

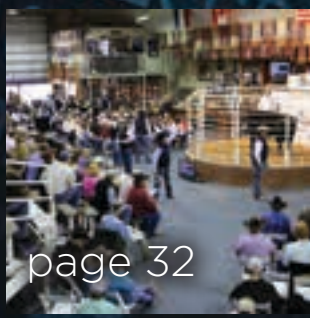


# Auctioneer

FEBRUARY 2017



## Data Breach



page 32

- | LOOK INSIDE THE LIVESTOCK AUCTION MARKET
- | 2017 NAA ANNUAL REPORT: WHAT YOU ACCOMPLISHED
- | 5 WAYS TO MAKE ATTENDING CONFERENCE AND SHOW A REALITY

Auction  
**FLEX**  
Auction Software



**HiBid**  
Internet Auctions



Live or online, big or small, simple or comple

One thousand HiBid auctioneers saved over

**\$14 MILLION**

in online bidding fees in 2016!

[www.auctionflex.com/save.htm](http://www.auctionflex.com/save.htm)



x, Auction Flex & HiBid help your profits soar.



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

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

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

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

John resides in Fredericksburg, Virginia, with his family.

## Ready to be a part of future NAA leadership?

I grew up in the household of a Contract Auctioneer – one who built a full auction business separate from the contract segment. Today, my father, Charles Nicholls, still gets up and works his auto auctions on a regular basis.

As I said in the August issue of *Auctioneer*, while I run that other part of the business, I am and always will be a student of my father's.

My father has been a mentor to not only me, but to hundreds of young Contract Auctioneers throughout the eastern part of the United States. And so, when we – the Education Institute Trustees and the NAA Board - discussed NAA addressing the needs of Contract Auctioneers, it seemed logical that a mentor to so many should be on that task force. He, along with the Chair of the Task Force, Janine Huisman, T. J. Freije, Peter Gehres, Frank Hackett, Matt Hostetter, Doak Lambert, Shane Ratliff, Dustin Rogers, and Andy White have built a curriculum that we believe will enhance the lives of those members who make their living as Contract Auctioneers. It's exciting to see more than 200 years of collective Contract Auctioneer experience collaborate on and build this program!

You can read about the designation on page 33 of last month's *Auctioneer*. In this issue, on pages 44 and 40, respectively, check out the spotlight on task group members Doak Lambert (also my presidential appointee!) and Frank Hackett, the NAA member who leads the National Auto Auction Association. Frank and Doak are well known names in the contract auction world, and both have been deeply involved in developing the curriculum for NAA's new program! Thanks to both of them AND to the rest of Janine's task group – you are all awesome!

Now, to change subjects slightly...

I want to encourage people to think about volunteering for the NAA. We have lots of opportunities. Simply sign into the Members Only section of [auctioneers.org](http://auctioneers.org) and look at the left

hand side of your menu – there is a tab entitled "Volunteer Information." It's a simple form you can fill out and give us an idea of how you would like to serve..

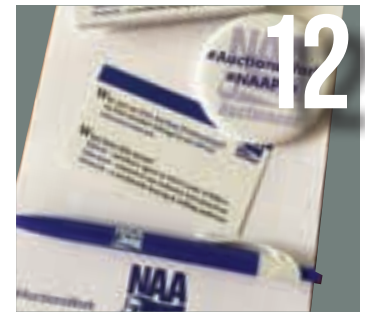
Serving on various task groups or committees prepares you for a future leadership role on the NAA Board of Directors. One of the questions I have heard lately is "Why do we have this new requirement: to serve on the Board you need to have completed CAI or taken a class that prepares you for leadership opportunities?"

The reason is simple: It is a lot of work to serve on the Board, and we need the most well-qualified people possible. Having completed the first year of CAI, I can assure you that I have a better view of the industry and the NAA than I did when I ran for Vice President. That's why I supported this particular provision.

If someone is serious about serving on the Board – doing so for the benefit of our members and not for their own resume building – then they should be willing to fully prepare themselves for this job.

We also want people who have worked with the NAA before as a volunteer. Whether you serve as a speaker at a conference, as an ambassador, or a member of one of the standing committees or task forces, we want you to consider running for the Board. Applications must be submitted to Hannes Combest ([hcombest@auctioneers.org](mailto:hcombest@auctioneers.org)) by 5 p.m. Central time, on Tuesday, Feb. 28.

If you have questions about the process, please contact Hannes or Spanky Assiter, CAI, AARE ([spanky@assiter.com](mailto:spanky@assiter.com)).



# 36

## COVER: Are you following data protection laws?

NAA members often hold buyer and seller data, but they aren't protecting it. That could mean huge problems, especially when more small businesses are being targeted for attacks.

### FEATURES & NEWS

#### 10 Why entering a marketing award competition matters

Recognition is nice, but it can also mean big things for your clients, staff, and brand.

#### 12 NAA Annual Report: 2016

Last year, NAA volunteers and staff took huge steps toward the NAA vision. We show you how.

#### 24 CAI+: Auction graduate school

"The only place in the United States where you can find a higher education level auction course."

#### 27 Julien's names new COO

Nancy Valentino returns to an industry "that means so much to me."

#### 28 #NAAPro advice: How to grow

We have a load of peer advice on how to make your auction business thrive!

#### 32 Walk 'em on out

Thousands specialize in selling livestock and other species through auction.

#### 42 5 ways to make attending Conference and Show your reality

Columbus in 2017 is within your reach, and doing so could change your whole career.

### BUSINESS PRACTICES

#### 18 Written contracts not necessary?

This is true if you want to open yourself up to "he said/she said" disputes.

#### 22 3 things you're proud of but need to change

It's hard to acknowledge it is time to freshen old habits, especially when they worked.

### FACES OF NAA

#### 40 Heavy-lifting Hackett

Once a squat world-record holder, Frank Hackett now carries the weight of leading the NAAA.

#### 44 'Unanswered' prayers led to legend

NAA Board Presidential Appointee Doak Lambert once wanted to be a vet.

### NETWORKING

- 6 State watch
- 8 2017 Marketing Comp.
- 14 iSeries schedule
- 20 BOD requirements
- 21 EI requirements
- 30 NAA Ambassadors
- 46 Commitment
- 47 Scholarship schedule
- 48 Success stories
- 58 In memory
- 60 Schools
- 61 New designations
- 62 New members
- 64 Filler words

### DEPARTMENTS

- 13 Education Calendar
- 66 Marketplace

# State watch

## OHIO

Columbiana County Auctioneer Wade Baer, of Baer Auctioneers-Realty LLC, was named the 2017 Ohio Auctioneers Champion during the Ohio Auctioneers Association (OAA) annual conference in Cuyahoga Falls, Jan. 13-15. An NAA member, Baer is a third-generation Auctioneer and real estate broker and is a 15-year veteran in the auction industry conducting over 100 auctions per year including real estate, farm and heavy equipment, firearms, business liquidations and estates.

Results of the annual election: President - Scott Mihalic, CAI; Vice-President - Darren Bok, CAI; Treasurer - Jerry Hall, CAI, GPPA; Director at Large - Buddy Barton; Southeast Director - Anna VanDyke; Northeast Director - Robert Carpenter; Southeast Director - Laura Mantle, CAI. Remaining board members include: Susan Johnson, Karen Huelsman, CAI; Wade Baer, and immediate past president Peter Gehres, CAI, CES.

## NEW MEXICO

“A person hired by the owner of real estate to auction that real estate must hold a broker’s license.” That is part of the opinion offered last year by New Mexico Attorney General Hector H. Balderas. The opinion came on May 24, 2016, in response to an Opinion Request submitted by The Honorable Yvette Herrell, New Mexico State Representative. Balderas also offered a second opinion.

“Second, we conclude that a person hired by and working under the direction of a New Mexico-licensed real estate broker to auction real estate in New Mexico must hold a broker’s license.”

## NEW JERSEY

The New Jersey State Society of Auctioneers held its annual holiday party and charity auction Dec. 5. The charity auction, benefitting St. Jude Children's Research Hospital, garnered \$3,745 thanks to the generous efforts of the members. The NJSSA enjoyed enormous growth in 2016, and the holiday party reflected that with the highest attendance in more than 10 years. The highlight of the evening was a Lifetime Achievement Award presented to NAA member Max Spann, Sr., CAI, AARE, for his years of service to the industry and his tireless efforts to make the Auction Method of Marketing mainstream.



## To Be The Best . . . . . . Learn From the Best. Launch Your Auction Career Today!

- Interaction with over 30 instructors per session
- Learn cutting edge auction technology
- Class sizes less than 50 students

### Now Scheduling 2017 Classes

Call or Go Online Today for Registration  
Tuition: \$1,295.00. All sessions are 10 days



**(317) 300-1075 • ReppertSchool.com**

## VIRGINIA

In effect since Jan. 12, 2017, changes to the Public Participation Guidelines for the Auctioneers Board of have been finalized. Pursuant to Chapter 795 of the 2012 Acts of Assembly, the Board proposes to specify in this regulation that interested persons shall be afforded an opportunity to be accompanied by and represented by counsel or other representative when submitting data, views, and arguments, either orally or in writing, to the agency.

Information regarding the final changes may be found at the Regulatory Town Hall website: <http://townhall.virginia.gov/L/viewchapter.cfm?chapterid=2674>.

# 1-800-THE-SIGN

Out the door in 24 hours or less!!

**FULL COLOR ♦ CUSTOM DESIGN**

**4' x 4' SIGN**

**\$89<sup>98</sup>**  
SINGLE SIDED

PVC Post Kit - \$84.88 with flat caps  
OR  
Metal Post Kit - \$39.99 4 piece  
works with our new Post Pocket™ system

**AUCTION**

Tall Boy Sign Stands 10' ↑

**\$83<sup>87</sup>**  
2 SIDED

Call Me!

Metal Post Kit  
**\$29.99**  
3 piece

1-800-843-7446

**www.1800TheSign.com**

# START GATHERING



## 2017 NAA Marketing Competition

PRESENTED IN  
PARTNERSHIP WITH



**USA  
TODAY**  
A GANNETT COMPANY

COMPETITION OPENS  
MARCH 1





# YOUR ENTRIES!



SEE  
COMPLETE  
RULES  
ON **PAGE 17.**

Send All Entries with Completed  
Forms and Entry Fees To:  
**NAA Marketing Competition**  
8880 Ballentine  
Overland Park, KS 66214

**Questions?**  
Contact Curtis Kitchen  
at (913) 563-5424 or  
ckitchen@auctioneers.org

# Why entering a marketing award competitions matters

Recognition is nice, sure, but have you ever considered how it plays really well with your brand's attitude and strategy?

Courtesy of SEGD.org



2016 NAA Marketing Competition Auction Marketing Campaign of the Year

*Ed. note: Much of this article was originally published on [segd.org](http://segd.org) and reprinted with permission. The piece references design competitions, but the advantages it lists are just as valid for marketing contests in general. The 2017 NAA Marketing Competition presented in partnership with USA Today opens March 1.*

*-ck*

At their best, design competitions promote innovation, creativity, excellence and sheer possibility. Who doesn't want to be aligned with those? And winning, of

course, brings validation and acclaim. But it's not all about the glory. There is actually a business case to be made for entering design competitions—whether you win or not.

But let's stop right there for a minute. External validation is great, but if it's the ONLY reason you're entering design competitions, you may want to rethink the investment in time and entry fees it takes to be successful.

Lonny Israel and his Graphics + Branding studio team at Skidmore Owings & Merrill LLP (San Francisco) have won numerous awards for their work, and Israel acknowledges that the recognition is sweet. "Distinguished jurors weigh in and critique our work, and we're very grateful for their acknowledgements," he notes.

But there are other benefits to putting their work "out there" for evaluation. Perhaps they're less direct than an actual award, but they're very real, agree Israel and Michael Reed, principal of Mayer/Reed in Portland, Oregon. Here are a few of them.

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

"When we enter a project in a competition, it requires us to organize and document it very clearly to articulate our client's goals and our design intentions in a very succinct way," says Israel.

"The act of preparing a submission for a design competition requires revisiting a project and writing a design narrative that validates the visuals," adds Reed. "This is often a difficult exercise for designers, but it's essential in truly understanding the underlying value of design. It's a real learning experience for us because it hones our communication skills and allows us to reflect on the outcomes."

In other words, preparing design competition entries is good practice for presenting your work to clients, community organizations, funders and other stakeholders.

**The work can be leveraged for other marketing purposes.**

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

That's why it's great that your work can do double, triple and even quadruple duty for you—even if you don't win. You've already gathered, documented and written an eloquent project description, right? So make it work for you. Post it as a case study on your website, translate it into a shorter blog or social media post, send out an e-newsletter featuring the project or even use it as the basis for a press release to local and national media. It also represents a tidy media package to present to design publications

that may think your project is great (especially if it aligns with an upcoming theme or focus).

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

Submitting work to a design competition sends a loud and strong message to your team: “We’re proud of what we do together. We’re so proud, we’re going to show the world.” That can be very motivating for the team members involved, especially if you go out of your way to acknowledge everyone in the organization who contributed to the project’s success.

### **Winning = prestige = more clients.**

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

Anthony Vitagliano, director of experience design for Digital Kitchen (Chicago) was part of the team that created the architecturally scaled “environmental mediascape” at Los Angeles International Airport’s new Tom Bradley International Terminal—the project that won Best of Show in the 2014 SEG D Global Design Awards. Digital Kitchen has won numerous awards for its work, and sees the direct benefits.

“We definitely see more potential client interest and ultimately, more work coming our way due to our awards,” says Vitagliano. “There’s no denying the power of your work being recognized as ‘excellent’ by a highly respected jury of your peers.”

The awards that offer the most credibility and prestige (and promotional punch) are those with established reputations and longevity in a field of design or expertise—such as a professional design association. You may want to be aware of competitions that ask for publication fees in addition to entry fees or communicate a “pay-to-play” vibe. And you may want to invest more in competitions sponsored by respected industry organizations

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

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

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

Pentagram Partner Paula Scher clearly agrees with the idea of being selective. Even though the firm has staff dedicating to preparing award submissions, they recognize the work involved and want to make sure they enter only the competitions that are right for them.

### **Recognition not only feels pretty good, but is also a source of connection with your field, your clients and your potential clients.**

“In a somewhat indirect way, it contributes to our reputation,” says Israel. “Recognition provides an opportunity to communicate with the industry, past clients and potential clients.” Attending an awards celebration in itself is a source of connection to the field and peers. And winning an award can often provide the opportunity to reconnect with past clients and new ones.

With that in mind, make sure you leverage your award as much as possible for promotional value. Ask the awarding organization if they provide press releases and if not, create your own. Blast the news on your website or blog, start a social media campaign and whatever else you do, make sure you share the credit where credit is due.

### **Your clients will love it.**

Clients love validation, too, and winning an award not only validates their design choices, but their choice of designer. Even just submitting the work to a competition in your own or their field signals that you’re confident and proud of the work you did for them. That can only strengthen your relationship and often leads to more work.

### **And again, it’s not all about winning.**

“We design to solve problems for our clients and not to win awards,” says Lea Schuster, RDG Planning & Design. She admits that the recognition is ultimately helpful to her studio’s financial success, but “it means more than that.”

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

The 2017 NAA Marketing Competition presented in partnership with USA Today opens March 1. Entry deadline is April 19, 2017. See [auctioneers.org](http://auctioneers.org) for complete contest information. ❖



# ANNUAL REPORT:

Aside from the usual hustle of educational summits and events, Conference and Show, and IAC, 2016 presented the NAA Board and Staff some of the largest challenges to date in terms of making progress towards their stated vision of “ensuring NAA members are the preferred auction professional used in the marketplace.”

Here’s what took place:

## PRIORITIES SELECTED BY LEADERSHIP FOR 2016:



### 1 Explore a relationship with the provincial associations in Canada, focusing efforts to grow membership through education.

A small group of NAA representatives met with representatives from the Ontario

Auctioneers Association and the Auctioneers Association. Several ideas were explored. At this time, the Canadian associations will be discussing the path they would like to take. NAA will respond at that time.

### 2 Identify a Membership Task Force focusing its efforts to recruit new members and to retain existing members.

- Will McLemore, CAI - chairman
- Bryce Gartner
- Scott King, CAI, AMM
- Jason Miller, CAI
- Megan McCurdy Niedens, CAI, BAS
- Kelly D. Strauss

A task force met and developed a unique plan for the NAA Board of Directors introducing niche-based education and informational programs for NAA members based on their “Communities of Practice.” An article introducing these Communities and how they will better meet the needs of the NAA member can be found on page 28 of the December/January issue of *Auctioneer*.



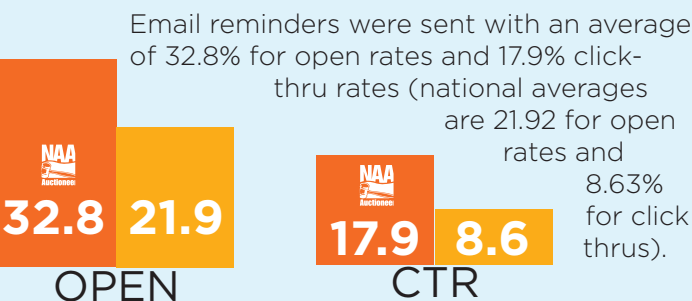
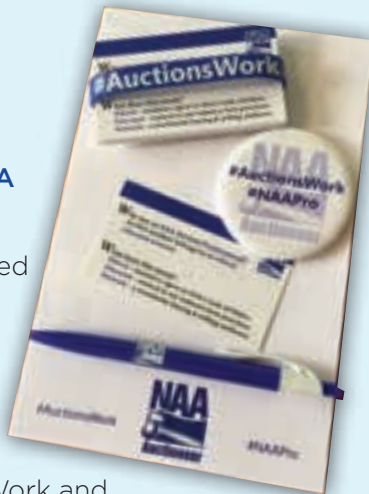
# What NAA did in 2016

**3** Develop and implement a plan to maximize member exposure during National Auctioneers Week to promote the NAA Auction Professional.



