



Auctioneer

December 2017 / January 2018

The official publication of the National Auctioneers Association

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- | WHEN IS THE AUCTIONEER LIABLE?
- | WANT TO ACCOMPLISH BIG THINGS IN 2018? BUILD A BUSINESS PLAN



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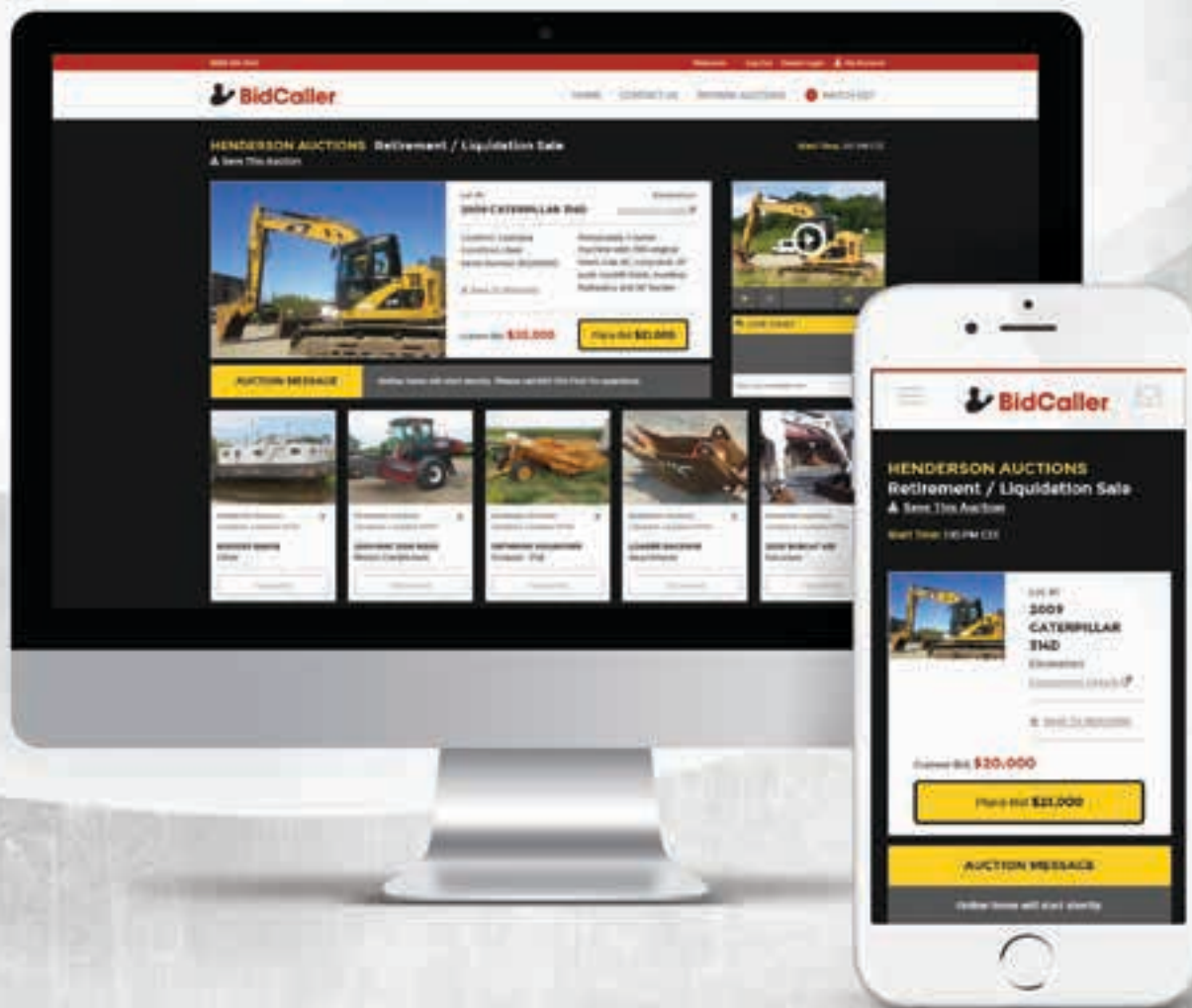
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Scott H. Shuman, CAI
NAA President

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

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

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

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

What do we do about membership?

I'm the kind of person who loves associations. I "grew up" in leadership training through FFA. I remember early on as a young Auctioneer that one of my mentors, the legendary Chuck Cumberlin, told me I had to belong to my state and national organization – because that's the way it was. I've always been glad that I joined so young because most of my really good friends are in this profession and in this organization.

Membership in the NAA has led to many job opportunities. It has allowed me to have access to individuals who needed help or needed to refer a project to.

When you see the annual report in February, you will see that Membership is not as strong as it once was. Times change. Membership changes, and you change. You may remember that back in September and October, many of you participated in three surveys: one on membership, one on education and one on communications. We promised you then that you would see the results.

The NAA Board of Directors has read all of the survey results, including all of the comments. Hannes Combest, our CEO, is providing you with her thoughts on what she took away from these surveys on page 30. In addition, I learned from reading the surveys is that we have a very diverse bunch of members – all who want and need different things from our organization. That provides us some unique challenges – but also some real opportunities.

As we begin a brand new year (where did 2017 go?), I want to assure you that we – both the Board and staff – are thinking and working on things that will make sure that NAA and the auction industry remains strong – and even grows stronger.

We are going to build on the success we have had with National Auctioneers Week (mark down the

date now: April 30–May 5, 2018), continuing to promote you as the professionals of choice in the auction industry. And we are going to continue to advocate for you, building relationships with our own Congressional representatives. And we are going to continue to produce high-quality education that we hope will meet your needs in growing your business.

Just wait for the February issue of *Auctioneer* as we begin to outline our plan for the 2018 year. And please know we will continue to read your comments, dissecting those surveys to see what we can do to improve the products and services we provide you.

In the midst of these next two months when we are focusing on our family, let's remember those people in our lives that we are linked to. My wife, Krista, always teases me that I have conversations with people and then they become my best friend. It's true. At the end of the day, we are all people with a common passion – this auction industry. I know when I sit down at my Christmas table that's one of the things I will be most grateful for.

And so from me to all of you – I wish you the happiest of holidays and send you a wish for a very happy and successful New Year.

And the chant goes on ...

Scott H. Shuman

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HACKED! Spam and phishing emails affect everyone today. That includes the NAA and its members. While it is impossible to stop all attacks, you can take steps to limit your exposure to them. Find out what you can do, whether you're on the receiving end of these types of emails or you're the one who was hacked and is now sending them.



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Every #NAAPro should be armed with a plan that answers where you want to go, and how you want to get there.

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Members were asked for their thoughts on member benefits, NAA Education, and NAA Communications. Here's what the information said.

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2017 NAA Toy Auction at St. Jude (in pictures)

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#NAAPro Chad Bailey, president-elect of the National Auto Auction Association, shares what he believes makes for a successful Auctioneer.

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In part, an Auctioneer's duties are determined by the contract.

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NAA member Kathy Kingston and her team helped quadruple the event's anticipated fundraising goal.

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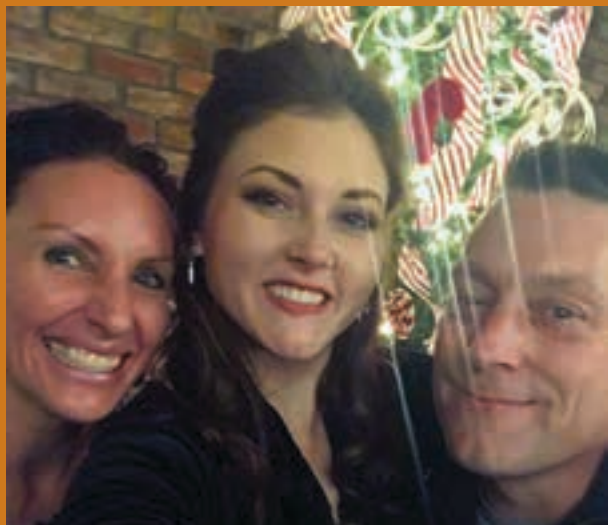


TENNESSEE

#NAAPro Auctioneers James R. Cash, II (left) and Jeremy Robinson, CAI, finished as Champion and Reserve Champion, respectively, in the 2018 Tennessee Auction Championship. The competition was held Dec. 3, as part of the Tennessee Auctioneers Association's Winter Conference. The Conference featured speakers including 2017 NAA IAC Men's Division Champion Dustin Rogers, CAI, CAS; NAA Board of Directors representative Jason Winter, CAI, AARE, AMM, CES; and #NAAPro Myers Jackson, CAI, AARE, ATS, CES.

MASSACHUSETTS

#NAAPro Sara Adams, AMM, GPPA, (middle) recently became the first woman president of the Massachusetts Auctioneers Association. #NAAPro Nichole Pirro (left) was elected Vice President. They are joined in this image by MAA Past President and #NAAPro Michael Chambers, CAS.



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Traci Ayers-Dower, CAI, AARE, bids during the NAA Auxiliary Fun Auction in 2017. The Fun Auction and Luncheon are annual events that help drive the Auxiliary's scholarship program.

NAA Auxiliary scholarship program strong as ever

More than \$120,000 has been awarded over the past 24 years to children and grandchildren of NAA members.

By Nancy Hull Rigdon, contributor

For the 20 years Terri Walker has been involved in the NAA Auxiliary, scholarship season always brings a great reward.

"In my mind, our scholarship program helps NAA members realize we are here to open doors into our children's future," Walker, CAI, BAS, CES said.

This year, the Auxiliary began accepting scholarship applications from the children and grandchildren of NAA members on

December 15, and applications must be received by February 15.

Walker boils down the purpose of the Auxiliary: "When it comes down to it, we're just a committee that enjoys raising money for scholarships so we can offer financial assistance to families in the auction industry."

The Auxiliary Luncheon and Fun Auction, both annual events at the NAA International Auctioneers Conference and Show,



are major fundraisers for the scholarship program. The amounts of this year's scholarships haven't been revealed as of this writing, but, in total, the Auxiliary has awarded about \$120,000 in scholarships over the past 24 years.

Walker knows the benefits of the scholarship program first-hand. Her daughter, Caroline Walker, was an Auxiliary scholarship recipient a couple of years back. She put the funding toward her education at King's College in New York, where she's majoring in Finance, Philosophy and Economics.

For the Walkers, the scholarship support for Caroline allowed the family to offer more support to their son, Eric Walker, as he entered the auction business. He now manages the warehouse and online auctions for the family's business, Walker Auctions.

This fall, the Auxiliary held its annual meeting, where it mapped out a strong future. However, the business side of the yearly event isn't what Walker looks forward to most.

"It is a reunion each year. These women who began their friendships decades ago in the Auxiliary see each other once or twice a year, and it's like homecoming," Walker said. "They have grown to love and appreciate each other, and it's heartwarming to witness."

To request an NAA Auxiliary scholarship application, contact Angela Johnson at johnsonsix1994@gmail.com or (352) 672-2038. ♦

ABOUT THE AUXILIARY

The NAA Auxiliary was founded on July 13, 1951, in Decatur, Illinois. For over 60 years now, this group, changing and evolving with the times, has unselfishly and continually provided camaraderie and educational opportunities for its membership and financial and moral support for the NAA.

Presently the Auxiliary's primary goals are to support the NAA, help educate the members of the Auxiliary, and to provide annual educational scholarships for its members children and grandchildren.

Some of the projects the committee has undertaken to accomplish this goal include:

- Sponsor the annual Auxiliary Luncheon and Fun Auction at the NAA Conference and Show.
- Provide annual educational scholarships for the children and grandchildren of Auxiliary members in good standing.
- Provide a professional speaker to address the needs and goals of the Auxiliary membership at the annual conference and show.
- Provide a roundtable discussion forum with relevant topics open to all auction support team members at conference and show.
- Established the Hall of Fame award to recognize outstanding leadership and service within the Auxiliary membership.
- Provide funds to support NAA projects such as the "Investing in Our Future" campaign.

Any person who has reached the age of 18 shall be entitled to join the Auxiliary upon recommendation of a member of the NAA or a member of the Auxiliary to the NAA in good standing.

BOARD OF DIRECTORS

DIRECTOR/OFFICER REQUIREMENTS

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

NAA POSITIONS AVAILABLE

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

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

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

APPLICATION PROCESS

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

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

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

- Why are you interested in serving?

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

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

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

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

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

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

Contact hcombest@auctioneers.org for questions.

2018 COMMITTEE*

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

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

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

NAA EDUCATION INSTITUTE

TRUSTEE CANDIDATE REQUIREMENTS

NAA members and designation holders who wish to be considered for a position of Trustee for the NAA Education Institute in 2018 must submit information declaring their interest by Feb. 28, 2018.

Two (2) new Trustees will join the Education Institute as of the 2018 Conference and Show in Jacksonville. Terms are for three (3) years, and Trustees are expected to take a very active role in the planning and implementation of education efforts of the NAA. EI Trustees plan the educational activities of the NAA, including designation programs such as CAI, AARE, AMM, BAS, CES, GPPA and MPPA, summits and educational offerings at Conference and Show.

TRUSTEES MUST MEET THE FOLLOWING REQUIREMENTS:

- Must have been a member of NAA for 3 years
- Have an NAA designation (CAI, AARE, AMM, BAS, CES, GPPA or MPPA)
- Submit a letter confirming a commitment to serve
- Attend the International Auctioneers Conference and Show

TRUSTEE CANDIDATES SHOULD BE AWARE THAT:

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

CANDIDATES MUST SUBMIT ALL OF THE FOLLOWING BY 4 P.M.

CENTRAL TIME ON FEB. 28, 2018:

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

4. The following profile information:

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

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

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

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

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



**Want big things in
2018 (and beyond)?**

**Make a
business
plan**

Every #NAAPro should be armed with a plan that answers where you want to go, and how you want to get there.

By Sarah Bahari, contributor

Any successful business needs a good roadmap. That roadmap, in the form of a business plan, is essentially a written description of your goals and the steps you will take to reach those goals.

Shawn Terrel, CAI, AARE, recommends developing a five-year plan with measurable elements each year. Terrel is President of United Country Auction Services, where he oversees the management and operations of the largest integrated real estate and auction company in the United States. He is also Lead Auctioneer and a Broker for United Country in Kansas City, Missouri.

"A good business plan will answer two questions," Terrel said.

"Where do you want to go? And how do you want to get there?"

Developing a plan need not be time-consuming or cumbersome. Even a hand-written plan on a piece of legal paper will suffice, Terrel said. "You just need something to hold you accountable," he added.

Business plan: Creation process

To create the plan, business owners should develop a mission statement, or a summary of the organization's purpose, values and goals. Ask yourself: How would the world or my community differ if my company did not exist?

"Define your purpose and your vision. Be true to your guiding

principles,” Terrel said. “Look into your heart and think about why you got into the auction business.”

Next, a vision statement should provide strategic direction and outline what you want to achieve in the next five years.

Remember to be flexible because change is inevitable. In the past 10 years, technology has changed. Client expectations have changed. The real estate market has changed. To reach your goals, you might have to change.

“Your business cannot stay sedentary because clients are more demanding than they ever have been,” Terrel said. “Change is difficult for a lot of people. When you start to change or modify your business, it can make people very uncomfortable.”

Changing tactics is relatively simple, according to Terrel. A change of strategy, however, should be taken more seriously. A strategy involves what products or services you offer, and what markets you offer those products and services change.

“Every company has its own DNA. It is typically not a good idea to follow others’ strategies just because something they are doing looks good.”

To outline your goals, Terrel recommends using a two-by-two grid with the personal and professional goals on one side, and financial and non-financial goals on the other.

Examples of personal, non-financial goals are to spend more time with family or become involved in a cause that is important to you. A personal financial goal could be get out of debt or purchase a home.

A professional, non-financial goal could be to build a proprietary technology, transition the company to a paperless system or become known as a subject matter expert. A professional financial goal could include purchasing more franchises or owning rather than renting a storefront.

Once you have written goals, Terrel said, develop ways to measure them each year.

