

# Auctioneer

JUNE/JULY 2011

The official publication of the National Auctioneers Association

**DECIPHER DATA**  
Uncovering key metrics

HOW TO  
**LAND**  
GOVERNMENT  
CONTRACTS

SPECIAL REPORT:  
COUNCIL ON  
**FUTURE PRACTICES**

2011  
CONFERENCE  
AND SHOW  
PREVIEW



### DRIVER'S LICENSE QUICK CHECK-IN



### SELF CHECK-IN TOUCHSCREEN KIOSK



### WIRELESS HANDHELD CLERKING



### MULTI-PARCEL with grid & map leaderboards including back-in column



### EYE-FI WIRELESS IMAGE CAPTURE (speeds up cataloging)

#### WHY AUCTION FLEX?

- Established market leader
- Unparalleled customer service
- True windows software
- Free 30-day trial
- Rent or purchase
- Easiest to learn
- No modules

#### AUCTION TYPES

- Catalogued without internet bidding
- Catalogued with internet absentee bidding
- Catalogued with internet-only bidding
- Non-catalogued single or multi-consignor
- Multi-parcel with map & grid leaderboards

#### FEATURES

- Easy or advanced modes
- Drivers license quick check-in
- Clerking (split / group / choice / pass-out)
- RF modem clerking with 1 mile range
- Wireless handheld clerking with 1,000 foot range
- Consigned & purchased inventory with cost tracking
- Inventory management with bar-coding
- Auction export with automatic image renaming
- QuickBooks consignor checks export
- Bulk image import / auto-assign
- Consignor expenses (flat / pro-rated / etc.)
- Multi-level conditional buyer charges
- Buy backs with separate schedules
- Consignor deductions
- Absentee bids / phone bids
- Advanced phone bid scheduler
- Advanced mailing list builders
- Auction presenter (slideshow)
- Auctioneer's screen
- Invoicing / cashiering
- Discounts / surcharges
- Trust account tracking
- Alternate sale order
- Self check-in kiosk
- Catalog by image
- AuctionZip upload
- Clerking audit log
- Buyer deposits
- Straight sales
- Bulk e-mail
- And much, much more...

# BIDOPIA<sup>®</sup>

## Internet Auctions Made Easy

Your auctions branded to your website

#### Internet absentee bidding

No setup fee / 25 cents per unique bid  
Max \$50 bid fee per auction, NOT a % of sell through

#### Internet-only timed auctions

No setup fee / 25 cents per unique bid  
Max \$100 bid fee per auction, NOT a % of sell-through  
Soft-close / grouped soft-close

#### Fully integrated with Auction Flex

No import / export required

Same-day activation / setup

# SUCCESS

We can help you get there.

**Auction Flex auction software  
(the runaway market leader)**

**Bidopia internet bidding platform  
(fully integrated with Auction Flex)**

**As simple or complex as you need.  
Let 2011 be your year.**



Auction  
**FLEX**

AUCTION SOFTWARE  
[www.auctionflex.com](http://www.auctionflex.com)

**BIDOPIA**

INTERNET BIDDING  
[www.bidopia.com](http://www.bidopia.com)

352.414.1947 or [sales@auctionflex.com](mailto:sales@auctionflex.com)



**Are YOU Losing Significant Business Because You Are NOT A CERTIFIED Machinery & Equipment Appraiser?**

**Answer: Probably Since This Is Specialized Training!**

The question becomes, "How do we know"? That's a great question and we're glad that you want to know.

Auctioneers and appraisers who have earned the professional credential of CMEA (Certified Machinery & Equipment Appraiser) all report a significant increase in their business. After all, lenders, CPAs, attorneys, courts, and others all demand a **Certified Appraisal by a Certified Machinery & Equipment Appraiser**.

If you want to make more money, increase business opportunities and get more auctions, overcome competition, and reduce the risk of liability,, then you **NEED** to earn the CMEA professional credential.

No other organization provides its members with 24/7 support, Appraiser's Resource Database, complete and proven turn-key marketing program, and a USPAP compliant Summary and Desktop Certified Appraisal software.

Find out more by requesting our exclusive CMEA Preview Pak filled with information you need to know. You'll be glad that you did!

**(866) 632-2467**  
**www.nebbinstitute.org**



**1-800-THE-SIGN**  
Out the Door in 24!

**4' x 4' SIGN** from **\$68.<sup>88</sup>**  
PVC Post Kit - \$84.88 with flat caps

**1-800-843-7446**  
www.1800TheSign.com

- 24 Hour Turnaround Time
- Next Day Delivery Available
- No Setup / Design Fee

UPS Shipping from \$15

**THE ONLY**  
**MILS**  
**FOR**  
**AUCTIONEERS**

**Your auctions may already be listed!**

When you post your real estate auctions on the NAA Auction Calendar, your auctions also appear on the first and only AUCTION-ONLY Multiple Listing Service. Try it today and let your sellers know their properties are listed on **AUCTIONMLS.com**.

**NAA**  
Auctioneer

**LIST TODAY**  
**AUCTIONMLS.COM**



# Auctioneer

JUNE/JULY 2011 | VOLUME 63 | NUMBER 6

www.auctioneers.org

The official publication of the National Auctioneers Association

## 6 From the President

Give thanks, offer help

## MEMBER PROFILE

### 20 Justin Ochs

Auctioneer hopes videos will improve public perception of profession

## NEWS/FEATURES

### 17 Auto championship

NAA Auctioneer wins ringman contest

### 18 Shopping around

Groceries at auction can bring 75-percent profit

### 28 Decipher data

Use metrics to boost your bottom line

### 34 Summer sizzle

Buyers, investors search for bargains on property

### 36 Top land auctions

NAA members' companies make national ranking

### 38 Cut the red tape

Follow these steps to earn government contracts

### 42 Thanks, volunteers

NAA leaders strengthen association, industry

### 88 Online cataloging

Software programs simplify arduous task

## BUSINESS PRACTICES

### 22 Make me!

A contract without performance means nothing

### 24 Know your code

Auctioneers must pay heed to tax requirements

### 40 Candor pays

Misleading advertising betrays buyers' trust

### 46 Good signs

LCD billboards bright idea for auction marketing

### 53 Council paper

Report provides recommendations for future

## NETWORKING

### 7 Letters

### 8 Conference & Show

### 16 Thank you, sponsors

### 26 Auction families

### 48 Conference events

### 76 Success stories

### 81 Member news

### 82 Auction schools

### 84 New members

### 94 WebPage

### 95 FillerWords

### 96 Industry spotlight

## DEPARTMENTS

### 90 Membership application

### 93 Editorial calendar

### 97 Education calendar

### 98 MarketPlace

### 98 Advertiser index





**B. Mark Rogers**

CAI, AARE, NAA President

National Auctioneers Association President B. Mark Rogers, CAI, AARE, joined the NAA in 1983. His father, R. Bracky Rogers, CAI, CES, opened the doors of the family business in 1964 and was the NAA's President in 2000-2001. Three generations of Auctioneers, including Mark's son, Dustin, now work side-by-side at Rogers Realty & Auction Co. Inc. in Mount Airy, N.C.

# Give thanks, offer help

It's hard to believe that my year as National Auctioneers Association President is almost over. During my last few years on the Board of Directors, I've had the opportunity to visit many of you in your home states. I've been honored to represent the NAA with those organizations and am proud of the progress we continue to make.

I'll save most of my "thank yous" until my time at the podium during the annual business meeting at Conference and Show, but there are a few people that I want to spend some time on. First, on page 42, you will find a list of volunteers who have served the NAA this past year. The work to stabilize the organization so that we can become more relevant in the future has been done by this group of people. They are often overlooked, and yet their work has helped us ensure that the NAA will be here for our children and grandchildren. To them, I say thank you.

To the NAA's staff — what a talented group of people we have! Chief Executive Officer Hannes Combest, CAE, often gets the credit, and she deservedly gives it right back to the staff. They are creative and resourceful and are pleasant to boot!

In May, I took time away from my business and the NAA to travel to Haiti as part of a mission trip with my church. This trip has made me grateful for my family, this country and even the NAA. I can go anywhere in the U.S., and in many parts of the world, and find an individual to help me personally or professionally. That's what we did in Haiti for people who have so little — we helped. It was an eye-opening experience, to say the least.

During the past year, we have laid the groundwork for what I believe is going to be a remarkable future for the NAA. The paper developed by the Council on Future Practices (see page 53) clearly illustrates that times are changing and the NAA must lead that change. Read this paper and then plan to attend the presentation by the Council on Wednesday, July 13, following the Conference and Show Opening Session. You will have the opportunity to ask questions about how this is going to affect you and your business.

## To the future

As you read the paper, at first you may be a bit frightened: "How can my business survive this kind of transition?" But the Council offers a great piece of advice and hope, making sure that your business has "opportunity agility." By creating a business that is flexible and able to meet the changing demands of your clients, you can create a presence that is strong and ready for the future.

And what about the NAA? Well, Vice President Christie King, CAI, AARE, BAS (soon to be the NAA's first female President!), has already appointed a group that will take the Council's paper and focus its efforts on developing a plan for the NAA. There will be more information about this group announced at Conference and Show and in future issues of *Auctioneer*. But our plan is to be ready for the October 2011 Board meeting.

Which brings me to my final point ... consider the Board of Director candidates carefully when you place your vote either in person or via absentee ballot. We have four fine candidates for Vice President, one experienced individual for Treasurer and five very qualified individuals for two Director positions. It will be a difficult decision, but it is a critical decision as the NAA moves forward. Please re-read their profiles in the May issue of *Auctioneer* and be prepared to ask them questions when you see them at Conference and Show.

It's going to be an exciting time and a wonderful future. I truly believe that we have an opportunity right now in the auction industry that is better than it ever has been.

And please don't forget those individuals in places that need our help — whether it's our friends and family in Alabama who have been devastated with the tornados, the flooding in Tennessee or my new friends in Haiti. We are all connected.

# Fun Auction a big success, learning opportunity



## Fellow NAA Auctioneers:

It is with great pleasure that we reflect on this year's 35th anniversary of the Certified Auctioneers Institute and the CAI Fun Auction. Once again, Auctioneers gathered from all over the country and beyond to participate with their fellow students and teachers in an auction to raise money for the National Auctioneers Association and St. Jude Children's Research Hospital.

Fun Auction participants raised \$15,033.50 for St. Jude and \$37,425 for the NAA, making for a record-setting total of \$52,458.50. The total for St. Jude includes the incredibly generous donation of the \$1,000 prize from this year's Heads or Tails game winner, Robert Dann, AARE, of Max Spann Auction Co., Clinton, New Jersey, a CAI II student.

While the amount raised is impressive, money is not the goal of this event. Over the years, as the benefit auction sector has evolved, the Fun Auction has become a unique learning opportunity for CAI II students to engage in the planning and execution of a benefit auction.

This past year marked the end of an era for the Fun Auction and launched the beginning of a new educational requirement for CAI II students. CAI I students will now close out their curriculum with a class on benefit auctions and place each classmate in an integral role for the next year's CAI Fun Auction. This will become a learning opportunity for the entire class as they gain knowledge of the ins and outs of the benefit auction world and work together to plan next year's Fun Auction.

One of the factors in the success of the auction this year was the outstanding support from the auction community, from sponsors to donors to bidders. It just proves how when Auctioneers come together, the possibilities and benefits are endless.

As the auction community grows and becomes more global, so does the student body of CAI. International donations brought fevered bidding and wonderful energy to the 86-lot Fun Auction. One such highlight was a seven-night stay in a waterfront penthouse in Kinsale, Ireland, which was generously donated by Brendan Lillis, ATS, BAS, of Brendan Lillis Foundation Inc., Alpharetta, Ga., a CAI II student.

As CAI continues with traditions and excellence in education, so does the Fun Auction. While the auction has always been a wonderful experience for all those who participate and support it, it will now also be an integral part of the educational experience of CAI.

**For their generosity and support, on behalf of all of this year's CAI II students, we would like to thank the following event sponsors:**

- Auction Flex
- MarkNet Alliance
- Mound City Auctions
- Proxibid Inc.
- Satellite ProLink Inc.

For their additional support, we also would like to thank these individuals:

## Table and centerpiece combo sponsors

- Mark Beacom
- Julie Carter, CAI
- Maverick Commins
- J. J. Dower, CAI, AARE
- Bill Eberhardt, CAI, AARE, CES
- Rusty Farrin
- T. J. Freije
- Peter Gehres, CAI, CES
- Sandra Giroux, ATS, CES, GPPA
- Travis Hamele, CAI, AARE, CES, GPPA
- Janine Huisman, GPPA
- Kurt Kiefer
- Jacquelyn Lemons-Shillingburg
- Forres Meadows, CAI, ATS, BAS
- Terry Owen, CAI, AARE
- Dayton Roller, CAI

- Thomas Saturley, CAI
- Rich, CAI, BAS, GPPA, and Shannon Schur, CAI, BAS
- Gayle Stallings, BAS
- Kyle Swicegood, BAS
- Ruthie B. Taylor
- Dick Whittington, CAI, MPPA
- Brad Wooley Jr.

## Table sponsors

- Jack Christy, CAI, BAS, CES, MPPA
- Sheila, CAI, and Jeremy Gregg, CAI
- Kevin Jordan, CAI
- Darron Meares, CAI, BAS, MPPA

## Centerpiece sponsors

- Theresa Collette Giroux, AARE, ATS, BAS, CES, GPPA
- Christie King, CAI, AARE, BAS
- Courtney Nitz-Mensik
- Rick Stroud, CAI, BAS, and Cindy Soltis-Stroud, CAI, BAS
- Jodi Sweeney, BAS
- Neil Webster, CAI, CES
- Randy Wells, CAI, AARE, BAS, CES, GPPA

Thank you to all for making this year such a huge success, and thank you for your continued support of the NAA and St Jude.

Sincerely,

*CAI Fun Auction  
co-chairs:*

**Letitia Frye**  
*Scottsdale, Ariz.*

**Gayle Stallings,**  
*BAS  
FUNauctions,  
Austin, Texas*



Frye



Stallings

# PLUG INTO

## THE 62<sup>ND</sup> ANNUAL INTERNATIONAL AUCTIONEERS CONFERENCE AND SHOW

### PLUG INTO EDUCATION

••• FEATURED PRESENTATIONS •••

Wednesday, July 13



Schultz

*We're excited to share this valuable information that we have worked diligently on for the past nine months. The information that will be presented has the ability to completely reshape, and revitalize, each member and their business. It features numerous specific examples from industry leaders on what to expect in the next five to 10 years.*

**John Schultz**  
Schultz Auctioneers,  
Albany, Minn.

#### Future of the Auctioneer

The Council on Future Practices will present its research regarding "Give Me Five, Now Ten ... Years Into the Future," the paper it produced that provides insight into the future of the auction industry, during Conference and Show. The event is before the annual Town Hall Meeting, which the NAA plans for July 13. In the Town Hall, members will have an opportunity to discuss how the Council's findings might affect the NAA.



#### Working with Bankruptcy Trustees

Representatives from the National Association of Bankruptcy Trustees plan to reveal the procedures and dynamics that go into selling property in bankruptcy cases.

#### Keynote speech: Forecasting the Future

Alan Beaulieu, president of the Institute for Trend Research (ITR), Boscawen, N.H., plans to present his economic forecast for the auction industry. Beaulieu will present some remedies for removing uncertainty that could be holding many Auctioneers back from making key decisions. He will present to Auctioneers ways they can enhance the profitability of their businesses.

*"It's going to be really important that management act, where in the past what we've done is we've hung back and cut," he says. "Now, we're going to have to step out and go, and that's a difficult transition after such a steep recession."*



Beaulieu

Beaulieu also will present a CAI Special Session, "Forecasting the Future: The Next Level"



Thursday, July 14



Clements

### Auctioneering: The Practice vs. The Business

Bob Clements, an owner and director of marketing for E-Myth Benchmark, Des Moines, Iowa, plans to explain how Auctioneers can make their businesses less dependent on themselves, as owners. He will teach Auctioneers how to build organizational structures that allow them to do what they love without having to focus on day-to-day operations. He says an owner can essentially become a "volunteer" within his or her own business.

He says building a business should be like raising a child — eventually owners would like the business to take care of itself, and possibly in the future, take care of them. Clements hopes Auctioneers will develop a new way of thinking about their auction businesses.

*"If you don't do that, you won't do anything different," he says. "You'll go back and do the same thing over and over again, working even harder at it, getting exactly the same results you've always gotten."*

*Fund-raising continues to develop as a widely recognized profession globally. What was once considered an art is becoming science, requiring new tools, techniques and skills.*

### Trends in Fund-Raising for the Benefit Auctioneer

Neil Saffer, CAI, AARE, BAS, of Fisher Auction Co., Boca Raton, Fla., and Kathy Kingston, CAI, BAS, of Kingston Auction Co., Hampton, N.H., in this presentation plan to help Auctioneers learn how to better understand their clients' goals. The benefit auction professionals will reveal key strategies Auctioneers can use to help their customers increase revenues and expand their donor networks, Saffer says. Ultimately, the goal is to help Auctioneers build long-lasting professional relationships.

**Neil Saffer, CAI, AARE, BAS**  
Fisher Auction Co.,  
Boca Raton, Fla.

*When you go from being a small company to a mid-size company, your business model and compensation model will change. You can't just keep replicating the same model over and over again.*



Latham



Karbelk

### How to Build Your Business While Running Your Business: The Key Metrics

In this presentation, co-presenters Larry Latham, CAI, of Larry Latham Auctioneers Inc., Las Vegas, and Stephen Karbelk, CAI, AARE, of National Commercial Auctioneers LLC, Tulsa, Okla., plan to focus on two critical ways to expand an auction business. The first is organic growth, which includes sales and operations, and the second is high-value, high-volume auction transactions. Read the cover story from this issue of *Auctioneer* to learn more.

**Stephen Karbelk, CAI, AARE**  
National Commercial Auctioneers LLC  
Tulsa, Okla.

Friday, July 15



Monetti

### Supercharge Your Goals and Sales Success

Phil Monetti of The Integrity Team Inc., Severn, Md., plans to present two sessions July 15. Monetti, who has worked with professionals in the auction field for the past few years, is an expert in the "service-profit" chain aspect of commerce. *"When we really examine the service-profit chain, we realize that excellent service can and does generate revenue and profit," he says.*

"Supercharge Your Goals and Sales Success" will review 10 barriers of sales success and prosperity. Then, Monetti will reveal insight into the traits of highly successful people.

### The V-Factor: Creating More Value for Clients

Through increasing the value of their respective brands, Phil Monetti will present an action plan to help Auctioneers improve sales.

*continued »*

## Running the Family Business: The 8 Biggest Challenges

With 12 years of classroom instruction and another dozen in business consulting under his belt, Greg McCann, founder of McCann & Associates, Deland, Fla., says owners of family-based businesses, or business owners in general, must face head on what he calls “transitions.” McCann plans to help Auctioneers answer some of the toughest questions they face when confronted with change.

“Succession’ congers up this notion of the throne, and once every generation you replace who is on the throne,” he says. “If you say it’s really about transitions and family and business and ownership, then you’re constantly looking towards or recovering from a transition. It frames it as more of an ongoing process rather than a once-in-a-generation event.”



McCann

Saturday, July 16



### Obtaining Government Contracts

A presenter from the Small Business Administration will discuss steps every company should take to increase their ability to win federal contracts. The group leader will reveal where Auctioneers can find opportunities for government business and will offer advice on marketing auction services to federal entities. Auctioneers will learn about certifications, applications and SBA assistance programs and training.

#### General Information

### CEUs for many states

Continuing education units, which Auctioneers may earn in up to four state-approved license courses during Conference and Show, are approved by these states:

- Alabama
- Arkansas
- Georgia
- Illinois\*
- Indiana
- Kentucky
- North Carolina
- South Carolina
- Tennessee
- Texas
- Virginia
- West Virginia
- Wisconsin\*

Auctioneers may take these classes:

<p><b>“Appraisals”</b> Wednesday, July 13 <i>Approved for three units</i></p>	<p><b>“Real Estate for the Non-Broker Auctioneer”</b> Friday, July 15 <i>Approved for three units</i></p>
<p><b>“Independent Contractor vs. Employee”</b> Thursday, July 14 <i>Approved for three units</i></p>	<p><b>“Ethics”</b> Saturday, July 16 <i>Approved for three units</i></p>

\*State requires a \$60 fee to sit for the test in each session

### Reference Guide

Like in 2010, Conference and Show registrants will receive the *Seminar Reference Guide* online this year. The *Guide* also is available on a USB drive, which will be given to all members in their registration packets. Attendees who wish to have hard copies of the *Guide* should plan to print the document before Conference and Show. The NAA will not make paper copies of the *Guide* available in Orlando, Fla.

## PRECONFERENCE EDUCATION

- Graduate Personal Property Appraiser (GPPA) - July 6-10
- Accredited Auctioneer Real Estate 100 (AARE) - July 7-8
- The Appraiser as Expert Witness in the Courts - July 8
- Benefit Auctioneer Specialist (BAS) - July 7-9
- Certified Estate Specialist - July 7-9
- Accredited Auctioneer Real Estate 200 (AARE) - July 9-10
- Auction Technology Specialist (ATS) - July 10-12
- Accredited Auctioneer Real Estate 300 (AARE) - July 11-12
- Uniform Standards of Professional Appraisal Practices (USPAP) - July 11-12

# PLUG INTO CONFERENCE EVENTS

••• HONORING THE PAST, LOOKING TO THE FUTURE •••



King

*I absolutely love Conference and Show. Being the social butterfly that I am, I love reuniting with my fellow Auctioneers, putting faces to my new Auctioneer Facebook friends and making new acquaintances. Past leaders of the NAA, many who are Hall of Fame members, have guided our association and shaped us into who we are today. Today's leaders must look to the future and identify where our industry, as a whole, is going and prepare our association for the changes that need to be made to arm our members so they can be more profitable.*

**Christie King, CAI, AARE, BAS**  
NAA Vice President  
Gadsden, Ala.

## President's Gala and Hall of Fame Awards

Thursday, July 14

Enjoy a delectable meal and light entertainment as the NAA welcomes its new President, Christie King, CAI, AARE, BAS, of Gadsden, Ala., during the passing of the gavel ceremony at the President's Gala. A memorable event and highlight of Conference and Show is the induction of the 2011 members of the Auctioneer Hall of Fame.

## International Junior Auctioneer Championship (IJAC)

Wednesday, July 13

The annual International Junior Auctioneer Championship is open to youth ages 12 to 18. The IJAC champion wins \$1,000, a trophy and a complimentary registration in the IAC competition once the winner reaches the minimum age requirement.

## International Auctioneer Championship (IAC)

Friday, July 15

Watch as Auctioneers from around the world vie for the coveted title of International Auctioneer Champion. The annual competition, which features a male and female division, is the NAA's premier showcase of auction talent. Join event hosts Kristine Fladeboe-Duininck, BAS, and Eli Detweiler Jr., CAI, the 2010 winners, for what is sure to be another electrifying competition.

