

# Auctioneer

June/July 2018

The official publication of the National Auctioneers Association



## 2018 NAA MARKETING COMPETITION WINNERS



page 16

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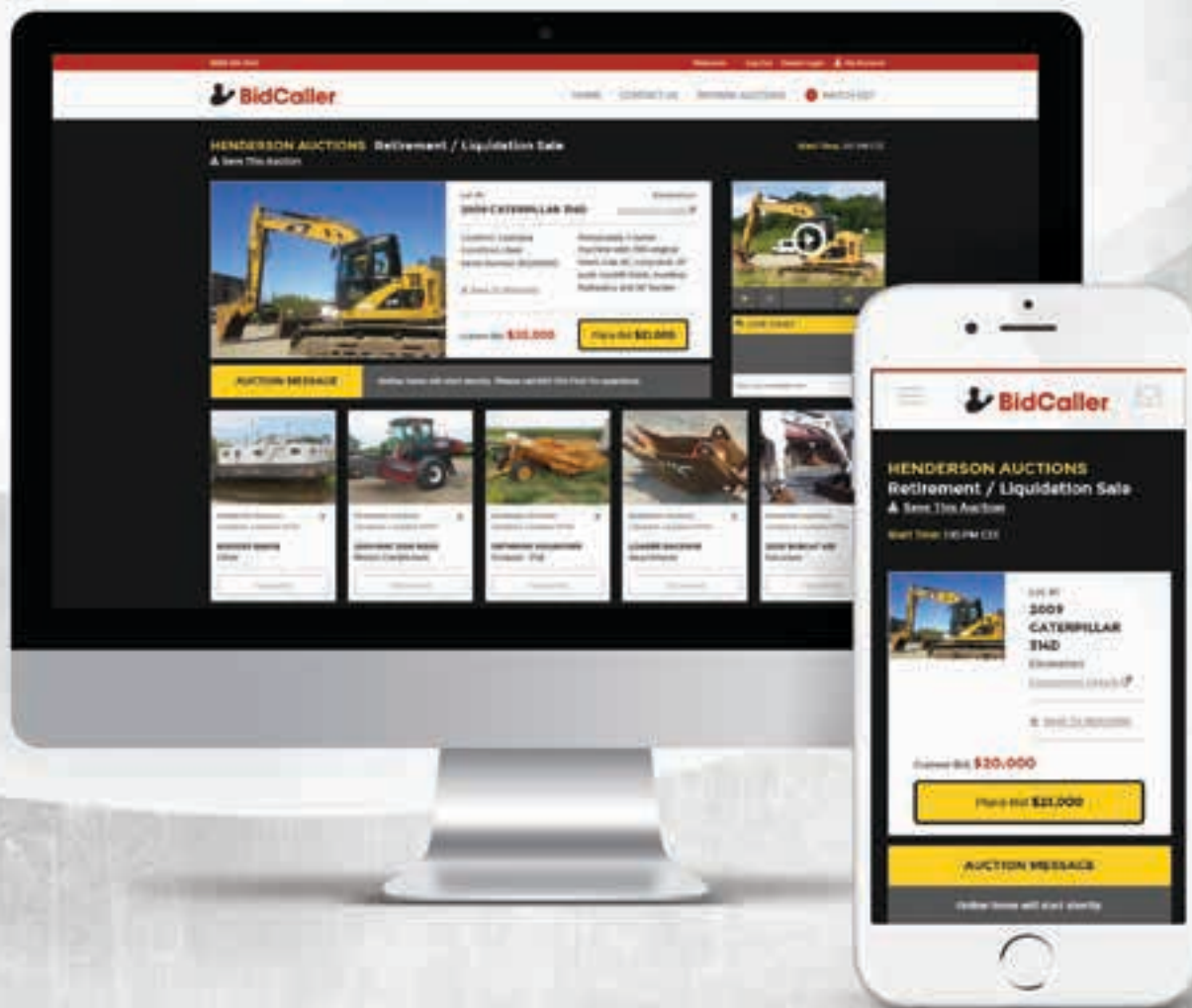
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**Scott H. Shuman, CAI**

*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.

## I'm a lifer!

I've been a volunteer for the National Auctioneers Association for more than 15 years. I started as part of the newly formed Education Institute Trustees and learned so much from that experience that I continued to work in some form for the organization since then.

This is my last column that I will write as President of the NAA Board of Directors. But this won't be the last time you hear from me. I'm a lifer.

I'm a lifer because this industry and the people who work in it have been good to me. And I believe I have a responsibility to be involved with the only organization that represents the interest of the profession in which I have chosen to make my living.

I've seen a lot of change in the industry since I started 32 years ago, and I've seen a lot of change in the NAA. I'm very proud of what your Board has accomplished this year.

In the last five years, we have rewritten the entire education curriculum – every single designation has been updated with the most current and relevant information. In addition, we have implemented a process to keep our education program consistently updated. New learning methods are being integrated and we have invested in software that will finally allow us to offer educational programming online.

We have built a promotions network that has reached out to the entire auction industry. National Auctioneers Week is now codified and solidified. Sitting in the gallery while Congressman Jeff Duncan read the proclamation on the floor of the House of Representatives was one of the highlights of my career. This year, we were able to introduce new videos for hiring NAA auction professionals (insert link here).

Our advocacy efforts paid off when we were faced with a crisis and coordinated an industry effort to meet it in filing arguments in a case heard by the Supreme Court of the United States (SCOTUS) - South Dakota vs. Wayfair, Inc. We will discuss the results of that case more at the International Auctioneers Conference and Show in Jacksonville.

This past year, we hosted the most successful state leadership conference ever. Our entire

industry is working more collaboratively than ever before – and this will mean we can make more advancements than ever before.

We are not waiting to see what the future holds for the NAA and the auction industry. We are proactively shaping it. With financial assistance from the National Auctioneers Foundation, we are reaching out to kids as young as 10 years old and have a coordinated effort for them through high school, helping to shape new sellers and buyers and potentially attracting new people to our profession.

Eighteen months ago we introduced the Communities of Practice – special interest groups that will help you locate information and education that is most pertinent to your needs. This will continue to be refined throughout the next couple of years.

In all, there is so much to be excited about, but please don't think for a second that I am taking credit for the accomplishments I just summarized. I'm only one cog in the wheel.

You have had extraordinary leadership through your Board of Directors and all of your volunteers – more than 150 of them all together. We owe our appreciation to them for their time and talent.

And finally, to my family – thank you as well. You have allowed me to give of my time, and it has impacted you (hopefully more positively than negatively).

To the NAA staff – it has been fun working with such professionals. I really enjoy coming to headquarters and appreciate the effort that all of you put into making us successful each day.

And to the NAA members – you have allowed me to be in a position where I can make a difference. I owe you all so much.

I hope to be able to thank many of you in person when we get to Jacksonville. And, it will be thanks – not good bye. Because, as I said early on: you can't get rid of me. I'm a lifer!

Chant on!

*Scott H. Shuman*



## FEATURES/NEWS June/July 2018

### NAA Board member Stump nominated by President Trump

Stump will be the Assistant Secretary for Career, Technical, and Adult Education at the Dept. of Education.

# 8

### How to protect your personal safety

Auction professionals should take precautions to keep themselves and their businesses safe.

# 10

### NAA to continue fight after U.S. Supreme Court decision

"... the auction industry will continue its challenge on this particular sales tax issue," - NAA President Scott H. Shuman.

# 16

### GDPR: Advice from privacy experts

GDPR didn't end May 25; it just started. Learn about compliance from the International Association of Privacy Professionals

# 34



# 16

### ALSO SEE ...

- 7 State watch
- 14 2018 WAAC recap
- 18 NAA Ambassadors
- 20 The X-factor in becoming a great Auctioneer
- 36 2018 Benefit Auction Summit: Learn how to be gold on the mic
- 38 NAA creates new Volunteer Management System
- 40 NAA honored with 2018 'Power of A' Silver award
- 41 Commitment
- 46 How to conduct multi-million dollar auctions

- 48 10 principles for livestock Auctioneers
- 53 2018-19 iSeries schedule
- 54 New NAA designations
- 56 #NAACS18 Full Preview!
- 70 In memory
- 71 Schools
- 72 Success stories
- 78 New members
- 80 Filler words

### DEPARTMENTS

- 55 Education Calendar
- 82 Marketplace
- 83 Index

# 22

### 2018 NAA Marketing Competition Presented in Partnership with USA TODAY

Each year, NAA members showcase their best print, digital, online and creative marketing efforts from the past year. Find out who topped their categories in 2018 (and get ideas for your own marketing pieces).

### BUSINESS PRACTICES

#### Recent fraud cases?

Fraud against auction businesses is common, and there have been cases even in the past year.

# 12

### FACES OF NAA

#### Long-time toppers

Through their auction toppers, Lampi Auctioneers has been serving the industry for more than four decades.

# 44

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# State watch

## NEBRASKA

NAA member Kelly Klierer (left) has been awarded as 2018 Auctioneer Year of the Year by the Nebraska Auctioneers Association. Klierer operates Klierer's Auction Service with his family, and he has been an auction professional for more than 30 years.



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# NAA Board member Scott Stump nominated by President Trump to U.S. Department of Education position

Stump was nominated by President Trump to be Assistant Secretary for Career, Technical, and Adult Education at the Department of Education.

**O**VERLAND PARK, Kan. (May 15, 2018) – National Auctioneers Association Board of Directors member Scott Stump has been nominated by President Donald J. Trump to be a part of the President's administration.

Stump has been nominated to be the Assistant Secretary for Career, Technical, and Adult Education at the Department of Education. He has been a member of the NAA Board for the 2018-19 term as Presidential Appointee via NAA President Scott H. Shuman, CAI.

Outside of NAA, Scott is the Chief Operating Officer for Vivayic, Inc., a learning solutions company based in Lincoln, Nebraska. Previously, he served as the Assistant Provost for Career and Technical Education with the Colorado Community College System.

Stump left teaching after 12 years to join the National FFA Organization in Indianapolis, where he worked for 9 years. From June 1992 to January 1996, he was a student services specialist, coordinating the development of content and materials for a number of weekend leadership conferences he designed for FFA members throughout the U.S. From January 1996 to July 2001, he was national officer director and convention manager for the National FFA Organization. He developed, designed and organized national leadership conferences for 49,000 FFA members.

In August 2001, Stump relocated from Indiana to Colorado to work in the Colorado Community College System in Denver, remaining more than 13 years. From August 2001 to December 2007, he was state FFA advisor and program director for agricultural education, where he provided support and technical assistance to Ag teachers and administrators at secondary and post-secondary schools.

From January 2008 to December 2014, he was assistant provost for career and technical education, responsible for supporting the entire state system of secondary and postsecondary Career and Technical Education (CTE). During this period, he also served a nine month stint (June 13, 2011 to March 11, 2012) as interim

president of Northeastern Junior College in Sterling, Colorado.

In 2014, Stump served as President of the National Association of State Directors of Career Technical Education consortium, now called Advance CTE. Then, in 2015, he assumed his current position with Vivayic.

Mr. Stump holds a B.S. in Agricultural Education from Purdue University.

His term as NAA Presidential Appointee concludes in July 2018.❖



SCOTT STUMP

For more information, visit <https://www.whitehouse.gov/presidential-actions/president-donald-j-trump-announces-intent-nominate-personnel-key-administration-posts-43/>.



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# How to protect your personal

By Nancy Hull Rigdon, contributor

**W**hen asked about the most important issues facing the auctioneering industry, personal safety may not always be top-of-mind for professionals – yet it is critically important.

A major reason for this importance is that, unfortunately, some scenarios common to the job of an Auctioneer serve as windows of opportunity for something to go wrong. As an example: In preparing for an estate sale, the Auctioneer meets her client for the first time at the client's property, which is an unfamiliar location to her. No one else is there aside from the Auctioneer and the client.

So what can Auctioneers do to best prepare for the worst case scenario here, as well as in other situations?

Personal safety experts at the Texas Department of Public Safety, including Rich Standifer and State Trooper Jean Dark, offer the following advice to NAA members.

## On-location

Standifer and Dark point to tragic news stories throughout the nation where real estate agents were killed while showing homes by shooters posing as homebuyers.

"I was surprised to learn how often this has happened to realtors, and I know that as Auctioneers, you are often in very similar situations. To stay safe, it's important that you're prepared in advance," Standifer said.

Standifer and Dark offer these tips for staying safe on location:

- Walk behind customers. You're safest when you have the most visibility.
- Inspect the exterior first. A quick walk around the property can help avoid potentially dangerous surprises later.
- Use the buddy system. "This is incredibly important. You want a link established between you and the customer and then back to somebody else so that others are aware of where you

are going, who you'll be with, and how long you're expected to be there," Dark said.

- Visit during daylight hours.
- Avoid going into confined spaces. "Unproductive people will try get you to somewhere where you are going to be shielded from help," Standifer said.
- Do not confront occupants of a property known as "squatters."
- Introduce yourself to the neighbors. "This goes back to making sure other people are aware of your presence at a location," Dark said.
- Leave expensive clothing, cars and other items at home. Valuables can make you a target
- Do a quick background check on the customer. At least search their name online and use common sense.
- Ask for identification from a customer before you meet. They'll know you have record of who they are, which can deter them from trying to harm you.
- Introduce the customer to someone else you work with, either by phone or email, before you meet. This lets them know that others are aware of where you are going and who you'll be with. They'll know that they could be identified quickly if something bad happens, which makes you less likely to be victimized.

## Everywhere

No matter where you are, Standifer and Dark emphasize a few rules for Auctioneers' personal safety:

- Know your surroundings. Ask yourself: Where are the exits? How would I get out? Also, scan the areas you're in and the people there. Scan people's waistlines to see if they have weapons.
- Trust your instincts. For instance: If an elevator door opens and the look someone inside gives you makes you uncomfortable, wait for the next elevator.
- Plan for what-ifs. "Ask yourself, if this person attacks me, what am I going to do? And have a few back-up plans. You have to be prepared for the worst. If you aren't prepared, then if something happens and you're caught off guard and panicked,



you won't be able to do the right thing fast enough," Dark says. Standifer adds: "It's a mental game – everything starts in your mind."

## Irate Customers

Here's another situation to consider: A customer corners you after an auction. He's very upset about the price of an item, and you feel the situation may escalate to where you're in danger. What do you do? According to Standifer and Dark, you should:

- Be professional.
- Be courteous.
- Don't lower yourself, physically, to their level. Always stand taller than the other person.
- Listen to the customer before answering. Interrupting can trigger people.
- Tactfully advise the customer of any issues.
- Exhaust all options to solve the problem. Don't jump to conclusions.
- Thank them as they leave. This can go a long way.

## Defending Yourself

Standifer and Dark offer the following additional advice on how Auctioneers can keep themselves safe:

- Take a self-defense class.
- If you're going to carry a firearm, stay up-to-date in terms of laws and necessary training. It's not like riding a bike; it's a

perishable skill.

- The same goes for carrying pepper spray – make sure you know how to use it ahead of time.

Something else to keep in mind: During the adrenaline rush of an emergency, motor skills start to deteriorate. Standifer and Dark said this means that when people call 911 on a cell phone, they sometimes forget to hit the "send button" to make the call.

## Key Takeaways

In summary, Standifer and Dark emphasize these details:

1. Be aware of your surroundings.
2. Assess every situation.
3. There is safety in numbers.
4. Always have a plan.

"Ultimately, you are responsible for your own safety, and you can never be too prepared," Dark says. ♦

This article was an excerpt from a presentation given at the 2015 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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*Attorney and licensed Auctioneer from LaGrange, Ind. He can be reached at (260) 463-4949 or [krbachman@beersmallers.com](mailto:krbachman@beersmallers.com).*

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## Recent fraud cases?

Fraud against auction businesses is common, and there have been cases in the past year.

**Question:** Have there been any recent fraud type cases?

**Answer:** Yes, fraud cases against Auctioneers are fairly common. There was an interesting case that came out of the United States Bankruptcy Court for the Middle District of Florida. It was appealed to the United States Court of Appeals, Eleventh Circuit, and decided just last year. Here is a brief summary of that case without the names of the parties involved.

**S**eller and Auctioneer entered into a consignment agreement for the sale of specific antiques. The consignment agreement guaranteed the Seller \$25,000 from the proceeds of the Auction. After the auction, however, the seller only received \$14,795.83. The seller sued the Auctioneer in state court for breach of contract. The state court ruled in favor of the seller and against the Auctioneer.

The state court entered a damages judgment against the Auctioneer concluding that he had breached the agreement by "(i) selling items on days other than the scheduled date of the auction without notice to the parties; (ii) commingling [the sellers'] property with other items for sale, and (iii) conducting the auction in a less than vigorous manner." Subsequently, the Auctioneer filed a petition seeking bankruptcy protection.

The sellers then filed an adversary complaint alleging that the judgment they obtained should be exempted from the bankruptcy discharge based on "fraud in a fiduciary capacity." The bankruptcy court entered judgment in favor of the Auctioneer and against the seller in the adversary proceeding. The decision was appealed

to the United States District Court and then to the United States Court of Appeals, Eleventh Circuit. The Court of Appeals affirmed the decision of the bankruptcy court. It found that there was insufficient evidence demonstrating the existence of a fiduciary duty.

In addition, while the Court of Appeals acknowledged that state law may have created a fiduciary relationship between Auctioneer and seller, it found that there was no evidence that the Auctioneer violated any fiduciary duties. The Court of Appeals found that this was a breach of contract claim for not meeting the guarantee, not one for fraud or fraud in a fiduciary capacity that can be exempted from discharge.

In general, to establish a claim for fraud the essential elements are: "(1) that a representation was made; (2) concerning a presently existing material fact; (3) which was false; (4) which the representor either knew to be false, or made recklessly, knowing that he or she had insufficient knowledge upon which to base his or her representation; (5) for the purpose of inducing some other party to act upon it; (6) that the other party, acting reasonably and in ignorance



of the statement's falsity; (7) did in fact rely upon it; (8) and was thereby induced to act; (9) to his or her injury and damage." 37 Corpus Juris Secundum Fraud § 12.

In other words, fraud is a false representation by someone and reliance on the false statement by someone else that leads to his or her damage. Potential false representations can include, for example, the following: "The house doesn't have any flooding issues" when there is a history of flooding issues; "The car has not been involved in an accident" when it actually had been involved in an accident; "This car was owned by a single-owner" when it actually had been owned by multiple owners.

To prove the existence of a contract, however, the essential elements are the existence of an offer, acceptance of the offer, mutual assent, and consideration.

In conclusion, this case provides two good lessons. First, agreed minimum guaranteed prices should be reasonable and given

only when necessary. If the lots fail to sell, or sells below the agreed minimum guaranteed price, the consequences can be disastrous.

Second, a breach of contract claim is different from a fraud or breach of fiduciary duty claim. There can be overlap of the claims in some cases, but other times they are distinct claims. There are different elements to prove the claims and it is important to keep them separate. Also, the legal consequences that flow from the claim could be different.

A fraud and fraud in a fiduciary capacity claim, for example, may not be dischargeable in bankruptcy, while a breach of contract claim is dischargeable. ❖

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NAA member Toya McLeod competes during the 2018 World Automobile Auctioneers Championship.

# NAA members fare well at World Automobile Auctioneers Championship

Many NAA members again represented their association proudly with strong efforts in the top-flight competition.

By NAA Staff

**C**HICAGO, ILL. – From the opening bagpipe-led competitor march onto the auction floor to the crowning of its newest champion, the 2018 World Automobile Auctioneers Championship again delivered on its annual promise to uncover some of the top auto Auctioneer talent in the industry.

And again, many National Auctioneer Association members showed how their commitment to professionalism and education plays so well on the big stage.

From a total field of 80 auction professionals in the Auctioneers competition, 15 competitors – including 11 current NAA

members – moved to the final round. In that group, Josh Hickey, of Steward, Illinois, Cody Shelley, of Duncan, Oklahoma, and Mitch Jordan, of Phoenix, Arizona, led NAA competitors by finishing third, fourth, and fifth, respectively.