“Business planning starts with the endgame. Look down the road five years,” he said. “Then reel it back and look at each year.”

Next, create a priority grid with five business elements: marketing, sales, operations, technology and training. Prioritizing strategic and tactical initiatives will help you reach your goals.

When developing the plan, it is important to remember to be honest about where you are and where you want to be.

“A good business plan will draw emotions out of you. You are thinking about what you have accomplished so far in life and what you want to do with the balance of your life,” Terrel said. “I want to be here in five years. This is how I am going to get here. Be very open and honest.”❖

This article was an excerpt from a presentation given at the 2017 NAA International Auctioneers Conference and Show. Want even more tips regarding this topic? NAA members can access the full audio of this presentation and many others in the NAA Knowledge Center



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Mind your “please” and cues

Auction professionals should know how to interpret and communicate with both verbal and nonverbal cues.

By Sarah Bahari, contributor

A bid assistant interacts with a bidder during an auction. Being able to effectively communicate with buyers and sellers requires that person understands that we are all different in the way we perceive the world.

Effective communication requires people to realize that we are all different in how we perceive the world, Doering said, and we should use that understanding to guide our communication with others.



Perhaps it sounds like a no-brainer, but strong communication is key for successful auction professionals.

And, while we may think first of verbal communication, body language and non-verbal cues are equally important, says Barbie Doering, a professional auction ringwoman and assistant communications professor at Grand View University in Des Moines, Iowa.

In fact, Doering estimates that 80 percent of job success is attributable to how people communicate with others. The remaining 20 percent is split between 15 percent professional experiences and five percent academic credentials.

"If you can't communicate your thoughts with others, you won't have much success," Doering said. "It is a critical part of what we do."

Doering, a member of the National Auctioneers Association since 2008, has also worked as a registered nurse. Communication, she said, is the tie that binds together such seemingly different careers like nursing, college professor and Auctioneer.

Effective communication requires people to realize that we are all different in how we perceive the world, Doering said, and we should use that understanding to guide our communication with others.

For example, consider how we respond to directions. Some people prefer streets and addresses, while others use landmarks. Learning to interpret others' communications cues will boost our own careers, Doering added.

"You can learn a lot by watching other people's gestures," she said.

To some effect, people can change how they are perceived through non-verbal cues. On this point, Doering has discussed what is known as the Harding Effect. (In short, President Warren G. Harding was elected in a landslide due in large part to his looks in photographs. He is now regarded as among the worst U.S. presidents of all time.)

Auction professionals can use the Warren Harding Effect to their own benefit. How so? Consider nervous Auctioneers who compete in bid calling competitions.

"Maybe you are nervous as heck and aren't comfortable at all. You can change your appearance to show you are okay," Doering said. "It's not easy, but you can learn those skills yourselves. You can communicate what you want to communicate."

Many facial expressions are universal. Pleasing smiles, raised eyebrows, compressed lips, eyes wide open and mouths turned down in a frown. However, some cues, such as dilated pupils,

are more difficult to control. Others, like biting your lip, can be stopped.

And, one small tweak can have a big difference. For example, if you are nervous and need to do something with your hands, place them behind your back rather than clasp them in front because that denotes submission or nerves, Doering said.

Auctioneers can and should notice people's cues and gestures before and during auctions. Take notice of who wants personal space and who is a close talker. And, use your team to help you collect that buyer data.

"Before an auction, a ringman should never be sitting down and drinking coffee," she said. "They should be talking to people, making connections, getting personal."

That way, when you ask them to bid, she said, they already have a connection with you. The same goes for virtual auctions. Doering said she always tries to call bidders before phone auctions.

"Now when you ask for their money, there's a connection," she said.

The teach back is another important skill for the Auctioneer. When working with sellers or bidders who are new to auctions, she says asking them to repeat the rules or what they understand can be helpful to ensure you are on the same page.

Doering quotes Steve Covey, the author of "The 7 Habits of Highly Effective People", who has said, "The biggest communication problem is we don't listen to understand. We listen to reply."

That is a problem across all professions, she said.

"What happens is you're not really listening to what someone is telling you," she says. "The more you talk, the less you listen."

"Sometimes, being silent we can learn a lot more about what's going on." ♦

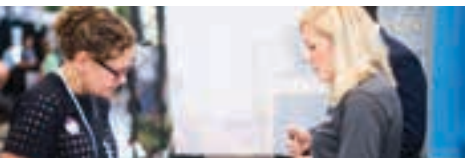
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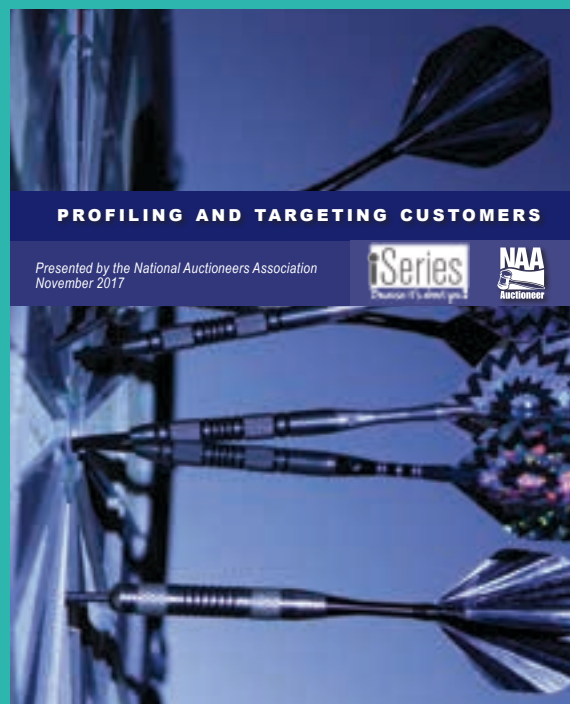


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Dear iSeries reader,
Personalization has become the name of today's marketing game.

"Throw it at the wall" tactics largely have been replaced, rightfully so, by strategies built on meeting prospective customers and clients at their exact need ... at the exact moment they have that need ... and making each consumer feel like you're talking directly to them every step of the way.

Nope, it's no longer about having that 1990s standard sales funnel in which we dump and filter a million faceless addresses or email addresses down to a few potential clients. It's no longer about cobbling together and manipulating marketing focus groups to make them fit our desired end goals. We're even past the "old" goal, circa-2010, of harnessing that brand-produced, no-cost, viral unicorn on social media. (To the extreme, Facebook is now testing removing all business-page organic posts from news feeds. In other words, paid social is about to call game, set, match.)

So, personalization it is. But, before you personalize your marketing correctly, you have to know who you're personalizing

the experience and message for, don't you? That question seems obvious, but a lot of marketers, while improving, still don't fully understand or effectively build their consumer profiles.

Even some of the biggest brands struggle at times with this. Ask Dove, who, in 2017, thought it would be a good idea to use skin color to represent dirt. That ad was certainly personalized for a segment of its consumers. It did not, in any stretch of the imagination, have the correct general profile created for "who has an interest in our product."

It is a glaring illustration of the wide divide between "what I think my customer might be" and "who is actually interested in my product." It behooves us all to take the example as a cautionary tale regarding the importance of having a correct consumer profile.

So, how do you avoid "Dove'ing" it?

This iSeries whitepaper is built to guide you from start to finish in the targeting conversation. We start by examining crowd cultures – the term given to how the internet has sorted itself into groups based on interests. Then, we'll work through profiling – what it is and where to start – before heading into different sectors, including: social, print mail, and email targeting.

Last, we'll talk about how to build a budget for targeting so that you can consistently apply your targeting skills throughout your marketing strategy.

Once you're through all of that, it is our hope that you will be confident in your ability to build better profiles of your buyers and sellers so that your marketing and communications efforts are always on target.

Read the latest NAA iSeries white paper: <https://goo.gl/drMVKe>. ♦

See the 2017-18 iSeries schedule on page 29.



Kurt Bachman
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(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.

When is the Auctioneer liable?

In part, an Auctioneer's duties are determined by the contract.

Question: What is my duty to the seller? When can I be held liable when things go wrong?

Answer: *An Auctioneer is generally the agent of the seller and owes the seller a fiduciary duty. A fiduciary duty is the highest legal standard imposed by the law. It is used for individuals who reasonably place faith, confidence, and trust in their agent. Rose v. Nat'l Auction Grp., Inc., 646 N.W.2d 455, 464 (2002). The existence and extent of the Auctioneer's duties to the seller are determined, in part, by the terms of the auction contract. The duties are determined by the scope of the authority conferred and the obligations imposed by the seller. An Auctioneer is under a duty to the seller to act only as authorized, and an Auctioneer who exceeds such authority or who risks the seller's property without authority becomes responsible to the seller for all loss or damage caused by the unauthorized acts. 3 Am. Jur. 2d, Agency § 204.*

An Auctioneer must exercise the utmost good faith, loyalty, and honesty toward his or her seller. An Auctioneer must consider the interest of his or her seller above his or her own interests. An Auctioneer may not make a secret profit in a transaction or secretly acquire, directly or indirectly, any interest in the subject matter of the agency. An Auctioneer must avoid situations that could create any type of conflict of interest between himself or herself and a seller.

An Auctioneer cannot misrepresent any matter in connection with the agency. If it appears that an Auctioneer has concealed or has taken any unfair advantage of the confidential relationship, the transaction will not be allowed to stand. An Auctioneer must consider the interest of the seller, even when it means suppressing the

Auctioneer's self-interest. The duty of loyalty also includes the duty to not compete with the seller regarding the subject matter of the contract. 3 Am. Jur. 2d, Agency § 225.

In addition, an Auctioneer who is given custody of property may be held liable for the failure, or the failure of his or her agents, to exercise reasonable care, skill, and diligence in the protection and preservation of the property. An Auctioneer is also under a duty to record and account for all money received for the seller during the agency relationship. An Auctioneer must also account for, pay, or deliver to his or her seller money or property which comes into the hands of the Auctioneer while conducting the business of the agency.

Under the fiduciary duty, Auctioneers are

required to make full disclosure to their seller of all important information. The general rule for an agent is that:

The duty of an agent to make full disclosure to his principal of all material facts to the agency is fundamental to the fiduciary relation of principal and agent. It is a primary incident of the obligation of an agent that he make prompt, full, and frank disclosure and account of all matters concerning the agency, and he must give the principal any information that the latter would desire to have and which can be communicated to him without violating a superior duty to a third person.

Cruikshank v. Horn, 386 N.W. 134 (Iowa Ct. App. 1986). The rule requiring full disclosure applies even where the Auctioneer acquired the information outside the scope of the agency relationship or prior to the inception of the agency. In addition, the Auctioneer should advise the seller of any risk and disclose concerns.

An Auctioneer also has a duty to follow the reasonable instructions of the principal. If the seller requests a specific reserve to be placed on a lot, the Auctioneer should do so. If an

Auctioneer fails to follow the seller's reasonable instructions, the Auctioneer becomes liable to the seller for all loss or damage which naturally results from the Auctioneer's acts.

If an Auctioneer engages in any conduct that may violate his or her fiduciary duty, the seller can file a lawsuit and seek damages from the Auctioneer. The elements of a claim for breach of fiduciary duty are: (1) the existence of a fiduciary duty, (2) breach of the duty, (3) causation, and (4) damages. *First United Pentecostal Church of Beaumont v. Parker*, 514 S.W.3d 214, 220 (Tex. 2017). When a breach of fiduciary duty is established, courts generally disallow any fee, because of the Auctioneer's disloyalty and as a deterrent. In addition, the courts can award monetary damages to compensate sellers for the injury caused by the breach.

An Auctioneer should be aware of his or her fiduciary duties and keep his or her responsibilities in mind while working with a seller. The high duty of care is a recognition of the trust a seller places in an Auctioneer. ❖

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HERE'S HOW TO BETTER
PROTECT YOUR INBOX ...
AND YOUR BUSINESS.

By James Myers, contributor





HACKED!



Firefly Technology CEO Adam Jones (center) and his team help protect NAA's email and websites from spam and phishing attacks.

Online threats are on a lot of peoples' minds, even small business owners.

Sure, the headlines are about the big companies, like Home Depot and Target, when they get hit, but small businesses often have less security than big corporations. This makes them a prime target for hackers.

So, it isn't surprising, or shouldn't be, that cybercriminals are increasingly preying on businesses through what is called a business email compromise, or BEC, because it has become a "highly lucrative threat vector for attackers," according to Cisco's 2017 Midyear Cybersecurity Report.

The report cites the Internet Crime Complaint Center, which says that between October 2013 and December 2016, \$5.3 billion was stolen through BEC. Furthermore, ransomware attacks took around \$1 billion in 2016 alone.

The report says there has been an overall increase in spam volume, which is defined as irrelevant or inappropriate messages, since mid-2016. However, these emails include "macro-laden

malicious documents" that can work around some defense strategies.

Adam Jones is president and CEO of Firefly Technology, a Kansas City-based IT company that handles those duties for the National Auctioneers Association. He chimed in to offer some advice on how Auctioneers can protect their companies from online attacks.

Cybersecurity: Built-in SPAM filters aren't enough

First and foremost, Jones recommended that Auctioneers stop relying on built-in spam filtering with their hosted email products. He said companies of any size need to subscribe to a third-party spam service that sits between the internet and the mail host. Some examples include AppRiver, SecureTide, Barracuda and Mimecast.

What about emails that ask the user to click on something?

"First check the actual email address that the email shows as

coming from,” Jones advised. “This sometimes requires clicking on the name at the top of the message, but it should reveal the full address.”

Jones also said while there are spam emails that either masquerade or have come from the actual purported sender (e.g. in a hack scenario), many times, they simply masquerade the name. If the email address does not match that which you would expect, it can (and should) be disregarded.

Also, if there is a link in an email, right click on it and copy the link. Then, paste the link into a web browser, but before pressing enter, check out the link. For example, if someone said they’re sending a link to a Google Apps file, make sure the address that you’ve copied and pasted says “.google.com.” If the address is something different, it is an indication that the link is not safe because it will ask for personal information or download something that will infect your system.

“As a general rule,” Jones said, “if you are not expecting something from someone with an attachment, attachments should be viewed skeptically. If you are suspicious of an attachment, having a relationship with a knowledgeable IT firm can come in handy as they can be used as a verification resource.”

Jones said his company utilizes air-gapped computers that they can open attachments on, which tests for validity without putting their network of computers at risk.

But, what if the user has clicked on something in an email that they immediately realize could be bad news?

First, Jones said, shut down the computer. Then, go to another computer and change the password to that email account.

“Then, engage IT support to ascertain the severity of what might have happened,” Jones said. “They will determine if the computer is safe to continue using, or if it should be wiped, cleaned, etc.”

Another precaution is to ensure that the mail server is set to reject emails that do not match someone’s Sender Policy Framework, or SPF, record. Jones said this is a system that exists to tell email systems where legitimate email from the domain name should be coming from.

There is also the risk of becoming an unwitting spam sender. Nobody willingly does this, and there are ways to ensure it doesn’t happen at your company.

Jones recommends enabling two-factor authentication, or 2FA. Popular hosts like Google Suite and Office 365 support this. Basically, 2FA is a way to take steps beyond a password to gain access to your account. Once you enter your password, you get a verification message, which will come over via text to your phone or through an app on your mobile device.

“This is essential in today’s climate,” Jones said.

To take it a step further, Jones recommends setting up DKIM (DomainKeys Identified Mail) verification. This is to prevent email spoofing and allows the receiver to verify that the email came from the right domain.

“This is a more modern version of verification system and can be enacted with the help of your IT vendor and/or software vendors,” he said.

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Sending mass emails can be a problem

Also, Jones said to be sure your organization has a proper SPF record set dictating the servers that might send email@yourdomain.com. An SPF record is a type of Domain Name Service (DNS), which is an email validation system that identifies the mail servers that are permitted to send mail.

“Once set,” Jones began, “recipient servers that are properly set to reject email based on what is defined in your SPF record would not receive emails that come from sources outside of those deemed legitimate senders for your domain.”