**4** Build a consumer-focused plan around the theme “Auctions Work” used to promote the NAA Auction Professional.

NAA members participated in mass during the Promotions’ Committee’s social media campaign designed to raise the public’s awareness of NAA members by using the hashtags #AuctionsWork and #NAAPro. Each day members were asked to participate in short, easy-to-accomplish activities that were based on posts on Facebook.



**5** Redesign the website to include a sharper focus on the needs of consumers looking for auction professionals.

Consumers can now visit [www.auctioneers.org](http://www.auctioneers.org) and find where to go much more easily simply by clicking the tab that they are NOT an NAA member. Information about auction schools and how to identify an auction professional to meet their needs is clearly visible.

Overall, “Find an NAA Auction Professional” was the most visited page in 2016 behind the homepage. (More than 25,000 views, est.)

**6** Develop an annual Day on the Hill that builds on educating members about advocacy efforts continuing to educate Congress and policy makers on the NAA’s public policy agenda that was adopted by the Board in October of 2016.

Day on the Hill was held September 8 in Washington, D.C. Congressman Jeff Duncan (R-SC) and Congressman and recent NAA Hall of Fame inductee Billy Long (R-MO) provided a state of Congress address. Two dozen NAA members attended and met with their Congressional representatives.



NATIONAL AUCTIONEERS ASSOCIATION  
**EDUCATION CALENDAR**

**Marketing Summit**

Atlanta, Georgia • Feb. 20-21, 2017

**Auction Marketing Management**

Des Moines, Iowa • Jan. 31-Feb. 2, 2017

Bowling Green, Kentucky • Feb. 21-23, 2017

**Contract Auctioneers Specialist**

Chicago, Illinois • Holiday Inn O'Hare Rosemont • Feb. 26-27, 2017

**Certified Auctioneers Institute**

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

**2017 NAA Conference and Show**

Columbus, Ohio • July 11-15, 2017

**CONFERENCE AND SHOW EDUCATION SCHEDULE**

AARE • July 11-15

AMM • July 9-11

CES • July 9-11

BAS • July 9-11

Internet Auction Methods • July 11

Interpersonal Communications for Auction Professionals • July 10-11

USPAP (15-Hour) • July 10-11

USPAP (7-Hour) • July 15

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

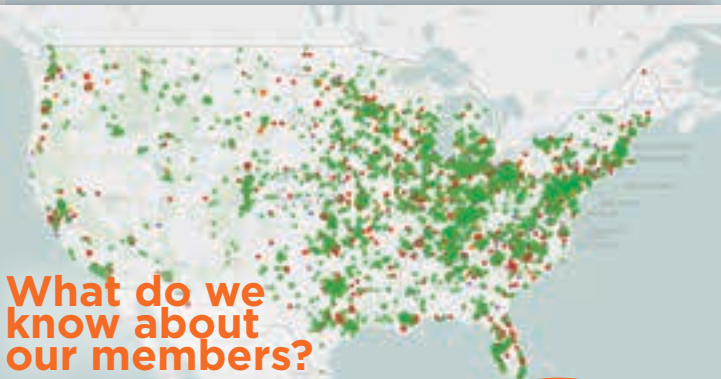
[www.auctioneers.org](http://www.auctioneers.org)



**7** Develop the standards and implement a structure for a Micro-learning system used to educate NAA members.

**8** Identify a Governance Task Force that will review the governance documents and processed used to manage the organization and continue to build a flexible system that meets the fiduciary requirements of the NAA.

# ANNUAL REPORT



**What do we know about our members?**

This map shows where all NAA members are located.

**61%** have less than 10 employees in their company

**5%** are elected officials

Almost **71%** participate on Facebook

**52%** are above the age of 55.

**82%** are principals of their company

**19%** are below the age of 40.

**AUCTION TOPPERS**

NEW ATV TOPPERS

Hi Performance Exterior Speakers Available!

Building Quality Auction Toppers Since 1985!

Call Lampl Auctioneers for a quote!  
**320-274-5393**

To view Inventory visit [LamplAuction.com](http://LamplAuction.com) & Click on Auction Equipment

**World Wide College of Auctioneering**

**Advanced Bid Calling Seminar**

**"Become a Champion"**

Saturday, Sunday & Monday, April 29, 30 & May 1, 2017

Beat Western, Clear Lake, Texas

Get Ready for the 2017 Contest Season!

Learn what it takes to become a **CHAMPION** - From the **CHAMPIONS!**

Your "Dream Team" Instructors

World Champion Auctioneer International Champion Auctioneer	International Champion Auctioneer Retail Franchising Business	World Champion Livestock Auctioneer Member of National Auctioneering Trade Group	International Champion Auctioneer	3-Time World Champion Auctioneer

**100+ Years Combined Experience**  
**20+ Combined Championships**  
**Limited Seating - 4 to 1 Instructor Ratio**  
**Reserve Your Seat Today!**

**\$1,495** Whether you want to improve your bid calling skills or become a champion, this course is for you!

**World Wide College of Auctioneering**  
For More Information Call 1-800-423-5242

[www.worldwidecollegeofauctioneering.com](http://www.worldwidecollegeofauctioneering.com)



iSeries puts the  
**Power of Learning**  
in your hands.

## ABOUT iSERIES

As an auction professional, you know firsthand the importance of helping your client meet their goals. Now, it's your turn! With webinars and whitepapers covering general and industry-specific topics, iSeries is there to help you develop your business and hone your auction craft. Best of all - the program is free and convenient to all NAA members!

## iSERIES ARCHIVES

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



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



# 2017 NAA Marketing Competition

## OFFICIAL RULES

PRESENTED IN  
PARTNERSHIP WITH



### AUCTION MARKETING CAMPAIGN OF THE YEAR

#### Rules and Procedures

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

### PHOTOGRAPHY DIVISION

#### Rules and Procedures

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

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

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

### PRINT AND DIGITAL DIVISIONS

#### Rules and Procedures

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

4. Late entries will not be considered.

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

**Opens: March 1  
Deadline: April 19**



**Kurt Bachman**  
Attorney and licensed  
Auctioneer from  
LaGrange, Ind.  
He can be reached at  
(260) 463-4949 or  
krbachman@  
beersmallers.com.

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

# Written contracts not necessary?

Only if you want to be more open to “he said/she said” disputes.

**Question:** Is there any reason for a licensed Auctioneer to not have a written auction contract with each and every seller?

**Answer:** No. The auction contract is essential to protecting the Auctioneer.

An Auctioneer should have a written contract with each and every seller in order to protect himself or herself, even when it is not required by state law. The contract should be as clear and concise as possible based on the circumstances. It should be written in plain English (without unnecessary legalese) by a licensed attorney and explain the terms of the auction and how the Auctioneer will be paid.

An Auctioneer is the agent of the seller. The agency relationship is created by each party's agreement and consent to the relationship. In general terms, the seller must agree to permit the Auctioneer to act on his or her behalf and the Auctioneer must agree to act on behalf of the seller. In the auction industry, this normally takes place when the Auctioneer and seller execute the written auction contract.

The contract should establish the parties' agreement to the agency relationship and the terms of the agreement. In the event there is a legal dispute over whether an agency relationship exists, the person seeking to establish the agency relationship has the burden to prove it. The best evidence of an agency relationship is the auction contract between the parties establishing the consent of the parties to the relationship and its terms.

The authority of the Auctioneer is essential to

the agency relationship. The seller defines the scope of the undertaking and gives the agent the authority he or she needs to accomplish the assigned task. The Auctioneer's authority is limited to the specific authority granted. The Auctioneer's authority to act on behalf of the seller should be clearly established in the auction contract. The authority of an Auctioneer may be in general terms and be as broad as the seller chooses to make it. The seller may grant power to the agent to exercise judgment and broad discretion.

If it does not state that the Auctioneer has the authority to do a specific act, then the Auctioneer should assume he or she does not have authority to do the specific act. If the Auctioneer is authorized to sell a boat, for example, the Auctioneer does not have authority to sell the seller's truck. If the auction contract does not give the Auctioneer authority to charge a buyer's premium, the Auctioneer should not charge a buyer's premium.

Furthermore, if a seller breaches the auction contract, the Auctioneer needs to be able to prove that an agreement existed and the seller authorized the sale of the property. In addition, the auctioneer needs to be able to prove the essential terms of the contract. Individuals can unintentionally forget the details of an oral contract. Plus, some individuals are untruthful.

**AUCTION ARENA**  
**Safety Training for Auctioneers** **FREE**

[auctioneer.naaa.com](http://auctioneer.naaa.com)

Look for sign up!

**Everyone is Responsibility for Safety**

Auctioneer Safety Certification

Provided by the National Auto Auction Association

A written contract will definitively establish the terms of the auction and avoid a “he said/she said” dispute. As it has been said by many “a verbal contract isn’t worth the paper it is written on.”

Because of the importance of the auction contract, several states have laws or regulations which require an Auctioneer to have a written contract with the seller. The State of Indiana licensing statute, for example, states that “no [auctioneer] shall sell goods or real estate at auction until the auctioneer or auction company involved has first entered into a written contract with the owner or consignor of such goods or real estate, which contract sets forth the terms and conditions upon which such auctioneer or auction company accepts the goods or real estate for sale.” Indiana Code § 25-6.1-6-4.

Florida law also requires an Auctioneer or auction business to have a written agreement with the owner of the property to be sold. Florida Statutes Annotated § 468.388. Florida requires the auction contract to state “(a) the name and address of the owner of the property; (b) the name and address of the person employing the auctioneer or auction business, if different from the owner; and (c) the terms and conditions upon which the

auctioneer or auction business will receive the property for sale and remit the sales proceeds to the owner.” F.S.A. § 468.388(1).

Several other states require written auction contracts. I am shocked to see Auctioneers still being disciplined for the failure to enter into a written auction contract. An Auctioneer was disciplined by the Illinois Department of Financial and Professional Regulation in November of 2016. A real estate Auctioneer was fined \$500.00 for failure to enter into a written auction contract prior to the date of the auction and for failure to provide documents. While the fine itself is not significant, being publicly disciplined and the related reporting requirements are significant.

It is time to review the basics and make sure the essentials are in place. Auctioneers should make sure a written auction contract is prepared and signed prior to prior to the auctioneer doing any work. ❖

# BOARD OF DIRECTORS

## DIRECTOR/OFFICER REQUIREMENTS

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

### NAA POSITIONS AVAILABLE

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

**Treasurer:** Two-year term.

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

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

### APPLICATION PROCESS

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

The application process is outlined at [www.auctioneers.org](http://www.auctioneers.org). It also can be obtained by sending an email to Hannes Combest.

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

- Why are you interested in serving?

- How many years have you been a member of the NAA?
- What have you learned from serving on a volunteer board, if applicable?
- What state Auctioneer association(s) do you belong to?
- What committees and/or offices have you served on or held in your state association or in NAA?

Candidates must then submit **two to three sentences indicating how they demonstrate the characteristics of each of the competencies of the "Characteristics and Attributes of an Ideal NAA Board Member,"** which can be obtained in the information packet. They also must provide

the Committee three references and a **professional photo** of themselves.

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

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

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

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

### 2017 NOMINATING COMMITTEE

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

# **NAA EDUCATION INSTITUTE**

## **TRUSTEE CANDIDATE REQUIREMENTS**

NAA members and designation holders who wish to be considered for a position of Trustee for the NAA Education Institute in 2017 must submit information declaring their interest by Feb. 28, 2017.

Two (2) new Trustees will join the Education Institute as of the 2017 Conference and Show in Grand Rapids. Terms are for three (3) years, and Trustees are expected to take a very active role in the planning and implementation of education efforts of the NAA. EI Trustees plan the educational activities of the NAA, including designation programs such as CAI, AARE, AMM, BAS, CES, GPPA and MPPA, summits and educational offerings at Conference and Show.

---

### **TRUSTEES MUST MEET THE FOLLOWING REQUIREMENTS:**

- Must have been a member of NAA for 5 years
- Have an NAA designation (CAI, AARE, AMM, BAS, CES, GPPA or MPPA)
- Submit a letter confirming a commitment to serve
- Attend the International Auctioneers Conference and Show

### **TRUSTEE CANDIDATES SHOULD BE AWARE THAT:**

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

### **CANDIDATES MUST SUBMIT ALL OF THE FOLLOWING BY 4 P.M. CENTRAL TIME ON FEB. 28, 2017:**

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

4. The following profile information:

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

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

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

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

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



By Carl Carter, APR, ATS

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

# 3 things you're probably proud of but need to change

**P**ride drives us to excel and makes us work harder. It makes us demand higher standards in our companies. It also, as they say, can go before a fall.

This is especially the case when we get stubborn and defend what we do rather than ask hard questions about how we could do it better. I've noticed three areas of pride that are common trouble spots.

## Your outdated web site

Web sites have changed dramatically in just the past year or two. In 2015, Google started rewarding mobile-friendly sites with better rankings, and that probably jolted some folks into action.

Now, some of our auction companies are moving to yet another level with designs that put mobile traffic first. This makes sense in light of statistics that are consistently showing mobile traffic to be bigger than desktop. I was shocked when I recently looked at my website analytics and found desktop traffic was down to a paltry 36 percent. Despite this, I continue to see Auctioneers' web sites that haven't even begun to accommodate smartphones. I've had more than one Auctioneer hold up his phone and use the pinch-to-zoom feature to prove his point, followed by the triumphal declaration: "See? It looks just fine."

Here's the reality: Google and the rest of the world don't care how your site looks on your screen, or how proud you are of it. If your site hasn't been overhauled in the last couple of years, you're almost certainly losing traffic and bidders. The worst part is that you have no idea who they are. You may be stalling on a redesign because your last one (which may have been 10 or more years ago) took six months and cost tens of thousands

of dollars. Today's reality is very different. There are a number of excellent web companies specializing in the auction industry that will do a first-class job a small fraction of what you probably paid for your decade-old site.

## Your fuzzy marketing data

I've never heard an Auctioneer express doubt about how well he understands his markets and customers. Every single one will say, "We know who our customers are and how to best reach them."

But if you ask a follow-up question or two, you'll often find that their market research consists largely of having somebody ask, "Where did you hear about our auction?" That question, typically asked on the phone or at the registration table, tends to produce answers like, "on the Internet." This tells you nothing about which part of your auction marketing campaign reached the person. Did they see a display ad on YouTube? Did they see your Facebook ad, or was it somebody's post? A news story generated by your press release? You simply don't know. You're at the mercy of the person's memory and candor. Your data may be useless or misleading.

Meanwhile, the world has moved on to more reliable ways of measuring. Your competitors (especially those who have attended the AMM class) are using custom URLs and phone numbers to capture real data on which advertising methods produce traffic on their websites and bidders at their auctions. They don't have to rely on people to remember correctly and tell the truth. They're even targeting Facebook ads to web visitors whose names they don't even know. If what I'm describing seems far-fetched to you, I promise you it isn't. And if you don't adapt, you're just going to keep losing market share.

**Auctioneers have a long history of choosing up sides when it comes to methods, and they cling to their favorite auction methods with an almost religious devotion.**

### Your auction methods

Auctioneers have a long history of choosing up sides when it comes to methods, and they cling to their favorite auction methods with an almost religious devotion. Absolute vs. Reserve. Published vs. Unpublished Reserve. Bidder's Choice vs. Multi-Par. Live vs. Online. They're all convinced — and convincing!

But in most cases, nobody really knows who's right. The guy who is having a banner year using his favorite method may have more aggressive sales people, or more of them. To be certain, we'd have to sell the same asset multiple ways to test our beliefs. That's impractical when it comes to real estate, because you rarely get to sell a house or a farm twice in the same kind of market using different methods. Personal property, vehicles and machinery permit more opportunities, but it's still hard to isolate the sales method from the other variables.

By all means, keep doing what's working. But it's also a good practice to experiment. Learn new methods. Take classes. Compare notes with trusted colleagues. You just might find that a little flexibility may produce big dividends. ❖

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

When Jenny experienced repeated respiratory illnesses at home in Honduras, tests showed she had acute myeloid leukemia. After undergoing treatment at a local hospital, Jenny relapsed in December of 2015 and was referred to St. Jude Children's Research Hospital®. Her treatment at St. Jude included chemotherapy and a bone marrow transplant.

St. Jude has helped push the overall survival rate for childhood cancer from less than 20% when we first opened our doors to 80% today. We won't stop until no child dies from cancer.

Jenny is a very smart and artistic girl. She recently completed treatment and returns to St. Jude for regular checkup appointments.



St. Jude patient Jenny, 6 years old, Honduras, acute myeloid leukemia.

© 2016 St. Jude Children's Research Hospital



stjude.org/naa



425 East 10th Avenue  
Finding cures. Saving children.



# CAI+ : Auction graduate school

“CAI is the only place in the United States where you can find a higher education level auctioneering course.”

– Shawn Terrel, CAI, AARE

By Nancy Hull Rigdon, contributor



Shawn Terrel gives guidance during the 2015 NAA Real Estate Summit. He will teach at CAI+ in March. “I’ve been in this industry for well over 25 years, and the best education that I’ve found in the field is the CAI program,” he says.

**T**hink of CAI+ as the graduate school of the auction profession.

The new program is open to NAA members at least five years removed from completing the CAI program – the three-year

program equivalent to a bachelor’s degree in auctioneering. With CAI+ set to debut next month at CAI week in Bloomington, Indiana, instructors and attendees – master’s students, if you will – are looking forward to elevating their careers.

“I’ve always looked at CAI as a week where you go to Indiana





and better yourself, and what's exciting this year with CAI+ is that it will be a course full of the career professionals in the auction industry," says Shawn Terrel, CAI, AARE. "All attendees have made it past that initial career threshold, and the collective of shared learning will further everyone's careers."

He adds, "The sharing of ideas within the group will be invaluable."

Terrel has served as a CAI instructor, with a focus on effective business plans – his courses have detailed short-term and long-term planning.