*"During the contest, it seems like you are not competing against each other, but with each other — with encouragement, advice and opinions freely shared."*

**Eli Detweiler Jr., CAI**  
2010 IAC men's division winner

*"Even though I will never stop growing, I am a better Auctioneer because of my commitment to not give up and stick with it."*

**Kristine Fladeboe-Duininck, BAS**  
2010 IAC women's division winner

*We didn't expect to win, but it was fantastic that we did, and it was a great pat on our own shoulders — 'I think we're doing something right here.' It's a good way to measure our business and our marketing.*

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

2010 Best of Show winner, NAA/USA TODAY Marketing Competition

## Marketing Competition Reception

The annual NAA and USA TODAY Marketing Competition reveals the very best in auction advertising and promotion. Be sure to check out the winning entries, as they will be displayed throughout the week during Conference and Show. The Marketing Competition Awards Reception is from 4:30 p.m. to 6 p.m. Thursday, July 14. Be sure to take this opportunity to learn from, and network with, other auction professionals.

*continued »*



Rogers

*The NAA is all about volunteers. The Recognition Ceremony is fitting because we need an opportunity to publicly thank those who are making our organization great. I would encourage everyone to attend.*

**B. Mark Rogers, CAI, AARE**  
NAA President  
Mount Airy, N.C.

## Recognition Ceremony

Saturday, July 16

Recognize volunteer leaders who give so kindly of their time, talent and expertise for the betterment of the association and the auction industry. Honorees are the NAA Board of Directors, NAA Committee members, Education Institute Trustees, the National Auctioneers Foundation Board of Trustees and the NAA Auxiliary Board of Trustees.

## ••• NETWORKING •••

### 2011 trade show

#### Trade show hours

Wednesday, July 13 | 10:30 a.m. - 5 p.m.

Thursday, July 14 | 10:30 a.m. - 5 p.m.

Friday, July 15 | 9 a.m. - 5 p.m.

The world's largest auction trade show during the NAA's annual Conference and Show features exhibitors that are focused on helping auction professionals grow their companies. The latest in signage, technology, on-site auction equipment, insurance, logistical services and more are on display.

### Technology Tent

New this year, the Technology Tent on the trade show floor provides Auctioneers who have questions about new technologies — smartphones, software applications, computers, social media ... you name it — an opportunity for one-on-one help from fellow professionals who can point them in the right direction. NAA Auctioneers plan to volunteer from 1 p.m. to 4 p.m. each day of the trade show.

### Lunches on the floor

This year's trade show again will feature lunches from noon to 1 p.m. The lunches are an annual favorite as they provide a break from the day's activities and an opportunity to network with colleagues and exhibitors.

### Coffee and Conversation

Interact with Board of Director candidates and fellow Auctioneers during the Coffee and Conversation networking event at 7:45 a.m. Wednesday, July 13. It's immediately before the Opening Session.

**See page 48 for the Conference schedule**

### Exhibitor Pavilion

A new feature this year, the Exhibitor Pavilion will be open from 11 a.m. to 1 p.m. every day on the trade show floor. Don't miss your opportunity to learn about some of the most important technologies, products and services available to improve your auction business. Don't miss these presentations:

#### Wednesday, July 13

**11 a.m. to 11:30 a.m.** – MarkNet Alliance plans to provide insight into benefit auction technology, the importance of seller reporting and multi-parcel auctions.

**11:30 a.m. to 1 p.m.** – EquipmentFacts.com, Flemington, N.J., and Henderson Auctions, Livingston, La., plan to demonstrate a virtual equipment auction.

#### Thursday, July 14

**Noon to 1 p.m.** – Cyber Auctions plans to present "On-Demand Auctions: Success with online only auctions." Learn the complete process of conducting an online-only auction with the Cyber Auctions system.



Basinger

*There is no other event that is more important to my company than the NAA Conference and Show. Since 1987, I've missed just two shows. The interaction between my company and*

*the Auctioneers at the show is paramount in showing new products and meeting existing and new customers.*

#### Richard Basinger

President, Basinger Audio Systems  
Canfield, Ohio

### Popcorn on the floor

Beat the afternoon munchies and be sure to stop by the trade show floor every day for a free bag of popcorn. It will be available from **2:30 p.m. to 4:30 p.m.**

Be there

**Tuesday, July 12**

**Welcome Party**

Capture the island spirit as you relax to sounds of steel drums and Calypso music.

**National Auctioneers Foundation "Investing in Our Future" Wrap-Up Reception**

All conference attendees are invited to attend this reception to celebrate the campaign's success and honor investors and other NAF lifetime supporters. The NAF also will play host to its Save Our Stories (S.O.S) Interview Recording Sessions every day, July 13-15.

**Wednesday, July 13**

**Women Auctioneers Reception**

Gather with talented female Auctioneers for food, fun and fellowship.

**Thursday, July 14**

**National Auctioneers Association and National Auctioneers Foundation Annual Business Meeting and Election**

Listen as NAA and NAF leaders deliver their annual state of the association reports and conduct their elections.

**Saturday, July 16**

**NAF Children's Auction**

This fun event is open to all auction families and others interested in encouraging our youngest Auctioneers in training.

**NAA Auxiliary Events**

**Tuesday, July 12**

- Auxiliary Committee meetings and Board of Directors meeting

**Wednesday, July 13**

- Auxiliary Luncheon, Fun Auction and Annual Meeting

**Friday, July 15**

- Auxiliary Board of Directors Meeting
- Auxiliary Past Presidents and Hall of Fame Luncheon (by invitation only)

**PLUG INTO ORLANDO**

*We are a full-service gallery, which means we do everything from auctions and exhibitions, consignments and home staging. People will be able to get a feel for all of these things.*

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

**Field trip**

Baterbys Art Auction Gallery in Orlando, Fla., will play host to the Conference and Show field trip Thursday, July 14. NAA members who go on the field trip will be able to earn three continuing education units.

Located in Pointe Orlando, an entertainment and shopping district in the city's center, the auction house and gallery is regularly voted Orlando's Best Art Gallery by the city's culture and lifestyle magazines. Be sure to check out the gallery, which features works from a variety of genres and time periods, as well as a unique set-up that allows it to quickly morph into an auction facility with a state-of-the-art sound and television system.



courtesy Baterbys

**Conference hotel**

**Caribe Royale All Suites Hotel**  
8101 World Center Dr.,  
Orlando, FL 32821

**Official association headquarters hotel**

Two miles from the entrance to Disney's theme parks, the Caribe Royale offers complimentary shuttle vans to the land of Mickey Mouse and other shuttles to Universal and SeaWorld, which are both less than 10 miles away. Resort guests can purchase tickets and make reservations for restaurants and other activities at the hotel's Expedia fun desk. Two major shopping outlet malls are a short taxi ride away.

**Alternate hotel options**

Call NAA Travel at 877-363-9378

**Air travel**

Call NAA Travel at 877-363-9378 (203-722-0470 international) and ask them to research the lowest available airfare for your travel dates and times. NAA Travel is available 8:30 a.m. - 5:30 p.m. EST Monday through Friday.

*continued »*

### Car rental

Avis is the official car rental company for Conference and Show. To take advantage of special discounted rates, contact NAA Travel at 877-363-9378. Or, if you wish to book your Avis car rental with any other source, please use the discount code AWD #T819999.

### Orlando activities

#### Free

Downtown Disney  
Old Town  
Universal City Walk  
Lake Eola Park  
Lakeridge Winery and Vineyards  
Harry P. Leu Gardens  
Orlando Wetlands Park

Florida Mall  
Downtown Disney  
Universal  
Celebration Town Center  
Winter Park

#### Theme parks

Sea World  
Busch Gardens  
Universal Studios, City Walk and Islands of Adventure  
Disney – Magic Kingdom, Epcot, Animal Kingdom, Hollywood Studios

#### Fun

Richard Petty Driving Experience  
Kennedy Space Center  
Deep Sea Fishing  
Zipline Safari  
Gatorland  
Golf  
Discovery Cove  
Air Boat Rides  
Holy Land Experience  
Cirque Du Soleil La Nouba  
The Wizarding World of Harry Potter  
Pleasure Island  
Ripley's Odditorium

#### Water parks

Sea World's Aquatica  
Discovery Cove  
Disney's Blizzard Beach and Typhoon Lagoon  
Adventure Island  
Busch Gardens Water Park

#### Dinner shows

Pirates Dinner Adventure  
Arabian Nights  
Medieval Times  
Sleuths Mystery

#### Shopping

Prime Outlets

*“Every two years we plan our family vacation around the convention. The convention is a learning experience, and we always come away with great contacts and money-making ideas. Florida is a wonderfully diverse state that draws people from all over the world. It is a great time that everyone should take advantage of.”*

Chris Dudley  
Dudleys' Auction  
Inverness, Fla.



**The Auction Industry Software Authority**

Online or in person...  
On the road or at home...  
Large auction or small...  
Whatever you sell and wherever you are...  
**CUS has the right system for you!**

Online and traditional auctions  
in one complete system  
Contact, mail and email management  
Powerful inventory management

**CUS puts it all together  
for the professional auctioneer!**



**Our clients speak louder than words**

**CUS business systems**

**www.cus.com • info@cus.com  
954.680.6545**

# AUCTION SHOWCASE

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



**USA TODAY has a daily national circulation of 1.9 million**

- 2.8 million own a principle residence
- 2.9 million have a household income of \$100,000+
- 1.2 million have a household asset value of \$1 million+
- 1.2 million own real estate in addition to primary residence
- 2.0 million have a total real estate value of \$1 million+

Sources: September 2010 ABC Publisher's Statement;  
2010 Mendelsohn Affluent Survey, Heads of House, HHI \$100,000 or more

To reserve your ad space in USA TODAY's  
Auction Showcase or for questions please contact:

**Auction Showcase Sales**

[Auctions@russelljohns.com](mailto:Auctions@russelljohns.com) | 1.800.397.0070



# Thank you to our 2011 Conference and Show sponsors



**Event Signage**  
1-800-The-Sign  
www.1800thesign.com



**Clerking Software at the IAC, IJAC and Fun Auction**  
Auction Flex  
www.auctionflex.com



**USB Drives**  
AuctionZip  
www.auctionzip.com

**Feather Flags**  
Dee Sign Company  
www.deesign.com



**Online Bidding Service for the Fun Auction**  
Equipmentfacts, Global Auction Solutions, CollectorCarFacts  
www.equipmentfacts.com, www.globalauctionsolution.com, www.collectorcarfacts.com



**IAC Contestant Booklets**  
Holley's Printing  
www.holleysprinting.com



**Popcorn on the trade show floor**  
Hudson and Marshall  
www.hudsonandmarshall.com



**First-Timers Breakfast/Orientation**  
NAA Credit Card Program  
www.auctioneers.org



**CAI Celebration Breakfast**  
Satellite ProLink  
www.satelliteprolink.com



**Marketing Competition Winner Reception**  
USA TODAY  
www.usatoday.com

**Alabama Auctioneers Association**  
Presidential and Hall of Fame  
Tribute Reception  
www.alauctioneers.org

## Visiting with legislators



Hannes Combest, CAE, Chief Executive Officer for the NAA, meets with NAA Auctioneer and Congressman Billy Long (R-MO), CAI, in late March about the repeal of the 1099 reporting provision of the Patient Protection and Affordable Care Act. The 1099 mandate would have forced business owners, in particular Auctioneers, to report all payments of more than \$600. President Obama signed a bill in mid-April that repealed the provision. Combest also met with NAA Auctioneer and Congressman Jeff Duncan (R-SC), CAI, AARE, during the trip. Combest earned a scholarship from ASAE, the Center for Association Leadership, which partially funded the legislative fly-in. Submitted photo



## Ringman champion



Marty Hill (right) of Hill Auction Service, S. Coffeyville, Okla., won the 2011 World Champion Automobile Ringman contest during the 2011 World Automobile Auctioneers Championship in late May, according to a news release. The event, which took place at the Sanford Auto Dealers Exchange, Sanford, Fla., featured 65 contestants competing in three categories. Hill, along with Brian Marshall (middle), also won the team competition. Hill took home trophies and \$5,000. President of the World Automobile Auctioneers Championship, Paul C. Behr (left), CAI, BAS, says this year's competition was one of the closest in its 23-year history. The 2012 Championship is scheduled for Chattanooga Auto Auction in Chattanooga, Tenn. Submitted photos

## Young and experienced



Jon Ross Yaden (left), 13, and Merv Hilpipre (right), 76, of Hilpipre Auction Co., Cedar Falls, Iowa, competed in the World Automobile Auctioneers Championship in late May. Paul C. Behr (middle), CAI, BAS, is President of the Auctioneers Championship.



**Experienced Team**  
**Proven Systems**  
**Trusted Results**



**Satellite Prolink, Inc.®**  
 The Auction Marketing Solution

Traditional and Evolving Media  
 NAA Discounts  
 Professional Graphics  
 Complete Accounting  
 Social Media  
 Search Engine Marketing

Satellite Prolink, Inc.®  
 Lakeland, FL  
 800-510-5465  
 Info@SatelliteProlink.com  
 www.SatelliteProlink.com

Scan Me





# SHOPPING AROUND

The deals consumers find at grocery auctions can produce good profits for Auctioneers

**By Andy Nelson**  
*contributing writer*

For consumers, grocery auctions are a way to get dry goods, toiletries, even perishables, at a steep discount.

For more Auctioneers, they're a way to turn a tidy profit.

Jeffrey Weinberg noticed how successful grocery auctions were in Pennsylvania Dutch country, and two years ago he decided to give it a try in North Carolina.

"With the economy on the way down, I thought, 'let's see if we can make this happen,'" says Weinberg, CES, of Wilmington, N.C.-based Auction Orange.

The appeal of grocery auctions for consumers is clear, Weinberg says. It provides them the opportunity to buy at a huge discount.

But sometimes, he says, it can be hard to get people to buy into something that brings the words "auction" and "groceries" together.

"They think it's a bunch of expired, about-to-rot stuff," he says.

## **Selling perishables**

To counter that perception, if Auction Orange is auctioning meat at its monthly grocery auction, it bends over backyards to get the freshest meat possible.

Portable freezers transport the meat to the sale, so the cold chain is never broken, Weinberg says.

When it comes to a perishable like meat, grocery auctions can be the only outlet for a seller, says Dennis Stouffer, CAI, AARE, CES, MPPA, of Smithsburg, Md.-based Stouffer's Auction & Real Estate Co.

"We got some beef from a guy in Baltimore who was planning on shipping to the United Arab Emirates, but it got left on the dock," he says.

Had a grocery Auctioneer like Stouffer not gobbled it up, "it would have rotted on the dock."

Stouffer, who runs a grocery auction every six to eight weeks, says demand is growing.

“There’s nothing wrong with the product at all, and you can’t beat the prices,” he says.

**Business increasing**

Monroe Meadows of Meadow Bridge, W.Va.-based Meadows Auction & Realty, also sees a steady uptick in the grocery auction business.

“I used to sell a lot of antiques,” he says. “Right now, groceries are doing a lot better than antiques. It’s a real good market.”

It’s a question of “need” vs. “want,” says Meadows, who holds grocery auctions on a monthly basis. In today’s still-sluggish economy, people are more inclined to hunt out good food deals than hunt for a Tiffany lamp.

Meadows sells only dry grocery goods, but he says he’d like to expand into perishables. Many items he sells are “post-dated or slightly out of date,” but still OK to eat, he says.

Cereal, coffee, candy, jam and jelly and canned vegetables are some of Meadows

Auction’s big sellers.

And it’s not just customers who are reaping the benefits, Meadows says. Grocery Auctioneers can clear 75 percent profit on some items, he says.

“It’s a lot better than the 25 percent (profit) for other merchandise,” he says. “I love selling groceries.”

**Big prices, volume**

In addition to the profit margin, grocery Auctioneers have volume on their side, Meadows says.

“You may be selling something for \$1 or \$2, but you can do 5,000 volume on it,” he says.

The grocery auction learning curve also can be steep, Weinberg says, when it comes to educating customers about how much they “need” to buy.

“People call and say, ‘Do I need to buy a whole pallet?’” he says. “Or, ‘Do I need to be a dealer?’”

The answer to both, of course, is ‘no.’ You can buy a single box of cereal and call it good, Weinberg says.

And at his auctions, that box will probably run you \$1.50 or \$1.75, often less than half of what it would cost in the grocery store.

It might come in a box with a discontinued design, Weinberg says. Or the outside packaging is slightly damaged but the inner packaging is intact, he says. Either way, the cereal is safe and tastes the same.

Auction Orange could probably hold its grocery auction more often than once a month, Weinberg says, but for now, the company will stick with that schedule.

It’s cost effective for Auction Orange if the average customer buys more, knowing he’ll have to wait another month for his next chance, Weinberg says.

The appeal of online grocery auctions may be measured by how difficult it is for Auctioneers to break into the business. Meadows says he tried for years to find a selling partner. ❖

**Be SURE!** **Vote SCHUR!**

**Rich Schur, CAI, BAS, GPPA, CMEA**

**NAA Board of Directors**

“I believe a good leader always does the *right* thing, rather than the *easy* thing.”



- VP of the Colorado Auctioneers Association
- Colorado Champion Auctioneer
- Instructor at Conference & Shew and CAI
- 25 years of Human Resource Leadership experience
- Certified Senior Professional in HR
- Instructor at Worldwide College of Auctioneering
- Successful Business Leader
- Years of Board Leadership Experience

Scan for my Facebook page!  
Facebook.com/Schur4NAA



Passionately Committed to the NAA and the Auction Industry.





**Benefit/Fundraising Bid Calling Training Seminar**

**September 18-20, 2011**  
**Denver, Colo.**

THIS INTENSE TRAINING IS ONLY FOR AUCTIONEERS WHO ARE SERIOUS ABOUT IMPROVING THEIR BENEFIT AUCTION BID-CALLING ABILITIES.

**Benefit/Fundraising Instructors**

- \* JillMarie Wiles, BAS – Canby, Ore.
- \* Gary Corbett, BAS – Denver
- \* Kurt Johnson, BAS – White Bear Lake, Minn.

— plus... —

- \* World Champion Paul C. Behr, BAS –Denver

**Tuition: \$995.00**

1-800-423-5242  
www.worldwidecollegeofauctioneering.com



Justin Ochs of Diamond Ochs Enterprises LLC, Madison, Tenn., has created a video blog, "Life Behind the Mic," to educate people about the auction profession. The project includes family videos, in which his wife, Kelly, and his son, Weston, appear. Submitted photo

# Getting to know you

## NAA Auctioneer hopes videos will help the public better understand the auction profession

**By Sarah Bahari**  
contributing writer

**A**uctioneer Justin Ochs noticed a disturbing trend in auctions. More people were foregoing traditional auctions and opting instead for the convenience of the Internet.

But Ochs, an Auctioneer in Madison, Tenn., knew online auctions lacked a crucial element.

"A live auction engages people in a manner that creates competition and generates thousands of dollars," Ochs says. "A computer can't put a hand on your back and tell you to bid one more time."

To educate the public about auctioneering, Ochs created "Life Behind the Mic," a video blog that sheds light on the industry through discussions about hot topics, talks with up-and-coming Auctioneers and interviews with some of the most influential figures in the business.

Launched last fall, the series is already attracting scores of viewers

in the auction industry, and Ochs hopes to find ways to reach more of the general public.

### Misconceptions

When people find out what Ochs does for a living, he says, they immediately want to know more about the Auctioneer chant. But they do not know much more about auctions.

"There's a misconception that Auctioneers are the guys who sell cattle, and that's it," Ochs says. "Throughout the industry, there are a lot of elite businessmen and women selling a lot of important things, and we want to show that."

Ochs, 32, who owns Diamond Ochs Enterprises, decided early on that "Life Behind the Mic" would include a mix of interviews and live action shots from auctions around the country.

In one clip, he is interviewing Amy Assiter of Assiter & Associates Auctioneers, Canyon, Texas, who is the 2000 International Auctioneer Championship winner, about women in auctioneering. In another, he talks with Joseph Mast, CAI, of Real Estate Showcase, Millersburg, Ohio, about being the youngest

Auctioneer at Barrett-Jackson.

Other videos take viewers to the American Quarter Horse Association World Show in Oklahoma City and an elite heifer sale in the Tennessee Valley.

### It's personal

Interspersed throughout are family videos, which Ochs says give the project a personal feel. In one, he and his wife, Kelly, wish everyone a happy Thanksgiving. In another, he takes his son, Weston, to his first cow sale.

Using a small camera, Ochs spends several hours every week conducting interviews and editing the footage into two-minute clips.

The videos are on his website, [www.tennesseeauctioneer.com](http://www.tennesseeauctioneer.com), as well as on Facebook and YouTube.

Mast says Life Behind the Mic has been beneficial for Auctioneers eager to spread the word about what they do.

**“A computer can’t put a hand on your back and tell you to bid one more time.”**

**Justin Ochs**

*Diamond Ochs Enterprises LLC,  
Madison, Tenn.*

“Anything we can do as Auctioneers to get our name out to the public is a big help,” Mast says.

“There are a lot of people very naïve about what we do, and we would love to educate them.”

Ochs’ auction career started relatively late. He studied animal science at Kansas State University, Manhattan, Kan., and taught at a North Carolina community

college while managing the barn for the equestrian team. While there, he tried out announcing for a horse show.

After moving to Tennessee to earn a master’s degree in event management, Ochs met and apprenticed with a Tennessee Auctioneers Association Hall of Famer.

“Once I did that,” Ochs says, “all sorts of doors opened.”

Ochs won the state’s Rookie Bid-Calling Championship and was 2009-2010 Tennessee State Champion Auctioneer.

Educating the public about auctioneering has become a goal for Ochs, who says young Auctioneers in particular have the ability to engage people through technology and projects such as “Life Behind the Mic.”

“This is a huge, huge business. Auctioneers sell everything from livestock to antiques to website domains,” Ochs says. “We want people to know a little about us.” ❖

**JIMMIE DEAN COFFEY**  
FOR 2011 NAA DIRECTOR

Vote at the 2011 NAA Convention in Orlando, FL or request your absentee ballot in May.

- 27 years dedicated to the auction industry
- 15 year graduate of CAI
- 2011 Co-Chair of CAI
- 2011 NAA Conference & Show Education Committee
- Past President of Indiana Auctioneers Association
- Husband of current NAA Auxiliary Trustee



**“Dedicated to the elevation of the auction profession”**

**Texas Auction Academy**

**LEARN Auctioneering**

from America’s Top Industry Leaders & Champion Auctioneers



**2011**  
Course Dates:  
March 12-20  
June 4-12  
September 10-18  
November 12-20

**972-387-4200**

**[www.TexasAuctionAcademy.com](http://www.TexasAuctionAcademy.com)**

Texas Workforce Commission Approved • Strategic Partner with United Country

**America’s Auction Academy!**



Steve Proffitt



# Make me!

## A contract without performance means nothing

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

**A**n Auctioneer held an absolute auction for a parcel of real estate. Several bidders bid for the property and a gentleman was declared the winning bidder. The Auctioneer asked the man to sign a contract for sale for his purchase and he obliged.