Sending out mass emails can also be a problem. Jones said if you’re sending out emails that don’t require recipients to know to whom the email was addressed, use BCC (blind carbon copy).

“This can help prevent a scenario in which a recipient of a mass email gets hacked,” he said, “and the hacker uses that information to send out spoofed emails to that group purporting to be the original sender.”

Finally, Jones said many people list their email addresses in plain text on their website. This makes it easy for spammer to “identify the corporate hierarchy and then attempt to spoof users into actions of many types, such as wire transfers, login information, etc.” Instead of using plain text, you can replace symbols with actual words, such as replacing @ with “AT.”

Users can also safely post their email address as an image. ❖

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In the Loupe



Auction professionals need the right tools if they want to identify jewelry correctly.

By Nancy Rigdon, contributor



Auctioneers specializing in areas outside jewelry can run into challenges when jewelry enters an auction.

Fortunately, Kimberly Hemingway, GPPA, has poured her 20-plus years of experience in jewelry appraisals, cataloging and consultations into breaking down the ins-and-outs of jewelry identification for all Auctioneers.

Hemingway pointed to sorting as a critical task in determining whether you have valuable jewelry on your hands.

“Sorting is the big confusion with a lot of Auctioneers. They get a massive pile of all this tangled jewelry, [and] don’t want to spend two hours untangling it if it’s worth just \$5. But, [they] don’t

know where to start,” said Hemingway, who holds a Graduate Gemologist degree from the Gemological Institute of America. “To start, if you see beaded, string necklaces, keep them tangled, throw them in a box.

“But, if you see a broach, you’ll want to do your homework.”

Additionally, Hemingway recommended examining the following aspects:

- 1. Quality of make/workmanship** – “Look at the finish, not only the frontside but the backside too,” Hemingway stressed. If you flip it over and see a lot of ornate detail, you may have a piece of fine jewelry.”

2. **Stone settings** – If it just looks like a piece of flat metal that's been bent over, then most likely it's costume jewelry. If you see the stones glued in, that's a big clue that, again, it's costume jewelry.
3. **Metal/materials used** – Pay attention to if it's made out of gold, platinum, metal or something else.
4. **Condition of metal** – The condition of a piece is important for value.
5. **Maker's name** – Don't overlook this key detail that can significantly affect value.

Before diving into jewelry identification, Hemingway advised Auctioneers to equip themselves with the essential tools.

"If you don't get anything else, get yourself a loupe," she said. This magnifying glass is made for examining jewelry. Other tools she recommends include a diamond tester, watch knife, diamond gauge and gold testing kit.



"If you don't get anything else, get yourself a loupe," said Kim Hemingway. The tool is essential for examining jewelry.

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The following categories also serve as essential information for jewelry identification:

Cataloging

Hemingway offered several cataloging tips:

1. Use “accent diamond” or “melee” vs “diamond chip”
2. Use the word “approximate” when using calculated weights
3. Gold should be expressed in penny weight
4. Silver should be expressed in ounces
5. Platinum should be expressed in grams or penny weight
6. Use the information on reputable certificates
7. Get accurate descriptions – it is impossible to sight ID all gemstones

Time Periods

Hemingway offered this on time periods and identification:

- Georgian, 1698-1837
- Victorian, 1837-1901
- Early Victorian, 1837-1860
- Mid Victorian, 1860-1885
- Late Victorian, 1885-1901
- Arts & Crafts, 1890
- Art Nouveau, 1895-1915
- Edwardian, 1901-1914
- Art deco, 1920-1930
- Retro, 1940-1950
- Modern, 1950-1960

Diamonds

If a diamond is over four carats or is smaller yet high-quality, Hemingway recommended ordering a diamond grading report from GIA (Gemology Institute of America) so you know exactly what you have. The report differs from an appraisal in that it won't determine value. Rather, it's an evaluation of the physical attributes of the stone itself.

You can expect the report to focus on “the four C's” of diamonds: cut; clarity; color; and carat.

Gemstones

“Don't assume the identify of a gemstone,” Hemingway cautions. To assist in finding the identify, she offers the following rules of thumb:

- Green stones – could be an emerald, tourmaline, demantoid garnet, green zircon, green spinel, or glass
- Blue stones – could be spinel, zircon, glass, blue sapphire, diamond, topaz, or aquamarine
- Remember: carat refers to weight, not size

Cleaning

When considering whether to clean the jewelry, Hemingway says to ask the following three questions:

1. Do you know what it is? Higher end jewelry should be cleaned.
2. What is its condition? Be careful cleaning delicate jewelry.
3. Is it worth your time to clean? Weigh value against cleaning time and cost.

Advertising

Once you've determined the value, effective promotion is key.

“A pet peeve of mine is when the ad says the auction has jewelry – and that's it. It's like saying, ‘I have china, glass and furniture – period,’” Hemingway said. “You really need to give more information. Use details and photos.”

Ensure your items look their best with quality photography. While there are many variables involved in the result, Hemingway says it's important not to overlook one key aspect – the background of your item. Go light with the background, she says. For instance, she uses a tan background.

“If the background is dark, it tends to give too much of a shine or reflection,” she said. ❖



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



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NAA member survey results

Members were asked for their thoughts on member benefits, NAA Education, and NAA Communication. Here's what you said.

By Hannes Combest, CAE

From the CEO's desk ...

Where do we get our information to give to the Board for its decisions?

Each day at the NAA Headquarters, staff comes in with one goal: to provide programs and services that will help you a) grow your business or b) make you more efficient in your business. We believe the result will be more money in your pocket. For us, we believe that translates into membership.

To accomplish this goal, staff needs to know what you want and need? To get that information, we scour Facebook looking at things you say work and don't work. We talk to more than 300 volunteers every year to find out what you want and need. And we talk to hundreds more people in the auction industry on the telephone every week, asking for help.

But last summer, we decided we needed more. We developed a set of three surveys (because we believed that if we conducted three short surveys, we would get a better response than one long one.) We sent these surveys by email as we have email addresses for more than 90 percent of our membership.



Response rates on the different surveys varied slightly:

Membership survey #1
(on membership benefits): **391** people responded

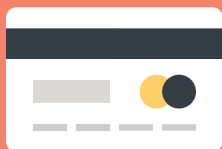
Membership survey #2
(on NAA's educational programs): **327** people responded

Membership survey #3
(on NAA's communication efforts): **341** people responded

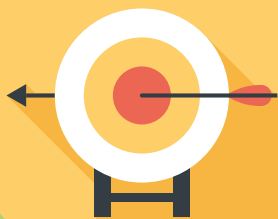
To those people – thank you! And as promised, here is what we learned....

My top five “take-aways” from these surveys:

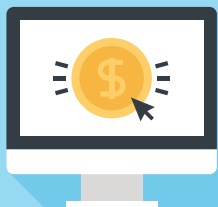
1. Many people do not like or understand that NAA charges for maintaining designations.



2. People want help in managing the internal growth of their businesses, whether it is by providing job descriptions or trying to understand the complexities of developing and managing the human resource part of the job.



3. People want online education.



4. People want to learn better prospecting methods and sales methods.

5. People want NAA to better promote the professionalism of our members.

Now there were LOTS of other comments but overall, those 5 issues clearly rose to the top.

Other comments included:

- 42% of those who took the first survey said that educating auction professionals about how to be successful in the auction industry should be the primary function of the NAA. Also ...

42.46%
ANSWERED
THIS QUESTION;

26.06%
SAID
PROMOTING
THE AUCTION
INDUSTRY

13.30%
SAID PROVIDING
NATIONAL
ADVOCACY
EFFORT FOR
THE AUCTION
INDUSTRY

- *Auctioneer* magazine is the most used benefit that NAA offers, but members overwhelmingly like Conference and Show (34.96%) the most.
- We also learned that most of our members still say that they access NAA information through their desktops, BUT our analytics that we capture on our website and through our use of Constant Contact say that most of our members use their mobile devices (i.e. cell phones) to access information.
- We learned that we are not communicating with you too much or too little (that was good news for us!).
- We learned that while you like *Auctioneer*, you want more information in there about managing your business and you want it in more bite-sized information – because most of you don't read *Auctioneer* cover-to-cover.
- We learned that more than 75% of you are advertising on Facebook, with total amounts from a few hundred dollars to more than \$100,000.
- More than anything, we learned that many of you don't know about everything we offer.



**So, what is next? ...
(PAGE 33)**



And here's the answer to one question that many of you asked:

Q: Why do we have to pay fees for maintaining designations? I don't have to pay to keep my college degree...

A: What NAA offers is continuing education, not static learning. A professional designation asserts that you're at the top of your game because you're being continually educated, and we look for ways to provide that all the time. Did you know that iSeries will count toward your NAA CEs, for example? This is a tool that you can use to show your clients that you are keeping current and relevant within your own industry. That is important to your clients and to your customers! You are right – they don't know what your designation is or what it means. But that's where you come in – you can help educate them. You can share with them that you are required to have continuing education. And just so you know NAA's continuing education is continually updated – every year survey results are reviewed and every four to five years, the courses are brought forward to consider for total revision.

Designation fees and required continuing education unites are assessed to maintain

continuing education degrees in most professional organizations. The fees and CEs required by NAA are not out of line with most professional organizations. The fees go to pay for the administration of the program and to ensure that all programs are updated on a timely manner.

Class fees do not include development or revision costs. Even though the audit fee has recently been increased, the fee to audit the class is significantly less than retaking the course.

For example:

BAS is \$545 for a member + \$50 after the first year to retain your designation. So for three years, you spend \$150 + \$545. It is \$75 per day to audit BAS (or \$225). You could audit BAS two times and still not have paid full price for the program.

During 2018, the Trustees will be reviewing other "value added" materials to provide to those who maintain their designations.

The Board has already reviewed the first two surveys (membership and education) and will talk more about communications at its April meeting. The Education Institute Trustees will talk more about the education survey at their next meeting in Bloomington in March and the Promotions Committee will examine the results of the communication survey. And we will continue to report back to you what we do.

Please know that we won't make decisions based solely on these survey results. We understand that our response rate on these surveys was less than 15%. However, we will continue to reference this information.

Please know that we WANT to listen to you. My contact information is included in every issue of the magazine. We WANT to make NAA membership valuable to you. But what is valuable to each of you is different, so we work to prepare as many of you as possible to be successful in this industry.

If we aren't doing something you want us to do, let us know - send me an email at hcombest@auctioneers.org - we will be listening - I assure you!




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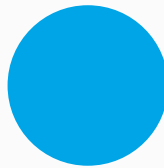


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Rules and Procedures

1. Entry Fee: All members will receive one complimentary entry into the 2018 Marketing Competition. Each subsequent entry must be accompanied by a \$10 entry fee. Failure to include full payment will result in disqualification.
2. Submit a brief, one-page, professional, typed summary of your auction campaign. Additionally, please organize the following in a binder, with title pages dividing major sections. Entry summaries may include any or all of the following: - Important information on why the auction was noteworthy. - Marketing strategy and tactics used. - Goals for the auction (i.e. monetary, notoriety, etc.) - Copies of press releases and news coverage about the auction. - Copies of photographs, advertisements and any other promotional materials. - Innovative marketing or techniques employed. - Online marketing. - Target markets. - Summary.
3. Submit one copy of the event materials.
4. Only auctions between 7/16/17 and 4/18/18 are eligible.
5. Each entry must be accompanied by an official and completed entry form and entry fee.
6. All entries must be received at NAA Headquarters (8880 Ballentine, Overland Park, KS 66214) no later than 4 p.m. Central Time, on Wednesday, April 18, 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 2018 Marketing Competition. Each subsequent entry must be accompanied by a \$10 entry fee. Failure to include full payment will result in disqualification.
2. Photos may be produced either in-house or by outside professionals.
3. Entries must be reflective of the auction industry in some capacity and must have been created

between 7/16/17 and 4/18/18.

4. All entries must be received at NAA Headquarters (8880 Ballentine, Overland Park, KS 66214) no later than 4 p.m. central time, on Wednesday, April 18, 2018.
5. Late entries will not be considered.
6. The member whose name appears on the entry form must be a current member of the NAA, or the entry will be disqualified. Forms must clearly list the member name and official company name as this cannot be changed once submitted.
7. The same photo may be entered in more than one category, with a maximum of three categories for each image.
8. Photos must measure 8x10 inches. Entries may be printed on in-house printers. (Keep in mind that the quality of the print will be taken into consideration by judges.)
9. Two (2) copies of each photograph must be submitted.
10. No e-mailed photos will be accepted. Hard-copy prints only, please.
11. The NAA reserves the right to move an entry to another section if it does not clearly meet the criteria for the category in which it was entered.
12. Category winners will be determined through a point system. Entries must attain an established point minimum in order to qualify. Winners may not be determined if no entries meet minimum point requirements.
13. Submissions will not be returned. Do not send original copies.
14. Images submitted for this contest may be used in future Auctioneer editions or for other NAA promotional and marketing purposes.
15. All entries are eligible for a "Best of Show - Photography" award.

PRINT AND DIGITAL DIVISIONS

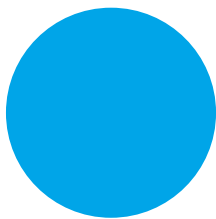
Rules and Procedures

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2. Entries must be reflective of the auction industry in some capacity and must have been created between 7/16/17 and 4/18/18.
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4. Late entries will not be considered.

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

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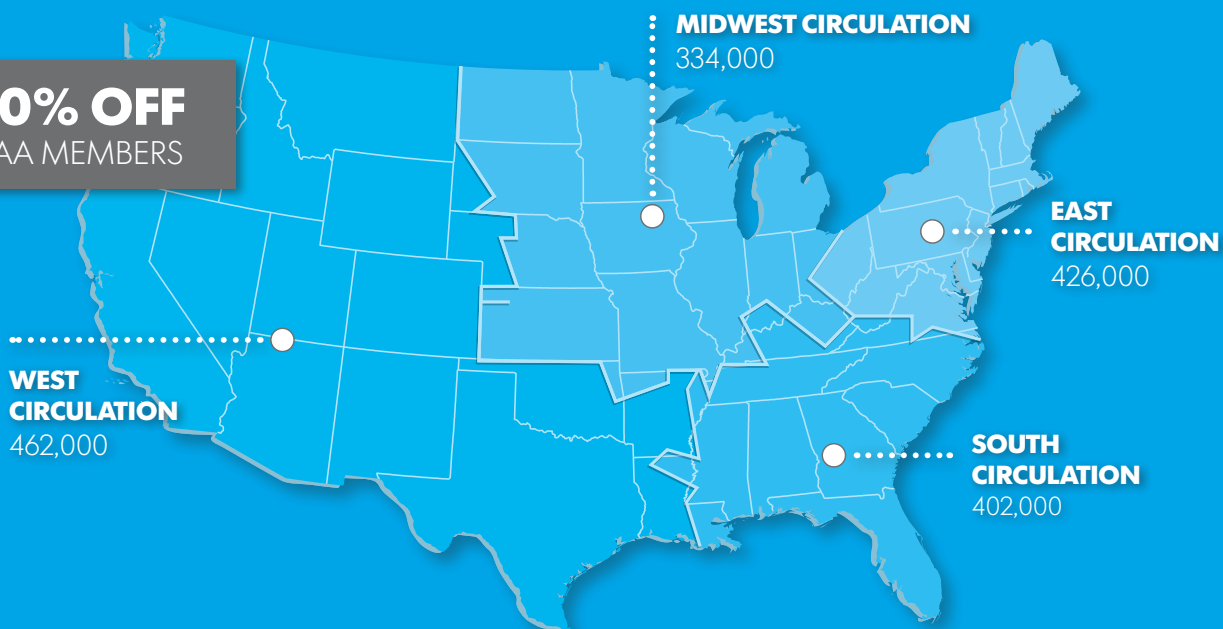


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Your time *is* money

It's often macho to show how long your days are. But, what if those long days are actually costing your business money?

By James Myers, contributor

What auction professional doesn't want to improve their quality of life?