At CAI+, the camaraderie of the group will certainly be a highlight.

"There will be people there from the auction industry that you haven't seen for 5, 10 years. We all know each other through events like CAI and then it can be hard to keep up with each other when we're back in our own areas. This will be like a reunion," Terrel says.

Most of all, he's looking forward to the quality of education.

"CAI is the only place in the United States where you can find a higher education level auctioneering course," says Terrel. "I've been in this industry for well over 25 years, and the best education that I've found in the field is the CAI program."

Rob Mayo, CAI, AARE, AMM, GPPA, will teach a CAI+ course on productivity and efficiencies. In the class, he'll take attendees through several challenging exercises to evaluate current business practices, identify areas of improvement and work toward solutions.

Those who take part should expect an interactive course where attendees work in groups.

"At the end of it, you'll walk away with tools and strategies that improve what you're doing in business as well as in life," he says.

CAI is a week-long event where NAA members can better themselves and, in effect, better the industry.

While Mayo will teach the course, he expects to learn just as much or more than he teaches.

"CAI events attract the professionals in the industry that are really striving for excellence," he says. "When you have the opportunity to network with those individuals, I always walk away with something that improves my life." ❖

EXCEPTIONAL AUCTION COMPANIES  
NEED SUPER ASSISTANTS

ADVERTISING  
REPORTING  
ACCOUNTING  
QUALITY ASSURANCE

"Thank you so much for your expertise, cutting edge technology, kindness, patience and ease of operation. Our company looks forward to our next project together."  
- John S. Nicholls, AARE  
Nicholls Auction Marketing Group, Inc.

NAA Auctioneer HELPING OUR CLIENTS AND THEIR CLIENTS SUCCEED!

SP SATELLITEPROLINK.com CALL 800-510-5465

#1 Choice for Marketing Services within the Auction Industry

TEACHING TOMORROW'S CHAMPIONS...TODAY!

Learn Auctioneering From America's Top Industry Leaders and Champion Auctioneers



HAVE FUN WHILE LEARNING THE ART OF AUCTIONEERING.

Texas Auction Academy™

School Director, Mike Jones;  
School Vice President &  
Administrator, Lori Jones

Texas Workforce  
Commission Approved

Bid Calling  
The Auctioneer Chant  
Ringwork & Bid Spotting  
Improve Your Presentation Skills  
Business Practices • Fundamentals  
Public Speaking  
Professionalism & Ethics

info@texasauctionacademy.com

972-387-4200 | TexasAuctionAcademy.com



CREDIT CARD PROGRAM

# INCREASE SALES

Auction professionals who accept credit cards get a reported **15%-30%** in greater gross receipts

NO MONTHLY FEES | NO STATEMENT FEES | NO SETUP FEES | 1.67% DISCOUNT RATE



COMPATIBLE WITH  
MAJOR AUCTION  
SOFTWARE



WORKS WITH  
ALL SMART  
PHONES



INCLUDES  
PREMIERE  
SERVICE

Log on to [www.auctioneers.org](http://www.auctioneers.org) (**members only**) to learn more about this exciting program and sign up today!

# Julien's Auction names Nancy Valentino COO

The move means a return to the industry “that means so much to me.”

Julien's Auctions has named industry veteran Nancy Valentino as Chief Operating Officer.

As Chief Operating Officer for Julien's Auctions, Valentino will be responsible for expanding the organization and leveraging her considerable experience in markets Julien's excels in such as Celebrity Estates, Film Memorabilia and Street Art.

“We are thrilled to have Nancy join us as COO in such an important leadership role. Her expertise in the Arts & Entertainment sector is only matched by her impressive reputation in the industry,” said NAA member Darren Julien, President & CEO of Julien's Auctions. “Nancy's incredible drive, pursuit of excellence and remarkable sense of the business is outstanding.

“We welcome her to our team where she will be based in New York and Los Angeles and oversee all global operations.”

“I am ecstatic to return to an industry that means so much to me. Julien's passionate focus on all things pop culture and contemporary, innovative global marketing, advanced digital bidding technology and unique collecting categories is a dream environment for me,” Valentino added.

Valentino's impressive career spans tenures at some of the world's leading Arts & Entertainment organizations. Prior to accepting the position of Chief Operating Officer of Julien's Auctions, she was Global Head of Special Projects at WME/IMG, overseeing the FRIEZE Contemporary Art Fair partnership in New York and London and arts integration into New York Fashion Week including the 2016 Patrick Demarchelier Exhibition. She will be based in New York and Los Angeles.

Prior to WME/IMG, Nancy was Senior Vice President, Communications & Brand Development for Time Inc. She was responsible for all business, social, consumer, digital and internal communications as well as production development for the Style and Entertainment Group that included the multimedia brands PEOPLE, In Style, Entertainment Weekly, ESSENCE, Style Watch and all brand extensions and digital properties. Nancy also managed the NEWS and SPORTS Communications teams that oversee the brands TIME, Fortune, Money, TIME

for Kids, Sports Illustrated, Sports Illustrated Kids, and Golf. During her tenure the portfolio was recognized with numerous industry accolades including “Best Digital Entertainment,” “Best of the Web,” “Magazine of the Year” and “Editor of the Year.”

Nancy also spent an impressive 12 years at Christie's, the international fine arts auction house.

While at Christie's she held several positions including SVP, Marketing for the Americas and Senior Vice President of Digital, driving the launch team for christies.com and credited with many early innovations including LotFinder and live bidding. She joined Christie's in 1991 and established Popular Arts, a new division of the company, directing the auctions and marketing programs for categories including Film, Fashion, Music, Television, Celebrity Memorabilia and Sports. Considered one of the foremost experts in the area, Valentino has overseen the presentation at auction of numerous celebrity estates and thousands of iconic and important film history artifacts. In 1999, she orchestrated the record-breaking sale and authored *The Personal Property of Marilyn Monroe* and returned to Christie's in 2011 as a special consultant for the Collection of Elizabeth Taylor.

Nancy continues to lend her auction and event expertise to many charity organizations including the T.J. Martell Foundation, The Motion Picture and Television Fund, The Actors Fund, SAG, The Elizabeth Taylor Aids Foundation, The Recording Academy and Safe Horizon. ❖

**Check out recent fine art sales success stories on page 48!**



# Advice From NAA Auction Professionals

Want to make your auction business grow and thrive? Here's what NAA members say you should do.

By NAA Staff

**“ Do whatever it takes to be around auctions. ”**

*From clerking and cataloging to bid spotting and ringing, everyone has to start somewhere and it usually isn't at the top. It can take time to build your network of employers, clients and bidders.*

**“ Reach out to auction professionals in your area. ”**

*Attend auctions and introduce yourself to those working the sale. Remember to be authentic, ask for advice and offer help when you can.*

**“ Get involved in the NAA and your state association. ”**

*Become an active, participating member by attending events, taking classes and networking with other auction professionals. These relationships can prove invaluable through all stages of your career.*



**“ Think outside the industry. ”**

*Network with attorneys, accountants, real estate agents and others. Learn what markets are underserved in your community and be the go-to person in that area.*

**“ Make customer service a top priority. ”**

*Do what is right for the client first but also remember to be fair to yourself. Don't forget you're selling the asset, not the event.*

**“** Develop a business plan that puts you in a position to be successful. **”**

*This includes having a budget. Brand yourself from the start of your career with inexpensive tools like a business card and a simple website. Look for answers in this plan anytime you are at a crossroads.*

**“** Go beyond your chant. **”**

*Being an auctioneer is more than just bid calling. From business planning to marketing to legal issues, gather ideas from professional development courses and incorporate them into your business plan at every turn.*



**“** Keep track of your time to know where you are making your money. **”**

*Remember, not every auction is a good auction. In fact, sometimes, the best auction is the one you don't take.*

**“** Never stop growing your business. **”**

*Protect your business core while working outwards into new ventures.*

Love this advice? It was submitted in the NAA Auction Professionals Facebook group! Join the group built for active NAA members only and have constant access to this kind of conversation. Join the group at [facebook.com/groups/naaauctioneers](https://facebook.com/groups/naaauctioneers).

**Darron Meares**



NAA VP 2017

# NAA AMBASSADORS

## Alabama

Christie King, CAI, AARE, BAS  
Gadsden  
(256) 439-0113  
cking@ckingbenefits.com

## Alaska

John John Genovese, ATS, BAS  
Lihue, HI  
(808) 634-2300  
col.johnjohn@malamauctions.com

## Arizona

Daren Shumway, CAI  
Mesa  
(480) 258-0229  
shumster3389@msn.com

## Arkansas

Bradley W. Wooley, CAI  
Little Rock  
(501) 940-3979  
bwwooley@gmail.com

## California

Bridget Kruse  
California  
(760) 610-4175  
gwsauctions@gmail.com

Chris Vaughan  
Escondido  
(858) 382-6030  
NationalAuctionTeam@gmail.com

## Colorado

Dean Gunter  
Colorado Springs  
(719) 310-2656  
deangunter21@gmail.com

Butch Hagelstrom  
Fort Lupton  
(303) 827-5157  
buckhornauctions@earthlink.net

## Connecticut

Michael Chambers  
Atkinson, NH  
(603) 770-5180  
chambersauctions@aol.com

## Delaware

Michael Chambers  
Atkinson, NH  
(603) 770-5180  
chambersauctions@aol.com

## Florida

Robert Almodovar, AMM, GPPA  
Hollywood, Florida  
(954) 821-8905  
robert@stamplerauctions.com

## Georgia

Patty Brown, GPPA  
Fayetteville  
(678) 815-5687  
patty@redbellyrooster.com

## Hawaii

John John Genovese, ATS, BAS  
Lihue  
(808) 634-2300  
col.johnjohn@malamauctions.com

## Idaho

Rodney Elson, CAI, GPPA  
New Plymouth  
(208) 278-1772  
rod@rodelson.com

## Illinois

Jodi Reynolds, CAI  
Nokomis  
(217) 563-2523  
Jodi@aumannauctions.com

## Indiana

Mark Bisch, CES, GPPA  
Kokomo  
(765) 416-3456  
mbisch@blueskiesauction.com

## Iowa

Jerick Miller  
Leon  
(816) 896-7432  
Jericko91@gmail.com

## Kansas

Yve Rojas  
Kansas City, MO  
(816) 520-2454  
yverojas@me.com

## Kentucky

Amy Whistle, CAI  
Owensboro  
(270) 926-8553  
amy@kurtzauction.com

## Louisiana

Belinda McCullough  
Livingston  
(225) 620-8040  
belinda@hendersonauctions.com

## Maine

Ruth Lind, GPPA  
Stockton Springs  
(207) 751-1430  
moxielady@me.com

## Maryland

Brian Cooper, CAI, ATS, CES,  
GPPA  
Towson  
(443) 470-1445  
brian@alexcooper.com

## Massachusetts

Michael Chambers  
Atkinson, NH  
(603) 770-5180  
chambersauctions@aol.com

## Michigan

Sheila Howe  
Okemos  
(517) 204-4553  
Sheila.epicauctions1@gmail.com

## Minnesota

Kristine Fladeboe-Duininck, BAS  
Spicer  
(320) 212-9379  
kristine@fladeboeauctions.com

## Mississippi

Benny Taylor, CAI, AARE  
Grenada  
(662) 226-2080  
benny@taylorauction.com

Ruthie Taylor, CAI  
Grenada  
(662) 226-2080  
ruthie@taylorauction.com

## Missouri

Jeff Pittman  
Rosendale  
(816) 262-8753  
pittmanauctions@live.com

## Montana

Chris Logan, CAI, CES  
Clyde Park  
(406) 686-4728  
loganauction@yahoo.com

James Logan, CAI, CES, GPPA  
Clyde Park  
(406) 686-4728  
loganauction@yahoo.com

## Nebraska

Courtney Nitz-Mensik, CAI  
Freemont  
(402) 727-8800  
courtney@omni-tech.net

## Nevada

Chris Vaughan, AARE  
Escondido (Calif.)  
(858) 382-6030  
nationalauctionteam@gmail.com

## New Hampshire

Michael Chambers  
Atkinson  
(603) 770-5180  
chambersauctions@aol.com

## New Jersey

Robert Dann, CAI, AARE  
Ambler, PA  
(908) 735-9191  
rdann@maxspann.com

## New Mexico

Rob Morper  
Angel Fire  
(505) 250-8315  
rob@landtycoons.com

Anise Golden Morper  
Angel Fire  
(505) 228-7884  
anise@landtycoons.com

## New York

Jennifer Mensler, ATS  
Pleasant Valley  
(845) 635-3169  
jennifer@arauctions.com

## North Carolina

Lisa York  
Sanford  
(919) 880-9225  
ldyorkauctions@gmail.com

## North Dakota

Jonathan Larsen, BAS  
Sioux Falls, SD  
(605) 376-7102  
jonathan@larsenauctioneering.com

## Ohio

Susan Johnson, CAI, BAS, CES  
Guilford, IN  
(513) 403-6734  
bidcaller@etczone.com

Laura Mantle, CAI  
Groveport  
(614) 332-7335  
laura@lmauctioneer.com

## Oklahoma

Morgan Elizabeth Hopson  
Oklahoma City  
(903) 271-9933  
mhopson@bufordresources.com

Rick Scrivner, AARE  
Union City  
(405) 919-2271  
scrivnerauctioneer@yahoo.com

## Oregon

Camille Booker, CAI, CES  
Eltopia, WA  
(509) 989-1061  
camille@bookerauction.com

## Pennsylvania

Mike Keller, CAI  
Lancaster  
(717) 725-2487  
mike@kellerauctioneers.com

## Rhode Island

Michael Chambers  
Atkinson, NH  
(603) 770-5180  
chambersauctions@aol.com

## South Carolina

Gwen Bryant, CAI, AARE, CES,  
GPPA  
Florence  
(843) 617-8449  
gwen\_bryant@bellsouth.net

**South Dakota**

Jonathan Larsen, BAS  
Sioux Falls  
(605) 376-7102  
jonathan@larsenauctioneering.com

**Tennessee**

Junior Staggs  
Tennessee  
(731) 363-3634  
junior.staggs.auctioneer@gmail.com

**Texas**

Jacquelyn Lemons-Shillingburg, CAI  
Tomball  
(281) 357-4977  
jackie@lemonsauctioneers.com

Phillip Pierceall, CAI, BAS  
Plano  
(972) 800-6524  
ppierceall@gmail.com

**Vermont**

Michael Chambers  
Atkinson, NH  
(603) 770-5180  
chambersauctions@aol.com

**Virginia**

Kelly Strauss  
King George  
(540) 226-1279  
kd.strauss@verizon.net

**Washington**

Camille Booker, CAI, CES  
Eltopia  
(509) 989-1061  
camille@bookerauction.com

**West Virginia**

Andrew Yoder, CAI  
Bridgeport  
(304) 931-1185  
jryoderauctioneer@yahoo.com

**Wisconsin**

Damien Massart, CAI, BAS, GPPA  
Green Bay  
(920) 468-1113  
damien@massartauctioneers.com

**Wyoming**

Brent Wears, CAI, AARE, ATS, CES  
Solon, IA  
(319) 624-3779  
brent@wearsauctioneering.com

**Ambassador Spotlight**

Who I am:

Jackie Lemons-Shillingburg

Who I represent:

Lemons Auctioneers, LLP & Online Pros

Where I'm from:

Tomball, Texas

**Q:** *What about your membership in NAA do you value?*

I value the friendships made through networking, the education received through Designation Academy and Conference and Show, and the extended family that I have obtained!



# WALK 'EM ON OUT

“Open the gate. Walk 'em on out. Sold.” These phrases repeatedly are chanted at a cattle auction, where livestock and many other species are sold every day via the auction method of marketing.

And while many auction professionals focus their talents on estates, real estate, benefits, personal property and more, thousands of other Auctioneers specialize in this arena.

The cattle auction business has two main categories — commercial and purebred sales. Auctioneers might specialize in one or the other, but some regularly handle both and also are regular bid-callers in other types of sales as well (autos, other livestock, equipment, real estate, etc.)

On any given day, cattle of all classifications are walked through a sale ring to be exchanged. In the spring and fall, offerings include large runs of calves that are bid on by producers, dealers, feedlots and order buyers, who represent many sectors of the cattle industry. The calves eventually make their way into consumers' homes as beef.

In addition, special sales are often held featuring young replacement females and other cattle classes like feeder cattle or yearlings.

Registered cattle may also sell in special sales hosted by the sale barn and are sometimes part of the weekly auction or as a separate sale offering. These types of sales are held at sale barns or commission houses, and play an integral part in rural communities. While some barns have a set day each week known as “sale day,” some markets have more than one sale day per week.

Local ranchers begin bringing their cattle early sale day, or even the preceding day, and buyers can be found in the aisles and on the catwalks above the pens, surveying the offering, prior to the first lot's entrance into the sale ring.

A national trade organization, the Livestock Marketing Association (LMA) represents the livestock marketing industry and its many pieces. According to LMA, it has more than 800 members, which is approximately 75 percent of the operating markets in the United States.





## Thousands specialize in selling livestock and other species through auction.

By Martha Hollida Garrett, contributor



The purebred cattle industry uses auctions as its primary method of exchanging genetics. This photo was taken at the Express Ranch 2016 Bull Sale, Yukon, Oklahoma by Mary Quigley.

Many livestock auction markets are family-owned and operated, and sometimes a member of the family is the Auctioneer. Otherwise, independent Auctioneers are hired. These Auctioneers may work one or multiple sales during a week.

Cattle are sold by the pound or by the head, and an auction professional's bid increment choice can stay in full dollars or, if necessary, break down to cents.

While some purebred cattle sales are conducted at livestock auction markets, others can take place in sale facilities that have a sale ring. These sales are designed to draw other purebred breeders (as well as some commercial cattlemen), who are looking to diversify and improve their genetic base and quality by purchasing females and/or herd sires.

