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FEBRUARY 2015

The official publication of the National Auctioneers Association

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Promotions, Advocacy and you



Thomas W. Saturley
CAI, NAA President

National Auctioneers Association President Thomas W. Saturley, CAI, joined NAA in 1991. He served two terms on the NAA Board of Directors as Presidential Appointee before being elected as Vice President in 2013. Prior to that, Saturley served one term as a Director beginning in 2002, and was awarded the NAA President's Award of Distinction in 2003. Also, he served on the Board of Governors for the Auction Marketing Institute.

Saturley is President of both the NAA and Tranzon Auction Properties. He has an extensive background in law, real estate, auction marketing and business management. He makes his home in Portland, Maine, with his family.

In early January, a dozen dedicated NAA members gathered at the NAA headquarters in Overland Park, Kansas, to help leadership develop plans that will benefit NAA members and all auction professionals for decades to come.

As you know, *Pathways to 2020* (available at auctioneers.org) is our road map to the future. Last fall, your Board, in its continuing commitment to implement our business plan, identified three strategic initiatives that will help us achieve our vision of having NAA members be the preferred auction professional used in the marketplace. At the centers of those three initiatives are: **Education, Promotion and Advocacy.**

The first initiative is education and since 2003, when the NAA and the Auction Marketing Institute merged, the NAA Education Institute Trustees have ensured that high-quality education programs are available, covering the comprehensive needs we have as auction professionals.

These newly created committees are charged with helping to shape a process for the remaining two initiatives that will be as relevant and sustainable to our vision and mission as education has become. We have framed Promotions (our second initiative) to ensure the advancement of our methodology and selection of our members as the preferred professionals. Advocacy (our third initiative) is defined as ensuring that the NAA is both proactive and reactive in appropriately defending the auction professional and our methodology with federal, state and local governments.

Now, what does this mean? Obviously, we do not have the money to hire a Washington lobbyist or a New York public relations firm. Our association attempted similar tactics in the past and quickly ran out of resources with questionable results. However, we have an incredibly viable solution ... we have you, our members, and collectively we are a huge network.

We need your help.

In the next few months, we will be bringing ideas to you and asking for your assistance. It may be a quick survey. It may be information you have in your database. It may be your political connections. We are asking because working

collaboratively is without question our greatest resource.

Working together, we can build a plan that is effective but also sustainable; something that will last past this year and next. But, to do that, we need to engage you. Here's a very simple and real example of how this can work.

Do you have your Congressional Representative or his or her staff's cell phone number? Do you have your U.S. Senator or staff's cell phone number? What about your Governor's? We don't want their number. We do, however, want to know that you have it. Why? Because regardless of our own political philosophies, we can all agree that government regulation is something that the NAA, as the only national association that represents our diverse auction profession, must pay attention to.

There are regulations that, if enacted, will have a significant and negative impact on our businesses. So, it is critical that we set up an *Auction Action Network* – one that can react in a timely manner when necessary. And, that network has got to include you – and the political representative that you know so well.

So, it's a simple question: Do you have that person's cell phone number in your contact list? Because that clearly indicates you have influence. When an issue arises and we need help communicating to our governmental figures, we need your help in delivering our position to the politicians directly.

We are going to be asking you this – and more. Please take part. It is the only way we can truly be effective.

As for the new Promotions and Advocacy committees, the dedication of these members is extraordinary, and we are all fortunate for their contributions. Their reports will be thoroughly discussed at the April Board meeting. However, the success of their efforts depends on you.

When we send you a survey or ask a question, please respond. We are going to use this information to help you and the generations to come.



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On the cover: When it comes down to it, a seller doesn't want to hear "fun." The only word that matters is "sold."

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Is your flashlight app safe to use?

Many apps can track your location and share your information, says cybersecurity expert.



You just had a flat tire along a dark country road. Luckily, you downloaded a flashlight app into your cellphone and now can put it to use.

But that flashlight, handy as it is, may be just one of many doors you unwittingly opened to let spies take up residence inside your phone.

“Most free flashlight apps are creepware,” says Gary S. Miliefsky, CEO of SnoopWall, a company that specializes in cybersecurity.

Creepware is malware that spies on you and your online behavior, and could pass along information to others.

For example, Goldenshores Technologies, the company behind the popular “Brightest Flashlight Free” app for Android phones, agreed in 2013 to settle the Federal Trade Commission’s charges that the software secretly supplied cellphone locations to advertising networks and other third parties.

The problem doesn’t begin and end with flashlight apps, though. Many seemingly innocuous apps that people carry around with them on their mobile devices have the capability to eavesdrop on their activities.

“Consumers trust first and verify never,” Miliefsky says. “As a result, most of their smartphones are infected with malware

that they trust in the form of some kind of useful app or game.”

Miliefsky offers these tips for ousting those spies inside the phone:

- First, assume you’ve already been compromised. It’s nice to think all is probably well, but most likely it’s not. Somewhere in the phone the spies are at work and it’s time to take the privacy behaviors and privacy policies of these apps more seriously.
- Verify the behavior and privacy risks for apps before installing them. Do some research and ask the question: “Why does this app need GPS, microphone, webcam, contacts, etc.?” Most apps don’t need these ports unless they want to invade your privacy, Miliefsky says. Find an alternative before installing risky apps.
- Do a smartphone version of spring cleaning. Delete all the apps you don’t use that often. Replace the apps that take advantage of too many of your privacy settings, such as GPS, phone and text-message logs, with similar apps that don’t.
- Turn off WiFi, Bluetooth, Near Field Communication and GPS except when you need them. That way, Miliefsky says, if you are at a local coffee shop or in a shopping mall, no one can spy using nearby (proximity) hacking attack. They also can’t track where you were and where you are going on GPS.
- Check to see if your email has put a tracer on you and your phone. “If you use a Google email account and have an Android phone, you’d be surprised that even with your GPS off, it’s tracking your every move,” Miliefsky says. You need to go into the phone’s settings to turn off that tracking feature, he says. In your Android phone, go to “settings,” then “location.” Select “Google location reporting” and set “location history” to off.

For other great tips on using your smart device more wisely, check out the Tech Bar at the 2015 Conference and Show in Addison, Texas. See page 34 for more C&S details.



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BOARD OF DIRECTORS

DIRECTOR/OFFICER REQUIREMENTS

An NAA member who wishes to be elected as an Officer or Director of the association at the 66th International Auctioneers Conference and Show in Addison, Texas, in July, must announce his or her candidacy by 5 p.m. Central time on February 27, 2015.

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.

Treasurer: Two-year term.

Directors: Two are elected to three-year terms.

Board responsibilities: Expected to attend four 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 that the Board communicates the work of the organization and shows support for the NAA.

APPLICATION PROCESS

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

The application process is outlined at www.auctioneers.org. It also can be obtained by sending an email to 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 in the information packet. They also must provide the Committee **three references** and

a **professional photo** of themselves.

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

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

2015 NOMINATING COMMITTEE

- NAA Past President Paul C. Behr, CAI, BAS, chair
- NAA President Tom Saturley, CAI
- Education Institute Trustees Vice Chair JillMarie Wiles, CAI, BAS
- Texas Auctioneers Association President Lori Lemons-Campbell, CAI
- National Auctioneers Foundation Vice President Larry Theurer, CAI, GPPA

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 2015 must submit information declaring their interest by Feb. 17, 2015.

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:

- Must have been a member of NAA for 5 years
- 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, 2015:

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, 2015.
Please email the requested information to: education@auctioneers.org**

Auction's real selling point:

\$OLD

Pitching clients on **“fun”** isn't
enough.

By James Myers





Kurt Johnson plays to the crowd's enthusiasm during a benefit auction.

The environment is electric. The bid chant is enthralling. The pace is quick, and the action is unrelenting and fun.

But, is “electric,” “enthralling,” and “fun” really what the auction industry is hedging its bets on as competitors look to take over the live auction space?

The energy surrounding the live auction is an important piece of the culture, but to stay relevant, Auctioneers are doing more than just providing a good time – they’re staying laser-focused on the needs of the seller.

Dick Kiko, Jr., a life NAA member, realtor and Auctioneer with Kiko Auctioneers, says focusing on the fun and energy is “nice,” but it’s not his mission. Instead, he places more energy on the benefits of his services that generate money for his sellers and help them achieve their goals.

“The seller doesn’t care if it’s fun or not,” he said of the live auction. Sellers want Auctioneers to sell their items for what they’re worth or more.

The chant and the atmosphere might be an important part of the event on auction day, but it’s not for the pleasure of the bidder. Kiko ponders aloud how many Auctioneers have to remind bidders that the auction company isn’t working for them, which is something that comes up when a bidder exclaims, “The Auctioneer’s making me bid more; he’s making me pay more!”

For Kiko and other Auctioneers, it’s become an extremely



customer-centric business climate where everything that can be done to suit the seller has to be catered to, including diversifying skill sets in order to bring more to the table.

“What we need to do is continue to recognize the value we bring as a professional Auctioneer to that seller,” Kiko said. “We’re competing against other sellers as well as the Internet.”

Speaking of online auctions, where a buyer has access to everything from automobiles to socks, Kiko sees the Internet as an “unbelievably massive competitor,” and that worries him, especially as he sees Auctioneers throwing in the towel on their live auction offerings for Internet-only auctions.

“What’s fun about online auctions?” Kiko asks rhetorically of the digital atmosphere where buyers come simply to purchase

Connie Johnson displays a T-shirt up for bid during a benefit auction event. When high bids come in for such items, it is normally the result of months of preparation.

goods with no expectation of being entertained.

He's not against online auctions. In fact, he offers simulcast auctions where he'll have bidders using the Internet to interact. But, his sales rarely see Internet bidders getting more than 30 percent of what's on the auction block.

"Our numbers say live auctions are still a valuable piece of the equation," said Kiko. "I love online auctions when it makes sense for the seller. I'm not going to do it just to do it."

Fun still has a key place

In the benefit auction space, fun and entertainment are important pieces of the puzzle, or in Connie and Kurt Johnson's case, part of the mission statement. At Kurt Johnson Auctioneering, Inc., the mission is four-fold. If done correctly, the first three parts of the mission, educate, motivate and entertain, take care of the fourth – benefit the client.

After doing benefit auctions for more than 20 years, Kurt, CAI, BAS, said a big part of the value he and his wife bring to the table



comes long before the live event. It's during the consultation that clients realize what they'll gain by bringing in a professional auctioneering business to handle their event or gala.

"We can raise a lot of money before we hit the stage," Kurt said of their value proposition that sells clients on their services.

The largest difference between what the Jonson's rely on with their auction versus what an Auctioneer at an estate sale, for example, will experience is how much fun, excitement and entertainment the benefit auction live event's attendees expect to have.

If the Johnson's hope to entice attendees to become future or repeat clients, they have to provide events built around the promise of a festive fundraising atmosphere – something that may be down the priorities list compared to urgency and/or need considerations in other auction settings."

Connie Johnson, BAS, said it's their job to educate clients long before the live event so they can get the most out of their benefit auction. Preparation takes up to a year, six months, or three months when rushed. They offer tips and tricks to non-profit workers who put in long hours for little money, to help inspire them, stay engaged and create excitement.

"We're not strictly bid callers," she said. "We have to do our homework; we have to find out what their mission is and what their goals are and how we can infuse fun into the process."

While the bulk of the work in a benefit auction environment is far from "fun," the live auction is the culmination of many months of preparation, and it has to go off without a hitch because when you do an auction right, everybody finds out. And when things don't go exactly right?

"Everybody knows about it twice as fast," Kurt said. ❖



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Emily Ford Quilts highlight giving spirit in Colorado



Dayton Roller, Emily Ford, Brenda Ford and Kevin Mitchell pose next to one of Emily's quilts sold during the CAA convention.

DENVER, Colo. – The Colorado Auctioneers Association received a special donated item and gained an honorary Colorado Auctioneer in the process at its state convention held Jan. 2-3, in Denver, with more than 100 CAA members in attendance.

Young Emily Ford donated a quilt, with proceeds earmarked for the CAA. Bidding came down to two bidders – Dayton Roller, CAI, and Kevin Mitchell. With the price at \$800, Roller asked Mitchell if they raised the purchase price to \$1,000, then would CAA pay for an additional quilt to be made. Emily agreed, and two winners were announced for an Emily Ford Quilt. The Association named Emily an Honorary Colorado Auctioneer that evening.

Other event highlights: Doug Carpenter, CAI, AARE, won the state bid-calling contest, finishing ahead of Brent Wears, CAI, AARE, ATS, CES. Amanda Shuman was crowned as Junior Champion. Twenty competitors took part in all. The state also held its annual election. Those newly-elected officer results include: president – O.J. Pratt, CAI; first vice-president – Butch Hagelstrom; second vice-president – Eric Arrington.

Schaetzke inducted into MAA Hall of Fame

FOXBORO, Mass. – A total of 40 auction professionals gathered on Sunday, Nov. 9, to take part in the 2015 Massachusetts Auctioneers Association state convention.

Highlighting the event, Dale W. Schaetzke, CAI, AARE, was inducted into the MAA Hall of Fame. Schaetzke has served four non-consecutive terms as President of the MAA.