In the Ringman Competition, Michael Steel, of Decatur, Texas, topped all NAA members by finishing second. Kate Phillips, of Ennis, Texas, was the next highest NAA member with a fourth-place finish, and Sean Hanafi, of Glendale, Arizona, rounded out the Ringman finalist lists in eighth.

In the Team Competition, NAA members were solid as well. Marty Hill commanded the ring as part of a second-place team



winner. Cody Shelley and Dave Roberts, both NAA members, grabbed the third-place spot. Angie Meier and Kate Phillips were impressive in sixth place, and Cody Shelley also teamed up with a different ringman to finish eighth.

Since 2015, NAA has claimed three of the past four WAAC titles.

## How competitors were judged:

### Auctioneers:

- Clarity and rhythm of chant/voice quality
- Product knowledge and salesmanship (car description, selling points, etc.)
- Interaction (Communication with bidders and buyers: eye contact, body language, etc.)
- Overall appearance, poise, block presence
- Would you hire this Auctioneer to work for you as a combination Auctioneer/Representative of your auction on the block?

### Ring Person:

- Command in the ring (working smoothly and efficiently)
- Communication with Auctioneer (working smoothly and efficiently together)
- Communication with bidders and buyers (eye contact, body language, etc.)
- Overall appearance, poise, and ring presence
- Would you hire this Ringman/Ringwoman to be a combination Ring Person/Representative of your auction in the ring?



NAA member Kate Phillips eyes a bidder during the competition. Phillips finished fourth in the Ringman Competition and sixth in team with NAA teammate Angie Meier.

### Team:

- Team work – Auctioneer/Ring Person
- Product knowledge and salesmanship
- Interaction
- Overall appearance, poise, and block/ring presence
- Would you hire this team (Auctioneer/Ring Person) to work at your auction as an Auctioneer/Ring Person and represent your auction on the block/floor?

### 2018 WAAC Championship Auctioneering Competition

\* - denotes current NAA member

1	Casey Enlow	Sapulpa, OK
2	Matt Moravec	David City, NE
*3	Josh Hickey	Steward, IL
*4	Cody Shelley	Duncan, OK
*5	Mitch Jordan, CAS	Phoenix, AZ
6	Brandon Neely	Southside, AL
7	Trev Moravec	City, NE
*8	Brian Damewood	Purcellville, VA
*9	Angie Meier	Ennis, TX
*10 (tie)	TJ Freije, CAI, CAS	Clayton, IN
10 (tie)	Blake McDaniel	Tallassee, AL
*12	Michael Chambers, CAI, CAS	Atkinson, NH
*13	Jim Hannagan	Gifford, IL
*14	Ryan Jordan	Bloomington, IL
*15	Billy Peyton	Middletown, OH

### 2018 WAAC Championship Ringman Competition

\* - denotes current NAA member

1	Chris Elliott	Tuscumbia, AL
*2	Michael Steel	Decatur, TX
3	Paden Crow	Round Rock, TX
*4	Kate Phillips	Ennis, TX
5	Randy Filer	Helenville, WI
6	Kris Mooney	Newberg, OR
7	Rocky Whiteside	Campbell, MO
*8	Sean Hanafi, CAS	Glendale, AZ

### 2018 WAAC Championship Team Competition

\* - denotes current NAA member

1	Casey Enlow/Bradley O'Leary	Oklahoma/Texas
2	Trev Moravec/Marty Hill*	Nebraska/ Oklahoma
3	Cody Shelley*/Dave Roberts*	Oklahoma/ Tennessee
4	Casey Enlow/Vaughn Long	Oklahoma/ Colorado
5	Blake McDaniel/Chris Elliott	Alabama/Alabama
6	Angie Meier*/Kate Phillips*	Texas/Texas
7	Trinity Crow/Paden Crow	Texas/Texas
8	Cody Shelley*/Cody Long	Oklahoma/Texas ❖



Front row, left to right: Associate Justice Ruth Bader Ginsburg, Associate Justice Anthony M. Kennedy, Chief Justice John G. Roberts, Jr., Associate Justice Clarence Thomas, Associate Justice Stephen G. Breyer. Back row: Associate Justice Elena Kagan, Associate Justice Samuel A. Alito, Jr., Associate Justice Sonia Sotomayor, Associate Justice Neil M. Gorsuch.

**O**VERLAND PARK, Kan. (June 21, 2018) – The National Auctioneers Association vowed on Thursday to continue its fight for protecting its members, the auction industry, and small business against unfair tax regulation after the United States Supreme Court announced it had vacated and remanded its previous ruling in a 5-4 decision in favor of the plaintiff in *South Dakota v. Wayfair, Inc.*

"While we are disappointed in the decision of the Supreme Court in this particular case, the auction industry will continue its challenge on this particular sales tax issue," said NAA President Scott H. Shuman, CAI.

Before the case was heard, NAA worked in step with 38 state auctioneer associations to file one of numerous Amicus briefs in support of Wayfair's position.

Associate Justice Anthony M. Kennedy wrote the opinion, which noted that overturning the Court's 1992 *Quill Corp. v. North Dakota* decision is based on a changed commerce landscape.

"The *Quill* Court did not have before it the present realities of the interstate marketplace, where the Internet's prevalence and power have changed the dynamics of the national economy," the opinion said. "The expansion of e-commerce has also increased the revenue shortfall faced by States seeking to collect their sales and use taxes..."

With the decision, auction companies that do business in South Dakota and meet the law's annual threshold of \$100,000 or

200 transactions now are tasked with the enormous burden of determining the applicable sales tax, collecting it, and remitting it to the buyer's local taxing jurisdiction.

The ruling is one that will quickly prove to be the first of many dominos that damage auction companies and small businesses in other states such as Oklahoma, Pennsylvania and Washington, where laws with much lower thresholds already have been drafted and are ready for enactment. This doesn't account for numerous other states that filed briefs in support of South Dakota and are expected to draft their own versions of legislation.

With the ruling, NAA will turn its attention and potential efforts toward educating NAA members on how to continue to work with their national, state and local officials. Also, NAA will help direct its members to information and resources that will help them stay educated on any new sales tax requirements that result from the Court's decision.

"We will now move our fight to the state legislatures and begin exploring what we can do legislatively on a national basis," Shuman said. "It is critical that we find a solution so that thousands of small businesses are not saddled with unfair tax regulation."

To read the Court's full opinion, visit: [https://www.supremecourt.gov/opinions/17pdf/17-494\\_j4el.pdf](https://www.supremecourt.gov/opinions/17pdf/17-494_j4el.pdf). You can also visit [auctioneers.org/auction-tax](http://auctioneers.org/auction-tax) for other related information. ❖



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# The X-Factor in becoming a great Auctioneer

When it comes to standing out, what sets you apart from the rest?

By Emma Dougherty, NAA Content Developer

**W**hat sets you apart from your competitors? Is it knowledge? Your staff? Years of experience, or even the location of your business?

Discovering the answers to those questions will help you frame what your x-factor is. Once you have that, you can use it to determine how to sell yourself to clients. One way to figure out your answer is to focus on an aspect that not every business has and makes you stand out.

Part of that process is identifying the current public perception in your area.

In many cases, the public's perception of the auction industry currently focuses mostly on the chant itself, rhythm, and eye contact. Since many people may have only been to one auction (or none) during their lifetime, part of your job may be to find what can set you apart from other options and change this narrow vision of the industry.

"Auctions are much more than just selling an item someone knows nothing about. But, how do we communicate that to a public who has never witnessed one?" asks auction professional Chip Kugler.

An Auctioneer is in control of their environment, which not many other professionals can say. They are in constant communication with ringmen and other staff during an auction. In other words, according to Kugler, those and other factors make an auction much more than a regular sale. In fact, he's adamant there's a defined difference.

"Auctions are not sales," he says.

## Finding your niche

Find your niche and build on it. "If there's something that you really like... chances are they have a collector's club," says Kugler, a former presenter at NAA Conference and Show. "Join these groups to meet new people and increase your potential clientele. Let everyone know that this is your niche in the market and you are who they should come to.

"As they get to hear you and get to know you, and as their members need to sell their collection, by putting your face in front of them is going to grow your name so that you are the go to person to sell their collection."

You can market yourself and your services within the group by asking to speak or demonstrate your auction skills at club events. This will put you at the forefront of their mind when it comes time for them to sell.

Also, by joining these groups you can also gain access to emails and addresses of people you know are already interested in the type of item you have. This will help build up an email list for future auctions you may have.

## Reaching potential clientele

The number one source of potential new clients is referrals. Referrals are key to making sure that your company is the one selected out of the lists of companies online.

"Ninety percent of people who need auctions, have only been to one auction in their life," says Kugler. "They don't know the difference between your company and another company listed on the web."

Keep in contact with key people, such as attorneys, accountants, and real estate agents. If a real estate agent sells a house, somebody must sell the contents. These types of professionals are a great place to start building your referral list.

Benefit auctions are also a great way to get your name in front of your community. Offer to help with a live auction at events around the community and put your business in the top of people's minds. Even if you don't make any money off these auctions, you will gain leads for future business.

"If you're trying to grow your business in your community, you've got to get your name in front of those people who have never been to an auction," says Kugler. "How do you get your name in front of those people? There are different charities all the time that are having a mini auction or silent auction.





“Offer your expertise at these events and get in front of those hundred or so potential clients.”

Face-to-face contact builds stronger relationships, better business contact, and reminds people that you are still in business. You must spend time with people face to face and make sure to thank them for referrals often.

This will help strengthen your “spheres of influence” and gain more business.

### Explaining your business to potential clients

Remember, when you are talking to potential clients, that they don't know the business like you do. They want to know what you are going to do to make it easier for them.

“We need to back up and slow our speech down to explain where we are coming from, why we need this done, and when we need this done,” says Kugler. “Know that you are the expert. That is why they called you.

“It is important to not only tell but also show clients why they should use you as an Auctioneer.” ♦

This article was an excerpt from a presentation given at the 2015 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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# NAA ANNOUNCES 2018 MARKETING COMPETITION AWARD RECIPIENTS



PRESENTED IN PARTNERSHIP WITH



The top-level contest again produced some of the best marketing materials seen in the entire auction industry.

OVERLAND PARK, Kan. (May 23, 2018) — Winners of the 2018 National Auctioneers Association Marketing Competition, presented in partnership with USA TODAY, have been announced. Four emerged from more than 800 entries to take three “Best in Show” honors and the coveted “Auction Marketing Campaign of the Year” award.

One “Best in Show” award was awarded for Print, Digital, and Photography.

The “Auction Marketing Campaign of the Year” was awarded to Steve Bruere, of Peoples Co., in Clive, Iowa, for his company’s “Weidert Property” marketing campaign. The effort magnificently executed and highlighted the company’s vision and full process for pooling experts and marketing tools to uniquely brand the property and its highest-potential areas.

Toni Benysh, of Halderman Farm Management & Real Estate Services, Wabash, Indiana, won “Best in Show – Advertising & PR: Digital/Social” for the halderman.com website. Justin Conway, CAI, of Paul McInnis, Inc., North Hampton, New Hampshire, received “Best in Show – Advertising & PR: Print” for his “2017 Company Brochure” submission. This year’s “Best in Show – Photography” winner was Josh D. Levine, CAI, ATS, of J. Levine Auction & Appraisal, LLC, Scottsdale, Arizona, for “The Duel.”

All award recipients in the 2018 contest will be formally recognized during the NAA Marketing Competition Awards Reception in Jacksonville, Florida, at the 69th International Auctioneers Conference and Show, July 17-21. Recipients will be presented with their awards at that time.

Overall, the annual NAA Marketing Competition, presented in partnership with USA TODAY, continues to be the premier contest for NAA members to showcase their marketing efforts. The total number of entries again showed healthy member participation as seen over the past several years, and the quality level of those entries again was impressive. This year, top-level marketing efforts came forth from 23 states ranging coast-to-coast.

The competition featured 56 sub-categories in seven categories across three divisions. Categories included but weren’t limited to: Postcards, Brochures & Catalogs; Newspaper/Magazine Print Advertising; Public Relations & Marketing; Photography; and Digital & Social Media.

The task of determining winners was given to a panel of marketing and advertising professionals who represent backgrounds in branding, promotion, media, public relations and graphic design. Judging criteria includes but isn’t limited to considerations such as creativity, message, ad effectiveness, clarity and visual appeal.





## AUCTION MARKETING CAMPAIGN OF THE YEAR

FIRST PLACE

Weidert Property  
Steve Bruere, Peoples Co., Clive, Iowa

(Second place)

South Canadian

Brent Wellings, Schrader Real Estate & Auction Co., Inc., Stillwater, Oklahoma

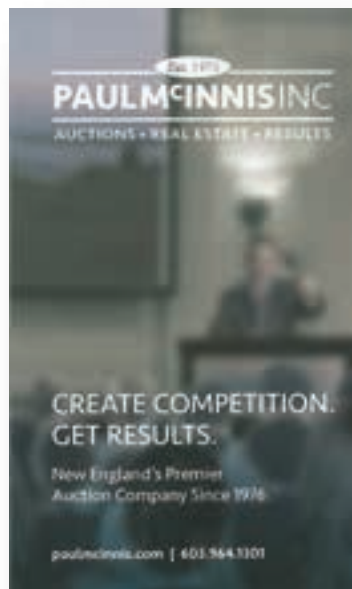


## BEST IN SHOW

ADVERTISING & PR —  
DIGITAL/SOCIAL

halderman.com

Toni Benysh, Halderman Farm  
Management & Real Estate  
Services, Wabash, Indiana



## BEST IN SHOW

ADVERTISING & PR —  
PRINT

2017 Company Brochure

Justin Conway, CAI, Paul  
McInnis, Inc., North Hampton,  
New Hampshire

## BEST IN SHOW

PHOTOGRAPHY

The Duel

Josh D. Levine, CAI, ATS, J. Levine Auction & Appraisal, LLC, Scottsdale, Arizona



# PRINT: POSTCARDS 2018



## Automobiles & Trucks (tie)

### Auto Consignor

Thomas J. Hirschak, CAI, MPPA, Thomas Hirschak Co., Morrisville, Vermont

### "Municipal Surplus Solution Specialists"

Philip R. Gableman, CAI, AMM, GPPA, Absolute Auction & Realty, Inc., Pleasant Valley, New York

## (Second place – tie)

### "Get Pumped"

Rich A. Penn, Rich Penn Auctions, Waterloo, Iowa

### "Speedsource Racing"

Seth D. Seaton, CAI, AARE, Key Auctioneers, Indianapolis, Indiana



## Business Liquidation (tie)

### "46 NYC Taxi Medallions"

Richard Maltz, CAI, CES, Maltz Auctions, Inc., Central Islip, New York

### "The Mix Frozen Yogurt"

Mark L. Manley, CAI, AARE, CES, MPPA, Weeks Auction Group, Inc., Pavo, Georgia

## (Second place)

### "Ready for Another Round"

Seth D. Seaton, CAI, AARE, Key Auctioneers, Indianapolis, Indiana



## Commercial/Farm/Industrial Real Estate

### "No title"

Maximilian Spann, Jr., Max Spann Real Estate & Auction Co., Annandale, New Jersey

## (Second place)

### "Wayne County 104 auction"

Jared R. Chambers, CAI, BAS, GPPA, Peoples Company, Corydon, Iowa



## Development Land Real Estate

### "Welty Subdivision"

Matthew S. Hurley, CAI, AARE, Hurley Auctions, Greencastle, Pennsylvania

## (Second place)

### "Manhattan Development Site"

Richard Maltz, CAI, CES, Maltz Auctions, Inc., Central Islip, New York



## General Household & Estates (tie)

### "Mason Estate"

Ethan Vick, AMM, Weeks Auction Group, Inc., Pavo, Georgia

## (Second place)

### "One Stop Shop"

Josh D. Levine, CAI, ATS, J. Levine Auction & Appraisal, LLC, Phoenix, Arizona





## Machinery & Equipment

### "Moon Farm"

Larry Theurer, CAI, GPPA, Theurer Auction/Realty, LLC, Wellington, Kansas

**(Second place)**

### "Union Bridge Farm Equipment"

Matthew S. Hurley, CAI, AARE, Hurley Auctions, Greencastle, Pennsylvania



## Multi-Property Real Estate Auction

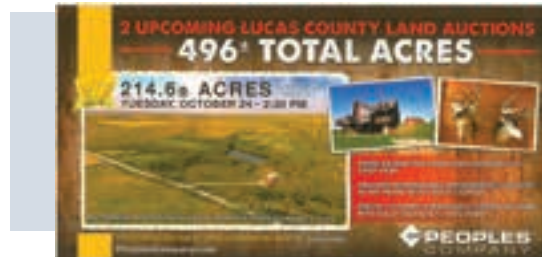
### "2 Upcoming Lucas Co. Land Auctions"

Jared R. Chambers, CAI, BAS, GPPA, Peoples Company, Corydon, Iowa

**(Second place)**

### "No title"

Maximillian Spann, Jr., Max Spann Real Estate & Auction Co., Annandale, New Jersey



## Personal Property (Antiques, Collectibles, Etc.)

### "Piper Plane Auction"

Matthew S. Hurley, CAI, AARE, Hurley Auctions, Greencastle, Pennsylvania

**(Second place)**

### "Premier Pottery Auction"

Pamela K. Rose, CAI, AARE, Pamela Rose Auction Co., LLC, Whitehouse, Ohio



## Recreational Real Estate

### "Mountaintop Whitetrail Haven"

Matthew S. Hurley, CAI, AARE, Hurley Auctions, Greencastle, Pennsylvania

**(Second place)**

### "Bed and Breakfast Compound"

Beth Rose, CAI, AARE, AMM, Beth Rose Real Estate and Auctions, LLC, Maumee, Ohio



## Residential Real Estate: Luxury

### "Unsurpassed Design and Luxury: 1389 Pilgrim Ave."

Pamela K. Rose, CAI, AARE, Pamela Rose Auction Co., LLC, Whitehouse, Ohio

**(Second place)**

### "The Walnuts Auction"

Jeffrey D. Cates, CAI, AARE, CES, Cates Auction & Realty Co., Inc., North Kansas City, Missouri



## Residential Real Estate: Traditional

### "Second Empire Style Home in the Country"

David E. Gilmore, CAI, AARE, SVN/Gilmore Auction & Realty, Kenner, Louisiana

**(Second place)**

### "The Villa on Piscataway Bay"

Anne Nouri, CAI, AARE, BAS, GPPA, Prime Auction Solutions/Auctions For A Cause, McLean, Virginia



# PRINT: BROCHURES & CATALOGS 2018



## Automobiles & Trucks

"Fall Heavy Trucks and Equipment Public Auction"

Britney Ross, AMM, Jeff Martin Auctioneers, Inc., Hattiesburg, Mississippi

**(Second place)**

"Early Fall Heavy Trucks and Equipment Public Auction"

Britney Ross, AMM, Jeff Martin Auctioneers, Inc., Hattiesburg, Mississippi

## Benefit

"Jay Cash, the Benefit Auctioneer"

James R. Cash, II, James R. Cash Auctions, Murfreesboro, Tennessee

**(Second place)**

"No title"

Mike Namoff, BAS, Mega Events, Champaign, Illinois

## Business Liquidation

"Rookstool"

Eugene D. Klingaman, CAI, Schrader Real Estate & Auction Co., Inc., Columbia City, Indiana

**(Second place)**

"Rohr Bros."

