within the budgetary constraints and existing work that needs to be done.

“As an example, we know that we will not eliminate the magazine, and that it will be published 10 times per year,” Behr said. “We concentrated our discussion on new initiatives that the task force suggested.”

After the October meeting, the Board spent time reviewing the discussions and the priorities. Saturley said the slow and deliberative process has been important.

“This document, this plan, will lead us through the year 2020, so it is important that we put the time in it to make sure we get it right,” Saturley said. “But, we also want to make sure that we are flexible enough to make changes and take advantage of opportunities as the times change.”

To that end, the Board has adopted a process that will ensure that every year the Pathway to 2020 will be reviewed and evaluated in order to keep the direction in line with meeting the current needs of the members and the organization.

“We realize that we have a lot to do in order to start moving towards promoting the auction professional and advocating for this industry,” Behr said, “but, we can’t do it all at once. So, we have adopted this multi-year business plan. As you can see, we have things spread out from now through 2020, though we get less and less detailed the closer we get to 2020.”

According to Saturley, this document will move from leader to leader in NAA, ensuring that consistent and positive movement is made towards achieving the NAA vision.

“We know that it will take time to ensure that NAA members are the preferred auction professionals used in the marketplace,” Saturley said. “But we also know if we don’t start, we won’t get there, and this document gives us the flexibility to change our tactics without changing the end game.”

In order to make the most progress possible with consumers and NAA members alike, the top priority for 2014 is a website that will be used by both audiences. Expected to be available in the last quarter of the year, the site will include content for both groups and will be specifically designed to help grow the auction industry.

Behr noted that the site will include content for auction professionals that will help them grow their business and become more

efficient. The content for consumers will be targeted at explaining what the auction professional does and the value of their education. It also will eventually include information specific to the different specialties of the designation programs. Also included in this priority will be a plan that will help drive traffic to this site as this will become a key component in the marketing plan for NAA members, he said.

“I am very excited about this process as this is just one example of what is included in the plan,” Behr noted. ❖

For a complete listing of the items and their priorities, go to www.auctioneers.org/financials.



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Steve Proffitt

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

It only takes a click

A question for you: What's one of the easiest things an auction seller can do with an Auctioneer?

Here are some hints: It only takes a few minutes. It costs the seller no money. The seller is required to do no work. There is no downside for the seller, and the seller might gain. The matter can often be completed with a few key-strokes and a click.

The answer? File a regulatory complaint against an Auctioneer.

The call

An Auctioneer telephoned me and was pretty upset. He had just received a complaint from his state's licensing board. It had been filed by an unhappy seller. (Now, there's a surprise.) The Auctioneer related all the "extras" he had done for the seller, without charge, and how he couldn't believe she was so ungrateful and mean-spirited as to file a complaint against him. (Mark that down as another shocker.) I listened to the story and learned the seller was angry over low selling prices. (There's a first.)

It seemed the Auctioneer had been dealt a dirty blow he didn't deserve, so why would a seller do this? The answer is simple, and it is one every Auctioneer should know and never forget — disappointed expectations. A disappointed seller is the biggest threat that exists for an Auctioneer, and nothing else comes close.

Relationship

A few months ago, I wrote about "personal service contracts" and explained this is the type of contract that sellers typically enter into with Auctioneers. These contracts show that a "per-

sonal" relationship is commonly established between a seller and an Auctioneer. Some Auctioneers don't fully appreciate the personal aspect of the relationship with sellers, and that can lead to trouble. Misunderstanding the relationship can do the same.

Auctioneers sometimes tell sellers that they each have the same interest in an auction. Sellers might like hearing that, but it's not true. Auctioneers aren't lying; they just haven't thought through the statement. On the surface, it appears okay because the seller wants to sell the property for the most money that can be had, and the more the seller receives, the more the Auctioneer makes. Nevertheless, the statement fails to fully comprehend what's at work in an auction.

An Auctioneer and a seller do not share the same interests. I frequently ask Auctioneers in seminars I teach what their primary goal is for an auction. The answer is always the same: To sell the seller's property and earn a commission on the sale. I then ask these Auctioneers if they believe a seller's primary goal for an auction is to have the Auctioneer sell the seller's property so the Auctioneer can make a commission. The answer is obvious — no!

Different interests

Sellers and Auctioneers have different interests, because they are due to make different money. Each focuses first and foremost on his own financial interest, with the other party's interest being secondary. Sellers don't take property to auction to help Auctioneers make money. They are seeking as much money as they can for themselves. Auctioneers do the same when they think first of their commissions and second of the net to their sellers.

This is just human nature.

Here's an example: If prices in an auction are low, not selling the property and thereby avoiding an unwanted loss, might best serve a seller's financial interest.

This course, however, would produce no sale commission for the Auctioneer, and that's not a result that would advance the Auctioneer's interest. Auctioneers want to make sales and earn commissions — not stop auctions.

Problem with expectations

The parties' respective interests create expectations. Sellers have the greatest interest in seeing their expectations met, because their stake in the outcome is much more than the Auctioneer's. While an Auctioneer looks to gain a selling commission that will be a minority fraction of the total sale revenue, a seller expects to receive all the rest (i.e., the majority of the revenue). When a seller feels entitled to "X" dollars from an auction and that expectation goes unfulfilled, it's not surprising to see an emotionally-charged seller retaliate and do things that shouldn't be done — like file an unwarranted complaint against the Auctioneer.

To better understand what's at work here, we need look no further than two icons and an institution — Cupid, Lucifer and marriage. What do these three have in common? Consider the euphoria and joyous expectations that fill lovers' hearts when Cupid's arrow strikes. The whole world suddenly seems right, and each "knows" with unmistakable certainty that the other will always fulfill every want and need of the former for a lifetime of amorous bliss. Of course, the dream world of new love always succumbs to the rough road of reality.

Disappointment

Sometimes a lover's expectations are so profoundly disappointed that love flies away and its opposite comes to roost. Divorce lawyers have a saying for this: "There's a fine line between love and hate — damned fine!" When that line is crossed, Cupid takes flight and Lucifer moves in. Hugs and kisses give way to epithets and brickbats — all because of disappointed expectations. The greater one's expectations in another, the stronger will be the emotional reaction to any disappointment.

Disappointment can likewise mar the "romance" between sellers and Auctioneers. When it does, the result can be the same kind of vitriol and thirst for revenge that poisons lovers. The shortest path to the doors of auction Hades is found where selling prices fall short of a seller's expectations. Whether those expectations were realistic or ridiculous matters not, because the seller alone will pass judgment on the Auctioneer's perceived success or failure and culpability for the latter. There's an old saying: "Hell hath no fury like a woman scorned." You can add to that ... "or a disappointed seller."

Motivation

This explains the motivation some sellers feel to file regulatory complaints against Auctioneers, but there's a piece of the picture missing to explain why they do. After all, the same disappointment could justify suing an Auctioneer (and sometimes that happens), but all the evidence I've seen indicates sellers file far more regulatory complaints than lawsuits. Why?

The answer is easy — because it's easy. That's right. It's much easier for a seller

to file a regulatory complaint against an Auctioneer than a lawsuit. A regulatory complaint requires little time from a seller to complete. Filing a complaint is free, and the seller need not engage a lawyer for representation, or pay a filing fee or other costs. The seller also doesn't have to do any work to prosecute the complaint. The state will handle all of the costs and the work, too. A few keystrokes and a click will print everything a seller needs to proceed. Then it's just a matter of filling out the form and filing it with the licensing board.

Once filed, the seller can step back while the board goes to work to investigate the complaint. If the board pursues the matter, it's the Auctioneer who will have to go to work to respond, incur expenses, and maybe hire an attorney for defense. This means that a regulatory complaint can be quick, easy, and free retribution (I didn't say justified) for a disgruntled seller to throw at an Auctioneer. [Note: A good number of the complaints that I've been involved with over the years for clients, or otherwise seen, were based on nothing more than malicious intent.]

Conclusion

The threat of a regulatory complaint points to two rules which I regularly hit. First, it underscores the importance for an Auctioneer to exercise great care in selecting the sellers the Auctioneer will represent. Second, it emphasizes the need for an Auctioneer to closely monitor and manage each seller throughout the auction process. Self-insurance is not only the cheapest insurance an Auctioneer can have; it is the most effective, too. ❖



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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.

Property penny auctions?

The format seems like it would be a preferable one, but there are issues.

Question: Recently, I have been watching penny auctions online. I can see where this would be a great way to get clients more money for the items they are selling, as well as a way to increase revenue for my auction company. It seems like it would be a preferable means of selling property. What are some of the issues regarding penny auctions?

Answer: Penny auctions are drastically different from traditional auctions. At traditional auctions, bidders register and sign the registration agreement and are provided a bidder number. Thereafter, registered bidders place bids in increasing amounts on individual items or lots being auctioned to find the highest bid for each lot.

The prevailing bidder will know that he or she is responsible for paying the bid price for the specific lot on which he or she was the prevailing bidder. There may be some variation on the amount a winning bidder pays for a lot if there is a bidder premium. Even with a bidder premium, as long as it was properly disclosed, the prevailing bidder can calculate his or her final cost based on the bid and the bidder premium.

In contrast to traditional auctions, penny auctions are conducted via the Internet, and hidden fees may be charged for each bid submitted. Bidders pay a fee for participating in the auction on each bid submitted throughout the entire course of the penny auction — even bids made by the non-prevailing bidders.

The attraction of penny auctions is the marketing of expensive items at extremely low prices. This is especially true at this time year for items such as laptop computers, iPads, televisions and electronic game systems. The impression to bidders is that these items can be purchased for only a few pennies or some nominal amount. However, all bidders are charged for participating in the penny auction. The result is that bidders do not know how much they may actu-

ally pay for simply participating in this type of auction sale.

Hiding dollars under pennies

For example, a penny auction site may market a computer or other item as being sold for mere pennies. As part of some penny auction sites, each bidder must pay a registration fee for the privilege of bidding. In addition, each bidder must pay for a bidding package.

Once the “penny” auction commences in penny increments, the appearance is that each bidder is submitting \$0.01 bids. However, when each bidder registers to participate, they pay a fee. Some penny auctions registration fees are more than others, but typically, the amount of the fee is not disclosed to the bidders at the time they register.

Then, an additional fee is charged every time a bid is submitted — even by non-winning bidders. In our example, assume the registration fee is \$10.00 and each bid costs \$1.00 and the item sells for \$0.77, which means there were 75 bids of \$0.01. Further assume there were 7 bidders and each bidder submits 11 bids. Therefore, each bidder paid \$21.00 (\$10.00 registra-

tion fee and \$11.00 for bidding fees) to participate in the auction and the prevailing bidder paid \$21.77. The combined registration and bid fees equals \$231.77. On the surface, it looks like the winning bidder paid only \$0.77 for the item, when, in reality, the winning bidder paid \$21.77 and the other participants paid \$210.00.