The Auctioneer then approached the seller for him to also sign the contract.

Surprise, surprise!

Auctioneer: "Mr. Jones, if you will just sign and date the sale contract on this line that will seal the deal."

Seller: "You must think I'm crazy. I'm not going to sell my property for this ridiculous price, and I'm not signing anything!"

Auctioneer: "Now look here, Mr. Jones, you signed a contract with me to conduct an absolute auction and sell your property to the highest bidder and that's what I've done. Now you've got to make the sale to this buyer."

Seller: "See if you can understand this — get off my property and don't come back! And if I hear anything else from anybody about this, I'll sue you for all you've got!"

Auctioneer: "But you have a contract with me and have to perform it."

Seller: "Make me! Now get off my property before I call the law on you!"

Sometimes auctions produce surprises, and some surprises can be unpleasant. So how can a seller simply walk away from the requirements that he agreed to in a written auction contract? Easy, he just does it, just like this fellow did.

In my experience, disregarding a contract is a simple decision for most of the people who do so.

### Performance

I recall a Saturday when my boys and I were setting up in a millet field for an afternoon dove shoot. Middle son, Lee, thinks he's the best shot in the family. He spoke up and boasted, "I'll bet all y'all a million bucks I get more than y'all do."

Younger brother, John, jumped on that, and the bet was made. Since neither of them had the ability to pay off, it was just foolish talk. That would describe a lot of the contracts that people make — foolish talk — and foolish talk doesn't yield a benefit for anyone. That is because the single-most important aspect of any contract is performance. Whenever you think of "contract," you ought to simultaneously think "performance" because these concepts are as entwined as tango partners. Unfortunately, plenty of contracts end up not being performed, and a contract without performance is nothing.

### Right to breach

A contract might be beautiful to behold in both its drafting and terms but, absent performance by the other side, what have you got? All you have is a pretty document, a breached agreement, and whatever options, legal and otherwise, accompany that situation. What you do not have is what you bargained for and that was the whole purpose for making the contract.

Lots of folks believe that a contract is akin to the law against murder — breach it and you get the electric chair. Nothing could be further from the truth, which is why you should apply a two-pronged test before ever contracting with anyone about anything. First, ask yourself if the subject matter is one on which you are comfortable contracting with the other party,

including all that will accompany such an agreement. Do you really want to contract with a used-car salesman with a drinking problem to paint your house because he offered a price half what a reputable painter wanted? Second, consider carefully whether the other party has the intention and ability to perform the agreement. Were there signs that this seller was price sensitive and might not perform if his threshold price was not reached in the auction?

Justice Oliver Wendell Holmes Jr. wrote about contracts in a U. S. Supreme Court decision: "Nowhere is the confusion between legal and moral ideas more manifest than in the law of contract. Among other things ... the so-called primary rights and duties are invested with a mystic significance beyond what can be assigned and explained. The duty to keep a contract at common law means a prediction that you must pay damages if you do not keep it — and nothing else."

Justice Holmes made it clear that people have a right to breach contracts, so long as they are willing to pay damages for

doing so. What he didn't speak to, but what is also a fact, is that many of those who breach their agreements have little or no inclination or ability to pay damages for their failure to perform, so their transgressions pass without penalty. This is why it is so important to always use the two-pronged test above in an effort to avoid becoming the victim of a non-performer in a contract.

### Qualifying sellers

Chief among an Auctioneer's challenges is to carefully screen and qualify sellers before contracting with them in an effort to weed out those who pose a risk for not performing their duties. This issue has double importance for an Auctioneer because the Auctioneer needs the seller to ultimately perform two different contracts. One is the auction contract that the seller makes with the Auctioneer. The other is the contract for sale that the seller makes with the buyer. The seller's failure to perform either of these agreements can spell big trouble for the Auctioneer and result in the Auctioneer not being paid for his work, plus being exposed to

bad publicity, a regulatory complaint, and maybe legal action initiated by a disappointed buyer.

Following an auction is not the time for an Auctioneer to learn that a seller is a non-performer. Sure, it can happen to any Auctioneer, but the Auctioneer should have done all that he reasonably could on the front end to identify such a seller before going through the auction cycle, doing a lot of work and involving a bunch of innocent bidders and a buyer.

Auctioneers should adopt this philosophy in dealing with sellers: An Auctioneer wants to do good business with good sellers who want to do good business with the Auctioneer — and mean it. An Auctioneer who contracts with a good seller puts himself on track for a good auction, a good sale, and a good payday. An Auctioneer who contracts with a seller who will become a non-performer has taken a rough road and is fast headed to a bad place. No good will ever come from that trip for anyone involved.

Be smart to avoid being sorry. ❖

## CANDIDATE FOR VICE PRESIDENT OF THE NATIONAL AUCTIONEERS ASSOCIATION



Jay D. Nitz, CAI

- Wife Vicki & Twins Courtney & Justin
- President & CEO – Jack Nitz & Associates, Inc.
- NAA Board of Directors 2007-2010
- Life Member of NAA
- Chairman – 2010 NAA Fun Auction
- Co-Chairman – NAA Membership Committee
- Graduate Missouri Auction School – 1982
- Graduate CAI – 1988
- Chairman of 2006 NAA Election Committee
- Served on Election Committee for 12 years
- Served on NAA Auction Extravaganza
- Seminar Presenter for 1995 Conference & Show in Niagra Falls, NY.
- Served on Nebraska Auctioneers Association Board of Directors
- Endorsed by the Nebraska Auctioneers Association

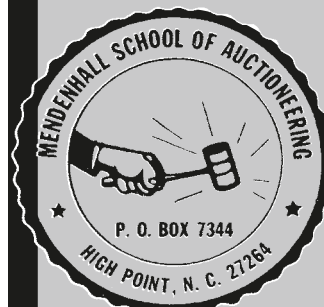
I would be Honored to Serve You with your Vote of Confidence in Orlando – 2011!

*OUR focus is on...*  
**PROFESSIONALISM, QUALITY and EXPERTISE.**



We also carry a full line of auctioneer's equipment and supplies at discount prices for auctioneers. Call for a brochure and prices.

**336-887-1165**  
336-887-1107 fax



CLASSES HELD FEBRUARY, JUNE, AUGUST AND NOVEMBER

CHAMPION AUCTIONEERS ARE INSTRUCTORS

www.mendenhallschool.com  
"AMERICA'S TOP QUALITY AUCTION SCHOOL" since 1962



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



## Know your code: Auctioneers must pay heed to local tax requirements

### Should I collect sales tax?

**Q:** Are Auctioneers responsible for collecting sales tax when they conduct estate auctions? Does the answer to this question change if Auctioneers conduct consignment sales?

**A:** Sales tax is a creature of state law. Currently, there is no uniform sales tax system, national sales tax, or a single sales tax rate that applies to all transactions. Most states have adopted their own sales tax systems that are unique to their respective jurisdictions. So, Auctioneers must be careful and investigate the sales tax requirements for each jurisdiction in which they conduct auctions.

**I**n Indiana, for example, the general rule is that an auction company or Auctioneer must collect sales tax unless the sale qualifies as a “casual” sale. Auctioneers are not required to collect sales tax for casual sales. It is possible for estate auctions to be considered casual sales. In order to be considered a casual sale in Indiana, the auction must meet the following requirements: (1) the sale must be held on the premises owned, leased or provided by the owner whose property is being sold,

for collecting sales tax.

It is fairly common for estate sales to be conducted on the property of the estates. This is, in part, because the decedent’s friends and neighbors may be more likely to attend an auction if it is close to where they live. Plus, managing and moving the personal property is time consuming and expensive. Auctioneers can reduce their clients’ expenses if they do not incur the cost of moving, insuring and storing the personal property. Finally, Auctioneers may consider the additional expense and burden of collecting sales tax if they transport the property to another location.

---

*The failure to collect the sales tax at the auction, where the Auctioneer was required to collect the tax, could result in individual liability — leaving the Auctioneer or auction company responsible for paying the sales tax.*

---

and the sale cannot be conducted on property owned, leased or provided by the Auctioneer; and, (2) the tangible personal property being sold must not have been purchased for resale nor consigned by a third party. If these two conditions are met, then the auction is a casual sale and the Auctioneer will not be responsible

In addition, the personal property that is sold at estate auctions is property the decedent accumulated over the course of his or her lifetime. The decedent’s personal property generally would not have been purchased for the purpose of resale. So, estate auctions in Indiana usually satisfy the requirements

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



for a casual sale. If the Auctioneer adds personal property owned by other people to an estate auction, it may no longer be a casual sale. So, in Indiana, as long as the auction is conducted on the decedent's property and only includes the estate's personal property, Auctioneers are not usually required to collect state sales tax.

### On consignment

An Auctioneer's obligation changes when he or she conducts a consignment sale. In most consignment sales, there are several owners who consign property to the Auctioneer to be sold. Also, the personal property is generally transported away from the seller's premises. One benefit of a consignment auction is the Auctioneer can sell personal property owned by several different individuals at the same auction. While it may not be cost effective for the Auctioneer to sell just one individual's property, property from several owners can be combined for an auction. Therefore, an Auctioneer takes possession of property owned by many different owners and

assembles all the property at one location. Consignment auctions usually do not meet the requirements of a casual sale. Consequently, Auctioneers or auction companies are required to collect sales tax at most consignment auction sales.

Although Indiana may consider certain auctions as casual sales, which relieves Auctioneers from the obligation to collect sales tax, not all states have the same tax scheme. Other states may classify auctions differently than Indiana. When Auctioneers have questions about whether they are obligated to collect sales tax at a certain type of auction, they should contact a local attorney licensed where they plan to conduct the auction or contact the appropriate state Department of Revenue. The failure to collect the sales tax at the auction, where

the Auctioneer was required to collect the tax, could result in individual liability — leaving the Auctioneer or auction company responsible for paying the sales tax. This may include penalties and interest.

Auctioneers should do their due diligence and investigate the sales tax requirements prior to conducting an auction. It is better to plan and take steps before the auction rather than incur the liability for sales tax and reacting to a problem. ❖



**AUCTIONEERS CLERKING**  
**SUPPLIES**  
America's #1 Suppliers

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

Over 3,000 products

**KIEFER**  
Auction Supply Co.

**America's Largest Supplier to Auctioneers**  
417 W Stanton  
Fergus Falls, MN 56537  
(Free Catalog)  
**(218) 736-7000**  
www.kieferauctionsupply.com



**BONDS & INSURANCE**  
Competitive Prices – Unbeatable Service

**Auctioneer Insurance starting at \$575\***  
for an annual policy.

- ▶ \$2,000,000 liability limit
- ▶ Free additional insured
- ▶ No audit
- ▶ Coverage for money on and off your premises
- ▶ Consignment for property of others

\* Not available in all states. Call us to see what we offer in your state!

**We also offer Errors & Omissions Insurance and Bonds for Realtors, Auctioneers and Appraisers.**  
Low pricing for bonds required by your state, county or city.

**877-376-8676**

**Bonds**  
Extension 146, Stevi or sdell@ermunro.com  
Extension 128, Diane or dseit@ermunro.com

**Insurance**  
Extension 157, Greg or gmagnus@ermunro.com

**VISIT US AT WWW.ERMUNRO.COM**

**E. R. MUNRO & COMPANY**  
Licensed in all 50 states  
Member,  
National Auctioneers Association



NAA Auctioneer Eryln Young, Roger Hansen, CAI, and Hansen's son, Bryce, CAI, conduct an auction in the mid-1990s. Submitted photos

**Selling Ag Online**

Roger Hansen, CAI, plans to co-present a session on the future of agricultural auctions during Conference and Show in Orlando, Fla. The event is scheduled for July 15 at 1 p.m.

**1988**

Roger Hansen and his brother-in-law, NAA Auctioneer Eryln Young, start Hansen & Young Auctioneers Inc., Prairie Farm, Wis.

**Mid-1990s**

Hansen & Young launches its first website

**1997**

Bryce Hansen, Roger's oldest son, joins the company full time

**2007**

Barry Hansen, Roger's youngest son, joins the company full time

**2007**

Hansen & Young joins the MarkNet Alliance

**2008**

Hansen & Young conducts its first online-only auction

# Auction family thrives on change

By Bryan Scribner  
*editor*

For Roger Hansen, CAI, the auction business is about a lot more than making a living.

"In a family business, you normally know what the other one's thinking," says Hansen, who along with his two sons, Bryce, CAI, and Barry, runs Hansen & Young Auctioneers Inc., Prairie Farm, Wis. "To see them have joy in their work, I really like that."

The three Auctioneers also bring unique interests to the company — Bryce likes real estate and technology, and Barry is in to guns and equipment.

"It all adds to the bottom line of the auction business," Roger says. "You can take on so much more, and when one area is weak, it's strong in another area."

**Never boring**

But Roger, as his son, Bryce, points out, is a champion of change. Years ago, he wasn't afraid to take a big step into live auctions with simulcast bidding, and then, about 18 months ago, move on to online-only sales.

"I love change. I get bored if there's not

change," Roger says. "The key thing that I had with this is young people that understood technology and how to implement it."

In fact, Bryce says much of the success of his family's company can be attributed to a willingness to change and adapt to new technologies.

"That was a completely different philosophy (online auctions), a completely different business model," Bryce says. "We saw that opportunity and then adapted our business to that opportunity and have benefited from that."

He says the family's involvement in the National Auctioneers Association, Wisconsin Auctioneers Association and Minnesota State Auctioneers Association also helps it stay on the industry's leading edge. Roger is a former member of the NAA's and WAA's Board of Directors, and he is a Wisconsin Hall of Fame Auctioneer.

The company sells real estate, agricultural equipment and personal property. It conducts 10 to 15 sales per month and has about 16 employees.

Hansen & Young joined the MarkNet Alliance when it was founded in 2007. Bryce says the partnership has played a signifi-



Bryce, CAI, Barry and Roger Hansen, CAI

cant role in the company's success.

**Big family**

In addition to Bryce and Barry, Roger says the company benefits from the involvement of other members of the family. He has two daughters, Jarita and Julie, the latter of which previously worked for the company.

He credits his wife, Diane, with a lot of the company's success, as she has been involved from the very beginning with clerking and cashiering, quietly taking care of things in the background. Roger gives a lot of credit to his company's employees, as well

"We started this from scratch ... what we are today, we depend on, so much, the help from others," he says. ❖

**GOING ONLINE**

Hansen & Young Auctioneers Inc., Prairie Farm, Wis., made the decision more than a year ago to conduct its auctions online. Learn some of the reasons why in this

**Q&A:**

**Why has your company decided to conduct auctions online only?**

“It’s better results for the seller. It enables more opportunity for the buyer to participate. Weather is not an issue, and buyers are too busy. It’s our opinion that live auctions are becoming inefficient use of buyers’ time,” Bryce Hansen, CAI, says.

**How can auction companies find success with online auctions?**

“Don’t make it more complicated than it is. All you’re doing is just changing the way the bid is placed. Everything else, handle it like you always do,” Bryce Hansen says.

**What is the advantage of an online auction?**

“I don’t have to be everywhere, every time, and that’s another reason why online auctions work real well. Everything we do now is all during the week, and I can be home a lot more with my family. That’s a huge, huge advantage that you don’t think of at

the beginning. For me, personally, I can’t put a value on it,” Bryce Hansen says.

**Are online auctions the future of the auction industry?**

“I do believe there will still be live auctions. I don’t think that will ever be eliminated. We still do a few live auctions for the benefit auctions. There are also Auctioneers that still want to do the live cry, and that’s great. The one thing we find is that the online-only auction will bring 10 to 30 percent more,” Roger Hansen, CAI, says.

**What makes your online-only auctions successful?**

“We have team members here that totally pay attention to detail. When they are cataloging these auctions, they put in specific details about each item. That is so key. We want (buyers) to feel confident that they can (place bids) with our company — what we represent is what it will be when they get there,” Roger Hansen says.



**Fellowship of  
Christian  
Auctioneers  
International**

Please stop by the FCAI booth in the Exhibit Hall at the NAA Conference & Show in Orlando.

We have the FCAI activities scheduled for NAA Conference & Show on July 14, 2011.

- 4:00 pm – 4:30pm Music
- 4:30 pm – 4:55pm Message
- 4:55 pm – 6:00pm Business Meeting

FCAI supports our troops and is there to assist any auctioneer in time of need.

Be sure and check out our Prayer Request & Praise Report Forum. Check out our website at [www.fc.ai.org](http://www.fc.ai.org)

For Prayer requests or more information, contact:  
John Sisk @ 361-456-7771 or [siskauctioneers@wildblue.net](mailto:siskauctioneers@wildblue.net)  
Alvin Kaddatz @ 254-582-3000 or [akaddatz@yahoo.com](mailto:akaddatz@yahoo.com)

For a membership application, contact Alvin Kaddatz

May God Bless You & Keep You

**Bring Internet Bidders  
To Your Next Auction**

**Affordable, Proven Complete Unlimited Live Web Site**



Live real time internet bidding  
Live audio & Live video  
Online silent auction system  
Complete clerking software

Runs on your web site  
Unlimited auctions  
No per auction fees  
No per auction commissions  
24 hour support

**ALREADY HAVE A WEB SITE?**

Let LUJOHNS add the tools you need to bring more bids for more profits.

Choose what you need now and add more later or take it all and have the most powerful auction web site available.

**LUJOHNS ENTERPRISES**

800 243-4420  
413 443-2500  
[INFO@LUJOHNS.COM](mailto:INFO@LUJOHNS.COM)

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



# DECIPHER DATA

Perceived complexities and costs of uncovering key metrics might be a thing of the past

- Successful auction marketers collect and use data
- Data gathering and management doesn't have to be difficult
- The right metrics can save money and help win business
- Social media offers an inexpensive platform for targeting buyers

By Bryan Scribner  
editor

**H**ow well do you know your buyers? In your city, county or metropolitan area, how many of them collect stamps, own boats or live in households with incomes that exceed \$150,000?

If asked, how could you find out this information, and how would you present it to sellers?

Better yet, how can you bring a handful of the most qualified, interested buyers to what you're selling — even if they live thousands of miles from your business?

Newspaper advertising, radio spots and TV commercials might work to some extent. Even a well-marketed Internet auction, promoted through online listings, direct mail, websites and blogs, could attract a good number of potential buyers.

But marketing experts and some National Auctioneers Association members say the most successful auction marketers are likely those who know how to properly collect and interpret data.

Auction marketing is no longer about throwing several promo-

tional products together and seeing what sticks, they say.

"The use of data is absolutely critical to any company — small or large — as they anticipate marketing the owner's asset," says Jere Daye II, CAI, AARE, MPPA, of Bayou Terrabonne Real Estate, Moultrie, Ga.

"As you're contemplating your marketing environment, my contention is your marketing is only as good as your research."

## Collect data

That research, or data collection, doesn't have to be complicated.

In fact, Sarah Sonke, CAI, AARE, simply has a set of questions she asks all potential buyers and sellers when they call. The same questions can be placed on a "registration" or "contact us" form of an auction

## Data sources

Below are examples of third-party data sources:

- [www.salesgenie.com](http://www.salesgenie.com)
- [www.usadata.com](http://www.usadata.com)
- [www.hoovers.com](http://www.hoovers.com)
- [www.infousa.com](http://www.infousa.com)
- [www.onesource.com](http://www.onesource.com)
- [www.experian.com](http://www.experian.com)

company's website.

Sonke has a system in place to collect useful data from all potential customers. She gathers the information as soon as possible, and about once a week, she adds it to a database — something that also serves as a list of customer profiles.

“The person on the phone puts bread on your table,” says Sonke of AuctionFirst North Carolina, Raleigh, N.C. “You might want to put whatever you’re doing aside and spend a reasonable amount of time (with a caller).”

For her business, Sonke doesn't simply collect contact information. Rather, she asks customers specific questions that might help her identify them, in the future, as good buyers or sellers.

“And then I don't feel bad later that that person slipped through my fingers,” she says.

Some Auctioneers, she says, might believe they know their customers.

Rather than use data, they place buyers and sellers into categories based on convictions that might not be accurate.

“You can't stereotype people in any which way,” she says. “I'm finding that people are being forced to move to the Internet. We have to stop this complacency that we think we know who are customers are.”

**Connect with customers**

The trick, says marketing professional Bryce Gartner, is in identifying metrics — internally and externally — that will keep Auctioneers relevant to their customers.

Data, Gartner and Sonke say, can provide Auctioneers a competitive advantage when it comes to winning business from potential sellers. With the right types of information, Auctioneers can confidently explain to clients the marketing that will work best for a specific type of buyer.

*continued »*

**In Orlando**

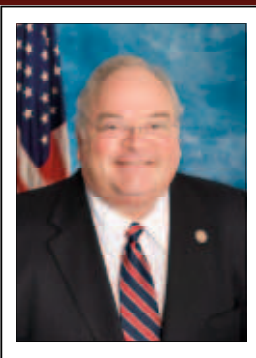
During Conference and Show in Orlando, Fla., marketing experts plan to lead a presentation on best practices for gathering and using data. Don't miss this course:

**Session:** "Profiling Your Customer: Hiding in Plain Sight!"

**Day:** July 15

**Presenters:**  
Bryce Gartner, founder of icimo, Holly Springs, N.C.

Sarah Sonke, CAI, AARE, of AuctionFirst North Carolina, Raleigh, N.C.



United States Congressman  
**Billy Long**  
Supports and Endorses

**Paul C. Behr**

*“The Right Leader at the Right Time”*

for **Vice President**  
of the **National Auctioneers Association**



facebook.com/PaulCBehr

## Conference and Show presentation to focus on internal metrics

By NAA staff

For many auction company principals, managing a firm with three salespeople and two staff members is pretty easy, says Stephen Karbelk, CAI, AARE.



Karbelk

But when the goal is to double or even triple sales, that ratio of salespeople to operational staff must change, and that can be a difficult transition, says Karbelk of National Commercial Auctioneers, LLC Tulsa, Okla.



Latham

To help auction business owners better understand how they can manage their companies through several stages of growth, Karbelk plans to co-present “How to Build Your Business While Running Your Business: The Key Metrics,” during Conference and Show on July 14.

Karbelk’s topic for the seminar focuses on “organic” growth. Specifically, he plans to discuss the management, delegation and hiring skills Auctioneers must have to take their businesses to a new level of success.

Karbelk says he will help Auctioneers understand the commission structures that are necessary as salespeople move from smaller to larger deals. As a company gets bigger, he says, sales commissions must go down because salespeople are bringing in larger auctions.