While the desire is there, living alongside it is a work ethic that resembles something akin to a dare. The long, hard hours auction professionals are known to maintain day in and day out is a point of pride for many.

However, working smarter, not harder, could be the key to freeing up precious time for an improved work/life balance while also improving the bottom line.

Will McLemore, CAI, has sold more than \$75 million in real estate, but he freely admits to making a number of "stupid" mistakes, which is a lot for a Yale University graduate to fess up to.

In 2006, he founded McLemore Auction Company in Nashville, Tennessee. His goal was to bring a high-quality auction service to owners of real estate and personal property. However, what he didn't recognize at the time was that there are two types of businesses: a lifestyle business and a growth business.

"I thought I was going to turn the auction business into a McDonald's franchise," McLemore said. "Why not? How hard can it be? I wasted a lot of time trying to figure out how to make a business like that work."

McLemore thought he was creating a growth business – something that would attract venture capitalists. He hired seven full time employees and staffed up to seven full time equivalent employees for large volume monthly auctions.

“What I really wanted to do was run a lifestyle business,” he said. “That’s what attracted me to the industry in the first place.”

He made the tough decision about three years ago to focus on what he was good at and downsize the business down to just himself, his wife and one employee – an assistant that eventually quit and wasn’t replaced. He was able to do all this by delegating tasks to third parties.

For instance, McLemore spent far too much time on the phone taking calls that could be handled by someone else, so he hired a Portland, Ore.-based company called Ruby Receptionists as his live-call answering service.

“The phone is a disaster,” he said of an example of tasks that take away from quality work hours.

Ruby Receptionists gets his auction list on Monday and the team there is provided with all the information they need to inform callers. However, McLemore has a two-tiered system set up so that if a caller isn’t satisfied with what Ruby Receptionist offers, they are sent to another service that staffs personal assistants who each work with a handful of clients. They are equipped to handle questions Ruby can’t.

There are a number of advantages to this system. First, the people taking the calls aren’t his employees, so there are no payroll taxes or compensation or sick days to worry about. It also frees up McLemore to do what his sole purpose in the company should be – taking care of his sellers. In fact, McLemore said there are a number of things an Auctioneer should never do.

“Never design advertising,” he said. “If you’re good at it, it’s because you did it way more than you should have.”

There are too many tasks that take up precious “mind space,” McLemore said. He recommends that Auctioneers contract with a bookkeeper so that they never have to pay a bill or open mail; the bookkeeper will hand over items that demand the attention of the Auctioneer. He said Auctioneers should contract with a janitorial service so that if you have an office, it’s always taken care of. And, never hang your own signs.

“Never do the same thing twice,” he recommended. “This is a big thing. If you have a repeatable process, do it once really well and find a way to copy it.”

This last bit of advice is something he does with frequent questions he gets via text message. When he gets a question for the first time, he carefully jots down a response and saves it on his phone. When the question comes up again, he just copies and pastes his response.



“We tend to brag about how much work we do,” said Will McLemore. “It’s a pride thing - it’s macho. It’s nonsense.”

McLemore is also testing something he refers to as “live admins.” It’s a live-chat service that pops up on his company’s website after a user has visited for 30 seconds or longer. These are actual people trained by his assistant, Janet, to answer questions that help users find what they’re looking for on the website.

“It’s shocking how much information is on the website and how people can’t find it,” he said.

McLemore said despite the fact that the auctioneering industry is a “tough, hands-on business,” when an Auctioneer finds themselves doing anything other than managing the seller, “that’s a job for delegation.”

“We tend to brag about how much we work,” he said. “It’s a pride thing – it’s macho. It’s nonsense. What are you going to do with the time you free up? I encourage you to spend time with your family. Spend time with your friends, because you never know.” ♦

This article was an excerpt from a presentation given at the 2017 NAA International Auctioneers Conference and Show. Want even more tips regarding this topic? NAA members can access the full audio of this presentation and many others in the NAA Knowledge Center at auctioneers.org.

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Ambassador Spotlight

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Lynne Zink, CAI, BAS, CES

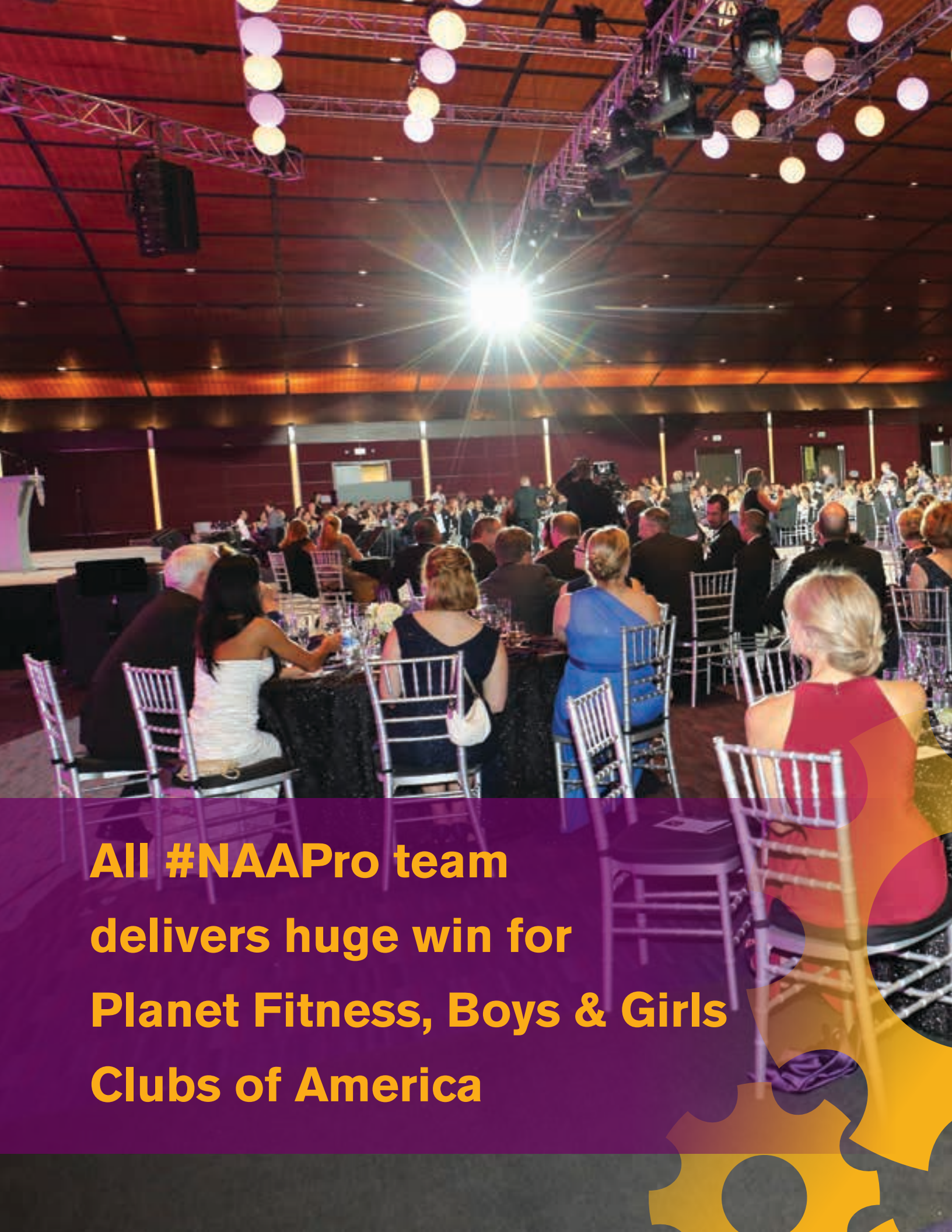
Who I represent:
Lynne Zink Productions

Where I'm from:
Joppa, Maryland

Q: *Why did you join the National Auctioneers Association?*

I joined the NAA so there would be opportunities to network and receive advanced education. NAA membership was a strong factor in helping me to become a full time Auctioneer in less than two years.





**All #NAAPro team
delivers huge win for
Planet Fitness, Boys & Girls
Clubs of America**

NAA member Kathy Kingston, CAI, BAS,
assembled a team of NAA peers to raise
more than \$400k for The Judgement
Free Generation anti-bullying initiative.

By Nancy Hull Rigdon, contributor





After Kathy Kingston was tasked with serving as lead Auctioneer for the Planet Fitness 25th Anniversary Gala, she brought together a team made up mostly of NAA members to help her accomplish the client's goals. The end result was a fundraising total more than four times what had been anticipated and hoped for.

This summer, Kathy Kingston was asked to serve as lead Auctioneer for the Planet Fitness 25th Anniversary Gala, an event with hundreds of guests and a \$100,000 fundraising goal for a philanthropic initiative combatting bullying.

Her initial reaction?

"First, I need to make sure I can assemble a world class team so that we can put on a world class event," Kingston said.

A few calls later, including several to NAA members, and she had identified that ideal team. In the end, Kingston and her team shattered expectations. The 600-person gala this fall in Boston raised more than \$400,000 for The Judgement Free Generation, which aims to fight the judgement and bullying children face by creating a culture of kindness and encouragement. The Planet Fitness initiative represents a partnership with Boys & Girls Clubs of America, STOMP Out Bullying and Yale Center for Emotional Intelligence.

"When you get down to it, benefit Auctioneers can change the world. This event and the result is a shining example of this, although it is just one of the countless examples," said Kingston, CAI, BAS.

She elaborated: "Here, we had three powerful organizations that

came together to tackle the No. 1 problem that children face in the United States. We brought the professionalism of our NAA Auctioneers to these two big organizations – Planet Fitness and Boys & Girls Clubs of America – and this big problem of bullying.

"In the end, we are changing lives. And that is what benefit Auctioneers do every time they step on the stage, no matter where they are or the size of the auction. I know every single NAA Pro brings his or her best to help communities, animals, veterans, the list goes on. The impact is immense."

Kingston's NAA team included Lynne Zink, CAI, BAS, CES; Michael Chambers, CAS; Bobby D. Ehlert, CAI, AMM, BAS; and Erin Ward, CAI, BAS.

Zink, who served as a bid assistant during the event, said it was an honor to work the floor with Kingston and that watching Kingston's strategy turn into success was inspiring. She pointed to a key moment: A young man, now in college, took the stage and shared a personal story of how finding Boys & Girls Clubs of America transformed his life.

He'd been bullied, then began bullying others – but turned everything around soon after a friend asked if he wanted to play basketball with Boys & Girls Clubs.

"I looked out at the audience, and everyone was on the edge of their seats," Zink said, while acknowledging his experience and story clearly played a role in donor decisions. "It was beautiful. The event was high-energy and seamless."

The beauty was no accident. Kingston carefully planned and executed every moment.

"I set out to design events strategically so that every single guest feels connected to the mission and is inspired to give," Kingston said. "Ultimately, we want them to become donors of the organization and stay with the organization long-term."

She views her role as that of a conductor.

"That night, I was honored to perform for these world class organizations and was fortunate to have a world class team supporting that performance," Kingston said.

Michelle Johnson, the gala's event producer, recently reflected on the accomplishments.

Recommendations from colleagues led her to contact Kingston in the beginning, and she left the experience with a greater understanding of the power of benefit auctioneering.



This group of seven auction professionals came together, combined their auction prowess and know-how, and accomplished a major auction win. "I really believed in the mission with The Judgement Free Zone and was invested in it," said #NAAPro Michael Chambers (third from left). Pictured (L-R): Bobby D. Ehlert, Erin Ward; Michael Chambers, Kathy Kingston, June DeLair, Daryl Pelletier, and Lynne Zink.

"Kathy certainly raised the bar," said Johnson, the owner and founder of The Anchor Group.

Chambers worked the auction as a bid spotter. His involvement in the event stemmed from the relationship he has with Kingston through their NAA involvement. Because he's primarily an automobile Auctioneer, the gala afforded him a rare inside view of benefit auctioneering. The experience, he says, was rewarding.

"I really believed in the mission with The Judgement Free Zone and was invested in it, and then it was amazing to see the tremendous result," Chambers said. "I love selling cars, but at the end of the day, you don't feel like you've changed someone's life.

"I was grateful to step into the benefit Auctioneer role for a change and make a difference." ❖

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Specific Dates for Classes Below

Auction Marketing Management (AMM)

Richmond, VA • Hilton Short Pump Hotel • January 9-11, 2018

Wichita, KS • DoubleTree by Hilton • January 23-25, 2018

Uniform Standards of Professional Appraisal Practice

Cleveland, OH • Cowan's • January 11-13, 2018

DESIGNATION ACADEMY EDUCATION SCHEDULE

AARE • Dec. 10-12

AMM • Dec. 11-13

BAS • Dec. 14-16

CAS • Dec. 10-11

CES • Dec. 14-16

GPPA • Dec. 10-14

Internet Auction Methods • Dec. 10

Expert Witness • Dec. 11-12

Interpersonal Communications for Auction Professionals • Dec. 13-14

USPAP (15-Hour) • Dec. 15-16

USPAP (7-Hour) • Dec. 10

Real Estate Workshop • Dec. 13

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

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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.



THE 2017 NAA *Toy Auction* IN PICTURES

Thanks to incredible charity and support from NAA members, the event is now in its 22nd year.

By NAA Staff

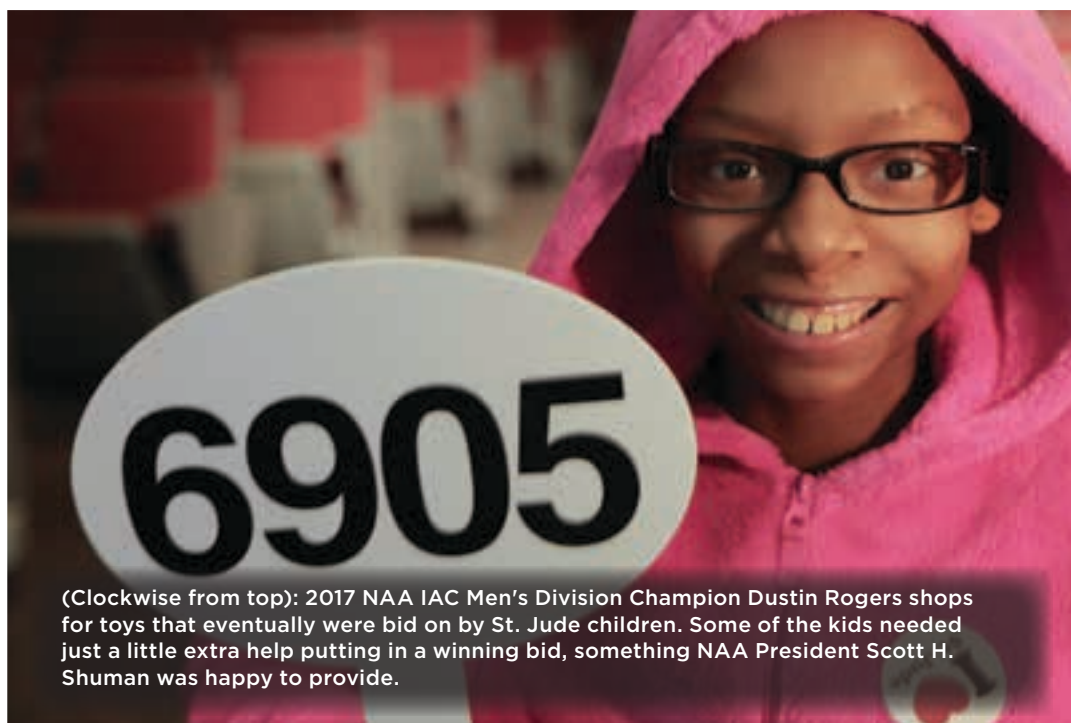
For more than 20 years, NAA and St. Jude Children's Research Hospital have partnered in their philanthropic effort. In all, NAA has raised and donated more than \$5 million for St. Jude through its partnership, now in its 22nd year.

"NAA members have graciously and passionately provided their unique fundraising tools, including their auction talents, as a means for supporting the children of St. Jude. We are extremely pleased to continue the tradition of partnership between NAA and St. Jude," said NAA CEO Hannes Combest, CAE.