Bytnar wins Florida bid-calling title

TAMPA, Fla. – Sara Rose Bytnar, CAI, claimed the Florida bid-calling championship among the field of seven entries to take part in the competition held during the Florida Auctioneers Association state convention in Tampa, Nov. 10.

About 50 auction professionals attended the convention, which saw Jim Gall elected into the state's Hall of Fame, as well as Rick Eberhart take Rookie bid-calling honors.

The state also held its annual election. Those newly-elected officer results include: president-elect – Chris Dudley; vice president – Myers Jackson; president – Mike Garner, GPPA; secretary/treasurer – Debbie Shuler; director – David Bradshaw, AARE; director – Craig Fleming, ATS, CES; director – Donald Cotton, CES. ❖

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By NAA staff

The *Pathways to 2020* was adopted by the NAA Board of Directors in December of 2013, after more than a year of discussions regarding the organization's future direction by the NAA Board, the Education Institute Trustees and several member task groups.

From those discussions, seven priorities, along with a list of existing work projects, were identified to be accomplished in 2014.

Highlights of work that has been accomplished are featured in the annual report, including:

1

Develop a website for members and consumers that contains content for consumers that explains the auction profession, the value of auction education and enhances "Find an Auctioneer." Funding will be identified to ensure that the site is marketed to consumers.

Due to the importance the Board placed on this priority, a permanent web manager has been hired, which allows NAA to keep the site dynamic and current. The site has been developed for full search engine optimization, meaning the design and content is such that search results place it high on the list.

Also, the site has a tab that specifically draws consumers' attention to the place where they can find an auction or an auction professional quickly and easily. The "Find An Auctioneer" function will also be improved so that individuals can search not only by name, company, state or specialty but also by the NAA designation.

Members can expect the site to change often with new tools to help them in their business being added as they are developed.

In 2015, the Promotions Committee, chaired by Tim Mast, CAI, will begin to discuss a plan that reaches out to consumers. The web site will play a pivotal role.

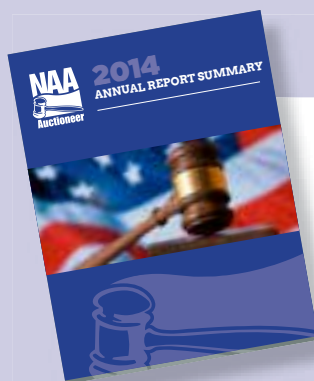
2

Develop and begin to implement a meaningful data collection plan with an emphasis on identifying what data should be collected and how.

At its April meeting, the NAA Board of Directors discussed the diverse ways that data could be collected and used within the auction industry. The Board directed funds be used to hire a company with industry data expertise to provide recommendations to them about the type of data that should be collected and the process that can be used for collection.

A task force was identified to provide the firm and the Board feedback on its recommendations. At the present time, the selected firm is completing its report and will be making a presentation to the task force in December. It is expected that the Board will discuss the task force recommendations at its meeting in December.

Both of these priorities and the remaining ones are detailed in the full 2014 NAA Annual Report.



The full *2014 Annual Report Summary* is available at auctioneers.org



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.

Now hear this!

Simple, but good, audio can help you reach both bidders and prospects.

One of the hottest shows in 2014 was the one nobody watched. It didn't run on CBS, HBO or Netflix. It was a podcast called "Serial," which was nothing more than a whodunit created by a radio producer who decided to tell a story about a 15-year-old murder case.

In short, it was a 12-episode serialized mystery like the ones our grandparents grew up listening to before the explosion of TV. And its success offers a lot of lessons for Auctioneers who are promoting their upcoming auction and their businesses.

Think, for a moment, about our obsession with brevity. I've been preaching it for years: These days, people have a short attention span. They won't read much. You have to get your message across quickly in as few words as possible.

That remains mostly true as long as we're talking about reaching people's eyes. What about their ears, however? For a long time, hearing was our forgotten sense. We became obsessed with how our websites and brochures looked, and we agonized over every word we wrote for them.

But when we focus on the ears, the rules change dramatically because people can listen and do other things. We all look for things to inform and entertain us while we drive, exercise, mow the lawn or sit in an airport lobby. That's why more than 1.5 million people – including me – spent six hours apiece listening to a radio drama.

With audio, we're discovering the same thing we've discovered with TV: We don't have to be stuck with what's airing at 9 p.m. on Thursday. We can watch our favorite shows whenever we like via Netflix, Amazon, Hulu and other services (not to mention old fashioned DVR). Some of 2014's most talked-about shows included "Marco Polo,"

"House of Cards" and "Orange is the New Black" – all created by Netflix. Amazon has created its own hits, including the political comedy, "Alpha House."








That same trend has taken hold more quietly with audio. Rather than punch buttons looking for some live radio worth listening to, many people now plug their phones into the car stereo and listen to audiobooks or podcasts.

How big is this trend? Huge. Audiobook sales grew by 28 percent during the first eight months of the past year. During that same time, e-books rose only 6 percent, and hardcover print sales were down 2 percent, according to the Association of American Publishers. Podcasts have exploded in a way that reminds me of websites in the mid-1990s. I personally listen to five or six podcasts a week, covering topics ranging from news to my favorite hobbies.

Auctioneers, who are always looking for ways to reach bidders and prospective sellers, can make use of this trend by offering podcasts and audio clips in which they talk about the business and about what they're selling.

The cost of entry is low, and the uses are limited only by your imagination. You can make a decent audio with nothing more than a quality USB microphone and some free editing software. If you want to go portable, you'll need a good recorder – preferably something better than the \$50 unit you bought 10 years ago for dictating notes. (Please don't try to do this with your phone!) Carry your recorder with you and you'll see chances to interview sellers about their property, record conversations with your agents and capture other audio that you can edit into suitable form for the web.

Here are a few tips for using audio:

-  Use the interview format to get a conversational feel to it. It's very hard to just sit in front of a microphone and talk.
-  It's great if you have a broadcast-quality voice with no regional accent, but it's not mandatory. As long as you're clear and confident, you can probably embrace your dialect and pull it off just fine. Just sit up and breathe deeply!
-  Resist the temptation to "add video." The beauty of audio is that you don't have to watch it. As soon as you mess with that, you have to deal with lighting, cameras, and demands on people's eyeballs. There's a place for video, but it's a different animal.
-  Tell stories. The Serial podcast exploded because the producer is a great story teller. The art of telling stories with sound alone is much older than you or me, and it's as effective as ever.
-  Use one of the commercial "podcasting" services to stream your audio. These are inexpensive and will provide you with a link you can use on your web site, in email, and on social media.
-  Use professional help for editing if you need it. There's good audio editing software available free or at a nominal cost, but there is a fairly steep learning curve. You may find it worth paying someone by the hour to do your editing and final production.
-  Keep it simple. If you want to put a little music at the beginning or end, that's fine, but some of the best podcasts around simply start with somebody talking. As we learned with web design, people are impressed with content, not fancy stuff. ❖

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What is a Dutch auction?

Question: I have been looking into the various types of auctions conducted by federal agencies. One of the more interesting auction methods I have read about is the Dutch auction conducted by the United States Treasury for the sale of securities. Please explain what Dutch auctions are and whether it should be used in other situations.

Answer: Dutch auctions are often used to sell securities and work much differently than traditional auctions. Both Dutch auctions and traditional auctions seek to find optimal prices for the sellers. In a traditional auction, bidders compete for the sale of the property by increasing their bids until the final price is determined. In Dutch auctions, the bid price starts higher and is lowered during the bidding process. The U.S. Treasury uses the Dutch auction method to sell large pools of Treasury bills ("T-bills") at an optimal price. Dutch auctions are also used to sell corporate securities in a similar manner.

When T-bills are sold, they are generally sold in large numbers, such as millions of T-bills. The market for T-bills requires a means of establishing a common price for each T-bill that is offered for sale so the entire pool of T-bills can be sold. The U.S. Treasury uses the Dutch auction method to establish the price. Under the Dutch auction method, the bids start at the highest price with bidders indicating the price and the number of T-bills they will purchase. As the price descends, other bidders identify the price and number of T-bills they are willing to buy. This process goes on until the all of the T-bills have been sold.

Once the T-bills have all been allocated, the lowest bid price sets the price per T-bill for all of the bidders. In other words, even the highest bidder purchases T-bills at the price established by the lowest successful bidder. The U.S. Treasury sells the T-bills at the price that will sell all of them being offered.

If the U.S. Treasury thought about selling the T-bills using the traditional auction method, it would not take long to realize that it may not be

the best approach. In that scenario, bids would be submitted with an ascending bid price for each successive bid. At some point, the maximum bid will likely be submitted and, if any T-bills remain unsold, the Auctioneer would essentially have to start over and begin the bidding again.

The goal would be to sell all of the available T-bills. This method would not provide for a uniform price for the T-bills. Investors in the T-bills would pay different amounts and there could be some that would not be sold. So the Dutch auction is used instead.

How it works

The U.S. Treasury decides to sell 1 million T-bills by the Dutch auction method. Bidder "A" bids the price of \$60.00 per T-bill for the purchase of 250,000 units. Bidder "B" then offers to purchase 250,000 T-bills at \$50 per unit. Bidder "C" offers to purchase 250,000 T-bills at \$45 per unit. Bidder "D" offers \$40 to buy the remaining 250,000 T-bills. The per unit price is established based on the lowest bid, \$40, necessary to sell all of the T-bills.

The highest bid of \$60 per T-bill only sells 250,000 and generates \$15 million. The remaining 750,000 T-bills would not be sold. By selling all of the T-bills at the lowest price necessary to sell all of the units, the U.S. Treasury sells 1 million T-bills at \$40 each and realizes \$40 million. So, in this example, the optimal price for each T-Bill is \$40 because it generates more revenue for the U.S. Treasury.

Dutch isn't for everyone

Using the Dutch auction concept in the auction industry may be difficult. For example, consider its use in the sale of a 100-acre farm. On the day of the sale, the Auctioneer begins calling for bids, and the first bid received is at \$7,500 per acre for 33.33 acres. The second bid was submitted for \$6,000 per acre for the next 33.33 acres. The final bid was submitted at \$4,500 per acre for the remaining 33.33 acres. If the property was sold to the bidders at the prices bid, the total revenue from the sale of the 100 acres would be \$599,940.

The Dutch auction method seeks to find the common price in order to sell all of the property being offered for sale. If the seller went through with the sale of his farm under the Dutch auction method, he or she would sell the 100 acres at \$4,500 per acre for a total revenue of \$450,000, and the total revenue received by the seller would be approximately 25 percent lower than the sale price determined by the traditional method.

The Dutch auction process works best when selling a high volume of identical items, such as securities or T-bills. It does not work well when selling something unique and in limited supply, such as real estate.

Dutch auctions may have a place in the Auctioneering profession. At this time, it is generally limited to the financial industry because the key is to find the common price for purchasers of certain securities that are being sold in high volume.

When applied to real estate and even personal property, the determination of a common price may result in a less money being received by the seller than the traditional auction method. Both the traditional auction and the Dutch auction method seek to optimize the price for the property being sold. While it may not be utilized much in the auction industry, it is interesting and something to know about. ❖

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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.

Contractor vs. agent

An attorney from another state telephoned and left a message asking me to call him. I did and found an agreeable gentleman on the line.

The man explained that he wanted me to testify as an expert witness in a case involving alleged, auction-related wrongdoing by an Auctioneer. While that's not unusual, one of the points involved was different from the issues usually brought to me for review and opinion. The question was whether an Auctioneer is an agent for a seller. I asked the caller to repeat that to ensure I had heard it correctly.

Agent or contractor?

When I inquired what the Auctioneer could be except for an agent, the attorney answered that the Auctioneer was claiming he was an independent contractor. He added that his state's Auctioneer regulations don't speak to this point, and that caused his firm to seek expert testimony on whether an Auctioneer might be an independent contractor for a seller versus an agent.

Fact not law

I offered my view that this would be a question of law and not fact. The distinction means that the trial judge would make the decision on the basis of established law. The testimony of an expert witness would neither be needed nor allowed on such a matter. Expert testimony is admissible when an expert's specialized knowledge would assist a "trier of fact" (i.e., jury, or judge sitting without a jury) to better understand the evidence that would be used to decide a case.

My opinion was that no witness's testimony would be appropriate, or necessary, to answer this legal

question on agency, and that's what I told the attorney. I added that the law is so well established on the point that it should be an easy slam dunk for the plaintiff. An Auctioneer is an agent for a seller and not an independent contractor.

Opposite claim

The attorney replied that the defendant-Auctioneer's attorney was claiming his client is an independent contractor. The defense was being built on the basis that the Auctioneer did not owe the duties of an agent to the seller, as the seller alleged in his complaint. The attorney was concerned that his state's lack of a specific regulation addressing this point could be a problem at trial.

Sometimes we can't see the forest for the trees. This was such an instance, but I don't mean to be insulting toward the other attorney. He was just so focused on his state's Auctioneering regulations that he was overlooking the obvious.

About agency

I paraphrased Black's Law Dictionary in order to define an agency for him. Agency is a legal relationship formed from an agreement that one person (the agent) will act in the stead of another (the principal), subject to the control and direction of the principal, and for some purpose beneficial to the interest of the principal.