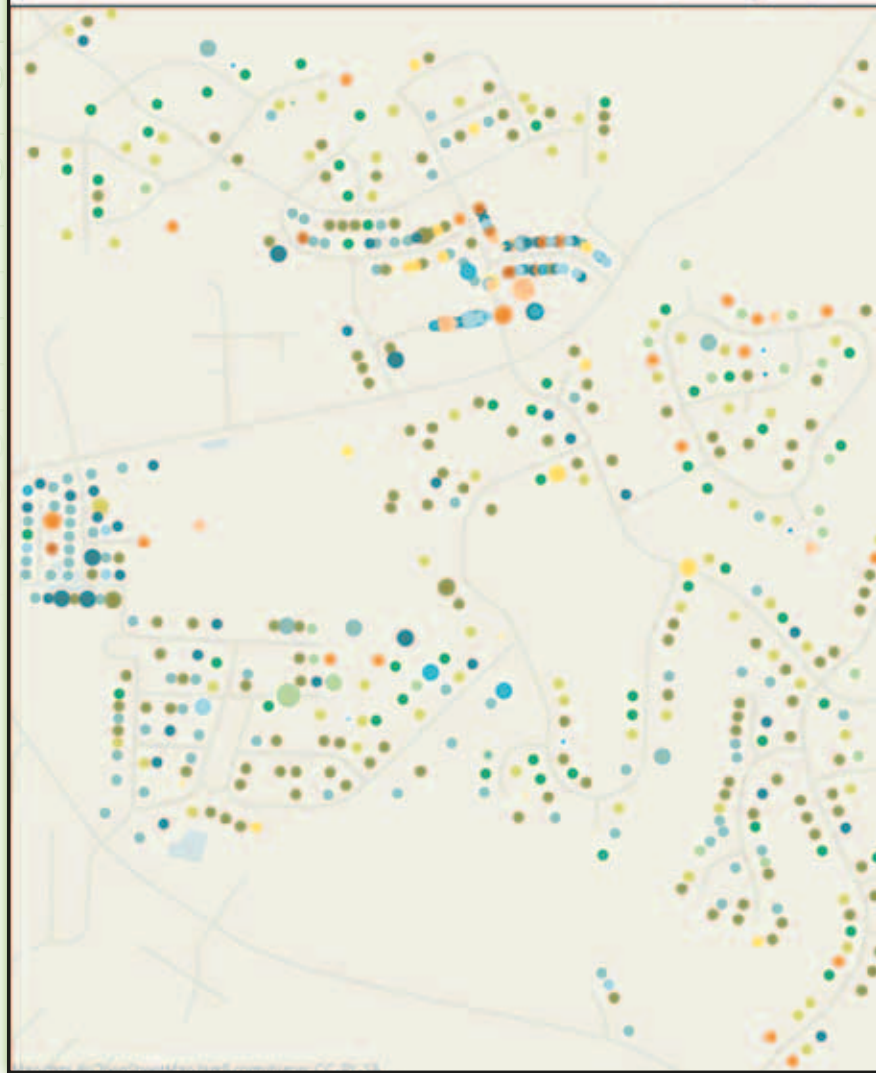
Also, when this happens, auction company owners must take into account the effect hiring and training will have on their company’s bottom line.

Co-presenting with Karbelk is Larry Latham, CAI, of Larry Latham Auctioneers Inc., Las Vegas. Latham plans to focus on “large-deal growth” — how smaller auction companies can properly handle big transactions.

In part, Latham’s presentation will focus on when it’s best to partner with, or refer business to, larger auction firms.

If auction business owners are interested in pursuing larger deals — such as multi-property real estate transactions — Karbelk and Latham will lay out the steps necessary for success.

### Opportunity Map



As a starting point, Gartner, founder of icimo, Holly Springs, N.C., recommends Auctioneers search for and retrieve public government records. Third-party data providers, which can be found all over the Internet, also are good sources.

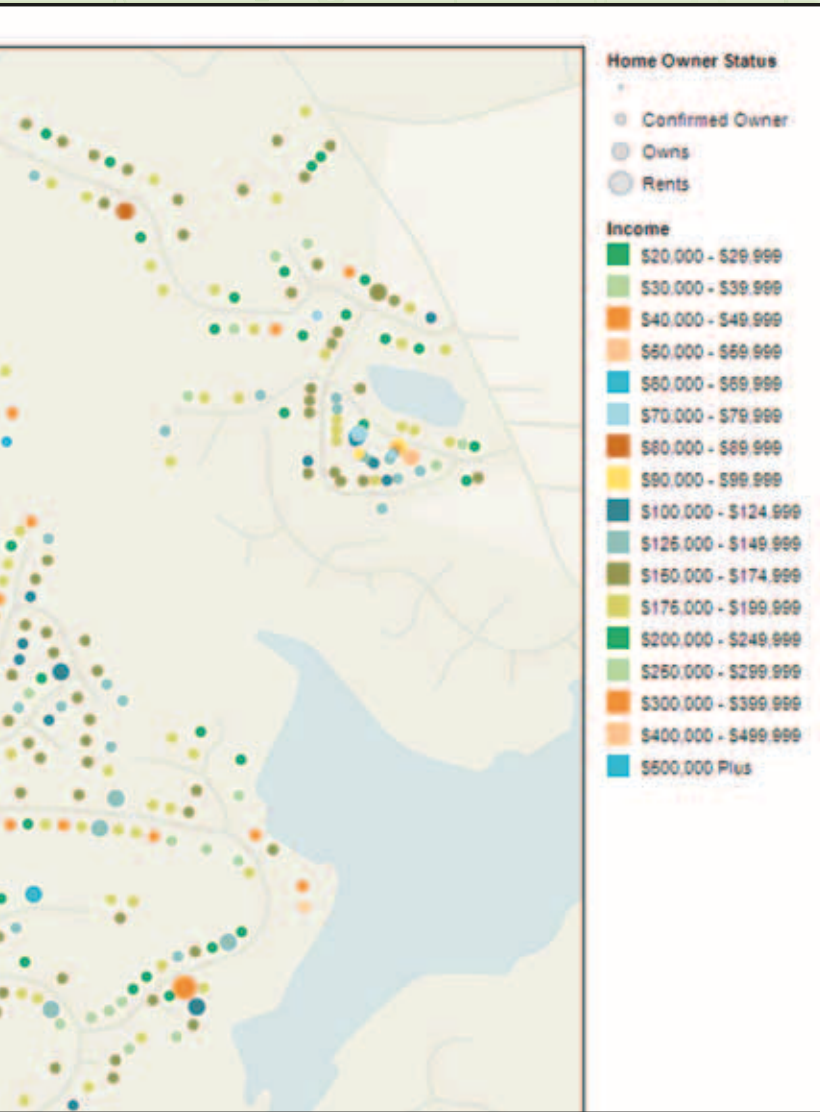
Information pertinent to an Auctioneer’s marketing efforts can be placed in database software, such as Microsoft Excel, or more advanced Customer Relationship Management (CRM) systems. Gartner says Auctioneers should consider free or inexpensive software, such as Microsoft Office Live or Google Apps.

Other CRM products include NetSuite, Salesforce.com, FrontRange, Oracle and Zoho.

“The tools exist for you to be able to track your data easily, get at your data easily and then start to slice and dice it so you can get at the information you want,” Gartner says. “Once you start collecting the data, you have the ability to use the data and leverage it to your advantage.”

### Leverage data

For example, an auction company that has a personal property or real



estate auction might have a specific group to which it wants to market the property. It could be 45-to-60-year-old comic book collectors within a 50-mile radius for the personal property, or, for the real estate, it might be female investors who have an interest in renovating urban areas.

The buyer registration information an Auctioneer has collected for the past six months, combined with data from a third-party source, such as InfoUSA.com, could help the Auctioneer narrow his marketing list down from 10,000 potential buyers to 500 qualified bidders. This kind of knowledge might not only help convince clients to use an Auctioneer's services, it might also significantly decrease marketing costs, say Gartner and Sonke. That's another thing that will please sellers and possibly help Auctioneers win new business.

Therefore, Gartner says it's essential that business owners make a conscious decision to collect and extract data on a regular basis.

"It is a process that you have to commit yourself to," he says. "If you do it half way (data about this auction but not the next one), you

*continued »*



## A Proven Leader at a Critical Time Candidate for NAA Vice President 2011

Devoted husband and father  
NAA Board of Directors (2008-2011)  
Chairman of NAA HR & Technology Committees  
Past Co-Chairman of NAA Membership Committee  
Past President of  
Oklahoma State Auctioneers Association  
Active Member of NAA, NAF, NAA Auxiliary  
Active Member of OK, KS, MO & TX  
Auctioneer Associations  
2007 Oklahoma State Auctioneer Champion  
Texas Auction Academy Instructor - Dallas, TX  
More than twenty years of military service (retired)



**SHAWN  
TERREL**  
NAA Vice President

There is NO BETTER TIME to be in the professional auction business than today. America is witnessing the greatest amount of auction exposure we have ever experienced. In 1949, the National Auctioneers Association was founded by professional auctioneers with the intent to collectively educate and promote the auction method of marketing to consumers. Our Founding Fathers purposely built the NAA to empower auctioneers with the tools, training and internal social network needed to excel in this great profession. Over the years the NAA has met these goals, providing a valuable service to auctioneers, however; the industry is evolving and we must continue to change with it. It is my goal to leverage my business experience, passion for the auction industry, belief in fiscal responsibility and personal accountability to lead the NAA through these changing times.



**VoteTerrel.com**

## CRM software

For help with managing and using data for targeted marketing efforts, below are popular Customer Relationship Management tools:

- Adapt CRM  
(www.adaptcrm.com)
- Amdocs  
(www.amdocs.com)
- FrontRange  
(www.frontrange.com)
- Landslide  
(www.landslide.com)
- Maximizer  
(www.maximizer.com)
- Microsoft Dynamics  
(crm.dynamics.com/Microsoft)
- MyBusiness CRM  
(www.mybusiness-crm.com)
- NetSuite  
(www.netsuite.com)
- Oracle  
(www.oracle.com)
- Pivotal  
(CDC Software)  
(www.cdcsoftware.com)
- Sage  
(www.sagesaleslogix.com)
- Salesforce.com
- Zoho  
(www.zoho.com)

don't start to build your data set so you have a really good picture, and you have solid data.”

### In plain sight

Along with Gartner, Sonke plans to present, "Profiling Your Customer: Hiding in Plain Sight!" during Conference and Show on July 15. The presentation will focus on how the collection and use of data might not be as difficult as some Auctioneers believe.

Sometimes, Sonke says, the right kind of information is sitting right in front of Auctioneers, and they simply fail to take advantage of it. An example she provides of this — locating data easily and inexpensively — comes from a recent experience she had in a real estate auction.

Instead of using a traditional marketing route to sell a \$15 million property, Sonke turned to social media platform LinkedIn. On the website, she paid \$100 for a premium membership that provided access to groups



# Leaders in Live Bidding Technology

## OnLine Ringman

Live Web Auction Bidding System

- More Bidders, More Bidding
- Increased Consignors
- Runs on PC, Mac, Smart Phones
- Over a Decade of Experience

Call us:  
**1-800-RINGMAN**



## OnLine RingLots

Timed Auction Bidding System

- Real-Time Bidding Status
- Gain Maximum Exposure
- Allow Proxy Bidding
- Run In Addition To Live Sales

Or Email:  
**Sales@Xcira.com**



with members who dealt in the development of student housing. Once she had access to these groups, Sonke says she started posting questions and engaging group members in discussions. She became a valid member of the groups, she says, and within 30 days, she had collected 278 qualified prospects.

Had she gone the traditional route, Sonke says she would have charged her client about \$100,000 for marketing.

“It blew my head apart,” she says. “Not only did I find the people, but they engaged me.”

Similarly, Sonke is experimenting with Facebook advertising. On the social network, she says Auctioneers could consider targeting their advertising toward individuals — for example fans of certain musical groups or technologies — that would have a high interest in purchasing items for sale at auction.

Although Daye of Bayou Terrabonne agrees that social media marketing is important, he says traditional marketing, such as newspaper advertising, must still be included in promotional efforts.

No matter what the marketing resource, though, Daye says the ultimate goal should be to drive potential buyers to a company’s website.

Here, auction marketers can use free resources, such as Google Analytics and online registration forms, to evaluate worldwide interest in many types of assets, say Sonke and Daye. ❖

**Hall and Hall Auctions**  
*Another Solution . . .*

---

**Working with Auctioneers  
throughout the United States.**

SINCE 1946




HALL AND HALL

**Scott Shuman**  
800.829.8747 • 970.716.2120





**WWW.HALLANDHALL.COM**

SALES · AUCTIONS · APPRAISALS · LOANS · MANAGEMENT



# J. J. DOWER





THE MEMBERS AND STAFF

of the

TENNESSEE AUCTIONEERS ASSOCIATION

★ ★ ★ ★ proudly endorse ★ ★ ★ ★

J.J. Dower for Vice President

of the

NATIONAL AUCTIONEERS ASSOCIATION

Dower embodies the spirit of our industry by remembering our past while helping forge our industry's future.

- Ayers Auction & Real Estate, LaFollette, TN
- A MarkNet Alliance Member
- NAA Director
- NAA Life Member

- Past President of TAA
- TAA Hall of Fame Member
- AARE, CAI
- National Speaker

# Summer Sizzle?

## FORECLOSURES COULD SOON PRODUCE REAL ESTATE AUCTION BOOM

By Tom Burfield

contributing writer

**S**agging prices for commercial and residential property have sparked an uptick in business for many real estate Auctioneers, National Auctioneers Association members say.

Lower prices have lured potential buyers and investors to auctions in search of bargains that were unheard of just a few years ago.

Jay Edwards, AARE, of Jay Edwards & Associates, Bel Air, Md., says he conducted 25 real estate auctions bringing in \$4 million during the first quarter of 2011 — a 30 percent increase over the same time last year.

Tom Hirschak Jr., CAI, MPPA, of Thomas Hirschak Co., Morrisville, Vt., says not only is his business up compared to last year, but returns that he has been able to secure for his clients often are far from bargain-basement prices.

“We’ve sold things for twice what our sellers want,” he says.

John Kurtz, CAI, of Kurtz Auction & Realty Co., Owensboro, Ky., even has seen a spike in prices for agricultural real estate.

“I think there is new money investing in farmland,” he says.

### Auction advantages

Sellers often turn to auctions rather than real estate agents to accelerate sales and, at times, to reap a better return, NAA Auctioneers say.

“In the Maryland area, a well-publicized auction may bring a higher price than what traditional means will,” Edwards says.

A second-generation Auctioneer, Edwards secures many of his listings from Realtors and attorneys. Now is a great time to buy because interest rates are low for buyers with good credit, he says.

Times can be tough for sellers, but it all has to do with the property they’re selling.

“It depends on the desirability of what’s being sold, and whether it’s a commodity,” Edwards says. “One-of-a-kind properties, like a nice horse farm or vineyard, can get a high price.”

### Diverse clients

Hirschak handles a lot of residential and hospitality foreclosures, but his business isn’t limited to those categories.

“We also work for a lot of individuals who are just moving on in their lives and haven’t been able to sell their property because the market is soft and people are careful about what they’re buying,” he says.

Hirschak, who has been in the business for 33 years, gets many of his listings through contracts with banks and simply by keeping his name in the newspapers.

He also operates an appraisal company, which brings in a lot of referrals.



Real estate auctions have increased 30 percent in the past year for Jay Edwards, AARE, of Jay Edwards & Associates, Bel Air, Md. Submitted photo

### Agricultural sector

The agricultural real estate market tends to contradict what is happening in other real estate markets, Kurtz says, as farmers look to buy more land to build up their businesses and become more efficient.

“The nature of farming is more closely modeling industries that realize gains through scale,” he says.

Some investors actually are “going back to the land,” he says, because the rate of return for cash in paper investments either is not very good or is not as satisfying as investing in property.

### Finding customers

Knowing the ins and outs of the real estate auction business is a must for a successful operation.

Honesty is the best policy, Edwards says. Give your clients a true understanding of what their property will bring in — don’t over-promise, he says.

Edwards doesn't like to conduct more than a dozen auctions a month. Anything beyond that, he pushes over to the next month.

And know your market, he says.

Know what things are selling for, "keep your nose in the public records" and maintain ties with the local community so that you're aware of people who are moving, have died or have gotten married.

Attract as many people to the auction site as you can, Hirschak advises.

Use print media in the area where the property is located, as well as websites and possibly a brochure.

For a "trophy property," such as a home in a popular ski area, consider advertising in the *Wall Street Journal*, *New York Times* and regional newspapers as well as on the Internet. And, create a brochure.

"We try every form of media there is," Kurtz says.

That includes e-mail, radio, signs on the highway, even sponsoring a T-ball team.

But in the end, he says, "The best advertising is having a successful auction."

### What's in store?

Edwards says that in the second quarter of the year, real estate business had leveled a bit, but that's not unusual, and business continues to be ahead of pace.

The foreclosure market could be bigger than anticipated this summer, he says, and those who handle a lot of foreclosures might see an increase in business.

Hirschak says he sees more interest in real estate than he did a year ago, but still, "There's a lot of inventory out there."

In Kentucky, Kurtz says prices generally have held up well.

"Prices dipped a few years ago, but the bottom did not fall out," he says. "Good homes still sell well around here."

The rental business has been especially strong, with 10 to 20 people showing up at auctions to invest in rental homes, he says. ❖

**AUCTIONEER INSURANCE GUY**

**VOTE FOR  
LARRY HARB  
NAA DIRECTOR**

*"He Understands The  
Auctioneer Industry"*

**Visit AuctioneerInsurance.com**

# CALL THE AUTHORITIES!

For more than 45 years, Hudson and Marshall, Inc.  
has been *America's Auction Authority*.



**National Marketing Center**  
Atlanta, Georgia  
**1-800-841-9400**

**Southwest Office**  
Dallas, Texas  
**1-800-441-9401**

Visit our web sites at [www.hudsonmarshall.com](http://www.hudsonmarshall.com)  
or [www.hudsonandmarshall.com](http://www.hudsonandmarshall.com)

# National magazine recognizes top land auction companies

By Bryan Scribner

editor

National Auctioneers Association members are principals or employees for companies that comprise the country's top land auction firms, according to *The Land Report*.

In the magazine's annual ranking, "Top 30 Real Estate Auction Companies," there are 23 businesses that include NAA Auctioneers.

The second-annual report "is based on the total value of their self-reported 2010 domestic land auctions," according to *The Land Report*. The feature is in its spring issue.

At the top of the list is **Farmers National Co.**, Austin, Texas. The total value of its auctions, according to the magazine, was \$135 million.

"In the last 10 years, we have conducted nearly 2,000 land auctions across the country, and it has been my privilege, as an Auctioneer, to be part of many of these auctions ... and having those great agents in the field making calls and office staff crunching out marketing and legal tasks is truly the basis from which much of our company success has been and will be derived from going into the future," says Farmers National's Monty Meusch, CAI, CES.



Meusch

The No. 2 spot went to **Schrader Real Estate & Auction**, Columbia City, Ind., which had \$119.2 million in land auctions.

"Our company has been blessed with a lot of tremendous people over the years that provide a great team effort towards the service that we offer. We are excited to be in the auction business and hope to continue to make an impact that is positive for the industry as a whole," says Schrader's RD (Rex) Schrader II, CAI.



Schrader

**Halderman Real Estate Services**, Wabash, Ind., came in at No. 3 with \$68 million.

"The recent addition of a number of new technology tools, such as real-time online bidding, has helped to expand the potential



Metzger

bidder pool, which leads to higher sales prices for our sellers," says Halderman's Chad Metzger, CAI.

**Other companies on the list, as ranked by the magazine, are as follows:**

6. **Woltz & Associates Inc.**, Roanoke, Va.
7. **Murray Wise Associates LLC**, Champaign, Ill.
8. **The Counts Realty & Auction Group**, Midlothian, Va.
9. **Martin Jurisch & Associates**, Rapid City, S.D.

"I simply feel that it is an honor to be recognized for all of my efforts on behalf of my clients, and further, it is my belief that it is also a true indication of the positive results provided by the auction industry within the marketplace, especially during these tough times," says Martin Jurisch, CAI, GPPA.



Jurisch

10. **The Virginias' Auction Group LLC**, Lewisburg, W.Va.
11. **Williams & Williams Worldwide Real Estate Auction**, Tulsa, Okla.

"Our land division dates back to our founding over 100 years ago, and while it represents a fraction of our global business today, it definitely has handled many of our more well-known sales, like famous farms or ranches that often sell for over \$20 million. This legacy remains a core part of our heritage, and many of the trusts and families it serves have been clients for generations," says Dean Williams of Williams, Williams & McKissick.



Williams

12. **Hudson & Marshall Inc.**, Macon, Ga., and Dallas
13. **United Country — Lippard Auctioneers Inc.**, Enid, Okla.

"We have for the past 12 years maintained a 97-percent selling ratio of the properties that we take each year. Everyone went through tough times the past 12 to 15 months, but we have to



Lippard

stay positive and focused on achieving our goals even when the times are tough,” says Troy Lippard, CAI.

14. **J.P. King Auction Co. Inc.**, Gadsden, Ala.

“Last year was a big year for J.P. King. While our land sales weren’t as high as most years, we sold property in our 50th state, Alaska, and we saw a continued improvement in the luxury market. Ultimately, I think our success boils down to experience and understanding the market — the expectations of buyers and sellers alike,” says J.P. King’s Craig King, CAI, AARE.



King

16. **The National Auction Group Inc.**, Gadsden, Ala.

“We primarily attribute our success to our ability to sell, and close the sales, of properties we auction. Like every auction company, we realize that a well-rounded marketing campaign and a successful auction are extremely important. The next step of the process — closing those sales — is even more important,” says National’s Jonathan Bone.



Bone

18. **Reck Agri Realty & Auction**, Sterling, Colo.

20. **Wieman Land & Auction Co. Inc.**, Marion, S.D.

22. **Iron Horse Auction Co.**, Norwood, N.C.

“We have a strong team here at Iron Horse Auction Company that itself can enable our Auctioneers and brokers to contract quality auctions and produce high yields for our sellers. Another attribute is our use of technology — we have taken mostly all the smaller-dollar-volume auctions strictly to the Internet,” says Iron Horse’s Will Lilly Jr., CAI.



Lilly Jr.

23. **United Country — Theurer Auction/Realty LLC**, Wellington, Kan.

“Last year, we had a better year than the year prior, for land sales. I have a good staff. I’ve always said, ‘Be on the leading edge of technology,’” says Larry Theurer, CAI, GPPA.



Theurer

25. **United Country — Hendren R.E. & Auction Co.**, Jay, Okla.

“It is hard to single out just one reason that you become successful ... I believe that it always comes down to the quality of your

employees and your integrity in the business. We must never forget that we are in the position of trust for our customers, both sellers and buyers,” says LeRoy Hendren, CAI.



Hendren

26. **Albert Burney Inc.**, Huntsville, Ala.

“It’s an honor to be included among the great auction companies of our day. When I first started Albert Burney, I looked up to some of these companies as something I aspired to be, and it provides me with a great sense of accomplishment to be listed among them 10 years later,” says Burney’s Warren Ward, CAI, AARE.

27. **Sheridan Realty and Auction Co.**, Mason, Mich.

“It is very flattering to be included in *The Land Report’s* top 30 list because this is the 30 most successful and respected land auction companies in America today. We have a very successful auction team here at Sheridan Realty & Auction Co.,” says Bill Sheridan, CAI, AARE, GPPA.