Now that a general description of a penny auction's basic mechanics has been discussed, the legal issues will be addressed. It is worth noting that the Federal Trade Commission ("FTC") has published consumer protection notices on its website, <http://www.ftc.gov/>.

Legal issues

The FTC identifies several areas that consumers should be concerned with when participating in penny auctions. First, is the misrepresentation of terms pertaining to the actual costs to bidders. In some penny auctions, the disclosure of actual

fees is not made. Therefore, unwary bidders may be subjected to a large registration fees and bids fees as discussed above. In addition to the misrepresentation, is the validity of each penny auction website. Is the information provided by each bidder secure? Are payments made by prevailing bidders applied to actual purchases?

Bidders may find that their payments do not result in receipt of the item in which they were the prevailing bidder. Further, some penny auction sites may be a front for identity theft. These are obvious concerns of the FTC.

Auctioneers should bring credibility to the auction industry. As a result, participating or sponsoring penny auctions should be done so with the profession's credibility in mind. This is for several reasons.

First, in order to conduct a reputable penny auction, Auctioneers should provide full disclosure of all fees and costs

to bidders. These disclosures may discourage some, if not most, bidders from participating. Second, potential civil and even criminal penalties may accompany sponsorship of a penny auction website. Failure to properly disclose the costs may subject Auctioneers to regulatory penalties that could impact their licensure.

The integrity of the profession and your professional reputation as an Auctioneer is too important to risk on penny auctions. Third, while the name may imply an auction is being conducted, there are very little true auction principles applied to penny auctions. The lure to penny auction sites has deception coupled with minimal, if any, disclosures of the costs to each bidder. Auctioneers and consumers alike should remember the quote from William Shakespeare, "all that glitters is not gold" and avoid sponsoring and participating in penny auctions. ❖



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By Carl Carter, APR

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

The 'Good Times Trap'

Don't let a short-term bull run become a long-term bear.

Once in a while — if you work hard and have a little luck — magic happens. You get into a profitable market niche early. You establish the right contacts, hold a string of great auctions and gain a reputation as the go-to firm for a certain type of asset, a specific region or seller profile.

Sales come in as fast as you can handle them. So, you do the smart thing and make hay while the sun shines. You target your sales and advertising at the hot market. And, while you know it won't last forever, you go with it because you've worked your whole life for just that kind of market.

In other words, you play it smart. But, if you're not careful, you can step into the "good times trap." You focus so exclusively on what's working that you forget to hedge your bets. You stop doing things that have worked for you over the long haul, assuming that the current run will last forever. But, it may not. We all have seen companies disappear virtually overnight because the conditions that fed their success disappeared.

By all means, you want to focus on what's working, but it's also a good time to look ahead and be ready for the changes that almost always

come. So, here are a few things you can do to make the transition easier just in case the good times don't roll forever.

Increase your savvy

Increase your marketing savvy. Good times are the ideal time to get creative with your marketing. By all means, do what you know is working. But, this is also a good time to test some new ways of promoting your auction company because you have less pressure to go for the quick payoff. Sign up for some seminars on marketing techniques you haven't tried yet. Educate yourself on Internet-only auctions if you haven't already. Bring yourself up to date on the current media landscape. Who's going where for their information?

Look for logical extensions to your current success. Who has assets similar to those you're selling now but isn't using the auction method? Get in the habit of reading news from different types of businesses and see who may be having problems liquidating their assets. Where are the clogs in the supply pipeline? Who has idle assets and needs cash? Who is looking to cash in?

Expand your marketing reach. The time to start reaching out to new markets is when you're enjoying success in existing ones. Maybe you have a newsletter that gets you a lot of compliments. Great! So build on that by expanding the distribution list. Identify an industry where you don't have a presence and start reaching out to prospects there. Identify the leading trade publications and web portals for that industry and begin reading them, if possible. Join an association or two. Attend a trade show or expo in an industry you've never penetrated.




Keep your foothold (and reputation) in cooler markets. You never know when a dormant source of business might heat up, so it's a good idea to keep pursuing auctions even for properties that might seem marginal compared to your current bread and butter. Over time, people quit thinking of your firm for an asset you haven't sold in recent memory. I've heard many Auctioneers say, "Oh yeah, we've sold a lot of properties like that." Yes, you have, but not lately. Nobody remembers the good work you did before, and you watch helplessly as the auction goes to somebody who's sold more properties recently in that market space. As an Auctioneer, if you don't stay "current," you face an uphill battle to re-establish a reputation for that asset.

Be lots of places

Be lots of places, lots of times. I have a friend who — still in his early 30s — had built and sold two very different successful businesses and was enjoying a lot of success in a third. One day, I asked him how he managed to do it.

"The only way I know to be in the right place at the right time is to be lots of places, lots of times," he said. It made sense. He was constantly on the phone, out at social gatherings and busy with events and groups around town. He got in front of people. He listened. When he saw an opening, he moved boldly. While most of us are better served by a strategy of building one business for the long run, I couldn't help admiring him, and I learned a few things as well.

Overall, the key is to stay engaged and stay busy even when business is walking through your door regularly. Doing so will help you be prepared to go out and find your next clients when they aren't coming to find you first. ❖

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NAA marketing COMPETITION

RETURNS

A new scoring system and professional photos are on tap for the contest that showcases the auction industry's best marketing pieces.

By NAA Staff

Riding momentum generated from last year's turnout of more than 800 entries, the National Auctioneers Association annual Marketing Competition, sponsored by USA TODAY, returns in 2014.

Entries will be accepted from March 1 through 4 p.m., Central time, on Thursday, April 24. After the deadline, judges will then seek out the NAA's most creative and effective marketing materials from the past year, looking to eventually name a "Best of Show" winner in each of the Advertising & Publications, Photography, and Auction Marketing Campaign of the Year categories.

While the basic structure of the contest remains intact, 2014's competition does feature several changes.

"We listened to feedback last year in Indianapolis at Conference and Show," said Curtis Kitchen, NAA Director of Publications and Trade Show. "Through

a dedicated task force, we also asked marketing professionals from around the auction industry for their thoughts on how we could make this competition better for our members.

"The result of that feedback is reflected in changes we believe will better help showcase NAA members' wonderful ability to market their businesses and their events from the past year."

Changes in 2014 include, but are not limited to: a new quantitative point system for judges; the allowance for professional photography produced in marketing support of NAA members' marketing efforts; the amendment of a rule so that entries must reflect the auction industry; and, a new category split that will help encourage all levels of marketers to participate in the contest.

New point system

In 2014, a 100-point scoring scale will be used by judges to help determine contest winners. While that



2013 Grand Champion and Auction Marketing Campaign of the Year, Williams & Williams, Tulsa, Okla.

idea isn't unique, the change also incorporates a "point floor" idea, which means entries must achieve a minimum score of 70 points to qualify for winning consideration. If no entries in a specific category reach the point minimum, no winner will be determined.

The change comes after evaluating member and task force feedback, with both groups indicating a desire for raising the prestige of winning and of the contest overall.

"NAA members rightfully want to be proud of their marketing achievements," Kitchen said. "It was indicated to us that folks want to see this competition highlight superior marketing as the auction industry's standard, and this judging system enhancement will help bring high-level efforts to the forefront."

Industry reflective

In order to ensure that rules of the NAA Marketing Competition continue to support the contest's purpose, it is now clearly stated that: "Entries must be reflective

of the auction industry in some capacity ..."

As membership in the Association continues to evolve, it is important that auction continues to be the central focus. That said, the rule is written to allow for some flexibility and creativeness in members' entries as the purpose of the competition is to highlight the many ways auction is spread throughout the entire business landscape.

Photography limit lifted

Quite simply, aside from celebrating marketing achievement by our peers, the purpose of the NAA Marketing Competition is to provide a platform for the auction industry to put its best face forward both inside and outside the profession. In support of this, professional, outsourced photography will now be allowed to enter the competition.

Another new element to the competition is how a photo

continued »



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may be entered. The same image may be entered multiple times, with a maximum of three categories selected. This is different than in past years when an image was only allowed to be entered into one category. On this, it is important to remember that all members receive one complimentary entry into the Marketing Competition, with each subsequent entry costing \$10.

New photo categories

Not only can competition participants now enter more categories with the same photo, they will also have a few more options from which to choose.

As professional photography will now

be allowed, the “Wild Card” category has been split into “Professional” and “Novice” divisions. Additionally, a brand new category, “Technology in Use at Auction,” has been created in order to showcase the newest technological innovations — and how auction professionals are using them — within the industry.

“We want as many members as possible to take part in the contest, and we want them to compete at the level they feel the most comfortable,” Kitchen said. “And, with the addition of categories such as ‘Technology in Use,’ we think it’s a great step toward highlighting the creative ways NAA members continue to lead the auction industry.” ♦

NAA Publications Policy

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

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

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

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

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

B.3) Press releases: Press releases are welcome and accepted as a means of informing the NAA staff about NAA members’ and industry news. Press releases should contain basic information, including: contact information (name, phone number, email); the news item; and at least one high-quality image that adheres to all standards outlined in Sections C and C.1. Releases should be submitted to publications@auctioneers.org or to the NAA Director of Publications. Submission does not guarantee either partial or full use of the information provided.

B.3.a) Obituaries: Obituary information of NAA members may be submitted for publication in Auctioneer. The information may be submitted in the form of a written obituary or a link to the information if it has been printed online. Submissions should be emailed to publications@auctioneers.org and to the

Director of Publications. All submissions are subject to approval by the NAA Director of Publications and/or NAA Chief Executive Officer.

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

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

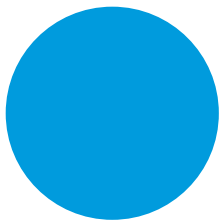
NAA events, such as the National Auctioneers Association International Conference and Show, IAC Championship, Hall of Fame, elections and academy or summit coverage, may be exempt and allow for individual highlight. That determination will be made by the NAA Director of Publications, in concert with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

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

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

E) Reprinted materials & content: Materials and content that appears in Auctioneer may be reprinted in NAA-associated materials such as state association newsletters or similar publications. Approval must first be obtained from the NAA Director of Publications. If approved, the reprinted content must be accompanied with the following:

“This material first appeared in the [month year] edition of Auctioneer, the official publication of the National Auctioneer Association, and was approved for reprint.”