Jerry W. Ehle, Schrader Real Estate & Auction Co., Inc., Fort Wayne, Indiana

## Commercial/Farm/Industrial Real Estate

"Bowen Arrow Ranch"

Krista Shuman, AMM, Hall & Hall Auctions, Eaton, Colorado

**(Second place)**

"Englert Farm and Ranch"

Krista Shuman, AMM, Hall & Hall Auctions, Eaton, Colorado

## Development Land Real Estate

"AAJN"

Kevin Wendt, CAI, The Wendt Group, Inc., Plain City, Ohio

**(Second place)**

"MJR Farms"

Chad A. Metzger, CAI, Metzger Property Services, LLC, North Manchester, Indiana

## General Household & Estates

"Fritz"

Jerry W. Ehle, Schrader Real Estate & Auction Co., Inc., Fort Wayne, Indiana

**(Second place)**

"Lomont"

Jerry W. Ehle, Schrader Real Estate & Auction Co., Inc., Fort Wayne, Indiana

## Machinery & Equipment (tie)

"Early Fall Construction & Farm Equipment Public Auction"

Britney Ross, AMM, Jeff Martin Auctioneers, Inc., Hattiesburg, Mississippi

"Fall Construction & Farm Equipment Public Auction"

Britney Ross, AMM, Jeff Martin Auctioneers, Inc., Hattiesburg, Mississippi

"Ristow"

Doug Walker, Schrader Real Estate & Auction Co., Inc., Columbia City, Indiana

"Harvest Land – Ohio"

Matthew W. Wiseman, Schrader Real Estate & Auction Co., Inc., Morocco, Indiana



### **(Second place-tie)**

#### **"Shugars Farms"**

Kevin R. Jordan, CAI, Schrader Real Estate & Auction Co., Inc., Columbia City, Indiana

#### **"C&G Oberlin Farm, LLC."**

Arden L. Schrader, Schrader Real Estate & Auction Co., Inc., Columbia City, Indiana

#### **"Pete Clark Estate"**

Doug Sheridan, CAI, ATS, Sheridan Realty & Auction Co., Mason, Michigan

#### **"Hollenbeck Equipment"**

Brent Wellings, Schrader Real Estate & Auction Co., Inc., Stillwater, Oklahoma

### **Multi-Property Real Estate Auction**

#### **"ErRer Hill Farms"**

Brock Rader, Real Estate Showcase Auction, Co., Ashland, Ohio

### **(Second place)**

#### **"Kay County"**

Cammy Theurer McComb, AMM, Theurer Auction/Realty, LLC, Wellington, Kansas

### **Personal Property (Antiques, Collectibles, Etc.)**

#### **"Walters"**

Jerry W. Ehle, Schrader Real Estate & Auction Co., Inc., Fort Wayne, Indiana

### **(Second place)**

#### **"Jones Equipment"**

Bradley R. Horrall, Schrader Real Estate & Auction Co., Inc., Stillwater, Vincennes, Indiana

### **Recreational Real Estate (tie)**

#### **"Frentress Ranch"**

Krista Shuman, AMM, Hall & Hall Auctions, Eaton, Colorado

#### **"Slate Creek Ranch"**

Krista Shuman, AMM, Hall & Hall Auctions, Eaton, Colorado

### **(Second place)**

#### **"No title"**

Maximillian M.E. Spann, CAI, AARE, Max Spann Real Estate & Auction Co., Annandale, New Jersey

### **Residential Real Estate: Luxury**

#### **"Unsurpassed Design and Luxury"**

Pamela K. Rose, CAI, AARE, Pamela Rose Auction Co., LLC, Whitehouse, Ohio

### **(Second place)**

#### **"Walnuts Auction Brochure"**

Jeffrey D. Cates, CAI, AARE, CES, Cates Auction & Realty Co., Inc., North Kansas City, Missouri

### **Residential Real Estate: Traditional (tie)**

#### **"Walther Estate"**

Andrew M. Walther, Centerville, Indiana

#### **"Gibbs"**

Toni Benysh, Halderman Farm Management & Real Estate Services, Wabash, Indiana

### **(Second place)**

#### **"Sickafoose Real Estate"**

Jared Sipe, GPPA, Schrader Real Estate & Auction Co., Inc., Fort Wayne, Indiana





# NEWSPAPER/MAGAZINE PRINT ADVERTISING 2018

## Half-page or smaller (tie)

### "Company Ad"

Eugene D. Klingaman, CAI, Schrader Real Estate & Auction Co., Inc., Columbia City, Indiana

### (second place – tie)

#### "Oberlin"

Arden L. Schrader, Schrader Real Estate & Auction Co., Inc., Columbia City, Indiana

#### "Price #421"

Brent Wellings, Schrader Real Estate & Auction Co., Inc., Stillwater, Oklahoma

#### "South Canadian"

Brent Wellings, Schrader Real Estate & Auction Co., Inc., Stillwater, Oklahoma



## Larger than Half-page

### "Western Heritage Auction"

O.C. Mangold, CAI, AARE, CES, Mangold Auction Service, Wickenburg, Arizona

### (Second place)

#### "The Bronze Age"

Josh D. Levine, CAI, ATS, J. Levine Auction & Appraisal, LLC, Scottsdale, Arizona

# PUBLIC RELATIONS & MARKETING 2018



## Auction Promotion: Signage, Vehicle & Outdoor Advertising (tie)

### "Upcoming Land Auctions"

Jerry W. Ehle, Schrader Real Estate & Auction Co., Inc., Fort Wayne, Indiana

### "The Villa, Full-color 18x24 two-sided road sign"

Anne Nouri, CAI, AARE, BAS, GPPA, Prime Auction Solutions/Auctions For A Cause, McLean, Virginia

### (Second place – tie)

#### "New Design Sign"

Toni Benysh, Halderman Farm Management & Real Estate Services, Wabash, Indiana

#### "Price 421"

Brent Wellings, Schrader Real Estate & Auction Co., Inc., Stillwater, Oklahoma

## Bidder Card

### "Schuler Bidder Card"

Toni Benysh, Halderman Farm Management & Real Estate Services, Wabash, Indiana

### (Second place)

#### "Motley's Bidder Card"

Mark T. Motley, CAI, AARE, Motleys Asset Disposition Group, Richmond, Virginia

## Company Brochure

### "2017 Company Brochure"

Justin Conway, CAI, Paul McInnis, Inc., North Hampton, New Hampshire

**(Second place)**

### "Whitaker Marketing Group"

David M. Whitaker, CAI, Whitaker Marketing Group, Ames, Iowa

## Company Newsletter

### "Motley's Quarterly Market Report"

Mark T. Motley, CAI, AARE, Motleys Asset Disposition Group, Richmond, Virginia

**(Second place)**

### "Landlines"

Rex D. Schrader, II, CAI, Schrader Real Estate & Auction Co., Inc., Columbia City, Indiana

## Company Promotion: Signage, Vehicle & Outdoor Advertising

### "The Christmas Countdown"

Lonny McCurdy, AARE, McCurdy Auction, LLC, Wichita, Kansas

**(second place)**

### "Trade Show"

Toni Benysh, Halderman Farm Management & Real Estate Services, Wabash, Indiana

## Company Promotional: Giveaway item

### "Yeti Tumbler"

David M. Whitaker, CAI, Whitaker Marketing Group, Ames, Iowa

**(Second place)**

### "Business Card"

Ryan George, AMM, BiPlane Productions, Evington, Virginia

## News Release

### "Americana"

Josh D. Levine, CAI, ATS, J. Levine Auction & Appraisal, LLC, Phoenix, Arizona

**(Second place)**

### "The World is Watching"

Lonny McCurdy, AARE, McCurdy Auction, LLC, Wichita, Kansas

## Non-Traditional Marketing

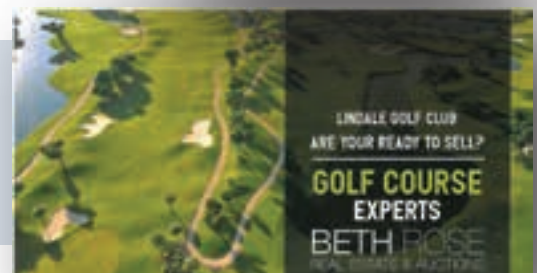
### "Variable print – Golf course postcard"

Sara Rose Bytnar, CAI, AARE, AMM, Beth Rose Real Estate & Auctions, LLC, Naples, Florida

**(Second place)**

### "Realtor postcard"

Beth Rose, CAI, AARE, AMM, Beth Rose Real Estate and Auctions, LLC, Maumee, Ohio







## Banner Advertisement

### "Motley's – We Sell, We Buy"

Mark T. Motley, CAI, AARE, Motleys Asset Disposition Group, Richmond, Virginia

**(Second place)**

### "Finding Buyers"

Lonny McCurdy, AARE, McCurdy Auction, LLC, Wichita, Kansas

## Company E-Newsletter

### "Working Together"

Lonny McCurdy, AARE, McCurdy Auction, LLC, Wichita, Kansas

**(Second place)**

### "Stay up to date"

Matthew S. Hurley, CAI, AARE, Hurley Auctions, Greencastle, Pennsylvania

## Company Website

### halderman.com

Toni Benysh, Halderman Farm Management & Real Estate Services, Wabash, Indiana

**(Second place)**

### fortnauctioneers.com

Michael R. Fortna, CAI, AARE, Fortna Auctioneers & Marketing Group, Annville, Pennsylvania

## Promotional E-mail (tie)

### "Big News! Halderman"

Toni Benysh, Halderman Farm Management & Real Estate Services, Wabash, Indiana

### "Above the Standard"

Lonny McCurdy, AARE, McCurdy Auction, LLC, Wichita, Kansas

**(Second place)**

### "Email or Love"

Josh D. Levine, CAI, ATS, J. Levine Auction & Appraisal, LLC, Phoenix, Arizona

## Social Media

### "Guess the Car"

Mark T. Motley, CAI, AARE, Motleys Asset Disposition Group, Richmond, Virginia

**(Second place)**

### "Win with Wilson"

Aaron P. Wilson, CAI, CES, William Wilson Auction & Realty, New Harmony, Indiana

## Radio – Auction Promotional

### "United Way Funded Auctions"

Duke Domingue, Flat Rock, North Carolina

**(Second place)**

### "Gretencord Auction"

Dave Webb, BAS, GPPA, Webb & Associates, Stilwell, Kansas

## Radio – Company Promotional

### "Webb & Assoc."

Dave Webb, BAS, GPPA, Webb & Associates, Stilwell, Kansas

**(Second place)**

None awarded

## Video – Auction Promotional

### "Luxury Living"

Rick Brock, CAI, CES, McCurdy Auction, LLC, Wichita, Kansas

**(Second place)**

### "Life is Better on the Farm"

Braden McCurdy, CAI, AARE, McCurdy Auctions LLC, Wichita, Kansas

## Video – Company Promotional

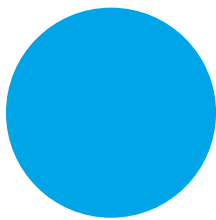
### "Who We Are"

Kevin Wendt, CAI, The Wendt Group, Inc., Plain City, Ohio

**(Second place)**

### "The Pride of Premier"

Lonny McCurdy, AARE, McCurdy Auction, LLC, Wichita, Kansas

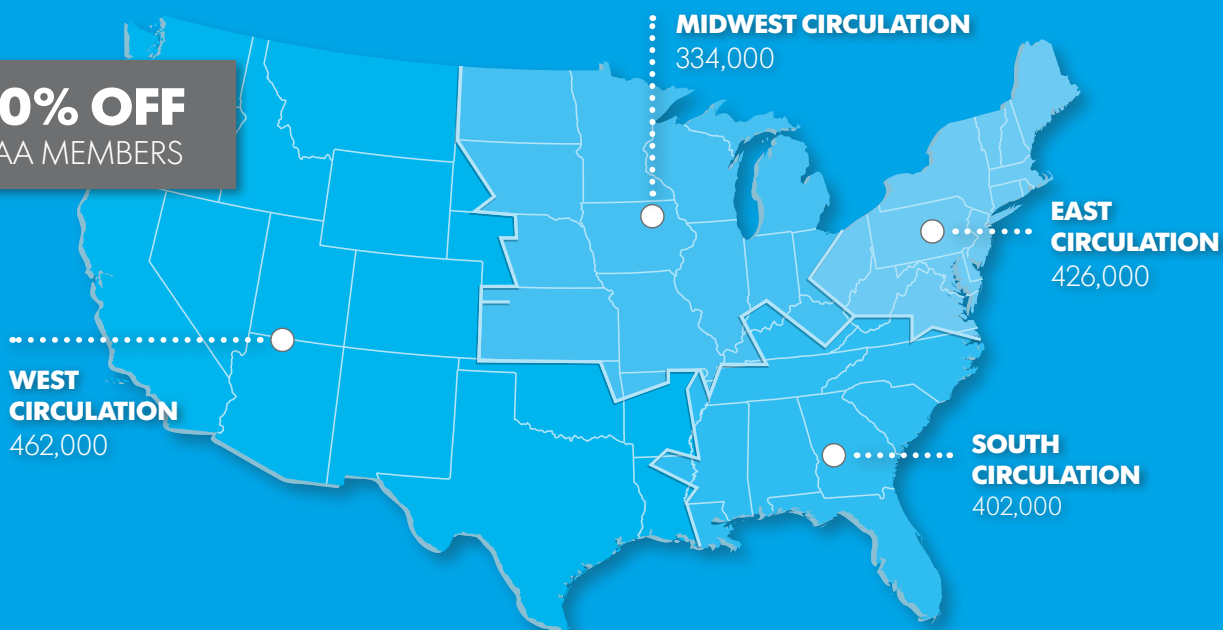


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Sources: 2012 Mendelsohn Affluent Survey, adults 18 or older, HHI \$100,000 or more; September 2012 ABC Publisher's Statement (print copies only)



## Auction Crowd

"First lot selling at Kissimmee 2018"

Britney Ross, AMM, Jeff Martin Auctioneers, Inc., Hattiesburg, Mississippi  
(Second Place)

"Neither Snow nor Rain"

David W. Thornhill, Thornhill Real Estate & Auction Co., Troy, Missouri



## Benefit Auction

"Bid From the Heart"

Rick Brock, CAI, CES, McCurdy Auction, LLC, Wichita, Kansas  
(Second place)

"Family Fun!"

Charlie Moon, BAS, Charlie Moon, LLC, Wichita, Kansas



## Auction Team

"Let There Be Bidding"

Braden R. McCurdy, CAI, AARE, McCurdy Auction, LLC, Wichita, Kansas  
(Second place)

"A team approach"

Lonny McCurdy, AARE, McCurdy Auction, LLC, Wichita, Kansas



## Buyer Excited About Purchase (tie)

"Let's Shake On It"

Rick Brock, CAI, CES, McCurdy Auction, LLC, Wichita, Kansas

"Can you hear me now?"

Lonny McCurdy, AARE, McCurdy Auction, LLC, Wichita, Kansas

(Second place)

"No entry name"

Charlie Moon, BAS, Charlie Moon, LLC, Wichita, Kansas

## Creative Photography (tie)

"Classic Cars Auction"

Mark T. Motley, CAI, AARE, Motleys Asset Disposition Group, Richmond, Virginia

"The Duel"

Josh D. Levine, CAI, ATS, J. Levine Auction & Appraisal, LLC, Scottsdale, Arizona



## Auctioneer in Action

"Ships Ahoy"

David W. Thornhill, Thornhill Real Estate & Auction Co., Troy, Missouri

(Second place)

"Doubling the Goal"

Duke Domingue, Flat Rock, North Carolina





### **(Second place)**

#### **"Dreaming of Warmer Days"**

Anne Nouri, CAI, AARE, BAS, GPPA, Prime Auction Solutions/Auctions For A Cause, McLean, Virginia



### **Real Estate Auction**

#### **"The Villa, twilight"**

Anne Nouri, CAI, AARE, BAS, GPPA, Prime Auction Solutions/Auctions For A Cause, McLean, Virginia

### **(Second place)**

#### **"Advertise and They Will Come"**

Casey Stoneman-Roberson, McCurdy Auction LLC, Wichita, Kansas



### **Equipment Auction**

#### **"Proud American, Auction Company"**

Britney Ross, AMM, Jeff Martin Auctioneers, Inc., Hattiesburg, Mississippi

### **(Second place)**

#### **"Get it Sold"**

Austin Booker, GPPA, Booker Auction Co., Eltopia, Washington

### **Technology in Use at Auction**

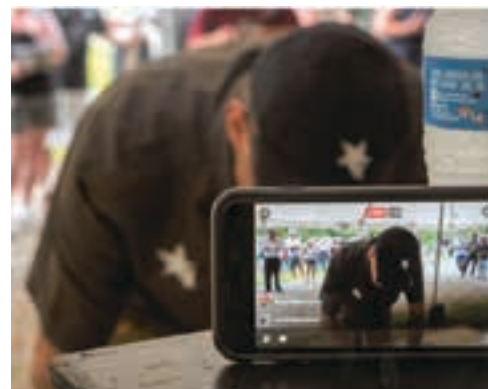
#### **"Facebook Live"**

Jason L. Miller, CAI, Kaufman Realty & Auctions, Cambridge, Ohio

### **(Second place)**

#### **"Clipboard? Really?"**

J.J. Dower, CAI, AARE, AMM, CES, Ayers Auction & Real Estate – Marknet Alliance Member, La Follette, Tennessee



### **Estates & Personal Property**

#### **"#1500 Toy Tractors"**

David M. Whitaker, CAI, Whitaker Marketing Group, Ames, Iowa

### **(Second place)**

#### **"Days Gone By"**

David W. Thornhill, Thornhill Real Estate & Auction Co., Troy, Missouri



### **Farm Auction**

#### **"Future Bidders"**

Dave Webb, BAS, GPPA, Webb & Associates, Stilwell, Kansas

### **(Second place)**

#### **"Farm Boy"**

David W. Thornhill, Thornhill Real Estate & Auction Co., Troy, Missouri



### **Wild Card: Novice**

#### **"Roles Reversed"**

Curtis L. Yoder, Kaufman Realty & Auctions, Sugarcreek, Ohio

### **(Second place)**

#### **"The Spirit of the Night"**

Lonny McCurdy, AARE, McCurdy Auction, LLC, Wichita, Kansas



### **Wild Card: Professional**

#### **"Playing Air Guitar"**

Traci Ayers-Dower, CAI, AARE, Ayers Auction & Real Estate – Marknet Alliance Member, La Follette, Tennessee

### **(Second place)**

#### **"Guitar Wars"**

Josh D. Levine, CAI, ATS, J. Levine Auction & Appraisal, LLC, Phoenix, Arizona

# GDPR advice from the privacy experts

GDPR didn't end on the May 25 compliance deadline — it just got started. The International Association of Privacy Professionals offers its advice for ongoing compliance.

By Sam Pfeifle (courtesy of IAPP.org)



*Ed. note – This article makes references to associations and members throughout, but the information and advice also can be applied to auction businesses and their buyers and sellers as well. - ck*

**O**n May 25, 2018, the new era of the European Union's General Data Protection Regulation began.

Generally regarded as the most far-reaching privacy legislation in the world, GDPR grants rights to people in the EU regarding their personal data, but also affects organizations outside the EU because of its extra-territorial scope. If you have members or nonmember customers in the EU and you're looking to attract more, GDPR applies to you, regardless of where your association or business' headquarters is located.

Organizations large and small have spent the past several months preparing for GDPR's May compliance deadline. That day has come and gone, but compliance is an ongoing responsibility—and a pretty daunting one. Fortunately, your fellow association, the International Association of Privacy Professionals, is here to help.

**Web conference series:** Those who download the Operational Responses guide are invited to view “Knowing and Implementing the GDPR,” a free, three-part web conference series examining the details of creating a long-lasting compliance program.

**In-depth resources:** Publications, training, certification, assessments, and other resources in the IAPP Resource Center are available for a limited time to non-IAPP members (fees may apply).

There's a reason IAPP has grown from 12,000 to 40,000 members in five years—GDPR is a complex piece of legislation, and compliance is complicated. IAPP has a number of resources to help you stay on course, many of them available for free or at little cost. A good way to start is to download the free guide: The Top 10 Operational Responses to the GDPR.