In addition to those efforts, the NAA hosts the NAA Toy Auction every November at St. Jude. Patients and their families are taught a few tongue twisters and a couple of facts about auctions before they "bid" on donated children's items, such as toys, clothes, electronics, etc. This year, the NAA Toy Auction was held Thursday, Nov. 2.

"We are grateful for the generous partnership we share with the National Auctioneers Association, and the toy auction is something we look forward to every year at St. Jude Children's Research Hospital," said Richard C. Shadyac, Jr., President and CEO of ALSAC, the fundraising and awareness organization for St. Jude. "Thanks to their caring hearts, the bidding experience designed for our children is not only educational but also gives patient families an opportunity to have fun in the midst of one of the most trying times of their lives." ♦





(Clockwise from top): 2017 NAA IAC Men's Division Champion Dustin Rogers shops for toys that eventually were bid on by St. Jude children. Some of the kids needed just a little extra help putting in a winning bid, something NAA President Scott H. Shuman was happy to provide.

(Clockwise from top left): St. Jude children were able to browse for their favorite items before 2017 NAA IAC Champions Dustin Rogers and Sara Rose Bytnar connected items with new owners. A child waves their bid paddle in hopes of landing one of those toys, which were all purchased the day before thanks to NAA leaders and volunteers such as Lance Walker (bottom).

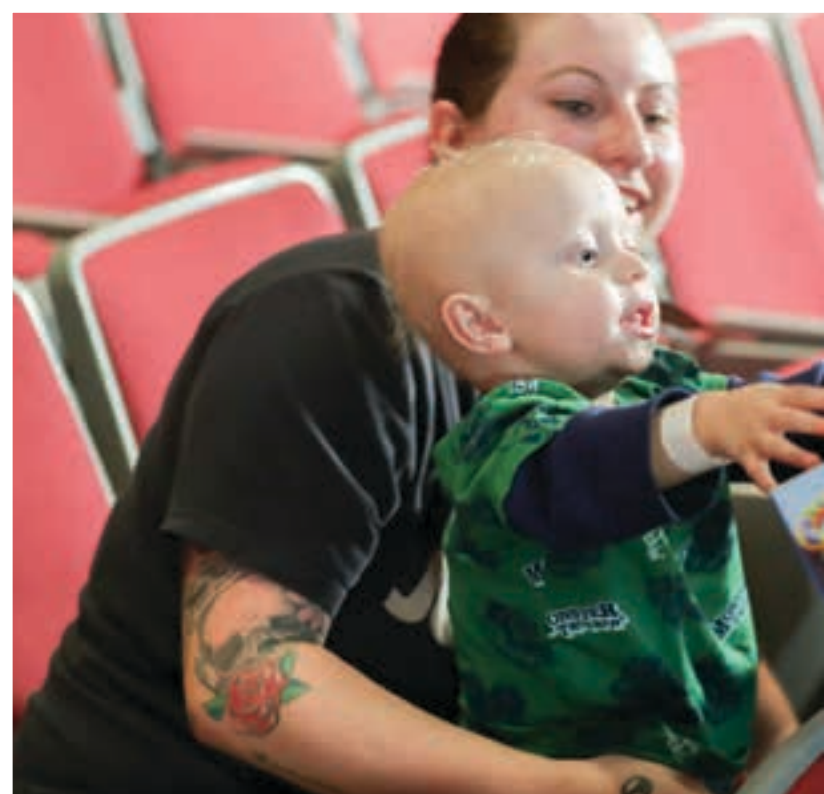


Being able to provide St. Jude children with a reason to smile and take part in this event truly is special.





(Clockwise from top left):
The children of St. Jude
often find a smile or two
while taking part in the NAA
Toy Auction; a full afternoon
of shopping turns into carts
stuffed with auction items;
#NAAPro Terri Walker
laughs with a bidder;
children of all ages usually
find an auction treasure
to call their own; even if it
takes a minute to find out
if they've won while sitting
with NAA President Scott H.
Shuman (center).





What makes a great auto Auctioneer?



NAA members Mitch Jordan (top left) and Sean Hanafi (bottom right) work as a team to sell automobiles during the 2017 World Auto Auction Championship in Manheim, Pennsylvania.

Chad Bailey, president-elect of the National Auto Auction Association, shares what he believes makes for a successful Auctioneer.

By NAA Staff

Like other parts of the auction industry, the automobile auction niche can have its own unique challenges. Yet, there are a number of professional auto Auctioneers who are thriving as members of the National Auctioneers Association.

One such member has accomplished something few people ever will – become auctioneering’s “Triple Crown” winner, and he’s got advice for other Auctioneers who want to excel in auto auctioneering.

Andy White, CAI, CAS, an auction professional from Ashland, Ohio, won the World Automobile Auctioneer Championship last May. In 2016, he won the World Livestock Auctioneer Championship. In 2013, NAA members will recall White as the winner in the men’s division IAC. That makes him only the

of land in northeast Ohio. Every Tuesday, they manage a car dealer consignment auction that includes 1,200 vehicles, as well as a bank repossession sale of 150 vehicles a week.

White said it was intimidating when he first picked up work at Akron Auto Auction.

“It looks like a squirrel crossing a busy street,” White said of the action during a live auto auction. “They said, ‘hey, this will slow down for you.’ And it does.”

White also touched on how Auctioneers are just one piece of a huge puzzle that creates a successful auto auction, yet much of the success of that auction hinges on how they perform.

“The employees work really long hours and work really hard

“If you don’t feel like you can make a difference, you’re not going to. We’re just a small part of it, but we’re an important part.”

second Auctioneer in history to score all three achievements. (You can read more about what led up to that victory in a feature on White in the October issue of *Auctioneer*.)

The WAAC is judged by a lot of CEOs, White said, and contestants have to feel out what they want, but one thing is certain – they’re looking for energy.

“I sold three cars in my final run, and I don’t know that I could have sold four,” said White of the intensity he put into that competition. “Those CEOs are looking for excitement.

“Another thing they’re looking for is communication, including everybody that is there. It is super-high energy, in your face, everything you’ve got, over the top – it’s not on the spectrum of natural.”

People like Chad Bailey, general manager at Akron Auto Auction (and president-elect of the National Auto Auction Association), rely on top-notch Auctioneers like White. His business includes six lanes with four separate buildings on approximately 30 acres

to get that product to sell,” White said. “Imagine all that work they just did goes out the door because you’re not an effective Auctioneer.

“We have one small window to make or break the business that we are working for. That’s why it’s always important to be at the top of your game.”

White advises Auctioneers to “check their issues at the door when you arrive that morning,” because the people they’re working for and with need them to be prepared and ready when they step up on that block.

“Those dealers can’t afford for me to have issues on my mind that will adversely affect their sale,” White said. “At the end of the day, if you don’t realize how important you are as the Auctioneer, you’re really missing the boat.

“If you don’t feel like you can make a difference, you’re not going to. We’re just a small part of it, but we’re an important part.”

Congratulations



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Bailey seconded White's statement about passion and excitement when it comes to Auctioneers he employs.

"I'm a big fan of energy," Bailey said.

However, it's not just the Auctioneer that needs to be on top of their game. Bailey said ringmen are crucial, especially considering how complex the auction has become with all the new technology and bidders coming in from online and simulcast sources.

"I don't know how you can survive without ringmen," Bailey said. "A good ringman makes your life awesome. A bad one makes your life a train wreck."

With the possibility of evolving regulations at auto auctions, it appears that everyone on the floor will have to step up in regard to safety.

Bailey said the industry is facing challenges right now in the wake of an accident at an auto auction in Massachusetts that claimed the lives of three people. Safety is the utmost concern, but there is talk of legislation prohibiting cars from moving during auction, which could significantly alter the flow of the process.

"They're now not wanting hoods open," Bailey said, "they're wanting to eliminate dropping windows. We're to the point where they're now wanting to get issues passed where cars don't even move (at the auction)."

Bailey recognizes that safety must be a priority, however, it can't fall on the Auctioneer to be the safety monitor.

"With all the screens and online buying and simulcast," Bailey said, "the Auctioneer has enough on his plate trying to watch that arena let alone see those screens and the bids and then factor in all the safety now."

He said the public auctions that his company manages include a high percentage of buyers who are not familiar with the auction process. That inexperience can add another layer of complexity to what the Auctioneer and ringmen have to do.

"We talked about adding additional staff to the lanes because it's not fair for the Auctioneer to also be a safety monitor," Bailey said of a meeting he had with other auction professionals.

Whether it's safety, catching bids, managing sellers and buyers or anything in between, Bailey said the industry demands that everyone involved is alert and prepared to work.

"If you're not ready," he warned, "don't come." ♦

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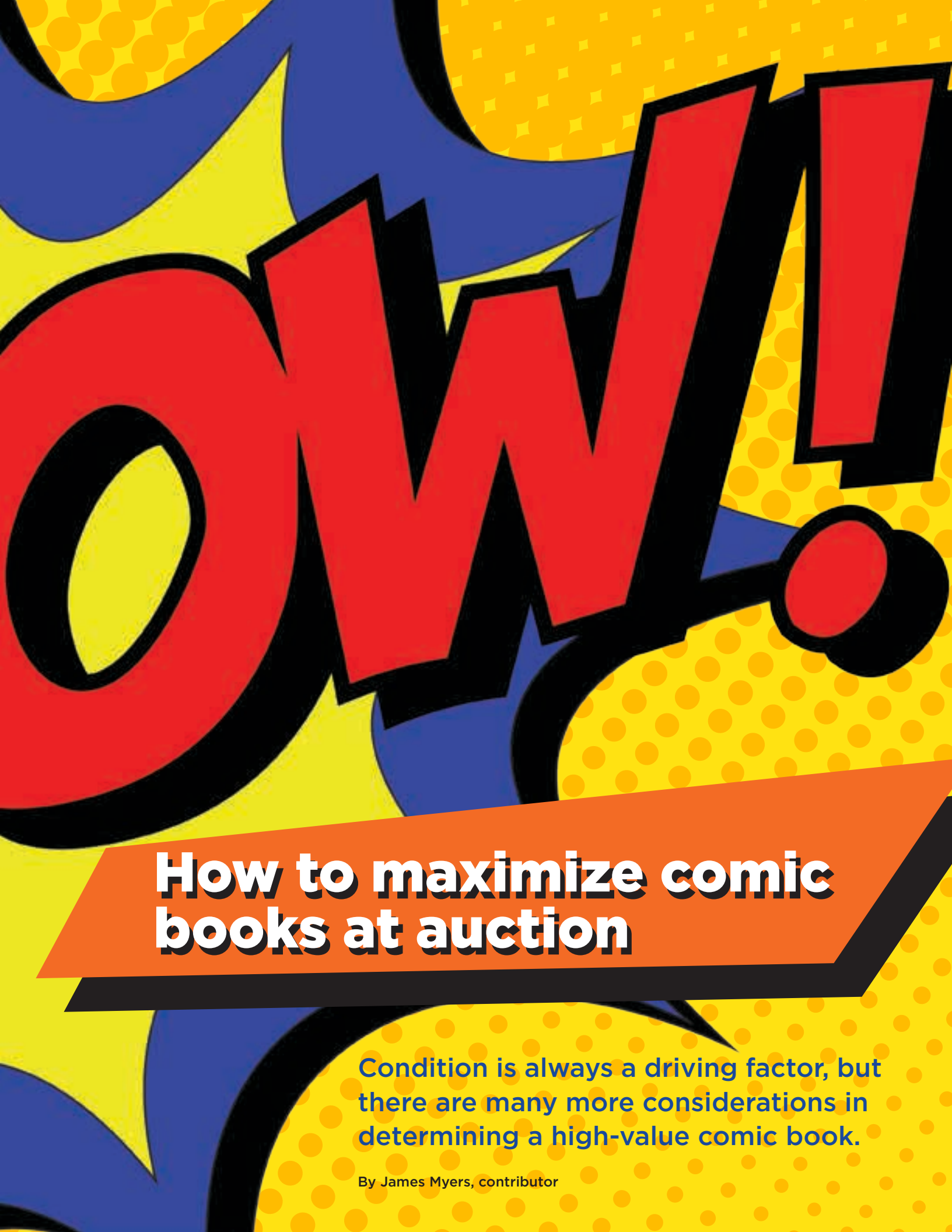
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How to maximize comic books at auction

Condition is always a driving factor, but there are many more considerations in determining a high-value comic book.

By James Myers, contributor

For those seeking advice about how to manage comic book auctions, it's not a bad idea to take it from Rob Weiman, who famously undertook an auction of 3,000 comic books with his wife, Tina, that garnered 500-plus world records and all sold for a combined total of more than \$1 million.

Auctioneer featured the huge sale was 2009, which, unbelievably, was the duo's first comic book auction despite their having been in the auction business for eight years at that point.

They've gained a fair amount of notoriety since then, and they've picked up a lot of knowledge about comic book auctions.

It's not uncommon for Auctioneers who specialize in estate sales to run into large lots of comics, which can be a lot of work for little money.

Because of this, Weiman now will run through a checklist to determine if he'll take on the task. Among the questions he asks:

- Who is the owner?
- What are their expectations?
- What comics do they have?
- Why are they selling them?
- How old are the comics?
- What condition are they in?

Determining who the owner is can affect the worth. For instance, if it's a well-known collector or somebody famous, they are worth more than



Rob Weiman said knowing the seller's expectation from the very beginning is key for both Auctioneer and seller.

if they come from an unknown seller. In some cases, unfortunately, some collectors have an emotional attachment to the comics, and they'll have an inflated value assigned to the collection.

Knowing what their expectations are from the beginning can help determine whether or not this will be the right auction for you.

"You can get yourself into a heaping helping of hurting if you get in there and they have a pie in the sky expectation that they've got a million dollars worth of books," Weiman said.

Weiman prefers to work with sellers who have books that are marked with an original cover price of 25 cents or less and have no bar codes, because these are the attributes of older, valuable comics that will pull in higher bids at auction.

"What's printed on the cover?" Weiman warned questioningly. "Some of these stores will take the 10-cent comic and raise the price to 12 cents. They just ruined it because you can't get that sticker off without ruining the paper."

For more information on just about any aspect of the comic book industry, go to the forum at CGCcomics.com/boards, where there are a number of chat rooms that discuss topics such as "newbie comic collection questions," "comic book grading and restoration issues," "comic book events," and rooms that cover every comic book age and many genres.

Large collections can also weigh a ton (or more), which means the Auctioneer has a much bigger task in front of them as they have to handle, sort and store them before auction. The cost of shipping them from point A to point B alone can eat into the profits, forcing the Auctioneer to take a pass. Weiman had to do so on one potential auction of 20,000 comics and 20,000 magazines because they were located six hours from his base in St. Louis, Missouri.

The condition of the comics must also be taken into consideration.

Weiman once sold a Spiderman #1 comic for \$3,000 and another one for \$300 due to the difference in the condition. Determining the condition and worth of a comic is also a topic that requires accurate decision-making.

What's the grade?

For example, Auctioneers need to have comics “graded” by companies like CGC, which is an independent, impartial third party comic book grading service.

Unfortunately, there is currently a backlog in the grading process, which means unless the comic is “walked in” to CGC, it could take more than a month for the book to be analyzed. The value of the book often depends on the grade (from zero to 10) that CGC gives it.

Weiman spent \$55,000 having approximately 1,400 of the 3,000 comics in his world record auction graded.

“We don’t send them off unless we think they’re worth \$200,” Weiman said of the books he sends to CGC. “If the book underperforms, and you spent \$19 to \$35 getting it graded, you’re upside down with your seller. Even if you’re careful, it can happen.”

Shipping is also something that has to be planned out as the insurance on a single comic they once shipped cost \$2,000. Instead, use Collectibles Insurance.

“If I had insurance from Collectibles Insurance,” Weiman said, “we wouldn’t have paid those exorbitant rates for shipping.” ♦



This article was an excerpt from a presentation given at the 2017 NAA International Auctioneers Conference and Show. Want even more tips regarding this topic? NAA members can access the full audio of this presentation in the NAA Knowledge Center auctioneers.org.