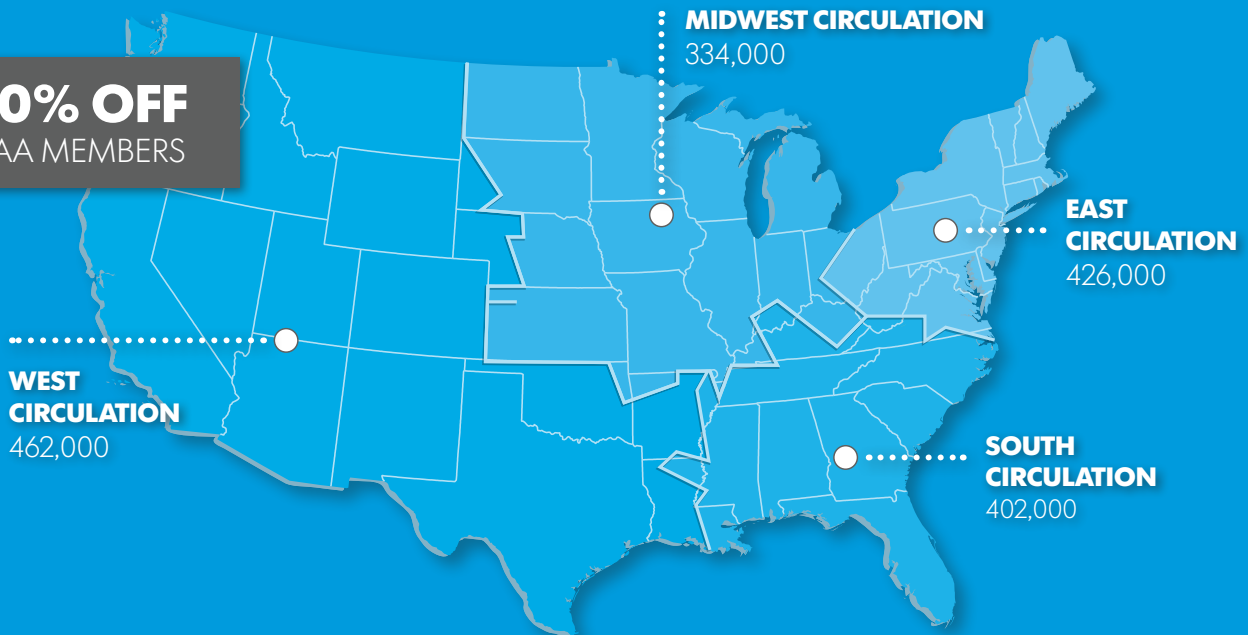


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Sources: 2012 Mendelsohn Affluent Survey, adults 18 or older, HHI \$100,000 or more; September 2012 ABC Publisher's Statement (print copies only)

Auctioneers are using new tools, such as iPads, in traditional live settings to keep all bidders on a level playing field.

Photo by Brittany Sparks



AUCTION ADAPTATION

**Beyond “online,”
new markets
are emerging
for auction-
based services.**



Rich Kruse has become more time-efficient by using mobile technology to catalog future lots.

Submitted photo

By James Myers
contributing writer

Finding a larger pool of bidders for an auction is something every Auctioneer strives to achieve, and there are many methods used to drum up.

Buying advertising in the local newspaper is a method that continues to produce results after all of these years, even despite the decline of print publications. Jumping on the latest technology, however, hasn't always been successful. Take the Internet, for example. In the early days of the dot-com boom, portions of the auction industry were ready to jump on board, but consumers weren't.

However, the tide has turned, and real estate auctions are producing excellent results for both sellers and Auctioneers.

Rich Kruse's experience with online auctions goes back to late 1990s. When Kruse mentions that he worked to setup online auctions at a previous job, his tone doesn't reflect a positive experience.

"It was fresh," said Kruse, who is now the president of Ohio-based Gryphon Auction Group. "People just weren't doing it. It had never been tried ... there were too many potential hic-

cups and problems."

Since that time, eBay has become a multi-billion dollar company, introducing millions of Americans to the general online auction process. While Auctioneers don't necessarily associate their industry with the services eBay offers, the service helped open the gateway for more Americans to become comfortable taking their sales online. Not only are they comfortable selling goods online, they're putting their houses up for sale there as well.

Kruse said some issues remain with what's legally binding with online auctions, but his company has fully embraced taking all of its real estate sales online. It is also working to move foreclosure sales to the online auction process, but that will take legislative action before it becomes commonplace.

"A click of a mouse on a purchase on a piece of real estate," said Kruse, "is that click binding?"

While that still hasn't been completely defined, he said, existing case law provides proof of resolution indicating that clicking the mouse to complete an auction is similar, if not the same, as signing an electronic signature.

continued »



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"With the whole industry moving forward and more and more people comfortable with online auctions," Kruse said, "[that] made it the right time to take that step out of live sales."

There are also opportunities with the Internet to widen the audience for foreclosure sales.

their medical needs. The process might be controversial because of the services being offered, but it is proof that the auction process and mindset is spreading.

However, not every consumer or Auctioneer is heavily plugged into the World Wide Web. For this demographic, television

It is clear that auction is showing its ability to crossover and adapt.

Kruse (who has set up Gryphon Foreclosure Auctions, LLC, to focus on privatized foreclosure auctions) handled a recent foreclosure sale that involved the home of a potential violent tenant. He had no intention of sending his staff out to set up a live auction with the property, and he informed the bank that his company would either be allowed to take the sale to the Internet or wouldn't take it at all.

Due to state laws regarding foreclosures, bringing that sale to the Internet took plenty of conversation between lawyers and judges. Finally, the sale gained approval, and because it was offered to a wider audience, the auction drew more traffic than expected. The home sold.

The landscape is definitely changing, and industries of all sorts are seeing crossover, and success, from using an auction-based or bid-based model.

MediBid, an online site where self-pay patients can create a profile and request specific services from doctors or specialists, has shown promise. Everything from a simple, annual checkup to an MRI make the list of requests. Specialists review the request and offer a bid for services. Then, patients can accept the facility and bid that best suits

remains the definition of high technology. They shouldn't be ignored, either, which is what the auction professionals at Joe R. Pyle Complete Auction Service thought when they made a commercial that aired during the evening news.

Andrew Yoder Jr., the general manager at the company, said they've advertised through just about every possible outlet except television.

"That was just something we decided to try because it was a different way to reach people," Yoder said, adding that the company knew their target market to be heavy television watchers. "We ran the ad for two months, then we had to call and tell them to stop so we could catch up."

Yoder said he doesn't have an exact answer for why the TV spot, which was produced for their real estate division, worked so well, but the results were immediate and overwhelming.

"We will definitely shoot more commercials," Yoder said, "and spend more money on marketing in that area."

Regardless of the area, it is clear that auction is showing its ability to crossover and adapt to its ever-changing surroundings. ❖

2014 marketing COMPETITION

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Questions? Contact Heather Rempe at (913) 563-5425 or hrempe@auctioneers.org



FUNDRAISER

From Super
Woman
to circus
performers,
Gayle Stallings
works to put
the 'fun' into
fundraising.

By Nancy Hull Rigdon
contributing writer

When Letitia Frye met her Certified Auctioneers Institute classmates, she pegged Gayle Stallings as the funny one.

"She handed out these temperature gauges that you put on your hands to tell what kind of mood you're in, and she said that if it turns red, you're in the fun zone. Then, she pointed out how the word 'fun' is in fundraising," recalls Frye, CAI, BAS, of Letitia Frye Auctions in Scottsdale, Ariz. "I thought she was a hoot."

After the two worked closely as co-chairs of their CAI class' fun auction, Frye realized Stallings, CAI, BAS, of FUNauctions, in Austin, Texas, was much more than spunky.

"Yes, she's this wild Auctioneer who dresses as Super Woman, will wear a hula outfit, and, at five-foot-nothing, gets picked up and carted around on stage. But, I quickly learned she is also a consummate professional. She is extremely hard-working, detail-oriented, positive and has the biggest heart," Frye says.

Stallings officially entered the benefit auction business less than 10 years ago, however, she considers her auction roots deep.

"I've been an Auctioneer all my life — I just didn't know it," Stallings says.

Her comment refers to a background that prepared her for benefit auctioneering. She previously served as a nonprofit executive, worked as a public speaking coach and has experience in radio,

Left: Gayle Stallings, CAI, BAS, puts fun into her auction events for clients, but even while delighting crowds, she makes sure they understand she's a strategist. Submitted photos

television, theater and event planning.

"I packaged everything together and discovered what I truly love to do," she says.

She decided to take the fun route in her auctions so that attendees wouldn't be intimidated. This has meant firefighters and celebrities at auction, and Stallings is known to bring in circus performers and blend right in with them. The lively atmosphere, she says, has led to generous donations for organizations in need.

Beyond the fun, Stallings' passion for clients shines. She doesn't just show up for auctions; she considers herself a strategist for clients. This means she's present prior to auctions for events including venue tours, where she often advises clients on issues such as sound and lighting.

"Someone once told me, 'Gayle, you are like my therapist. You hold my hand,'" she says.

On stage at auction, she considers herself an ambassador as she raises funds. To accomplish this, she first finds out as much as possible about an organization.

"I really end up feeling personally connected to my clients' missions, and then I get up on stage and tell their stories," Stallings says. "Like I tell my clients, I raise money like it's my own organization. I'm married to an executive director of a nonprofit, and I used to work at a nonprofit. We really do understand our clients' work."

Stallings entered the National Auctioneers Association's three-year CAI program after multiple other Auctioneers spoke of how the program would take her business and leadership skills to the next level. She graduated from the program in 2010 and now likens the benefits of CAI to sports.

"I'm definitely on the petite side, so I never got to play a lot of sports," says Stallings. "But with CAI, I



feel like I'm on the first string with all these exemplary auction professionals."

The depth of experience found among her classmates has proven invaluable.

"We end of upping each other's game," she says.

The designation positions her to compete for the best jobs, she says, and the relationships she's built through CAI will last a lifetime.

"If not for CAI, I never would have met Letitia," Stallings says of Frye, "And she has become a best friend." ❖

Effective Top Performers

To win sales, you must embrace discomfort.

By Jeff Shore
contributing writer

Top performers embrace discomfort.

Excuse me? Embrace discomfort? Like most people, your first response to that is probably: “Why exactly would I want to do that?”

The fact is that our brains are not wired to naturally welcome fearsome, uncomfortable or seemingly perilous situations. The lower center of our brain will suggest quite the opposite: RUN AWAY!

So, why embrace discomfort? In a word: opportunity.

The problem

Discomforts, even sales discomforts, fall into the “response to fear” category. Our brains are wired to understand fear as a threat and act accordingly. Staying in our comfort zones keeps that threat at bay, and so that’s where we naturally tend to stay.

“If we are good at what we do, and are comfortable with our daily activities, that causes us to stay where we are. At first we’re in a groove, but before we know it, we’re in a rut, and if we don’t change, we’ll end up in a grave,” says Tom Daves, the number one agent at Keller Williams for three of the last five years. “When we place discomfort in the category of ‘fear’ we are naturally tempted to avoid it at all cost.”

In essence, you / I / we are all addicted ... to comfort. Like the proverbial frog in the pot of increasingly hot water, we have given in to a hideous and limiting habit of defaulting to things that are pain-free and familiar. In short, we live too much of our lives seeking comfort.