Case facts

I then asked the attorney four questions that were relevant to his case on this issue:

1. Did Auctioneers work in his state prior to the existence of a statutorily-authorized

Auctioneer license board and the regulations that the board had promulgated?

2. Were Auctioneers in the pre-board period nevertheless regulated by state law?
3. Was this defendant-Auctioneer engaged by the seller to sell the seller's property at auction?
4. Did the Auctioneer offer the seller's property at auction and declare it to be sold to the respective highest bidder(s) for the lots, thereby forming contracts of sale between the seller and these bidders that became buyers?

The attorney affirmatively answered each question.

Easy call

I reiterated that the question of the Auctioneer's agency relationship with the seller is an obvious and easy call which should not be the stumbling block the attorney worried it could become. His answers to the first two questions show that Auctioneers have worked under the state's law long before an Auctioneer license board was created and its regulations were put into effect. The attorney's answers to the last two questions show that the defendant-Auctioneer was engaged by the seller in a traditional seller-Auctioneer relationship and acted accordingly.

Decisions, decisions

There are numerous case decisions in jurisdictions across the country in which courts have ruled that Auctioneers are agents for sellers. On the other hand, I have never seen a decision holding that an Auctioneer is an independent contractor for a seller. An independent contractor would not possess the authority required for an Auctioneer to work for a seller and accomplish the purpose for the relationship.

Sellers hire Auctioneers to sell property. The idea is for an Auctioneer to stand in the shoes of the seller and act in the seller's stead. Sellers and Auctioneers have been doing this for centuries and their relationship has been recognized as an agency for just as long.

Agency isn't a legal concept that we invented in this country. It's an ancient rule of law that is deeply rooted in the English common law

and was imported into the American colonies back in the eighteenth century. That's why the seller-Auctioneer relationship was well-defined long before Auctioneering boards were ever thought of, and nothing since has mooted this umbrella of law that controls Auctioneering.

Plumber, no ...

I gave the attorney an example that I have often used. You hire a plumber to unstop your clogged pipe. The plumber brings his own tools and works independently of your direction and control to do the job for which you hired him. He has no authority to bind you to any contract with another person and he owes you no fiduciary duty. You don't entrust your valuable assets to the plumber and he doesn't collect and hold your money. You also don't expect loyalty and obedience from the plumber, just like you don't share confidential information with him and look for him to keep your secrets. The plumber has no authority to sell your property. The plumber is an independent contractor.

Agent, yes.

Now, consider just one aspect of the Auctioneer's role. The seller engaged the Auctioneer to call bids and sell the seller's property to the highest bidders for it. The Auctioneer did so. In order to make these sales and form binding contracts between the seller and these buyers, the Auctioneer had to be vested by the seller with this legal authority. No independent contractor has this authority. An agent does. Consequently, the Auctioneer could not have made these sales, if he was an independent contractor. It took an agent to do what agents often do – sell a principal's property to buyers. No regulation from an Auctioneer's board is necessary to establish this legal concept. The common law accomplished that long before this country was a nation.

Conclusion

This was only the second time that I've seen an Auctioneer try to define his role with a seller as that of an independent contractor and not an agent. Each time the goal was the same – to try and avoid many of the strict duties that an agent owes a principal. Both instances ended up in litigation. The first effort failed miserably. I'm confident this one will end the same. ❖

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Auction Professionals “Sold” on National Auctioneers Day

[City, State] [Day, Date, Year] – The third Saturday in April marks a special day in the lives of auction professionals — "National Auctioneers Day." This special day is recognized by auction professionals as a day to reflect back on one of history's oldest professions and celebrate the industry's future.

The last bastion of the competitive free enterprise system, the auction method of marketing and the age-old profession of auctioneering continues to grow every year. The most recent research indicated that about a quarter-trillion dollars in goods and services are sold by auction professionals every year in the United States.

Online or on the lawn, auctions continue to grow in popularity with consumers. Bidders enjoy the thrill of competition and the rush that comes with the chase for treasures. Auctions are the most fair, transparent and efficient means of selling assets at true market value. Most importantly, consumers understand this and regularly come back to auctions because they are fun and entertaining.

The National Auctioneers Association and its members encourage the public to enjoy Saturday, April 18, by attending an auction. To learn more about auctions or to find an auction or auctioneer near you, visit auctioneers.org.

-30-

About the National Auctioneers Association

The National Auctioneers Association represents thousands of auctioneers from the U.S. and across the world. The NAA exists to provide critical resources to auction professionals that will enhance their skills and successes. NAA's vision is that its members will be the preferred auction professionals used in the marketplace. The Association's headquarters are in Overland Park, Kan., and it was founded in 1949. To learn more about auctions or to find an auction or Auctioneer, please visit auctioneers.org.

NATIONAL AUCTIONEERS DAY PROCLAMATION

National Auctioneers Day
April 18, 2015

A PROCLAMATION

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

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

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

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

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

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

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

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

NOW, THEREFORE, I, [Official's name and title] do hereby proclaim Saturday, April 18, 2015, as "National Auctioneers Day" and call upon the community and partner organizations to celebrate with appropriate ceremonies to acknowledge these efforts.

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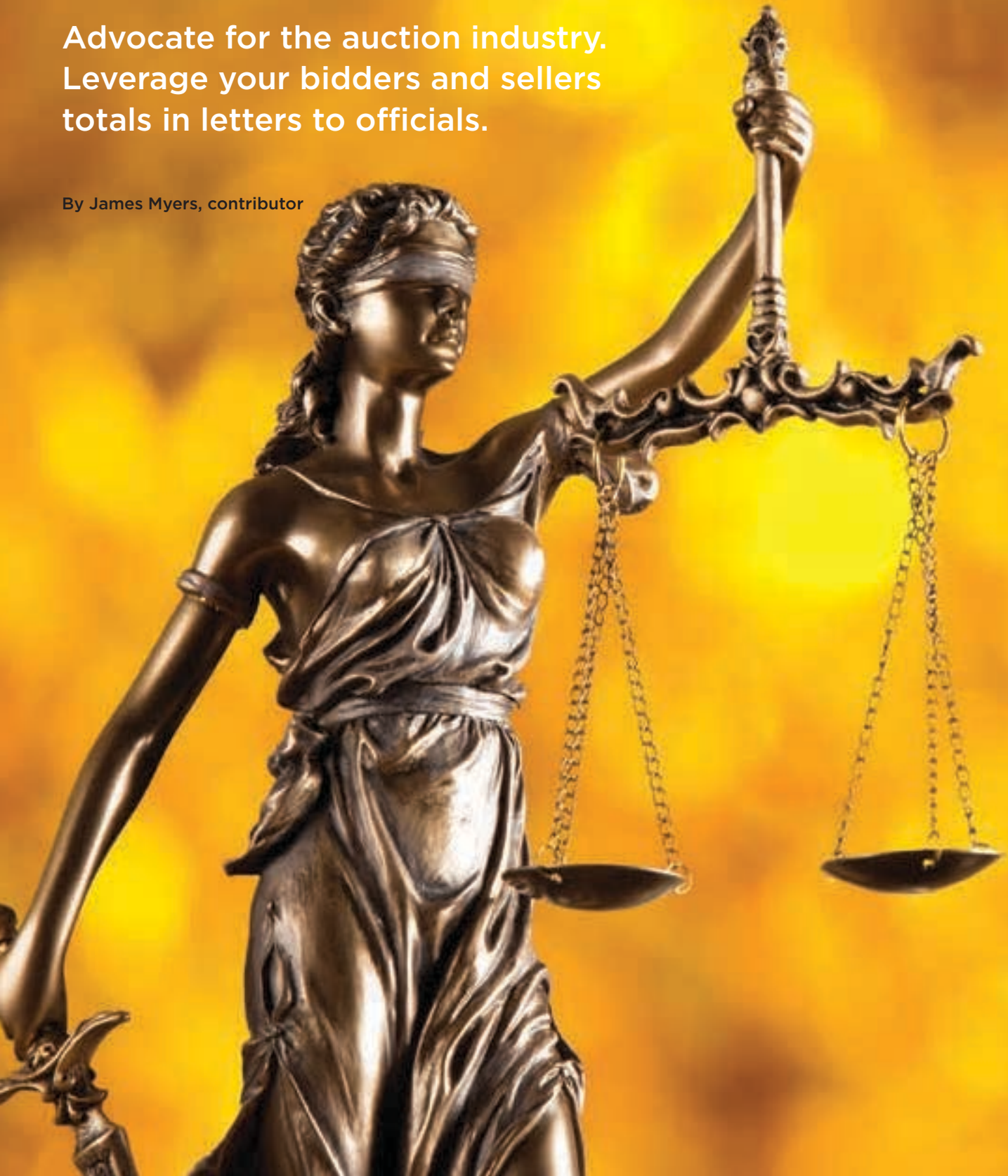
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Leverage your lists

Advocate for the auction industry.
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totals in letters to officials.

By James Myers, contributor



Most Auctioneers are too busy working for their sellers to focus heavily on the business climate around them, which is often influenced by elected officials – from county commissioners and representatives on the city council to statewide officials and members of Congress.

However, Auctioneers also have a long list of bidder and seller contacts with whom they've done business, contacts that can be leveraged to advocate for the auction industry.

Despite his foray into the political arena, Chad “Cracker” Johnson, CAI, BAS, is like many Americans who aren't exactly fans of the political process. Three in four Americans are dissatisfied with the political system, according to a Washington Post/ABC News poll conducted last August. Gallup released a survey in July that says 65 percent of citizens in the U.S. are dissatisfied with the way government works.

Obviously, a majority of Americans feel disconnected when it comes to relationships with their elected officials. However, these statistics must be tempered with another number from a separate Gallup poll that says only half of Americans can say which party controls the House and which controls the Senate.



Johnson

Johnson, a Florida-based Auctioneer, admits to being one of the many Americans who “personally don't like politics.” Regardless of how big or how little a proponent he is of the process, sitting idle is not an option, and he's got phone numbers for all the elected officials representing his region. The fact that so many people know the names of the starting lineup of their favorite

college football team and not the names of the county commissioners who represent them wildly irks the long-time Auctioneer.

“Win, lose or draw, I'm going to be a Gators fan,” he

One of the things most Auctioneers don't consider is their clout in their community. They can influence a large number of people.

— David Whitley, CAI, CES

said of his beloved University of Florida football team. “But they don't have the same impact on my financial life that a politician has.”



Whitley

David Whitley, CAI, CES, is the chair of the recently established NAA Advocacy committee, on which Johnson is also a member. Whitley agrees with Johnson that regardless of one's disdain for politics, businessmen and businesswomen need to have a connection with their local, state and national representatives.

“One of the things most Auctioneers don't consider is their clout in their community,” he said, adding that some have mailing lists 100,000 strong. “They can influence a large number of people.”

Pick your spot

Where public outreach is concerned, Whitley advises against using the microphone during the auction to voice political opinions.

“They run the risk of alienating about half their crowd,”

There are so few people engaged in politics, political leaders really do appreciate someone who works to inform himself/herself.

— Chad “Cracker” Johnson, CAI, BAS



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Whitley said. “You don’t want to risk offending your buyers and damaging your seller.”

Instead, both men agree that Auctioneers can start the advocacy process by educating themselves on who represents them, from their local city council rep all the way up to U.S. Senators.

They recommend writing a personal, handwritten note to newly elected officials simply as an introduction. In the piece, don’t reduce communication to only convey displeasure with a particular issue or bill – be an advocate for the auction industry.

“You’ll show up on their radar,” Johnson said of positive communication. “There are so few people engaged in politics, political leaders really do appreciate someone who works to inform himself/herself.”

Johnson said Florida’s state lawmakers invite their constituents to the state capitol every year for a meet and greet, something that’s common in many states. It gives him the opportunity to establish a rapport with the elected officials.

There doesn’t have to be a pressing issue on which to lobby – the biggest goal is to impress upon leadership the significance that the auction industry has on the economy.

The seven-member NAA Advocacy committee, still in its infancy, will attempt in the coming months to tally hard numbers regarding how much money Auctioneers donate to the political process. Data like this is something that can be used as a point of influence when advocating for the industry, Whitley said. The committee won’t focus on details such as which candidates or issues are supported. It simply wants to build general but important facts.

Love it or hate it, money is power, said Johnson.

“If you want to really get noticed,” Johnson said, “write a campaign contribution check.” ❖



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Long, Duncan win reelection bid for U.S. House

The National Auctioneers Association

continues to have a solid foothold in Washington, D.C., as U.S. Representatives Billy Long (R-MO) and Jeff Duncan (R-SC) both were reelected in their state races and are members of the 114th Congress.

“Americans expect Congress to work for them, and I am excited about the opportunities the House and Senate will have in the 114th Congress to support efforts to get our nation’s economy growing and create jobs,” Long said. “I am appreciative of the trust Southwest Missouri has placed in me.”

In a letter posted to jeffduncan.com shortly after winning his race, Duncan thanked his supporters and expressed optimism for the future.

“None of this would have been possible without your support,” Duncan wrote, “so, from the bottom of my heart, I’d like to say thank you.

“Thank you for your support and confidence in me, and I hope I can continue to make you proud as your representative.”