In a nutshell, these are the responses you should be undertaking (the guide provides more detail):

1. Conduct a data inventory and mapping exercise. It's vital to know how personal data is entering your organization, where it's being stored, who it's being shared with, and when it's being deleted. Remember to think of personal data broadly. It's more than just credit card numbers and national ID numbers. Rather, it's any data related to an individual person or created by them.
2. Establish your legal grounds for processing. There are six legal bases for processing the personal data of people in the EU. Consent is just one of them. You might find that you have a contracted relationship with your members you can leverage. Regardless, work with privacy counsel or consultants to figure



this part out. If you can't establish a valid reason to process, make it stop.

Data is now as much a risk as it is an opportunity. GDPR says you need to delete data once the purpose for which you've processed it has been completed.

3. Create a data governance system. Create rules for who can handle and who has access to personal data. Follow them. Have a plan for how to delete information you're no longer using, as it now represents significant risk to your organization.
4. Create a process for privacy impact assessments. This is part of a process called "privacy by design." Every time you think up a new product or service for your members that might include the use of personal data, make sure you apply a process that examines which personal data will be used, how it will be used, and what the legal basis for processing that data is.
5. Understand how long you're going to keep each piece of data and why. Sure, storage is cheap, but data is now as much a risk as it is an opportunity. GDPR says you need to delete data once the purpose for which you've processed it has been completed. And if you're keeping data, you need to have records to show what legal right you have to it.
6. Update your privacy notice. Tell people exactly what you're doing with their data in clear and concise terms. Do only what you say you're going to do. And make sure to appoint a data protection officer and let people know how to contact that person.
7. Figure out how to accommodate data subject rights. Your members in the EU now have the right to see everything you hold about them, to correct what's wrong, and even in some circumstances to ask you to delete that data. Can you produce a member's record on demand?
8. Create a data breach response plan. GDPR demands that you notify your European regulator (you might have to figure out who that is) if you have a significant data breach, within 72 hours of discovery. Could you do that?
9. Establish solid contractual agreements with your vendors. If you're sharing data with anyone—a company that supports your technology systems, for example, or that helps you put on a tradeshow—make sure you have a contracted relationship so that you and your vendor both have the same understanding of what can and can't be done with your data.
10. Identify and contact your supervisory authority. As mentioned above, even if you don't have a physical location in the EU, you still have to identify a lead regulator in one of the member states if you're doing significant business with members or other customers in Europe. Call the regulator and tell them who your data protection officer or other point of contact is.

All of this can be paralyzing for some organizations. But the first step is simply to start. Organize stakeholders. Create a plan of attack. And turn to your colleagues, including the community of privacy professionals. Visit IAPP to download the Operational Responses guide and access other GDPR resources. ♦

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

NaNa was found to have an aggressive blood cancer at just a year old. She was referred to St. Jude Children's Research Hospital® for treatment of acute myeloid leukemia, multiple rounds of chemotherapy and a life-saving haploidentical transplant — a procedure pioneered by St. Jude — with her mother as her donor.

Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to more than 80 percent since it opened more than 50 years ago. Her mother says that through all the pain, NaNa never stopped smiling. "St. Jude saved my baby," she said.

Darreyia/"NaNa"  
3 years old  
acute myeloid leukemia



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[stjude.org/naa](http://stjude.org/naa)



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# Learn how to be gold on the mic

On-stage confidence, getting inside your donors' heads, rules and regulations – they're all on tap for the 2018 NAA Benefit Auction Summit.

By Emma Dougherty, NAA Content Developer



**T**he 2018 Benefit Auction Summit is making its way back stateside and will be held in St. Pete Beach, Florida, August 26-28. The Summit will cover a variety of classes that will not only improve your skills as an auction professional, but also better your business as a whole.

These classes will include topics such as Improvisational skills, courtesy and compliance, virtual assistants, and the psychology on donors. But, what will you get out of these classes?

## Confidence

Confidence on stage is a vital part of being a Benefit Auctioneer. During stage presence and improvisational classes, students will learn how to control and keep an audience engaged during an event, confidently approach clients on and off the stage, and react to and handle various situations on the fly.

“Being fast thinking and creative adds more efficiency and



**Learning how to talk about your cause with confidence will create an instant connection with bidders. This enables you to understand the right time to make that key ask and, in turn, raise more for during the event.**

entertainment to an auction. After experiencing a multitude of scenarios while performing (improv) and observing others perform, my mind now thinks outside of the box,” says Lynne Zink, CAI, BAS, CES.

Zink says taking improv classes helped her feel less inhibited in uncomfortable situations and improved her overall interactions with the auction crowd.

Learning how to talk about your cause with confidence will create an instant connection with bidders. This enables you to understand the right time to make that key ask and, in turn, raise more for during the event.

## **Understanding donor psychology**

Another effective area to learn that will help raise more money for your clients is the psychology of donors. Understanding why each donor is tied to a certain cause can create a culture of giving and in turn become a successful auction. Penelope Burk, President of Cygnus Applied Research, Inc. will share her insights on this during the summit.

## **Rules and regulations**

It's also a necessity to be knowledgeable and keep in compliance with local laws and regulations during an auction outside of your hometown. This will ensure you maintain your and your client's reputation as well as reach the goal for your client's cause.

“As professional auctioneers it is an imperative for us to understand local regulations, laws, and guidelines related to all aspects of fundraising because we put both our client organizations and reputations at risk, not to mention our own”

says Jay Nelson. “When we know and understand laws and regulations, we provide a higher level of service to nonprofits and organizations that depend on professional auctioneers to help them close funding gaps, build a community and retain donors. Lack of knowledge is not an excuse for putting either a client's nor one's business and professional reputation at risk.”

During the Benefit Auction Summit, courtesy and compliance will be discussed in detail along with tips on where to find these rules and regulations.

Knowing where to obtain the information you need about local areas is important when considering an event in a new area. This knowledge will allow you to work anywhere you want and expand your business whether it be nationally or internationally.

## **Learn to work smarter, not harder**

To continue to grow your auction business, you may find that you need double the time and amount of hands on deck. Why not enlist the help of virtual assistants? This class will teach you how to work smarter not harder and accomplish more day to day tasks without having to lose focus on what you do best.

Looking for affordable logistics help will improve your time management skills and afford you the time to concentrate on what you need to. Wendy Lambert, BAS will discuss how these assistants can benefit auctioneers.

These topics along with the latest proven tactics for maximizing revenue at fundraisers will be covered at the 2018 Benefit Auction Summit, August 26-28, at the Tradewinds Island Grand Resort in St. Pete Beach, Florida. Register at: [auctioneers.org/event/benefit-auction-summit-2018](http://auctioneers.org/event/benefit-auction-summit-2018). ♦

# NAA creates new Volunteer Management System

By NAA Staff



The NAA would not be as strong as it is without the help of volunteers - including those who help ring auction events at the annual Conference and Show.

**V**olunteers are important because they provide life to the organization.

Scott H. Shuman, CAI, president of the NAA Board of Directors and chairman of the NAA Governance Committee, believes this even more so after the Committee recently met and discussed the need to create a stronger volunteer program for the association.

As part of their preparation, the Governance Committee members read a report entitled Mutually Beneficial Volunteerism, produced in 2018 by Peggy Hoffman, FASAE, CAE, Peter Houstle, MBA and Kevin Whorton – researchers who collaborated on a study funded the American Society of Association Executives (ASAE)

Foundation. In summary, their research revealed that volunteers create value for their association, which can be quantified.

The research indicates that in order to be successful, the organization needs to be transparent in how they use volunteers. The Governance Committee agreed and has created a system that will be available the first of July for members to view.

Members will be asked to complete a volunteer form that outlines how they want to use their volunteer time and how their skills and talents can be used to advance the organizational vision (NAA's vision is to ensure that NAA members are the preferred auction professionals used in the marketplace).



Members will be able to see the available volunteer opportunities and what the functions are of the various committees or task groups. However, President Shuman noted that there would be a conscious effort to continue to add volunteer activities throughout the year.

"We know that people who are engaged with NAA understand what we are doing better," Shuman said. "So if we want to do a better job of communicating what we are doing, we need to get more people involved."

Many current volunteers don't think it will be difficult to get more members involved.

NAA member and current NAA Ambassador, Bryce Elemond, CAI, BAS noted that he volunteered for the NAA because he wanted to help an organization that "has helped me in gaining more education" and one that gave him "a better opportunity to give my clients a good, solid look at where my expertise has come from." He noted that he wanted to do his part for NAA because it is exciting to see so many of the industry leaders give skilled classroom instruction and assistance with referrals so that others can be successful.

Nichole Pirro, also an NAA Ambassador said that her volunteer activity has positively impacted her business. She said that she has been able to connect with others within the industry and has received several offers for contract work or assistance in a variety of fields. She calls these an "amazing and unexpected benefit that has helped me explore different avenues from what I initially had in mind when I got licensed as an Auctioneer."

Shuman agreed and said that although obtaining business from his work as a volunteer was never a motivation and he was never promised anything like that, he has definitely grown as a professional during his tenure as an NAA Volunteer.

The Volunteer Management program that the Governance Committee has designed will show members that the system for selecting committee and task force members is very transparent. Shuman said that there are literally hundreds of ways to become involved with NAA and that not all of them require an individual to travel or be involved on a committee or task force.

Laura Mantle, CAI, CAS, another NAA ambassador agrees.

"I initially volunteered because I wanted to get more involved with the NAA. Being able to give back on my own time, reaching out to fellow members was the perfect opportunity," Mantle said.

A new volunteer form will be available online by July 2. Individuals will need to complete this form by the end of July to be considered for some of the standing committees and task forces. However,

this system allows people to be tapped for volunteer positions throughout the year.

"So if you are not selected initially, don't give up," Shuman said. We are committed to increasing the number of people who volunteer for NAA so that we can give people opportunities to learn more about our association and about the auction industry."

Currently the NAA uses more than 150 people as volunteers but Shuman said that the Governance Committee is committed to doubling that number.

"The research we read said that a good number to use as a goal is 8% of our membership," Shuman said. "But for 2018-2019, we are looking to double our numbers."

For a list of volunteer opportunities, their purposes and what skills and talents these opportunities require, go to [www.auctioneers.org](http://www.auctioneers.org).

Members of the Governance Committee include: Shuman (Chair); Tim Mast, CAI, (vice chair); Sandy Alderfer, CAI, MPPA; Kurt Aumann, CAI, ATS, CES; Lori Jones; Tim Keller, CAI, AMM, CES; Will Lilly, CAI; and Tom Saturley, CAI. ♦

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# NAA honored with 2018 ASAE 'Power of A' Silver Award

Through the “Auction for Hope” program with St. Jude Children’s Research Hospital, NAA was one of 50 total award-recipient associations in the nation.



**W**ASHINGTON, D.C. (June 13, 2018) – ASAE recently announced the winners of the 2018 Power of A Awards, which recognize associations that distinguish themselves with innovative, effective and broad-reaching programs and activities that positively impact America and the world.

ASAE is honoring 16 associations with a Power of A Gold Award this year, and 34 associations with a Power of A Silver Award. ASAE will be engaging in a number of promotional activities throughout the summer and fall to celebrate these award-winning initiatives.

The Power of A Awards are part of The Power of A program, an industry brand and awareness campaign that helps associations tell their story to key audiences including policymakers, the media, business leaders and their own members. Associations represent different industries and professions but they are all part of a collective association industry that makes extraordinary contributions to society here in the United States and throughout the world.

“Congratulations to the 2018 Power of A Award winners. There are very few things that get done, very few ideas that get implemented, without an association being involved at some point in the process,” said ASAE President and CEO John Graham, FASAE, CAE. “That’s a story we can all be proud of, and one that deserves to be shared with others to create a deeper understanding and appreciation for associations and their role in the world.” ♦

To see how you can become part of the Auction for Hope program, visit [stjude.org/auctionforhope](http://stjude.org/auctionforhope).





# THANK YOU for Your Renewals!

Larry Kenneth Garner	Edward F. Smith	Bobby Bennett	Cindi L. Ferguson	John Damon Folmar	Davin R. Montgomery,
Deirdre G Byers	Bob Thummel	Marc Huber	Rick Simpson	Cal L. Casey	GPPA
Marvin D. Yeaman,	David Runte, CAI,	Nevin B. Rentzel	Jay T. St. Jean	Quin Dell Rutt	James W. Alban
CAI	GPPA	John H. Glassman	Ron Pfeifer	Josiah Lynn Coblenz	Ambra Sanner, AMM
Charles L. Mutz, BAS	Angelia S. Meier	Larry Brannian	Cary M. Aasness	Taylor Michael Jessup	Misty Marquam, BAS
Mark Jackson, CAI	Karla S. Vinson, BAS,	Bill Desmond	Marvin E. Alexander,	Patricia B. Kramer	Chase Gough
Cameron D. Crowell	CES	Alesha M. Booker-	CAI	Stephen Nelson	Mike Gatlin
Jim Glines	Dean T. Crownover,	Russell	Donald L. Hazlett	Bruce C. Scott, CAI,	Stephen R. Thompson
Robert L. Kollmeier,	BAS	Camille J. Booker, CAI,	Greg Bottom	CES	Matthew S. Hurley,
CAI	Scott C. Grasso	CES	Jamie Virginia	Michael A. Ackel,	CAI, AARE
Albert A. Brown, CAI,	Judd Grafe	Art Parker	Cochran	AARE, CES	Charles F. Crump, CAI,
CES	Warren R. Blank, CAI	Frank A. Fox	Amy Cheatham	John B. McKenzie, CAI	AARE
Lyle Hopkins	Bill Blank	Barbara H. Masterson,	Carl J. Radde, CAI	Barbara K. Durnil	Norman S. Dixon
Rick D. Stroud, CAI,	Ed Garnett	CES, GPPA	Rick D. Hinson, CAI,	John Payne, CAI,	Don Roth
BAS	Jerry V. Dietz	William "Bear"	GPPA	AARE, CES	David Levy, CAI,
Cindy L. Soltis-Stroud,	R. Fred Shohayda	Stephenson, CAI,	Susan Hinson	Connie L. Waddell,	AARE
CAI, BAS	Sam Williamson, CAI,	AARE, CES	Eric J. Monahan, CAI	BAS	David P. Meyers
Gary Lorentzen, BAS	AARE, GPPA	Chantel Booker	Marilyn A. Olson	Robert E. Quillen	Jenifer Guinther
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Jordan Conlee	Charles R.	Robin Brabander,	Patti Baldini, CAI,	Jeff E. Riggle	Gwen C. Bryant, CAI,
Dale Barger	Montgomery	CES, GPPA	CES	Gerard Thibodeaux	AARE, CES, GPPA
Shellie Williams	Chad N. Ehli	Paul James Sebastiano	Jama D. Smith, BAS	Tye Rex Casey	Jim Gall
Weeks, AMM	Thad McDermott	Ross Henderson	James MacFadden, Jr.	John Hums	Kevin Belcher
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AARE, CES	Roy J. Brewer, Jr., CAI	Timothy A. Slack, CAI	Heather R. Kohler	BAS	Amy Assiter, CAI
David C. Hall	Kaija L. Kokesh	John S. McGinnis,	John E. Miller	Patrick M. Smith, Sr.,	Ron A. Hickman
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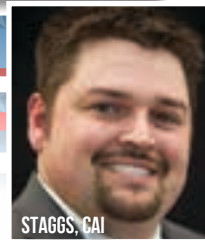
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The 2018 NAA election is coming up fast! Get to know your candidates.

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  - What is the most pressing issue for the auction industry?
  - What specific initiative would you like to see included as NAA looks toward 2025 and beyond?
- Watch your candidates' take their answers to video:

**Get informed! Visit [auctioneers.org/naa-election-2018/](http://auctioneers.org/naa-election-2018/).**



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# Long-time toppers

Through their auction toppers, Lampi has been serving the industry for more than four decades.

By James Myers, contributor



An auction crowd surrounds an auction professional who calls bids from inside a Lampi auction topper. Lampi has been in the industry for more than 40 years.

If the Lampi name sounds familiar, it could be because of their Minnesota-based auction business, which has been in the family for decades. It's more likely, however, that it sounds familiar because of their auction toppers, which have sold to auctioneers in all 50 states, Canada and Mexico for 30-plus years.

Martin Lampi had been in the auction business for 40 years by the time his son, Tom, took a part time position with the company, Lampi Auctioneers, in 1975. Tom's first career was as an instructor in industrial education. He had a background in construction, so when he got the idea to build auction toppers, it came fairly naturally to him.

"In 1980, I quit (the education career) and went with this business full time," Lampi said of focusing his energy on auctioneering and building toppers.

Lampi's first custom unit was built for an Auctioneer in South Dakota, whom Lampi believes is still using it today.

"If you store them inside," Lampi said, "they last forever."

It's not always an easy sale, as many Auctioneers are set in their ways, especially those who have always called auctions at ground level. Lampi even had to convince his father to give it a try.

For example, he recalled the first time he used a small mobile loudspeaker that strapped to his shoulder at an auction he called many years ago.

“He couldn’t understand why I needed that when I could just holler,” Lampi says with a chuckle.

So when Lampi built a topper for their company, he was met with a similar bit of hesitation from his father.

“I said get in there and try it,” Lampi said. “He said, ‘well, I don’t want to.’”

His father gave in, and after an hour of selling, he emerged from the topper with good news.

“Hey, that was pretty easy,” Lampi recalled his father saying. “I was comfortable and had visibility – I could see the crowd.”

And that’s basically Lampi’s elevator pitch for why Auctioneers should utilize a topper – get above the crowd so you can see them, yet keep the Auctioneer, the clerk, and the simulcast operator out of the elements. Plus, it offers a degree of privacy.

Lampi said that some Auctioneers are reluctant to use a topper because they want to be on the ground with the people, face-to-face.

“Well that’s why you have a good ringman,” Lampi argues back. “That’s his job. A ringman is an extension of the Auctioneer.”

Another group that are reluctant to use a topper are new Auctioneers, Lampi said. They’ll say they can’t afford a topper, but Lampi says, “you can’t afford not to have this.” Auctioneers make an investment in their education, sound equipment, computerized clerking equipment, etc., Lampi noted, and a topper is part of that move toward investing in a business.

Plus, the topper is a mobile billboard. Lampi advises his clients to have vinyl graphics affixed to the unit, which would include the company’s logo, telephone number and website.

“It’s a constant advertiser for you when it’s on your truck,” Lampi said, “so get it lettered up.”

Times have changed since those first units rolled off the shop room floor. Truck beds have evolved, so the topper design evolves along with the vehicles. As more and more Auctioneers choose an electronic form of doing business, Lampi has reason to question the future of the topper business, but it hasn’t slowed down, and his core group is still ordering them.

In fact, they’re a little backlogged at the moment and will probably catch up around mid-summer.



Some topper design changes over the years include extra space for simulcast equipment and USB ports.

Auction companies that are experiencing growth have requested multiple units, as they are running multiple rings. “They want the auction done in four hours instead of eight,” Lampi said.

Some of the biggest changes they’ve made in their design include accommodating the simulcast operator and equipment, adding extra table space for laptops and installing electrical inverters and USB ports. The first units didn’t include a sound system, but now that’s practically standard, and the units are fully insulated. They’ve also tweaked the design to have as little obstruction as possible, which means windows are plentiful.

“The only blockage of visibility you have is in the framework,” Lampi explained, “which is there to keep it structurally sound unit.”

Lampi said they are also continually updating and upgrading the materials they use, but will customize to the clients’ liking. For example, toppers can be built with heating, air conditioning, floodlights, custom sound systems and interior fans – whatever the client wants, half of which request inverters to power their computer equipment.

“We’re also in the auction business,” Lampi said, “so we know what’s important. We get feedback from auctioneers around the country, what they’d like to have added next time. I think we’ve got it pretty locked in.”

To date, the Lampi toppers have been built for everything from traditional pickup trucks, flatbed trailers, utility carts, pull-behind trailers and ATVs. Basically, a client sends in a measurement and Lampi’s crew can build it.

“We have options,” he said. “Our units are ready to go, it’s just a matter of putting them on the truck and plugging them in – it’s ready to use.” ♦

# How to conduct multi-million dollar auctions

Part of your strategy has to include positioning your company as being able to handle the responsibility professionally.