#NAAPro company sells properties for state of Tennessee; then jolts U.S. Electrical Supply inventory in 2017.



The properties, located at 450-460 James Robertson Parkway, include two-plus acres located on the north side of James Robertson Parkway and Gay Street, with frontage on the south side of Fourth Avenue North.



Left: The Compass Auctions & Real Estate team conducted two highly successful auctions for the State of Tennessee and U.S. Electrical Supply in 2017. Above: NAA members Justin Ochs and Paige Holt show the real estate sold for Tennessee.

“The Compass team created an exceptional in-depth marketing approach that was targeted toward individuals and entities that would have an esoteric knowledge of the investment opportunities that this property provided in the Nashville downtown area,” said #NAAPro Paige Holt, BAS, president of Compass Auctions & Real Estate. “Real estate in this market is in high demand, and a property of this size is a rare opportunity.”

We are exceptionally proud of the efforts of our team to bring this premier piece of real estate to the auction stage,” Holt stated.

“We believe our national marketing efforts attracted the most qualified pool of buyers for this particular asset and are honored to have performed the auction on behalf of the state of Tennessee,” said #NAAPro Justin Ochs, CAI, vice president of National Development for Compass.

More recently, Compass applied auction to the needs of the U.S. Electrical Supply’s inventory and equipment. As a result, those lots became a focus of electricians, retailers, builders and others from all over the United States.

“Our advanced auction methods really pay off when you have

a business liquidation or major undertaking like this one, with thousands of items to be sold. We’re able to accomplish the job in a fraction of the time other methods would take,” Holt said. “Our intensive marketing campaign brought together live and online bidders, resulting in a great result for the seller.”

Bill McFerrin, owner of U.S. Electric, said he was delighted with the outcome. “The net results were beyond my wildest dreams,” he said.

“The concept of using the auction method provided the ability to sell numerous, differing assets in the same event,” Holt continued.

“Our aim was to achieve the best possible scenario for the sellers, and they have assured us that the auction surpassed their expectations. Nothing is more important than that.” ♦

Beyond the sale: Paige Holt and team



We asked the Compass Auctions team to walk us through the details behind the company's two giant sales in 2017.

Auctioneer: How did the two opportunities come about?

CA: The James Robertson Parkway project was the result of an extensively cultivated approach that required a highly engaged team effort lead by broker, Justin Ochs Vice President of National Development in the Nashville Division, and Paige Holt, President of the Chattanooga Corporate Division.

This project was a great example of how beneficial the auction marketing approach is with high demand assets, and it achieved the highest potential return possible for clients. The final contract value was 8.925 Million dollars. This auction was one of the first ever completed for the State of Tennessee and certainly exemplifies the auction process as a valuable way to sell assets through a competitive bidding process to realize the highest bidding potential for these types of assets in this industry.

As a company who has worked hard to establish strong relationships with our clientele, the auction for U.S. Electric was developed by way of referral to Steve Holt, Vice President of the Chattanooga Corporate Division. Our team worked diligently for three weeks through setup and site management of the 85,000 ft2 facility and over 30,000 items in inventory. In the auction industry, you never know what to expect, and this auction day happened to be scheduled right in the midst of the hurricanes hitting Houston, Texas, and traveling through Atlanta.

The auction was postponed and our marketing team, led by Scott Steele, Director of Marketing went to work

contacting all registered bidders and potential buyers to inform them of the change. The result was bidder participation from 23 states and three countries, realizing over seven figures in totality.

The ability to adjust, adapt and have flexibility when called upon to make changes seems to be an inherited trait of many Auctioneers in our industry. As professionals, we have to be prepared to accommodate our clients and prepare for unforeseen circumstances that may arise.

Auctioneer: What steps went into the planning process for each sale? Was there a common planning system/template you follow with your business? Were the processes different for each sale?

CA: Each auction scenario was completely different from one another. The James Robertson Parkway Real Estate auction was a very desirable location in downtown Nashville for a government entity and the U.S. Electric sale was a large established electrical distribution warehouse in the Southeast; however, both projects started with team communication and creating a strategy for each.

As for having a template, our team has heard Paige comment each time, "Every single auction is its own animal." They may have similarities, but each one has its own set of expectations and processes. The biggest component of our planning system is communication and a strong team of committed individuals who work together to achieve the best outcome for our clients.

Auctioneer: How will you or how have you leveraged those successes into more business? (Contacts? Leads? Contracts? Etc.)

CA: The information about these two auctions garnered additional PR and recognition, but as a whole, we keep our nose to the grindstone and work hard every single day to continue to develop our team and create new business relationships.

Our team has a strong commitment and belief in the auction industry and we believe that with hard work and positive attitudes, we have the capability of having a great impact within our entire industry. We strive for the type excellence that has a positive and lasting impact for the auction industry as a whole. ♦

NAA Hall of Famer Voorheis passes away



Inducted into the NAA Hall of Fame as part of the 1983 class, Rozier Elroy, "R. E.", Voorheis, 91, passed away on Nov. 26, 2017.

R. E. was born on December 23, 1925 in Northern Boone County Missouri to Nelson & Mafra Sims Voorheis.

He graduated from Harrisburg High School in 1943 and served in the U.S. Navy from 1944 to

1946. During his duty, he served as a Radioman and read Morse code on the destroyer escort USS Formoe in the Pacific.

In 1950, he married Betty Jo Stidham, who preceded him in death in 2005. They purchased 80 acres and a two-story home and began a farming operation in addition to operating a lime and fertilizer business. The farming operation was expanded several times and is now in grass and hay supporting a commercial beef cattle operation.

R.E. always enjoyed going to auctions and upon coming home

from one auction, told Betty that he could do a better job selling than that auctioneer. Betty encouraged him to go to auction school. R. E. did and so and graduated from Missouri Auction School in 1959. He soon joined the National Auctioneers Association and the Missouri Professional Auctioneers Association. Soon after, he started attending conferences and learning from other Auctioneers.

R. E. and Betty attended 25 consecutive NAA Conference and Show events all over the United States. R.E. was inducted into both the National Auctioneers Association Hall of Fame and Missouri Professional Auctioneers Association Hall of Fame.

For over 50 years, he supported youth projects and helped sell the 4H & FFA projects in Boone and Howard Counties. He also donated countless hours to churches, charities, & other civic organizations selling whatever was found to raise money. R. E., as a classic Auctioneer, was featured on the cover Missouri Life magazine in 1981.

He served the Harrisburg community as deacon at the Harrisburg Baptist Church and for many years was Sunday School Superintendent. He also served the community as a Harrisburg school board member, and Boone County Historical Society board member. Recently he was presented the prestigious Pioneer Award by the Missouri Cattlemen's Association.

R.E. is survived by many family and friends. ♦

First Massachusetts Auctioneers organization president Moon passes away

William F. Moon, 86, of Jericho, Vermont, passed away Thursday, Nov. 9, 2017, at home surrounded by his devoted family. He was the husband of Eleanor (Oakes) Moon for over 59 years.

Born Nov. 18, 1930 in Attleboro, he was a son of the late William I. and Ida (Fournier) Moon.

Bill lived on Lewis Road in the Adamsdale neighborhood of North Attleboro for 73 years before retiring to Essex Junction, Vermont, in 1999.

He graduated from North Attleboro High School in 1950.

Bill went to the Massachusetts State Police Academy, graduating

in 1961. He also graduated from Northeastern University with a degree in law enforcement.

He worked for the Town of North Attleboro Police Department for 25 years before retiring as a detective. In retirement, Bill completed the Certified Auctioneers Institute program at Indiana University and became a licensed state Auctioneer for Massachusetts, Rhode Island, Maine, New Hampshire and Vermont.

Bill was a Life Scout for the Anawan Boy Scouts and was a U.S. Navy veteran of the Korean War. He served aboard the USS Maloy, Ede 791 Destroyer Escort and attained the rank of radioman. He worked as a butcher and meat cutter at several local markets and at Arns Packing House before becoming a police officer.

Bill was a life member of the Massachusetts Police Association, a member of the VFW, the Knights of Columbus and an original charter member and first president of the Massachusetts State Auctioneers organization. He was also a longtime member of the North Attleboro Elks Lodge, a member of the National Auctioneers Association and a past president and Paul Harris

Fellow of the North Attleboro Rotary Club.

In addition to his wife, he is survived by his daughter Louise and her husband Mauricio Rosales of Jericho and their children Victoria and David Rosales. ♦

Florida Hall of Famer Garner passes away



Thomas Lee Garner, 88 passed away Nov. 14, 2017, in Lakeland, Florida. He was born March 21, 1929, in Watseka, Illinois.

The son of Lee Garner and Nellie Garner (Mathewson), Thomas spent his early life in Milford, Illinois, and attended Western Illinois University after serving

in the United States Air Force as a Radar Technician on a B-29 during the Korean War.

He moved to Bartow, Florida, in 1973 and then to Jacksonville in 1984 to start his own auction company with his three sons. He was well known and respected in the auction profession

both locally and nationally. He was Past President of the Florida Auctioneers Association and was inducted into the Florida Auctioneers Association Hall of Fame in 1994. His easy going friendly demeanor and genuine kind spirit made him beloved by both buyers and sellers at his auctions.

His was an inspiration and a mentor to many of the finest Auctioneers in the state of Florida today. He conducted hundreds of charity auctions all over the state of Florida over the years and never charged a dime.

His love for the auction business was only overshadowed by his love for his family. He was a big man with a bigger heart that loved each member of his family more than anything. From the oldest to the youngest, he made them all feel like they were his favorite.

He is preceded in death by his parents and two brothers, Samuel David (1925) and James Robert (2013). He is survived by his wife of 62 years, Myra; his three sons David, Robert, and Michael; four granddaughters; and three great grandchildren. ♦

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Carew Rowell, IV



I joined the NAA to take advantage of the wealth of information and experience from other auctioneers around the country. I plan on coming to all the conferences to pick the brains of more experienced auctioneers. I need all the help I can get."

Carew Rowell, IV
St. Simons Island, Ga.



Mallory Hampton



I joined the NAA because they lead our industry with the most relevant education for auction professionals worldwide. I look forward to growing with the NAA and all my new fellow members.”

Mallory Hampton
Las Vegas, Nev.

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Bidders undeterred by rust on collectible motorcycles, parts



ANAMOSA, Iowa – The small Iowa town of Anamosa took center stage for more than 500 museum curators, hobbyists, motorcycle junkies and other bidders from all parts of the globe as they clamored to outbid each other on a 1911 Harley-Davidson belt drive replica, a pallet of 1947 Knucklehead parts, and a host of other rare, rusty barn finds and collectibles.

“The market for new Harleys is softening, but vintage Harley bikes and memorabilia is strong as ever,” said Bill Melvin, owner of Liquid Asset Partners. “With the [American] Pickers show running four times a night, it’s exposing the cool side of collecting very old and unique motorcycle items.”

An unfinished 1911 Harley-Davidson belt drive replica completed with exact specs to look original was one of the highest lots on the auction block. After nearly 10 minutes of intense bidding, the hammer dropped for the final time at \$16,000.

A pallet of rusty 1947 Knucklehead parts, including tanks, wheels, and drag cylinders sold for \$3,200 after a fierce competition between online and live bidders.

One bidder came to the auction with a strong will not to be outbid on the 1946 Harley U Snow Cycle. The bike was a mostly complete Harley Flathead that had been modified to a unique snowmobile style. The bidder kept his hand up throughout the bidding, and his perseverance paid off as he outlasted all others to win the custom snow cycle for \$21,500.

Over 50 bikes were up for sale at the auction, interspersed throughout the day. A 1966 BSA 441 sold for \$8,000; a 1957 Zundapp Bella scooter for \$3,100; and a 1965 Triumph 650 sold for \$6,200.

The lot that might have gained the most attention on auction day was an antique metal Kotex sanitary napkin dispenser from the ladies room in the original 1948 Harley-Davidson engine plant. The dispenser found a new home after numerous bidders went back and forth at \$10 increments until the lot closed at \$750.

The biggest eye candy in the auction lineup was a 1962 Cadillac convertible. Although it did not hit the reserve during the auction, Liquid Asset Partners was able to sell the vehicle shortly after the auction ended for \$24,000. ♦

Arts & Crafts collectors out in force in California auction



\$21,600



\$12,000

MONROVIA, Calif. – John Moran Auctioneers hosted two curated auction sessions on November 14th; both sessions were previewed together, and buyers came out in force to review property and bid. The first event, the Art of the American West auction, featured 143 lots of Western-genre and other California paintings and bronzes alongside Native American baskets, pottery and weavings. The second session, titled 20th Century and Contemporary Art + Design, was comprised of 293 lots of early and mid-20th-century furniture and decorative objects and modern and contemporary sculpture, paintings and prints.

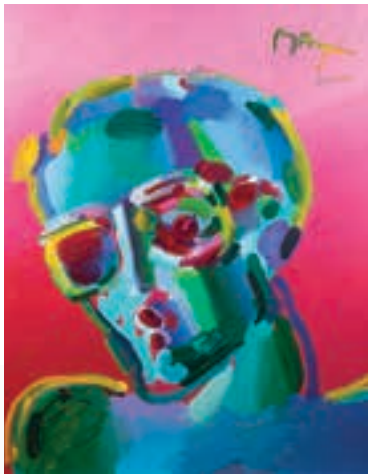
Art of the American West

John Moran's Art of the American West catalogue featured a number of important Navajo weavings, including a second

phase Navajo chief's blanket dating to the second half of the 19th century. Featuring elements dyed with cochineal and indigo dyes, the blanket brought \$48,000 at the block (est. \$50,000 to \$70,000). A late 19th/early 20th-century Navajo area rug featuring a simple cross design was a surprise dark horse highlight, realizing \$4,200 (pre-auction est. \$300-\$500).

A large Germantown Moki-style weaving dating to the turn of the 20th century brought a very respectable \$8,400, likely due to its nearly pristine condition (est. \$7,000-\$9,000).

A rare Cahuilla Mission snake-motif basket, assigned a \$2,000-\$3,000 pre-auction est., brought over the high est., earning \$3,900 thanks to interest from absentee, online and telephone bidders.



\$11,400



\$8,400

Western-genre paintings proved popular with collectors. An oil painting depicting a young Indian girl with a pot by well-known Taos, New Mexico artist Joseph Henry Sharp found traction among floor and online bidders, earning an exceptional \$7,200 at the block (est. \$3,000-\$5,000). Three oil paintings by 20th-century Western artist Marjorie Reed (1915-1996 Vallecito, Calif.) featuring stagecoaches were offered and all earned respectable prices; “The Old Bradshaw Stage Crossing, Araby Wash” was particularly popular with absentee and floor bidders, bringing \$2,400 (est. \$1,000-\$2000).

Contemporary Hopi/Tewa artist Dan Namingha (b. 1950) was represented by three acrylic paintings and a semi-abstracted bronze statue; his painting “Cloud”, depicting a single stylized cloud in a colorful abstract landscape, closed out the auction session, bringing \$2,280, over the est. \$1,000-\$1,500.

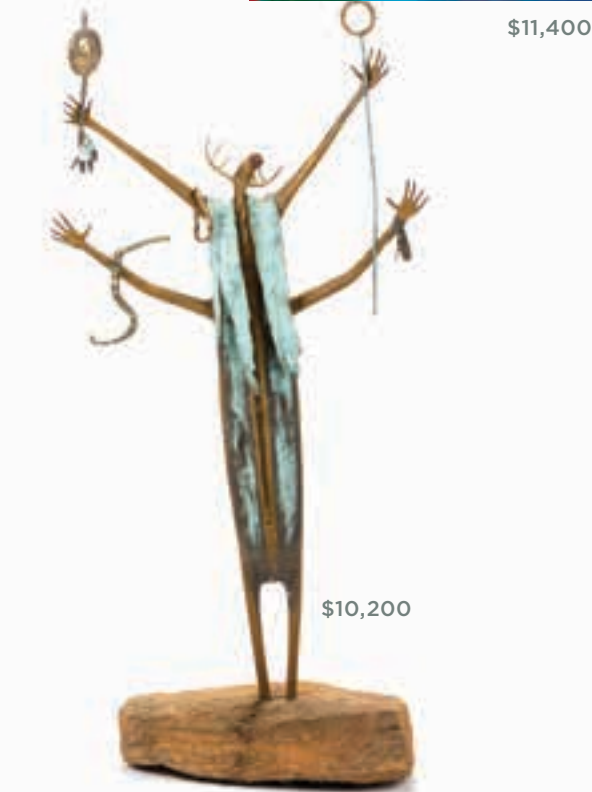
Contemporary artist Bill Worrell (b. 1936 Texas) was also represented in the Art of the American West catalogue by a stunning large-scale work titled “The Healer”. The abstracted bronze was assigned a \$1,500-\$2,000 pre-sale estimate and garnered considerable interest prior to the sale. Thanks to online and telephone bid competition, “The Healer” realized \$10,200.