Smaller breeders often join together to offer their genetics jointly. Breeders often hold a separate bull sale or combine with other breeders to offer bulls to ranchers. Often held in leased local sale barns, fairgrounds, or on ranches in a specially built sale barn, converted barn or tent, purebred bull sales are held in the spring and fall and are a substantial part of the overall seed stock market. Larger seed stock breeders may also use hotel banquet rooms and other high profile locations to showcase and market their genetics.

Just as the local sale barn is a gathering place weekly, so is an annual purebred sale.

Fellow seed stock breeders and bull buyers, along with youth buying animals for the show ring, as well as local leaders in various agri-businesses make up the potential buyers in the crowd. Purebred cattle marketing begins months in advance and includes advertising in cattle publications and a catalog with pertinent information on each lot. The offering is viewed in many instances by video posts on websites, trips to the ranch in advance of the sale, as well as the day before and day of the sale.

Cattle at these auctions are sold by the head (or sometimes sold in pairs or groups) and may include select lots of partial interests in particular females or bulls, frozen embryos, pregnancies carrying a set mating and/or semen from breed leading bulls. These offerings are for the most part still walked into a sale ring individually and presented to potential buyers. Some sales are conducted online and/or by video.

Many Auctioneers are often associated with one or two breeds in particular or may work across many breeds as their calendars allow. Depending on the breeder's schedule, area of the country, and availability of their chosen Auctioneer, any day can be sale day for a production and/or bull sale. Depending on their

# BONDS & INSURANCE

Unbeatable service and competitive prices on the coverage you need.

- ▶ Liability Insurance
- ▶ Property Coverage
- ▶ Consignment Property
- ▶ Errors and Omissions
- ▶ Bonds to support your license
- ▶ Bankruptcy Court Auctioneer Bonds

We can place insurance in as little as 7 to 21 days.

## 877-376-8676

**Bonds**

Ext. 146, Stevi or sdell@ermunro.com  
Ext. 152, Melissa or mbromley@ermunro.com

**Insurance**

Ext. 157, Greg or gmagnus@ermunro.com

VISIT US AT [WWW.ERMUNRO.COM](http://WWW.ERMUNRO.COM)



**E. R. MUNRO**  
  
**COMPANY**

Licensed in all 50 states  
Member,  
National Auctioneers Association

demand, some Auctioneers may be asked to work in multiple states in a given week.

There are numerous breeds of cattle in the U.S., and while some are not very large in numbers, others are. For example, the American Angus Association, the largest seed stock registry in American, reported 795 sales in 2016. That's just one breed, so it's easy to see that purebred cattle auctions are a viable marketing channel. ❖

# CAS

CONTRACT AUCTION SPECIALIST

**NEXT CAS CLASS:**

February 26-27, 2017 • Chicago, Illinois  
Contact [kboydston@auctioneers.org](mailto:kboydston@auctioneers.org)  
to register.

## NAA MEMBERS HAVE CURRENT TWO-YEAR REIGN AS WORLD LIVESTOCK AUCTIONEER CHAMPIONS



Andy White, 2013 NAA IAC & 2016 WLAC Champion



Brandon Neely, 2015 WLAC Champion

**F**or the past two years, NAA members have won the World Livestock Auctioneer Championship – a coveted contest put on by the Livestock Marketing Association.

Brandon Neely bested the Finals field of 30 in 2015, and Andy White took home the title in 2016. White is also the 2013 NAA International Auctioneers Championship Men's Division winner.

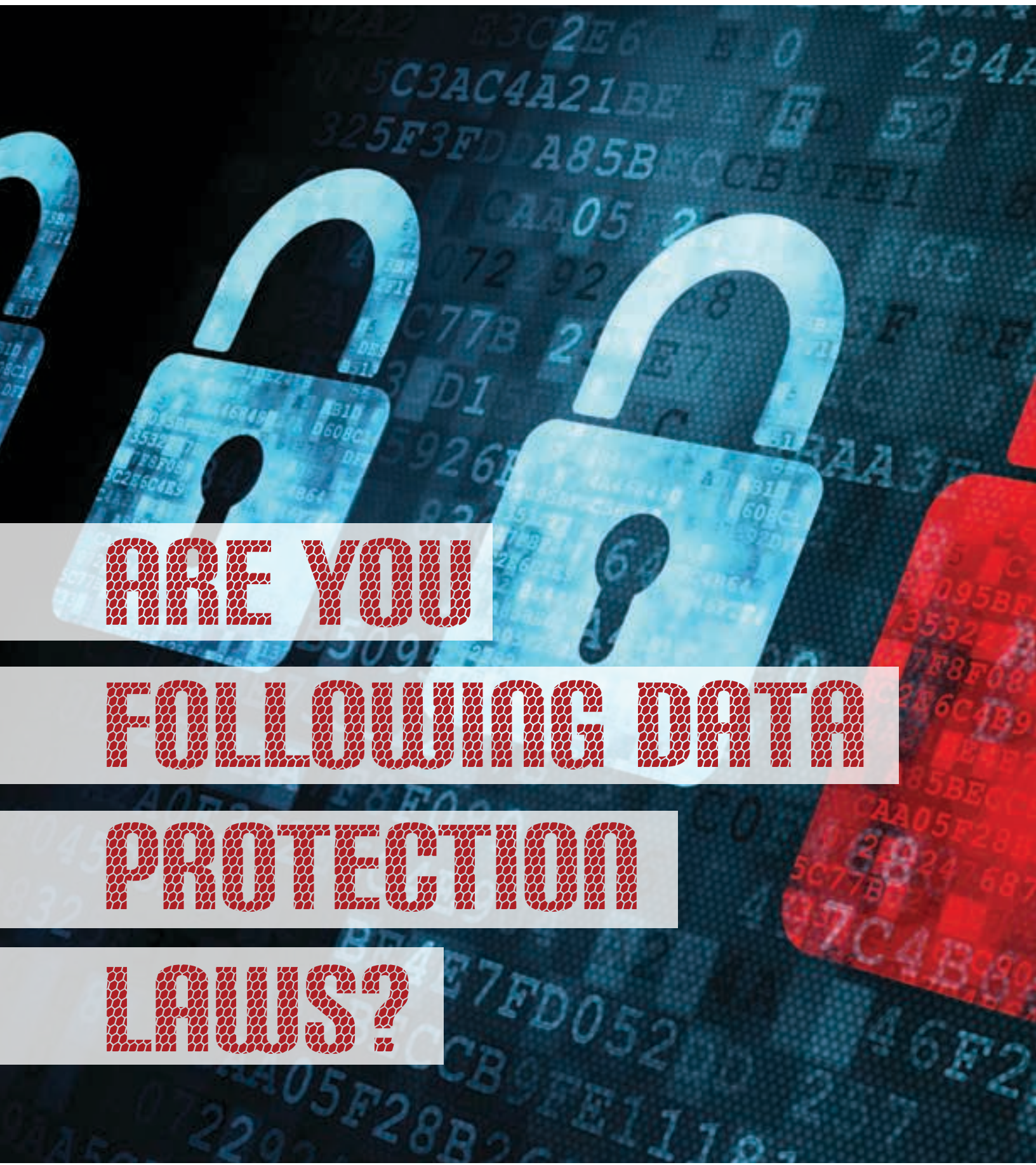
As a child, Neely taught himself the skill of auctioneering by selling toys at his family farm. He began professionally selling at the age of 15, and credits part of his success to several livestock marketing industry members – such as 1982 World Livestock Auctioneer Champion, Dan Williams; Col. Gary Vance; Boyd Beegle, Beegle Livestock; and Joe Howell, Orange Livestock Market – for their profound influence on his career.

White's career as an Auctioneer began 16 years ago, and he regularly sells at two livestock auction markets, as well as for

purebred cattle, real estate and equipment sales. 2016 marked the second year that White competed in the WLAC, after winning two qualifying events and being named the Audrey K. Banks "Rookie of the Year" in 2015.

On average each year, nearly 100 Auctioneers enter the qualifying events and only 31 (10 from each qualifying event, one from the auctioneering competition at Calgary Stampede) are selected to compete in the WLAC. The championship consists of three stages: the regional qualifying events held at different markets around the country, followed by the semi-finals and the finals that are held each June in conjunction with the LMA Annual Convention. Contestants competing for the World Champion title must be 18 years old, employed as a livestock Auctioneer and sponsored by a local auction market that shares in the favorable publicity generated by the winners.

The 2017 WLAC Finals will be held June 14-18, at Public Auction yards in Billings, Montana. ❖




ARE YOU

FOLLOWING DATA

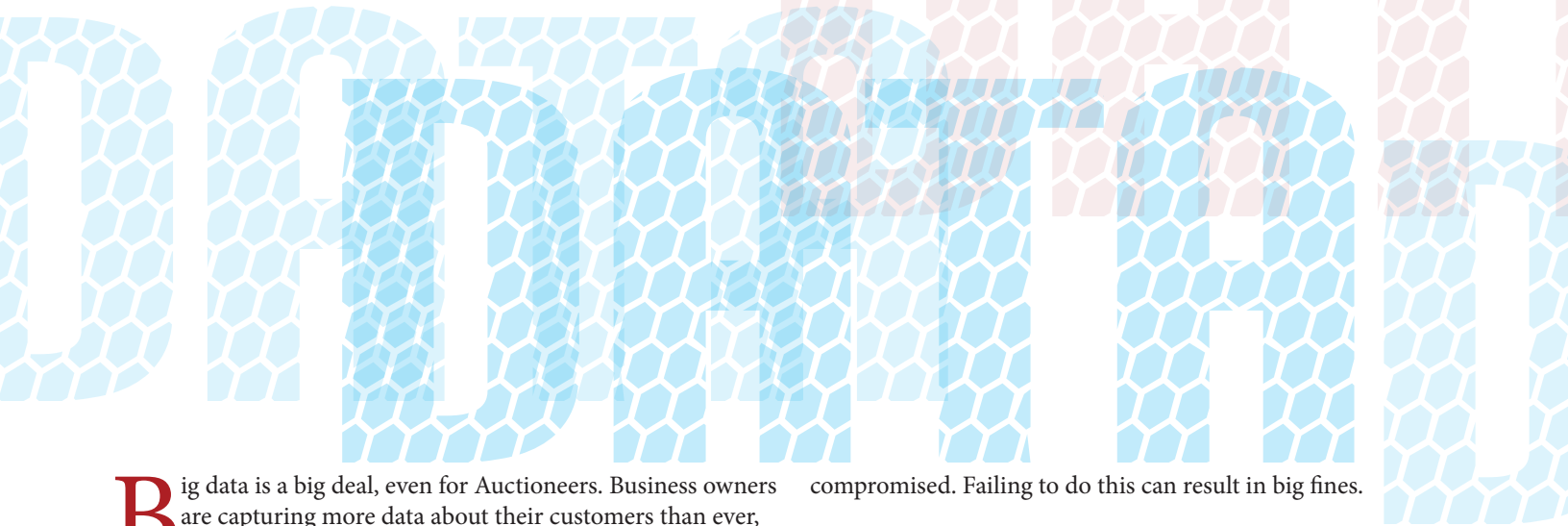
PROTECTION

LAWS?



NAA members often hold buyer and seller data, but they aren't protecting it. That could mean huge problems.

By James Myers, contributor



**B**ig data is a big deal, even for Auctioneers. Business owners are capturing more data about their customers than ever, and they're making good use of it, but collecting that data comes with a lot of responsibility.

So, what are you doing to protect the data you have on your buyers and sellers? Furthermore, what are you doing to cover yourself should you become the victim of a cyber attack?

As cyber criminals become more evolved in their hacking methods, news of large corporations experiencing data breaches becomes more common. While the media focuses on breaches that occur at massive companies like Yahoo and Target, regardless of how large or small a company is, when a database is hacked, the company is liable for any personal information that gets into the wrong hands.

In most cases the company that was hacked is required by law to quickly notify any affected party that their information has been

compromised. Failing to do this can result in big fines.

Larry Harb, a licensed Auctioneer and NAA member, is the founder and CEO of IT Risk Managers, Inc. He has spoken on the topic of risk management at NAA Conference & Show and also addresses the issue at state auctioneer association events. Harb estimates that up to 30 percent of Auctioneers, if they're being honest, would say they've lost personally identifiable information (PII) related to their buyers and sellers.

However, most are not aware that there are laws governing how to react to such a situation.

"This is the biggest exposure that Auctioneers don't realize they have," Harb said. "It could totally sink your company. They are oblivious to it because they've never thought about it or they haven't been educated on it."

It doesn't take a master hacker to get an Auctioneer in trouble –

According to Symantec's Internet Security Threat Report 2016, 43 percent of all cyberattacks target small businesses. Most of these businesses don't have in-house experts to deal with data breach issues, and the average recovery cost is \$36,000.



# IT DOESN'T TAKE A MASTER HACKER TO GET AN AUCTIONEER IN TROUBLE - THEY CAN DO IT THEMSELVES BY SIMPLY

they can do it themselves by simply losing the data – on a laptop that is stolen out of a car or office, or mistakenly left behind and picked up by a stranger. For instance, Harb continues, an Auctioneer working at a fairground might register bidders and sellers on a laptop, perhaps by scanning driver's licenses. The auction company is now responsible for that information. Should that computer be stolen, the auction company would be in a sticky situation, particularly if they didn't encrypt the data.

"What are they doing to protect it?" Harb asked of the collected data. "Encryption is huge. If the Auctioneer encrypted all their data on their laptop or other electronic devices, they probably would not have to notify."

Many Auctioneers use third parties to handle their credit card transactions.

For example, an Auctioneer doing an online auction would only know the last four digits of a buyer credit card account number. Should that third-party credit card transaction fall victim to a cyber criminal and that data get into the wrong hands, the law says the Auctioneer is the person who has the relationship with the buyer and is therefore responsible for notifying them that their personal information has been stolen.

"Most people don't pay attention to PCI DSS (Payment Card Industry Data Security Standard) compliance coverage," Harb said, adding that this is also a big risk for Auctioneers. "Our policies cover fines and penalties for PCI compliance."

While every Auctioneer should do anything they can to protect their data, they should also be willing to protect themselves and transfer the risk via insurance.

Most Auctioneers have liability, or "slip and fall," insurance coverage, which protects them should someone be injured at auction or if auction items are stolen. However, most liability policies don't cover cyber issues.

Harb cites a landmark decision in a federal court in Arizona, which found that data is not tangible – it's virtual. Traditional insurance policies exclude virtual losses from being covered. The trigger in traditional insurance to cover clients is a physical act.

For instance, if a tree falls on your house, or a driver runs into the side of your car – your insurance will kick in. In the virtual world, even though there can be financial losses resulting in the data being stolen, there is no physical trigger.

"Let's say you're an auction house and I acquire all the names of your buyers and sellers," Harb said. "At the end of the day, when I take that information, have you lost anything? According to the courts, the answer is no, but with this information, I can cause your company financial harm. Therefore, in order to cover your loss, you need a separate set of policies."

Harb said this is why Auctioneers need to protect themselves with database insurance, which provides them coverage against the loss of client, vendor and employee personal and private information.

"Every business that has a computer that's using the Internet has the exposure (to hacking)," Harb said. ❖

# Heavy-lifting Hackett

Once a squat world-record holder, NAA member Frank Hackett carries the weight of leading the NAAA.

By James Myers, contributor

As the old advertising slogan for a popular credit card company goes, “membership has its privileges.” That might be true for American Express, but members of state and national auction associations definitely see the perks when they join. NAA members can attest to that.

Furthermore, having memberships to other associations is also something many NAA members seek out, whether it’s a state auctioneering association or a national association that ties to their auction specialty. (Doing so can be a great way to build networks.)

One of those places that ties in for NAA members is the National Automotive Auction Association (NAAA), which has a long and storied connection with NAA.

Bernie Hart, a 1964 inductee into the NAA Hall of Fame, led both organizations out of an office in Kansas City for a short time decades ago. When Hart retired from the NAAA in 1988 after 30 years at the helm, the NAAA’s national office was moved to the East Coast where it has remained.

Today’s NAAA CEO is Frank Hackett, a man with an interesting background that doesn’t involve automobiles or auctioneering. Also a member of the NAA, Hackett said he finds the history of the two organizations interesting.

“I think they’ve been working together since they were both founded almost 70 years ago,” he said. “We continue to work together when we’re dealing with legislative issues. We have a lot in common, dealing with what goes on in Washington D.C.”

Hackett, born and raised in the small town of Waterville, Maine, spent his youth powerlifting with his brother at the local Boys Club. The two would later set the world record for the two-man squat – putting up 1,500 pounds.

Hackett said he knew there was something out there for him in life that didn’t involve powerlifting, and he was always drawn to law enforcement because he felt the urge to help people. Following that passion, he spent five years in Augusta, Maine, as a policeman. Always looking for the next move, he began to eye public office and became Kennebec County sheriff – a move that lasted a decade.

The administrative duties there set him on a path to other careers, including working for a large non-profit organization called the Volunteers of America Oklahoma, which worked on behalf of people with developmental disabilities. He spent six years there before being called back east to run a police training association in Maryland for five years.

For the last 12 years, Hackett has served as CEO of the NAAA





**FRANK HACKETT**

in Frederick, Maryland. He said the NAAA was looking for a manager more than they were looking for a person who knew a lot about automobiles and the auction industry.

“It was a good fit for the both of us,” Hackett said, explaining that he knew they could teach him the auto industry, whereas teaching someone management skills is much more difficult. “I’ve been happy here, and I believe they’ve been happy with me.”

The goal of the NAAA is to provide a unified voice for the auto auction industry; protect and promote the interest of its members and lead with the highest ethical standards. Hackett says his organization is similar to the NAA in that they provide training and set standards, as well as communicate with lawmakers in Congress.

There is a difference between the structure of the NAAA and the NAA as the NAAA is comprised of two large corporate players that own around half of the auto auctions, the other half being owned by independent owners. Hackett said he tries to keep those two factions working together for the same causes, and continues to update the NAAA arbitration policy.