Sheridan

28. **Curran Miller Auction & Realty Inc.**, Evansville, Ind.

29. **Aumann Auctions Inc./A MarkNet Alliance Member**, Nokomis, Ill.

30. **Alliance Land Auctions LP**, Amarillo, Texas

“National recognition is always beneficial, but the firm’s real secret is the market penetration of our brokerage business and our auction service to clients. Being the largest land broker in the Texas Panhandle, it’s only natural to provide services required in the marketplace today,” says Alliance Land’s George Clift.



Clift

Along with its ranking, *The Land Report* recognized national auction organizations. The groups were Cabela’s Trophy Properties, with \$20 to \$50 million in land sales; Hall & Hall Auctions, a new company out of Eaton, Colo.; MarkNet Alliance, Nokomis, Ill., with \$200 million in land sales; and United Country Auction Services, Kansas City, Mo., which had \$228 million in land sales. ❖

# CUT THROUGH THE TAPE

THERE ARE MANY WAYS TO EARN GOVERNMENT BUSINESS



Government Liquidation in Scottsdale, Ariz., specializes in online auctions for the federal government. Chief Operating Officer Tom Burton says government entities prefer to use Auctioneers who keep good records. Photo courtesy Government Liquidation

**By Tom Burfield**  
contributing writer

Conducting government surplus auctions can be a hassle.

An Auctioneer must adhere to complex procedures, and there are plenty of hoops to jump through.

But still, with so many government entities looking to raise cash these days, now might be a good time to think about venturing into the field.

“Every county in the nation, every city in the nation has surplus to sell,” says Billy Burke of The Auctionarium Inc., Rancho Mirage, Calif.

“The government sells billions in surplus items every year, and over 3 million parcels of real estate are sold at tax sale auctions each and every year.”

The federal government sells tons of materials, but it tends to “bundle” those items into big lots, so opportunities for the typical Auctioneer might be limited, Burke says.

“The best odds of landing a government contract for the (NAA Auctioneer) is to bid on

local government opportunities that are similar to the size and scope of auctions they are currently conducting,” he says.

Start by scouring websites to find out what is available at the state, county and municipality level and learn how to register as a vendor, Burke advises.

On state websites, look under “secretary of state” or “procurement” for information about auctions, and contact the purchasing division at state, county and city levels.

There are services that will monitor the Web for you, but they’re probably not worth the \$30 to \$300 monthly cost, Burke says.

## Make a sales pitch

Richmond, Va.-based Motley’s Auction & Realty Group has four divisions, each of which handles some government contracts, says the company’s Mark Motley, CAI, AARE.

The divisions are real estate, industrial, automobile and antiques and estates.

When Motley took over the family-owned company more than 20 years ago, his



Motley

first order of business was to meet with the city employee who conducted auctions in Richmond and convince him that the city would save money and avoid the hassles connected with running an auction if Richmond gave him a contract to liquidate surplus items.

He then went to other cities and repeated his sales pitch.

“Since then, we’ve had the opportunity to secure quite a few contracts,” he says, including with the commonwealth of Virginia and the federal government.

Government Liquidation in Scottsdale, Ariz., specializes in online auctions for the federal government — mostly military surplus from the Department of Defense — says the company’s Tom Burton.

## Steps to get government contracts

**1. Download contract awards** and find out who issued various contracts, who won the contracts and when they expire, then decide whether you can provide the same level of service at or below the current price, suggests Billy Burke of The Auctionarium Inc.

**2. On the local level,** Tom Burton of Government Liquidation says some agencies may not even be aware of idle inventory, so be on the lookout for school buses or other vehicles sitting in the same spot in a lot for long periods and let officials know that as the vehicles sit there, the agency is losing money as they deteriorate, become obsolete and take up costly storage space.

**3. Mark Motley,** CAI, AARE, of Motley’s Auction & Realty Group, encourages Auctioneers to attend pre-bid request for proposal meetings. “It’s very important that you attend those meetings, ask your questions and try to find out what the group is looking for,” he says. Request the sales history for the previous three years and ask for the expected purchasing outlook of new equipment so that you can analyze future sales expectations. “Don’t bid so low to get the business that the job won’t be profitable,” Motley says.

**4. Finally,** it may be necessary for your company to own certain types of equipment to service the government contract. Motley’s uses equipment like service trucks with air compressors, fuel tanks, battery jump systems, general tools and someone who knows how to use them. “It’s labor intensive,” he says, “and not usually a good idea for a one-person shop.”

**Winning**

Typically, winning a government contract involves qualifying by proving that you can do what the agency wants, then coming up with an acceptable price.

While governments might

focus on cost and results, money isn't necessarily everything.

Burton sees more emphasis on "green" Auctioneers these days who can assure, for example, that a large lot of tires won't be bought up by someone who will let them sit in a pile contaminating

the environment.

And they want someone who tracks what they sell and can tell them who bought a lot of camouflaged pants two years ago.

"Record keeping and inventory accuracy is a big deal," he says. ❖

**Check out the website**

[www.fedbizopps.gov](http://www.fedbizopps.gov)

to learn about opportunities for government contracts at the federal level and register in the Central Contract Registry.

**VOTE FOR**

**John Schultz**  
NAA Director



**Now. For the Future.**

**Invested**

- Works for family business Schultz Auctioneers Landmark Realty, Inc. based in Minnesota
- Works for several regional and national auction firms
- Was involved in over 90 different auctions in 2010, and over 55 through April 2011
- Loves the traditional auction method of marketing
- Recognizes the importance of adding technology to auctions
- Provides technology consulting services to several regional and national auction firms

**Connected**

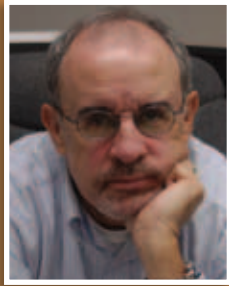
- Vice-chair of National Auctioneers Association Council on Future Practices
- Member of the Auction Technology Specialist Designation Oversight Committee
- Member of the Technology Committee
- Past member of the Futures Panel
- Charter webinar instructor
- Charter NAA Ambassador to Minnesota
- Multi-state and national conference seminar presenter.

**Trusted**

- Minnesota State Auctioneers Association 60th President in 2009
- Charter President of the Minnesota State Auctioneers Foundation
- Received 2009 Golden Gavel Award for outstanding service to the auction industry
- Member of the Minnesota Education Committee and Chair of the Governance Oversight Committee
- Endorsed by the Minnesota State Auctioneers Association



Paid for by "Friends of the MSAA"



Carl Carter, APR

Carl Carter, APR, president of NewMediaRules Communications, has studied the ways we communicate for 35 years and is a former newspaper reporter and editor. Since 1994, he has specialized in helping auction companies cost-effectively attract bidders and promote their services.



# Now more than ever, candor pays

**I**n one of my favorite scenes from the campy Christmas movie, “A Christmas Story,” the ever-gullible Ralphie rips open a package to find his secret decoder ring, which allows him to decrypt secret messages from the “Little Orphan Annie” radio show.

He waits eagerly for the program to air, and finally, he is able to tune it in on the family’s big tabletop radio. The announcer calls out the series of numbers, and Ralphie locks himself in the bathroom (lest any uninitiated try to peek at it) to translate the numbers into letters. At last, he can read Annie’s secret message: “Be sure to drink your Ovaltine.”

“A crummy commercial?” he says. And so a little innocence dies.

We’ve all been there — buying (or buying into) something that wasn’t all it was cracked up to be. Sadly, some of us have been there as sellers, too, creating ads, brochures and websites that make an item or property appear to be something other than what it is.

I’ve heard Auctioneers call it “spin” or “marketing” or even “fluff.” In practically every case, what they mean is deception, even though they never admit that, even to themselves.

## It’ll cost you

Here’s the ultimate irony: Misrepresenting what you’re selling by overstating good points and glossing over problems will cost you bidders, both today and in the long run. We may tell ourselves that we’re just presenting the real or

personal property in its best light, but we forget that people are going to investigate it before they show up and bid. If it isn’t what they thought based on our advertising, they’ll stay home or keep their hands in their pockets. Even worse, if your properties and items don’t measure up to the story you’re telling about them, bidders are likely to conclude that they can’t trust what you say. So when the next brochure arrives, it may go straight into the shredder or at least be viewed with suspicion.

People buy the truth. I’ve been either a journalist (10 years) or a communications specialist since 1975, and during that time, I’ve seen a lot of companies and products come and go. And I can’t help noticing that the ones that had a habit of embellishing or exaggerating their products or services tend to disappear. They may prosper for a while, but before long, it catches up to them.

That “catching up to you” process happens a lot faster than it once did because there are thousands of opportunities for consumers (including bidders, buyers and sellers) to share their opinion of you and your marketing practices. We’re conditioned to expect it, with such websites as Angie’s List, CNET, eBay, Amazon and others that rate companies and products based on specific reviews. Even physicians aren’t exempt, with patients evaluating everything from medical expertise to bedside manner on sites like HealthGrades.com. And if all else fails, folks can trash — or throw you bouquets — on Twitter and Facebook.

## Fine print

So how far do we go in telling the unvarnished



truth? I can't answer that for you. I know of auction companies that go pretty far, communicating things in plain, frank language that some companies would leave in the fine print, or leave out altogether. It tends to pay off because they earn credibility that causes bidders to actually follow them regularly. These bidders believe what the auction company says because the company has been trustworthy in the past.

Here's one acid test I like to use. Try to imagine the prospective bidder looking at your ad and the product side by side. Would he or she feel that you've overstepped the boundaries of candor? If so, why do it?

Play it for the long run. Start by giving up the luxury of telling yourself what you want to hear about your advertising, and the rest may take care of itself. ❖

**press releases**

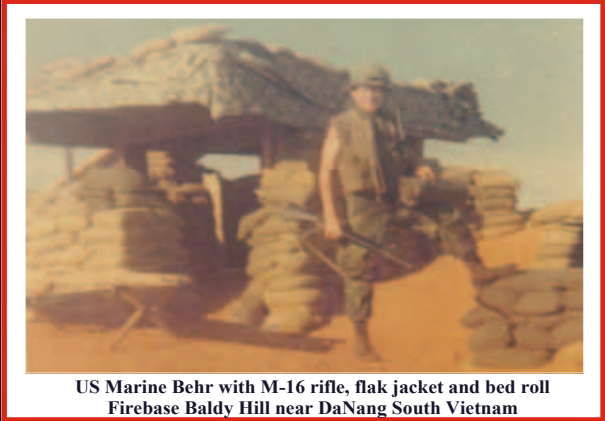
Ken Hall will write your pre-sale or post-sale press release in the editor-friendly journalistic style, then submit it to trade magazines, key Internet news sites and any media in your area - all for one flat fee.  
For samples and info, inquire via e-mail to:  
**kenhallpr@gmail.com**

**Let me tell your Success Story!**

# Paul C. Behr for NAA Vice President



US Marine Behr with M-60 machine gun  
Que Son Mountains Vietnam



US Marine Behr with M-16 rifle, flak jacket and bed roll  
Firebase Baldy Hill near DaNang South Vietnam



Paul C. Behr  
United States Marine Corps 1969

**SERVICE TO OUR COUNTRY THEN**

**SERVICE TO THE NAA NOW**

Paid for by Senior Instructor Jack Hines and World Wide College of Auctioneering Instructors  
*Thank You For Your Service*



Paul C. Behr  
NAA Member 2011

# For their service, the NAA thanks 2010-2011 volunteer leaders



**B. Mark Rogers**

CAI, AARE, NAA President

*NAA volunteers are essential to the success of the association. These leaders not only help the NAA, but they also strengthen the auction industry as a whole. Volunteers form networks and relationships that can prove priceless for years to come.*

## **AARE Committee**

**Chairman:** Michael A. Fine, CAI, AARE  
David Hart, CAI, AARE  
Kim Hagen, CAI, AARE, CES  
Manson Slik, CAI, AARE, CES  
Mark Shear, CAI, AARE, CES, MPPA  
Stephen Karbelk, CAI, AARE

## **Allied Industry Committee**

**Chairman:** J.J. Dower, CAI, AARE  
**Vice Chairman:** Robert Mayo, CAI, AARE, ATS, GPPA  
Bill Sheridan, CAI, AARE, GPPA  
Kathleen Kingston, CAI, BAS

## **ATS Committee**

**Chairman:** Aaron Traffas, CAI, ATS, CES  
**Vice Chairman:** Robert Mayo, CAI, AARE, ATS, GPPA  
John Schultz

## **Audit Committee**

**Chairman:** Kurt Kiefer  
Jim Kloster, GPPA  
Harold Musser, CAI  
Scott Shuman, CAI

## **Benefit Auction Summit Committee**

**Chairman:** Lance Walker, CAI, BAS, CES  
B J Jennings, CAI, BAS  
Kurt Johnson, CAI, BAS  
Bill Menish, CAI, AARE, BAS  
Jama Smith, BAS

## **BAS Committee**

**Chairwoman:** Jill Marie Wiles, CAI, BAS  
Connie Johnson, BAS

Kurt Johnson, CAI, BAS  
Jeff Maynard  
Jama Smith, BAS  
Cindy Soltis-Stroud, CAI, BAS  
Rick Stroud, CAI, BAS  
Lynne Zink, CAI, BAS, CES

## **CAI Committee**

**Chairman:** Marc Geyer, CAI, AARE, BAS, CES  
**Vice Chairman:** Jimmie Dean Coffey, CAI, AARE, BAS, CES, GPPA  
Christie King, CAI, AARE, BAS  
David Hudgins, CAI, AARE  
Jack Christy, CAI, BAS, CES, MPPA  
Terri Walker, CAI, BAS, CES  
Traci Ayers-Dower, CAI, AARE

## **CAI Recruitment Committee**

**Chairwoman:** Christie King, CAI, AARE, BAS  
**Vice Chairman:** Peter D. Gehres, CAI, CES  
Leland J. Little, CAI  
Linda Page, CAI, MPPA  
Melissa L. Davis, CAI, AARE, BAS  
Michelle L. Massart, CAI, BAS  
Tim Kruse, CAI, BAS

## **Candidate Review Committee**

**Chairwoman:** Christie King, CAI, AARE, BAS  
B. Mark Rogers, CAI, AARE  
Darron Meares, CAI, BAS, MPPA  
John Kramer, CAI, AARE, CES  
Randy Wells, CAI, AARE, BAS, CES, GPPA  
Scott Musser, CAI, BAS

## **CES Committee**

**Chairman:** David Whitley, CAI, CES

Jack Christy, CAI, BAS, CES, MPPA  
Tom Jordan, CAI, AARE, ATS, CES, MPPA  
Chris Pracht, CAI, AARE, CES  
Aaron Traffas, CAI, ATS, CES

## **Charitable Partners Committee**

**Chairman:** Robert Mayo, CAI, AARE, ATS, BAS  
**Vice Chairman:** J. J. Dower, CAI, AARE  
Kevin Borger  
Kip Toner, BAS  
Lance Walker, CAI, BAS, CES  
Maggie Beckmeyer, CAI, AARE, BAS, CES, MPPA  
Mike Brandy, CAI, AARE  
Peter Gehres, CAI, CES  
Sarah Sonke, CAI, AARE  
Sherman Hostetter, CAI, AARE, CES, GPPA

## **Conference and Show Education Committee**

**Chairman:** Kurt Aumann  
Tom Jordan  
Jimmie Dean Coffey, CAI, AARE, BAS, CES, GPPA  
Linda Page, CAI, MPPA  
Sue Stouffer, CAI, MPPA  
Rich Schur, CAI, BAS, GPPA  
Jodi Reynolds, CAI

## **Conference and Show Oversight Committee**

**Co-Chairman:** Merle D. Booker, CAI, GPPA  
**Co-Chairman:** Randy S. Burdette, CAI, CES  
**Vice Chairman:** Bryan C. Knox, CAI  
KC Daniel  
Si Harbottle  
Stan Crooks

Chad “Cracker” Johnson, BAS  
Joseph M. Mast, CAI  
Jay D. Nitz, CAI  
Phillip Pierceall  
Cathy Thomas, BAS  
Andrew R. White  
Brad P. White, CAI

### Council on Future Practices

**Chairman:** B. Mark Rogers, CAI, AARE  
**Vice Chairman:** John Schultz  
Christie King, CAI, AARE, BAS  
Jere Daye, CAI, AARE, MPPA  
Kurt Aumann, CAI, ATS  
Kurt Kiefer  
Larry Latham, CAI  
Sarah Sonke, CAI, AARE  
Stephen Karbelk, CAI, AARE  
William T. McLemore, CAI

### Editorial Advisory Committee

**Chairman:** Harold Musser, CAI  
Andy Imholte, BAS  
Angie Lippard  
Phillip Pierceall  
Rod Johnson, AARE, BAS  
Trisha King

### GPPA Committee

**Chairman:** Mark Shear, CAI, AARE, CES, MPPA  
**Vice Chairwoman:** Jane Campbell-Chambliss, CAI, AARE, CES, MPPA  
Dick Whittington, CAI, MPPA  
Jere Daye, CAI, AARE, MPPA  
Roger Durkin, MPPA

### IAC Committee

**Co-Chair:** John S. Nicholls  
**Co-Chair:** Cheri Boots-Sutton  
Terri Walker, CAI, BAS, CES  
Eli Detweiler Jr., CAI  
Kaija L. Kokesh  
Kevin Borger  
Kristine A. Fladeboe-Duininck, BAS  
Michael J. Espe

### NAA Ambassadors

**Co-Chairman:** Dennis Jackson, CAI, AARE, CES-Indiana  
**Co-Chairman:** Merle Booker, CAI, GPPA-Washington  
Jeff Maynard-Arizona  
Gaylen McGee-Arkansas  
Doug Carpenter, CAI, AARE-Colorado

Chad “Cracker” Johnson, BAS-Florida  
Myers Jackson-Georgia  
Paul Adams, CAI-Idaho  
Brent Wears, CAI, AARE, CES-Iowa  
Traci Loftis-Kansas  
Ron Kirby, CAI, AARE, CES-Kentucky  
James Cochran-Maryland  
Sean Paine-Massachusetts  
Art Smith, CAI, CES-Michigan  
John Schultz-Minnesota  
William Head, CAI, AARE, BAS, CES-Mississippi  
Jason Winter, CAI, AARE, CES-Missouri  
Kyle Shobe-Montana  
Russ Puchalla, CAI-Nebraska  
Dick Whittington, CAI, MPPA-North Carolina  
Harry Mullis, CES-North Carolina  
Troy Orr-North Dakota  
Mike Brandly, CAI, AARE-Ohio  
Tony Wisely, CAI, BAS-Oklahoma  
Kelly Russell, CAI, BAS, CES-Oregon  
Lon Clemmer, CAI, CES, MPPA-Pennsylvania  
David Taylor-South Carolina  
Ed Roumillat-South Carolina  
Rich Krogstad-South Dakota  
Tim Mast, CAI, AARE-Tennessee  
Phillip Pierceall-Texas  
Ernie Rogers, CAI, AARE, CES-Virginia  
Kevin Teets, CAI, CES-West Virginia  
Damien Massart, CAI, BAS, GPPA-Wisconsin  
Rosie Weston, GPPA-Wyoming

### Technology Committee

**Chairman:** Shawn Terrel, CAI, AARE  
**Vice Chairman:** Robert Mayo, CAI, AARE, ATS, GPPA  
Aaron Traffas, CAI, ATS, CES  
Eric Morgan  
John Schultz  
Linda Welsh, CAI, AARE, BAS, CES, GPPA  
Scott Musser, CAI, BAS  
William T. McLemore, CAI

### National Auctioneers Association Board of Directors

B. Mark Rogers, CAI, AARE, **President**  
Christie King, CAI, AARE, BAS, **Vice President**  
Kurt Kiefer, **Treasurer**  
Barbara Bonnette, CAI, AARE, GPPA, **Chairwoman of Education Institute Trustees**  
Scott Musser, CAI, BAS, **Past President**  
Merle D. Booker, CAI, GPPA

Randy S. Burdette, CAI, CES  
J. J. Dower, CAI, AARE  
Dennis Jackson, CAI, AARE, CES  
Bryan C. Knox, CAI  
Robert W. Mayo, CAI, AARE, ATS, GPPA  
Harold R. Musser, CAI  
John S. Nicholls  
Shawn Terrel, CAI, AARE  
Larry Latham, CAI  
Louis B “Benny” Fisher Jr., CAI

### Trustees of the Education Institute

Barbara Bonnette, CAI, AARE, GPPA, **Chairwoman**  
Stephen Hunt, CAI, AARE, GPPA, **Vice Chairman**  
Mark Shear, CAI, AARE, CES, MPPA  
Eugene Klingaman, CAI  
Michael Fine, CAI, AARE  
Aaron Traffas, CAI, ATS, CES  
Marc Geyer, CAI, AARE, BAS, CES  
David Whitley, CAI, CES  
Christie King, CAI, AARE, BAS, **NAA Representative**  
Kurt Kiefer, **NAA Representative**

### National Auctioneers Foundation Board of Trustees

Chuck Bohn, CAI, GPPA, **President**  
Louis B. “Benny” Fisher Jr., CAI  
Robert Doyle, CAI, CES, **Chairman of the Board**  
Marvin Henderson  
Dennis Kruse, CAI  
Tommy Rowell, CAI, AARE  
Sanford Alderfer, CAI, MPPA  
Barbara Bonnette, CAI, AARE, GPPA  
David G. Helmer, CAI, CES, GPPA  
Jack Hines, CAI, AARE, GPPA  
Mike Jones, CAI, GPPA  
Randy Ruhter  
Kurt Kiefer, **NAA Representative**

### NAA Auxiliary

Susan Hinson, **Chairwoman**  
Lori Jones, **Vice Chairwoman**  
Deidre B. Rogers, CAI, **Past Chairwoman**  
Ramona King, **Treasurer**  
Susan Rogers Holder, CAI, **Secretary**  
Lucinda Terrel, **Historian**  
Sheila Jackson  
Cindy Soltis-Stroud, CAI, BAS  
Kim Ward, CAI, BAS, CES  
Annette Wells, CAI, BAS ♦

**GLOBAL**  
AUCTION SOLUTIONS

**EQUIPMENTFACTS**

**COLLECTORCARFACTS**

Providing ALL your online auction needs

We are pleased to announce we have been chosen by the  
National Auctioneers Association to be the

**ONLINE BIDDING PROVIDER**

for the

**FUN AUCTION**



**PLUG  
INTO**

62<sup>ND</sup> ANNUAL  
INTERNATIONAL AUCTIONEERS  
CONFERENCE AND SHOW  
JULY 12-16, 2011  
ORLANDO HOLIDAY HOTEL & CONVENTION CENTER ORLANDO, FLORIDA

**JULY 13, 2011 @ 5:30 PM**

**DON'T MISS THIS ONE!**

**FIRST EVER - LIVE - DURING THE SHOW**

**VIRTUAL**

**EQUIPMENT & TRUCK AUCTION**

**EXHIBITOR PAVILION - TRADE SHOW FLOOR**

**JULY 13, 2011**

**11:30 AM - 1:00 PM**

Hosted by:





# THREE WAYS TO HELP YOU BRING THE WORLD TO YOUR AUCTION!

Find out more about us by visiting our booths at the  
62nd Annual  
*International Auctioneers Convention & Show*

**1.** **Global Auction Solutions** is the backbone of EquipmentFacts & CollectorCarFacts. We create and implement the most technologically advanced auction products, services and systems needed for leading auction companies in today's marketplace.