20th Century and Contemporary Art + Design

With nearly 300 lots of fine and decorative arts, Moran’s 20th Century and Contemporary Art + Design Auction comprised the majority of lots offered in Tuesday’s auction. Selections spanned the early 20th century through to the contemporary, including Arts & Crafts furniture and objects, mid-century modern design and Contemporary works of art, and more.

Arts & Crafts furniture, copper and early 20th-century art glass by makers such as Steuben and Tiffany performed well throughout the evening, with some pieces seeing exceptional prices realized as the collectors were apparently out in force.

A Tiffany Studios “Fern” pattern adjustable table mirror was offered with a \$10,000-\$20,000 auction estimate, which was quickly outstripped after a protracted bidding war between an online and a telephone buyer (price realized: \$21,600). Additional rarities by Tiffany Studios included



\$10,200



\$3,900

a “Grapevine” gum spirit box which garnered a large volume of interest prior to the auction, selling for an exceptional \$3,000 all-in (est. \$500-\$800); and a “Grapevine” lap desk, which brought \$8,400 thanks to considerable absentee bidding from online buyers (est. \$1,000-\$1,500).

A number of lots of iridescent art glass shades by makers such as Steuben and Quezel were also offered from the private collection of a life-long Southern California collector, and achieved strong prices across the board. One such lot, a group of four Steuben bell-form shades, earned \$1,800, well over the conservative \$400-\$600 estimate.

Arts & Crafts furniture and hammered copper included pieces by Stickley, Limbert, and Dirk van Erp, among others. Presented in excellent condition, a Gustav Stickley oak bookcase with iconic 24-light double doors was assigned a \$4,000-\$5,000 estimate, exceeding expectations when floor and telephone bidders drove the price up to \$7,800. Late in the sale, a circa 1911-1912 Dirk van Erp hammered copper pot with rare red patination was brought to the block with a conservative \$1,000-\$1,500 estimate. Collectors jumped at the chance to bid on the uncommon example, which brought an exceptional \$7,200 price realized.

Mid-century modern furniture by top-name makers also proved enduringly popular, and pieces by designers Charles and Ray

Eames were in particularly high demand. That included a rare shelving unit dating to the 1950s consigned from a private Southern California collection. The storage cabinet was a hit online and on the auction floor, and flew to a \$12,000 price realized within a mere matter of moments (est. \$20,00 to \$4,000).

Shortly thereafter, two Eames for Herman Miller lounge chairs and ottomans were offered with \$1,500-\$2,500 estimates, each exceeding those anticipated figures after floor bidders jumped into the fray (prices realized: \$2,700; \$3,300). A pair of sturdy “office cane chairs”, designed by Pierre Jeanneret for his cousin Le Corbusier’s municipal buildings in Chandigarh, India, were brought to the block among a flurry of interest, and brought the high estimate (est. \$4,000-\$6,000).

Modern sculpture selections included an ever-collectible Picasso for Madoura “Visage” art pottery pitcher, which brought a very respectable \$7,800 (est. \$4000-\$6,000). Early in the sale, three pieces by Mexican modernist sculptor Felipe Castaneda (b. 1933) were offered; a carved onyx woman standing with hand on hip proved the most widely desired, earning \$6,600, just over the estimated \$3,000-\$5,000. Late in the catalogue, a work by Los Angeles artist Patrick Nagel (1945-1984, Los Angeles, Calif.), well-known for his semi-abstracted female portraits, was the subject of a protracted online bidding war. The polychrome-painted bust, titled “Carol”, found a buyer for \$9,000. Whimsical works by David James Gilhooly, III, (1943-2013 Newport, Oregon) were also surprise highlights. A polychrome-glazed art pottery and glass sculpture of a frog seated atop a three-scoop ice cream sundae was first to the block, and realized \$3,125 (est. \$1,000-\$2,000).

Modern and contemporary works of art included prints, paintings, and drawings by a number of well-known artists such as Ben Abril’s (1923-1995 Los Angeles) “Corner of Webster and Hayes, San Francisco”, which was consigned from an estate in La Canada, Calif. Francis Ravello (1926-2011), a French artist, was represented with two, thickly painted, technicolor Tahitian figural scenes.

The first of the two, depicting figures in an outdoor market, was subject of competitive bidding between bidders on the Liveauctioneers and Invaluable platforms, bringing \$4,800 in all (est. \$800-\$1,200). One of the most highly anticipated works of the evening was Peter Max’s (b. 1937 New York) “Neo Man”, a brightly colored acrylic abstract portrait of a man wearing sunglasses. The painting opened with bids online, but telephone buyers ultimately brought the work to its final selling price of \$11,400 (est. \$8,000-\$12,000).

Moran’s specialists were also quite excited to offer a 1965 Porsche 365C coupe in champagne yellow. Hailing from the Pasadena, Calif. estate of Anthony Gotto (and likely in Gotto’s possession since its manufacture), the classic vehicle was in excellent condition considering its use as a daily driver in the 1960s and early 70s. The car was thoroughly reviewed by interested bidders prior to the auction, and earned a strong \$66,000 price tag after bidding got on a roll (est. \$40,000-\$60,000). ♦



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Three signs top \$6,000 in November petroliana sale

CRAWFORDSVILLE, Ind. – Advertising memorabilia showed strong prices at Route 32 Auctions’ debut auction on Nov. 25, held at Christy’s of Indiana in Indianapolis.

Bidders were in attendance at the venue as well as on the internet and the phones.

Nearly 350 lots of original advertising memorabilia – gas station and automobile dealership signs, gas pump globes, oil cans and more – were consigned in what Kevin Parker, president and founder of Route 32 Auctions, called “a very successful sale.” More than 300 people attended the auction in person, and over 350 people registered to bid online through Proxibid.com and HiBid.com.

Bidders were excited to have an opportunity to bid on these seldom seen items, which ranged from a rare early Sinclair Opaline Motor Oil one-gallon oil can with a detailed race car graphic (\$2,520), to an extremely scarce single Pepco 15” globe lens mounted to a new metal body (\$2,645).

The early Marathon Products (“Best in the Long Run”) double-sided porcelain sign, with the iconic running man graphic, was the overall top lot of the auction, fetching \$6,900. The sign measured 48 inches in diameter, was marked “Veribrite Signs, Chicago,” and displayed the early Marathon green and orange colors.

The En-Ar-Co White Rose double-sided porcelain sign was the runner-up, selling for \$6,480. It also measured 48 inches in diameter and still retained its original frame. The Cadillac

Authorized Service double-sided porcelain sign rounded out the top three, selling for a very impressive \$6,325. It measured 42 inches in diameter and was marked “Walker & Co., Detroit.”

Additional highlights:

- A Chevrolet “OK Used Cars” single-sided porcelain button sign, measuring 60 inches in diameter, ended at an amazing \$4,370. A single-side Lincoln Ford Fordson Sales and Service porcelain sign, measuring 27 inches by 66 inches, also brought a notable \$3,450. The rare Associated Gasoline “More Miles” double-sided porcelain sign, measuring 27.5 inches in diameter and marked “Ingram Richardson, Beaver Falls, Pa.,” realized a price of \$4,080.

Also, a Kendall (“The 2,000 Miles Oil”) single-sided curved porcelain sign, measuring 30 inches by 19 inches, topped out at \$2,400.

- The Fisk “Time to Re-Tire” single-sided tin sign with yawning boy graphic, measuring 41 inches by 52 inches, went for an astonishing \$3,565; while a Valvoline “Costs Less to Use” single-sided tin sign, mounted on its original wooden frame and marked “Enameled Steel Sign Co., Chicago,” hit the mark at \$2,875.
- The gas pump globes brought strong numbers as well. The 15” Precision Gasoline globe (Colorado Petroleum Products Co.), mounted in an original porcelain coated metal body, realized at \$3,162; and the 15” Royal Gasoline globe mounted on a new metal body hit \$2,875. ♦

Pieces from late Israeli film star help auctions capture \$1.7M



\$120,000

HILLSBOROUGH, N.C. (Dec. 2, 2017) – Leland Little Auctions' Winter Quarterly Auction week featured a strong showing of estates and collections, such as the items from the personal collection of the late Israeli film actress and singer Daliah Lavi, a private single-owner collection of American contemporary art, and items from the Elaine Miller Collection.

These auctions, achieving over \$1.7 million, featured fine art, jewelry, silver, fine wine, furniture, sculpture, coins, and other objects of value.

The top lot of the auction, "Ukulele Player," by Alex Katz, quickly rose to \$120,000 with active bidding between telephone bidders and internet bidders. This contemporary American artist, now in his nineties, continues to create and produce, and calls this time "the most productive time in my life."

Other top fine art lots of note include Les Petits Poissons, by Janet Fish, which sailed to \$33,000; Houses on a Hill, by North Carolina and Pennsylvania artist Francis Speight, which brought \$13,000; and Veronica's Veil XC by North Carolina Artist, Herb Jackson, which achieved \$11,000.

Sculpture lots were strong, led by Bryan Hunt's Bear Run I, which brought \$26,000. This monumental sculpture with a remarkable pedigree was part of a series commissioned by Edgar Kaufman, Jr. for Frank Lloyd Wright's landmark home, Fallingwater. This work interprets the stream running beneath the famed home. Other notable lots from two North Carolina artists included Harvey Littleton's Double Sliced Descending Form, which brought \$15,000, and Jon Kuhn's Coral Sonata, which also rose to \$15,000.

An un-mounted Round Brilliant Cut Diamond with Platinum and Diamond Mount led the jewelry offerings, bringing \$32,000. Provenance for this lot notes that, "this was the wedding ring presented to Mary...by her husband Harry as they took their vows in the beautiful and lush hotel courtyard of the Hotel Florida in Havana, Cuba ... in the early 1920s."

Other jewelry lots of note included: an 18KT South Sea Pearl and Diamond Necklace by Lilli, which achieved \$16,000; an 18KT Gold, Sapphire, and Diamond Bracelet, which rose to \$9,000; and an 18KT Gold, Emerald, and Diamond Necklace owned and worn by the film star Daliah Lavi, which hammered at \$8,000. ♦

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Strong showings for American and Continental Antiques in fall sale

HARRISBURG, Pa. – Cordier Auctions offered American and Continental antiques, fine art, and jewelry over the course of an eclectic two-day sale during Veteran's Day weekend, and the combination resulted in robust bidding across all categories.



\$20,000

At a hammer price of \$20,000, a pair of Elizabeth chairs by Ib Kofod-Larsen, were the top lot of the sale, continuing a trend of heavy interest in mid-century modern furniture. A dining set from designer Paul McCobb's Planner series brought \$2,100.

Jewelry was one of the strongest categories of the sale overall as bidders competed over antique and modern diamond and gemstone pieces. A 14k engagement ring set with a 2.25 carat round brilliant diamond excited particular fervor, finally hammering down at \$8,500. A Scott Kay platinum 2.37 carat total weight diamond ring (\$5,500) and a 14k 1.86 carat diamond solitaire ring (\$3,600) also won bidders' attention.

A stunning 18k sapphire bracelet accented with 1.80 carat total weight diamonds brought \$2,300.

The carefully curated selection of antiques included a circa 1800 paint decorated dower chest out of Bucks County, PA, which sold for \$3,400 to a bidder on the phone. A handsome Louis XV style treaty desk and chair brought \$2,600, while a semi-antique Persian Veramin room size rug hammered down for \$2,000.

Collectibles shone across both days of the auction, including an Edison Bipolar electric motor (\$5,300), and an uncut colonial currency sheet from 1776 (\$4,000), which was printed by James Adams. A large Simon and Halbig bisque head baby doll with sleep eyes brought \$1,900. A beautiful collection of violins was highlighted by a Rodney D. Mohr violin bow (\$2,200), and an antique violin attributed to Sandor Ferenczy, the noted Hungarian craftsman.

In art, a large oil on canvas by 1800's artists Wilhelm Kray was won for \$3,900 by an internet bidder, while clocks were highlighted by a circa 1875 E. Howard No. 10 figure eight wall clock, which brought \$3,000. ♦

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

The day before Father's Day 2016, Millie and her dad were playing when he felt a lump on her side. It proved to be Wilms tumor: kidney cancer. She was referred to St. Jude Children's Research Hospital®. Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to more than 80 percent since it opened 50 years ago. At St. Jude, Millie underwent three surgeries, radiation therapy and chemotherapy. "You think if you're in a hospital full of cancer patients, then it's all gloomy, but it's not," said her mom. "Kids run around the hallways laughing and smiling."



St. Jude patient
Millie, age 4,
Wilms tumor

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**"I don't want you to tell me that you find it creative,
I want you to find it so interesting that you buy the product."**

– DAVID OGILVY

1) Consider all content – "People judge everything, even what you drive," said Robert Mayo, co-owner of Mayo Auction and Realty. "Think about all the different places you can send a message to somebody that you potentially want to be working with and already are in some capacity".

Content is everything that makes an impression on a perspective buyer or seller, it is important to consider all forms of content and how it connects with the brand.

Always consider content that are not the obvious advertisements. Business cards, voicemail messages, terms and conditions, clothing, vehicles, and invoices or receipts are all content that target audiences will see. Make certain that all of these convey the intended message and connect with the brand.

2) How to define great content – "Here's my definition," said Mayo, "content that effectively moves the perspective buyer or seller to take a desired action."

Nobody cares until you give them a reason to. Create content that sparks curiosity and makes the targeted audience think. Tailor it to be effective for that platform and the people who will see it.

3) Words are powerful – It is often said that advertisements are most effective when they lead with an image. However, don't underestimate the power of specific words to create thoughts that lead to actions.

Almost all auction professionals use jargon daily, but many prospective buyers don't understand these specific words. Be aware of the target audience's knowledge, using words they don't fully understand can shut them out and prevent them from buying.

When targeting buyers, use terminology about the item being sold instead of the method of sale. This does not connect with the person who might be interested in what you have to sell. Keep this tactic for advertising to sellers.

Don't forget that punctuation and spelling matters. Potential buyers and sellers can be lost through simple accuracy mistakes.

4) Writing copy for your audience – "Mirror the reader to himself and then show him afterwards how your product fits his needs" said Raymond Rubicam, American advertising pioneer.

Try to stop thinking like an Auctioneer while writing an ad, and start thinking like the people being targeted. Target an audience's wants and needs by considering:

- Why would they want to buy this?
- Why would they want to use this service?
- Why are they coming to an auction?

"I don't want you to tell me that you find it creative, I want you to find it so interesting that you buy the product," said David Ogilvy, founder of Ogilvy and Mather advertising.

Design content that will not only look good, but also serve its purpose.

Verify the content is effective by getting the audience to react emotionally and stop. Are you maintaining their interest? What is the benefit to them, and are they taking action? Remember, nothing happens if they don't stop long enough to pay attention.

Concentrate on these areas, and your content will make the jump from good to great. ❖

This article was an excerpt from a presentation given at the 2017 NAA International Auctioneers Conference and Show. Want even more tips regarding this topic? NAA members can access the full audio of this presentation and many others in the NAA Knowledge Center at auctioneers.org.