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7 CATEGORIES OF DIRECT MAIL LISTS

Each list has its pros and cons.

By Ryan George

Direct mail typically accounts for almost 60 percent of my public relations company's billable work, and a bunch of mailing lists pass through my inbox every week. (My preferred mail house currently averages about 30,000 pieces of mail per business day.)

Because of this experience, I regularly get asked where to find lists of buyers and sellers.

Usually, I get a request like, "Where do I find people who want to buy [insert asset here]?" There is no such list of people with intentions. There are, however, multiple resources for lists of people who categorically are more likely to be interested in specific assets or services.

I've narrowed them down to seven categories.

Chamber of commerce

Chambers of Commerce are typically looking for new infusions of income and are open to new members, even those from outside the community.

Pro: Gets you in front of local movers & shakers, business people, and referral agents

Cons: Usually only give addresses on labels (which can't be automated and don't receive USPS discounts); usually takes longer to obtain than electronic lists

Business SIC codes

Big brother knows what companies do according to tax records and other public information. If you're selling items with commercial value, it's fairly easy to find similar businesses to the assets' current user.

Pros: Connects you with targeted prospects; lists arrive electronically and usually can be reused for little or no list cost; geographic targeting ranges from hyper-local to national

Cons: No guarantee that the piece will get past gate keeper to decision maker; mailing typically to a company, not a person; dependent on company accurately reporting their industry specialty

Trade publication subscribers

This can be industry-specific publications on the state, regional, or national level or generic business publications in a small geographic area. Regularly, because of publication dates and deadlines, advertising in these print publications isn't feasible. However, many publications offer rental of their subscriber list.

Pros: Gets you in front of niche buyers or local investors and referral agents; often comes with surveyed demographics

Cons: Can be very expensive, if available at all; often come as labels, which cost you postage and automated addressing

Every door direct mail

The United States Postal Service (USPS) allows you to saturate neighborhoods like no other media with reduced postage costs.

Pros: Concentrated geographic coverage; lower postage

Cons: Can be slower than first class if not circumvented with secondary services; printing and mailing quantities can be higher to cover geographic area and USPS size minimums

Interest-based publication subscribers

Collectors and people with similar interests often read niche publications. Regularly, because of publication dates and deadlines, advertising in these print publications isn't

feasible. However, many publications offer rental of their subscriber list.

Pros: Gets you in front of niche buyers and highly-qualified prospects; often come with surveyed demographics

Cons: Can be very expensive, if available at all; often comes as labels, which cost you postage and automated addressing

Demographic consumers

Thanks to public records, you can find people from a wide variety of demographic selectors, including some lists related to hobbies or interests.

Pros: Connects you with targeted prospects; lists arrive electronically and usually can be reused for little or no list cost; geographic targeting ranges from hyper-local to national

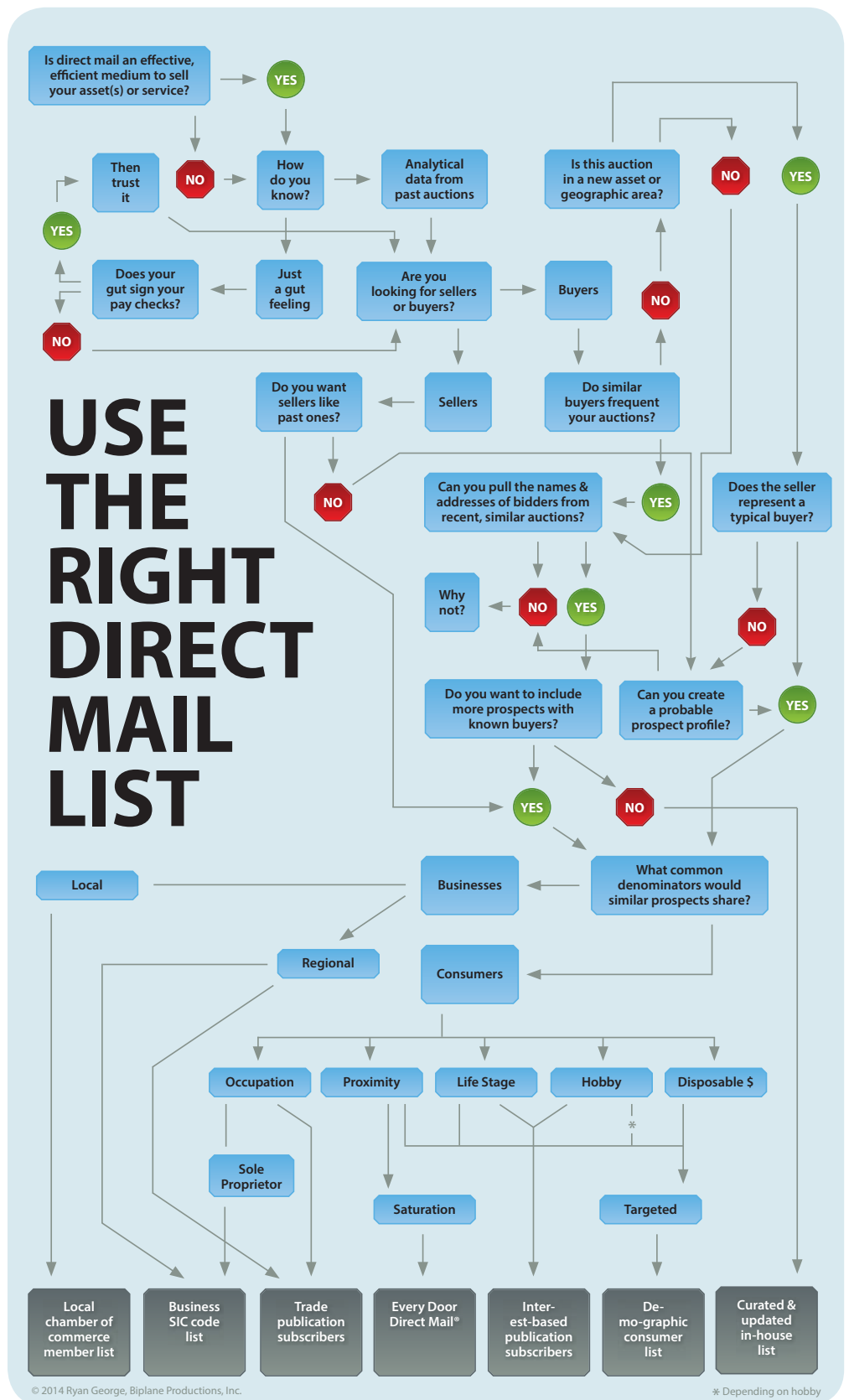
Con: Prices can vary greatly, according to specificity of selectors

In-house contacts

Auction, contact management, and database software allow you to capture past clients. Some of that software allows you to query specific indicators such as geography, spend level, etc.

Pros: Typically free to use; offers pre-qualified prospects based on past interest; electronic nature allows for electronic use and USPS presorted discounts

Cons: Requires maintenance (content input) and constant updating; not as exhaustive as purchased lists in that the selection is only from past interactions, not the community at large. ❖





Wyoming State Representative David Zwonitzer (shown back middle right) says "Auctioneers usually have great name recognition and are known as very trustworthy – all things that open the door to a career in politics."

Stepping stone

State Rep. David Zwonitzer says auction made for an easier move into the political arena.

By Nancy Hull Rigdon, contributor

For David Zwonitzer, auctioneering and politics go hand-in-hand.

Zwonitzer, a Cheyenne, Wyoming, Auctioneer, has spent the past eight years as a Representative in the State of Wyoming Legislature.

"The auction world can be an easier stepping stone into the political arena compared to a lot of other careers," Zwonitzer says. "Auctioneers usually have great name recognition and are known as very trustworthy – all things that open the door to a career in politics."

Zwonitzer became interested in serving in the state legislature while watching his son, Dan Zwonitzer, who has spent 10 years as a state representative and, like his father, is an Auctioneer. Together, the Zwonitzers have carried auction industry interests to the legislature. For instance, they

previously sponsored a bill that would have established an Auctioneer license in Wyoming. The bill did not pass.

"We try to keep a pulse on the interests of Auctioneers so that we can represent the industry well," he said of he and his son.

Last year, the Zwonitzers sold their family auction business, Western Auctioneer. In addition, they previously owned a furniture business. Now, David Zwonitzer is focusing on his role as a state representative while occasionally working as an Auctioneer for auctions tied to state contracts as well as benefit auctions.

"The benefit auctions for the grade schools have always been the most fun, and I like to stay active in those. The pie auctions, the cake auctions, auctioning work from the little artists in first grade – I love those," he says.

At 61, Zwonitzer is technically retired from auctioneering, although he's remaining active in the NAA and isn't ruling out a return.

"I may get back in it in a year or two," he says.

He entered the auction industry in 1978 – a natural move, considering his father was an Auctioneer.

"My father was a great Auctioneer, and I was a shy young man before I had the confidence to step up to the podium," he says. "But once I found the courage to get up in front of a crowd and found out that people liked my style, I was able to move past that barrier."

When he looks back on his time in the industry, he's amazed at the change he's experienced. He remembers a time in the 1990's when he was involved in auctioning remodeled air planes for one of the first online auctions on the NAA website.

"I had to hold a telephone in one hand and a microphone in the other for nine hours," he says.

Zwonitzer considers all his auctioneering memories as fond memories.

"The Auctioneer lifestyle is a great lifestyle. I don't have any regrets," he says. "To young people out there looking at getting involved in the auction life, I say I think they'd be very happy with the choice." ♦



Zwonitzer and his son, Dan, have carried auction industry interests to the Wyoming legislature.



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Timeless appeal

Some have four years of auction experience, others have 40. All CAI students are enhancing their skills.

By Nancy Hull Rigdon, contributor

Auctioneers pursuing the Certified Auctioneers Institute designation know first-hand why the program has its unparalleled reputation for growing auction professionals into industry leaders.

Stories and testimonies from program alums are endless, and the career-boosting three-year program, with its cutting-edge industry and business training and chance to build life-long industry connections, is built for auction professionals whenever they are ready to take that committed step.

The tradition continues March 22-26 on the campus of Indiana University, in Bloomington, and this year's student crop includes auction professionals ranging in experience from four to 40 years. Despite the different experience perspectives, three current students have already identified the program's value.

Jerry DeLozier spent 20 years in the auction profession before joining the NAA and deciding to enter the three-year CAI program.

What influenced his decision?



DeLozier

"I came to the realization that the Auctioneers experiencing significant sales success as well as the ones with the most professional sales and respectable ethics all had a common thread – they had the CAI designation behind their names," says DeLozier, owner and principal broker of DeLozier Realty & Auction of Maryville, Tennessee.

After looking into the specifics on NAA membership and the CAI program, he determined joining the association and pursuing the designation would benefit him and his firm.

DeLozier attended CAI I last year, where he was impressed with the caliber of instructors and the depth of knowledge he brought home. The most beneficial lessons, he says, were on negotiation skills and creating effective proposals. Now, he's excited to reunite with his colleagues for CAI II.

"It's an amazing group of people," he says. "From the west coast to the east coast to the heartland and from small auction houses to mega auction firms – everyone is represented. It's just an outstanding network."

Gerry Andrews, CES, found tremendous value in attending the NAA's GPPA, USPAP and CES courses, and he's discovered unique value in the CAI program.

"The fellowship and bonds are more prevalent in CAI, as you are there not just for three weeks, but you are there for three years," says Andrews, who owns Another Andrews Auction in Anchorage, Alaska.

He'll enter CAI II next month and looks forward to continuing to grow as an Auctioneer through the program.

While he knows his home state of Alaska is far from the heart of Auctioneering, the lessons learned and connections made in CAI have helped move him forward in the industry, he says. For example, he says he's able to offer his clients the latest technology and services with confidence – due in large part because of CAI.

"I am proud to say that I have been an Auctioneer for 40 years and have seen much change. With this and through the NAA and CAI program, I have become a true professional Auctioneer," Andrews says.

As a first-generation Auctioneer, Morgan Hopson sees CAI as the key to advancing her auctioneering skills.

"I did not grown up in the industry like a lot of other Auctioneers, and I had always heard CAI was a great way to learn more about the industry and develop the right contacts," says Hopson, who entered the auction industry in 2011 and is a marketing specialist, real estate associate



Hopson

and Auctioneer with United Country Buford Resources Real Estate & Auction in Oklahoma City, Oklahoma.

Hopson attended CAI I last year and has since reaped the benefits of the CAI network.

“I did not know very many people in the industry, and once I started CAI, I was amazed how quickly I made all these friends that are also people who I could reach out to right now if I had a question or need,” she says.