“You have to work with all the players to make sure you have a consistent voice that is heard by everyone,” Hackett said, adding that auto auctioneering is a \$90 billion industry.

Hackett went to auctioneering school at the Mendenhall School of Auctioneering in 2010 to better understand what auctioneers do. He’s also been judging World Auctioneers Championships for the last seven years.

“It gives me an opportunity to know these guys,” Hackett said.

As for collaboration and crossover between the NAAA and the NAA, Hackett said they recently launched an online training course to reduce the risk of accidents and injuries at auto auctions, which could be a great resource for NAA members. The course, “Coach Caution,” covers safety fundamentals in the auction arena that provides students a better understanding of the safety risks and rules in the auto auction space. Participants who complete the course will receive Coach Caution Safety Certification.

“It’s a program we rolled out about a month ago, and it’s free,” Hackett said. “It’s about a 20-minute course, and it’s well done. We do a lot with safety certification and lane safety for temporary agency drivers and full time employees. It’s a program that’s become mandatory at ADESA and it’s becoming the standard for our industry.”

For more information on the safety program, go to [safety.naaa.com/auctioneer](http://safety.naaa.com/auctioneer). ❖

# C★BUS, OHIO

## CONFERENCE AND SHOW 2017

### 5 Ways to Make Your Conference and Show Dream a Reality

Columbus in 2017 is within your reach, and doing so could change your whole career.

By Nancy Hull Rigdon, contributor

**A**re you thinking about attending the 2017 NAA International Auctioneers' Conference & Show but unsure how to make it a reality? We have your solution.

Actually, we have five solutions. But first, you must do one thing: Commit now to making attendance a priority.

It sounds cliché, but members will tell you from their own experiences that Conference & Show is career and life-changing. However, those same folks also understand that it's a time commitment and a cost – one that pays dividends. But, to make those dividends attainable, Auctioneers must start preparing now. With proper planning, it can be very manageable.

Want to attend? Follow these steps:

#### 1. Block the dates like an auction

Go to your calendar and mark July 11-15 as the dates you'll be in Columbus, Ohio, for Conference & Show. Treat this as a booked auction or any other important calendar item.



## 2. Ease the cost

You don't have to pay for Conference & Show in one lump sum right before the event. The NAA offers a payment plan as well as an early bird discount. If you take advantage of these options, you can better focus on Conference & Show and all of its advantages as the event nears. Look for pricing and availability updates from NAA in email, mailed pieces and from the NAA Facebook page!

## 3. Find a travel buddy

Sharing gas costs as well as hotel bills can significantly shrink your travel budget. Plus, everything is more fun with a friend.

## 4. Pair Conference & Show with a family vacation

Since you'll already be traveling away from home, extend the benefits of Conference & Show by tacking a family adventure onto the trip. See the sights in Columbus with your family, or look at the map and determine what spots make sense to hit with family before or after the NAA event.

## 5. Remember - some is better than none

Can't swing five days away? No problem – if you can't commit to the whole conference, reap the benefits of attending just one or two days by taking advantage of NAA's one-day pass.

Following these steps can have long-term career benefits. With each Conference and Show, you'll walk away with a new tip or relationship that can help further your auction career.

For example, a quick lesson at the Tech Bar can take what's now a three-hour task to a 10-minute task. Or, learning about another member's operations can lead you to outsource a service and increase efficiency.

The bigger picture is that members are there and are essentially opening up their play books and sharing everything with those willing to learn. That level of networking at Conference & Show is invaluable and can mean a significant portion of a regular attendee's business can be tied to relationships built at the event.

The thought is if someone is going to do business with you, they have to like you. And they can't like you unless they know you and your business. It really is all about getting out and getting to know people – something guaranteed not to happen if someone stays at home.

With all of that in mind, the opportunities at Conference & Show can seem endless. And, missing out on those opportunities can be far more costly than the financial investment for a few days.

If you're still on the Conference & Show fence, envision the results of breaking free of what can seem like isolation throughout a year for those who are self-employed. If you spend most of your time in my office by yourself, you can feel disconnected. Conference and Show is a perfect remedy and will have you feeling connected, rejuvenated and refocused.

Check out [ConferenceAndShow.com](http://ConferenceAndShow.com) for updates beginning March 1. ❖

At Conference and Show, auction professionals represent all asset classes and network constantly. Those meetings can lead to business opportunities, connections with influencers, and friendships.

# ‘Unanswered prayers’ led to legend

NAA Board Presidential Appointee Doak Lambert once wanted to be a vet.

By Sarah Bahari, contributor



Doak Lambert has been an NAA member since 1988. “Every man and woman on the [NAA] Board has the best interest of the association and membership at heart,” he says.

**N**AA member Doak Lambert planned to be a veterinarian. He now jokes he is grateful for unanswered prayers.

Thirty years after graduating from Texas A&M University with a degree in animal science, Lambert is a legend in the livestock auction arena.

“I always had an affinity for the livestock business,” said Lambert, who lives in Decatur, Texas. “People in the livestock business are in a class of their own. They are risk takers, entrepreneurs, the salt of the earth.”

Lambert, 54, is now lending his expertise to a new arena. Since last July, he has served as Presidential Appointee to the National Auctioneers Association Board. The appointment’s term will end in July 2017.

An NAA member since 1988, Lambert said he was ready to give back to the association that has helped his own career. He also said board meetings have reinforced what he long knew about the NAA.

“Every man and woman on the Board has the best interest of the association and membership at heart,” he said. “Every single discussion, every single vote goes back to our mission statement and vision. Everything we do should align with those. There is no self-interest here.”

## A Texas upbringing

A native Texan, Lambert grew up in towns across the state.

“My father was a football coach, and we lived in one place as long as he was winning,” he said.

After graduating from Texas A&M, he attended Missouri Auction School and started Lambert Auction Company in 1986 with a focus on purebred cattle auctions.

In 1992, he added other auctions to his business, including automobile and real estate. He has served as the Auctioneer for several high-profile livestock shows and also has appeared as one of the Auctioneers for nationally televised Barrett-Jackson sales.

Today, he conducts some 300 auctions a year in Texas and beyond.

The livestock auction business has fluctuated in recent years, he said. Severe droughts from 2002 to 2012 caused supply to plummet and prices to soar. Demand has now steadied. In 2012, for example, feeder cattle sold for close to \$3 a pound. Today, the price is about \$1.40 a pound.

“We were in a bubble, and it had to burst,” he said. “We’re in a healthy situation right now.”

The industry faces a few challenges, he said, including adjusting to frequently changing federal regulations.

Cultivating new farmers and ranchers also will be a major task in coming years, he said, as the median age of cattle ranchers is in the 60s.

“Who is going to take the reigns when these guys pass on,” he asked. “I am not sure we have done a good job as an industry of preparing the next generation. That will require work from all of us.”

While helping solve that issue, Lambert said he is still drawn to auctions, even after 30 years.

“The thrill of an auction has never gotten old for me. When you have two or three or 10 people competing for an asset, it gets the adrenaline going,” he said. “It is as exciting today as it was when I started.”

Lambert said he encourages young Auctioneers to join the NAA, as well.

“If they want to get better and learn, the NAA is top-notch,” he said. “The education I received and relationships I built opened a lot of doors and advanced my career.”

His wife, Wendy, also is well-known in the business. She was the 2014 NAA International Auctioneers Champion in the Women’s Division and conducts benefit auctions throughout the Dallas-Fort Worth area.

The Lamberts have been married 24 years and have three children. ❖

**ANY SPOT TRAVELER TV10**  
**ALL INCLUSIVE BATTERY OPERATED WIRELESS SPEAKERS**

**NEW Bluetooth**

**SYSTEMS TO COVER Small GROUPS OR LARGE CROWDS**

- Easy to Transport
- Perfect for Voice and Music
- Multiple Mic and Music Player Options
- Wirelessly Connect Multiple Speakers
- Battery or AC Powered

Transmit your voice wirelessly

Family Owned Since 1977

**GALAXY AUDIO**

Multiple configurations to choose from.  
**Call 800-369-7768 to build yours!**  
[www.galaxyaudio.com](http://www.galaxyaudio.com)

# THANK YOU for Your Renewals!

Terry C. Abernathy, CAI  
 Tim Adams  
 Robert David Adams, CES, GPPA  
 Paula Adams, GPPA  
 Ralph E. Adams  
 C. Beth Aeby  
 Dennis Ahrens  
 Todd Akridge, CES  
 Sanford L. Alderfer, CAI, MPPA  
 Dennis Alestra  
 Norman Kenneth Allen  
 Robert Patrick Almodovar, AMM, GPPA  
 Michael Amodeo  
 Jennifer F. Anderson  
 Scott A. Andreas  
 Matt Armstrong, CAI  
 Ryan Lloyd Ashman  
 Arlis D. Atkinson, AARE, CES  
 Larry P. Atterberry, CAI  
 Harvey D. Ayres  
 Reno Babcock  
 Shane Back  
 William Baker  
 Damon M. Ballinger, CAI  
 Ross Bandy, CAI  
 Paul Barattini  
 Rick Barker, CES  
 Martin J. Barnhart  
 Kimberly Battles  
 Gregory Battles  
 Thomas D. Bauermeister, CAI, CES, GPPA  
 Raymond W. Bauman, CAI, CES  
 Terri Beckwith, ATS  
 Brent H. Belcher  
 Samuel D. Belcher, AARE, CES  
 Dennis A. Bennett, AARE, CES, MPPA  
 Neil C. Bentley  
 Michael E. Berland  
 Brent S. Berry  
 Bill Bethausser  
 Jack F. Billig  
 John W. Bippus, CAI, AARE, CES  
 E. Glenn Birdwhistell, CES  
 Barbara Blake  
 John W. Block  
 Joseph A. Bodnar  
 Donna B. Bolton, CAI, CES, MPPA  
 Sarah Boss, AMM, CES  
 John G. Boyd, Jr., CAI, CES  
 Martha M. Boyle  
 David M. Bradshaw, CAI, AARE, AMM  
 Brian L. Braun  
 Monet Dianna Brazier  
 Tim Brewer  
 Kristie Lynn Brown, GPPA  
 Harold Brown  
 Steve Bruere  
 Patty M. Brunn, BAS  
 Reginald D. Buck, Sr., GPPA  
 Deborah A. Buck, GPPA  
 Don Burford  
 Gary W. Cain, CAI  
 Brad L. Cain, CAI  
 Carolee Camacho  
 Charlene Cagle  
 Pennie Carr, GPPA  
 Erin Leigh Carr, BAS  
 Jon W. Carr  
 Julie Carter, CAI  
 Barron Jermaine Carwell  
 James R. Cash, II  
 James V. Cecil  
 Peter C. Chambliss, GPPA  
 Kurt E. Chana  
 Michael R. Charnego, CAI  
 Todd Chocholaty  
 Jack L. Christy, Jr., CAI, ATS, BAS, GPPA

Phyllis Coffey, CAI, AMM, BAS  
 James Cody Coffey, AMM  
 Cornell E. Collins  
 Andrew J. Comly, Jr., CAI  
 Maverick Commins  
 Kevin Cone  
 Michael A. Conover  
 Justin Forbes Conway  
 Gary Corbett, BAS  
 Matt Corso, CAI, CES  
 Gail Cowser, CAI, AARE  
 Marvin L. Crawford, Jr.  
 Daniel L. Crevier  
 Daniel De Villiers Crous, CAI  
 Dean D. Cummins  
 David D'Amico, AMM, GPPA  
 Fred R. Daniel  
 Gregory G. D'Atri-Guiran  
 Martin I. Davis  
 Jerry Wayne DeLozier, CAI  
 Paul W. Dembowski, AARE, BAS  
 Paul J. Dewees  
 W. J. Dickensheet  
 Christine Dickensheet  
 Walt J. Dinda, BAS  
 Razvan Dinu  
 Donald Dixon  
 Terry T. Dixon, GPPA  
 Edward A. Donahue, AARE, CES  
 David F. Drake, CES, GPPA  
 Scott Drodody, BAS  
 Mary Dufelmeier  
 Edward P. Dunn  
 B.G. Dunnington, CAI  
 Anita L. Eades  
 Melanie G. Eifling, BAS  
 Mark Euton  
 David Farmer, CAI  
 Micheal D. Faucher  
 Michelle A. Faucon  
 David A. Fenton  
 Paul Finn  
 Lamar P. Fisher, CAI, AARE  
 Louis B. Fisher, III, CAI  
 Mitzi A. Fisher, CAI  
 Donna A. Fitzpatrick  
 Marlin T. Fjelland  
 Joe W. Flatter, Jr., CES  
 Ryan M. Fleishman  
 Randy L. Fleming, CAI  
 Jerry Floyd, CAI  
 Jim Folger  
 William R. Forbes, Jr., CAI, BAS  
 Andrew Albert Ford  
 Steve T. Foreman  
 Trenton Arthur Forrest  
 Chris L. Foster  
 J. Wayne Foster, Jr.  
 Keith Fox, BAS  
 Gene Francis  
 Alan B. Frenkel, CAI, CES  
 Robert G. Frey  
 Robert D. Friedman  
 John C. Froelich, CAI  
 Frank Froese  
 Steven L. Froncek  
 Charles W. Furr  
 Eric Charles Gabrielson, AARE, GPPA  
 Michael R. Garrison  
 Michael E. Gentry  
 Jess A. Gideon, CAI, AARE  
 Marcus A. Gilbert  
 James D. Gill, CAI  
 William H. Gill  
 Chip Glennon  
 Anastacia K. Golden  
 Morper  
 Edward B. Goodrich, Jr.  
 Alan Gottlieb  
 Joseph B. Gould  
 Ken Graunstadt, Jr.  
 William Troy Gray

Mike J. Green  
 Ned F. Gregg, CAI  
 Shay Griffin  
 David A. Griffith  
 Raymond Lee Griffiths  
 Lynel Gullidge  
 Keith B. Gunter, CAI, GPPA  
 Greg L. Hachmeister  
 Samuel Haddad  
 H. L. (Butch) Hagelstrom  
 Kirk E. Hagen  
 Philip J. Hahn  
 Michael R. Hale  
 Tim Haley, CAI, CES  
 Bill Hall  
 Trevor Hall  
 Beth Hallberg, AMM  
 Jason P. Hallberg  
 Tom Hambly, CES  
 Mark Hamel, AARE  
 Shawn Hansen  
 Michael D. Harris  
 Jeff Hasapis, CES  
 Todd J. Hattermann  
 Thomas J. Hayward, CAI  
 Earl D. Heard, III, CAI, AARE, CES  
 Missy Heard, ATS  
 Jackson Frederick Hegerfeld  
 Joseph D. Hessney, CAI, AMM, CES, GPPA  
 Douglas S. Higgins  
 Mary Ann Hill  
 Craig C. Hilpipre, GPPA  
 Tyler B. Hirschak, CAI  
 Mike Hoch  
 M. Paige Holt, BAS  
 Bradley B. Hooley  
 Danny Hooper, BAS  
 James A. Hoppa  
 Steven W. Hopson  
 Joe B. Houchens, II  
 Michael D. Howk  
 Michael J. Hunyady  
 R. Eugene Hurley, GPPA  
 Carol Sue Imbody  
 John Jackley, GPPA  
 James L. Jackson  
 Mark Jackson, CAI  
 Roger Jacobson  
 John E. Japp  
 Edgar R. Jelliff  
 Cody Don Johnson  
 Jolene Jokela-Veo  
 Herbert L. Jones  
 Ryan S. Jordan  
 Glen Jordan  
 James D. Julia  
 Alvin Kaddatz  
 Riley Kahl, CES  
 Tricia Maureen Dawn Karpiuk, AMM, CES  
 Ian Kasper  
 David D. Keefe, CES  
 Marietje Maria Keet, CAI, AARE, ATS, BAS  
 Samantha Saturley Kelley, CAI, ATS  
 Chet E. Kenoyer  
 Gary Kersey  
 Dee Dee Truesdel Kiesow, BAS  
 Jack W. Kiko  
 Jeff R. Kiko  
 Keith Dean Killam, GPPA  
 Christie King, CAI, AMM, BAS  
 Scott King, CAI, AARE, AMM  
 Don O. King  
 Gordon W. Kinzinger  
 Randal V. Kline  
 James R. Knott  
 Randall G. Koster  
 Michael George Kraft  
 Christine DeCastro Krulitz  
 Richard Kruse  
 Paul Lampron

Mickey Lapp, CAI  
 Brent A. Lawrence, AARE  
 William Charles Lee, III, CAI  
 Aaron Lee  
 Linda Anita Leja, BAS  
 Lori Lemons-Campbell, CAI, GPPA  
 Ralph J. Lesh, Jr., CAI  
 Rick Levin  
 Naomi Theresa Lewis  
 James E. Lewis, CAI  
 Richard E. Linde  
 Stephen M. Linnebur  
 Angela R. Lippard  
 Jason Taylor Little  
 Leland J. Little, CAI  
 James F. Littlejohn, CAI, AARE, BAS, CES  
 Thomas Dale Livingston, CAI, CES  
 Shaun M. Logsdon, CES  
 Rodney J. Loomis  
 Roger A. Loth, CAI  
 Pearl Angel Loveland Newman  
 Sarah L. Lowery  
 Ryan L. Luggen  
 Dale L. Lutz, CAI, CES  
 John Lynn  
 Tyler J. Maas  
 Claud E. Mabe, CES, GPPA  
 Mark D. Mallette  
 David W. Mapes  
 Andrew M. Maravelas  
 Jenny Lynn Markham-Gehl, BAS  
 Joel W. Marree, CAI  
 Suzanne C. Martin, BAS  
 Marci Martinez  
 Harold Mather  
 Brent McCall  
 Braden R. McCurdy, CAI  
 Keith L. McLane, BAS  
 James P. McNulty  
 Justin Robert McQuary, ATS  
 David J. Meares, CAI, GPPA  
 Teresa H. Meares  
 Stuart L. Medow, CAI  
 Joseph W. Mellem  
 Jonathan A. Melnick, CAI  
 Bill Menish, CAI, AARE, BAS  
 Michael Mensendiek, CES  
 Garrett D. Mercer  
 Carlette F. Metcalf, BAS  
 Jordan Miedema  
 George Miller, IV, GPPA  
 Mike Miller  
 Cody Jack Miller  
 Robert Milligan  
 Larry A. Mills  
 Kevin John Mitchell, BAS  
 Abigail Rae Mitchell, BAS  
 Johnny B. Mitchum  
 Peter Mocke  
 Carl D. Montgomery, AARE  
 Jade R. Montrie, CAI, CES  
 Ken Morin  
 Robert Grant Morper  
 Matthew Moss, CAI  
 Thomas Mowery  
 Jana Moyer  
 Casey D. Mull, BAS  
 Geno Munari  
 Ken Murray  
 Stephen P. Murray  
 Kyle Steven Musick  
 Charles L. Mutz  
 William Frank Newton  
 Charles Nichols  
 Thomas J. Noonan  
 Lucy Nord  
 Justin Travis Ochs, CAI  
 Pat O'Connor  
 Michael W. Odell, CES, MPPA