By James Myers, contributor

When South African auctioneering company High Street Auctions launched in 2010, the country was experiencing one of the worst recessions in its history.

The largest auction company in South Africa folded due to the recession. However, thanks to High Street's unique business model, it went from zero to selling a billion rand (approx. \$80 million U.S.) worth of real estate in four years, making it the largest real estate auction company in South Africa.

Joff van Reenen, an auction professional, director and founding partner at the company, discussed his company's process and what their focus was in each of the first four years. He also walked through the process of selling an iconic Formula One racetrack for 205 million rand (\$19.5 million U.S., at the time of sale) in 116 seconds in 2014.

High Street is different from many real estate auction companies in the United States in that they outsource all their marketing. For example, their key philosophy of business is that they use the auction as a method of sale, not as a method of marketing.

"We don't profess to be experts in marketing," Reenen said. "We outsource everything. For us, we are Auctioneers. That's what we do and what we do best."

They've worked to position themselves as the premier marketplace for selling and purchasing real estate, and their fancy monthly auctions live up to that – champagne and caviar are served, drawing some of the biggest buyers in the country.

Van Reenen said they only take high-value residential properties (five percent or less of their auctions), focusing instead on big game reserves, shopping centers, hotels, office buildings, etc.

Selling \$80 million in real estate in four years was made possible, in part, by following a business process whereby all sales personnel are trained on systems and processes, and there is a focus on continuous improvement. They also developed an electronic back-end for accurate record keeping and analysis.



"We go through every single company in minute detail," Reenen said of real estate they are highly selective in choosing for auction.

Reenen said training is a continuous process. The entire company, which consists of around 55 employees, gets together every Monday morning for a few hours for mentoring sessions, or for senior staff to go through sales processes and structures.

Another key strategy that contributed to the company's success involved a focus on brand development. Reenen half-joked about the inordinate amount of time spent on which background colors and fonts should be used on marketing materials.

However, it's all in an attempt to put themselves out there as a premium auction company that has a personality as a knowledgeable advisor, partner, egalitarian, team player and to succeed against all odds.

"Trust is an enormous brand positioning power for us," Reenen said.

The company put a focus on creating an image as the "go-to" auction company by marketing itself out there as specialists and industry leaders. "Partner with a lion" was one of the marketing slogans. If time is of the essence, High Street is the company that, as specialists, can move property faster.

Those efforts progressed toward conveying the idea that there is





more to real estate than bricks and mortar. The company's marketing outreach included messaging that said High Street was the expert who can unlock the real underlying value of a property.

The company puts up a lot of money for advertising, too. In-flight magazines ads, notoriously expensive, are part of the strategy at High Street. However, they've eschewed most other types of print, focusing on electronic advertising, while also drastically cutting back on ad spend.

The positioning worked, and in 2014, after years and years tied up in court battles, the famous Kyalami Racetrack in South Africa, which was once part of the Formula 1 circuit, was set to be sold. High Street was chosen as the Auctioneer, but they were afforded a meager marketing budget of around \$3,200, which they used it wisely. The campaign went viral, generating around \$2.5 million worth of exposure.

The reserve for the track was originally set at 129 million rand (currently \$10.3 million U.S.). However, a judge raised it to 200 million rand (currently \$15.9 million U.S.) shortly before the auction. Video of the auction shows Reenen opening the bidding at 200 million rand. A phone bidder, which turned out to be Porsche South Africa, was the only taker at 205 million rand. Within 116 seconds, the auction was over.

"We had no idea of the iconic status the track had around the world," Reenen said in regard to the 27 radio stations and nearly a dozen television news stations, including CNN, which covered the live auction. ♦

This article was an excerpt from a presentation given at the 2015 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.



## NAA Facebook Group Advice of the Month – Liquor Licenses

**"In the current real estate market, what is everyone's favorite value proposition when talking to a potential home seller?"**

This question appeared in May in the NAA Auction Professionals Facebook Group ([facebook.com/groups/naaauctioneers](https://www.facebook.com/groups/naaauctioneers)). Part of that discussion is shown below through responses from other NAA members:

*"If your neighbor's home sold in 48 hours, it sold too cheap. We let the market determine the value and our prices go up, not down."*

*"You have heard the market is hot and sellers are getting multiple offers at or above their list price and a bidding war started. Doesn't that sound like an auction? Why not let the professional take advantage of that?"*

*"We're doing auctions quicker and faster because the market is faster than the speed of light. 30 days is an eternity in our market. The biggest advantage to the seller is no contingencies. You don't have to re-negotiate the offer with inspections and financing contingencies since 80% of the millennial buyers are FHA. This helps me get the auction every time."*

*"In today's world, it's not a matter of finding a buyer, it's figuring out who will bid the most for it." ♦*



# 10 principles for livestock Auctioneers

From knowing your personal brand to license laws, there is a lot more a livestock Auctioneer should know outside of being able to sell.

By Sarah Bahari, contributor



**H**ave you ever considered working as a livestock Auctioneer? Do you do livestock sales now?

If you answered yes to either of those questions, there are 10 principles that you should know.

## Know that you are a professional

You've got to dress – and act – the part, says livestock auction legend and NAA member Doak Lambert, CAS.

Many of us have seen an Auctioneer in a sales barn wearing a pair of cutoff shorts and ball cap, but that should never be the norm. Livestock Auctioneers should work to maintain a professional appearance, speech, manner, clarity, and off-the-block behavior.

Livestock Auctioneers are among the most visible in the industry, and that comes with responsibility, says Lambert, who started Lambert Auction Company in 1986 with a focus on

purebred cattle auctions and now conducts approximately 300+ auctions annually.

“We carry the torch, and we should take it seriously,” the native Texan says. “Even though we’re dealing with livestock, which can be a messy business, we need to project a professional image.”

## Know your direction

Want to specialize in weekly market auctions? Or purebreds? Or maybe angus cattle? Do you want to work in a specific region, or are you aiming to conduct auctions around the country?

Auctioneers should ask themselves some of these questions as they launch their careers. Lambert recommends placing a pin where you live on a map, then drawing a 100-mile radius around that pin. That will make a good starting point.

## Know your license laws

Licensing varies from state to state, and even from county to county.

“It’s important that wherever you are going, you know the laws. Learn the requirements,” Lambert says. “Learn what your governing bodies are. You’ve got to learn how to navigate that. It helps to know someone within the licensing organizations.”

## Know your market

If the cattle business is enjoying unprecedented prices, an Auctioneer better know that before stepping onto the block. Lambert says taking the time to simply watching cattle sales for a day is beneficial. If you do not have time to attend in person, turn to the Internet, which offers a treasure trove of market information. Nearly every day, he scans market reports to stay abreast of changes.

"It's worth your time to learn about the market," he says. "When you do get the opportunity to be the guy behind the microphone, you'll know what that cattle is worth."

## Know your industry

Spend an hour a day reading about and studying the industry and you will be an expert in a year or two, Lambert says. Talk with people in the industry and read industry publications.

## Attend allied events

Every year, Texas A&M University hosts the Beef Cattle Short Course, the largest attended beef cattle educational program of its kind in the world. Many cities, such as Denver, Colorado, and Fort Worth, Texas, also have large stock shows.

Attending those events is a big piece of a livestock Auctioneer career. Having coffee with customers, chatting with potential customers and just being seen are important ways to gain credibility.

"When you get that many people from the industry and that many potential customers in one place, you ought to be there," Lambert says. "Make whatever sacrifices necessary to be part of it."

## Know your technology

Technology changes fast, and it's important to stay abreast of changes that will help you market and sell cattle. The cattle business is historically slower than other industries in adapting new technology, Lambert says, but some technologies are worth the investment in time.

He says he dreads conducting livestock auctions that do not include online bidding.

"Online bidding brings so many more people to our table. As an Auctioneer, you don't have to know how to write code, but you do need to know what tools are available to market cattle for your customers."

## Know how to practice

Practice is key. If you spend a lot of time traveling, practice in

the car. If you are at home, practice in front of the mirror. Record yourself now and later to track improvement.

"I don't know many Auctioneers who excel as bid callers who don't make an investment in themselves," he says. "Seek out colleagues who can help. Don't get so confident in yourself that you don't think you need a coach."

## Know your voice

Do not take your voice for granted. Always warm up before events. Hydrate with plenty of water. Limit use of alcohol and nicotine, especially the day before an event. Use belly breathing.

If you begin to notice problems, find a good ENT. Consider using a humidifier and Neti Pot to help keep your sinuses clear.

## Know how to market yourself

What is your USP, or Unique Selling Proposition? What makes you stand out from the pack? A marketing strategy should go far beyond Facebook and Twitter, Lambert says.

"Nobody in the livestock business will hire you if they don't know, like you, and trust you." ♦

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This article was an excerpt from a presentation given at the 2015 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.



## NAA MEMBER JARED MILLER WINS 2018 WORLD LIVESTOCK AUCTIONEER CHAMPIONSHIP

(Information courtesy of [lmaweb.com](http://lmaweb.com))



**K**ANSAS CITY, Mo. – Jared Miller of Leon, Iowa, proved his world-class talent as a livestock Auctioneer at the 55th annual World Livestock Auctioneer Championship (WLAC), presented by the Livestock Marketing Association (LMA).

Cody Lowderman from Macomb, Ill., earned Reserve Champion honors, and Russele Sleep from Bedford, Iowa, was named Runner-up Champion. Bloomington Livestock Exchange (BLE), Bloomington, Wisc., hosted the contest on Saturday, June 9.

In his acceptance speech, Miller said, “Wow. I said yesterday that this is a moment I’ve dreamt about. A few words come to my mind: thankful, grateful, blessed.”

In addition to Miller, Lowderman and Sleep, the 2018 WLAC finalists were Colton Brantley, Modesto, Calif.; Dean Edge, Rimbey, Alberta; Will Epperly, Dunlap, Iowa; Kyle Layman, North Platte, Neb.; Jacob Massey, Petersburg, Tenn.; Jay Romine, Mt. Washington, Ky.; Tim Yoder, Montezuma, Ga.

Remaining semi-finalists who competed in the WLAC (NAA members in **bold**): **Mitch Barthel**, Perham, Minn.; **Neil Bouray**, Webber, Kan.; Chuck Bradley, Rockford, Ala.; Albert Carroll, Downeyville, Ontario; Leon Caselman, Long Lane, Mo.; Bill Cook, Billings, Mont.; Eric Drees, Nampa, Idaho; Brandon Frey, Creston, Iowa; Philip Gilstrap, Pendleton, S.C.; Steven M. Goedert, Dillon, Mont.; **Cody Hanold**, Brighton, Ill.; **Jonathan Kraft**, Hobart, Ind.; **Wade Leist**, Boyne City, Mich.; **Thad McDermott**, Wellfleet, Neb.; Brandon McLagan, Milan, Mo.; Daniel Mitchell, Cumberland, Ohio; Lander Nicodemus, Cheyenne, Wyo.; Jason Santomaso, Sterling, Colo.; **Ethan Schuette**, Washington, Kan.; Justin Steward, Wyoming, Iowa; Zack Zumstein, Prairie, Idaho.❖



## How to choose your NAA Community of Practice!

In order to plug in fully and reap the benefits of hyper-targeted content and events, NAA members should choose the Community of Practice (or more than one!) that best applies to them. (What’s an NAA Community of Practice? See below.)

To select the Community or Communities that fit your need, do the following:

- 1) At [auctioneers.org](http://auctioneers.org), go to “Member Area” and then select the “Member Profile” link.
- 2) Log in if you are prompted. Otherwise, select the “COP/Specialities” tab.
- 3) Under that tab, select the Community or Communities of Practice that you want.
- 4) Once the box (or boxes) is checked, hit save at the bottom left, and you’re done!
- 4) For questions or more information, you can call 913-841-8084 or email [support@auctioneers.org](mailto:support@auctioneers.org) to communicate with NAA Staff. Let them know which Community or Communities you would like to join, and they can assist you!

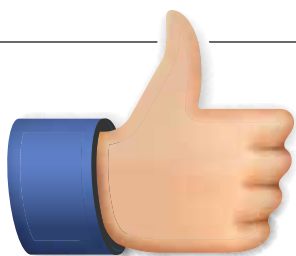
### NAA Communities of Practice

In 2017, NAA unveiled its five pillar Communities of Practice: Benefit Auctioneer (BA); Contract (CO); Marketing and Management (MM); Personal and Commercial Assets (PCA); and Real Estate (RE).

Each community has specific, targeted education and a designation program focused within them. All now have content tagged and provided specifically for them as well. Each sector also has, on a rotational basis, a dedicated summit or event such as the upcoming PCA Summit.

“It is NAA’s opportunity to help you get the information you most need for your business to be successful,” NAA CEO Hannes Combest, CAE, said when the Communities were announced.

Take advantage of the information and event opportunities that matter to your business most. Make sure to log in and choose your Community of Practice today!



## #Memberbenefit: Content archive

**D**id you know that each weekday, the NAA staff highlights a #MemberBenefit in the NAA Auction Professionals Facebook Group? Now also at [auctioneers.org/memberbenefit](http://auctioneers.org/memberbenefit), Staff has collected some of our members' favorite benefits from each month. This page will be a growing archive where you can access some of the top resources, articles, Knowledge Center sessions, past webinars and more in one convenient place!

Did you see this from April 2018?

### USE: Resource

"Benefits of Buying at Auction" PowerPoint presentation: Auctions are fun, fast, and transparent, but those three things are far from the only benefits. Download this presentation. Customize it with your own logo, name, and even your own information, and you're set to deliver a knockout speech on the advantages of buying at auction!

### READ: Articles

Real estate auction clients: Keep your fish in the boat: Providing real estate choices is only part of what goes into the real goal of keeping your clients satisfied.

### WATCH: iSeries Webinar

Sales Force Development: What are you doing to develop clear direction and goals for your company and why? Join MarkNet Alliance CFO Matt Corso, CAI, CES, as he explores how to answer those questions in a way that sets you and your business on a productive path forward.

### LISTEN: Knowledge Center session

Benefit Auctioneers for Non-Benefit Auctioneers: Hear from a panel of benefit auction professionals as they share on a variety of topics that will help you transition or grow your benefit auction offerings. ♦



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**October 3, 2018**

USPAP: What It Means and How to Use It 



**November 7, 2018**

Financial Planning Guide (White Paper)     

**December 5, 2018**

Customer Relationship Management 

**February 6, 2019**

Online Only in 2020  

**March 13, 2019**

Auction Sales Techniques 

**April 3, 2019**

Auction Legal Issues (White Paper)     

**June 5, 2019**

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# CONGRATULATIONS!

## New NAA Designations earned:

### AARE

Christine Dudley

### CAS

Linford Berry

John Lumm

### AMM

William (Andy) Austin

Linford Berry

Jenifer Guinther

Mark Manley, CAI,  
AARE

Jeff Pittman, CAI

Jeremy Robinson, CAI

Brad Stoecker

### CES

Teresa Long, AMM

### GPPA

Taylor Pavlock



### EARN YOUR DESIGNATION!

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

# EDUCATION CALENDAR

## Benefit Auction Summit

St. Pete's Beach, FL • Tradewinds Island Grand Resort • August 26-28, 2018

## 2018 Day on the Hill

Washington DC • Courtyard Washington, DC/US  
Capitol • September 6, 2018

## Auction Marketing Management (AMM)

Birmingham, AL • Doubletree by Hilton •  
September 10-12, 2018

## Women in the Auction Industry

November 5-6, 2018

## Designation Academy

Las Vegas, NV  
December 2-8, 2018

## CONFERENCE & SHOW EDUCATION SCHEDULE

AARE • July 15-17    AMM • July 15-17    BAS • July 15-17    Internet Auction Methods • July 17  
USPAP (15-Hour) • July 16-17    USPAP (7-Hour) • July 21  
Interpersonal Communications for Auction Professionals • July 16-17    Train the Trainer • July 17  
CAS • July 17-19    CES • July 15-17

**Conference & Show: Jacksonville, FL • July 17-21, 2018**

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

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







# #NAACS18 Preview







# TABLE OF CONTENTS

Explore Jacksonville.....	58
Thank you, sponsors! .....	58
#NAACS18 Education: Serving members' needs .....	60
#NAACS18 Keynote cheated death on a mountain .....	64
IAC history .....	66
Final countdown checklist .....	67
#NAACS18 schedule .....	68

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Conference and Show Online Auction Platform

# #NAACS18: Jax Culture

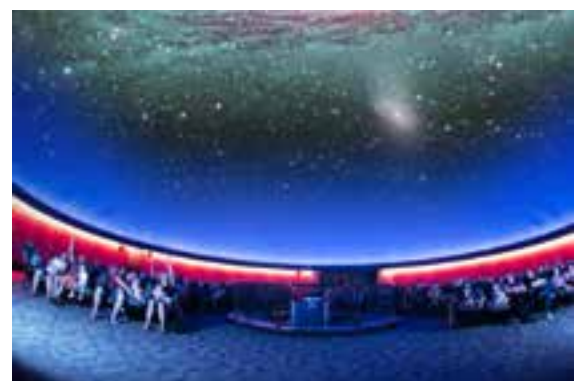
Jacksonville, Fla., has plenty to offer Conference and Show attendees and their families this summer.





## 2018 CONFERENCE

Jacksonville



While every city offers something unique for NAA Conference and Show attendees and their families, Jacksonville, Florida, is way above the norm when it comes to finding enriching ways for people to be entertained.

First, of course, is the landscape. Explore all 840 square miles of a different side of Florida. There are many stretches of stunning beaches and waterways, the largest urban park system in the country, extraordinary cultural and historical spots, and experiences that engross the mind, body, and inner adventurer.

Then, get to know Jacksonville culture. After relaxing on stretches of stunning beaches; paddle through nature-filled waterways; hike, bike and explore national, state and city parks; dine in the city's top-rated restaurants; or just relax in a place that makes it all possible. There's plenty to do for families, couples, nature-lovers, foodies, golfers, cultural and historical travelers and more.

Finally, here's what others are saying about Jacksonville:

- ▶▶ TripAdvisor users selected Jacksonville as one of the Top Emerging Destinations in the U.S. Jacksonville was chosen as the #10 Destination.
- ▶▶ Forbes featured Jacksonville as one of "The 20 Best Cities For Travel This Summer."
- ▶▶ Travelocity ranked Jacksonville as the #8 Best Summer Vacation Destination for 2016.
- ▶▶ Spoon University placed Jacksonville ninth on its list of "Where to Find the Best Chicken and Waffles in America."
- ▶▶ Forbes Travel Guide named Jacksonville as one of the "5 Surprising Foodie Cities to Visit Right Now".
- ▶▶ Realtor.com named Jacksonville as one of "The New Hot Spots Where Americans Are Moving Right Now."
- ▶▶ Jacksonville came in at No. 16 on Business Insider's list of "24 Best Places to live in the South – the region that's becoming the best place to live in America"
- ▶▶ On Business Insider's list of "The Top 50 best places to live in America", Jacksonville was ranked 34th.

Register for Conference and Show at [conferenceandshow.com](http://conferenceandshow.com) ❖

Jacksonville

2018 CONFERENCE

## #NAACS18 Pre-con and Conference!

Think it isn't possible to get all of that done in a week?  
Think again ... and register!

By Emma Dougherty, NAA Content Developer



**M**any auction professionals want to extend their industry education or branch out into a new learning experience, but struggle to find time to do so on top of their busy schedules.

However, if you are already planning on heading to Jacksonville, Florida, for this summer's NAA International Auctioneers Conference and Show, there is a simpler way to earn a designation and take other pre-conference classes.

Pre-conference education will be held July 15-17, when NAA will offer all designation classes except Graduate Personal Property Appraiser (GPPA). Additionally, NAA conducts one designation program concurrent with Conference and Show. This year, it will be Contract Auction Specialist (CAS).