The solution

If there is a malady, there is also a remedy. The remedy for our addiction to comfort is found in one word: boldness. Your sales boldness is like a muscle group; when you exercise it, it gets stronger and stronger. Boldness is a skill more than a characteristic, and, like any skill, it can be honed and perfected.

But, it all starts with making a conscious decision to embrace discomfort by setting clear (and audacious) goals. As Linda Richardson, Founder and Executive Chairwoman at Richardson Sales Training & Strategy, reminds us, “Uncomfortable steps along the way to a goal are less painful when one has faith in the ultimate outcome.”

So, what makes a top performer effective?

When it comes to sales, which do you think is more important: intent or technique? I would make the case that there is hardly an argument to be had. It is intention — a driving purpose, if you will — that makes for success in sales. If your intention is flawed, the best technique in the world will not save you.

Intention and purpose act as a road map to our accomplishments. The technique is the vehicle that gets us there.

Consider the industry’s top performers. Are they successful because of their actions, because of their purpose or because of their paradigm? The answer is all three, actually, but in a specific order. They do the things that top performers do (actions), because they desire to be as successful as possible (purpose), because they see themselves as the best of the best (paradigm).

This is all about choices and not about circumstances. You must believe that the choice to confront discomfort is yours and yours alone, regardless of your situation, your sales envi-

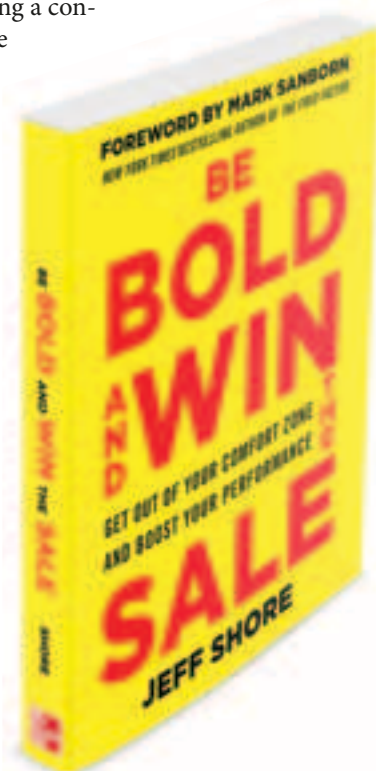




Figure 1. The “from inside to out” approach says one must believe in his or her ability (paradigm) before a plan (purpose) can be put into dismantling sales-crippling discomforts (action).

ronment, market conditions or any other outside factor.

You must believe in your capability (paradigm), then make your decision (purpose), and then systematically dismantle your discomforts (action). (See Figure 1.)

Consider this insight from Alex Taba, the No. 1 sales representative who sells Ferraris for a living at Penske Automotive at the Wynn Hotel in Las Vegas.

“In sales, you have to start with the end result in mind,” Taba says. “You have to believe in what will happen in every sales conversation. I envision my customer driving away in a car, and then I just connect the dots to get him there.”

The promise: You’ve got it in you!

Here’s the good news: You’ve already got what it takes, and that’s a fact.

Reaching the top in sales isn’t about intelligence or education or even about personality. These traits are important, but I’m going to assume that you are already adept in these areas. Otherwise, you wouldn’t have been hired in the first place.

But, the answer isn’t to “Just do it!” as the slogan says. That is a temporary fix at best.

The answer is to change your paradigm so that you can “do it” better and better over time. And that paradigm must speak strongly of boldness!

My friends, may I humbly, but boldly, suggest that you need to go on a journey to get your head right. The most important sales presentation you will ever give will be the one that convinces you to believe in yourself.

If you get the mindset right, then the technique (and the results) will follow. ❖

Jeff Shore, President of Shore Consulting, is a highly sought-after sales expert, speaker, author and consultant whose innovative BE BOLD methodology teaches you how to change your mindset and change your world. His latest book, Be Bold and Win the Sale: Get Out of Your Comfort Zone and Boost Your Performance, was released by McGraw-Hill Professional in January 2014. For more information, visit <http://jeffshore.com>.

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Brad W. Wooley stands among auction-goers, a setting where he has grown from “three feet tall” to now working as a Vice President in his family’s business. Submitted photos

REUNION



Wooley

Third-generation Auctioneer Brad W. Wooley has grown physically and professionally in front of his family business’ clients.

By Nancy Hull Rigdon
contributing writer

Third-generation Auctioneer Brad W. Wooley uses the word “reunion” in describing meeting with longtime clients of his family’s business, United Country Wooley Auctioneers of Little Rock, Ark.

“A lot of these guys have watched me grow up in the business. They’ll say, ‘I remember when you were three feet tall ...’” says Wooley, CAI, ATS, who serves as vice president of sales at United Country Wooley Auctioneers.

Wooley, who earned his Auctioneer license in 2009, feels at home in the auction business — something he was reminded of while going through the National Auctioneer Association’s Certified Auctioneers Institute program.

“The instructors were all these names I had heard growing up,” Wooley says.

Despite the familiarity with the people involved, the program’s content was new. And, before he took the course himself, the CAI designation his father, Brad H. Wooley, CAI, carried was little more than alphabet soup.

"I knew my dad always had those three letters behind his name, but that was it," Wooley says.

Once in the program, however, the younger Wooley soon realized the reverberations the initials held, and the program, he says, has been a great benefit for his career as his classmates' willingness to sharing best practices has been valuable. For example, with advice from professionals he met through CAI, he's led his company's expansion into online only auctions. In addition, he's received business referrals through his CAI network, and he values the relationships he's made.

"I know that I'll be friends with the people in my CAI class for a long time," Wooley says. "It's always good to see everybody again at each Conference and Show."

While Wooley grew up around auctioneering, he wasn't certain the industry was for him until after he received a bachelor's degree in business. At age 10, he began assisting with auctions. He'd sweep floors, and he would assist with setup. Following high school, he wasn't certain which career path to take and eventually majored in entrepreneurship at Arkansas Tech University. After graduation, he decided he wanted to enter auctioneering.

"I just naturally gravitated toward auctioneering. It pulled me in, and I've never looked back," Wooley says.

Mike Jones, CAI, BAS, GPPA, president of United Country Auction Services and president of the Texas Auction Academy, watched Wooley travel the path that led to auctioneering. Jones first met Wooley when Wooley was a young child and his grandfather, Brad L. (B.L.) Wooley, was one of Jones' Texas Auction Academy instructors.

"As a young man, Brad wasn't sure which direction to take, and after he went through auction school, it was as though a family trait picked up and took off," Jones says of Wooley, who graduated from the Texas Auction Academy. "I've been very impressed with his desire to be in the business."

"He has all the tools and traits to be a career Auctioneer and go as far as he desires."

In his young career, he's achieved great success. His accomplishments include winning the 2012 Arkansas State Pro Division Bid Calling Competition and serving as the 2014 president of the Arkansas Auctioneers Association.

Wooley currently works auctions in a variety of areas, including real estate, bankruptcy and equipment. He thinks the pace of the industry will keep him passionate about his career choice for the long-term.

"Auctioneering fits my personality," Wooley says. "I could never sit in an office every day. In auctioneering, there's something different every day."

This job doesn't get boring — that's for sure," he says. "I can't imagine doing anything else." ♦



Wooley handles many aspects of his clients' sales, sometimes as a ringman or Auctioneer.



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Newly discovered protein complex revs up T cell activation to fight infections

St. Jude Children's Research Hospital scientists find mechanism that launches production of the specialized T cells essential for combating infectious agents.

St. Jude Children's Research Hospital scientists have identified a protein complex that is essential for jumpstarting the immune response during the critical first 24 hours of an infection. The research appears in the current issue of the scientific journal *Immunity*.

Researchers showed the protein complex mTORC1 helps to ensure that newly activated T cells have the energy necessary to launch proliferation. T cells are white blood cells that fight disease and promote immune system balance. An effective immune response depends on proliferation for rapid production of an army of T cells that can recognize and eliminate infectious threats.

Investigators also showed that mTORC1 works through glucose metabolism to affect the supply of more specialized T cells, including T helper 2 (Th2) cells. Th2 cells fight parasites, but also fuel asthma-associated lung inflammation.

The work answers important questions about the first 24 hours of an immune response when T cells transition from a quiescent or resting state and are activated to fight infections. "We show that mTORC1 is required for T cells to exit quiescence and begin proliferation. We have also found that the complex plays a role in production of Th2 cells," said corresponding author Hongbo Chi, Ph.D., an associate member of the St. Jude Department of Immunology. The first author is Kai Yang, Ph.D., a postdoctoral fellow in Chi's laboratory.

The findings also highlight possible strategies for restoring immune balance by easing the inflammation of asthma or autoimmune disorders. The mTORC1 complex is already targeted by the immune suppressive drug rapamycin. "Our



data show that T cell metabolism, which is orchestrated by mTORC1, could also be targeted for therapeutic benefit in the treatment of asthma and other diseases in which particular metabolic pathways play a role," Chi said.

mTORC1's role

In this study, researchers used specially bred mice to identify mTORC1's role in T cell activation and proliferation. Investigators began by deleting the signature protein of either mTORC1 or the related mTORC2 complex in mouse T cells. The scientists then tracked how those T cells functioned compared to normal T cells. The mTORC1 deletions involved a protein named Raptor.

"The work answers important questions about the first 24 hours of an immune response when T cells transition from a resting state and are activated."

The results showed that mTORC1 functions as the middleman to prime T cells to begin producing massive numbers of white blood cells to combat a particular infectious agent. The complex responds to signals from immune receptors on the cell surface by increasing the activity of genes involved in glucose and lipid metabolism. Stimulation and signaling by the T cell receptor and other immune receptors like the CD28 molecule mark the start of T cell activation, but until this study little was known about how T cells completed the process and began proliferation.

Researchers also showed that signaling from both the T cell receptor and CD28 was required to sustain mTORC1 activity. "The results points to the unexpected importance of CD28 signaling in the process," Yang said.

Another surprise

That was not the only surprise. While mTORC1 was required to launch proliferation, after 24 hours the complex was not essential for continued T cell production. "That suggests that the first 24 hours of T cell activation are the most metabolically demanding and require the most robust mTORC1 activity," Chi said.

Previous studies demonstrated that mTORC1 is required for T cells to differentiate and take on the more specialized roles of T helper 1 or T helper 17 cells. This study showed that Th2 cells also depend on mTORC1 in its role as coordinator of glucose metabolism. Glucose metabolism affects the ability of T cells to respond to the particular chemical messengers, or cytokines, that promote production of Th2 cells.

Investigators showed that deleting Raptor or blocking glucose metabolism also inhibited production of Th2 cells. Based on the results, Chi said he could envision an asthma treatment that worked by lowering glucose metabolism in T cells to reduce the population Th2 cells that cause lung inflammation. The same principle could apply to other inflammatory diseases like arthritis and colitis.