- Self Branded, Self Implemented Online Bidding Service
- Website Design & Hosting
- Social Media Management
- Custom Applications
- Videography
- Streaming Audio & Video
- Auctioneer Radio



**2.** **EquipmentFacts.com** specializes in providing its online bidding service to the heavy equipment, farm equipment, truck and machinery auction industry. Cutting edge, industry-leading technology to bring live auctions to computers at home, office or anywhere else.



**3.** **CollectorCarFacts.com** specializes in providing its online bidding service to the Collector Car, Antique Car and Muscle Car auction industry. Cutting edge, industry-leading technology to bring live auctions to computers at home, office or anywhere else.



699 US Highway 202  
Flemington, NJ 08822

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

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

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

(p) 908.788.2025

(f) 908.788.2026



Ryan George

Ryan George, through Biplane Productions, has helped Auctioneers market more than 2,300 auctions across 43 states. For the past five years, George has built an average of more than 1,000 print ads and more than 600 pages of direct mail each year, in addition to consulting, writing news releases, building proposals and coordinating online marketing. George has written articles for multiple publications, including trade magazines, lifestyle tabloids and newspapers. In 2004, he published his first book and began speaking at Auctioneer events on the state and national stage. Since March 2007, he has published a biweekly article related to auction and/or small business marketing. The articles are distributed to hundreds of subscribers via e-mail.

#### Connect with Ryan at the following:

Facebook.com/BiplaneProductions  
Twitter.com/ryplane  
mail@ryangeorge.net



Photo courtesy Outdoor Advertising Association of America

## A good sign for Auctioneers

### LCD billboards could provide the industry just the “change” it needs

**F**or 12 years, my driveway started on U.S. Route 50 about 80 miles northwest of Ocean City, Md. From my bedroom window, I could see three or four billboards trying to get beach traffic to spend some money locally. For good reason: a quarter of a million cars tripped the toll booth ticker each summer weekend — probably none of them from where the highway started in West Sacramento, Calif.

According to the Outdoor Advertising Association of America (OAAA), our country has 450,000 billboards. If you were to relocate them all to U.S. 50, that would be one every 36 feet — for 3,073 miles. That’s a lot of advertising space!

Traditionally, billboards have been a poor fit for many Auctioneers, who don’t have time in their condensed marketing periods for the production schedule that billboards often require. Plus, most traditional billboard contracts require multiple months or a full

year of commitment and have periodic leases — where you have to wait until another’s lease expires for your message to be posted. In most situations, the auction would have come and gone by the time the best billboard locations became available.

But new LCD billboards are changing the rules and rapidly growing in number, according to “Advertising Trends: Digital Billboards” at [www.TheMarketingSpotBlog.com](http://www.TheMarketingSpotBlog.com). They now represent less than 1 percent of available billboard space in the country, according to “What is Digital Outdoor?” at [www.WatchFireDigitalOutdoor.com](http://www.WatchFireDigitalOutdoor.com).

#### Big potential

Even though rare and in the minority, digital billboards offer hope to Auctioneers. Where available, they can now convert high-traffic areas into prime auction advertising environments.

Digital billboards don’t require the printing cost or installation time of their paper or vinyl counterparts. In many situations, their

images are streamed via Internet or similar technology. Those images can rotate throughout the day or throughout the marketing period. (I helped an Auctioneer with one digital billboard that had four different signs rotate for the same auction.)

Digital billboards also can be embedded with variable data, like weather indicators or forecast reports, sports scores or news headlines, date or countdown clocks — or even, as the picture from the OAAA shows, election updates. On one busy California highway, the *Los Angeles Times* billboard shows the story currently with the highest hits on its website. In one city, McDonalds shows its ad for its breakfast, lunch and dinner features, then, after dinner hours, it runs an “open late” pitch.

So, you could have data that changes within a particular design, such as “23 Days Until Auction” or “2 Open Houses Remaining.” Or you could have different auctions (or different items within the same auction) advertised on the same day. You can even have different messages in the morning and night.

## Affordable

Digital billboards are more accessible to small business because you share the sign with other advertisers, whose ads rotate with yours, typically every six to 10 seconds, according to WatchFireDigitalOutdoor.com. While this means less face time per advertiser, it means more affordable packages. This system also allows the sign company to insert your ad(s) for short periods of time — perfect for event promotion.

If your office has a prime location, you can install a smaller LED sign that exclusively advertises your content. You’ll want size to be proportional to speed of the vehicles passing the sign. So, the faster they’re moving, the larger you’ll want the canvas to be. And you’ll want your content to be inversely proportional to speed. So, the faster they’re moving, the fewer words you’ll want to use.

In some jurisdictions, digital billboards — whether at your place of business or along the highway — have yet to be approved

by city or county officials. My clients and I have bumped up against availability issues, even in areas with interstates. Even so, it’s worth investigating in your area. If you can’t find any outdoor billboards, know that many metro areas have indoor networks at stadiums, restaurants, convention centers, etc.

I also recommend reading instructional materials from digital sign experts. I’ve posted links to some of these articles on my blog.

Type “digital billboard” into the search bar at [www.RyanGeorge.net](http://www.RyanGeorge.net) to view these. The OAAA has posted a series of webinars on its website that might be of help to you, too.

Like auctions, digital billboards bring more action to a traditional transaction, in this case between advertiser and viewer. As more of these signs enter the marketplace, more Auctioneers will have a chance to add value and diversity to their marketing budgets. Will you be one of them? ❖

# J.J. Dower for NAA Vice President

We have entrusted J.J. with our daughter, granddaughters, and our family business; that is why we are asking our extended family of the NAA to vote for J.J. for NAA Vice President.



*Hack and Tomi Ayers*

J.J. has always shown exceptional character as a husband, father, and leader in our company. I know he has what it takes to be a great leader with NAA. That is why I am asking our NAA family to vote for J.J. as NAA Vice President.



*Traci Ayers Dower*

26 YEARS EXPERIENCE

NAA LIFE MEMBER

PAST PRESIDENT OF THE TAA

CURRENTLY ON THE NAA BOARD OF DIRECTORS

CAI & AARE DESIGNATIONS

GRADUATE OF LINCOLN MEMORIAL UNIVERSITY

# CONFERENCE AND SHOW SCHEDULE

## ••• Conference Events •••

### ••• TUESDAY, JULY 12 •••

10:00 a.m. - 6:00 p.m.	Registration	Royal Palm Registration
10:00 a.m. - 5:00 p.m.	Internet Connect/Charging Station	Caribbean Foyer
4:30 p.m. - 5:00 p.m.	Exhibitor Town Hall Meeting	Caribbean I-V
4:30 p.m. - 5:30 p.m.	NAF's Investing in Our Future Wrap-up Reception	Caribbean VI
5:30 p.m. - 8:00 p.m.	Welcome Party	Boca Foyer / Patio

### ••• WEDNESDAY, JULY 13 •••

7:00 a.m. - 8:15 a.m.	First-Timers Breakfast/Orientation	Bonaire 1 & 2
7:45 a.m. - 8:15 a.m.	Coffee and Conversation	Grand Sierra A-B
8:00 a.m. - 5:00 p.m.	Registration	Royal Palm Registration
8:00 a.m. - 9:00 p.m.	Internet Connect/Charging Station	Caribbean Foyer
8:30 a.m. - 10:30 p.m.	Opening Session	Grand Sierra D
10:30 a.m. - 5:00 p.m.	Trade Show Official Opening	Caribbean I-V
10:30 a.m. - 5:00 p.m.	Internet Connect on Trade Show Floor	Caribbean I-V
11:00 a.m. - 1:00 p.m.	Exhibitor Pavilion on Trade Show Floor	Caribbean I-V
10:45 a.m. - 12:00 p.m.	The Future of the Auctioneer	Grand Sierra D
11:00 a.m. - 4:00 p.m.	Auxiliary Luncheon/Fun Auction	Antigua 1-4
12:00 p.m. - 1:00 p.m.	Networking Lunch at the Trade Show	Caribbean I-V
1:00 p.m. - 1:30 p.m.	Intl. Jr. Auctioneer Contestant Orientation (mandatory)	Bonaire 5
1:00 p.m. - 4:00 p.m.	Technology Tent on Trade Show Floor	Caribbean I-V
1:30 p.m. - 2:15 p.m.	Town Hall Meeting	Bonaire 1 & 2
2:00 p.m. - 3:30 p.m.	International Junior Auctioneer Championship	Grand Sierra D
2:30 p.m. - 5:30 p.m.	State License Approved Course: Appraisals	Boca VIII
2:45 p.m. - 4:15 p.m.	Working with Bankruptcy Trustees to Sell Real Estate	Boca I & II
2:45 p.m. - 4:15 p.m.	Bid Calling with the Champions	Boca V & VI
2:45 p.m. - 4:15 p.m.	Stress Management: Achieving a Life/Work Balance	Boca VII
2:45 p.m. - 4:15 p.m.	CAI Special Session: Forecasting the Future	Caribbean VI
3:00 p.m. - 5:00 p.m.	Fun Auction Donation Check-in	Grand Sierra C
3:00 p.m. - 5:00 p.m.	State Auctioneer Association Leaders Meeting	Bonaire 6
4:30 p.m. - 6:00 p.m.	Women Auctioneers Networking Reception	Bonaire 5
5:30 p.m. - 7:00 p.m.	Fun Auction Dinner	Grand Sierra A-D
6:00 p.m. - 9:00 p.m.	Fun Auction	Grand Sierra A-D

### ••• THURSDAY, JULY 14 •••

6:30 a.m. - 7:30 a.m.	Election Committee Breakfast	Bonaire 1
7:00 a.m. - 8:00 a.m.	CAI Breakfast	Antigua 1-4
7:00 a.m. - 5:00 p.m.	Registration	Royal Palm Registration
7:30 a.m.	Ballot Distribution	Caribbean Foyer
8:00 a.m. - 5:00 p.m.	Internet Connect/Charging Station	Caribbean Foyer
8:30 a.m.	NAA and NAF Annual Business Meetings	Grand Sierra D
10:30 a.m. - 5:00 p.m.	Trade Show	Caribbean I-V
10:30 a.m. - 5:00 p.m.	Internet Connect on Trade Show Floor	Caribbean I-V
11:00 a.m. - 1:00 p.m.	Exhibitor Pavilion	Caribbean I-V
12:00 p.m. - 1:00 p.m.	Networking Lunch at the Trade Show	Caribbean I-V
1:00 p.m. - 2:30 p.m.	E-myth: Auctioneering Practice Vs. The Business	Caribbean VII
1:00 p.m. - 2:30 p.m.	How to Sell Commercial Real Estate in Today's Market	Boca I & II
1:00 p.m. - 2:30 p.m.	Technology: How to Use What You Already Have	Boca III & IV
1:00 p.m. - 2:30 p.m.	Taking a Family Business Corporate	Boca V & VI
1:00 p.m. - 2:30 p.m.	How to Motivate Your Employees	Boca VII
1:00 p.m. - 2:30 p.m.	Trends in Fund-raising for the Benefit Auctioneer	Caribbean VI
1:00 p.m. - 4:00 p.m.	State License Approved Course: Independent Contractor Vs. Employee	Boca VIII
1:00 p.m. - 4:00 p.m.	Technology Tent	Caribbean I-V
1:00 p.m. - 4:00 p.m.	Baterbys Art Auction Field Trip	Baterbys Art Auction facility
1:00 p.m. - 3:30 p.m.	Auxiliary Fun Event	Antigua 1 & 2
1:30 p.m. - 5:00 p.m.	NALLOA Education and Business Meeting	Bonaire 1 & 2
3:00 p.m. - 4:30 p.m.	A Mock Demonstration Multi-Par Auction	Boca I & II
3:00 p.m. - 4:30 p.m.	Productivity with iPhone/Blackberry/Droid	Boca III & IV
3:00 p.m. - 4:30 p.m.	Consulting and Prospecting for the Benefit Auctioneer	Boca V & VI
3:00 p.m. - 4:30 p.m.	Evaluating Employee Performance	Boca VII
3:00 p.m. - 4:30 p.m.	The Changing Advertising Landscape: Determining Your Media Mix	Caribbean VI

3:00 p.m. - 4:30 p.m.	How to Build Your Business while Running Your Business	Caribbean VII
4:30 p.m. - 6:00 p.m.	NAA & USA Today Marketing Competition Reception	Antigua 3
6:00 p.m. - 9:00 p.m.	President's Gala / Hall of Fame Awards	Grand Sierra D
9:00 p.m. - 10:00 p.m.	Presidential and Hall of Fame Tribute Reception	Grand Sierra Foyer

### ••• FRIDAY, JULY 15 •••

6:30 a.m. - 6:55 a.m.	IAC Contestant Sound Check (optional)	Grand Sierra D
6:30 a.m. - 7:30 a.m.	IAC Committee and Judges Breakfast	Antigua 2
6:45 a.m. - 7:45 a.m.	Auction School Breakfast	Antigua 1
7:00 a.m. - 8:00 a.m.	IAC Contestant Roll Call & Orientation (mandatory)	Bonaire 5 & 6
7:00 a.m. - 8:30 a.m.	NAF New Board Breakfast and Orientation Meeting	Antigua 3
8:00 a.m. - 10:15 a.m.	Registration	Royal Palm Registration
8:00 a.m. - 5:00 p.m.	Internet Connect/Charging Station	Caribbean Foyer
8:00 a.m. - 3:00 p.m.	International Auctioneer Championship Prelims	Grand Sierra A-D
9:00 a.m. - 5:00 p.m.	Trade Show	Caribbean I-V
9:00 a.m. - 5:00 p.m.	Internet Connect on Trade Show Floor	Caribbean I-V
9:00 a.m. - 10:15 a.m.	Residential Real Estate: What's Working	Boca I & II
9:00 a.m. - 10:15 a.m.	Using Your Ringman to Make More Money	Boca III & IV
9:00 a.m. - 10:15 a.m.	Electronic Marketing	Boca V & VI
9:00 a.m. - 10:15 a.m.	The V Factor, Creating More Value for Clients	Caribbean VII
9:00 a.m. - 10:15 a.m.	Great Ideas Forum	Caribbean VI
10:30 a.m. - 11:45 a.m.	Trends in Real Estate	Boca I & II
10:30 a.m. - 11:45 a.m.	Running the Family Business: The Eight Biggest Challenges	Caribbean VI
10:30 a.m. - 11:45 a.m.	How to STILL Make \$\$ Selling Personal Property	Boca III & IV
10:30 a.m. - 11:45 a.m.	Hiding in Plain Sight!	Boca V & VI
11:00 a.m. - 1:00 p.m.	Exhibitor Pavilion on Trade Show Floor	Caribbean I-V
12:00 p.m. - 1:00 p.m.	Networking Lunch at the Trade Show	Caribbean I-V
12:00 p.m. - 2:00 p.m.	Presidents Luncheon	Antigua 1
12:00 p.m. - 2:00 p.m.	Auxiliary HOF/Past Presidents Luncheon	Antigua 2
1:00 p.m. - 2:30 p.m.	Online Only Real Estate Auctions	Boca I & II
1:00 p.m. - 2:30 p.m.	Legal Aspects of Selling Firearms at Auction	Caribbean VI
1:00 p.m. - 2:30 p.m.	Updates and Changes in Technology	Boca III & IV
1:00 p.m. - 2:30 p.m.	Selling Ag Online	Boca V & VI
1:00 p.m. - 2:30 p.m.	Supercharge Your Goals and Sales Success	Caribbean VII
1:00 p.m. - 4:00 p.m.	State License Approved Course: Real Estate for the Non-Broker Auctioneer	Boca VIII
1:00 p.m. - 4:00 p.m.	Technology Tent on Trade Show Floor	Caribbean I-V
2:30 p.m. - 4:30 p.m.	NAA Hall of Fame Committee Meeting	Bonaire 3 & 4
2:30 p.m. - 4:30 p.m.	Auxiliary Hall of Fame Committee Meeting	Antigua 3
3:00 p.m. - 4:30 p.m.	Selling Ag Real Estate at Auction	Boca I & II
3:00 p.m. - 4:30 p.m.	Advanced Technology	Boca III & IV
3:00 p.m. - 4:30 p.m.	Future of the Auctioneer Feedback Session	Caribbean VI
3:00 p.m. - 4:30 p.m.	Branding	Boca V & VI
3:00 p.m. - 4:30 p.m.	Online Platform Comparison	Boca VII
5:30 p.m. - 6:30 p.m.	IAC Dinner	Grand Sierra A-D
6:00 p.m. - 9:00 p.m.	International Auctioneer Championship Finals	Grand Sierra A-D

### ••• SATURDAY, JULY 16 •••

8:00 a.m. - 1:00 p.m.	NAA Information Desk	Royal Palm Registration
8:30 a.m. - 9:30 a.m.	IAC Breakfast of Champions (IAC Champions)	Antigua 1
8:30 a.m. - 10:00 a.m.	Best Practices in Auctioneering	Boca I & II
8:30 a.m. - 10:00 a.m.	Online Only Auctions	Boca III & IV
8:30 a.m. - 10:00 a.m.	Different Styles of Auctioneering	Boca V & VI
8:30 a.m. - 10:00 a.m.	Signing Up More Auctions!	Boca VII
8:30 a.m. - 12:00 p.m.	State License Approved Course: Ethics	Boca VIII
8:30 a.m. - 12:00 p.m.	Train the Trainer	Governor's Boardroom
9:00 a.m. - 12:30 p.m.	Shipping Service	Caribbean Foyer
10:00 a.m. - 12:00 p.m.	NAF Children's Auction	Caribbean VII
10:30 a.m. - 12:00 p.m.	Outsource Opportunities: Make Your Small Business Perform BIG	Boca I & II
10:30 a.m. - 12:00 p.m.	Social Media/Culture Building	Boca III & IV
10:30 a.m. - 12:00 p.m.	QIP: Creating a Quality Improvement Plan	Boca V & VI
10:30 a.m. - 12:00 p.m.	Obtaining Government Contracts	Boca VII
12:30 p.m. - 2:00 p.m.	Recognition Ceremony Luncheon	Caribbean VI



## National Auctioneers Association 2011 Annual Election Procedures

**1. Election desk:** Will be open Thursday, July 14, 2011, at 7:30 a.m. and will remain open until declared closed by the Presiding Officer of the Annual Meeting. Each eligible voting member shall be issued a ballot packet to be used for the purpose of voting on recommending resolutions and electing Officer and Director candidates.

**2. Eligible to vote:** Active and retired members (as described in the NAA bylaws) shall be entitled to vote in person on all matters to come before this Annual Meeting. All active members are entitled to vote either in person or by absentee ballot. Those individuals who have voted by absentee ballot will not be allowed to participate in any part of the election on site. In the event of a tie and subsequent "run-off," the absentee ballot will be included in the vote count until the selected candidate is no longer in the run-off.

**3. Candidate Information and Review Committee:** Interviews were conducted with each candidate between March 1 and March 15 to review and outline the requirements/guidelines for all available positions as set out in the bylaws, Article IV, Section 2 and Article XII, Section 2.

**4. Elections:** Voting will be for the following:

- Vice President
- Treasurer
- Two Directors

**5. Listing order:** Members will be provided a ballot with the names of all candidates in their speaking order.

**6. Candidate presentations:** Only the candidates can speak on their own behalf at the annual meeting. Officer candidate

speeches will be limited to a maximum of five minutes and Director candidates to a maximum of three minutes each. The speaking order was determined by random draw prior to the Annual Meeting.

**7. Requirement for election:**

**a.** Candidates for Officer positions require a majority of the legal votes cast, to be declared elected. If no candidate receives a majority, the candidate with the lowest number of votes is dropped and another vote is taken for that position. Voting continues until one candidate receives a majority of the legal votes cast. Votes cast by absentee ballot will continue to count for those candidates as long as they have not been dropped due to low votes.\*

**b.** Candidates for Director positions shall be elected by plurality vote. In the case of a tie, for the final position(s) there will be a run-off vote.

**c.** Candidates for all positions will be elected through the use of paper ballots, except where there is only one candidate contesting that office, in which case, the election for that position shall be decided by voice vote.

**8. Counting the vote:** The voting results will be tabulated and communicated appropriately. Once the Presiding Officer hears the report, he is responsible for declaring candidates elected to each office contested.

**Time election takes effect:** Newly elected Officers and Directors shall assume office at the close of the Conference and Show.