"What's great about the designation classes is the obvious... you can save some travel costs, but the class concurrent with C&S

is a great addition, particularly this year, and particularly for IAC contestants," says Aaron Ensminger, CAE, NAA Director of Education. "You can get nearly the full Conference experience, complete the designation course, and still compete in IAC."

Here's how:

CAS will begin on Tuesday and run all day, then continue during the education hours on Wednesday and Thursday. Someone who registers for CAS will be able to attend Conference evening events both of those days.

Then, purchasing a one-day registration for Friday will open the opportunity to compete in the IAC. (By rule, IAC competitors must be registered for Conference in order to compete.) All three days (Wed.-Fri.) also include access to the tradeshow and general sessions.

Continuous education as an auction professional throughout a career is one of the many reasons that NAA members stand out. However, it is not just about the designations. Non-designation classes also are offered during pre-conference and are often overlooked by members. However, these classes offer additional opportunities for auction professionals to sharpen their skills and obtain critical industry information.

"Non-designation classes are great because they allow auction professionals to drill down and focus on a particular skillset, like internet only auctions in IAM and communication in ICAP," Ensminger said. "The instructors have more range, because there's less of a mandate with no designation to teach.

"It's a really great way to get some extra learning in without the commitment of a designation course." ♦

## 2018 NAA CONFERENCE AND SHOW SCHEDULE

### TUESDAY, JULY 17

8 a.m. - 5 p.m.	Contact Auctioneer Specialist	City Terrace 8
10 a.m. - 6 p.m.	ICAS Day 1*	3rd Flr Sky Bridge
10 a.m. - 6 p.m.	Tech Bar (Tuesday Only)	3rd Flr Foyer
5:30 - 8 p.m.	Welcome Party	River Terrace 1

### WEDNESDAY, JULY 18

7 - 8:15 a.m.	First-Timers Breakfast	River Terrace 2
7 - 8:15 a.m.	International Breakfast (private event)	Boardroom 1
7:45 - 8:15 a.m.	Coffee and Conversation	Grand Foyer 4-5
8 a.m. - 4 p.m.	Registration	3rd Flr Sky Bridge
8:30 - 10:30 a.m.	Opening Session	Grand Ballroom 4
10:30 - 10:50 a.m.	Meet the Candidates	Grand Foyer
10:30 a.m. - 5 p.m.	Trade Show Official Opening	Conf. Center A-B
1 - 11:30 a.m.	Instagram	Tech Bar/Conf. Ctr. A
1 - 12 p.m.	Town Hall Meeting	Clearwater
1 - 12 p.m.	Auction & Appetizer Donation Check-in (formerly fun auction)	Grand Ballroom 3
1 - 12:30 p.m.	LinkedIn	Tech Bar/Conf. Ctr. A
1 - 1:30 p.m.	Auxiliary Luncheon/Fun Auction	St. Johns
1 - 1:30 p.m.	UAC Contestant Orientation	Boardroom 3
1 - 1:30 p.m.	(mandatory for contestants)	Tech Bar/Conf. Ctr. A
1 - 2:30 p.m.	Facebook 101	City Terrace 6
1 - 2:30 p.m.	How to Evaluate Land	City Terrace 6
1 - 2:30 p.m.	Luxury Real Estate	City Terrace 7
1 - 2:30 p.m.	Standing for Benefits	City Terrace 9
1 - 2:30 p.m.	Multigenerational Business	City Terrace 10
1 - 2:30 p.m.	Did the Court Really Say That?	City Terrace 11
1 - 2:30 p.m.	Practical Legal Analysis of Auction Law Cases and What They Really Mean	City Terrace 11
1 - 2:30 p.m.	Anatomy of a Benefit Auction	City Terrace 12
1 - 2:30 p.m.	257 Steps to Success: Developing Business Processes	Boardroom 4
1 - 2:30 p.m.	Real Estate Auctions-Protecting Yourself Legally	Daytona
1 - 2:30 p.m.	Online Only Auction Experts!	Trade Show Stage/Conf. Ctr. B
1 - 5 p.m.	Contact Auctioneer Specialist (CAS) Day 2*	City Terrace 8
2 - 5 p.m.	Web Design & Visual Marketing	Tech Bar/Conf. Ctr. A

### 2 - 3:30 p.m.

International Junior Auctioneer Championship	Grand Ballroom 4-5
Preliminaries	Trade Show Stage/Conf. Ctr. B
Opening New Markets	City Terrace 6
Governmental RFPs as a Potential Revenue Source	City Terrace 7
Common Challenges in Auction Contracting	City Terrace 9
Google AdWords	City Terrace 9
Becoming an Expert	City Terrace 10
What Do Non-Profits Want?	City Terrace 11
Women in the Auction Industry	City Terrace 12
Improv Skills	Daytona
Turn Your Mobile Device Into A Smart Computer	Tech Bar/Conf. Ctr. A
Auction & Appetizers (formerly fun auction)	Grand Ballroom 4-5

### THURSDAY, JULY 19

6:30 - 7:30 a.m.	CAI Breakfast	Grand Ballroom 1
7 - 8 a.m.	Registration	River Terrace 1
7 a.m. - 5 p.m.	Ballot Distribution	3rd Flr Sky Bridge
7:30 - 9 a.m.	NAA and NAF Annual Business Meetings	Grand Ballroom 4-5
10:30 a.m. - 5 p.m.	Trade Show	Conf. Center A-B
11:30 a.m. - 1 p.m.	Women's Auction Professionals Lunch	Mathews
12 - 12:30 p.m.	Facebook 101	Tech Bar/Conf. Ctr. A
12 - 1 p.m.	Auction Schools Luncheon (private event)	Boardroom 1
1 - 2 p.m.	Learning from the Legends	Trade Show Stage/Conf. Ctr. B
1 - 2:30 p.m.	Multigenerational to Second Generation	City Terrace 6
1 - 2:30 p.m.	Best Practices for Online Auctions	City Terrace 7
1 - 2:30 p.m.	Selling Timberland	City Terrace 9
1 - 2:30 p.m.	Intro to Livestock	City Terrace 10
1 - 2:30 p.m.	The Art and Science of Working the Auction Ring	City Terrace 11
1 - 2:30 p.m.	Making ICA a Reality	City Terrace 12
1 - 5 p.m.	Contact Auctioneer Specialist (CAS) Day 3*	City Terrace 8
1 - 5 p.m.	Sweet Peter's Tour	Offsite

### 2 - 2:30 p.m.

Facebook Ads	Tech Bar/Conf. Ctr. A
Livestreaming Bootcamp	Tech Bar/Conf. Ctr. A
Overcoming Fears in Presenting for Business and Beyond	City Terrace 6
Success Stories in Creating Public Auto Auctions	City Terrace 7
Alternate Revenue Streams	City Terrace 9
Sales Techniques	City Terrace 10
The Art and Science of Working the Auction Ring	City Terrace 11
Cyber Security	City Terrace 12
Financial Planning for Auctioneers	Daytona
NAA and USA Today Marketing Competition	River Terrace 2
Reception	Grand Ballroom 4-5
President's Gala / Hall of Fame Awards	Grand Ballroom 4-5
Presidential and Hall of Fame Tribute Reception	Grand Foyer 4-5

### FRIDAY, JULY 20

6:30 - 6:55 a.m.	IAC Contestant Sound Check	Grand Ballroom 4-5
6:30 - 7:30 a.m.	Optional	Boardroom 3
7 - 8 a.m.	IAC Judges Breakfast	Boardroom 3
7 - 8 a.m.	IAC Contestant Roll Call & Orientation (mandatory)	Daytona
8 a.m. - 5 p.m.	Registration	3rd Flr Sky Bridge
8 a.m.	International Junior Auctioneer Championship	Grand Ballroom 4-5
8 a.m.	Finals Round	Grand Ballroom 4-5
8:30 - 10:30 a.m.	International Auctioneer Championship Preliminary Round	Grand Ballroom 4-5
9 - 10:30 a.m.	NALLOA Education: Selling Firearms at Auction	City Terrace 9
9 a.m. - 12 p.m.	Developing and Sharing Content	Trade Show Stage/Conf. Ctr. B
9:30 - 10:30 a.m.	Trade Show	Conf. Center A-B
10:30 a.m. - 12:30 p.m.	Livestreaming Bootcamp	Tech Bar/Conf. Ctr. A
11 - 11:30 a.m.	NALLOA Annual Business Meeting	City Terrace 9
12 - 2 p.m.	Making Google Work for You	Tech Bar/Conf. Ctr. A
12 - 2 p.m.	Presidents Luncheon	River Terrace 2
12 - 2 p.m.	Auxiliary HGTV/Past Presidents Luncheon	Boardroom 1

### 1 - 2:30 p.m.

1 - 2:30 p.m.	Artificial Intelligence/Machine Learning/Mentech	City Terrace 11
1 - 2:30 p.m.	Advanced Financial Strategies	City Terrace 12
1 - 2:30 p.m.	South Dakota vs. Weyfar	Daytona
2:30 - 4:30 p.m.	NAA Hall of Fame Committee Meeting	River Terrace 1
2:30 - 4:30 p.m.	Auxiliary Hall of Fame Committee Meeting	Boardroom 3
3 - 4:30 p.m.	Appraisals as a Revenue Stream	City Terrace 6
3 - 4:30 p.m.	Data Rockstars: Rocking with your Data	City Terrace 7
3 - 4:30 p.m.	Letting to Know Your Client	City Terrace 8
3 - 4:30 p.m.	How to Sell Yourself	City Terrace 9
3 - 4:30 p.m.	Style Guide Development	City Terrace 10
3 - 4:30 p.m.	Thrones	City Terrace 11
3 - 4:30 p.m.	Buying a Business, The Smart Way	City Terrace 12
4:30 - 5:30 p.m.	Volunteer Recognition Reception	St. Johns
5:30 - 6:30 p.m.	IAC Dinner	Grand Ballroom 4-5
6 - 9 p.m.	International Auctioneer Championship Finals	Grand Ballroom 4-5

### SATURDAY, JULY 21

8:30 - 9:45 a.m.	IAC Breakfast of Champions	City Terrace 6
8:30 a.m. - 5 p.m.	Uniform Standards of Professional Appraisal Practices (USPAP) 7th *	City Terrace 9
9 - 10:30 a.m.	Current and Developing Auction Law Issues	City Terrace 8
9 - 10:30 a.m.	How to Crack Asian Business Culture	City Terrace 11
9 - 10:30 a.m.	So You Made the Finals: Now What?	City Terrace 12
10 - 11:30 a.m.	The Foundation's Children's Auction	River Terrace 2

Real Estate
 Marketing & Management
 Benefit Auctions
 Personal and Commercial Assets
 Contract Auctioneers

# SEE THE COMPLETE CONFERENCE SCHEDULE ON PAGE 68!



**Jason B. Winter,**  
Auctioneer/Broker  
CAL, AARE, CES, AMM



## Winter for Vice President of the National Auctioneers Association

- Active NAA Member Since 1996
- CAL, AARE, CES, AMM Designations
- Served 4 yrs on NAA Education Trustees
- Currently serving on NAA Board of Directors
- Active Member of the NAA Speaker Bureau
- Currently Vice Chairman for Day on the Hill
- Chaired rewrite committee for the AARE Designation
- Chaired Conference & Show Oversight Committee
- Served on Conference & Show Education Committee
- Served as NAA Ambassador - Missouri
- Served as Chair of NAA Education Trustees
- Served as NAA Executive Committee
- Past President Missouri Professional Auctioneers Association
- 2008 Missouri Bid Calling Champion
- C.E. Instructor at the Kansas City Board of Realtors
- Serving on Church Board for the Harrisonville Community Church
- Past President of Harrisonville Rotary Club
- Eagle Scout - Boy Scouts of America
- Bachelor of Science Degree, Northwest Missouri State University

Jason has been married to Jennifer for 24 years and they are the proud parents of Jocelyn & Julianna.



Jacksonville

2018 CONFERENCE

## 2018 #NAACS18 Pre-Conference non-designation sessions

### UNIFORM STANDARDS OF PROFESSIONAL APPRAISAL PRACTICE

The week before Conference and Show, NAA offers both 7-hour and 15-hour USPAP classes. As a student, you may opt for the 7-hour class if you have previously taken USPAP within the last two years, or the 15-hour version if it has been longer than two years. Any members holding the Graduate Personal Property Appraiser (GPPA) designation will need to remain USPAP compliant.

### INTERNET AUCTION METHODS

Online auctions are no longer cutting-edge. You're already probably doing them, but are you doing them well? If you're starting out in online auctions, this class will teach you the most effective ways to catalog your inventory along with other best practices to warrant online success. This is a one-day class held on the Tuesday of pre-conference. It will be taught by one of the original authors of AMM, Aaron Traffas, CAI, ATS, CES.



People | Promotion | Professionalism

*Please Vote For*

**Kenny Lindsay**

NAA Board of Directors

**NAA**  
Auctioneer

Always Listening 734.223.3277

f /VoteForLindsay

## TRAIN THE TRAINER

This one-day class taught by Lynne Zink, CAI, BAS, CES, is for anyone, from sales professionals to instructors. This class will cover how to teach about auction methods and is a prerequisite for anyone to be considered as a designation instructor.

Not only will these classes increase your network, knowledge and value in the NAA, but it is the best way to gain the most value out of your conference and show experience. These classes can help enhance your career with new and relevant methods that will help increase your business.

## INTERPERSONAL COMMUNICATIONS FOR AUCTION PROFESSIONALS

Ever ask yourself: "How could I read people better and effectively communicate with them?" This non-designation class is essential for sales skills and better bid calling, students will learn how to build a message, expand on it, and communicate faster and more efficiently. ICAP will be held over two days and taught by Tim Luke, CAI, BAS, MPPA.

### ***Kelly Strauss, CAI for NAA Board of Directors***

**I would really appreciate your Vote  
and Support for the Position of  
NAA Board of Directors.**

- Over 35 Years of Sales and Leadership Experience.
- 20 years as a Full Time Auctioneer.
- Auction Coordinator for Nicholls Auction Marketing Group.

Please plan to vote by absentee ballot or at Conference and Show in Jacksonville, Florida.  
July 16-21, 2018.  
Thank you.

*"We Are Family"*

**Kelly D. Strauss**  
540-226-1279  
kelly@nichollsauktion.com



Jacksonville

2018 CONFERENCE

# Army Ranger, Mogadishu survivor, to deliver keynote on leadership at #NAAC

Keni Thomas will explain how hard lessons learned at the worst times make each of us a better leader.

By Nancy Hull Rigdon, contributor

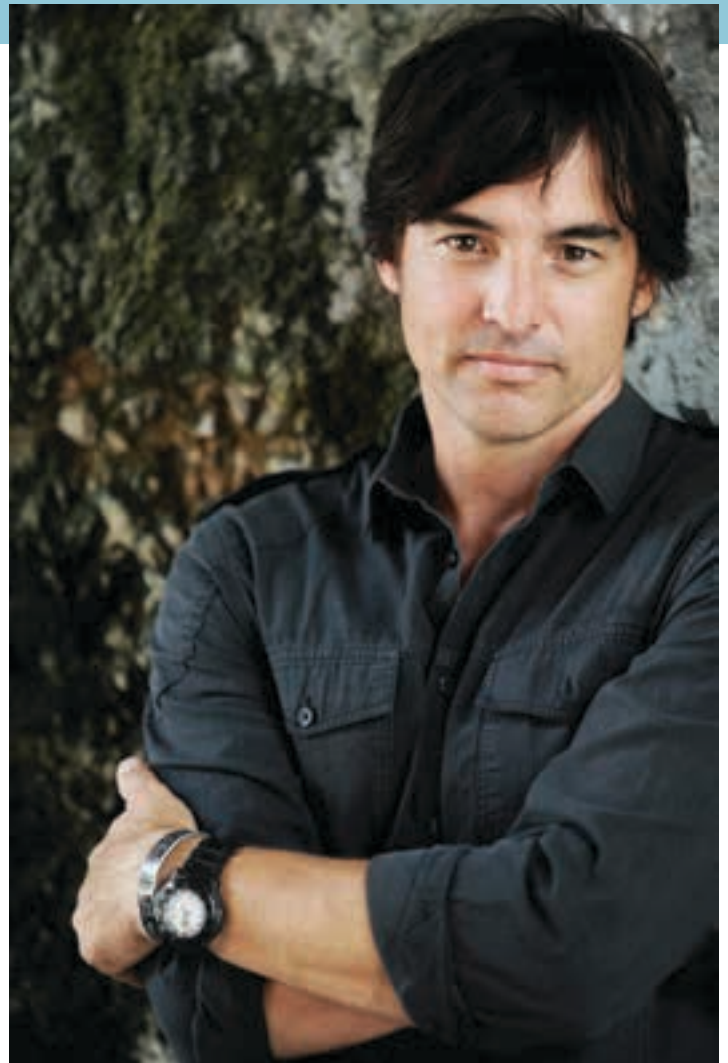
**K**eni Thomas's defining moment was extraordinary: As a U.S. Army Ranger, he served in the 1993 Battle of Mogadishu – the devastating combat mission immortalized in the book, and eventual movie, "Blackhawk Down." Yet his takeaway applies to all: The hard lessons learned during the worst times can make each of us a better leader and capable of greatness.

Thomas will drive this message to auction professionals as the keynote speaker at this year's NAA International Auctioneers Conference and Show, July 17-21, in Jacksonville, Florida.

Not only is Thomas known as a gifted storyteller and motivated speaker, he's also a country singer. He started a country music band called Cornbread, which was in the movie "Sweet Home Alabama" and regularly toured with the USO. The band released the albums "Flags of our Fathers," "Gunslinger" and "Give It Away."

He served seven years in the Army before retiring from service. When he speaks to professional audiences such as the NAA, his experience in the military translates into a mission: Motivate a team to train as they fight, fight as they train, and create leaders at every level.

"When lives are on the line, and so much is at stake, all we really fight for is each other," Thomas says.





This reflection intertwines with that pivotal moment in October 1993. Thomas had been deployed to Somalia, where he and his fellow soldiers were charged with finding and capturing a criminal warlord, resulting in an 18-hour firefight. The devastation: 19 Americans died, and 78 were wounded. It was the worst urban combat seen by U.S. troops since World War II.

When he speaks, Thomas gives a heart-wrenching personal account of the ordeal, and he explains how the experience led to leadership lessons and left him with a sense of greater purpose.

The battle has inspired Americans for many years, and hearing the story straight from someone who was there can translate to business success on many levels. For example, audiences discover first-hand what makes soldiers willingly put their lives on the line for each other – and then they begin to understand what it takes to do the same.

For those that prioritize leading by example, Thomas's story is especially meaningful.

When Thomas's audiences follow him through the battle, attendees begin to see themselves in Thomas's fellow soldiers. They begin to understand how important they are to their own colleagues and family members. They discover a new understanding of what it really means to be counted on and to set an example for others to follow.

When professionals leave one of Thomas's speeches, they go back to work and their families feeling a little more remarkable – and a lot more capable of being the leader they've always known they could be.

To register for the 2018 NAA Conference and Show, visit [www.conferenceandshow.com](http://www.conferenceandshow.com). ❖



**Junior Staggs, CAI**  
**Candidate for**  
**NAA Board of Directors**  
**Is endorsed by the Membership of**  
**the Tennessee Auctioneers Association**



**This Ad paid for by the Tennessee Auctioneers Association**

Jacksonville

2018 CONFERENCE

# The best of the best

IAC Champions are considered to be “the best of the best” within the auction industry. From livestock and auto Auctioneers, to real estate and Benefit Auctioneers, each auction professional competes against his or her peers to be crowned an IAC Champion. Catch live commentary, reactions, interviews, and more with the 2018 NAA IAC Live webcast! On Friday, July 20, visit [conferenceandshow.com](http://conferenceandshow.com) to stream the live feed from Jacksonville. You can also see the entire event on Facebook Live through [facebook.com/naaauctioneers](http://facebook.com/naaauctioneers).