Other authors

The other authors are Sharad Shrestha, Hu Zeng, Peer Karmaus, Geoffrey Neale and Peter Vogel, all of St. Jude; David Guertin, University of Massachusetts Medical School, Worcester, Mass.; and Richard Lamb, University of Liverpool Cancer Research UK Centre.

The study is funded in part by grants (AI101407, NS06459 and AI094089) from the National Institutes of Health and the American Cancer Society. Yang was supported in part by an Arthritis Foundation postdoctoral fellowship. ❖

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NAA Auctioneer

GIVING BACK, WITH PURPOSE



Joseph Mast wants to use his NAA Board seat to help ensure the association's longevity.

By Sarah Bahari
contributing writer

Like six generations of family before him, Joseph Mast assumed he would someday run his family's Ohio dairy farm.

But, when Mast's father decided to sell the farm, the young man was forced to quickly rethink his future.

"One day, my dad handed me a brochure for auction school and suggested I attend," said Mast, CAI, who now owns Real Estate Showcase in Millersburg, Ohio. "I just fell in love with auctioneering."

Mast will now help direct his passion for the industry to help lead the National Auctioneers Association as a newly elected member of the Board of Directors. The Auctioneer said he wants to grow the organization, while preserving the strong programs offered by the association.

Mast joined the Ohio Auctioneers Association in 2003 and won the state's bid-calling competition in 2005. Fellow Auctioneer Bob Frey then offered to pay his first-year dues in the NAA and suggested Mast attend the annual convention.

"I went to one convention," he said, "and I was hooked."

Initially, Mast was drawn to the opportunities to network with colleagues and build his business.

"I realized developing relationships with people from across the country could really help my business," Mast said. "But, it became more than just business. These people are my family now."

In addition to owning Real Estate Showcase, Mast joined Barrett-Jackson's elite auction team in 2008 and Fasig-Tipton, America's oldest thoroughbred auction firm, as a contractor in 2010.

In 2011, Mast was named International Auctioneer Champion, becoming the youngest Auctioneer to ever win the title at age 30.

Through NAA, he also has picked up several tips that he now uses in his business, including strategic marketing ideas and sales techniques. As a board member, Mast wants to ensure those programs remain in place for all Auctioneers, while also growing the NAA's membership and reaching out to Auctioneers whose memberships have lapsed.

"This organization has given me so much," Mast said. "I want to not only give back, but I also want to make sure the NAA is relevant for future Auctioneers."

Dispelling stereotypes

Also on the top of Mast's list is to boost the reputation of Auctioneers and help dispel some old stereotypes. He recently appeared in a humorous television commercial for Geico, playing a bid-calling grocery store clerk.

Representatives for Geico contacted Mast last year to gauge his interest in the commercial.

"I was a little skeptical at first. There are a lot of stereotypes of Auctioneers out there that I didn't want to be part of," Mast said. "But, it became evident to me this was different. They wanted to put a positive, lighthearted spin on Auctioneers."

"This turned out to be great publicity."

Mast said he has no plans to pursue additional acting jobs, but he would be open to the right opportunity.

"It's really important that people see Auctioneers in a professional and positive manner," he said. "We are not just people who come in selling things at a discount. We are true professionals." ♦



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In this example, the clarity difference is extreme between 30 dpi resolution (top image), and the print-quality 300 dpi (bottom). The closer the image is to the eye, the more noticeable the image's quality becomes.



PICTURE PERFECT, *part 1*

What is 300 dpi? Why is it important? Why do media people keep asking me for it?

By Andrew Imholte, BAS, ATS

contributing writer

Editor's note: This is the first of a two-part series on image size and how it relates to design. While this first piece focuses mostly on print, the second part will shift its view to web design and how the rules of dpi change. -ck

Have you ever gone through your life with a piece of knowledge you know to be true, but don't really know why?

For example, when you think of firefighters, what dog comes to mind? Your first guess, as well as mine, is probably the Dalmatian. Why is that? It's a little known fact that 100-plus years ago, in the time of horse-drawn fire equipment, Dalmatians were used because of the calming effect they had on horses. During the chaos of a fire, the Dalmatian was a best friend to both man and horse.

We can apply the Dalmatian concept to photography. How? Think about your marketing and public relations efforts. When it comes time to pull together images or graphics, what number sticks out to you if you think about it long enough?

I don't remember the class or professor who drilled it into my head, but ever since college, I have embraced the mantra of 300 dpi. If you have ever spoken with your printer, you have probably heard that number as well. But, what does it mean? Why is it important?

Dots per inch

DPI stands for "dots-per-inch," which is how printing ink is applied to a page. Each dot has a combination of the four colors: Cyan, Magenta, Yellow, and Black. At 300 dpi, the naked eye cannot see the individual colors, but it sees the blend that makes

continued »

“To determine the maximum size photo quality image you can produce, divide each dimension of your photo file by 300.”

a clean image. Images with less than 300 dpi can appear blurry or pixelated when printed because the computer used for printing made some color assumptions when filling in missing information. Often, this results in photos that aren’t as sharp. In other words, hello, blurred image.

With the dawn of digital photography, we were introduced to another measurement called pixels-per-inch (ppi). While ppi and dpi do not technically mean the same thing, they are often interchangeable when considering equipment and photo quality. One big addition with digital photography was a term introduced to help consumers make decisions based on a simple number: the megapixel. We have all seen cameras boast five, 10, or possibly 20 megapixels, but, what do those numbers mean?

One megapixel is an area measurement of 1 million pixels. It is calculated much like square feet. Typically, a 10-megapixel camera will produce images that are 3872 x 2592 pixels. If you multiply those dimensions, you have 10,036,224 or 10 million pixels.

Why images “shrink”

One complaint printers or editors usually have is that when they receive an image for publication, it isn’t nearly large enough. The person who submitted the image

MEGAPIXEL TO RESOLUTION & SIZE		
Megapixels	Typical pixel resolution	Print size @ 300ppi
3	2048 x1536	6.82" x 5.12"
4	2464 x 1632	8.21" x 5.44"
6	3008 x 2000	10.02" x 6.67"
8	3264 x 2448	10.88" x 8.16"
10	3872 x 2592	12.91" x 8.64"
12	4290 x 2800	14.30" x 9.34"
16	4920 x 3264	16.40" x 10.88"
22	5488 x 4145	18.29" x 13.82"
31	6496 x 4872	21.65" x 16.24"
39	7216 x 5412	24.05" x 18.04"

Table 1. This chart shows how the resolution measurements of an image are translated into actual image size in print.

doesn't understand. After all, when they sent the image, it measured 500k, or maybe even one 1MB, and it took up the entire computer screen.

So, why is the printer now saying the image is only an inch or two wide and not nearly big enough to print, say, for a magazine cover?

To determine the maximum size photo quality image you can produce, divide each dimension of your photo file by 300. In this example, $3872 / 300$ equals 12.91 inches, and $2592 / 300$ equals 8.64 inches. (See Table 1.)

Billboards

So, you may be thinking to yourself: But, what about gigantic images, like on billboards? You might think that those photographs can only be created by a 100-plus megapixel camera. There is one other calculation you must consider: distance.

The distance from which your audience views the image allows for certain freedoms in regards to image quality. As shown in Table 2, the farther away from a picture you view it, the less dpi is required because human eyesight is unable to differentiate the image's imperfections.

Armed with these numbers, you can begin to plan your marketing around your capabilities. If you plan to mail a postcard promoting your next real estate auction, an image from a six-megapixel camera may be just fine. But, if you put that same picture across the top of a large folded brochure, six megapixels may not cut it.

Many other factors can affect the quality of your photograph, such as lighting conditions or lenses used. But, keep DPI in mind from the beginning and you won't have to worry about the final step of printing ruining a great photo. ❖

Andrew Imholte, BAS, ATS, is a second-generation Auctioneer who has a degree in marketing and graphic design. His unique perspective to both industries has helped him create a blend of experience and knowledge that he shares as a presenter at the NAA Conference and Show.

DISTANCE TO DPI	
Distance (feet)	Recommended dpi
18	37 dpi or greater
14	75 dpi or greater
10	100 dpi or greater
8	130 dpi or greater
6	170 dpi or greater
4	200 dpi or greater
2	266 dpi or greater
1	300 dpi or greater

Table 2. The farther away from an image you are, the less dpi is required to make the image appear clear. This is important for situations such as billboards.

“If you plan to mail a postcard promoting your next real estate auction, an image from a six-megapixel camera may be just fine. But, if you put that same picture across the top of a large folded brochure, six megapixels may not cut it.”



As online auctions become more mainstream, the NAA continues to strive for new, effective ways to educate members and stay ahead of the industry curve.

Online 'Eduaction' set for Conference & Show

Part education, part interaction with experts and vendors, "How do I put my auction online?" will be answered in Louisville.

By NAA staff

The question isn't an old one anymore, but it still gets asked on a regular basis by many auction professionals: "How do I put my auction online?"

Technology, overall, has improved, leading to easier online auction solutions, better workflows and smoother events, and all of those are good things for all parties in-

involved, including seller, buyer and Auctioneer. Consumers are starting to take notice of how user-friendly the auction method can be — both online and overall — and auction professionals have taken notice.

But, for those who haven't yet ventured into offering an online product, the whole idea of switching from tables and chairs to online, faceless bids and product images can still be a daunting one. It has led to many National Auctioneer Association members asking for education and expert guidance on how to make the transition correctly.



“**ONLINE AUCTIONS
AREN'T A NOVELTY
ANYMORE.
IT'S BECOMING
EXPECTED, AND WE
ABSOLUTELY NEED
TO BE SURE WE'RE
ADDRESSING THAT
ASPECT OF THE
INDUSTRY AT ALL
LEVELS.**”

Aaron Ensminger
NAA Education Director

The NAA Education Institute listened, and now, coming up at the 65th NAA International Auctioneers Conference and Show, July 8-12, in Louisville, Ky., a session will be in place for all questions to be answered, plus some.

In addition to education, attendees will also be given the chance to meet in small groups and one-on-one sessions with vendors. This is a key addition to the session as it allows NAA members to see and experience online products and tools they may exposed to for the first time, which opens the door for extremely specific question & answer sessions to take place. Through this, it could ultimately lead to potential business-changing decisions.

All of this will take place away from the sometimes hurried and excited trade show floor setting, in an environment conducive to learning and thinking.

“What we’ve seen is a real need for education in two areas,” noted Aaron Ensminger, NAA Director of Education. “First, those who haven’t taken the plunge are looking for a nuts-and-bolts, how-to primer on going online, from cataloging to handling items post-sale. What Auctioneers are also looking for is a look at some of the existent systems, most of which are represented by NAA’s great sponsors.”

Identifying those needs is what led to the manifestation of this summer’s program setup.