In the year that has followed her completion of CAI I, she has

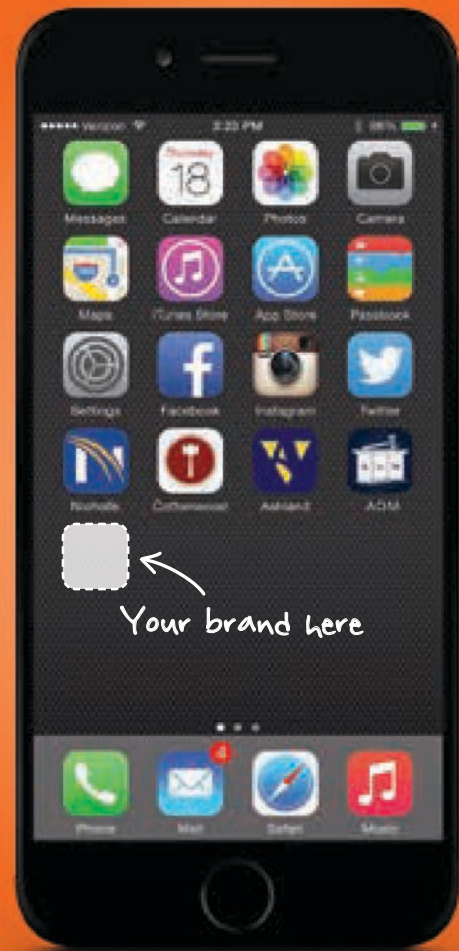
As a first-generation Auctioneer, Morgan Hopson sees CAI as the key to advancing her auctioneering skills.

collaborated with her classmates on auctions and tapped into her classmates’ professional networks.

“The networking and education have been extremely helpful, and I can’t wait to see what CAI II will bring,” Hopson says. ❖



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Foundation fundraiser set for March

Auction professionals are asked to choose one auction and donate 5 percent of their gross commission to support education of future Auctioneers.

By NAA Staff

Call it a short-term exercise in long-term planned giving.

In March, the National Auctioneers Foundation will launch a fundraising campaign to support its mission to provide education to future generations paving the way for Auctioneers to build and grow professional auction businesses.

The call is for auction professionals to participate in the cause by choosing one auction their company is conducting in March and donating 5 percent of their gross commission from that sale to the Foundation for the support of education of Auctioneers in the industry. Auction professionals can also support the fundraising effort through a simple donation.

It is extremely important, says Foundation President Tommy Rowell, CAI, AARE, for this kind of support to take place.

“The auction industry is characterized by Auctioneers helping Auctioneers,” Rowell says. “Donors’ participation in this and other Foundation fundraisers provides a permanent source of funding to the industry for cutting-edge educational programs, as well as scholarships so Auctioneers can attend these programs.”

The innovative fundraiser is a new way for the Foundation to spotlight Auctioneers and demonstrate the value proposition offered by professional Auctioneers. That spotlight will be on a big stage in April, as the total amount raised will be presented in Las Vegas, Friday, April 17, during the



Rowell



The auction industry is characterized by Auctioneers helping Auctioneers.

2015 World Automobile Auctioneers Championship – a partnership developed via NAA Past President Paul C. Behr, CAI, BAS, who offered the chance for the Foundation to participate at the event.

“This championship brings the best automobile Auctioneers from all over the country together to compete from the coveted World Championship,” Rowell says.

Those Auctioneers will help raise money for the Foundation as well. One car will be auctioned during the Championship, with the proceeds from that sale also being donated to the Foundation.

Once the fundraiser concludes, a check presentation will take place on that Friday as well – one day before National Auctioneers Day, which falls on Saturday, April 18.

“The Foundation believes strongly that through the education of Auctioneers that we can build on the professional values and morals that Auctioneers before us have laid out,” Rowell says. “We are very excited to be a part of this Championship event and have the opportunity to ‘pay ahead’ the education for our children and their children.

“The Foundation would like to thank Paul C. Behr, owner of the World Automobile Auctioneer Championship, for his steadfast dedication to the auction industry, the National Auctioneers Association and the National Auctioneers Foundation.” ♦

HALL of 2015 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 Axiliary? 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: _____
 Name: _____ Contact Info: _____

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 that June 5, 2015. Mail nomination form to:

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

Submitted by (please print): _____
 Residence Address: _____
 City: _____ State: _____ Zip Code: _____
 Phone Number: _____
 Nomination recommended by (State Association): _____

A Win-Win for Wilbur

NAA lifetime member: “If you work hard for your association, your association will work hard for you.”

By Sarah Bahari, contributor

Wilbur Mull was just 12 years old when his father hoisted him on a hay wagon and told him to sell a hodgepodge of farm items: a pitchfork, one rooster, ammunition, a random tractor part.

Mull was inspired.

The second-generation Auctioneer is now reflecting on a career that has spanned 45 years.

“I can’t sing and I can’t dance, but when I hear the reverberations of the microphone, I know it is show time,” said Mull, CAI, AARE, CES, owner of Classic Realty & Auction, in Athens, Georgia. “You get up there, and you just wing it. The music comes to you. Auctions give you a chance to perform.”

Mull’s route to auction school was not quite direct, however. He attended a community college in New York before transferring to the University of Georgia, where he earned both a bachelor’s and master’s degree in agricultural economics.

After graduating from college, Mull began taking courses toward his Ph.D. in marketing and worked at the nursery of a professor. In 1970, Mull decided to leave academia and focus on building Classic Groundcovers, a 100-acre wholesale nursery in Athens that he still runs today.

But auctioneering still inspired Mull, and in 1980, he decided to attend the Missouri Auction School and launch his own auction business on the side.

Mull credits his background in marketing with helping him build his business. He is known for handing out \$2 bills and wearing orange and black, his company’s colors. In addition, nursery owners around the country sought Mull’s expertise when they wanted to sell their properties through auctions, and Mull was able to raise money for the horticulture industry through benefit auctions.

In 2011, Mull was inducted into the Georgia Auctioneer Hall of Fame, an honor that he says still humbles him today.

“I never expected that,” Mull said. “I was shocked. There are



Wilbur Mull was inducted into the Georgia Auctioneer Hall of Fame in 2011, an honor that he says still humbles him.

I can’t sing and I can’t dance, but when I hear the reverberations of the microphone, I know it is show time.

so many people who are deserving.”

A lifetime member of the National Auctioneers Association, Mull said he encourages all Auctioneers to become active members.

“I have always been an association guy. If you work hard for your association, your association will work hard for you,” Mull said. “You network and help each other out. It’s a win-win for everyone.”

Recently, Mull received one of the biggest surprises of his career. His son, Casey Mull, who is working on a Ph.D. in adult education at the University of Georgia, announced he had attended the World Wide College of Auctioneering.

“That makes three generations of Auctioneers,” Mull said. “That is something I never expected.” ❖



(Left) Mull graduates from auction school in 1980. Above: Mull's son, Casey (left), just graduated auction school, giving the family three generations of auction professionals.



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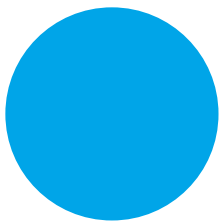
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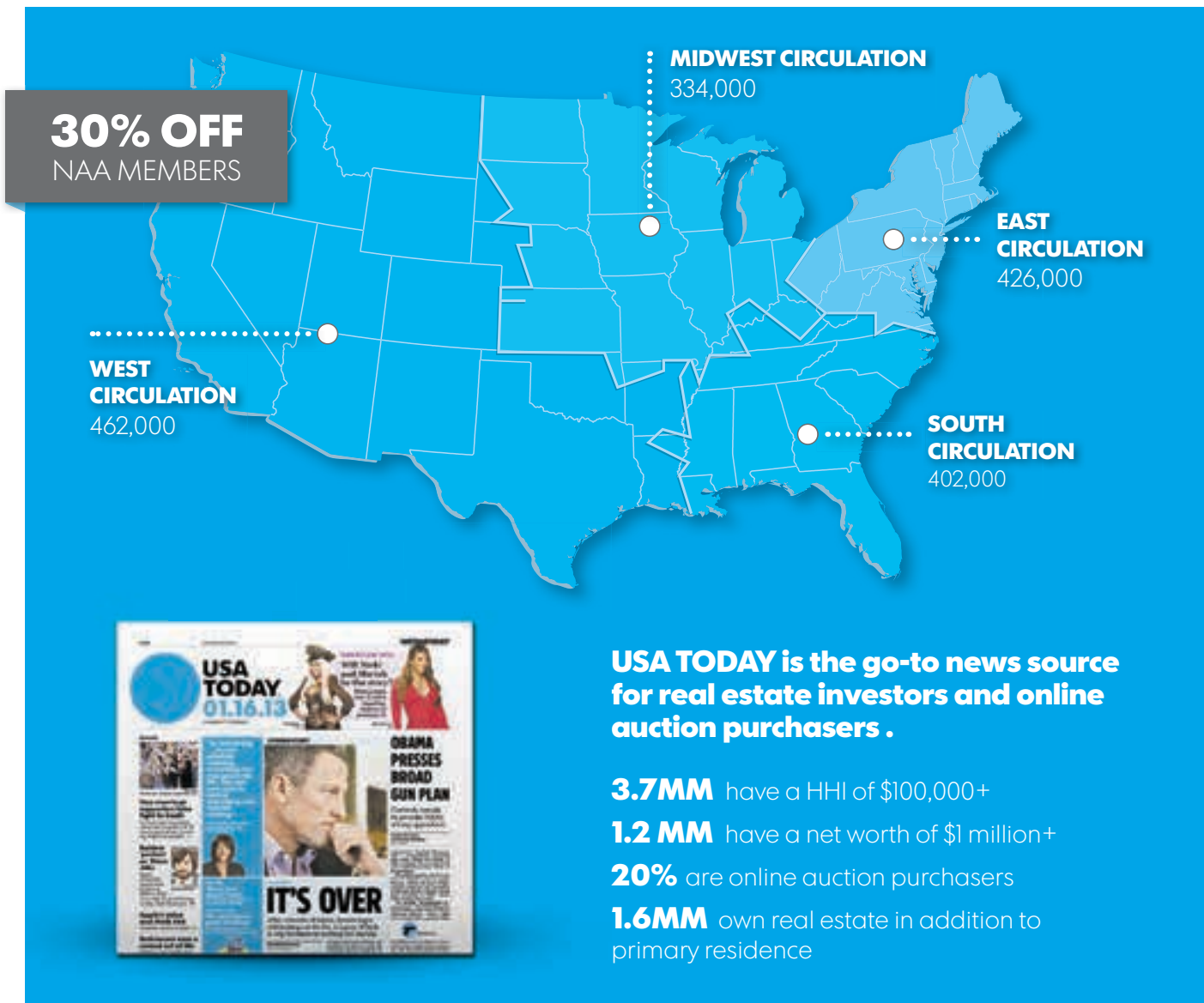
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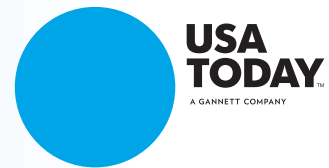
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Joff Van Reenen, CAI, AARE, (second from right) The High St. Auction Co., Johannesburg, South Africa, won "Best in Show — Advertising/PR" for his Property Real Estate Auction Brochure entry.

COMPETITION OPENS MARCH 1, 2015



James T. Pike, CAI, AARE, Key Auctioneers, Indianapolis, Indiana, took "Best in Show — Photography" for his entry titled "Front Page News."



Content marketing vs. content selling

One uses content to cast a wide marketing net, the other uses content to help set the sales hook.

By Patrick McFadden

Both the marketing and sales worlds have changed over the past decade with the introduction of content and information sharing technologies.

And while many businesses are now coming around fully on the benefits of tried and true content marketing tactics, those who did so sooner are now translating effective content marketing programs into the new practice of content selling.

In the following, I will share the new thinking needed to succeed, what the difference is between content marketing and content selling, how start-ups and organizations should rethink content strategy, and what the future holds.

Marketers and sales people thinking

Marketers think about things like ideal prospects, ideal customer profiles, unique selling propositions or value propositions, reputation management, authority and education – those are things that today's salesperson must both understand and contribute in the creation of.

Salespeople think about things like personalized information, engagement and relationships – those are things that today's marketers must both understand and participate in.

It's time to unite Sales and Marketing thinking under the same roof.

Content marketing

Content marketing has changed how businesses sell to other businesses and consumers. The need to produce content in marketing has grown as today is more about being found—earning the attention of ideal prospects or ideal customers—and less about going out and hunting. Especially if you're interested in marketing successfully (and who isn't at this point), you can't escape hearing about content marketing. It's everywhere you look, or listen.

Content marketing is the creation of free valuable content that has a marketing purpose. That purpose is awareness, educating and building know, like and trust, with ideal prospects or ideal customers, enough to do business with you. The goal of content marketing is consumption, then behavior.

Content selling

Content not only has a marketing purpose but a selling purpose as well.

The key difference between the two content applications is that while Content Marketing is broadly cast at an ideal prospect or ideal client persona or description, Content Selling is focused on an actual individual prospect or customer need and is utilized on a much more personal level. And since sales owns the relationships, socially savvy sales reps are becoming content publishers and curators, finding and sharing content that is interesting and relevant to actual prospects or customers. Some are even using LinkedIn Pulse or personal blogs, to boost their thought leader status among real buyers.

Another key difference is that the use of Content Selling is based on the notion that you and the buyer have identified that there is a problem to be solved or something to be fixed.

Any organization that wants to get found online, differentiate their business, attract prospects, convert leads, engage their customers and ultimately grow their business needs to get serious and strategic about content marketing and content selling. There is nothing novel about content itself. Every company creates content, but content marketing and content selling is using content for a distinct purpose: to attract, engage and convert.