*\*If an individual casts an absentee ballot and their candidate is not forwarded due to a low vote count, the individual will NOT be able to cast a vote in person.*



VISIT THE  
NAA  
Auctioneer

MERCHANDISE CENTER

Windshirts  
Western apparel  
Mens & Womens Polos  
Mens & Womens Shirts

CONFERENCE  
AND SHOW  
SPECIAL

Stop by the booth & place  
an order of \$75+  
and receive a  
commemorative padfolio

Briefcase  
Name badges  
Conference padfolio  
Leather executive padfolio

Merchandise Center provider is M&M Graphics, Inc. • order online at [www.mmgraphics.com](http://www.mmgraphics.com)  
e-mail: [mmgraphics-terrie@kc.rr.com](mailto:mmgraphics-terrie@kc.rr.com) Office: 816-331-4671 or 888-799-5099

# CHAMPIONS

## 100 + International & Support & Endorse Paul C. Behr

### ★ NAA International Champion Auctioneers ★ ★ World Champion Auto Auctioneers ★

1990	Neal Davis	Beebe, Arkansas
1991	Spanky Assiter	Canyon, Texas
1992	Shane Ratliff	Crete, Illinois
1993	Tracy D. Sullivan	Prague, Oklahoma
1994	Marcy Goldring Edenburn	Farmington, Illinois
1994	Greg Highsmith	Vinta, Oklahoma
1995	Shannon Sewell-Mays	El Dorado Springs, Missouri
1995	Scott Steffes	Fargo, North Dakota
1996	Renee Jones	Gainseville, Texas
1996	Gregg Rice	Coshocton, Ohio
1997	Lori Kiko	Canton, Ohio
1997	Andy Dunning	Mesquite, Texas
1998	Pamela Rose	Toledo, Ohio
1999	Cheri Boots-Sutton	St. Joseph, Missouri
1999	Wayne Wheat	Fulshear, Texas
2000	Amy Assiter	Canyon, Texas
2000	Mike Espe	Elburn, Illinois
2001	Jill Marie Wiles	Canby, Oregon
2002	Jill Doherty	Central Islip, New York
2003	Kaija Kokesh	Palisade, Minnesota
2003	Jeff Stokes	Edgewood, Washington
2004	Merv Hilpipe	Cedar Falls, Iowa
2005	Cary M. Aasness	Dalton, Minnesota
2007	Denise Shearin	Brandywine, Maryland
2008	Jodi L. Sweeney	Waukon, Iowa
2008	Butch Booker	Colfax, Washington
2009	Kevin Borger	Hutchinson, Kansas
2010	Kristine Fladeboe-Duininck	Spicer, Minnesota

1989	Mike Lambert	Kirkville, Missouri
1991	Scott Adcock	York, Pennsylvania
1992	Shane Ratliff	Crete, Illinois
1993	Jeff Stokes	Edgewood, Washington
1994	Gene Radcliffe	Phoenix, Arizona
1995	Mark Buleziuk	Winnepeg Manitoba, Canada
1996	Neal Davis	Beebe, Arkansas
1997	Paul Lund	Colorado Springs, Colorado
1998	Kevin McGlothen	Dothan, Alabama
1999	Clint Sherman	Lubbock, Texas
1999	Phillip Traylor	Clarksville, Tennessee (Team)
2000	Barry Wichert	Bethany, Oklahoma
2002	Jimmy Henry	Nashville, Tennessee
2004	Pat Long	Cedar Park, Texas
2005	Spanky Assiter	Canyon, Texas
2005	Jeff Bynum	Southside, Alabama (Team)
2006	Scott Goodhue	Calhan, Colorado
2006	Doak Lambert	Coppell, Texas (Team)
2008	Casey Enlow	Sapulpa, Oklahoma (Team)
2008	Dan Schorno	Yelm, Washington
2009	Michael Adcock	York, Pennsylvania
2010	Charles Adcock	Newtown, Pennsylvania

### ★ International Junior Champion Auctioneers ★

2007	Trev Moravec	David City, Nebraska
2008	Jacob Barth	Moses Lake, Washington
2009	Justin Schultis	Fairbury, Nebraska
2010	Nolan Bell	Gray, Pennsylvania

### ★ Plus Many State Champion Auctioneers ★



facebook.com/PaulCBehr

# S FOR BEHR

## & World Champions

### Behr for NAA Vice-President

#### ★ World Champion Livestock Auctioneers ★

1965	Glen Helberg	North Platte, Nebraska	1996	Lanny Ireland	Crosby, Missouri
1966	H. "Skinner" Hardy	Glendale, Oregon	1997	Joe Frazier	McCook, Nebraska
1968	Robert Schnell	Rapid City, South Dakota	1998	Lex Madden	Torrington, Wyoming
1969	Archie Moody	Darlington, South Carolina	1999	Rick Machado	Arroyo Grande, California
1971	Ronald Woodward	Broken Bow, Nebraska	2000	Max Olvera	Hilmar, California
1972	Bob Steffes	Arthur, North Dakota	2001	Shawn Madden	Torrington, Wyoming
1973	Jim Strain	Rapid City, South Dakota	2002	John Korrey	Iliff, Colorado
1974	Ralph Wade	Chickasha, Oklahoma	2003	Jon Schaben	Dunlap, Iowa
1975	Ron Ball	Nunnely, Tennessee	2004	Dan Skeels	Rimbey, Alberta Canada
1976	Steve Liptay	Hillsboro, New Brunswick	2005	Ron Kreis	Adamsville, Ohio
1978	Chuck Cumberlin by Mrs. Carolyn Cumberlin	Brush, Colorado	2006	David Macedo	Tulare, California
1979	Terry Elson	North Platte, Nebraska	2007	Trent Stewart	Redmond, Oregon
1980	Dean Schow	Paxton, Nebraska	2008	Matt Lowery	Burwell, Nebraska
1981	Doug Jagers	Rushville, Nebraska	2009	Ty Thompson	Billings, Montana
1982	Dan Williams	Boone, North Carolina	2010	Kyle Shobe	Lewistown, Montana
1983	Bud Knight	Powell, Wyoming			
1984	James Carrithers	Johnson, Kansas			
1985	Stenson Clontz	Twin Falls, Idaho			
1986	John Rodgers	Tulare, California			
1987	Jeff Stokes	Edgewood, Washington			
1988	Joe Don Pogue	Sulphur Springs, Texas			
1990	Kenneth Wilcox	West Fork, Arkansas			
1991	Roger Emigh	Danbury, Nebraska			
1992	Jim Funk	Guttenburg, Iowa			
1994	Bruce Brock	LeMars, Iowa			
1995	Mike Baxter	Ainsworth, Nebraska			

#### ★ Champion Ringmen ★

1996	T E Mayo	Oklahoma City, Oklahoma
1997	Marc Lund	Castle Rock, Colorado
1998	Joey Sherman	Lubbock, Texas
2005	Jonathan McGuire	Ransom Canyon, Texas
2006	Cody Long	Austin, Texas (Team)
2007	Vaughn Long	Byers, Colorado
2008	Alex Belcher	Buncombe, Illinois
2008	Phil Gee	Shelby, North Carolina
2009	Shawn Hagler	Stephenville, Texas
2010	Bobby McAdams	Martinsville, Indiana

#### ★ World Champion Tobacco Auctioneer ★

1987	John Kessler	Campbellsville, Kentucky
------	--------------	--------------------------

★ **LeRoy Van Dyke** ★  
 Smithton, Missouri  
 "The Auctioneer"

**NEW**

# Clear Changeable Pocket Available on All Signs

from

**1-800-THE-SIGN**

Out the Door in 24!

8 4 3 7 4 4 6 .COM

*Try our New*

# A-FRAME

# \$89.<sup>98</sup>

## Perfect for All Your Auctions!



- ✓ 3 ft. x 2 ft., Double-Sided!
- ✓ Custom Changeable Area!\*
- ✓ Works on Any Level Surface!
- ✓ Folds Flat for Easy Transport!

See the A-Frame at our booth  
the NAA Show  
July 12-16 in Orlando, FL

\*Changeable pocket starting at \$15

## 1-800-843-7446

[www.1800TheSign.com](http://www.1800TheSign.com)

Monday to Friday 9am to 6pm EST



# GIVE ME FIVE, NOW TEN... YEARS INTO THE FUTURE

**National Auctioneers Association**

*Council on Future Practices*

April 2011



When he began his term, National Auctioneers Association President Mark Rogers, CAI, AARE, appointed members to the 11-person Council on Future Practices. The group was asked to analyze current trends affecting the auction industry, and then to envision the industry's future.

Its methodology began with a review of more than 50 societal trends, as identified

by the American Society of Association Executives publication, *Designing Your Future*. Council members identified about a dozen trends to research.

This paper is a summary of the Council's final discussions and recommendations. The paper is intended to give the NAA Auctioneer recommendations on how to develop his or her business to be successful in the future.

During its April meeting, the NAA Board of Directors unanimously endorsed the spirit of this paper and directed the Executive Committee to develop a plan to ensure the NAA was ready to accept the challenges of the future. A task group is now working on an outline of a plan that will be discussed during the Board's July 12 meeting in Orlando, Fla. *Auctioneer* will continue to report on its findings in future issues.

## Introduction

It started with some questions... What do you think the auction business will look like in five to ten years? What do you think the live auction event will look like? How do you think online auctions will interact with the live auction event? How do you think the Internet will continue to change the auction industry? Do you think you will still be in the auction industry in five to ten years?

We may ponder these questions privately, or discuss them at a State Auctioneer's convention, but we invariably retreat to what we know: live auctions and the way we have always conducted them. We get caught up doing our day-to-day auction business without taking the time to reflect on what is changing in the world around us and what is changing our business in the future.

We all want to improve our businesses, whether it is by increasing sales, lowering expenses, increasing profits, upgrading our software systems, or hiring new employees. But what happens when external forces in the marketplace change our business? What happens when those external forces change our industry? What if one day we wake up and the world is just not the same?

To survive in this business, we have to see change coming and get ready for it. We, the NAA Council on Future Practices<sup>1</sup>, developed this report to address the changes that are currently here, future changes, and how we can improve our business to adapt to these changes. We don't know all the answers that are right for your business, but we do have compelling questions and powerful insights. We cannot tell you how your business will change, but we can make you aware of the external market forces that are occurring and the potential impact on your auction business. For example, in January 2011, CoreLogic®, a publicly traded real estate information company, acquired RealtyBid™.com, an online residential auction company. For those in the residential real estate foreclosure business, this was an industry changing event. RealtyBid™.com went from being a privately funded company to becoming acquired by an international real estate information services company that has deep relationships with nearly every government agency and bank in the country. The newest competitor in that space is now a publicly traded company, and all of this happened while you were doing what you do every day. The game changed overnight. Entities from outside the auction industry entered the auction industry and instantly increased the level of sophistication needed to compete, while bringing with them deep client relationships. This is just one example of what is happening to our industry.

We encourage you to take the time to reflect on the issues and concerns addressed in this report and think about how they affect you, your business, and your clients. You owe it to yourself and your employees to do all you can to make sure that you survive in these uncertain times.

### Macro Level Factors Affecting the Auction Industry

As business owners, it is important that we manage both the micro- and macro-level facets of our business. At the micro level, we have more control over what happens within our business. This includes such management issues as: controlling our finances, hiring and firing employees, managing clients, engaging in new business development activities, and performing our auction-related activities.

But the macro level is much less certain because we can't control it. We have no influence over national tax policy, housing policy, social media companies, or government agency policies. One of the reasons is that we can't control or influence what is happening at the macro level because the issues are too big to influence.

---

<sup>1</sup> The Council On Future Practices is an 11-member group appointed by President B. Mark Rogers, CAI, AARE to study the effects of societal trends on the current and future Auction Industry. A complete list of the Council members and a short biography can be found in Addendum A.

This paper addresses the four major macro level trends that we believe will have a significant impact on our businesses over the next five to ten years. First, we will analyze and outline what the effect of each of these issues will have on our businesses.

Next, we will explore the concept we developed called “Opportunity Agility,” and how auction professionals need to be in a constant state of preparedness through continuing education programs. Finally, we will make specific recommendations to the National Auctioneers Association Board of Directors on actions they can take that will help every NAA member best meet these challenges.

### **Macro Level Trend One: Economic uncertainty and ‘Opportunity Agility’**

Predicting economic conditions is a near impossible task that is best left to the pundits on talk radio. Nobody knows when the economy will improve, how many jobs will be created, or when the deficit will get under control. In our businesses, we are most concerned with the short term horizon but still need to keep an eye on the long term.

Many of our businesses are nimble enough that we can adapt to changes in the economy.

Nearly all auction companies have the ability to move their resources to take advantage of near term opportunities. If a certain vertical market is experiencing a hardship, then we can enter that market to offer liquidation services or expand our existing service level within that marketplace. This is contrary to what CEOs of national and international corporations have to think about. They have to make strategic decisions that take years to implement, analogous to turning a tanker in the rough seas. It just does not happen that easily. But auction professionals can adapt to and take advantage of sales opportunities. We call this “Opportunity Agility.” In other words, it is having business intuition and flexibility; it is being alert to trends that may develop into new verticals in the auction industry.

The auction companies that build the mega infrastructures to capitalize on specific vertical markets, such as multi-location equipment auctions, prestigious antique auction houses, and high volume residential Real Estate Owned (REO) platforms have much more economic risk since they are “all in” with one type of marketplace without much income diversity. Typically, those companies do well when the economy is one way - either good or bad - but rarely do they do well in both types of economies.

We believe that the Opportunity Agility concept, utilized by smaller and mid-size auction companies, is what will keep them competitive and profitable during all economic cycles. What those business owners need to study are the major economic trends that will create profitable opportunities to their company in 12 to 36-month cycles. They should then make improvements or structural changes to their businesses to capitalize on the near term sale opportunities.

The economic factors that create opportunity for auction professionals include:

**Unemployment.** One of the biggest drivers of our national economic engine is jobs. Unfortunately, our country is experiencing an increased amount of people out of work for an extended period of time. The Federal Reserve predicts the unemployment rate will stay near 9% until 2015. Without jobs, consumers don’t have the income to spend.

**Home Sales.** The existing inventory of homes for the entire United States is approximately nine to 12 months. According to an article published in early 2011, lenders have foreclosed on one out of every 45 homes in the United States<sup>2</sup>. The number of homes

<sup>2</sup> <http://www.realtytrac.com/content/press-releases/record-29-million-us-properties-receive-foreclosure-filings-in-2010-despite-30-month-low-in-december-6309>

available for sale is staggering, especially given the “shadow inventory” estimated to be in the neighborhood of 42 months. If this inventory is added to the existing level of listed properties, some estimate we could have as long as five years of product inventory to sell.

Further adding to the problem is the statement that up to 50% of the foreclosed properties held by banks, insurance, and GSE’s are not yet listed. Before we can return to a stabilized housing market, the distressed real estate needs to be sold.

Further complicating matters is the downward valuation of residential real estate. As the banks liquidate REO and consent to short sales, they are creating lower comparable sales. When the non-distressed home owner wants to sell their home, they have trouble doing so because the value of their home has dropped significantly. They may have even been responsible home owners and borrowers but the 20-40% drop in value in some markets means that any equity they thought they had has evaporated. This lower equity position means that less people have the mobility to sell their home and relocate, and less money to roll over into their new home purchase, thus slowing home sales.

The problems associated with homes sales will continue to be exacerbated by government policy and lending policy. Many of the government policies intended to “ease the pain” of the Great Recession have only delayed the pain, instead of making it disappear. For example, the Loan Modification Program seemed like a good idea to help struggling homeowners get back on track and keep their homes, but the “re-default rate” is well over 50%. Some wonder why modify a loan if the borrower is perpetually unemployed. Auction professionals have always believed that “ripping off the Band-Aid” is the best approach, not the “slow pull approach” taken by government policy makers.

Auction professionals need to continue to make the case that we are vital to creating liquidity in the marketplace by making transactions happen. When this happens, economic activity happens. The properties get fixed up by contractors, title companies get business, and all of the professionals involved in the transaction earn an income. Our sales create additional sales to help the economy as well as create wealth for others and ourselves.

**Small Business Failures.** The success of small businesses in America is what gets an economy vibrant. However, many small businesses continue to fail, whether by slow sales, bankruptcy of a major client, or inability to obtain working capital financing. The Federal Government also continues to add new regulations on to companies - large and small - making it harder to earn a profit. This results in many bankrupt businesses with the Trustee engaging an auction professional to liquidate the assets.

While we all wish small businesses could grow and prosper, their failures result in opportunities for aspiring auction entrepreneurs. We should take pride in how we help create those opportunities for growth by redeploying assets to create wealth and value.

**Tight Lending Standards.** Lenders remain very conservative with their lending standards. Outside of their concern that they have losses on legacy loans to cover, they also know that values of real estate and equipment will continue to decline for the next few years. They don’t want to make loans today that they know will have no equity in just a few years. Coupled with the extended high unemployment rate and the weak economy, banks are resisting new lending unless it is a very safe loan.

**High Personal Debt.** A vast majority of Americans have excessive credit card debt and other debts that are consuming most of their discretionary income. This over-leveraging of America is at the heart of the problem that brought on the Great Recession.

**The National Debt.** This is the one economic issue that should keep us up at night. Our country has experienced all of the



issues listed above before - high unemployment, slow home sales, small business failures, etc...but we have never had a national debt approaching \$15 trillion dollars before. Just ponder that figure. It is a big number - \$15,000,000,000,000 - that is beyond comprehension.

To put it into context, think about a credit card statement and the new disclosures that state how long it would take to pay off a credit card if only the minimum monthly payments were made. For those that have a high credit card balance, it could take five, six, or even seven years to pay off the debt, plus all of the interest that was accrued. Now think of the national debt. Let's suppose we could make a \$20 billion/month payment on our national debt. That's right - \$20 billion per month. It would take 750 months, or more than 62 years to pay off the debt, and that does not even take into account the interest! Now just think about how much money \$20 billion per month is, and then think about where the government is getting that money - the taxpayer.

Since we are in proverbial "uncharted waters," there is no way to predict what our economy will look like in five or ten years. At some point, the government cannot keep spending. All they are doing is transferring the debt of businesses and consumers to the debt of the national government, which becomes the debt of businesses and consumers through tax funded liabilities. It's like paying off one credit card with another credit card. We really aren't paying off anything but we think we are making progress.

The other impending government debt problem is at the state level. Many states, such as California and New York, have large looming budget deficits that are going to force major changes in the way those states function. Because the states with high budget deficits also have a strong union presence and high cost pension plans, we will see states break their promises to retirees and cut back benefits to make their budgets balance.

Once that line is crossed, some economists are predicting riots and violence in the streets, creating instability in some cities. States will have to raise income taxes and real estate taxes, further impeding the business and job growth.

By no means is this a complete list of economic issues we confront as auction professionals. There are even more issues, ranging from tax rates, health care regulations, retirement plan changes, farm subsidy policies, and interest rates. We encourage every auction professional to position their business for "opportunity agility" so as times change, we will be ready.

**For auction professionals, this means:**

1. The loss of retail businesses creates an opportunity for more business liquidation auctions, including the sale of commercial properties.
2. Struggling business owners may wish to sell surplus commercial equipment, which creates a demand for more commercial equipment appraisals and auctions.
3. There is a potential for more liquidations of household effects.
4. Banks may need to increase the number of auctions to dispose of the residential foreclosures on their books.
5. Auction companies need to be prepared to work with both sellers and banks in short sale situations, and be aware of the extra time, and logistics of completing a short sale transaction.

6. Sale of residential property for banks and individual owners will continue for those sellers that have to sell.
7. There will be fewer bidders for residential auctions because of the lack of mobility for buyers to “move up” or “downsize.” This is due to the bidders’ inability to sell their current residence and their inability to obtain mortgage financing to buy a new home. However, this makes the “all cash” buyer more attractive to the distressed seller since they don’t have to worry about the buyer getting bank financing.
8. There will be lower demand for new homes and new home auctions because of the high inventory of quality, vacant, built homes on the market.
9. Buyers will be more conservative with their discretionary spending as they try to improve their own financial position.
10. Auction items may attract lower prices because buyers have to pay cash or have lower spending limits on their credit cards.
11. There will be continued opportunities to liquidate all types of assets to generate cash for clients, including governments.
12. There will be a need to have access to foreign buyers since they perceive that America is “for sale” and they will invest their money into our real estate and acquire our equipment.

**For the NAA, this means:**

13. We need to tell the auction story to local banks, bankruptcy trustees, etc. of how Auction professionals can help address their need to liquidate assets. We need to be clear that the options we bring to the table are unique, and different from other options currently being utilized by local banks, bankruptcy trustees, etc.
14. We need to be realistic as an association that due to the size of the problem the solutions to this problem will in all likelihood be solved by policy makers outside of the control of the association.
15. We need to tell the story of the importance of flushing out the housing system of vacant homes so value and jobs can be created.
16. We must educate the members of the association on how to identify sources of assets, and how to effectively work with these sources.
17. We must educate the members of the association about the overlying problems impacting the sources, and their limitations on the liquidity of their assets.
18. We should create an enhanced speaker’s bureau of highly qualified speakers and make the bureau available to outside organizations (private and governmental).

It is critical that ALL of NAA’s education programs be reviewed so that the content is topical and up-to-date with current economic trends.

**Macro Level Trend Two:****Developing technology increases visibility into auction results, auction business practices, and entry into the auction business**

With the rise of social networking and mobile devices, individuals may distribute information from any location or point in time. It is also possible to perform relatively good research with a minimal effort, again from any location or point in time. These possibilities impact every business because they are so incredibly useful and pervasive; they may impact the auction business more than most.

Auction results used to be difficult to obtain without attending the auction in person. Now, more auction professionals are publishing auction results and more attendees are documenting these results and making them available for review online (i.e. [www.machinerypete.com](http://www.machinerypete.com) and others). In addition, attendees are “tweeting” about auction results as well as posting results on Facebook. In the future, auction professionals with inferior results and unsuccessful sales will have difficulty contracting with informed sellers because they won’t be able to defend their poor results or poor online reviews.

Auction failures were not as visible to sellers as they are now. Today, higher profile sales may be documented online by an attendee, a casual blogger, or by a professional, whether the auction professional likes it or not. This documentation remains visible in perpetuity.

In the future, auction professionals must consider the impact a high profile failure will have on their ability to contract future sales. Theoretically, the quality of auctions will increase due to the pressure that failures will be visible. In order to be successful, auction professionals must be more selective and patient with price-sensitive sellers. Auction professionals must also remember that from the moment they arrive at an auction location, to the moment they leave, they and their staff are “on” and they should assume that somebody could be recording their auction. In addition to these factors, recent television shows are changing public perceptions of the auction industry, and creating both good and bad perceptions of the industry.

In the past, real estate records could only be accessed by visiting the county register of deeds (in most areas). Real estate records are now electronically accessible via multiple services (i.e. Courthouse Retrieval System). Real estate auction companies in particular must be conscious that their track records are available to the general public with relative ease, and may be aggregated by a competitor. Again, theoretically, the quality of auctions should increase due to the increased visibility.

**Internet Auctions: the barriers to entry in the auction business.** We know that Internet-based auctions are becoming (or have become) a key part of our auction industry due to their efficiency. Most auction professionals use the Internet to market their auctions. Yet there are many reasons to hold a live auction. It is important that we always cherish the live auction tradition, but we also need to embrace the online auction business. When it comes to Internet auctions, as the saying goes, “That ship has sailed and there is no turning back.” We have no choice but to become a key part in the promotion and education of online auctions and auction professionals.

Auction professionals face more competitors than ever, as evidenced by the fact that today it is easier to sell items online. There are very few regulatory issues with starting an online auction company. When an Internet company in California can start selling real estate online in Florida without a real estate license or an auctioneer’s license, then real estate auction companies in Florida should take notice. If regulatory barriers to entry for Internet auction companies aren’t already less stringent than they used to be, they are likely to be in the near future. Internet auctions are now exempt from regulation in many states due to extensive lobbying efforts by eBay®. We do not believe that there is any potential in the regulatory environment moving towards regulation of online auction companies. Beyond the lobbying efforts of the large online auction companies that are very well funded, many states are also facing budget shortfalls and those states with minimal license requirements which generate no revenue for the state may even cease regulating auction professionals in the future.

There are already real estate, asset management, and trade publication companies beginning to conduct Internet auctions of real estate without an auctioneer's license and without membership in any professional organization of auctioneers. Literally, anyone with a computer and a consignor can conduct an online auction. The net effect of this is that they don't know the professional Code of Ethics that we follow and have the potential of damaging the reputation of the industry. We believe that over the long-term, professionals will outperform the unprofessional companies but in the short-term, the unprofessional firms can severely damage our industry and its reputation by blurring the distinction between an auction professional and someone running an auction.

Why does a trained auction professional need to be the auction company of choice, regardless of whether or not the auction is live, online, or any variation thereof? That is the argument we need to make as an industry. The public needs to know that all auctions should be managed by auction professionals and that just because anybody can do an auction, it does not mean they really know how to conduct an auction.

Online auction platforms and innovative marketing companies offering auction-like services will continue to proliferate creating competition to licensed auction professionals and putting downward pressure on fees and commissions. While these companies may enter the marketplace with a big splash and promise sellers a magic bullet, building a sustainable business with traction in the marketplace will require continuous equity investment.