“We’re putting both together so that our attendees have the opportunity to hear a nonbiased primer on online auctions, and also have a chance to hear from those sponsors directly about the advantages of each system,” Ensminger said. “We’re

also giving those who come to the session the opportunity to meet in small-group settings with those sponsors and think the calmer environment will really spur some great conversation.”

Finally, why is this program being offered now?

“Online auctions aren’t a novelty anymore,” Ensminger said. “It’s becoming expected, and we absolutely need to be sure we’re addressing that aspect of the industry at all levels.”

Overall, the online education and interaction session is just one part to an extensive, exciting, educational lineup in store for 2014’s Conference and Show. It certainly is something NAA members won’t want to miss.

Hotel reservations can be made now at conferenceandshow.com. Registration for 2014 Conference and Show opens March 3. ❖

HALL of 2014 FAME



nomination form _____

Name of Nominee: _____

Residence Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: _____

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 Number: _____

PERSONAL AND FAMILY INFORMATION

Spouse's Name: _____

Does spouse participate in the auction profession? ☐ Yes ☐ No

If yes, explain how: _____

Children:

Name: _____ Age: _____

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 PERSONAL INFORMATION

How long has the nominee been associated with the auction business?: _____ years.

What percentage of the nominee's time is actively spent in the auction business?: _____ %.

How long has the nominee been a member of the NAA?: _____ years.

Has the nominee specialized in any particular field(s) of auctioneering? ☐ Yes ☐ No

If yes, what field(s)?: _____

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

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

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 Committee may contact:

Name: _____ Contact Info: _____
 Name: _____ Contact Info: _____
 Name: _____ Contact Info: _____
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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 the NAA and the Auction Profession:

Nominations must be postmarked no later than June 6, 2014. Mail nomination form to:

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Nomination recommended by (State Association): _____



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\$20,910

New Orleans Auction Galleries tops off successful 2013 with Estates Auction

NEW ORLEANS (Dec. 13, 2013) – On Dec. 6-8, New Orleans Auction Galleries held a successful estates auction, garnering significant interest from bidders in the room, on the phones and the Internet. The three-day sale included over 1,700 lots of antique to contemporary fine art, sculpture, furniture, silver, clocks, estate jewelry, designer furs, Asian decorative arts and more from several important estates and private collections. Many lots soared above their high estimates.

“This sale tops off a tremendously successful year for us. Our commitment to excellent customer service continues to attract new buyers and consignors from across the country and around the world,” remarked Susan Krohn, CEO of New Orleans Auction Galleries.

Session I on Friday began with intense interest on the first lot of the day — a pair of 19th-century rosewood and mother-of-pearl inlaid trapezoidal side tables, which sold for \$14,145. Friday also featured an extensive collection of clocks, including an exceptional French Restoration bronze dore mantel

clock that achieved \$6,150 and a Louis XIV parcel-gilt and polychromed fixed hand clock, ca. 1700, that realized \$20,910.

Highlights from Saturday include a mid-18th century five-piece Dutch delft garniture that sold for \$7380; an 18th century Flemish tapestry depicting Cupid and Psyche soared to \$39,360; another 18th century Flemish tapestry depicting nobles frolicking in a verdant garden, which achieved \$24,600; “Princess of Orange,” an exquisite oil on canvas by Nicolaes Maes, reached \$120,540; and a 17th-century carved walnut sacristy cabinet sold for \$22,140.

Sunday was a strong close to the successful three-day sale with silver and jewelry commanding high prices. A fine 19th century five-piece Dominick & Haff sterling silver tea set sold for \$14,760, a 182-piece set of Gorham “Versailles” sterling silver flatware reached \$14,145 and a 152-piece Reed & Barton “Francis I” sterling silver flatware service achieved \$10,147. In addition, a stunning vintage 18-karat white gold, sterling silver, diamond and baroque pearl necklace realized \$24,600. ❖

Fishing trip creates 'Magical Night' at Cystic Fibrosis Foundation Gala & Auction

MINNEAPOLIS, Minn. — A fishing trip helped create a “Magical Night” in Minneapolis at the annual Cystic Fibrosis Foundation Gala and Auction held in the end of November.

During the auction portion of the evening, bidding was fast and furious for the fishing trip for twelve, which is to be guided by three local-area fishing gurus who came with the reputation: “They can catch the big ones.”

When bidding was done, the trip hammered for an amazing, record-setting, \$120,000. Several other live auction items, including a black Labrador puppy that went for \$16,000, helped raise more than \$800,000 for the annual event.

Cary M. Aasness was the fundraiser Auctioneer, and he worked alongside Master of Ceremony Don Shelby. Shelby, very well-known not only in the Minneapolis metro but also outside the confines of Minnesota, is an iconic and now retired WCCO-TV broadcaster, as well as a two-time Pulitzer Prize winner in broadcasting.

“It was a lot of fun to work alongside Don,” Aasness said. “A big thanks to him, the Mortenson Construction Group, the director and staff of the Foundation, and the many in attendance! They truly are the best and so believe in the cause to find a cure.

“The bidding was tremendous, with great participation; it indeed was a magical night.” ❖

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RIAC's December 2013 Premiere Auction Finalizes "A Decade of Success"

ROCK ISLAND, Ill. (Dec. 10, 2013) - Rock Island Auction Company closed 2013 with an impressive December Premiere Auction sale total of \$12 million, an effort that led to a year's final total of \$48 million in sales.

"This auction is another indisputable sign that high condition guns will continue to sell big," said Director of Auction Services, Kevin Hogan. "People might get tired of hearing us tout condition so frequently, but we see the evidence at every auction: condition sells."

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\$69,000

Perhaps most exciting was the new world record set by an extraordinary Winchester Third Model 1866 carbine, that sold for \$74,750. The condition on this gun was so immaculate that it still exhibited the original polish marks from the factory. Another highlight of the auction was a deluxe Winchester Model 1894 take-down with No. 2 factory engraving and gold inlays. In spectacular condition, the piece sold for \$172,500.

A ten-barreled, 1874 Colt Gatling gun was proudly displayed in the Preview Hall before selling for \$92,000 to an undoubtedly excited history enthusiast.

Other results included:

- A supremely high condition 1851 Colt Navy revolver was acquired for \$37,375.
- A documented Colt SAA revolver from the Red Skelton Estate attributed to outlaws Bill Doolin, and Emmett Dalton sold for \$74,750.
- An 1837 "Baby" Paterson crossed the block for \$69,000.
- Highest known serial number Colt SAA with factory engraving and carved ivory grips for \$69,000.
- A factory engraved, silver & gold plated Colt SAA with pearl grips also sold for \$69,000. ❖

Massart Auctioneers raises nearly over \$9000 for St. Jude

Massart Auctioneers Inc., of Green Bay, Wis., recently raised more than \$9000 as it conducted its 18th annual Auction for Hope, with all proceeds going to St. Jude Children's Research Hospital.

The auction was held at the auction facility in Green Bay on Thursday, Dec. 19, 2013.

An energetic crowd had the pleasure of bidding on many different items donated by local area businesses and generous individuals. Items sold included: reserved parking & reserved seating at Massart's Auction House for the 2014 calendar year, homemade candy, liquor, wine, gift certificates from local businesses and much more.

The Bellevue East Town Optimist Club serves food at every auction conducted by Massart's with a portion of the proceeds going to area youth and a portion to St. Jude's. This year, as a result of that effort, a check was presented to Massart Auctioneers for St. Jude in the amount of \$750.00 from the Optimists. A Milwaukee Brewers/gambling bus trip was planned, with a promise from the bus driver that if the bus was filled, he would donate \$550.00 to the cause. The bus was filled!

Overall, Massart Auctioneers is pleased to announce that \$9,277.50 was raised this year for St. Jude. Thank you to all the generous donors and everyone that made it possible. The event will return next year. ❖

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Timepieces, bangles and bracelets steal show at John Moran's auction

PASADENA, Calif — One of Moran's most anticipated events, the semi-annual HQ Jewelry Auction, delivered results beyond expectations. The Dec. 10 sale was stuffed to the brim with nearly 500 lots.

Timepieces sold for especially strong prices, while bracelets and bangles also made a healthy showing across the board.

An Art Deco sapphire and diamond bracelet set in platinum sold for a healthy \$8400 (estimate: \$5000 - \$7000), only to be outshone by another Art Deco stunner, a French-cut diamond bracelet featuring approximately 15.00 carats of total diamond weight. This piece quickly and decisively outgrew its pre-auction estimate, selling for a stellar \$45,000 (estimate: \$7000 - \$9000).

A number of boldly designed bangles were offered, including a coral, emerald, diamond and gold bypass bangle in 18k textured gold. Estimated to find a new home for \$4000 - \$6000, the bangle ultimately realized \$7800. A wide bangle, one of several signed pieces by the perennially popular designer Lola Demner, in 18k gold and set with ruby, sapphire, and emerald cabochons and four full-cut diamonds, was expected to earn between \$3500 and \$4500 at the block. However, bidding did not top out until it hit the \$7200 mark, when a floor bidder emerged victorious.

Also selling to a floor bidder, an intriguing coiled serpent-form bangle with ruby eyes, expected to earn \$1500 - \$2000, sold just over the high estimate (\$2160). A striking silver bangle by To-run for Georg Jensen, featuring an interchangeable center with an oval moss agate, also realized a price far above its estimate, going for \$2048, and further illustrating the timelessness of the Jensen brand.

Mexican silver pieces were in high demand, commanding excellent prices. A Felipe Martinez sterling silver and obsidian collar earned \$3075, thanks to a determined online bidder, and shortly after a Matl silver and stone necklace and earrings, set with amethyst, turquoise, and coral, flew to \$3675 (estimates: \$400 - \$600 and \$800 - \$1200 respectively). An amethyst and vermeil bib necklace by Hector Aquilar, estimated at \$800 - \$1200, found a new home for \$3690.

Watches hit the mark as well at the December 10th auction. Among the dozens offered, high points were a gent's pocket watch by Patek Philippe for Tiffany & Co., hailing from the estate of Ernest A. Bryant III and estimated at \$8000 - \$12,000, that sold to an international collector for \$22,895. Another Patek Philippe, a pave diamond and gold wristwatch, sold to an online buyer for \$6748 (estimate: \$3000 - \$5000), making an exciting stocking stuffer for a lucky recipient. An impressive Breguet platinum tourbillon wristwatch enamored buyers and encouraged a frenzy of bids, and was finally whisked home by a floor bidder for \$57,000 (estimate: \$40,000 - \$60,000). ♦



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Leroy "Holiday" painting brings surprising \$16,000

A Jules Gustave Leroy painting, entitled "The Christmas Present," sold for \$16,000 while a Tiffany tall case clock realized \$17,000 at Cordier Auctions' Fall Two Day Antique & Fine Art Auction on November 9-10. Other highlights included a Lancaster County, Pennsylvania high boy at \$8500, a Story & Clark Storytone Deco electric piano at \$2700 and a machinist built 1:16 scale locomotive and tender at \$2600.