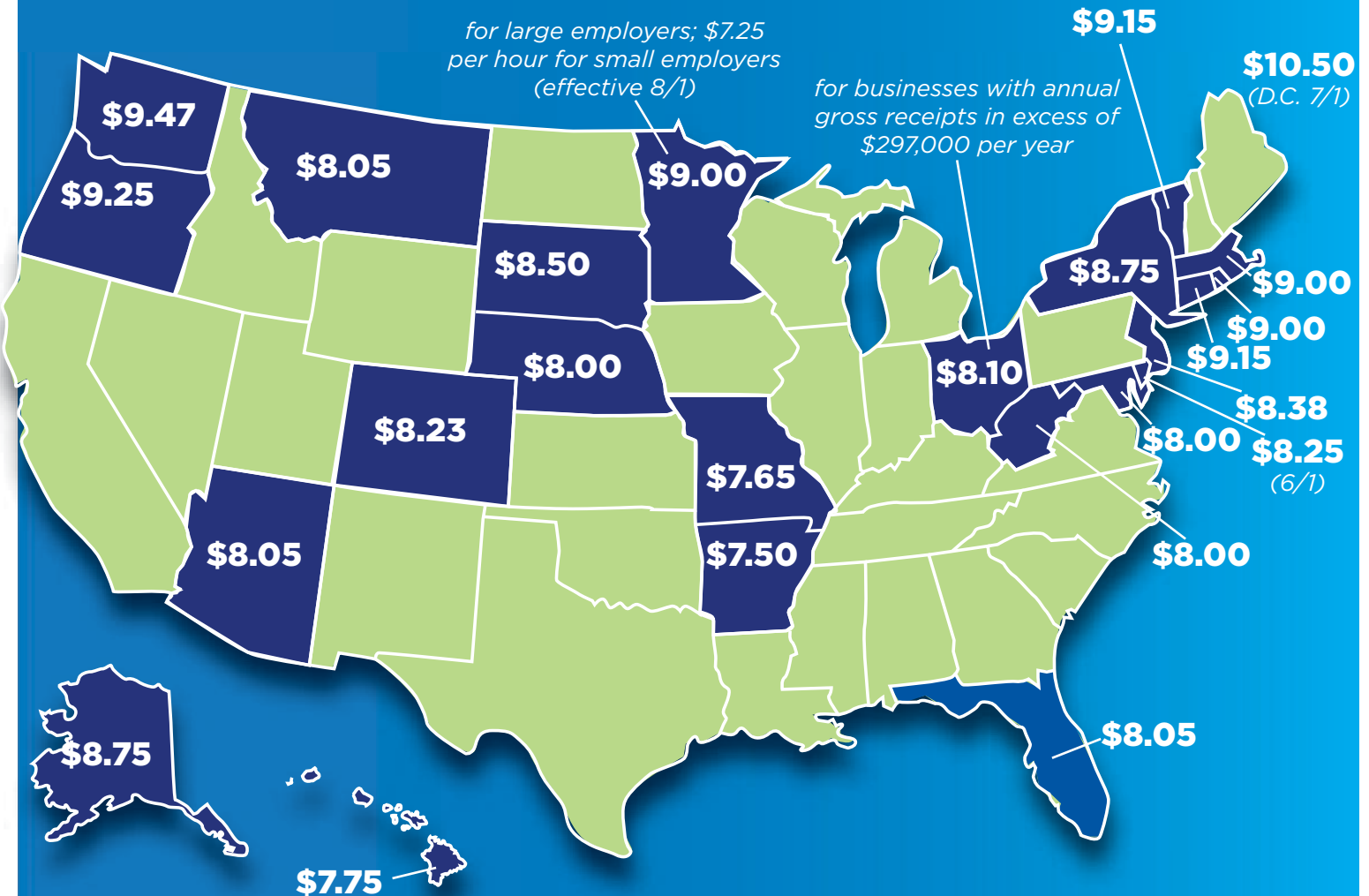
About the Author: Patrick McFadden is a marketing manager and strategist/consultant. He assists organizations in developing and executing their specific marketing strategy to generate leads and sales. You can follow him on LinkedIn: linkedin.com/in/indispensablemarketing. ❖

As of Jan. 1, 2015, many states across the nation saw an increase to minimum wage.

Under the Fair Labor Standards Act, the current federal minimum wage is \$7.25. However, the FLSA cannot replace a state or local law that is more favorable to employees, meaning employers in those states must pay the higher rate.

State minimum wage changes in 2015 (per hour)

Federal minimum wage changes in 2015: \$10.10 per hour



For more information:
<http://hr.blr.com/HR-news/Compensation/Minimum-Wage/State-minimum-wage-increases-for-2015-map>

2005 Ford GT BBQ's KC record

WALWORTH, Wis. (Dec. 10, 2014) – Mecum's Kansas City December auction saw 382 classic and collector cars sell on the auction block with a 2005 Ford GT claiming the title of the highest-dollar vehicle ever sold at a Mecum Kansas City auction. Sale totals reached \$8,253,041 and a near 70 percent sell-through rate was achieved.

With just 5,631 original miles on its odometer and dressed in White with Blue Lemans Stripes, the 2005 Ford GT (Lot S101.1) offered in Kansas City followed the trends seen at virtually every Mecum auction this year hammering at a strong \$290,000 – the highest price ever achieved for a lot offered at a Mecum Kansas City event. Other top sales included a Restomodded 1969 Chevrolet Camaro (Lot S169.1) that gaveled at \$94,000 and a rotisserie-restored 1970 Plymouth Road Runner Convertible (Lot S66) that changed hands for \$85,000.

The top sales at Mecum's Kansas City auction includes (all individual sales reflect hammer prices):

1. 2005 Ford GT (Lot S101.1) at \$290,000
2. 1969 Chevrolet Camaro (Lot F169.1) at \$94,000
3. 1970 Plymouth Road Runner Convertible (Lot S66) at \$85,000
4. 2004 Chevrolet Corvette Convertible (Lot S121.1) at \$82,000
5. 1958 Chevrolet Corvette Convertible (Lot S119.1) at \$78,000



Fine jewelry sale amasses more than \$1.2 Million

ALTADENA, Calif. – In its final auction event of 2014, John Moran Auctioneers offered over 250 lots of fresh-to-the-market jewelry and luxury items to buyers at their headquarters in Altadena, CA.

With every piece carefully culled from private collection and estates, the majority of which were Southern California-based, the sale featured pieces with approachable price points of a few hundred dollars up through a fancy yellow diamond estimated to earn a quarter of a million dollars at the high estimate.

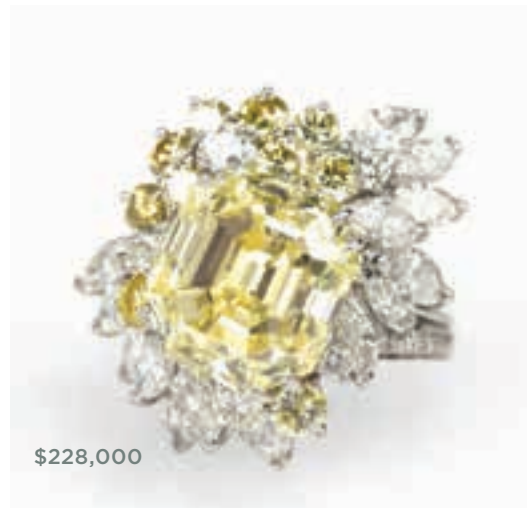
The sale was well-attended, with nearly every available chair occupied by eager bidders. Online and absentee bidder activity was equally strong, with bids filtering in steadily through both the LiveAuctioneers and Bidsquare platforms all evening long, contributing to the 89-percent sell-through rate and exceptional prices on a number of lots.

The aforementioned gold, enamel and micro-mosaic pendants were estimated to earn \$600 to \$800, but flew to a final price of \$6,000 due in no small part to voracious online underbidding. Overall, big earners for the evening were designer pieces and diamonds of all shapes and sizes, as well as a few unexpected crowd favorites.

A number of high-karat gold pieces were on offer, including a number of Indian necklaces and bracelets. A high karat gold and flat fan single row Kasu mala necklace, marked “Jaya Bangalore Luckshmi,” was diligently sought by a floor bidder who had to compete with a number of online bidders in order to take the piece home – the final selling price was \$10,200, including the 20-percent Buyer’s Premium (estimate: \$6,500 to \$7,500). A different floor bidder snapped up the following lot, consisting of two Indian 22 karat gold serpentine chains and a matching bracelet, beating out multiple absentee bids in the process. The lot sold for an impressive \$19,200, within the \$15,000 to \$20,000 estimate.

Jade and coral pieces also appeared to be in high demand as the night wore on. A multi-strand tubular coral beaded torsade necklace, set with Indian 18k gold beads throughout, was estimated to earn \$1,500 to \$2,000 at the block. The vibrantly-colored piece caused a stir among online bidders, shooting to a selling price of \$2,700 in mere moments after the auctioneer opened the lot. Shortly after, a graduated bead necklace of translucent mottled green jadeite jade, expected to bring between \$3,000 and \$5,000, jumped to \$7,200 after an enamored telephone bidder jumped into the fray.

Somewhat surprisingly, given the relatively soft market for pearls over recent years, a few lots featuring natural pearls did quite well at Moran’s Dec. 9 sale. Late in the catalog, a group of cultured and natural pearl jewelry assigned a conservative \$800 to \$1,200 estimate found a new home for twice the expected high, while a strand of slightly graduated



natural pearls earned an impressive \$11,400 (estimate: \$1,200 to \$1,800).

Less surprisingly, diamonds of all shapes and sizes sparkled throughout the catalog, achieving competitive prices. One of the most highly-anticipated lots, a natural fancy yellow diamond of 12.83 carats within a marquise- and full-cut diamond-studded platinum setting carried a pre-auction estimate of \$200,000 to \$250,000, with a floor bidder becoming the successful high bidder for a price square within that bracket: \$228,000.

A diamond and platinum ring centering an emerald-cut 3.05 carat diamond by celebrated designer Michael Beaudry, accompanied by a framed watercolor concept rendering, earned \$36,000, after another floor bidder outbid a large number of absentee bids submitted prior to the auction (estimate: \$18,000 to \$25,000).

Carrying a pre-auction estimate of \$90,000 to \$120,000, a pear-shaped diamond measuring 6.23 carats and mounted in platinum also exceeded expectations, selling for \$180,000 and also underbid by a number of competing absentees. A platinum and old European-cut diamond ring, a lot combining two Moran auction crowd favorites: diamonds and the Art Deco taste, did quite well, finding a buyer for \$13,200 (estimate: \$6000 to \$8000).

Overall, signed fine jewelry pieces brought prices well within or above conservative estimates. A whimsical brooch featuring four ruby cabochon-bodied birds by Van Cleef & Arpels flew to a \$26,400 selling price, with a telephone bidder outbidding multiple absentee bidders and interested online parties (estimate: \$5,000 to \$7,000).

Silverhorn was a big name in the auction offerings – pieces

by the Santa Barbara maker attracted a lot of interest with sleek modern design and interesting stones. A large turquoise ring in a pierced 18k yellow gold setting was assigned a pre-sale estimate of \$1,000 to \$1,500, and the piece sold for \$2,040; shortly after, a triangular Mexican fire opal cabochon ring in 18k hammered gold, estimated to earn \$1,000 to \$1,500, sold for \$1,440. The big-ticket win for Silverhorn jewelry, however, went to an online buyer who had to compete with multiple interested parties bidding from the sales floor for a sleek coral cabochon in an 18k gold ring setting; the bids came through in rapid succession, landing on a \$4,000 selling price (estimate: \$1,000 to \$1,500).

Always a popular maker, pieces from Tiffany & Co. also inspired competitive bidding. During previews, a number of bidders were seen eyeing a Tiffany enamel and diamond stag beetle brooch. The realistically-modeled statement piece earned a respectable \$3,900 price tag, just over the \$2,000 to \$3,000 estimate.

A large number of luxury men's watches found new homes; including pieces by Patek Philippe, Rolex, Corum, Baume & Mercier, and Le Coultre. Early in the auction, a Patek Philippe 18k yellow gold rectangular case wristwatch went up at the block with a \$6,000 to \$9,000 estimate, and came away with a price of \$14,400, thanks to online bidder activity.

An interesting Corum 1904 wristwatch with an American gold twenty dollar Liberty coin as its face also came away with a \$3,900 price tag (estimate: \$1,500 to \$2,000). Late in the auction, an early Rolex covered-dial wristwatch with a .935 silver case and lid perked up buyers with its undeniable character; the piece earned \$1,800 at the block (estimate: \$1,000 to \$1,500).

Year-end flurry spurs NAA member's firearms sales to \$47.5M

ROCK ISLAND, Ill. (Dec. 10) – Rock Island Auction Company's December 2014 Premiere Firearms Auction proved to be quite an exciting and successful weekend. At the end of the three-day sale, the auction achieved an impressive \$11.4 million in sales, bringing the annual total to \$47.5 million.