Jake Ohlinger, BAS  
 Col. Jeffrey M. Olin  
 Richard Olson  
 John W. Omli, CAI  
 Joe Orr  
 Wesley Richard Pace, MPPA  
 Brody Pack, MPPA  
 Barrett A. Palombo  
 Mark E. Pangle, CAI, AARE  
 Charles D. Parrish  
 Ralph F. Passonno, Jr., CAI, AARE  
 Scott David Paterson  
 Thomas Lee Patterson, CAI  
 Daniel Patterson, CAI  
 James E. Pauley, Jr., GPPA  
 Chris D. Pell  
 Diana Peterson  
 John Pfeiffer, Jr.  
 Ronald Merle Philbrick  
 Phillip L. Pierceall, CAI, BAS  
 Steve Pitzer  
 Robert Poole, GPPA  
 Robin A. Pridham  
 Joshua S. Puffenbarger  
 John T. Putman  
 Ronald L. Ramsey  
 Steve Relander  
 Rachelle R. Repine  
 Chris Richard  
 Brian A. Rigby, CAI, AARE  
 Michael P. Riggins  
 Edward C. Ritter  
 Walt Robertson  
 Jeremy D. Robinson  
 Clint Rockey  
 Frederick A. Roenigk, AARE  
 Chad Roffers  
 Yve Rojas, BAS  
 Sheila Rosen-Schiff  
 Michael Kevin Ross, CAI, CES  
 Jim Roth  
 Peter J. Ruane  
 Anthony Rusciano  
 Donald G. Russell  
 Michael E. Saperstein  
 Daniel J. Satow  
 Mark Schackmann  
 Paul W. Scheer  
 Walter M. Schieffer, Jr.  
 Wes Schlobohm, CAI, AARE  
 Samuel T. Schnaidt  
 Jason J. Schneider  
 David S. Schulman  
 Renferd Ray Scott  
 Kevin Christopher Scully  
 Loren M. Seifert  
 Brent T. Semple, CAI, AARE, CES  
 Dennis K. Sewell, CAI  
 Gary L. Seybold  
 Bart K. Sheridan, CAI  
 Keith Sheridan  
 Aaron D. Siefker  
 Art Smith, CAI, CES  
 Jason J. Smith, CAI  
 Larnecia Smith  
 Mike A. Smith  
 Fredrick H. Smith, CAI, CES, MPPA  
 Steven F. Smoot  
 Richard L. Spear, CAI  
 John F. Steeves  
 Jason T. Stenzel  
 Michael Stephens, GPPA  
 C. Ivan Stoltzfus, CAI  
 Gregory J. Stone, AARE  
 Chester McKinnon Straley  
 Warren J. Straley  
 Donald Thomas Stuart  
 John T. Swain  
 Johnny Lee Swalls, CAI, AARE, GPPA  
 Dwight Swart

Brian A. Swartz, CAI  
 T. Kyle Swicegood, CAI, BAS, GPPA  
 Lance Patrick Swigert, CAI  
 Mark T. Switzer, CAI, GPPA  
 L. Richard Symmes, CAI, CES  
 Cissy Lyn Tabor, BAS  
 Joe B. Tadlock  
 Mark A. Taylor  
 Benny Taylor, CAI, AARE  
 Betsy Maples Taylor  
 Ruthie B. Taylor, CAI  
 Glen K. Thompson  
 Gary L. Togstad, GPPA  
 Carla Togstad, CES  
 Sandy Toney  
 Robert Tooker  
 Michael H. Torrence, AARE  
 Edward Torrez  
 Frank Elvin Trinkle  
 W. Gray Trotter  
 John P. Troyer  
 Eli R. Troyer  
 Wayne Tuiskula, GPPA  
 W. Dean Tveit  
 Rich Vander Werff, CAI  
 Maria D. Vannice  
 Ronen Varsha  
 Stephen Michael Vaughn, GPPA  
 David L. Veo  
 Howard W. Visscher  
 Henrietta L. Voorhees  
 Sidney I. Voorhees, MPPA  
 Paul C. Wachter  
 Curtis B. Waite, BAS  
 Perry Thomas Walden  
 Thomas Walsh, CAI  
 David L. Ward  
 Caitlin Wardlow, CES  
 Ronald J. Weade  
 Lawayne G. Weaver  
 Gary R. Weber  
 Agatha J. Weiman, CES  
 Larry Weiner  
 Jacque Dana Weiner, GPPA  
 Dennis West  
 Loren D. West  
 Ronald M. West  
 Daniel P. West  
 Terry Wiedeman  
 Richard D. Wieman  
 Wes L. Wigton  
 Rick Williams  
 Dean Williams  
 Kim Williams  
 Clyde F. Wilson, Jr., ATS  
 Andrew Wilson, CAI, CES  
 William B. Wilson, CAI  
 Aaron P. Wilson, CES  
 Christopher B. Wilson, CAI, CES  
 Daymon B. Winborn  
 Tony R. Wisely, CAI, BAS  
 Stephan M. Wolf  
 Charles Woodard  
 Charles E. Yarbrow, Sr., CAI, AARE  
 Charles E. Yarbrow, Jr., CAI, GPPA  
 Willis E. Yoder, CAI  
 Lisa York  
 Rebecca Young, GPPA  
 Vincent A. Zapien  
 Sean Michael Zeiders  
 Patricia Zulkowski, GPPA

# Foundation Scholarships for 2017

Apply at [auctioneersfoundation.org](http://auctioneersfoundation.org)

< FEBRUARY >

S M T W T F S

**1** Conference and Show  
Columbus, Ohio

*Opening day of Availability*

*5 registrations including  
2 (two) nights lodging*

< JULY >

S M T W T F S

**15** Benefit Auctioneer  
Summit

*Closing of Application*

< MAY >

S M T W T F S

**1** Benefit Auctioneer  
Summit

*Opening day of Availability*

*2 scholarships*

**15** Conference and Show  
Columbus, Ohio

*Closing of Application*

< SEPTEMBER >

S M T W T F S

**1** Designation Academy

*Opening day of Availability*

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

< OCTOBER >

S M T W T F S

**15** Designation Academy

*Closing of Application*




# North Carolina company achieves international results



**HILLSBOROUGH, N.C.** – Leland Little Auctions, Ltd. held a successful Winter Auction, Dec. 1-2, selling over \$1 million in Fine Art, Jewelry, Asian Art, Silver, Modernism, Fine Wine, and other objects of value.

This exciting auction reflects the continued momentum and energy of the gallery. The event hosted over 3,500 bidders from around the globe with a combination of floor, telephone, absentee, and live online bidding.

Among top lots, the bronze sculpture “African Black Rhino with Tick Birds,” by James Lippitt Clark (American, 1833-1969) sold for \$36,000, and a Chinese Embroidered Imperial Yellow Silk Throne Back Cushion Cover rose to \$15,000 in active bidding.

Elsewhere, fine jewelry offerings were strong, with a Pair of Platinum and Diamond Brooch Clips achieving \$12,500 and a Platinum and Diamond Ring hammering for \$8,500.

American Furniture also was strong with an Important Charleston South Carolina Double Chest of Drawers selling for \$18,000 and an Eastern North Carolina Chippendale Corner Cupboard hammering for \$6,500. Both of these items have been documented in John Bivins, Jr.’s scholarly publications.

American Art highlights included “Late September” by Maud Gatewood (NC, 1934-2004), which rose to \$12,000, and “Wild Azaleas” by Walter Inglis Anderson (MI/LA, 1903-1965), which brought \$10,000. “Wild Azaleas” was the highlight of a





\$6,500



\$17,000



\$18,000

single-owner collection of five rare, fresh to the market works by Anderson.

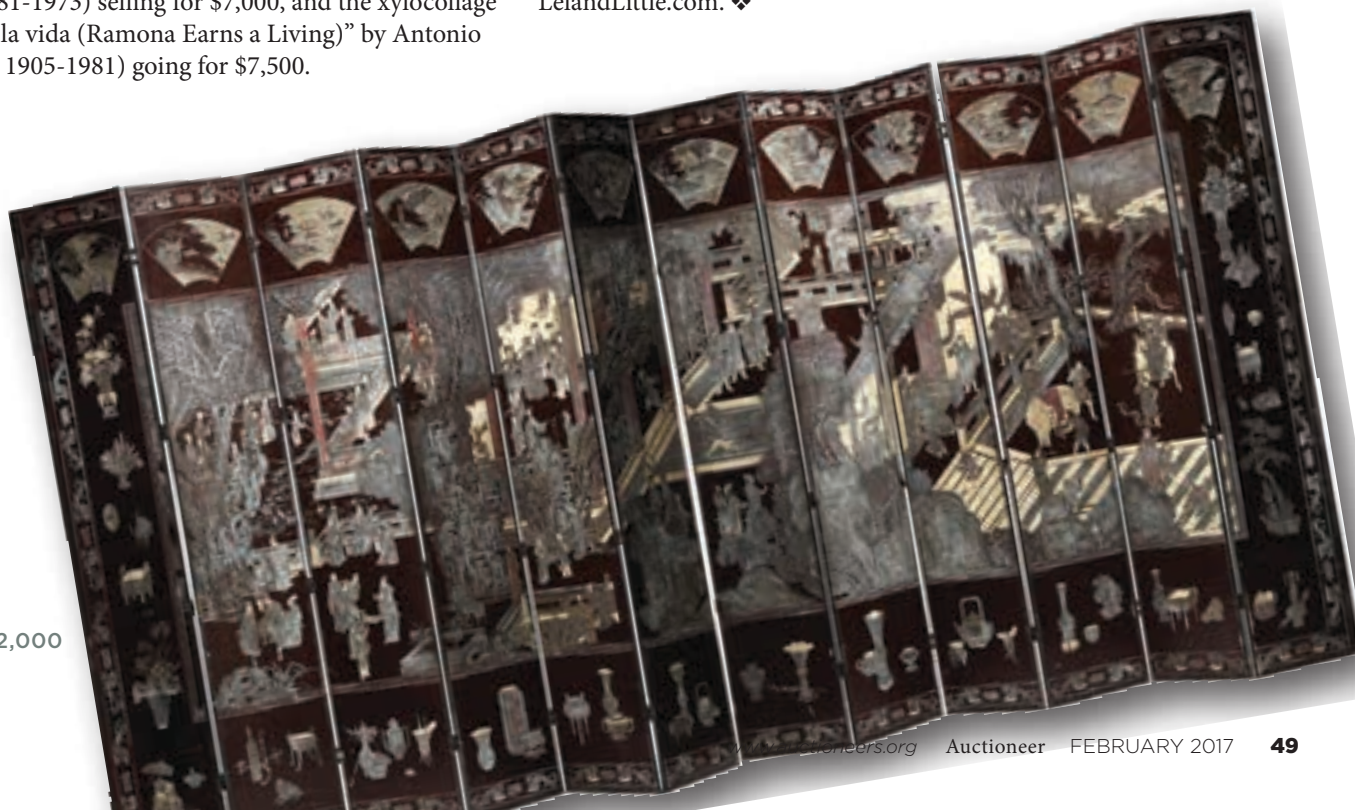
Asian Art offerings rose well beyond their estimates. A Tibetan Bardo Thangka of Samantabhadra hammered for \$17,000, a Monumental Twelve Panel Chinese Coromandel Screen sold for \$12,000, and a Chinese Export Silver Tea Kettle on Stand rose to \$5,500.

Prints and Multiples were strong, with a Female Bust Pitcher by Pablo Picasso (1881-1973) selling for \$7,000, and the xylocollage “Ramona se gana la vida (Ramona Earns a Living)” by Antonio Berni (Argentine, 1905-1981) going for \$7,500.

The Rare & Fine Wine session showed extremely well and was celebrated with a well-attended wine and hors d’oeuvres reception. Enthusiastic wine bidders participated in the sale, which featured selections of Chateau Haut Brion, Chateau Pichon-Longueville Lalande, and Chateau Leoville Las Cases. Highlights include two bottles of Chateau Haut Brion, Vintage 1989, which sold for \$2,000, and six bottles of Chateau Cos d’Estornel, vintage 1982, which hammered for \$1,400.

Complete auction results can be found online at [www.LelandLittle.com](http://www.LelandLittle.com). ❖

\$12,000



# Susquehannock (Pa.) artifacts top \$100,000



\$22,400

**HARRISBURG, Pa. (Dec. 9)** – A collection of Native American artifacts from the estate of Donald Leibhart, Wrightsville, Pennsylvania, sold for over \$100,000 at Cordier's Fall Catalog Auction, held in November 2016.

The collection was offered as part of Cordier's two-day Fall Antique and Fine Art Auction. The highly anticipated sale attracted bidders from across the country, including numerous museums and private collectors as the Leibharts are arguably the most famous family in collecting early York County Susquehannock artifacts. Beginning as early as 1929, two

brothers — Oscar and Byrd Leibhart — began digging for Native American artifacts at sites in York County.

This tradition continued with Oscar's son, Donald Leibhart. Donald, a veteran of World War II, died at the age of 96 in June of 2016.

The items in the collection were excavated in the 1950's from what is believed to have been a village of approximately 1,200 Susquehannocks living in Wrightsville.

The top lot of the auction was a unique carved banded slate figure or birdstone in the form of a bird with large eyes, which sold for \$22,400 to a floor bidder after heavy competition. A Washington Boro incised pot was the second-highest performing lot of the collection, landing at \$7,000.

A number of interesting pipes also attracted attention, with a bear form stone and pewter pipe bringing \$7,000. A Serpentine pipe stem, expected to bring up to \$200, eventually sold for \$5,900. Pipes were highly prized among the Susquehannock, and they were used in trading both with other tribes and Europeans.

The collection also included many examples of trade beads produced in Europe for export to the colonies and used to trade with Native Americans. A selection of rare examples sold for \$4,300, while a grouping of four strands of trade beads brought \$2,300. ❖



\$4,300



\$7,000



*America's Largest Supplier to Auctioneers*

417 W. Stanton Ave.  
Fergus Falls, MN 56537  
(Free Catalog)

**218.736.7000**  
www.kieferauctionsupply.com

Kurt Kiefer, CAI. President. NAA Life Member.

CLERKING AUCTIONEERS

**SUPPLIES**

*America's #1 Suppliers*

- Tags, Labels & Markers
- Clerk Sheets & Forms
- Signs & Banners
- PA Systems

*Over 3,000 Products*



\$7,000

**Are You Interested In Becoming An Auctioneer?  
If So, This Is Your Opportunity!**

**Your Income Potential In The Auction Business Is Unlimited...**

Mendenhall School Of Auctioneering Teaches You The Skills You Need.

- Open Your Own Auction Co.
- Be A Contract Auctioneer
- Establish A Family Business
- Work For A Established Auction Co.

**The Choice Is Yours!**

**14 Of America's Top Auctioneers & Instructors**  
**The Best Training Facility In America**



**Enroll Today For The Class Date Of Your Choice.**

**Classes Fill Rapidly. You Could Save \$100.00 Call For Information**

**2016 SCHEDULE**

FEB. 6 - 14

JUNE 4 - 12

AUG. 6 - 14

NOV. 5 - 13

*Mendenhall School of Auctioneering*

Since 1962

PO Box 7344 High Point, NC 27264  
Phone: (336) 887-1165 Fax: (336) 887-1107  
www.MendenhallSchool.com

# Important Chinese items achieve strong prices



\$192,000

MONROVIA, Calif. – Comprising only nine lots, John Moran's Important Chinese Objects session featured examples dating from the 18th century and earlier, and had estimates ranging from \$8,000 to \$150,000.

Seven of the nine lots were consigned from the Hancock Park Estate of Andrew F. Chandler; two additional lots comprising candlesticks were consigned from a private Ventura, California collection.

The top lot of the evening was unexpected, coming to the block at the very end of the session and earning more than six times of the high end of the conservative pre-sale estimate.

Dating to the late Ming Dynasty (16th/17th century), the small-scale gilt-bronze statue depicted Guanyin seated in a leisurely lalitasana pose, wearing a crown emblazoned with the image of Amitabha Buddha. The piece was estimated to bring \$20,000 to \$30,000 at the block, but after a protracted bidding war that culminated in competition between two very dedicated telephone bidders, the piece sold for an impressive \$192,000.

A diminutive Imperial workshop gilt-bronze figure, this example dating to the 18th century and depicting the bodhisattva Green Tara, was brought to the block with a \$10,000 to \$15,000 pre-auction estimate. Measuring in at only 8.75" tall, the Qianlong period figure brought a price just over the high estimate, at \$15,600.

A handsome 18th-century cloisonné-enamelled censer, one of three censer lots to be offered during Moran's Important Chinese Objects session, easily outstripped its \$20,000 to \$30,000 pre-auction estimate. Rendered in an appealing archaic style with flanged joints and taotie mask and dragon-motif enamelwork, the fang ding brought \$54,000 at the auction block.