Over 400 people were in attendance during the two days in addition to phone and absentee bidders while more than 2000 bidders were pre-registered to bid via the internet. Prices quoted are hammer prices.

Sunday's session offered over 100 lots of fine art including paintings, bronzes, and prints as well as the biggest surprise of the auction — a painting by the artist Jules Gustave Leroy (French, 1856-1921). Known for his works of kittens and other animals, the painting portrayed a poodle holding a holly decorated basket of kittens and was aptly entitled "Holiday Gift".

Bidding opened online within estimate at \$1600 and quickly escalated between multiple phone bidders before coming down to a single phone bidder and a bidder in the room, both determined to take this particular present home for the holidays. The room was silent as bidding climbed to \$10,000 then \$15,000 before the floor bidder came away the winner at \$16,000 to a well-deserved round of applause.

The highlight among instruments was an RCA Story & Clark Storytone Deco electric piano. Estimated at \$3000 to \$6000, the piano was built in 1939 as a joint venture between Story & Clark and RCA. One of only 150 made, it was the first electric piano and debuted at the 1939 World's Fair. The Internet came through with the winning bid of \$2700.

Over 70 lots of furniture were offered including a rare three shell carved Lancaster County Chippendale highboy circa 1780 to 1790. Estimated at \$10,000 to \$15,000, the piece sold to a local collector in the room for just under low estimate at \$8500.

Over 100 lots of ethnographic and Asian arts were included in Sunday's session, among them a Chinese famille verte table screen. Estimated \$1500 to \$3000, the piece sold to the room at \$2000. The room was also successful on two Japanese Meiji period Satsuma vases with frogs which both sold for \$500. An early 20th century Northwest Coast Tlingit raven dagger did far better than expected, selling to the Internet at \$1700 on a \$200 to \$400 estimate. ❖



\$8500



\$16,000



\$2700

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Chris Smith

West Des Moines, Iowa

NAA member was involved with missions work

Donald C. Smock, 65, passed away Dec. 27, 2013, at Community North Hospital in Indianapolis following complications of a stroke.

Don was born July 10, 1948, in Waukegan, Ill., and was a former Carmel resident from 1975 until moving to Noblesville in 1987.

He retired as founder and CEO of Don Smock Auction Company, Inc. in Pendleton and was a graduate of Continental

Auctioneering School and National Auctioneer Appraisal Institute. He held a GPPA designation with the National Auctioneers Association.

Don was an active and faithful member of Rock Church Assembly of God in Pendleton where he participated in missions trips to Haiti and Nicaragua.

Survivors include his wife, Debi (Tess) Smock who he married on Nov. 10, 1973, in Burlington, Wis.; two children,

MacKenzie Tess (husband, Ron) Shreve and Nic (wife, Samantha) Smock; granddaughter, Molly Hazel Smock, all of Noblesville; two sisters, Sandy (husband, Jack) Mather of Edgewood, Iowa, and Chris Lancour of Greenfield, Wis.; one half-sister, Beverly Hinsenbrock of Clermont, Iowa; several nieces and nephews.

Don was preceded in death by father, Lowell Smock; mother, Gertrude (Horton) Smock Tess; stepfather, Roman Tess; and nephew, Will Lancour. ❖

Heroic Member fell saving horses

Keith R. Meissner Sr., 60, of Thais Road, died Friday, Dec. 13, 2013, at his home as a result of trying to save his horses during a barn fire. Through his efforts, he was able to save six of his cherished horses.

Born in Albany, he was son of the late Francis A. Meissner and Mary Phillips Meissner and beloved husband of 40 years to Dolores Doin Meissner. He was a lifelong resident of Averill Park.

Keith worked in the auction and antique business for over 30 years, and was an Auctioneer and owner of Meissner's Auction Service in New Lebanon for over 25 years.



Meissner

He was a member of the New York State and National Auctioneers Associations and of the Grafton Trail Riders. Keith was a cowboy through and through, and, from caring for them to riding them, he loved his horses.

Survivors in addition to his wife include his sons, Keith (Jennifer) Meissner Jr. and Robert Meissner, both of Averill Park; his grandchildren, Sophia and Aiden; his siblings Frank (Jane) Meissner, East Nassau, Judy (Michael) Coomes, Baldwinsville, Diane (Michael) Caldwell, Averill Park, Bruce Meissner and Eric Meissner, both of Averill Park, Gary (Wendy) Meissner, Schodack, Terry (Deborah) Meissner, East Nassau, and Timmy (Riann) Meissner, Averill Park; and many nieces, nephews, and great nieces and nephews. He was predeceased by his brother Francis Meissner. ❖

Auctioneer remembered for great love of family, friends

Robert Jay Braman, of Houston, Texas, loving husband, father and grandfather, passed away on Dec. 14, 2013.

Born in Chicago, Illinois, and raised in Plymouth, Indiana, Robert spent much of his adult life in Houston, Texas, where he co-founded and ran Plant & Machinery, Inc., an industrial auction company. He will be remembered for his great love of his family and friends, his great sense of humor, his generosity,

and his passion for his trade.

Robert is survived by his wife Gabrielle (Green), his children Julie and Joshua, his son-in-law Jeffrey Kane, his three wonderful grandchildren, Jonah, Annie and Sophie, his brother Ronald Braman (Judy), his brother-in-law, Barth Green (Kathy), his sister-in-law Dana Clancy (Tom) and many nieces and nephews. ❖

Send your news!

Highlight and share your state association's biggest news with the rest of the NAA! Send all press releases **(along with high-resolution images)**, state conference schedule information and other updates to statenews@auctioneers.org. (Note: Based on available space, submission does not necessarily guarantee inclusion in NAA publications.)

Lesh, Jr. inducted into Pennsylvania Hall of Fame

At the Pennsylvania Auctioneers Association convention, Jan. 8-10, in Harrisburg, the association held its election for state officer positions. The newly-elected officers are: President — Mark L. Ferry; President-Elect — Patrick K. Morgan; Vice President — Bill Anderson, Jr.; Treasurer — Robert A. Ensminger.

Also, Ralph J. Lesh, Jr., CAI was inducted into the state Hall of Fame, along with Olen Knecht.

Other convention highlights included Patrick Morgan winning the state bid-calling completion, taking the title against runner-up Daniel Reeder and 25 other competitors. Jacob Yoder was awarded as top rookie (licensed for two years or less).

Additionally, “Pete” Ralph M. Steward was awarded a certificate of appreciation for his 50 years of service on the Pennsylvania State Board of Auctioneer Examiners. ❖

Corbett victory among Idaho highlights

At the annual Idaho Association of Professional Auctioneers convention, Jan. 10-11, in Boise, the association held its election for state officer positions. The newly-elected officers are: President — Paul Adams, CAI; Vice President — Rod Elson, CAI, GPPA; Director 4 — Roger Stockwell; Director 3 — Tanner Beymer; Director 2 — Max

Christensen; Director 1 — Randy Wells, CAI, AARE, BAS, CES, GPPA. Kent Corbett, GPPA, topped a field of five competitors to win the 2014 Idaho State Champion Auctioneer title. Staci Hernandez, CAI, won the Rookie Auctioneer contest, while Paul Adams took first place in the Ringman competition.

Other convention highlights included: 2013 Women's IAC Champion Megan McCurdy delivering an NAA presentation; the development of a scholarship program to attend Auctioneer school; and cowboy poetry by Gerald Elson. ❖

FAA elects new officers

At the annual Florida Auctioneers Association convention, Nov. 10-12, 2013, in Gainesville, the FAA held its election for state officer positions. The 2014 FAA officials are: President - Rose White, CES, MPPA; President-elect - Mike Garner, GPPA; Vice President - Jim Buzzella, CAI; Secretary/Treasurer - Debbie Shuler. 2013-2015 Board: Joe Kikta, CES, GPPA; Sara Rose, CAI; Don Kirkland. 2012-2014 Board: Jim Payton; Myers Jackson; Chris Dudley.

Also at the convention, which saw 67 attendees, Michael Moecker was honored with the Lewis C. Dell award, an honor symbolizing entrance into the state's Hall of Fame. Myers Jackson earned the title of Florida Bid-Calling Champion, and Craig Fleming, ATS, CES, took home the Rookie Bid-Calling Champion title. Jim Buzzella was named as the “You ‘Reek’ Auctioneer,” and Win Laverder was awarded “Mouth of the South.” ❖

BOARD OF DIRECTORS

DIRECTOR/OFFICER REQUIREMENTS

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

NAA POSITIONS AVAILABLE

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

Directors: Two are elected to three-year terms.

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

APPLICATION PROCESS

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

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

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

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

member of the NAA?

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

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

sional photo of themselves.

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

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

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

Contact hcombest@auctioneers.org for questions.

2013 NOMINATING COMMITTEE

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

NAA EDUCATION INSTITUTE

TRUSTEE CANDIDATE REQUIREMENTS

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

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

TRUSTEES MUST MEET THE FOLLOWING REQUIREMENTS:

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

TRUSTEE CANDIDATES SHOULD BE AWARE THAT:

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

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

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

4. The following profile information:

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

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

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

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

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



Reppert Auction School's December 2013 class graduates.



The Auction School of Real Estate's 2013 fall class graduates.



The October 2013 graduates of Texas Auction include: (Bottom to Top- L to R) (Row 1) Edith Parrish-Kohler, Lori Stevens, Amy Roman, Anise Golden Morper, Angie Gallaher, Ella Yeadon, Sirita Webb, (Row 2) Rich Schur, Guest Speaker; Troy Lippard, Instructor; Michael Woodall, Mike Carter, David Moore, Lowell Matheny, Jim Fitzgerald, Dean Yeadon, David Pyle, Lori Jones, School Administrator; Mike Jones, School Director (Row 3) Logan Pace, A.J. Warren, Eddie Henson, Scott McElrath, Rob Morper, Anthony Azizi, Joseph Haun, Rick Garren, Danny King, Phillip Braun, Guest Speaker (Row 4) Callen Ragan, Dusty Hawkins, Mark Ensign, Greg Roberts, Wayne Cauthron, Joshua Rush, Charlie Cabler, Javier Lopez-Morton.



The Continental Auction School's 2013 fall class graduates.

AUCTION SCHOOLS!

Send your class graduation high-resolution photos and cutline information (class size, graduation dates, states represented and names) to: publications@auctioneers.org.

Note: Cutline information will be included only as space provides.

Thank you, donors!

Thank you to the following donors who supported the NAA's Auction for Hope partnership with St. Jude Children's Research Hospital over the past quarter. The NAA is in the second year of its five-year, \$500,000 commitment to St. Jude.

To find out how you can begin your support of Auction For Hope, contact Brandi McGrath at bmcgrath@auctioneers.org or (913) 563-5429.

Jason Bates
Lexington, Tenn.

Donnie Dean
Dothan, Ala.