The first day set the trend for the whole weekend's bidding

battles as collectors aggressively sought to procure their favorites in several categories. Of note was the competition for high end Ithaca shotguns. Single barrels and side by sides in a wide variety of calibers and special order features could not be had quickly enough, like the engraved, gold and silver inlaid 7E grade single barrel (Lot 400) that sold for \$8,050, or the scarce Field Grade ejector hammerless side by side 28 gauge (Lot 660) that would exceed its high



estimate and realize \$6,325.

Also making a splash on day one was Lot 499 – the Charter Arms revolver used in the assassination attempt of Governor George Wallace – which brought \$28,750; and Lot 175 – a custom engraved Civil War Colt 1860 Army with a factory letter detailing its original shipment to the New York Arsenal. With a high estimate of \$4,500, the percussion revolver blew away that figure to sell for \$19,550.

Other Colts also sold quite well, including Lot 444. The gold plated, factory engraved Third Generation SAA more than doubled its \$6,500 high estimate to sell for \$13,800. Also, Lot 232 – a J.P. Lower & Sons shipped black powder Colt SAA with accompanying research – entered with a high estimate of \$2,750 but would eventually ring the bell at \$6,900.

Beginning with a host of Winchesters, Volcanics, and Henrys, strong bids on day two were leveled immediately at firearms like those in Lot 1043, a magnificent, deluxe special order Winchester Third Model 1873 lever action with brilliant case hardening that would not be had for less than \$149,500. Early Lot 1017, an exceptional factory engraved New Haven Arms Volcanic No. 1 pocket pistol, also received the attention it

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When Angelica first began to experience persistent fevers, soreness and weight loss, doctors couldn't pinpoint why. A series of tests uncovered the cause, and her family was devastated. Angelica had acute myeloid leukemia, an aggressive form of blood cancer.

"My world crashed to a halt," said her mother, Jaryssel.

Angelica was referred to St. Jude for treatment, where "we were finally able to breathe easier," said Jaryssel. 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 more than 50 years ago.

At St. Jude, Angelica underwent intensive chemotherapy and then, two days after Christmas 2013, she received the bone marrow transplant that saved her life.

Angelica is now finished with treatment and comes to St. Jude regularly for checkups. This spunky girl has loads of personality. She loves playing dress-up and pretending she's a movie star.

"Everything about Angelica is special," her mom said. "Her smile, her playfulness, her whole life. Because she's happy, I'm happy."



Angelica
age 6
Illinois
acute myeloid leukemia

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deserved by exceeding its high estimate of \$18,000 en route to a \$25,875 sale price. Likewise, an outstanding pre-war, factory engraved Colt SAA with carved pearl grips in Lot 1323, breeched its high estimate and left for a new collection for \$51,750.

Other highlights from Saturday included: the historic "C Company" Colt Walker contained in Lot 1270 reached a price of \$172,500, the previously undiscovered deluxe, panel scene engraved Colt Model 1855 revolving shotgun (Lot 1277) achieved \$138,000, and the exception Civil War production Henry rifle in Lot 1044 brought \$86,250.

As Colt "Snake Guns" began to cross the block, the auction hall began to buzz. Every phone line was filled and online bidders began to make their presence felt as numerous collectors scrambled to own one of the popular revolvers.

Bids couldn't be taken quickly enough as the values soared and jaws dropped while the numbers reached previously unheard of heights. A feeding frenzy had begun. A special R. L. Wilson special order Colt Python in Lot 1789, with a high estimate of \$4,500, would see a sale price of \$11,500. Another Python, this time a scarce, inscribed, three-inch barrel Combat Python with its original box in Lot 1792, would go even higher and sell for \$12,650. Numerous other Pythons, Anacondas, Cobras, and Diamondbacks would exceed the \$5,000 mark, and many surpassed the \$10,000 mark.

After Saturday's blitz on Colt double action revolvers, it would hardly be a surprise to see them do well again the following day. However, the success of double actions initially came from another source – Colt Model 1877/78 Lightnings and Thunderers, led by the William Baird Collection. Lot 3268 had a very rare Lightning chambered in .32 Colt with a high estimate of \$11,000. That number mattered little to the collectors at the RIAC facility and the diminutive revolver would eventually be had for the large price of \$25,875. Similarly, in Lot 3282, a Colt Model 1877 Target chambered in .32 S&W was estimated at \$12,000-\$18,000, but determined bidders would drive the sale price to a remarkable \$31,625.

Much like the first day of the auction, high end sporting shotguns continued to be a sought after commodity by collectors, hunters, and investors. Lot 3453 saw its antique Parker Brothers Under Lifter side by side, Damascus barreled, 8 gauge shotgun powder its \$9,000 high estimate to knock down a \$14,950 price. While a majority of these guns exceeded their high estimates, lot 3461 did so in impressive fashion. The engraved and gold inlaid Ithaca Grade 7E double box lock shotgun broke the bounds of its \$7,000 high estimate on the way to its final figure of \$13,800.

The Edged Weapon Collection of Major General Theodore

Paulson also achieved some attractive prices. Lot 3329's etched and gilt accented German presentation sword cut through its \$3,000 high estimate to bring \$5,175, and Lot 3445's simple-looking yet scarce Hoerster production Hitler Youth Leader's Dagger would beat its \$1,600 high estimate and leave to the tune of \$4,312.

The swords were stunning and many were masterpieces of

design and craftsmanship, but things really began hopping again when the Colt DA revolvers started crossing the block. A 1956 production Colt Python in Lot 3790 would climb to a \$5,462 sale price, another Python in Lot 3777 would see ascending bids ending in a \$4,600 sale, and a Colt Viper with its original box in Lot 3786 could not be had for less than \$4,312.

Auctions continue increased momentum in American real estate

KANSAS CITY, Mo. (Jan. 13, 2015) – The final quarter of 2014 saw the continued increase of auction services used by buyers and sellers in real estate transactions.

United Country Auction Services reported a 51-percent increase in sales volume in the 4th quarter over 2013 during the same time period. Additionally, the number of auctions saw a sharp increase of 68 percent toward the end of 2014.

“These numbers reinforce the fact that consumers are learning more about the accelerated method of marketing’s convenience and benefits to both buyers and sellers of real estate,” said Mike Jones, president of United Country Auction Services. “By allowing sellers to set the terms of the transaction in advance of the sale and buyers to determine a property’s fair market value through the bidding process knowing the seller is motivated to sell in an allotted period of time, auctions offer the most transparent method of sale in today’s market.”

United Country Auction Services is also reporting real growth in every sector it tracks for year-to-date numbers including land, residential, commercial and personal property. The amount of acreage being sold was up an impressive 28 percent and

management sees no reason why this year will not be their best yet.

“It’s been an exceptional year for auctions, and we are confidentially forecasting continued strength in 2015,” said Jason Cole, chief financial officer for United Country Real Estate. “In eight years since the inception of United Country’s auction division, this method of sales has come to represent more than 20 percent of the real estate firm’s total business. We expect this number to rapidly increase going forward with even more positive news in real estate auction sales throughout next year.”



USDA New Jersey foreclosures fetch \$1.1M in November on-line-only auction



WOODSTOWN, N.J. (Dec. 18, 2014) – Warner Real Estate & Auction Company announced the results of the Nov. 12, 2014, Online Only Absolute Auction of 20 New Jersey residential foreclosures on behalf of USDA Rural Development. The properties were located in 10 counties throughout New Jersey and stretched from Sussex to Cape May County.

A highly visible marketing campaign produced more than 100 inquiries. Of those, 99 registered online bidders helped supply a field of 73 active participants that placed 1063 total bids.

The terms and conditions of the auction stipulated the successful buyer return the executed contract along with the required \$5,000 deposit within 24 hours of the conclusion of the auction. Firm President and auctioneer, Richard Warner was pleased with results of the online auction, with final prices realized for the 20 properties totaling \$1,101,400.

Successful bidders purchased properties “as is,” but with a deed restriction in place that would be released upon submission of a New Jersey certificate of occupancy or a certificate of compliance pursuant to the New Jersey building subcode.

“It was a fantastic auction,” said Neal Hayes, Housing Program Director, New Jersey State Office, USDA- Rural Development. “It was a good day for both the USDA and the buyers. USDA sold 20 residential foreclosures in one day, which will eliminate the carrying costs of these properties. And, the buyers were able to bid their prices and pick up some great deals.”

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Archives available at auctioneers.org/iserie.



Wylie Rittenhouse (shown here during his NAA presidential year in 1974-75).

NAA Past President Rittenhouse passes away

Wylie Scott Rittenhouse, Auctioneer, age 86, of Vanderbilt, Pennsylvania, passed away Wednesday, Dec. 24, 2014 in Golden Living Center. He was born Oct. 31, 1928 in Connellsville, Pa., son of the late Otis W. Rittenhouse and Frances Dunn Rittenhouse.

Wylie graduated from Uniontown High School with the class of 1946. He graduated from the Reppert Auctioneering School in Indianapolis, Indiana, in 1955. He taught auctioneering at Mendenhall Auctioneer School in High Point, North Carolina.

He worked for 60 years as an Auctioneer/Realtor. Wylie was a member of both the National Auctioneers Association and Pennsylvania Auctioneers Association. He was recognized as Auctioneer of the Year and was nominated to the Hall of Fame for both organizations. He also served as President of both. He was NAA President for the 1974-75 term.

He held local auctions and performed auctions nationwide. He was a member of the Fayette Board of Realtors. Wylie was born and raised on a farm in Flatwoods, Pa., where he worked his entire life raising crops, turkeys and cattle. His passion was raising and riding horses.

He was a lifelong member of Great Bethel Baptist Church where he served as a moderator, trustee and deacon.

Left to cherish Wylie's memory are his wife Joan Wilson Rittenhouse, three daughters, Patti J. Rittenhouse, Sandra R. Brittingham and husband, Mike and Barbara R. Benninger and husband, Mike; six grandchildren, Jayme Fullerton and husband, Matt, Joanie Berg and husband, Mike, Kate Brittingham and fiancée, Anthony Reed, Ryan Benninger and wife, Claire, Lauryn Benninger and Ian Benninger; one great-grandchild, Laurelin Fullerton; brother J. William Rittenhouse and wife, Marion; sister, Sue Goddard and husband, Jim; J. William Rittenhouse, Jr., who worked with him on the farm, and several other special nieces and nephews.

Auctioneer was also instructor, volunteer

Michael D. Herman, 73, of Gower, Missouri, formerly of Boone, Iowa, passed away Saturday, Nov. 29, 2014, at his home. He was born Feb. 22, 1941, to John Carl and Phyllis Meldrid (Day) Herman in Boone, Iowa.

Mike grew up in Boone and graduated from Boone High School. He attended St. Olaf College in Northfield, Minnesota, and the University of Iowa. Mike then served his country in the United States Army for three years and was honorably discharged in Vietnam, where he remained and arranged entertainment venues for the troops.

After returning to the states, Mike managed an employment agency in West Virginia, and was a shoe salesman in the area. He

met and married his wife, Karen Herman, and they made their home in West Virginia, though they divorced two years later.

He moved to Tonapah, Nevada, where he managed a Ford Dealership. He later returned to Boone, Iowa, where he cared for his parents. At that time, he attended Auctioneer school. After his parents' deaths, he was a full-time auctioneer. For the last 20 years, he worked with Eddie Pickett Auction Service.

Mike was a member of the National Auctioneer Association since 1989 and the Iowa Auctioneer Association, serving on the board in various capacities. He taught at the Worldwide College of Auctioneering in Mason City, Iowa. He was also a member of the Missouri Professional Auctioneer Association and a licensed

Real Estate Broker in Missouri.

Mike volunteered as an auctioneer at the Arrowhead Ranch in the Quad cities which benefited troubled youth. He was a member of the Trinity Lutheran Church in Boone, IA and served as President of the Board.

Mike is survived by his brother, Jack Herman and wife, Joby, Colville, WA; sister, Carolyn Spillers, who resided with Mike for the last year; six nieces and nephews, other relatives and special friends Pam McIntyre and Kelly and Aimee Andrews.

NAA life member James Wilson passes away

NAA life member James Ellery Wilson, who founded Wilson Auctioneers with his wife, Betty, passed away Dec. 18, 2014.

Wilson, 89, was born Aug. 28, 1925, to the late Joseph & Kathleen (Tyson) Wilson. He was a United State Navy veteran serving in during WWII.

He is the father of NAA Past President and NAA Hall of Fame member Joe Wilson, CAI.

A life member of the National Auctioneers Association, he also was a member of Mount Olive Community Church, a charter member of Oaklawn Church of God, the Masonic Lodge, and South Hot Springs (Ark.) Lions Club.

He spent a lifetime buying and selling and relished every minute of it.

From the beginning, James was a natural promoter and put all of

his energy into his work. He called on local furniture stores and motels to place their extra inventory in his auctions. He went through the newspapers every day checking all of the real estate ads and calling sellers to tell them about his services. During early evening, James would drive his auction truck up and down Albert Pike and Central Avenues, with loud speakers mounted on top of the cab, announcing upcoming auctions.

James was also a stickler for good English, correct spelling and detailed descriptions of what was being sold. He thoroughly went over his ads until he was satisfied with the content.