A 19th-century Thangka painting, depicting the Buddhist deity Guanyin with 1,000 arms raised atop a flowering lotus



\$15,600



\$54,000

stalk, was one of the most highly desirable items to be offered during this special session. Thanks to competition between multiple telephone and online buyers, the Thangka achieved a \$27,000 selling price (estimate: \$10,000 to \$15,000). ❖



\$27,000

**CUS business systems**

**The Auction Industry Software Authority For 30 Years**

**info@cus.com • 954.680.6545**

**Sound Machine SM-5**  
by **SPP**  
Sound Projectors

- The standard of excellence in the auction industry! References Nationwide!
- Uses 2 built-in Shure wireless for dual wireless operation (300' range)
- Battery powered for up to 7 hours using high end Lithium Ion batteries (rechargeable)
- 3 band tone controls for perfect voice control
- Built-in media play center
- Wireless companion speakers available
- Includes 2 wireless mics and tripod stand

**\$3785**

**FREE UPS GROUND SHIPPING**

877-638-5816  
PortableSound.com

**Basinger**  
audio systems

# Winchester First Model fetches cool half-million



\$529,000

**ROCK ISLAND, ILL.** – 2016 had already proven itself to be a special year for Rock Island Auction Company. With the Robert Bretherton and Robert Lee Collections serving as flagships, and flanked by dozens of collections each outstanding in their own right, unprecedented success loomed large for the auction house on the Mississippi River.

Not only did the December Premiere Firearms Auction perform nobly with a realized total of \$15.6 million, but it helped to bring about the highest grossing year in the company's history. This year's \$63 million in sales smashed records set by RIAC the previous two years.

Based on strong sales throughout 2016, anticipation among collectors and investors was high as to what would be contained in the December Firearms Auction. It did not disappoint.

Just 30 minutes into the event, the factory engraved New Haven Arms Volcanic in lot 26 made its presence known. Sporting the rarely encountered 25" barrel and its original walnut case, the slender carbine vaulted past its \$60,000 estimate and sold for \$149,500.

Confederate items on day one enjoyed a surprising level of

success, as seen in lot 160's offering of two early Confederate bonds. One of several lots offering currency and bonds of the CSA, this particular pair began a bidding battle that soared past its estimate, before landing at a \$21,850 realized price. Also of note was the imposing Henry Nock revolving flintlock carbine in lot 227 that found a new home for \$40,250, well beyond the \$20,000 estimate.

The next day started with a similar bang, when lot 1008 went up for bid. Containing an unbelievable Winchester 1873 First Model with numerous special order features, such as silver plating and deep relief engraving by Conrad Ulrich, the stage was set for a bidding battle. When all was said and done, it was the highest selling item of the auction, obliterating its \$180,000 estimate and finally coming to a rest at \$529,000.

Other top sellers of the day include an exquisite, high-art Savage Model 1899 in lot 1049 that was presented to co-founder of Dodge Brothers Motor Company, Horace Elgin Dodge. It raced past the \$60,000 estimate and brought \$195,500. Perhaps the auction's largest surprise, however, was lot 1442's Chinese Hanyang Arsenal experimental semi-automatic rifle that didn't even hesitate at its \$6,500 estimate en route to seeing a \$80,500 realized price.



\$195,500

\$109,250



\$115,000



\$86,250



The final day at auction was a perfect reminder of why Colts and Winchesters remain the “blue chips” of gun collectors, with four lever actions finding the six-figure range.

Lot 3138 housed a gorgeous, factory cased and engraved Colt London Model 1851 that readily exceeded its \$30,000 estimate by achieving \$51,750. A rare, Nimschke engraved, flastside Winchester 1866 saddle ring carbine in lot 3033, bested the \$18,000 estimate to ring the bell at \$40,250. Several Japanese arms also enjoyed high sale prices, such as lot 3301’s World War II, North China manufactured Type 19 Nambu, which sold for \$19,550, despite its \$7,500 estimate. ❖

# Schrader sells Illinois farmland for \$55.3 million

**MACOMB, ILL. (Dec. 12, 2016)** – Approximately 8,638 acres of Illinois farmland sold as an entirety for \$55,311,000 in a Schrader auction that came down to a battle of two entirety bidders, each of whom sought to purchase all of the land.

Schrader Real Estate and Auction Company marketed the land and conducted the auction.

The land -- part of the extensive Wilder Farms holdings -- was offered in 46 tracts, ranging from 15 acres to 597 acres. But it soon became clear that the most interested parties would be the large investors, according to R.D. Schrader, president of the auction company.

“The operators were in the room, but the investors won out. It was just a question of whether we had one buyer or a few,” said Schrader. The auction attracted 64 registered bidders, who

packed the Union Grand Ballroom at Western Illinois University in Macomb.

The auction included approximately 4,869 acres in Mercer County and more than 3,769 acres in Fulton County.

“I felt that this would be an interesting test of the market for this type of land, because there had not been an offering on this scale in quite some time. The price per acre of just over \$6,400 exceeded the expectations of many of the observers for the predominantly levee-assessed river bottom land. It’s evident that major investors continue to regard Midwestern farmland as a sound long-term investment,” said Schrader.

“We’re continuing to see good demand for cropland as operators and investors alike look ahead to the 2017 crop year,” said Schrader. ❖

# 'Oldest Madeira' uncorks record \$39,000

**NEW YORK (Dec. 9, 2016)** – World-famous auction house Christie's has another world record to add to its growing total after selling a 300-year-old bottle of wine for close to \$40,000.

Listed as the "oldest Madeira" in the world, the final hammer price far surpassed the estimate of \$12,000 to \$18,000.

This JCA & C Terrantez bottle was produced in 1715, a year in which a 5-year old Louis XV took to the throne. Netherlands-based collector Bay van der Bunt had the highest bid when the hammer fell and this sought-after bottle will now join his priceless collection, which is on display at [oldliquors.com](http://oldliquors.com).

Edwin Vos, from the Christie's auction house, sampled the wine in 2013 and suggested that despite its high price and its age, there was still a place for this wine "on the buyer's Christmas dinner table". Vos called the wine "remarkably youthful" and "surprisingly sweet".

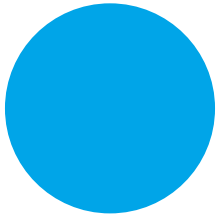
In 2015, Christie's sold a bottle of the same wine for around \$20,000, some \$6,000 down on the price it received for a duplicate bottle the year before. Although considerably less than the \$40,000 received for this bottle, both of those prices were higher than the estimates, suggesting that the demand is greater than many experts thought.

The roots of Madeira wine can be traced back to the era of the Dutch East-India Company. The island from which the wine takes its name was a common stop for many trading ships. The locals would supply these ships with wine, earning a trade from merchants and sailors. The intense heat and the constant movement of the vessels had a beneficial effect on the wine.

Madeira producers discovered that the wine would age and mature on these trips, so they set about finding a way to mimic this maturation process on the island. Over time, the island developed its own wine industry and fortified the wine so that it would remain drinkable over long voyages. Once this was discovered, the drink as we know it today (and as Mr. Edwin Vos and Mr. Bay van der Bunt know better than anyone) was born. ♦





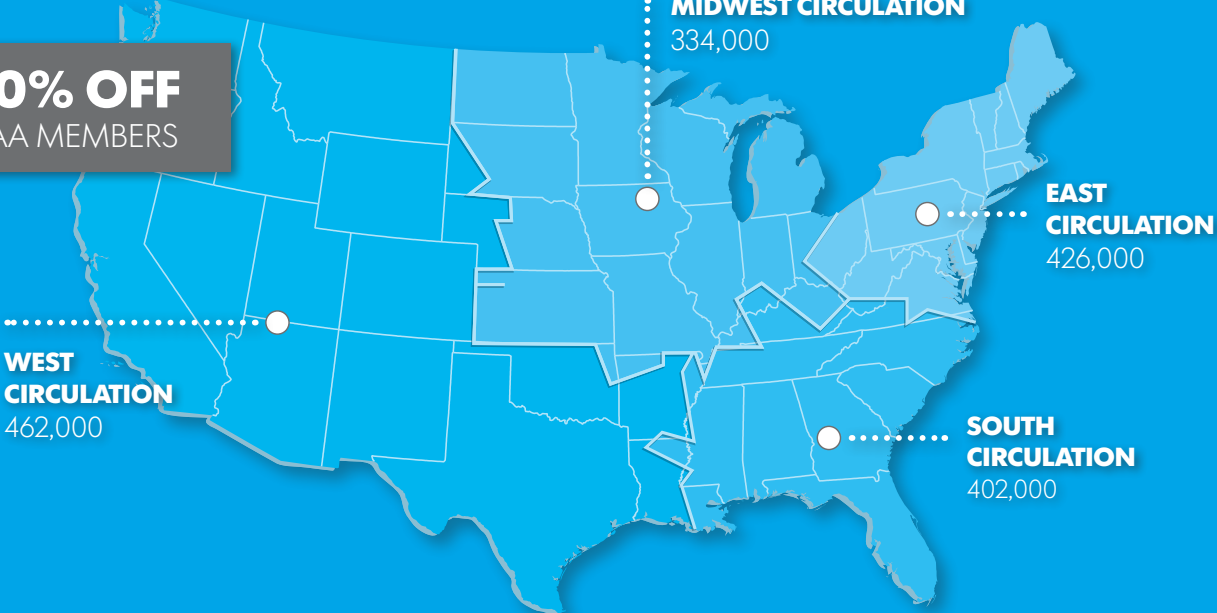


**USA  
TODAY™**  
A GANNETT COMPANY


# AUCTION SHOWCASE | REGIONAL NATIONAL

USA TODAY and the National Auctioneers Association offer a weekly advertising feature that allows you to reach your target audience on a National or Regional scale.

**30% OFF**  
NAA MEMBERS



Region	Circulation
West	462,000
Midwest	334,000
East	426,000
South	402,000



**USA TODAY is the go-to news source for real estate investors and online auction purchasers.**

- 3.7MM** have a HHI of \$100,000+
- 1.2 MM** have a net worth of \$1 million+
- 20%** are online auction purchasers
- 1.6MM** own real estate in addition to primary residence

RESERVE AD SPACE TODAY

**1-800-397-0070** | [auctions@russelljohns.com](mailto:auctions@russelljohns.com)



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

# NAA Past President Althaus passes away



**N**AA President for the 1988-89 term, Mr. Dudley Nolin Althaus, 83, of Fredericksburg, passed away at his ranch Dec. 24, 2016.

Mr. Althaus was born on May 6, 1933 in Gillespie County, Texas, to Nolin Christian and Bertha Horlen Althaus. He is survived by his wife, Cookie, whom he married Sept. 9, 2009, in Maui, Hawaii.

He was a 1950 graduate of Fredericksburg High School and was drafted in the Navy on Nov. 9, 1955.

A lover of livestock, Mr. Althaus was a cattle rancher since 1944, and since 1965, he also was president, broker, and manager of Althaus Acres Auction & Real Estate, Inc.

Mr. Althaus was highly involved in many community and professional organizations over the years. Some of those include Gillespie County Fair & Festival Horse Race Announcer (28 years); Gillespie Livestock Auctioneer (sheep and goats - 28 years); Gillespie County Youth 4H/FFA Livestock Show Auctioneer (38 years); Organizing Director, Hill Country Memorial Hospital (8 years); Member and Past-President of the Willow City Volunteer Fire Department, and volunteer fundraising auctioneer for the department, Organizer, Director, and part owner, Pioneer National Bank.

He also had an opportunity to get on the big screen with a small role in the 1961 film, *Tom Boy and the Champ*.

For his professional efforts, Mr. Althaus was inducted into the Texas Auctioneer Association Hall of Fame in 1990, as well as inducted into the National Auctioneers Association Hall of Fame in 1998.

In addition to his wife, Mr. Althaus is survived by two daughters, four sons and spouses; 15 grandchildren; and 14 great-grandchildren.

Mr. Althaus was preceded in death by his parents and one sister. ❖

*In Memory*



# Auctioneer sold first lot at age 13



**J** Omar Landis, 82, of Lititz, Pennsylvania, and formerly of Manheim Township, and Sarasota, Florida, died peacefully surrounded by his family on Sunday, Jan. 22, 2017, at the Landis Homes Retirement Community.

Born in Manheim Township, he was the son of the late Harry C. and Mary Witmer Landis. Omar was the loving husband of Henriette R. Grenier Landis, and they would have observed

their 25th wedding anniversary in February 2016. Omar was a member of Lancaster Alliance Church and Bahia Vista Mennonite Church in Sarasota, Fla.

Throughout his life, Omar had a deep love for auctioneering, and at the early age of 13, Omar sold his very first auction item. In 1955, he founded J. Omar Landis Auction Service, and he conducted public auctions in 15 states and Canada and the greater Tri-State area for over 60 years.

For more than 52 years, Omar has been the owner and operator of Garden Spot Auto Auction. In 1977, he also formed the Gulf Coast Auto Auction located in Bradenton, Fla. Omar was also the owner and operator of Dutchland Collector Car Auction.

Nationally, Omar was known for starting the very first classic car auction in the United States.

Omar was a lifetime member of the National Auto Auction Association and served as its president from 1990 to 1991. In 2014, Omar was inducted into the National Auto Auction Association Hall of Fame. He was also a lifetime member of the Pennsylvania Auctioneers Association, a member and past president of the Southeastern Pennsylvania Auction Association, and a member and past president of the Eastern Auto Auction Association. Omar also served for eight years on the Pennsylvania Auctioneering Examiners Board which was a Pennsylvania Governor appointment. For 11 years, Omar served on the board for Messiah College.

During his lifetime, Omar donated his time and talents working tirelessly conducting charity and fund raising auctions for many non-profit organizations as well as for private and public schools and churches in Pennsylvania and Florida. Omar simply loved people from all walks of life. He took the time to listen to their stories and truly cared for others. His engaging personality made the auctions he conducted memorable and fun for the people that attended and watched a master that truly knew his craft.

Surviving in addition to his wife, Henriette, are two daughters; a son; two step-daughters; seven granddaughters; seven great-grandchildren; five step-grandchildren; and three sisters. Preceding him in death: his first wife, Irene Bear Landis; a sister; and a step-grandson. ❖

## Auctioneer loved collecting antiques

**L**ane R. Hyett died Saturday, May 7, 2016, at UnityPoint, Trinity, Rock Island.

Lane was born on January 23, 1943 in Davenport, Iowa to L. Rex & Eileen (Vetter) Hyett. He served in the United States Army for three years, stationed in Anchorage, Alaska. He married Dorothy Westbrook and from this union, three children were born. They later divorced. He married Mary Jo Moore in 2010; she preceded him in death.

Lane enjoyed working in the Aledo community in both Sales and Auctioning. He owned and operated L. R. Hyett Furniture and Radio Shack for many years. Lane enjoyed visiting with his customers and friends at both work and the Coffee Club at the

Bowling Alley. He loved to auctioneer, and collect his antiques. Lane was a dedicated volunteer at Arrowhead ranch, sitting on the fundraising committee and volunteering his services for their annual auction. He also enjoyed fishing, farming and cherished the time spent with his grandchildren.

Lane is survived by his daughter and her family; his mother, Eileen "Babe" Hyett; his sister and brother-in-law and their children. He is also survived by his work family, both past and present, at L.R. Hyett Furniture.

Lane was preceded in death by his father; infant daughter; son, Lance; and wife, Mary Jo. ❖



## REPPERT AUCTION SCHOOL

Reppert Auction School graduated Class No. 247 on Dec. 11, 2016, in Indianapolis, Indiana. Students represented the states of Florida, Indiana, Illinois, Ohio, and Texas.

# Turning Bidders Into Buyers for more than 45 Years!

We invite you to partner with us! Call now to discuss co-brokering opportunities.