Richard Hart, CAI, BAS, GPPA
Orlando, Fla.

Tim Lile, CAI
Dayton, Ohio

Paul M. Metzger
Joppa, Md.

Miedema Asset Management Group
Byron City, Mich.

Musser Bros., Inc.
Pasco, Wash.

Nashville Auction School
Tulahoma, Tenn.

Texas Auction Academy
Dallas, Texas

Western College of Auctioneering
Lewistown, Mont.

World Wide College of Auctioneering
Mason City, Iowa

Mendenhall reaches bench mark

With two checks worth \$1581, Mendenhall School of Auctioneering, High Point, N.C., surpassed a major giving mark last November, stretching its total donation to St. Jude Children's Research Hospital to \$300,834.80 since 1995.

The school conducts four auctions for St. Jude annually. ❖

On July 1, 2012, the National Auctioneers Association began a five-year commitment and pledge goal to St. Jude Children's Research Hospital to raise \$500,000 within a five-year span. NAA members have graciously and generously supported the early portions of the NAA's pledge. Thank you!

2013-14 Fiscal Year-to-Date: More than \$80,000

Goal-to-Date: More than \$229,000 in the first 18 months

Total Goal: \$500,000 through a five-year span

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

In February 2012, 7-year-old Andrew and his family were headed out of town for a day of fun when his right leg began to hurt. The pain continued, on and off, for several weeks. Finally, in April, an MRI of Andrew's lower torso revealed the source of his pain wasn't in his leg at all: A tumor the size of an orange was growing in his pelvic area, next to his spine.

The tumor was identified as Ewing sarcoma, which can arise in bone or soft tissue. Andrew's parents were devastated. "No one ever thinks their child has cancer," said his mom, Heather.

Andrew was referred to St. Jude Children's Research Hospital. Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to more than 80 percent since it opened 50 years ago.

At St. Jude, Andrew received chemotherapy, radiation therapy and a bone marrow transplant. Because of the location of the tumor, it is inoperable.

Families never receive a bill from St. Jude for treatment, travel, housing and food – because all a family should worry about is helping their child live. "It meant so much when we learned that we'd never get a bill," Heather said. "It was a gift not only from Danny Thomas but also from God."

Andrew is now finished with treatment and returns to St. Jude for regular checkups. He's an imaginative, creative boy who likes science and drawing.

Sponsored by:



Andrew
age 8
Missouri
Ewing sarcoma



©2014 ALSAC/St. Jude Children's Research Hospital (16500)

stjude.org/naa

St. Jude Children's Research Hospital
ALSAC • Danny Thomas, Founder
Finding cures. Saving children.

IN THE RING

PAGE *"I wondered if it was going to be worth it. Now, after year one, my only regret is waiting as long as I did."*

7

Andy Conser

*United Country Heart of America Real Estate & Auction
Oskaloosa, Kan.*

PAGE *"I've been an Auctioneer all my life — I just didn't know it,"*

26

Gayle Stallings, CAI, BAS

*FUNauctions
Austin, Texas*

PAGE *"Online auctions aren't a novelty anymore. It's becoming expected, and we absolutely need to be sure we're addressing that aspect of the industry at all levels."*

41

Aaron Ensminger

*Director of Education
National Auctioneers Association*

MEMBERS' CORNER

- **Matt Hostetter, CES, won the 2013 Canadian Western Auctioneers Championship on Nov. 12,** in a competition during the Canadian Western Agribition — a show offering livestock sales, educational exhibits and agricultural technology.

The award was the second title in 2013 for Hostetter, who won the Pennsylvania Bid-Calling Championship in January.



Matt Hostetter, right, took home two bid-calling championships in 2013, one in the United States and another in Canada.

- **Auctioneer T. Kyle Swicegood, BAS, CAI, was the Auctioneer for a packed house** that had gathered for a Forsyth County (N.C.) Women's Republican fundraising event. North Carolina Governor Pat McCrory appeared and spoke at the function, which raised money for upcoming elections in 2014.



Auctioneer T. Kyle Swicegood, CAI, BAS, GPPA, (left) and North Carolina Governor Pat McCrory. Submitted photo

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DON'T FORGET!

Hotel registration is now open. See the Galt House Hotel ad on page 9 for more details.

SOCIAL MEDIA TAG: #NAACS14

AROUND the **BLOCK**

- On Dec. 18, **NBC Sports Group and Mecum Auctions announced a multi-year agreement** to present coverage of Mecum car auctions across NBC, NBCSN, and the Esquire Network, which is part of the NBCUniversal family of networks.

The three-year agreement, which begins in 2014, will provide for more than 425 hours of programming across all three channels.



- On Dec. 17, **New York's highest court ruled that auction houses need not reveal a consignor's name.** The New York Court of Appeals reversed an earlier decision that had alarmed auctioneers and those in the trade because, if upheld, it could have required them to disclose sellers' identities in some circumstances, even if they want to remain anonymous.

The decision came after an incident in 2008, when Albert Rabizadeh submitted a winning, \$400,000 bid as an absentee bidder for what was identified as a 19th-century Russian silver and enamel box, with an estimate of only \$4,000-\$6,000, that sold through the upstate auction house William J. Jenack in Chester, New York.

When the company sent him an invoice, Rabizadeh refused to pay and the auction house sued.

Rabizadeh had attempted to lean on a state statute that says when an Auctioneer makes a record at the time of sale, "the name of the person on whose account the sale was made" must be included for a contract to be valid. The court said Rabizadeh was attempting to use the statute "as a means of evading a just obligation ..."

(Information from theartnewspaper.com)

- As of late December, a report from CNBC said **auction sales of collectible cars in the U.S. were set to top \$1.2 billion** this year, an all-time record that's up 25 percent from 2012, according to Hagerty Insurance, the largest insurer of collectible cars. The 2013 total is nearly double the pre-financial crisis level for car auction sales. While the number of cars sold ticked up 10 percent, to more than 19,500, the average price per car sold jumped 13 percent to \$61,000 from \$54,000.

The average price, however, masks the huge spike at the top end of the collector car market, where vintage Ferraris, Mercedes and Porsches are regularly fetching eight figures. Four of the top five most expensive collector cars ever sold at auction were sold in 2013.



MEMBERSHIP APPLICATION

Please complete all four sections of this form.

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

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

1

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

MEMBERSHIP TYPES

MEMBER	An active auction professional that subscribes to the NAA Code of Ethics and embraces the NAA Mission and Vision. RECEIVE PRINTED MAGAZINE.	<input type="checkbox"/> \$300 (1 Year) <input type="checkbox"/> \$535 (2 Year) <input type="checkbox"/> \$725 (3 Year)
	RECEIVE DIGITAL MAGAZINE ONLY.	<input type="checkbox"/> \$275 (1 Year) <input type="checkbox"/> \$490 (2 Year) <input type="checkbox"/> \$660 (3 Year)
<input type="checkbox"/> SPOUSE	An active member can add his/her significant other for an additional fee. Spouse members subscribe to the NAA Code of Ethics and embrace the NAA Mission and Vision. (Includes Auxiliary membership for spouse for one year.) Spouse's Name (Required): _____	\$150

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 donation
<input type="checkbox"/> MEMBERSHIP NAA AUXILIARY*	The Auxiliary is a source for the promotion and advancement of the auction team. Membership is open to all NAA members and spouses. One year membership per person. <input type="checkbox"/> Self <input type="checkbox"/> Spouse *Auxiliary Member's Name (Must Complete): _____	\$25 per member

2

MEMBERSHIP INFORMATION (Please Print)

TOTAL AMOUNT DUE \$

First _____ Middle _____ Last _____

Nickname _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-Mail _____

Website _____

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

Number of Years in Industry _____ Year of Birth _____

Highest Level of Education Completed _____

Name of auction school attended if applicable _____

Referred By (Optional) _____

3

METHOD OF PAYMENT (PLEASE CHECK ONE)

Payment in Full (One Payment Total): ☐ Check ☐ Credit

Payment Plan
(Three Payments Total - See Reverse): ☐ Check ☐ Credit

Credit Card # _____ Exp. Date (MM/YYYY) _____

Card Holder Name (Print) _____ Card Sec. Code (CVV) _____

Signature _____

4

AUCTION SPECIALITIES

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

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

NAA Logo

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

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 get a discount of up to 25% off! Get started by visiting naa.constantcontact.com!

Auctioneer magazine

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

Auction E-News

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

NAA Media Directories

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

Online Mentoring and Networking Forum

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

Auction Calendar

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

NAA Education Institute

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

Buyers' Guide

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

NAA Credit Card Program with Free Check Recovery

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

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. Individual, track or all-access passes are available.

Discounted Advertising Rates

Reach your target buyers thanks to the NAA's exclusive auction advertising programs. Receive discounted advertising rates with USA TODAY, Investor's BusinessDaily, The Wall Street Journal and TheNetwork of City Business Journals. Other contracts available on request.

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.

Membership - Printed Magazine (\$300)

\$100/month for three consecutive months

Membership - Digital Magazine (\$275)

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

Member and Spouse Membership (\$450)

\$150/month for three consecutive months

Installment Payments by Credit Card: I understand the terms and conditions of the payment plan and authorize the NAA to automatically apply payment to my credit card on the 25th of each month (three consecutive months).

Installment Payments By Check: All payments by check must be received by the 25th of each month (three consecutive months).

***PLEASE NOTE: FAILURE TO MAKE THREE CONSECUTIVE MONTHLY PAYMENTS WILL RESULT IN THE CANCELLATION OF YOUR NAA MEMBERSHIP.**

Return completed form to the National Auctioneers Association by email to accounting@auctioneers.org, fax to (913) 894-5281 or mail to 8880 Ballentine, Overland Park, KS 66214.

Mission

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

Vision

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

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

www.auctioneers.org



NATIONAL AUCTIONEERS ASSOCIATION

EDUCATION CALENDAR

GPPA (AT THE IL STATE CONVENTION)

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

INTERNET ONLY AUCTION SUMMIT: REAL ESTATE

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

CERTIFIED AUCTIONEERS INSTITUTE

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



CONFERENCE AND SHOW

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

BENEFIT AUCTION SUMMIT

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

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

thank you

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Want to advertise in Auctioneer?

Contact: Kari Preston
(913) 563-5421
kpreston@auctioneers.org

CLASSIFIEDS

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www.AuctioneerInsurance.com

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(989) 652-2242. Michigan.
Pictures at
www.hechtauctions.com.

AUCTION AND HIGH-END CONSIGNMENT GALLERY

FOR SALE. Approximately 10,000 sqft. located in sunny Naples, FL., wealthiest city per capita in US. Lucrative lease. Selling due to illness and retirement. Over \$1.5 million in transferrable consignment inventory. Offered at \$150K. Some owner financing available. For more information, please call **(239) 269-7205.**

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NAA Board of Directors 2013-2014

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(303) 680-1885

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