2017

Sara Rose Bytnar, CAI,  
AARE, AMM

Dustin Rogers, CAI, CAS

2016

TJ Frieje, CAI, CAS  
Beth Rose, CAI, AARE

2015

Peter Gehres, CAI, CES  
Tammy Tisland

2014

Jason Miller, CAI  
Wendy Lambert, BAS

2013

Andy White, CAI, Ashland, OH  
Megan McCurdy Nieders, CAI, BAS, Wichita,  
KS

2012

Justin Ochs, Hendersonville, TN  
Lynne Zink, CAI, BAS, CES, Joppa, MD

2011

Camille Booker, CAI, CES, Kennewick, WA  
Joseph Mast, CAI, Millersburg, OH

2010

Kristine Fladeboe-Duinick, BAS, Spicer, MN  
Eli Detweiler, Jr., CAI, Ruffin, NC

2009

Kevin Borger, Hutchinson, KS  
Terri Walker, CAI, BAS, CES, Memphis, TN

2008

Jodi Sweeney, BAS, Waukon, IA  
C.D. “Butch” Booker, Colfax, WA

2007

Denise Shearin, Brandywine, MD  
Bryan Knox, CAI, GPPA, Decatur, AL

2006

Barbara Bonnette, CAI, AARE, GPPA, Alex-  
andria, LA  
John Nicholls, Fredericksburg, VA

2005

Carey Aasness, Dalton, MN  
Johnna Wells, Portland, OR

2004

Merv Hilpipe, Cedar Falls, IA  
Dawn Wilfong, Goshen, IN

2003

Kaija Kokesh, Palisade, MN  
Jeff Stokes, Edgewood, WA

2002

Jill Doherty, Bay Shore, NY  
William Sheridan, CAI, AARE, GPPA, Mason,  
MI

2001

JillMarie Wiles, CAI, BAS, Canby, OR  
Scott Musser, CAI, BAS, Kennewick, WA

2000

Amy Assiter, Alex, OK  
Mike Espe, Elburn, IL

1999

Cheri Boots-Sutton, Louisiana, MO  
Wayne Wheat, Fulshear, TX

1998

Pamela Rose, CAI, AARE, Maumee, OH  
Mike Jones, CAI, BAS, GPPA, Dallas, TX

1997

Lori Kiko, CES, Canton, OH  
Andy Dunning, Houston, TX

1996

Greg Rice, Coshocton, OH  
Renee Jones, CAI, AARE, BAS, CES, Houston, TX

1995

Scott Steffes, CAI, CES, Fargo, ND  
Shannon Mays, AARE, El Dorado Springs, MO

1994

Marcy Goldring-Edenburn, Farmington, IL  
Greg Highsmith, Vinita, OK

1993

Tracy Sullivan, Prague, OK

1992

Shane Ratliff, Lemont, IL

1991

Spanky Assiter, CAI, AARE, Canyon, TX

1990

Neal Davis, Beebe, AK

1989

Marvin Alexander, CAI, Martin, TN

1988

Paul C. Behr, CAI, BAS, Denver, CO

# #NAACS17: What to know before you go

## Before you leave...

- Conference attire is business casual for the week. Forbes magazine's definition for business casual is trousers/khakis and a shirt with a collar for men and trousers/knee-length skirt and a blouse or shirt with a collar for women. Please Note: The President's Gala is more formal; professional business attire is typical.

Dressing for the week (including the Welcome Party and President's Gala) with the option of layers is encouraged as it can be chilly, or even cold, in the hotel. You can expect Jacksonville to be hot and muggy. Occasionally, it may turn cool in the evening.

- The welcome party will be held in the River Terrace 1 room and the River Terrace Deck at the Hyatt Regency Riverfront Hotel. The best way to begin conference week is to dine along the St. John's River and reconnect with your NAA buddies. Lots of sunshine and picturesque views are the everyday norm along the River City by the Sea! Dinner is served from 5:30 - 7 p.m.

## Remember to Pack:

- Important documents, such as your hotel reservation and Conference registration confirmations.
- A stack of your business cards. Be ready for a fun week of networking with colleagues and vendors.
- Cash! Bring cash to the Welcome Party, Auction and Appetizers event, President's Gala/Hall of Fame Awards Banquet, and IAC Dinner to purchase beverages not provided by the NAA.

**Download the Conference and Show Mobile App:** Download the Conference and Show App from your Play Store on Android Devices or the Apps Store on your Apple Devices and search for CrowdCompass Attendee Hub. After installing, search the attendee hub for NAA 69th International Auctioneers Conference and Show. The App will enable you to see who is in attendance and connect with one another, create your own schedule, and utilize interactive maps for way-finding. Please Note: C&S registrants with valid email addresses should have received an email with instructions on how to access the C&S app.

## Also ...

**Airports** – Get real-time flight information for departures and arrivals at Jacksonville International Airport on [flyjacksonville.com](http://flyjacksonville.com) or apps such as Flight Board or FlightAware.

**Important documents** – Bring hotel reservation confirmation and conference registration confirmations with you in case you experience issues onsite. Haven't registered yet? No worries! For ease of checking in, register now, and we'll have your packet ready for you when you arrive.

**Meal tickets** – If you haven't already, purchase these now. Seating and meals are not guaranteed to be available for purchase onsite. Purchase in advance. Meals can and have sold out in the past.

**Voting** – If you plan to cast an absentee ballot, completed ballots must be received at the NAA HQ office no later than July 1. If you plan to cast a ballot onsite, new this year the ballot desk is open only from 7:30-9 a.m. No ballots will be distributed after the desk closes.

**Private parties/functions** – If you received an invitation to a private function, have you responded? If not, please RSVP now to reserve your seat. (Hint: CAI, First timers, Marketing Competition winners and NAA Presidents, etc.)

**Livestreaming** – Livestreamed events are Annual Business Meeting, President's Gala/Hall of Fame awards banquet and IAC all day long. Information on how to access the livestream will be posted on [auctioneers.org](http://auctioneers.org) and [conferenceandshow.com](http://conferenceandshow.com).



Jacksonville

2018 CONFERENCE

## 2018 NAA CONFERENCE AND SHOW SCHEDULE

## TUESDAY, JULY 17

8 a.m. - 5 p.m.	Contract Auctioneer Specialist (CAS) Day 1* _____ City Terrace 8
10 a.m. - 6 p.m.	Registration _____ 3rd Flr Sky Bridge
10 a.m. - 6 p.m.	Tech Bar (Tuesday Only) _____ 3rd Flr Foyer
5:30 - 8 p.m.	Welcome Party _____ River Terrace 1

## WEDNESDAY, JULY 18

7 - 8:15 a.m.	First-Timers Breakfast _____ River Terrace 2
7 - 8:15 a.m.	International Breakfast (private event) _____ Boardroom 1
7:45 - 8:15 a.m.	Coffee and Conversation _____ Grand Foyer 4-5
8 a.m. - 4 p.m.	Registration _____ 3rd Flr Sky Bridge
8:30 - 10:30 a.m.	Opening Session _____ Grand Ballroom 4
10:30 - 10:50 a.m.	Meet the Candidates _____ Grand Foyer
10:30 a.m. - 5 p.m.	Trade Show Official Opening _____ Conf. Center A-B
11 - 11:30 a.m.	Instagram _____ Tech Bar/Conf. Ctr. A
11 a.m. - 12 p.m.	Town Hall Meeting _____ Clearwater
11 a.m. - 3 p.m.	Auction & Appetizer Donation Check-in (formerly fun auction) _____ Grand Ballroom 3
12 - 12:30 p.m.	LinkedIn _____ Tech Bar/Conf. Ctr. A
12 - 4 p.m.	Auxiliary Luncheon/Fun Auction _____ St. Johns
1 - 1:30 p.m.	IJAC Contestant Orientation (mandatory for contestants) _____ Boardroom 3
1 - 1:30 p.m.	Facebook 101 _____ Tech Bar/Conf. Ctr. A
1 - 2:30 p.m.	<b>RE</b> How to Evaluate Land _____ City Terrace 6
1 - 2:30 p.m.	<b>RE</b> Luxury Real Estate _____ City Terrace 7
1 - 2:30 p.m.	<b>BA</b> Branding for Benefits _____ City Terrace 9
1 - 2:30 p.m.	<b>MM</b> Multigenerational Business _____ City Terrace 10
1 - 2:30 p.m.	<b>MM</b> Did the Court Really Say That? - Practical Legal Analysis of Auction Law Cases and What They Really Mean _____ City Terrace 11
1 - 2:30 p.m.	<b>BA</b> Anatomy of a Benefit Auction _____ City Terrace 12
1 - 2:30 p.m.	<b>MM</b> 237 Steps to Success: Developing Business Processes _____ Boardroom 4
1 - 2:30 p.m.	<b>RE</b> Real Estate Auctions-Protecting Yourself Legally _____ Daytona
1 - 2:30 p.m.	Online Only Auction Experts! _____ Trade Show Stage/Conf. Ctr. B
1 - 5 p.m.	Contract Auctioneer Specialist (CAS) Day 2* _____ City Terrace 8
2 - 3 p.m.	Web Design & Visual Marketing _____ Tech Bar/Conf. Ctr. A

2 - 3:30 p.m.	International Junior Auctioneer Championship Preliminaries _____ Grand Ballroom 4-5
3 - 4 p.m.	Opening New Markets _____ Trade Show Stage/Conf. Ctr. B
3 - 4 p.m.	<b>MM</b> Governmental RFPs as a Potential Revenue Source _____ City Terrace 6
3 - 4 p.m.	<b>CO</b> Common Challenges in Auction Contracting _____ City Terrace 7
3 - 4 p.m.	<b>MM</b> Google AdWords _____ City Terrace 9
3 - 4 p.m.	<b>MM</b> Becoming an Expert _____ City Terrace 10
3 - 4 p.m.	<b>BA</b> What Do Non-Profits Want? _____ City Terrace 11
3 - 4 p.m.	<b>MM</b> Women in the Auction Industry _____ City Terrace 12
3 - 4 p.m.	<b>BA</b> Improv Skills _____ Daytona
3:30 - 4 p.m.	Turn Your Mobile Device Into A Smart Computer _____ Tech Bar/Conf. Ctr. A
4:30 - 6:30 p.m.	Auction & Appetizers (formerly Fun Auction) _____ Grand Ballroom 4-5

## THURSDAY, JULY 19

6:30 - 7:30 a.m.	Election Committee Breakfast _____ Grand Ballroom 1
7 - 8 a.m.	CAI Breakfast _____ River Terrace 1
7 a.m. - 5 p.m.	Registration _____ 3rd Flr Sky Bridge
7:30 - 9 a.m.	Ballot Distribution _____ Grand Foyer 4-5
8:30 a.m.	NAA and NAF Annual Business Meetings _____ Grand Ballroom 4-5
10:30 a.m. - 5 p.m.	Trade Show _____ Conf. Center A-B
11:30 a.m. - 1 p.m.	Women's Auction Professionals Lunch (ticket required) _____ Mathews
12 - 12:30 p.m.	Facebook 101 _____ Tech Bar/Conf. Ctr. A
12 - 1 p.m.	Auction Schools Luncheon (private event) _____ Boardroom 1
1 - 2 p.m.	Learning from the Legends _____ Trade Show Stage/Conf. Ctr. B
1 - 2:30 p.m.	<b>MM</b> Multigenerational to Second Generation _____ City Terrace 6
1 - 2:30 p.m.	<b>MM</b> Best Practices for Online Auctions _____ City Terrace 7
1 - 2:30 p.m.	<b>RE</b> Selling Timberland _____ City Terrace 9
1 - 2:30 p.m.	<b>PCA</b> Intro to Livestock _____ City Terrace 10
1 - 2:30 p.m.	<b>MM</b> The Art and Science of Working the Auction Ring _____ City Terrace 11
1 - 2:30 p.m.	<b>CO</b> Making IAC a Reality! _____ City Terrace 12
1 - 5 p.m.	Contract Auctioneer Specialist (CAS) Day 3* _____ City Terrace 8
1 - 5 p.m.	Sweet Pete's Tour _____ Offsite

2 - 2:30 p.m.	Facebook Ads _____	Tech Bar/Conf. Ctr. A
3 - 4 p.m.	Livestreaming Bootcamp _____	Tech Bar/Conf. Ctr. A
3 - 4:30 p.m.	<b>MM</b> Overcoming Fears in Presenting for Business and Beyond! _____	City Terrace 6
3 - 4:30 p.m.	<b>PCA</b> Success Stories in Creating Public Auto Auctions _____	City Terrace 7
3 - 4:30 p.m.	<b>PCA</b> Alternate Revenue Streams _____	City Terrace 9
3 - 4:30 p.m.	<b>MM</b> Sales Techniques _____	City Terrace 10
3 - 4:30 p.m.	<b>MM</b> The Art and Science of Working the Auction Ring _____	City Terrace 11
3 - 4:30 p.m.	<b>MM</b> Cyber Security _____	City Terrace 12
3 - 4:30 p.m.	<b>MM</b> Financial Planning for Auctioneers _____	Daytona
4 - 5:30 p.m.	NAA and USA Today Marketing Competition Reception _____	River Terrace 2
6 - 9 p.m.	President's Gala / Hall of Fame Awards _____	Grand Ballroom 4-5
9 - 10 p.m.	Presidential and Hall of Fame Tribute Reception _____	Grand Foyer 4-5

**FRIDAY, JULY 20**

6:30 - 6:55 a.m.	IAC Contestant Sound Check (optional) _____	Grand Ballroom 4-5
6:30 - 7:30 a.m.	IAC Judges Breakfast _____	Boardroom 3
7 - 8 a.m.	IAC Contestant Roll Call & Orientation (mandatory) _____	Daytona
8 a.m. - 5 p.m.	Registration _____	3rd Flr Sky Bridge
8 a.m.	International Junior Auctioneer Championship: Finals Round _____	Grand Ballroom 4-5
8 a.m.	International Auctioneer Championship: Preliminary Round _____	Grand Ballroom 4-5
8:30 - 10:30 a.m.	NALLOA Education: Selling Firearms at Auction _____	City Terrace 9
9 - 10:30 a.m.	Developing and Sharing Content _____	Trade ShowStage/Conf. Ctr. B
9 a.m. - 12 p.m.	Trade Show _____	Conf. Center A-B
9:30 - 10:30 a.m.	Livestreaming Bootcamp _____	Tech Bar/Conf. Ctr. A
10:30 a.m. - 12:30 p.m.	NALLOA Annual Business Meeting _____	City Terrace 9
11 - 11:30 a.m.	Making Google Work For You _____	Tech Bar/Conf. Ctr. A
12 - 2 p.m.	Presidents Luncheon _____	River Terrace 2
12 - 2 p.m.	Auxiliary HOF/Past Presidents Luncheon _____	Boardroom 1

1 - 2:30 p.m.	<b>PCA</b> IRS Appraisal Regulations _____	City Terrace 6
1 - 2:30 p.m.	<b>MM</b> Artificial Intelligence/Machine Learning/Martech _____	City Terrace 11
1 - 2:30 p.m.	<b>MM</b> Advanced Financial Strategies _____	City Terrace 12
2:30 - 4:30 p.m.	<b>PCA</b> South Dakota vs Wayfair _____	Daytona
2:30 - 4:30 p.m.	NAA Hall of Fame Committee Meeting _____	River Terrace 1
2:30 - 4:30 p.m.	Auxiliary Hall of Fame Committee Meeting _____	Boardroom 3
3 - 4:30 p.m.	<b>PCA</b> Appraisals as a Revenue Stream _____	City Terrace 6
3 - 4:30 p.m.	<b>MM</b> Data Rockstars: Rocking with your Data _____	City Terrace 7
3 - 4:30 p.m.	<b>BA</b> Getting to Know Your Client _____	City Terrace 8
3 - 4:30 p.m.	<b>CO</b> How to Sell Yourself _____	City Terrace 9
3 - 4:30 p.m.	<b>MM</b> Style Guide Development _____	City Terrace 10
3 - 4:30 p.m.	<b>RE</b> Drones _____	City Terrace 11
3 - 4:30 p.m.	<b>PCA</b> Buying a Business, The Smart Way _____	City Terrace 12
4:30 - 5:30 p.m.	Volunteer Recognition Reception _____	St. Johns
5:30 - 6:30 p.m.	IAC Dinner _____	Grand Ballroom 4-5
6 - 9 p.m.	International Auctioneer Championship: Finals _____	Grand Ballroom 4-5

**SATURDAY, JULY 21**

8:30 - 9:45 a.m.	IAC Breakfast of Champions _____	City Terrace 6
8:30 a.m. - 5 p.m.	Uniform Standards of Professional Appraisal Practices (USPAP) 7 hr * _____	City Terrace 9
9 - 10:30 a.m.	<b>MM</b> <b>PCA</b> Current and Developing Auction Law Issues _____	City Terrace 8
9 - 10:30 a.m.	<b>MM</b> How to Crack Asian Business Culture _____	City Terrace 11
9 - 10:30 a.m.	<b>CO</b> So You Made the Finals: Now What? _____	City Terrace 12
10 - 11:30 a.m.	The Foundation's Children's Auction _____	River Terrace 2

<b>RE</b>	<b>Real Estate</b>
<b>MM</b>	<b>Marketing &amp; Management</b>
<b>BA</b>	<b>Benefit Auctions</b>
<b>PCA</b>	<b>Personal and Commercial Assets</b>
<b>CO</b>	<b>Contract Auctioneers</b>

# Being an Auctioneer was his greatest passion

(Information from moraminn.com)



**L**ester Lloyd Stromberg of Ogilvie, Minnesota, died Monday, March 5, 2018, at FirstLight Health Systems in Mora. He was 74.

He was born on April 20, 1943, in Braham to Swan and Helen Stromberg. He attended Holmes Country School and graduated high school in Ogilvie prior to serving in the Army Reserves.

His first vehicle was a dump truck at age 16 which led him to starting his own construction company. His natural talent for dirt work led him to be employed by several different contractors and traveling to work throughout the country.

He was united in marriage to Mary Lindhart on April 4, 1970, at Immanuel Lutheran Church of Brunswick. They resided in rural Ogilvie where they raised their family.

He spent much of his remaining career in sales, selling heavy equipment, insurance, real estate and finally leading him to

auctions. He loved all types of auctions and being an auctioneer was his greatest passion. He was an active member in the Minnesota State Auctioneers Association and was elected President in 2009 and inducted into the MSAA Hall of Fame in 2017.

He embraced the outdoors. Hunting, fishing and snowmobiling were among his favorites. Trips to Canada snowshoeing and snowmobiling, hunting moose and portaging from lake to lake fishing for walleye were his other favorites.

Besides his joke telling and bold laugh, he was a deeply religious man and his beliefs will carry on amongst his children and grandchildren. His family will remember him as a loving, hard-working, honorable and respectful man who was always willing to help others. His caring and giving nature was exemplified in his wish to have his body donated to the University of Minnesota for research.

He was loved by many and will be missed by all.

He was preceded in death by his parents and brother Jim.

He is survived by his wife, Mary; daughter, Becky (Brian); sons, Dan and Greg (Rikki); grandchildren; and great-grandchildren.❖

## 2007 Nebraska Auctioneer of the Year passes away

(Information from lexch.com)



**D**ean C. Martin, 81 of Lexington and Apache Junction, Ariz., died Saturday April 14, 2018 at his home in Apache Junction. He was buried with Military Honors.

Dean was born Feb. 25, 1937 in Lexington to Drs. George L. and Alice M. (Horn) Martin. He graduated from Lexington High school in 1955, also graduated from Fort Smith Auction School in 1956, and from Kearney State College in 1959.

While enlisted in the U.S. Army, he learned radio transmission and turned it into a long-time love for HAM radios. He transferred to the National Guard where he remained until 1965, reaching the rank of E7.

As a young college graduate he taught English at Sumner/Eddyville for two years. He then returned to Lexington to open The Martin Company, a real-estate, auctioneer, and insurance company.

He married Deanna Turner of Cozad in 1964, and from this union a daughter, Shelley Lynn, was born.