REO  
Residential  
Commercial  
Land



Atlanta

[HudsonMarshall.com](http://HudsonMarshall.com)

800.841.9400

Dallas

[HudsonAndMarshall.com](http://HudsonAndMarshall.com)

800.441.9401



# CONGRATULATIONS!

## NAA Designations earned:

---

### AARE

Michael Berland • Justin McQuary • Anne Nouri • Kathy Woodcock

### AMM

Tim Barkley • Dan Dohner • Dwayne Leslie • Tyler Mounce  
• Mark Rogers • Sarah Willsey

### BAS

Noah Ehlert • Frances Fripp • Carol Miller

### GPPA

Marjorie Johnston

---



### EARN YOUR DESIGNATION!

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

**ARKANSAS**

Melissa McKim  
Stafford Auction & Realty  
P.O. Box 319  
Donaldson, AR 71941  
www.staffordauction.com  
info@staffordauction.com  
(501) 384-5352

**FLORIDA**

Jason Aversa  
Satellite ProLink, Inc.  
2905 Winter Lake Rd.  
Lakeland, FL 33803  
www.satelliteprolink.com  
jason@satelliteprolink.com  
(863) 660-0198

Cora E. James  
Myers Jackson Auctioneers  
P.O. Box 550669  
Jacksonville, FL 32255  
www.myersjackson.com  
emilyjames@myersjackson.com  
(904) 200-1547

John Wesley Braughton, II  
Greater Florida  
Auctioneers, LLC  
8021 Idle Briar Lane  
Port Richey, FL 34668  
www.greaterfloridaauctioneers.com  
jwbroughton@gmail.com  
(813) 539-1778

**ILLINOIS**

William Kleeman  
Kleeman Auction Services  
650 West Noleman  
Centralia, IL 62801  
www.kleemanauction.com  
greg@kleemanco.com  
(618) 532-4770

Charlotte Howe  
Kleeman Auction Services  
650 West Noleman  
Centralia, IL 62801  
www.kleemanauction.com  
greg@kleemanco.com  
(618) 532-4770

**KANSAS**

Roman Buettner  
6907 Millridge St.  
Shawnee, KS 66218  
rombuet-09@hotmail.com

**KENTUCKY**

Leon Zimmerman Shirk  
848 Vaughns Grove  
Fairview Rd.  
Pembroke, KY 42266  
leonshirk14@gmail.com  
(270) 498-4911

**MICHIGAN**

Melissa P. Koos  
ETitle Agency  
1650 W. Big Beaver  
Troy, MI 48084  
www.etitleagency.com  
mkoos@etitleagency.com  
(248) 390-7633

**MINNESOTA**

Lacey Prpic Hedtke, III  
3310 15th Ave. S  
Minneapolis, MN 55407  
polkaostrich@gmail.com  
(612) 817-1838

**MISSOURI**

Jason Hoaglin  
Fair and Square Auctions  
2524 SW Still Meadows Lane  
Blue Springs, MO 64015  
fairandsquareauction@gmail.com  
(816) 462-3695

**NEW YORK**

Jessica Meyer Booth  
United Country - Absolute  
Auctions & Realty  
P.O. Box 1739 45 South  
Avenue  
Pleasant Valley, NY 12569  
jessica@aauctions.com  
(845) 635-3169

**NORTH CAROLINA**

Josh Chaney  
Iron Horse Auction  
P.O. Box 1267  
Rockingham, NC 28379  
www.ironhorseauction.com  
josh@ironhorseauction.com  
(910) 997-2248

Eric Edmonson  
Iron Horse Auction  
P.O. Box 1267  
Rockingham, NC 28380  
www.ironhorseauction.com  
eric@ironhorseauction.com  
(910) 997-2248

**OHIO**

Mike Homan  
6085 S. State Route 67  
Tiffin, OH 44883  
www.HomanAuctions.com  
Homanauctions@gmail.com  
(567) 224-1510

Greg Zielinski  
801 Glengary  
Toledo, OH 43617  
amlinauctions.com  
Gregzsoldit@gmail.com

James H. Yoder  
6348 C.H.189  
Millersburg, OH 44654  
jameshyoder1994@gmail.com  
(330) 621-8994

Russell Cross  
Auctionwebsites.com  
4526 W. 157th St.  
Cleveland, OH 44135  
russ@pciauctions.com  
(216) 527-9606

**OREGON**

William Vern Lamear  
115 5th Street  
Silverton, OR 97381  
billlamear22@gmail.com  
(503) 998-6471

**PENNSYLVANIA**

Thomas J. Amenta  
Certified Equipment Appraisal  
Assoc., Inc.  
402 Joshua Court  
North Wales, PA 19454  
tamenta021@gmail.com  
(267) 218-0984

**RHODE ISLAND**

Anthony DiMeo  
28 Angelo Avenue  
North Providence, RI 02904  
adimeo616@gmail.com  
(401) 419-0446

**TENNESSEE**

Steve Sandlin  
Reliant Realty & Auction  
Middle Tennessee  
640 Broadmor Blvd., Ste. 100  
Murfreesboro, TN 37129  
www.reliantauctioneers.com  
ssandlin@realtracs.com  
(615) 403-1822

Jeremy Shaw  
Dynamite Auction  
169 Buena Vista Dr.  
Livingston, TN 38570  
jsmmmg6@gmail.com  
(931) 261-9226

Robert McConnell  
Reliant Realty & Auction  
Middle TN  
1061 Aire Ct.  
Murfreesboro, TN 37128  
www.reliantauctioneers.com  
robmboro@gmail.com  
(615) 456-5191

Brent Croom  
Ridgely Auction & Realty  
1715 Parker Store Rd.  
Cedar Grove, TN 38321  
www.ridgelyauctions.com  
brent@ridgelyauctions.com  
(731) 414-8757

**UTAH**

Austin M. Long  
Retouchup.com  
345 S. Main St.  
Alpine, UT 84004  
www.retouchup.com  
along@retouchup.com  
(801) 768-0624

**WEST VIRGINIA**

Robert D. Cooper, Jr.  
Cooper's Auction Service LLC  
681 North Church Street  
Ripley, WV 25271  
bobby.cooper@century21.com  
(304) 514-2992

**SOUTH AFRICA**

Alan Smith  
Postnet Suite 151 Private bag x1  
Equestria, Pretoria 0184  
South Africa  
www.relianceauctions.co.za  
alansmith@mweb.co.za



Nathan Glessner

“

*My Grandfather was a member of the NAA for many years and is in the Kansas Auctioneers Hall of Fame. I strive to achieve what he accomplished and hope the NAA can help pave the way for me as well.”*

Nathan Glessner  
Paola, Kan.

## IN THE RING

**PAGE 28** *“Get involved in the NAA and your state association.”*  
**Peer advice from the NAA Auction Professionals Facebook Group**  
*Facebook.com/groups/naaauctioneers*

**PAGE 38** *“This is the biggest exposure that Auctioneers don’t realize they have. It could totally sink your company.”*  
**Larry Harb**  
*CEO, IT Risk Managers, Inc.*  
*Okemos, Michigan*

**PAGE 40** *“[NAA and NAAA] continue to work together when we’re dealing with legislative issues. We have a lot in common, dealing with what goes on in Washington D.C.”*  
**Frank Hackett**  
*CEO, National Auto Auction Association*  
*Frederick, Maryland*

## AROUND the BLOCK

- The **Alabama Realtors Land Institute (RLI)** recently inducted **J. Craig King, CCIM, CAI, AARE, as President** at its annual meeting held at the Alabama Forestry Association in Montgomery, Ala. Craig King is President and CEO of J.P. King Auction Company.

“I am honored and delighted to serve as President of the Alabama RLI. J.P. King has a strong background in land sales including auctioning over one million acres of land throughout all 50 states,” King said.

- JJManning Auctioneers was recently honored, again **earning the top spot as the GOLD Auctioneer in the annual Banker & Tradesman’s readership poll** for 2016.

“We are grateful to receive this recognition and for the confidence it reflects in our reputation as a leader in the accelerated marketing and sale of quality commercial and residential real estate,” the company said in a release. “In our profession, there is no greater demonstration of trust than that of a consignor to absolute auction where their real estate will be sold to the highest bidder, regardless of price.”

- **DreamDirt has announced expansion** of its Iowa-based business into Nebraska.

“To get farms sold for the best price today, you have to cast a wider net,” said DreamDirt President Jason Smith. “As farms have evolved, so has advertising, and today’s possibilities don’t even resemble those of just a decade ago.”



**Join, Like, and SHARE  
 the NAA Facebook page!**





## MEMBERS' CORNER

# NAA Hall of Famer Alderfer passes the gavel

In January, 2012, NAA Hall of Fame inductee Sandy Alderfer, CAI, MPPA, announced a new owner of Alderfer Auction. The news came via company release, which highlighted Sherry S. Russell's commitment to "Teamwork" as the company's strategic focus in 2017.

"I could not be happier to pass the baton to Sherry," Alderfer said in the release. "She is an experienced CEO who will carry on the Alderfer legacy with a commitment to our local community and will be a tremendous asset to the larger Auction Industry."

The release said Russell has worked over the past decade in different capacities in the complex world of auction, and further experience in the business sector. Her keen creativity for operations, marketing ideas, and business development matches her passion, positivity, and energy.

"I am both excited and honored to be given the opportunity to build upon the successes Sandy has achieved," Russell said. "I am really thrilled to be working and serving back in the community that I grew up and continue to live in."

"Helping people through a transitional time in their life is an experience that I don't look at as work, but as an honor to serve."

Alderfer will remain as CEO of Sanford Alderfer Inc. Realtors and Auctioneers. ❖



**CLASSIFIEDS**

*thank you*

**ADVERTISERS**

1-800-The-Sign ..... 7

Auction Flex..... IFC

Basinger Audio Systems ..... 53

CUS Business Systems..... 53

Darron Mearns ..... 29

E.R. Munro..... 34

Galaxy Audio..... 45

Hudson and Marshall..... 60

Kiefer Auction Supply..... 51

Lampi Auctioneer Inc..... 15

Mendenhall School of Auctioneering .... 51

NAAA..... 62

Reppert Auction School..... 7

Satellite ProLink, Inc. .... 25

St. Jude Children’s Research Hospital ..... 23

Texas Auction Academy ..... 25

United Country Auction Services ..... BC

USA TODAY ..... 57

World Wide College of Auctioneering ...15

**Want to advertise in *Auctioneer*?**

Contact: **Kari Duncan**  
 (913) 563-5421  
 kduncan@auctioneers.org



design  
development  
photography  
copywriting

**illumoscommunications.com**  
 a creative collaborative for small businesses

**Estate Auction Company  
 for Sale Due to  
 Retirement.**  
 Garrisonauctioneers.com

**EXCEPTIONAL AUCTION COMPANIES  
 NEED SUPER ASSISTANTS**



**ASK HOW**  
 SATELLITE PROLINK  
 CAN SERVE YOU



800-510-5465 [www.SATELLITEPROLINK.com](http://www.SATELLITEPROLINK.com)



**Coming up in March**

What if you worked as an auction professional for six decades, only to have your final sale become the most publicized auction you had ever done after it went viral? That’s exactly what happened for one NAA member. Talk about a Drop the Mic moment! We’ll have NAA Hall of Famer Bill Gaule’s story in his words in March.

## NAA STAFF

### Administration

**Chief Executive Officer**  
Hannes Combest, CAE  
(913) 563-5423  
hcombest@auctioneers.org

### Executive Assistant

Cynthia Malone  
(913) 563-5438  
cmalone@auctioneers.org

### Conference and Show Manager

Joyce Peterson  
(913) 563-5439  
jpeterson@auctioneers.org

### Accounting

#### Director of Finance & Administrative Services

Rhonda Truitt  
(913) 563-5422  
rtruitt@auctioneers.org

#### Accounting Associate

Ruth Richardson  
(913) 563-5435  
rrichardson@auctioneers.org

#### Accounting Associate

Cherie Ashton  
(913) 563-5434  
cashton@auctioneers.org

### Membership

#### Membership Manager

Brandi McGrath Kong  
(913) 563-5429  
bmcgrath@auctioneers.org

#### Membership Coordinator

Laina Gunsallus  
(913) 563-5425  
lgunsallus@auctioneers.org

#### Membership Assistant

Marilyn Wyatt  
(913) 563-5431  
mwyatt@auctioneers.org

### Education

#### Director of Education

Aaron Ensminger  
(913) 563-5426  
aensminger@auctioneers.org

#### NAF Administrator & NAA Education

#### Program Specialist

Lois Zielinski  
(913) 563-5428  
lzielinski@auctioneers.org

#### Education Coordinator

Kerry Boydston  
(913) 563-5432  
kboydstun@auctioneers.org

### Publications

#### Director of Publications & Trade Show

Curtis Kitchen  
(913) 563-5424  
ckitchen@auctioneers.org

#### Marketing & Sales Coordinator

Kari Duncan  
(913) 563-5421  
kduncan@auctioneers.org

# NATIONAL AUCTIONEERS ASSOCIATION INDEX

## NAA Board of Directors 2016-2017

### Officers President

John S. Nicholls, AARE, AMM  
(540) 898-0971  
john@nichollsauction.com

### Vice President

Scott H. Shuman, CAI  
(970) 716-2120  
Scott@HallandHall.com

### Treasurer

James Devin Ford, CAI, CES  
(606) 682-0587  
devin@fordbrothersinc.com

## Chair of Education Institute Trustees

Darron J. Meares, CAI, BAS, MPPA  
864) 642-2196  
darron.meares@mearesauctions.com

### Past President

Spanky Assiter, CAI, AARE  
(806) 681-9211  
Spanky@assiter.com

### Chief Executive Officer

Hannes Combest  
(913) 563-5423  
hcombest@auctioneers.org

## Foundation Representative

Thomas W. Rowell, CAI, AARE  
229) 985-8388  
trowell@rowellauctions.com

### Directors

#### Term expiring 2017

David P. Whitley, CAI, CES  
(970) 454-1010  
david@whitleyauction.com

Timothy W. Mast, CAI, AARE  
(731) 610-5436  
tmast@tranzon.com

### Directors

#### Term expiring 2018

Matt Corso, CAI, CES  
(888) 307-6545  
matt@marknetalliance.com

William T. McLemore, CAI  
(617) 517-7675  
will@mclemoreauction.com

### Directors

#### Term expiring 2019

Scott King, CAI, AARE, AMM  
800-662-5464  
sking@jpkking.com

Jason Winter, CAI, AARE, AMM, CES  
816-884-1987  
jasonbwinter@me.com

## Presidential Appointee

Doak Lambert  
(972) 839-6485  
doak@doaklambert.com

## National Auctioneers Foundation Board of Trustees 2016-2017

### Officers President

J.J. Dower, CAI, AARE, AMM, CES  
(423) 569-7922  
jjdower@ayersauctionrealty.com

### Vice President

Thomas Rowell, CAI, AARE  
(229) 985-8388  
trowell@rowellauctions.com

### Chairman of the Board

Larry Theurer, CAI, GPPA  
(620) 326-7315  
larry@theurer.net

### Finance Chair

William L. Sheridan, CAI, AARE, GPPA  
(517) 676-9800  
bill@sheridanauctionservice.com

### Trustees

#### Terms expiring 2017

Marvin Henderson  
(225) 686-2252  
belinda@hendersonauctions.com

Homer Nicholson, CAI, AARE, CES  
(580) 767-1236  
nicholsonauction@cablone.net

Jay D. Nitz, CAI, GPPA  
(402) 727-8800  
jaynitz@omni-tech.net

### Trustees

#### Terms expiring 2018

John Dixon, CAI  
(770) 425-1141  
john@johndixon.com

Lonny McCurdy, AARE  
(316) 683-0612  
lmccurdy@mccurdyauction.com

Scott Steffes, CAI, CES  
(701) 237-9173  
scott.steffes@steffesgroup.com

### Trustees

#### Terms expiring 2019

Barbara Bonnette, CAI, AARE, GPPA  
(318) 443-6614  
barbara@bonnetteauctions.com

David W. Huisman, CAI  
(209) 745-4390  
david@huismanauction.com

Mike Jones, CAI, BAS, GPPA  
(214) 906-5265  
mikejones@unitedcountry.com

## NAA Board Representative

### NAA Past President

Spanky Assiter, CAI, AARE  
(806) 655-3900  
spanky@assiter.com

### Executive Director

Hannes Combest, CAE,  
(913) 563-5413  
hcombest@auctioneers.org

### Foundation Staff

Lois Zielinski, Administrator  
(913) 563-5427  
lzielinski@auctioneers.org

## NAA Auxiliary Board of Trustees 2015-2016

### Officers Chair

Angela Johnson  
(352) 672-2038

### Vice Chair

Debra Brock  
(316) 641-0748  
djbrock2@cox.net

### Past Chair

Traci Ayers-Dower, CAI, AARE  
(423) 912-1122

### Past Past Chair

Kim Ward, CAI, BAS, CES  
(630) 740-5860  
kim@wardauction.net

### Trustees

Hannes Combest, CAE  
(913) 541-8084 ext 13  
hcombest@auctioneers.org

### Sandy Bauermeister

(260) 493-9206  
bauermeister@earthlink.net

Krista Shuman  
(970) 716-2120  
krista@hallandhall.com

### Trustee At Large

Cindy Soltis-Stroud, CAI, BAS  
(210) 380-1587

### Executive Secretary

Lucinda Terrel  
(816) 830-7001  
lrterrel@hotmail.com

### Secretary

Annette McCurdy  
(316) 683-0612  
amccurdy@mccurdyauction.com

## NAA Education Institute Trustees 2016-2017

### Officers Chair

Darron Meares, CAI, BAS, MPPA  
(864) 642-2196  
darron.meares@mearesauctions.com

### Vice Chair

Janine Huisman, CAI, ATS, BAS, GPPA  
(209) 745-4390  
janine@huismanauction.com

### Trustees

#### Through July 2017

Janine Huisman, CAI, ATS, BAS, GPPA  
(209) 745-4390  
janine@huismanauction.com

Andy Imholte, ATS, BAS  
(612) 799-7471  
andy@solditdatauction.com

### Trustees

#### Through July 2018

Jimmie Dean Coffey, CAI, AARE, ATS, BAS, CES, MPPA  
(812) 822-3200  
jcoffey@unitedcountryin.com

Thomas C. Jordan, CAI, AARE, ATS, CES, MPPA  
(919) 832-8005  
bid007@nc.rr.com

### Trustees

#### Through July 2019

Melissa Davis, CAI, AARE, BAS  
(317) 300-1075  
melissa@reppertschool.com

Philip Gableman, CAI, ATS, GPPA  
(845) 635-3169 x100  
Philipg103@gmail.com

## NAA Representative

Scott Shuman, CAI  
(970) 716-2120  
scott@hallandhall.com

8880 Ballentine St.  
Overland Park, KS 66214-1900  
Phone: (913) 541-8084 Fax: (913) 894-5281  
www.auctioneers.org



### NAA advertising notice to readers

*Auctioneer* accepts advertisements from a variety of sources but makes no independent investigation or verification of any claim or statement contained in the advertisements. Inclusion of advertisements should not be interpreted as an endorsement by the National Auctioneers Association or *Auctioneer* of any product or service offered through the advertisement program. The NAA and *Auctioneer* encourage you to investigate companies before doing business with them. Furthermore, *Auctioneer* is designed to provide information of general interest to Auctioneers. The reader's use of any information in this publication is voluntary and within the control and discretion of the reader. Finally, the NAA does not mediate disagreements that may arise between buyers and advertisers.

# BE THE SPECIALTY PROPERTY EXPERT

United Country specializes in lifestyle real estate ranging from waterfront properties to golf courses to equestrian ranches. No matter the specialty property, we arm our auctioneers with the knowledge and expertise to tackle any market segment.

**GAIN ACCESS TO OUR  
SPECIALTY PROPERTY GROUP  
(SPG) SERVICES**

*— Contact us today!*



**Auction  
Services**

800.444.5044 | [JoinUCAuctionServices.com](http://JoinUCAuctionServices.com)