Over the next twenty five years, James Wilson, with the help of his wife, Betty, and children, Diane, Susie and Joe, conducted hundreds of auctions of all types, especially real estate and fine antique auctions, setting world record prices for John Henry Belter furniture. He built a reputation for honesty, integrity and impeccable attention to detail that has spanned three generations of the family business.

Auctioneer graduated shipbuilding apprentice school

Danny Clay Tackett, 60, of Seaford, Virginia, passed away Saturday, July 26, 2014. He was born in Portsmouth and was a Production Planner for Newport News Shipbuilding. He was predeceased by his father, Adrian Tackett and a brother, Donald R. Tackett.

Danny was a 1972 graduate of John Yeates High School, where he played football, was an alumnus of Christopher Newport University and a graduate of Newport News Shipbuilding Apprentice School.

He was also an auctioneer for First Star Auctions and a member of the National Auctioneers Association.

Survivors include his fiancé, Andrea Koutsos; his mother, Dolores J. Tackett of Suffolk; one son, Austin Lee Eure of NC.; two sisters, Barbara Whitley of Suffolk, Sandi Scott of New Bern, NC.; one brother, Dennis L. Tackett of Cary, NC. and one granddaughter, Isabelle Eure.

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Fellowship of Christian Auctioneers International

One of the most frequently asked questions relating to the topic of Christian Fellowship is, "Why should I participate in a Christian Fellowship, anyway? After all, it makes no difference...I can still go to church, watch television evangelists, etc. and without feeling committed."

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Mark Bastian



I joined the NAA because I am fairly new to the auction world and knew the NAA was an invaluable resource in the Auctioneer community. I hope my membership will allow me networking opportunities, as well as a chance to gain insight from experienced Auctioneers in the Southeast and around the nation. ”

Mark Bastian
Mount Pleasant, S.C.

Showcase: Western College of Auctioneering

One-on-one instruction isn't an "extra." It's a staple.

By Sarah Bahari, contributor



Bennett

In 1948, Bill Hagen and Norm Warsinske, two prominent Montana Auctioneers, started the Western College of Auctioneering.

Now in its 67th year, the school has trained more than 6,000 Auctioneers, who come from every state in the United States, multiple provinces of Canada and numerous foreign countries.

With a focus on small class sizes, the college in Billings, Montana, offers three sessions per year in March, June and October. Each term is capped at 25 students, and the maximum has a purpose.

"We want each student to have as much one-on-one time with instructors as possible," said Nick Bennett, who assumed ownership of the college in 2013. "This a very close-knit school."

Over nine days, students receive 92 hours of intensive training in every niche of the auction industry, including: livestock; automotive; real estate; benefit; online; farm and ranch equipment; and business liquidation auctions. Class time also covers subjects such as effective marketing methods, bid calling and technology trends.

"It's a very intense time. There is a lot of information being digested and a lot of mental work that occurs," Bennett said. "Students bond as a family during their time here. They lock arm-in-arm and climb the hill together."

Western College employs 12 instructors, Bennett said, who are selected for their accomplishments, reputations and skill sets in the industry, but also for their teaching abilities.

"We want folks who are good teachers, who have a passion for this industry and a passion to teach and train the next generation of Auctioneers," Bennett said. "We are very proud of our instructors."

Instruction also explores the vocal side of auctioneering, Bennett said. Students are trained in a style of bid calling that starts without filler words and gradually adds additional words. The style is easily adaptable to different kinds of auctions.



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"For an Auctioneer to effectively sell, they need to have a chant that can be sped up or slowed down, depending on the circumstances," Bennett said. "A livestock auction requires a very different style of bid calling than an antiques or benefit auction, and we train our Auctioneers to handle both."

After graduation, Bennett said, students are encouraged to stay connected with the college and reach out to alumni with questions or for help.

"We find that as students go out and build their auction careers, they have a lot of questions," he said. "So, we give our students the tools they need to connect with us."

Among Western College's numerous notable alumni, Jeff Stokes is a three-time world champion Auctioneer (including the NAA International Auctioneers Championship); as is Scott Musser, CAI, who won IAC in 2001 and was named World All-Around Champion in 2002.

For more information about Western College of Auctioneering school, visit auctionschools.com.



Reppert graduated 30 aspiring Auctioneers on December 14, 2014, in Indianapolis, Indiana. Nine states were represented in class 240, and this marks Reppert's 93rd year of continuous operation.



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2

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4

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

- | | |
|---|---|
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The NAA's programs and benefits are designed to help you – the auction professional – promote and grow your company. Here's how we can help:

Want to learn more about the auction business and take yours to the next level?

The NAA has the continuing education that can help make your company successful. From member pricing on any of the **NAA's seven designation courses** to free **iSeries** webinars on an array of industry topics to archived sessions from past education events at **NAAeducation.org**, we're dedicated to providing the best professional development opportunities for the auction industry.

Maybe you're looking for new ways to market your company and auctions!

Our online **PR Toolkit** at auctioneers.org includes access to the NAA Media Guide, state media directories, the NAA logo and customizable PowerPoint presentations. You can also customize your profile on the **Find an Auctioneer** online directory, where consumers can search for auction professionals by company, specialty, location and more! Add another resource to your marketing toolbox when you promote your clients' auctions at no cost on the exclusive **NAA Auction Calendar**.

Want to stay up-to-date on the issues and trends impacting the auction industry?

The NAA has all the resources you need to stay tuned to the latest in auction information. Through content available exclusively in **Auctioneer** magazine, **Auction E-News** and online through **Auctioneers.org**, you'll have award-winning news on legal issues, marketing, business trends, technology and more right at your fingertips.

And of course, everyone wants to keep the costs down and the bottom line low.

We offer members exclusive discounts on credit card processing with the **NAA Credit Card Program**; e-marketing solutions with **Constant Contact**; and **regional and national advertising** in publications including USA Today, Investor's Buss Daily, The Wall Street Journal and the Network of City Business Journals.

For a complete list of NAA benefits and programs, visit us online at **www.auctioneers.org**. For more information, contact Member Services at (913) 541-8084 or memberservices@auctioneers.org.



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.

Code of Ethics

The NAA Code of Ethics and its accompanying Standards of Practice guide members in the performance of their professional responsibilities and duties. Read the complete Code of Ethics at auctioneers.org.

IN THE RING

PAGE 12 *“Our numbers say live auctions are still a valuable piece of the equation. I love online auctions when it makes sense for the seller. [But] I’m not going to do it just to do it.”*

Dick Kiko, Jr.
Kiko Auctioneers
Canton, Ohio

PAGE 25 *“One of the things most Auctioneers don’t consider is their clout in their community. They can influence a large number of people.”*

David Whitley, CAI, CES, NAA Advocacy Committee Chair
Rocky Mountain Estate Brokers, Inc., Whitley Auction
Eaton, Colorado

PAGE 38 *“If you work hard for your Association, your Association will work hard for you.”*

Wilbur Mull, CAI, AARE, CES, NAA Lifetime Member
Classic Auction Co., Inc.
Athens, Georgia

AROUND the BLOCK

- NAA member **Brian Curless, of Pittsfield, Illinois, was named Champion** at the 2015 World Livestock Auctioneer Championship (WLAC) Western Regional Qualifying Event. The event was the third of three qualifiers; with this one hosted by Torrington Livestock Markets, in Torrington, Wyoming, Jan. 14. A total of 23 contestants competed for a top 10 placing that grants them a spot in the 2015 WLAC at Clifton Livestock Commission Co., in Clifton, Texas.



Curless

- America’s Car Museum (ACM), the largest automotive museum in North America, **benefited from the sale of a donated 1961 Chrysler 300G collector car at the Barrett-Jackson auction** in Scottsdale, Arizona, on January 17. The legendary Chrysler ‘Code 218’, which was anonymously donated, sold for \$200,000 and contained its original transmission, engine, factory manuals, sales documents, spare tire and jack. In its prime, this historic vehicle was used to promote NASCAR’s Daytona “Flying Mile” and was featured in magazines, news articles and corporate promotions.



\$200,000

- **Sara Rose Bytnar, CAI, has joined Scott Robertson Auctioneers as a benefit auctioneer.** “Sara is passionate about helping non-profit organizations reach their fundraising goals in charity benefit auctions,” said Scott Robertson, principal of Scott Robertson Auctioneers. “Not only is she a talented

auctioneer, she has a tremendous amount of knowledge about marketing and social media that will enhance fundraising success.” In 2014, Scott Robertson Auctioneers helped raise more than \$28 million dollars for a variety of not-for-profit organizations, schools and charities.

- Kevin Wendt, a longtime affiliate of Schrader Real Estate and Auction Company, has been **elected to the Ohio Auctioneers Hall of Fame**. Wendt, of Plain City, was the only Auctioneer inducted during the recent convention of the Ohio Auctioneers Association, held in Dublin, Ohio. He is longtime president of The Wendt Group.

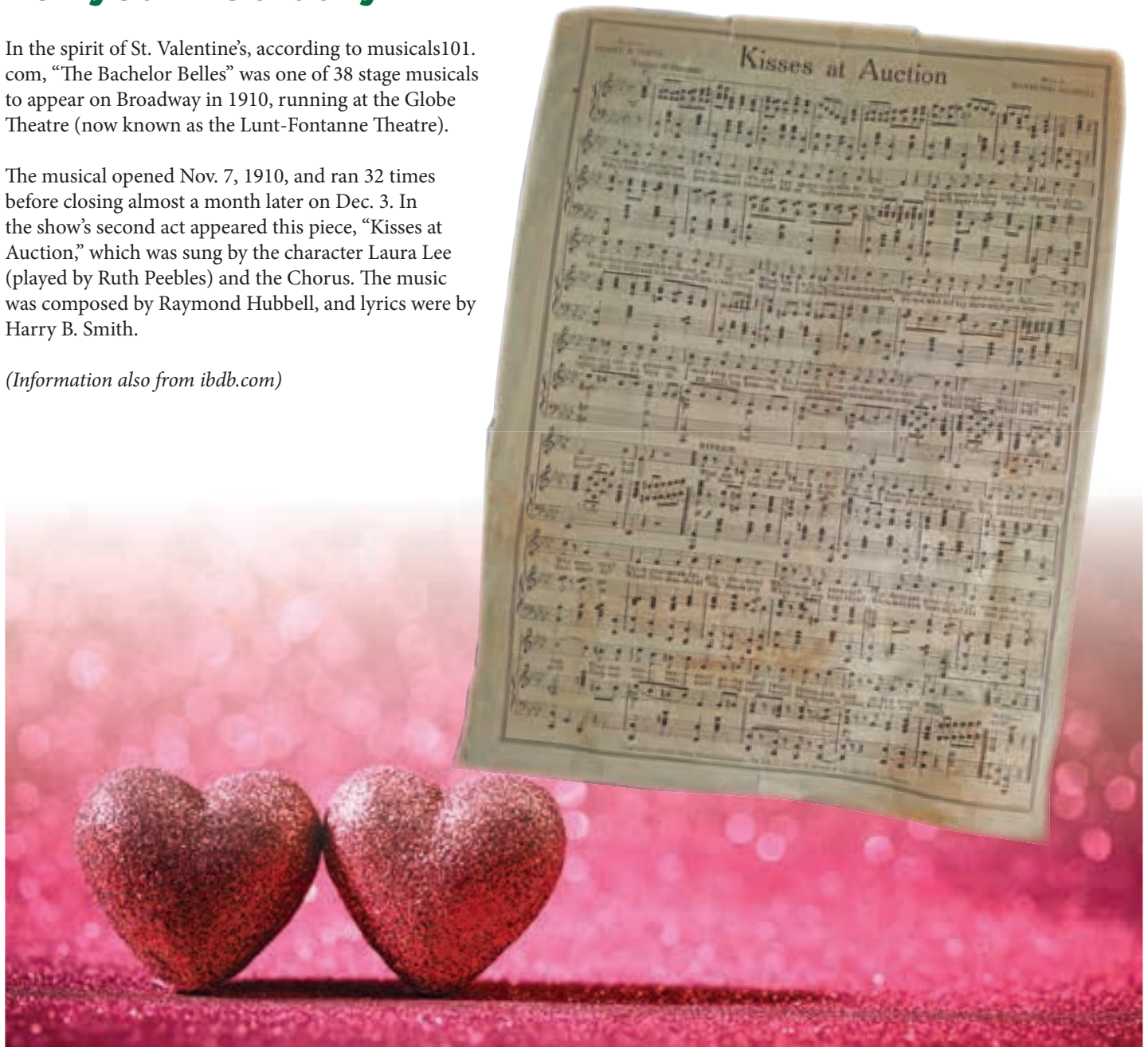
MEMBERS' CORNER

For your February ...

In the spirit of St. Valentine's, according to musicals101.com, “The Bachelor Belles” was one of 38 stage musicals to appear on Broadway in 1910, running at the Globe Theatre (now known as the Lunt-Fontanne Theatre).

The musical opened Nov. 7, 1910, and ran 32 times before closing almost a month later on Dec. 3. In the show's second act appeared this piece, “Kisses at Auction,” which was sung by the character Laura Lee (played by Ruth Peebles) and the Chorus. The music was composed by Raymond Hubbell, and lyrics were by Harry B. Smith.

(Information also from ibdb.com)



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