Dean began auctioneering by working at the Lexington Sale Barn sorting and taking bids on livestock by the age of 13. Dean loved life, and enjoyed being a member of many organizations including: the first United Methodist church, Eagles, Elks, DeMolay, American Legion, Kearney State College Alumni association, Dawson county board of Realtors, Goldenrod auto club, and the Nebraska auctioneers association, where he served as a board member, president, and also was awarded Nebraska Auctioneer of the Year in 2007.

He enjoyed spending time with his family and especially enjoyed fixing things with his great- grandson Jaxon, as well as teaching his great-granddaughter Ava how to ride a bike. When he wasn't with family he spent his time visiting with friends, traveling, and dancing as often as possible. He also collected classic cars, coins, and antiques, which led to his specialized auctions.

He is survived by his daughter, Shelley (Thomas) Bowers of Fairbury; two granddaughters; and two great- grandchildren.

Dean was preceded in death by his parents, aunts, uncles.❖





## Professional Ringmen's Institute

At its recent PRI Branson training event, the Professional Ringmen's Institute included students from 10 states and Canada (above). Right: David Erickson (second from left) and Peter Ramsey (middle) each purchased an autographed PRI mug for \$1,100, with proceeds donated to St. Jude Children's Research Hospital. They are shown with five-time World Champion Ringman Dustin Taylor; 1995 NAA IAC Champion Shannon Mays, CAI, AARE, BAS, Instructor; PRI Founder and Chair Brian Rigby, CAI, AARE, Instructor.



## The Ohio Auction School

The Ohio Auction School recently graduated its June 2018 class, with 16 students representing Ohio, Pennsylvania, and West Virginia.



## Mendenhall School of Auctioneering

The Mendenhall School of Auctioneering graduated 26 students from nine states in its June class. Students represented Florida, Maryland, New Jersey, North Carolina, Pennsylvania, Tennessee, Virginia, and West Virginia.

## Prints and Multiples event paints profitable picture in California



\$27,000

**M**ONROVIA, Calif. – While John Moran Auctioneers consistently strives to provide their buyers with a thoughtfully curated selection of art and objects at all of their auctions, the past calendar year has seen a great push towards category specific events that cater to particular collector categories or aesthetics.

Moran's has long been identified with California and American art (and in particular, California Impressionism), but has recently been expanding their reach in the modern and contemporary art and design market. In that vein, late last year Moran's announced that they were collecting for their inaugural Prints & Multiples auction, a natural complement to their 20th Century and Contemporary Art + Design catalogue.

Now that the auctions have come to fruition, it is clear that the modern-leaning catalogues have broad appeal among Moran's existing base of collectors and new buyers alike (a quarter of in-

person registrants were brand new bidders with the company).

### 20th Century and Contemporary Art + Design

John Moran Auctioneers started out the two-session day with their 20th Century and Contemporary Art + Design catalogue, which featured 167 lots of furniture and fine art ranging from the Art Deco period through to contemporary works by living artists.

The majority of the highest-earning lots in the catalogue were works of art by French and contemporary painters. "Nature Morte au Chandelier [Still Life with Candlestick]" by well-known artist Suzanne Valadon (1865-1938), was brought to the block with a \$50,000-\$70,000 auction estimate. While the artist is most well-known for her figurative works, the still life attracted interest from buyers casting bids both via absentee and telephone, earning \$51,000 at the block.



\$21,600

French Impressionist Albert Marquet (1875-1947) was similarly represented with a richly hued still life at Moran's April 20th auction. Suffused with bright light streaming through an open window, "La Fenêtre à Méricourt [The Window in Méricourt]" achieved a \$46,800 selling price, within the \$40,000-\$60,000 estimate. Later in the sale, a contemporary abstract composition in black and white oil stick on paper by Bernar Venet (b. 1941) titled "Indeterminate Line" brought an exceptional \$27,000, well over the estimated \$6,000-\$8,000.

Modern and contemporary works by American artists were also popular with collectors, including a sketch by New York-based pop artist Tom Wesselmann (1931-2004). The diminutive "Study for Sunset Nude with Pink and Yellow Tulips" was offered with a \$10,000-\$15,000 pre-sale estimate; going for \$14,400 after all available phone lines were reserved for bidding on the lot. A rarely seen black and red woven tapestry by Alexander Calder, titled "Araignee Rouge [Red Spider]" dating to 1970 was the subject of much discussion prior to the auction, with the final selling price climbing to \$12,000 as many collectors cast their bids online (est. \$4,000-\$6,000).

An abstract landscape by local Los Angeles artist and educator Jae Carmichael (1925-2005), "Santa Fe Signals", was brought to the block with a conservative \$800-\$1,200 estimate; shortly after opening, the work climbed to a \$1,680 price realized, setting a new record for the artist's work at auction.

Art Deco design held a prominent position in the first half of the 20th Century and Contemporary Art + Design catalogue, with furniture, silver and lighting earning respectable prices. A particularly intriguing Deco-inspired coffee and tea service by master Danish silver designer Georg Jensen brewed up competition between telephone and online bidders; the five-piece "No. 3" service earned a \$21,600 price tag (est. \$20,000-\$25,000).

Also by Jensen, a sleek late Art Deco cocktail shaker topped

with a grape cluster-form finial was a big hit with buyers on the auction floor, bringing \$4062 at the block (estimate: \$2,000-\$3,000). Deco-inspired furniture did quite well, including two lots of chairs designed by Ludwig Mies van der Rohe (1886-1969) for Knoll. The first lot, a pair of widely collected "Barcelona" chairs and ottoman in black leather, quickly flew to a \$4,500 price realized; the second lot, a group of six chrome and black leather "Brno" chairs, brought \$5,100 (est. \$2,500-\$3,500; \$4,000-\$6,000).

A dining set by master craftsman and Southern California native Sam Maloof also caused quite a stir; consigned from a local private collection, the table and the group of six chairs were offered as two separate lots, with each lot earning an impressive \$21,600 and going to a very dedicated telephone bidder (each est.: \$18,000-\$22,000).



\$21,600





\$18,000



\$14,400



\$7,500

## Prints & Multiples

Following the first session, Moran's hosted a short Prints & Multiples auction; while comprising only 85 lots, the sale achieved 95 percent of its projected value with an 82-percent sell-through rate.

The second session opened strong, with a run of Pablo Picasso (1881-1973) ceramics earning exceptional prices; the first lot of the session, a large "Service Visage Noir" art pottery charger was presented with a \$4,000-\$6,000 estimate, and quickly found a buyer for \$6,600. Shortly after, one of the artist's iconic owl vases achieved \$7,500, squarely within the \$6,000-\$8,000 estimate.

Works by the prolific artist were peppered throughout the catalogue and proved to be enduringly collectible; one of Picasso's "Farol [Bluff]" linocuts depicting an abstracted bull and fighter sold for \$9,600, while a lithograph listed as being "after" the artist titled "Tête de Femme Au Chapeau [Head of Woman in Hat]" astounded bidders on the floor when it flew to a \$18,000

price realized in a matter of moments (est. \$6,000-\$9000; \$5,000-\$7,000).

Joan Miró's (1893-1983) "Mannequin Parade in Bahia" was highly anticipated by collectors in the days running up to the auction date. Carrying a \$10,000-\$15,000 pre-auction estimate, the large-scale abstract lithograph earned a final price of \$18,000. Another large-scale work, this one by Spanish artist Manolo Valdes (b. 1942), offered an abstracted take on Diego Velázquez's 17th-century portrait of Infanta Margaret Theresa. "Las Meninas" was expected to bring \$3,000-\$5,000 and achieved \$6,000 at the block.

Near the end of the final auction, Moran's was pleased to present "Sea Turtle," a colorful screenprint by pop artist Andy Warhol (1928-1987) which was one of the most requested lots for telephone bidding (all available lines were booked for bidding). The popularity of "Sea Turtle" earned it a final selling price of \$40,625 after fierce competition between a dozen telephone bidders. ♦

## Brilliant Period Cut Glass pieces dazzle St. Louis bidders



\$22,000



\$17,000



\$14,500



\$8,000

**S**T. LOUIS, Mo. – A rare pedestal crescent vase by Libbey in the Herringbone pattern knocked down for \$22,000 and a large round tray, also by Libbey, in the Diana pattern, realized \$17,000 to take top lot honors at the sale of several outstanding collections of Brilliant Period Cut Glass held on May 12 by Woody Auction.

The event was conducted online and at the Crowne Plaza St. Louis Airport Hotel in St. Louis.

The auction comprised just under 400 lots of Brilliant Period Cut Glass, many of them rare, beautiful and stunning pieces. Featured was the continuation of the Bill Chandler collection, boasting many important pieces, as well as the Stanley and Ruth Gotcliffe collection out of New Jersey. As with all sales held by Woody Auction, every item up for bid was offered to the highest bidder, without reserve.

Perhaps it should come as no surprise the two top lots were by Libbey. The glass manufacturer was founded in Ohio in the late 19th century and produced some of the highest quality American Brilliant Cut glass items that remain highly sought after by collectors today. The pedestal crescent vase that sold for \$22,000 appealed to bidders because of its large size – 12 ½ inches in height – and rare shape. It had a large scalloped petticoat hobstar foot.

The round Libbey tray in the Diana pattern was also seen as desirable for its large size – 15 ¾ inches in diameter – but also for its superior quality. The piece had been pictured as an outstanding example of its kind on page 228 of *Rarities*. Another Libbey Brilliant Period Cut Glass bowl – this one in the Marcella pattern, 3 ¼ inches by 9 ¾ inches square, with superb cutting – changed hands for \$5,000.





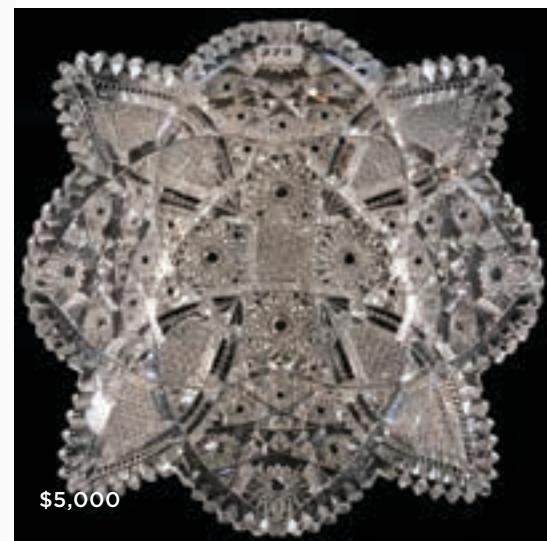
\$6,500



\$5,500



\$5,000



\$5,000

One other lot in the sale topped the \$10,000 mark: a pair of Brilliant Period Cut Glass (BPCG) vases by glass maker Dorflinger – one cranberry and one green, both cut to clear – in an unnamed but gorgeous pattern featuring engraved floral with hobstar, vesical and nailhead diamond highlights. The pattern of the vases matched one featured in the Philadelphia Museum of Art that was presented to the museum by Dorflinger & Sons in 1903. The vases each stood 11 ¾ inches tall and sold as one lot for \$14,500.

Following are additional highlights from the auction, which attracted about 100 people to the venue (of whom 61 were bidders), 15 absentee bidders and 270 registered online bidders, who bid via the online platform LiveAuctioneers.com and who

tallied nearly 8,000 page views during the auction. All prices quoted are hammer. Woody Auction (based in Douglass, Kansas) does not charge a buyer's premium when bidding in person.

A water set featuring a 12-inch pitcher in the Pedestal Alhambra pattern by Meriden with a triple-notched handle and full pattern cut foot, plus six pattern-matched 3 ¾ inch tall tumblers, commanded \$8,000. Also, a 14 ¼ inch tall emerald green cut to yellow tankard with a fabulous wheel carved floral design, a clear applied handle, and a ray cut base, hit \$6,500.

A hard-to-find tazza (shallow bowl of wide form, on a footed stem) by Libbey, in the Aztec pattern, having a scalloped



petticoat hobstar foot, breezed to \$4,000. Also, a rare round tray by Clark in the Waldorf pattern (also known as the Quatrefoil and Rosette pattern), 11 ¾ inches in diameter, with a brilliant well-cut blank, showing strong yellow/green fluorescence under the black light, topped out at \$3,750.

Round trays by Hawkes were a hit with bidders. An 11-inch-diameter example in the Panel pattern with exquisite blank and cutting, went to a determined bidder for \$5,000; while one in the Lattice and Rosette pattern, signed and 10 inches in diameter, with outstanding blank, fetched \$4,000. Both trays, just like the abovementioned Clark tray, also showed strong yellow/green fluorescence under the black light.

Beautiful, colorful wine glasses always get paddles wagging, too. A 7-inch-tall BPCG green cut to clear wine glass in a cane, vesica and fan motif, with a hobstar foot, found a new owner for \$5,500. Also, a blue-cut-to-clear wine glass in a block and fan motif, having a clear, six-sided air trap stem with hobstar foot, a little smaller at 5.75 inches, didn't sell for quite as much, either, settling at a respectable \$4,250.

A green-cut-to-clear decanter in the Marlboro pattern by Dorflinger, 8.25 inches tall and sporting a bell-shaped body, hobstar base and pattern cut stopper, left the room for \$3,750; while a two-color, cut-to-clear covered jar by an unknown maker but of nice quality and quite striking, blue-cut-to-rose-cut-to-clear and having a bird-on-branch décor with floral and scroll highlights, 8.5 inches tall, made \$5,000.

An extra-large flower centerpiece signed Libbey in the Empress pattern – 9x15 inches – very nice, with a facet cut ring neck, coasted to \$4,500. Also, a top-quality, 18in. tall trumpet vase by Hawkes in the Queens pattern, with a facet cut ball stem and 7-inch hobstar foot, gaveled for \$3,750.

On Saturday, Feb. 24, Woody Auction celebrated the grand opening of its new Douglass, Kansas auction hall with a major antique and fine art auction, one that featured four oil paintings by renowned Swedish-born Kansas painter Birger Sandzén (1871-1946), plus superb collections of Royal Bayreuth, Daum Nancy, Galle, Tiffany, Pairpoint, art glass, period American furniture and decorative accessories. ♦

## Choice-by-the-acre method scores big in Kentucky

**B**ARDSTOWN, Ky. – Kurtz Auction & Realty sold at absolute auction 71.8 acres seven miles southeast of Bardstown for \$564,472, on Monday, April 9. The Hattie Clements Estate owned the farm on Borders Lane. It was divided into tracts ranging from five acres to 27.77 acres.

More than 100 prospects attended the 5:30 p.m. auction, with 72 parties registering to bid on the nine tracts. The first two tracts sold for \$13,100 per acre. The majority of the tracts sold in the \$7,000 to \$10,000 per acre range. A 27.77-acre, mostly wooded parcel, sold for \$3,700 per acre.

The farm was sold using the choice-by-the-acre method. This means that the bidding was by the acre with the winning bidder having the right to take any tract, any number of tracts or all of the tracts at the top bid. In the event the top bidder does not take all the tracts, then the runner-up bidder could take any untaken tracts at the top bid. This process is continued until all tracts are sold. Each sale is final. The tracts are not grouped at the end of the auction.

Kurtz has used several auction methods in its 73 years of selling real estate. These include not only choice-by-the-acre but also, using a mix of individual tract sales and choice-by-the-acre as well as simply not dividing a tract of land at all and selling it as a whole. The consideration of whether to divide a tract of land (and if so, how many divisions and where to place those divisions) is critical. These decisions are not made lightly because they can have significant monetary consequences to the Kurtz client.

“Our paramount objective is to partner with our seller to get the highest sale price their land will yield,” says John Kurtz, CAI, President of Kurtz Auction & Realty.

“Every piece of real estate is different just as no two people are the same,” says Bill Kurtz, CAI. “What we do is put ourselves in the buyer's position and try to imagine how the buyers would pay the most for the property.” ♦

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## IN THE RING

**PAGE**  
**11** *"Ultimately, you are responsible for your own safety – and you can never be too prepared."*  
Texas State Trooper Jean Dark, personal safety expert

**PAGE**  
**40** *"Congratulations to the 2018 Power of A Award winners. There are very few things that get done, very few ideas that get implemented, without an association being involved at some point in the process."*  
John Graham, CEO American Society of Association Executives, in a release announcing "Power of A" award winners, including NAA's Silver Award.  
Washington, D.C.

**PAGE**  
**45** *"We're also in the auction business, so we know what's important. We get feedback from Auctioneers around the country, what they'd like to have added next time. I think we've got it pretty locked in."*  
Martin Lampi  
Lampi Auctioneers, Inc.  
Annandale, Minnesota

## AROUND the BLOCK

- **ADESA is determined to defend its lead in upstream auctions**, according to an article on autonews.com. "For the last few years, analysts repeatedly predicted that a tsunami of off-lease vehicles would undercut used-car prices, slamming trade-in values and potentially slowing new-car sales. That hasn't happened," the report said.
- "Since December 2016 I've been noticing something at auction," starts a Machinery Pete blog entry at agweb.com. "Despite a significant jump in the No. of farm machinery auctions taking place (40% increase starting back in July of 2015) and despite a very challenging ag economy, I've been seeing **increased buyer demand in very good condition 1-3 year old pieces of equipment** when they come up for sale at auction." – Read more at: <https://www.agweb.com/blog/machinery-pete/interesting-phenomenon-at-auction/>
- The last batch of Burgundy from revered producer Henri Jayer sold for 34.5 million Swiss francs (\$35 million) in Geneva on June 17, more than double the upper-end estimate, in what the seller described as the **largest wine auction ever**. – From Bloomberg.com



## MEMBERS' CORNER

**O**n June 5, Michigan auction professional Brad Neuhart was in the right place at the right time for an auction attendee who suffered a heart attack during the event.

Thanks to training, Neuhart responded quickly, coming to the man's aide and saving his life.

Brad accounted his story on Facebook, where it was then shared in the NAA Auction Professionals Facebook Group. His account is below and serves a great purpose as a reminder that CPR training is a fantastic skill to obtain.

*"Two years ago I posted asking in this forum if anyone carries an AED (Automated External Defibrillator) with them to their auctions because we had a gentleman go into sudden cardiac arrest during an auction and pass away. Some of you responded that you do and I commend you for that. My partner and I decided to purchase one and place it in our cashier trailer and I purchased a good size decal and placed it on the side of the trailer that simply says AED Inside.*

*Well at an auction we had this past Sunday I was working the ring while my partner auctioned, I heard a thud behind me and when I turned and looked saw a man laying face down on the ground not moving. I quickly ran over and rolled him over, he had agonal respirations and no pulse. I began CPR and asked someone to call 911 and go get the AED from the trailer. When the AED was brought to me I placed the pads on the man and had someone press the power button, the machine analyzed the heart rhythm and advised me to shock him.*

*I delivered one shock and quickly began chest compressions again. Within about 15 seconds of being shocked he began mumbling and then began talking. EMS arrived and transported him to the hospital and he was discharged yesterday after an overnight stay for observation. The man had no medical history and said he thought he passed out. From me hearing him fall to him talking to me*

*was approximately 2 minutes. I know that some may have some apprehension because they may not know CPR or wouldn't know how to use an AED, this couldn't be further from the truth. I am a firefighter/paramedic by trade and there is nothing I did on Sunday that ANY OF YOU could not do by purchasing an AED and spending a couple of hours being trained in bystander CPR/AED.*

*The AED we purchased was a refurbished unit and we have around \$600 in it total. The reason this man is alive is because aid (and electricity) was rendered immediately. PLEASE, PLEASE think about purchasing an AED to carry with you to auctions and learn to use it along with CPR. I know this was a long post and I appreciate those who took the time to read it." ♦*



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Kelly Strauss, Candidate Ad .....	63
Kenny Lindsay, Candidate Ad .....	62
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Lampi.....	49
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NAA Credit Card Program.....	52
NAAA.....	51
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## Coming up in August ...

Elections will be over, new IAC champions will be crowned, and NAA will have its newest president in Tim Mast, CAI, AARE. All of that and much, much more will be featured in the August issue of *Auctioneer*.



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