50
years
later:



January 1968: 'In Unity, there is strength'

In 2018, auction professionals are faced with many challenges. One of the largest, of course, is how to adapt to the changing technological environment.

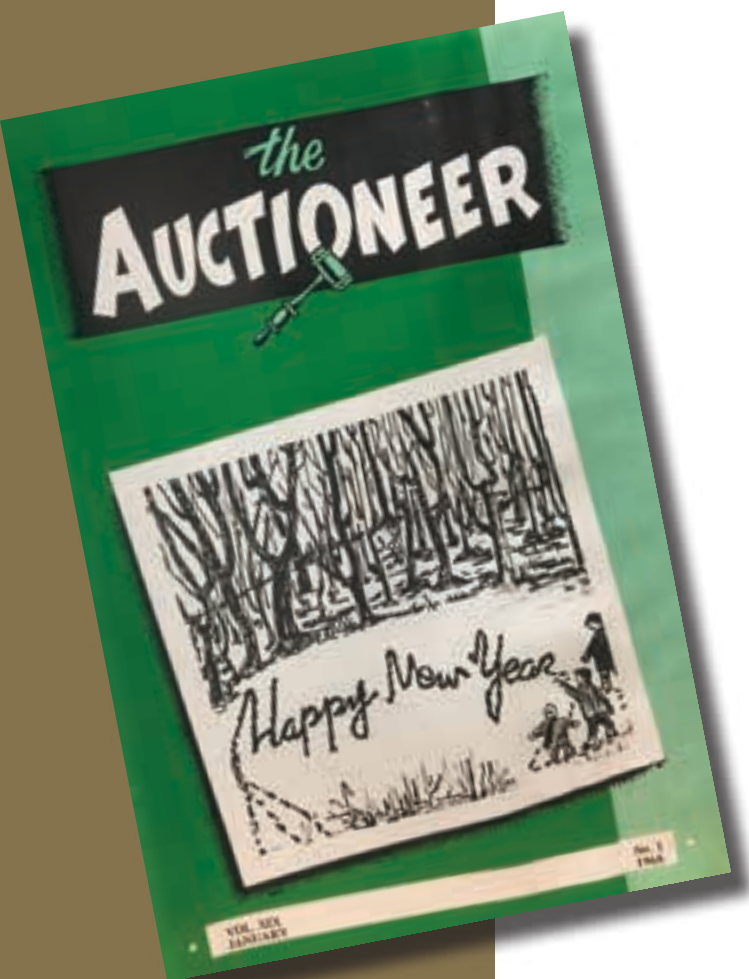
What if we told you technology was on the minds of NAA leadership 50 years ago as much then as it is now? Would you believe it? You should.

In the January 1968 issue of Auctioneer, Col. Pop Hess, in a column titled "New Year Brings New Problems," wrote on the importance of state associations all working with the national association. To paraphrase, he said it was key because doing so would open the opportunity for all Auctioneers, no matter the size of their business, to serve the changing needs of the general population.

Part of serving that need in the next 5-10 years was, in his estimation, going to include an Auctioneer's ability to use modern equipment, including computers.

"We are thinking of the computers being used in large business offices, banks, government, etc. It is hard to believe they can manufacture thinking brains, yet, they say they work. However, as we see it today, it will take a great inventor [sic] to come up with a mechanical computer auctioneer."

Well, Colonel, several great minds did just that, in fact. Today's environment includes many online auction products, tools, services, etc., which has – just like it did 50 years ago – made it vital





New Year Brings New Problems

By COL. POP HESS

It is most interesting to try and put into words what would be proper for this New Year, 1968. This is being written on Dec. 12 of the past year. As one looks back over the passing year and forward to this New Year we hope we can find the answers to many problems the world in general has before them. But after me, like myself, who has lived through many years there is an assurance that this great nation will continue to be the leader.

We have seen many problems resolved while new problems were building up and through it all we have lived and survived and the successes and failures have been handled. In looking back over the past year it would be very hard to try and set down each subject and predict the answer. However, I am of the feeling this year will bring out improvement on many of the problems we face, state and national.

Often we try and rib our elected representatives in government but the proof remains, they are not a lot of dumb guys. We should wonder what would happen if we did not have such men. So at this point, I will leave this subject for you to digest and consider as it is at the grass roots where the decisions are made at the ballot box on Election Day. The majority will say who will be who and those who fail to make it to the winning circle will be true Americans and continue to support our form of government.

Some times and I have in some way or been picked up that little bug that becomes a rough knut. The Doctor says it is the flu, well we had it. At this writing we are much improved and getting back to work. I bet if I ever detect the flu bug coming my way I will try to dodge it some place and at it by the time it gets to me.

The folks down on the farm have told us their bumper crop crisis has become a burden. We had a wet fall with the ground too soft for the combine to get in. The moisture content of the corn is also high and fifty per cent of the many acres they have are still standing, badly tangled and it looks like they have a full winter's job of corn picking. However, time will prevail and the man pigs they have will be ready to make the cleanup on what the picker can't get.

It is still my belief that farming is not the worst job—see the hawk, but he will survive, eat three meals a day and sleep in a good feather-bed every night of the year. Also, where would our millions of people have a dinner table without the farm and the farmer?

The December issue arrived on my desk this week. It was interesting to read of Col. Hess's briefing trip. It is good for busy auctioneers to take time out each year and see some of his nation world. While he did not say if I figured the job of getting that elk, from start to finish, took more of his surplus addition than a full week of auction sales. I was also interested in the other news and writings but do hope this new year will bring more news from the state associations covering activities in the various auctioneers in their respective states. Every auctioneer today is in need of information as to how the auction business is progressing throughout the U.S.

Many states are holding their Annual Meetings this month and some that I know of have not even taken the trouble to list their meeting date as "The Auctioneer." No doubt this is just an oversight, yet the editor cannot take the liberty of advertising these dates without information from the "horse's mouth" as to when and where.

IN UNITY THERE IS STRENGTH

A goal for this year of 1968 could be to get all our state associations in full cooperation with the national association. The needs can be much in progress of service to all auctioneers who are seeking the hammer, large or small. Throughout our United States the present generation we are serving is much more action minded than the generation of fifty years ago. With our modern methods of news communications the opening generation will be much in action within the next five to ten years. It is a certain fact our service as public sale auctioneer will be more modern in makeup to compete with many forms of modern equipment that are unheard of today. We are thinking of the computers being used in large business offices, banks, government, etc. It is hard to believe they can manufacture thinking brains, yet they say they work. However, as we see it today it will take a great incentive to come up with a mechanical computer auctioneer.

We, as participants in the field of auctioneering, as the years pass will have to keep on the move for improvement to meet the demands of our clients in future years. A solid front between all State Auctioneers Associations working in full cooperation with our National Auctioneers Association will be the factor and prove our motto "IN UNITY THERE IS STRENGTH."

Our Holiday Season has increased my mail as it does each year. Some very interesting letters have arrived from auctioneers in various states. They contain many good suggestions as well as questions for which they are seeking the answers. Quite a few are much interested in the progress of our NAA toward attaining its permanent home and just for sure where it will be located. Some seem to be much in the dark on the subject. For all asking this information they will no doubt find the answers in months to come in this publication. The NAA Board of Directors has a Committee at work on this project and in due time they will present the plans for your inspection.

IN UNITY THERE IS STRENGTH

One amusing letter arrived from an auctioneer in the far Northwest. His big question was more on our National election. He assumed one he was asking me as an Obolton and from a state that has produced several Presidents as to who I thought would be nominated this year by the two major political parties. In recent years I have had a poor record in predicting election winners but I am watching all angles in both parties and as of now I am somewhat in a fog. On the GOP side they have a nice line of nominees with no mysterious dark horses. Their trouble at present is lack of unity. Our Democrats are sitting back to watch the GOP race for the nomination. They have nice experienced runner and another who is chewing at the bit to go a few beats. As of now, in my judgement, if the GOP nominates one certain man to head the ticket, then the old rule will get his ears trimmed down. That completes my political thinking as of now. In both cases we will have to see a few beats before we can give to the winner, on either ticket.

Also, we cannot overlook the fact that we will have a well trained runner from down in the Deep South, perhaps the third entry in the national race. Then the figures will maybe stump all of us who like to guess and predict. It could even confuse the so-called computers that come on a nation night and tell us who will be elected. Well, this is our way of life. We nominate them out vote and the high figure for the winner. We all become excited as the polls have opened. Though it all the same, I hope to ring with the high of a population and vote at the polls for a better United States. I hope.

State Auctioneers Care

In an auction at the State Fair grounds in November, the State of Nebraska grossed \$465,500 in selling 11,000 motor vehicles. These were mostly automobiles.

State Purchasing Agent, Healey, the volume, reported the selling price to be "satisfactory."

for auction professionals to stay on top of changing technology in order to supply solutions for the general populations buying and selling needs.

It makes Col. Hess' next words almost clairvoyant.

"We, as participants in the field of auctioneering, as the years pass, will have to keep on the move for improvement to meet the demands of our clients in future years.

"A solid front between all State Auctioneers Associations working in full cooperation with our National Auctioneers Association will be the factor and prove our motto "IN UNITY THERE IS STRENGTH."*

*Fast forward to now, the NAA State Leadership Conference will be held March 5-6, 2018, in Kansas City. Open to state association leaders, the event is held each year with the express

purpose to bring as many states together as possible in order to hear what NAA has worked on, is working on, and plans to work on in the near future. It is also a great opportunity for state leadership to participate in peer groups and sessions focused on the issues that face state associations and their boards.

Finally, Col. Hess also made mention that many NAA members wondered, at the start of 1968, where the permanent home of the NAA would wind up. Soon after, it was announced that the NAA Headquarters would be built in Lincoln, Nebraska. That building was completed within the next two years and NAA would remain there until the early 1980s, when the organization moved again – this time to its current residence in Overland Park, Kansas.. ♦

IN THE RING

PAGE 12 *"Define your purpose and your vision. Be true to your guiding principles. Look into your heart and think about why you got into the auction business."*

Shawn Terrel, CAI, AARE, President, on the importance of a business plan

*United Country Auction Services
Kansas City, Missouri*

PAGE 22 *"First check the actual email address that the email shows as coming from. This sometimes requires clicking on the name at the top of the message, but it should reveal the full address."*

Adam Jones, President & CEO, on protecting your email account from spam or phishing attacks.

*Firefly Technologies
Kansas City, Missouri*

PAGE 44 *"That is what benefit Auctioneers do every time they step on the stage, no matter where they are or the size of the auction. I know every single NAA Pro brings his or her best to help communities, animals, veterans, the list goes on. The impact is immense."*

Kathy Kingston, CAI, BAS

*Kinston Auction Co., LLC
Hampton, New Hampshire*

AROUND the BLOCK

- In England, for the first time in the prize's ten-year history, a female fine art Auctioneer won the UK's Novice Auctioneer of the Year award. The win is being considered as a boon to female art and antiques auctioneers, both established and aspiring, who have long been outnumbered in a male-dominated field.
- #NAAPro Chad Bailey has been named President Elect of the National Auto Auction Association. Ahead of his presidency, which will begin next year, Bailey will serve on the NAAA Executive Board for the 2017-18 term.
- After a heavy hurricane season in 2017, the Department of Justice issued a warning in mid-November to watch for flood-damaged vehicles entering the marketplace.

"After past hurricane events, authorities reported truckloads of flooded vehicles being taken out of the impact zone where they were dried out, cleaned and readied for sale to unsuspecting consumers in states that do not brand flood vehicles. As many as a million flood-damaged automobiles could potentially be passed on to unsuspecting buyers in the coming week and months."



The Department of Justice has warned about the possibility for flood damaged vehicles to enter the marketplace.

MEMBERS' CORNER

In October, #NAAPro Robert Mayo (center) was honored with the Marknet Alliance Personal Property Auction of the Year award.

Mayo, who is a current instructor for the NAA Auction Marketing Management designation course, was quick to acknowledge his company couldn't have achieved the award if it was just him alone.

"Thanks to a great team of professionals who made it all happen," Mayo, CAI, AARE, AMM, GPPA, posted on his Facebook page.

Great work, Robert and team!

Mayo Auction & Realty is based in Belton, Missouri.❖



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Coming up in February ...

Almost every #NAAPro understands how tough that first year in business can be. We'll take a look at what it takes to make it through the first 12 months.

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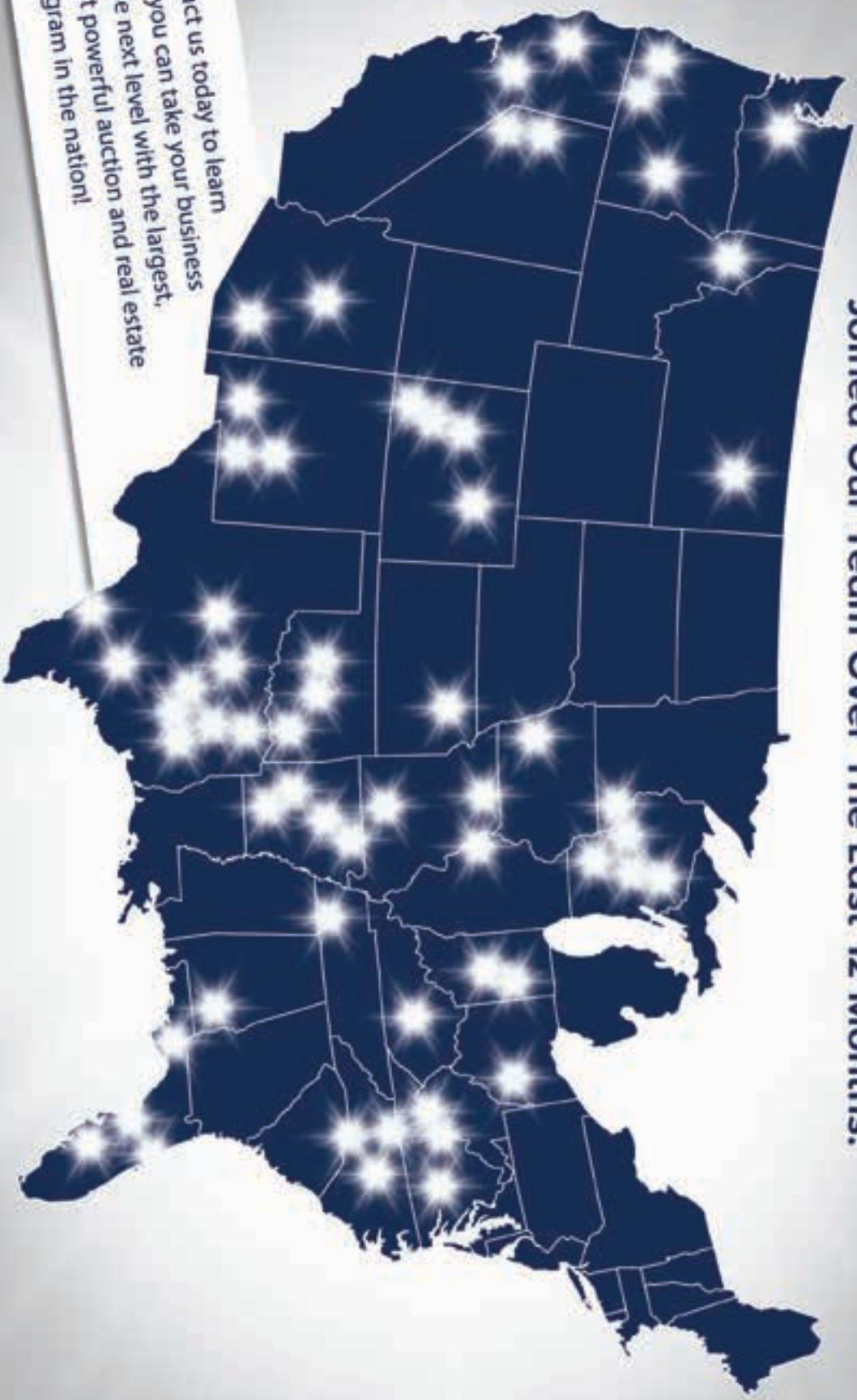
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