A number of companies attempting to create the perfect solution are already hard at work with investment capital in hand. Their low success rate so far has not discouraged them from continuing to invest large scale resources towards finding the perfect online solution. This final solution will have to include the elements that have always made great auction companies successful: it will have to create and execute a custom marketing plan for each individual asset, provide an outstanding customer service experience for buyers and deliver consistent price results for satisfied sellers – all at no or little cost to the seller and with little to no fees to the buyer. It is possible. Some of the best marketing and software companies in the world seem to think so and are investing time and money towards this goal. If these efforts are successful, they could completely redefine our auction industry.

Rather than wait for outside elements to redefine our industry, we must take steps to convey the following consistent and strong messages to the public:

1. Successful auctions are driven by licensed and trained professional auction companies and auction professionals.
2. Professional auction companies are marketing experts who make dozens of key decisions throughout a marketing campaign and keep abreast of technology and best practices in creating and executing marketing campaigns that attract ready, willing and able buyers.
3. We offer buyers an excellent customer service experience and make bidding at auction easy and accessible to them.
4. We deliver consistent price results for our clients.

We believe that most start-up online auction companies regulated or not, will not last long enough to establish a large web presence, mailing list, or email list to engage their target marketplace.

Generally most new auction companies, trained or not, live or online, fail because:

1. They are under-capitalized. There are very few auction companies that are funded with private equity capital. Our estimate is that less than 2% of all NAA auction companies have capital behind them in excess of \$1,000,000.
2. Because they are under-capitalized they are impatient when seeking assets to sell.
3. Because they are impatient, they are less selective about what sellers and which assets to represent and on what terms and conditions the auctions will take place.
4. Because they sacrifice selectivity, their auctions fail.
5. Because their auctions fail, their companies also fail.

We know that successful auction companies fill a crucial role by simultaneously managing sellers' expectations and attracting buyers who believe the auction will be fair. Because it is so easy to post an online auction, online "auction companies" are more likely to just list the auction and see what happens. We know those auctions tend to fail more often due to the lack of marketing skills and expertise as well as other competencies needed by auction professional. This happens to the new, licensed and unlicensed auction companies as well.

The Internet may make it possible for potential sellers to find top-quality auction companies in the future (and know for sure when they have found them). However, the Internet will not help an auctioneer say "no" to a seller with unreasonable expectations. For those reasons, there may be some consolidation in the auction business as successful auction professionals build larger and more efficient markets.

Consumers are Shifting Their Buying Habits Online. Take, for example, the declining newspaper industry. As of March 31, 2010, the only newspaper that grew in terms of readership was the Wall Street Journal - the number one readership paper - which was up 0.5% from the previous year. The USA Today, at number two in readership, was down 13.8% from the previous year, and the New York Times, third in readership, was down 8.47% from the previous year. A Fall 2010 Audit Bureau of Circulations report detailed a circulation decline of 5 percent compared with the same six months last year. In fact, only 40% of Americans report reading a newspaper in any form, down from 46% in 2008 and 52% in 2006.

In addition, the demise (and online reinvention) of the traditional newspaper industry has made it nearly impossible to rely on print advertising to ensure participation in an auction. This demise has made the web traffic, mailing lists, and email lists of established auction companies much more valuable than they would have otherwise been.

Consumer usage of the Internet to make purchases is growing at double-digit rates. comScore, Inc. released its 4th Quarter 2010 U.S. retail e-commerce sales estimates, which showed that online retail spending reached a record \$43.4 billion for the quarter, up 11 percent versus one year ago. This growth rate represented the fifth consecutive quarter of positive year-over-year growth and second quarter of double-digit growth rates in the past year.

Eighty-four percent of U.S. Internet users conducted an online transaction in Q4 2010, up from 78 percent last year. The average buyer spent about the same amount online during the most recent quarter as they did last year.

As the newspaper becomes less important and digital and social media become the norm, it's important that auction companies

embrace this technology. A recent study by King Fish Media reports that nearly 75% of all companies have a social media presence. LinkedIn, Facebook, and Twitter are the most common-used social media sites, and two-thirds of companies maintain corporate blogs. In the future, YouTube and news aggregation sites are likely to be added. In order to compete in today's market, auction companies should look to create a social media presence. Consumers that cross over from the non-auction world to the auction world will expect similar experiences to what they already encounter. In the same study, more than 30% of surveyed businesses have conducted online social media ad campaigns, and of those, more than 50% say the campaigns performed as expected or better.

However, just being online doesn't equate to success. Content is king when using social media. More than 75% of the companies state that original content is very important or extremely important to the success of the social media campaign. As such, auction professionals will need to differentiate themselves from other companies with original content in their campaigns. The 'when and where' model of marketing, while still significant, is less important when using social media, whereas the 'who, what and why' is most important in social media campaigns. For example, when marketing a personal property estate, one may focus on the notoriety of the seller, or the uniqueness of a particular item or items to create original content about the item or items. This will serve to raise the product to the forefront of the consumer's mind.

One could make a strong case that the main effect of the Internet on the auction business will be to strengthen already-strong auction firms – not to make it easier to run a successful auction start-up or a new auction division of an existing real estate firm.

### **For auction professionals, this means:**

1. We have to treat every public auction and public activity as if we were going to end up on YouTube.
2. We have to be selective in the types of the auctions we take on because our failures can always be available on the Internet for prospective clients to see.
3. Trained auction professionals need to distinguish themselves in the marketplace from the new, self-anointed online "auction companies."
4. The capital requirements to be in the auction business will continue to rise as new companies enter the industry and offer services with a more competitive pricing model. The rise and fall of many of the new online auction companies will damage the credibility of the traditional auction professional.
5. Auction professionals need to explore online avenues to market and sell both their services and their client's assets.
6. Auction professionals need to understand consumer habits online, and that they are product driven - the method used to sell the product is of little importance to today's consumer.

### **For the NAA, this means:**

1. The association must offer cutting edge educational opportunities on available technology and how to use it most effectively.
2. The Trustees of the Education Institute must review designations and update association members annually through required

course attendance on information relating to these designations.

3. The association should partner with a group or groups to obtain auction results and provide those results to association members so that we can promote the positive results and not just have negative postings on the web.
4. Association members must be educated on how to use social media and other online technologies to obtain stronger consumer profiles that will lead to successful auction buyers.
5. The association must consider ways to educate the public that all auctions should be managed by auction professionals.

### **Macro-Level Trend Three: “Freemium” - a new business model**

“Freemium” is a business model that is quickly changing how entire industries compete for customers by offering basic services for free, while charging a premium for advanced or special features. The word “freemium” combines the two aspects of the business model: “free” and “premium.” The freemium business model was articulated by venture capitalist Fred Wilson in March 2006, “Give your service away for free, possibly ad supported but maybe not, acquire a lot of customers very efficiently through word of mouth, referral networks, organic search marketing, etc., then offer premium priced value added services or an enhanced version of your service to your customer base.” In 2009, blogger and freemium guru, Chris Anderson published the book *Free: The Future of a Radical Price* which examines the increasing popularity of this business model.

Freemium is now considered the best practice for rolling out new products and ideas. Since this has already been proven as an effective, successful, and relatively quick process for developing brand recognition and customer loyalty, many venture capital firms now require that entrepreneurs base their start ups on the freemium model.

Examples of freemium business models abound: Craigslist – a free classified ad network; Skype – free telephone services; Facebook – a free communication platform; LinkedIn – professional networking site; Google – free email accounts and free software that emulates Microsoft Office; Wordpress/Red Hat – free, open source software. Each of these companies has discovered that building a strong consumer base using the freemium business model is a successful springboard for up-selling customers to a premium product.

**The Questions.** Does the freemium model currently apply to auctions? Existing auction companies have long found ways to create added value to their specialized services including free evaluations and consultations. However, no traditional auction company has yet been built on the freemium business model. Companies coming closest to this model are online auction providers who charge a fixed fee for an auction listing.

Will the auction business eventually move to a freemium model? According to Chris Anderson, this is inevitable; it’s just a matter of who will step up to the plate and figure out the correct freemium model first. What will happen when someone figures out a way for consumers to purchase at auction without paying additional buyer premiums, fees, or commissions, particularly with large assets?

What will force this change? The desire to change industries over to the freemium model is being driven by consumers and technology. Entire industries will have to figure out how to successfully move into the freemium business model or they risk becoming irrelevant to a marketplace they might have once dominated.

How can auction professionals compete? The main way to compete with a freemium business model is to offer superior added value

and customer service. But that's no guarantee of survival. Travel agencies renowned for their customer service and competitive pricing were still driven out of business by technology and freemium competitors.

**For auction professionals, this means:**

1. Emerging new business models can change the way we charge for our services.
2. Well-funded start up auction companies can seize market share without near-term profitability concerns.

**For the NAA, this means:**

1. How does this model impact the association and its offerings of education, information, and community?
2. Could a new association emerge based on the freemium model?

**Macro-Level Trend Four:  
Governmental regulations**

Beyond the economic policies that have far reaching effects on our industry, there are changes happening in other parts of the government that will affect our business as well.

**Small Businesses Need Not Apply.** The FDIC, Fannie Mae, and Freddie Mac hire multiple auction companies and prepares RFP's and contracts for auction services, giving an opportunity to all size firms. However, these government agencies and government-controlled organizations have historically only wanted to work with the largest auction companies. Smaller auction firms will be excluded from obtaining government contracts, making that source of business only available to the largest auction companies with the cash and employee capacities to manage and execute that business.

The USDA, which used to employ auction companies on a regular basis, has stopped using auction companies because of a class action lawsuit by a group of borrowers that are protesting their liquidation policies.

The Small Business Administration (SBA) has employed auction companies and will continue to do so, but the capital requirements to service their business continue to increase, making it difficult for the individual or small auction company to compete for their business.

**Licensing Trends - State and Professional.** We believe that online auctions will continue to be an unlicensed activity in most states due mostly to the "eBay® effect" and their lobbying efforts to prevent licensing of online auctions. We also think that the government's lack of interest in regulating the Internet will further support this trend. Only Pennsylvania and New Hampshire have promulgated an online auction license law.

We believe that existing state boards responsible for the regulation of auction professionals and auction firms will come under pressure in two ways. First, some states will attempt to cut costs by eliminating the cost of regulation of the auction industry



altogether. Second, due to sizable budget shortfalls, governmental authorities will push the regulatory boards to generate additional revenue. Fees for licenses are likely to increase. Some states may even pursue license law and rule violations as a source of additional funds.

At the professional level, some certification programs are making it more difficult to get a designation. The most notable example of this is The Appraisal Foundation. Authorized by Congress, the Appraisal Foundation is in charge of the Uniform Standards Principles of Appraisal Practice (USPAP) and sets the educational qualification requirements of member organizations through the Appraiser Qualifications Board.

In late 2010 and early 2011, the Appraiser Qualifications Board has been reviewing significant changes to get a personal property appraisal designation. We have already seen the Appraisal Institute investigate a policy to double the number of hours required to get an appraisal license. The recommended changes could include the likely expansion of educational hours of continuing education, which may result in the increase of time and curriculum expense.

**Tax Trends.** The government has traditionally created laws that were favorable to small businesses since they are responsible for 70% of all new jobs. Nearly all auction companies have less than 200 employees, classifying them as small businesses, with most companies being 20 or less employees and/or independent contractors. From 2008 to 2010, the Obama administration established significant changes to government policies that have a negative effect on small businesses. The NAA and its members need to pay close attention to changes in government policy and its effect on how they manage their businesses, ranging from tax laws to health care policy requirements at the Federal level, to new taxes at the State level.

Tax policy for the past ten years has leaned towards lower capital gain taxes and lower estate taxes. As already described, the Federal government is accumulating a huge deficit. To raise money to pay for its spending, the government may increase capital gain taxes, personal income taxes, and estate taxes. Changes in tax policy will affect how our sellers and buyers act. Property owners may need to sell to avoid tax increases and buyers may have less cash to invest if taxes are raised.

We can expect to see more State governments aggressively enforcing sales tax laws against auction companies. There may be auction companies that do not fully understand all aspects of their city, state, and local sales tax laws as well as the sales tax laws for their neighboring states. For example, beginning in early 2008, Minnesota initiated a thorough audit of a large number of auction companies located in Minnesota claiming that they were not collecting appropriate sales tax. The State completed audits of sales records for up to the past ten years. It resulted in many Minnesota auction companies having to pay past-due sales tax in amounts of \$5,000 to \$10,000, with one auction company owing in excess of \$80,000. The auction companies were not trying to avoid paying sales tax. However, the State government's aggressive enforcement of sales tax laws shed new light on the potential revenues produced by the industry.

In the spring of 2011, South Dakota began to initiate requests for sales information from auction companies located in Minnesota. This request is being made to discover additional tax revenues from individuals who purchase items at auction in Minnesota and transport the items across state lines for use in South Dakota. It would come as no surprise if additional states began to explore such measures to ensure sufficient revenues.

There is also discussion in some states to charge sales tax on service income. This would mean that our commissions would be subject to the state sales tax. There have been some studies done that conclude if the states did this, it would solve their deficit problems.

We also believe that there is the potential for a national sales tax to be implemented. With the mounting debt problems the country

is facing, we cannot completely discount the idea of a national sales tax. While this will be another tax to collect, it could also have an impact on how we structure our auctions. For example, if a personal property auction company charges a 10% to 18% buyer's premium at their auctions. In addition to the buyer's premium, non-tax exempt buyers have to pay a state sales tax that can range from 4% to 9%. If there is a national sales tax on all sales, we will have to ask ourselves the question, "At what point are the added fees paid by the buyer at an auction just too much?" If a national sales tax is instituted, could it result in auction companies having to reduce or eliminate the buyer's premium amount they charge?

An alternative to a national sales tax is the value added tax (VAT). The value added tax is similar to the national sales tax, however, instead of implementing one tax of a certain percentage at the time of retail sale, there is a smaller tax added each time the product is resold or when value has been added. For example, a tax is added when a manufacturer's "part" is sold to another manufacturer for assembly into an additional "part," and taxed yet again when sold to the wholesaler. Most products would be priced higher than they are today because the cost of goods would include this built-in tax, along with the buyer's premium, and state sales tax from the auction company.

As our industry continues to grow, the states will be focusing their efforts on tax enforcement of auction companies. State governments will stop looking at us as auctioneers but instead as retailers. This trend will require a more diligent accounting management process for auction companies. Calculating, collecting, and paying taxes will become an even bigger part of our regular accounting practices.

**For auction professionals, this means:**

1. Governmental regulations can affect the motives of our clients and customers. The change in their motives will change the way they buy and sell.
2. The lack of auction licensing regulations in many states has made it easier for long-time auctioneers to stay in business without the concerns of meeting regulations, but it has also made it easier for people that want to call themselves auctioneers to get into our business. Because auctioneers have fought new auction regulations for so many years, they are now realizing the negative consequences of making it easier for others to get into the business.
3. Increased sales tax enforcement will require auctioneers to improve their accounting systems and their understanding of the sales tax laws.

**For the NAA, this means:**

1. NAA should help state auctioneer associations understand the need to have a concerted lobbying effort to manage any governmental regulations that change our industry. This is one area of government regulation that we can have a significant influence over.
2. The NAA must continue to monitor and lobby to represent the interests of auction companies nationwide.

## Applying ‘Opportunity Agility’

Taking into account the four macro level issues we addressed, we concluded that the most viable auction businesses over the next five to ten years are those that can adapt to change quickly and be able to manage growth. The most successful auction businesses will be those that can change to take advantage of new opportunities that emerge as a result of uncontrollable macro level influences. The auction business that operates one way, and only one way, will eventually be replaced by the auction companies that can adapt, improve, and change based on what has happened to them, to their clients, and to their customers. The successful businesses will have Opportunity Agility.

By way of example, imagine an auction company that has a quarterly farm equipment auction at the local fairgrounds. For the past 20 years, this company has always had this auction. You begin to notice the crowds are thinning out and your competitors are using online auctions. As the company owner, you must ask yourself these questions:

- At what point will people stop coming to the fairgrounds to buy farm equipment? Do I realistically believe more people will want to come to the fairgrounds in the future to buy from our auction company than to buy online?
- When do we change the way the auction at the fairgrounds is conducted to allow for online auctions along with the live auctions?
- The toughest question of all is...when do we break from the traditional auction our company has always done because it no longer makes sense to do it?

The fairgrounds farm equipment auction is only an illustration of the trap that auction companies can fall into. It’s the trap known simply as “we have always done it this way.” This conflict of tradition vs. necessary future practices applies to all types of personal property auctions, real estate auctions, car auctions, estate auctions, and livestock auctions. The fundamental issue is whether or not it makes sense to change business practices because of what is happening to our business.

We also must keep in mind that there are people entering our industry that do not have any appreciation or respect for the history of the auction industry. Instead, they see the significant income opportunity the industry offers and they want to be a part of it.

We are going to see a continuation of new auction company owners that are more interested in growing an auction company and shaking up the industry than conforming to the way auctions have always been done.

A company with Opportunity Agility will look beyond the tradition of what has always been done and in addition, will look forward to what the company should be doing. The business owners will evaluate what processes they have in place now and the talents of their employees and then redeploy them in a way that is consistent with what is happening in the industry.

For instance, when evaluating social media, one of the major macro level trends we identified was the use of mobile phones to video our auctions and our auction staff and then to upload the video in real time. This is an issue that can’t be ignored because the younger generation of buyers is heavy users of their mobile phones. A business owner should evaluate the impact of that trend on their business and make changes to adapt to the threat of being videotaped without their consent. Those changes could include: improving how the staff acts at the auctions, how the staff dresses (do they look like a team? clean? professional?), or even implementing a written and posted policy about videotaping to try to control it (but can we do that?). What we don’t want to do is wait for the

unfortunate moment of having an unsuccessful auction occur and for it to end up on YouTube...forever. If we use Opportunity Agility, we will see this potentially harmful trend as a positive that we can capitalize on if we can make our business adapt to it and prevent the issue from becoming a real problem.

Opportunity Agility is not just the ability to adapt our marketing and operations to changes in the marketplace, but also to recognize new sale opportunities because of macro level changes that create the opportunity. The business owner needs to be in tune to industry-specific changes, communicate those changes to their sales team, and pursue new auction opportunities based on which industries are next to experience a downturn or a liquidity crisis. An example of this could be the consequences of health care reform.

When the legislation was being debated, many older doctors threatened to retire because the cost to operate was going to be too high and the enjoyment of being in the business had vanished. If there is a mass exodus by older generation doctors, then there is a new opportunity for auction companies to appraise and sell medical equipment. As auction professionals we have expertise in appraisals and equipment auctions and can help this group dispose of their assets. A business with Opportunity Agility would quickly figure out how to get into the medical equipment sales business, develop a service focused on that specific vertical market, and then market to get that business. And they would do this without sacrificing their core business that is well-adapted to the current environment. If your business does not have Opportunity Agility, you will watch another auction company seize on the opportunity as you sit on the sidelines.

In order to be an auction business with Opportunity Agility, we need to have several inherent characteristics called “seeing it” or Capital, Ideas, and Technology (aka CiT):

**Capital.** Without cash, we cannot pursue new opportunities since many have a learning curve, may require new marketing materials, an investment in education and training for our sales and marketing team, and trial and error as we explore ways to capture the business. But if our business lacks capital or access to capital, those opportunities will pass us by. We may be in a low cost business now but there is no guarantee that we will be in a low cost auction business five to ten years from now.

**Ideas.** Instead of thinking outside of the proverbial “box,” we need to own the box. We need to think in creative ways that apply our auction transaction experience to new opportunities while also taking into consideration all of the macro level factors that are happening to our business. If something has never been done before, it does not mean it should not be considered.

**Technology.** Without applying new technologies to our current business and possible new opportunities, our business won’t transform with all that is happening around us. Technology integration into our business should happen strategically so the technology augments the results we desire as opposed to being in the way of achieving what we want. Technological integration can be as low-tech as switching from white boards to LCD screens at our auctions, or as high-tech as having our own “app” for smart phones.

If we see change coming, it is up to us to get ahead of it by using technology to make us a market leader.

With CiT, we can adapt our business to seize new opportunities within the auction industry. We can identify a new client need, be the first to solve it, and be the market leader to keep it.

We believe that a paradigm shift is happening in the auction industry. We believe that the world around us is changing in ways that we cannot control and that perhaps we may become victims of our own success. More and more people are embracing auctions as a method of sale. The effect is now catching up to us and auction firms are becoming more professional, increasingly corporate, and much larger. To compete in the burgeoning auction industry, auctioneers need to be able to leverage the CiT with exceptional business

management skills.

To compete in our changing industry, auction professionals are going to have to adopt sound management and business growth skills to simply stay in business. Some of the business management challenges that we face are:

1. Reduction of commission rates. As more companies get into our business, there will be pressure put on commission rates. This is especially the case in the residential REO marketplace where there are several very large companies chasing a marketplace that has 5+ million homes to be sold. We have already seen RealtyBid™.com acquired by CoreLogic®, a publicly traded company. It is entirely possible that they could dramatically reduce commission rates because they (a) can do it - they are publicly traded, (b) have a significant relationship advantage with all of the lenders so they can get more volume at a lower rate, and (c) can sell other services from their related companies, like First American Title Insurance, to capture revenue from other parts of the transaction that auction companies cannot get. We saw the lowering of commission rates at the end of the Resolution Trust Corporation (RTC) days as well. One of the last deals completed for the RTC had a commission rate that was measured in basis points.
2. Lower revenue per transaction. If equipment values and real estate values continue to decline, we will have to sell more assets to realize the same income. Unfortunately, the numbers don't allow us to just sell a little bit more to make the additional money. Instead, we have to take more time and hire more people to realize the same volume. For example, if we had an annual commission volume of \$150,000 from six auctions. That is \$25,000 per auction. With the market values dropping by 20% to 40%, we could do the same six auctions but only realize an annual commission volume of \$90,000 to \$120,000. We do the same amount of work but make less money. To get back up to the \$150,000 commission volume, we would have to do eight to 10 auctions. By doing those auctions, we could get to the \$150,000 commission volume, but we would also raise our operating costs. Therefore we must conduct 11 to 13 auctions to compensate for the increased expenses. The alternative is to charge more, do fewer sales, and operate very efficiently. Unfortunately, that strategy works for the short term but does not result in building a larger, sustainable business.
3. Human resource problems will continue. If we decide to expand our business, we will need to have adequate human resource skills to manage other people. Many of us can handle managing two to four people, but once our business grows to 10, 20, or even 50 people, then a whole new set of management services and skills are required.
4. Data and analytics will become a greater part of businesses. As we compete against companies outside of the traditional auction industry, we must provide the same or comparable level of data about our businesses, our results, and our valuation estimates. Clients consistently ask us "what will this item bring?" Historically we have responded with "whatever the market will bear." This answer is no longer acceptable to our clients. Actual historical data is available and NAA needs to be the source of it. In addition, we must educate members how to use this data. We have to have the ability to provide analysis of assets that go well behind our "gut feeling" of what something is worth.
5. Industry consolidation will continue. We will see smaller and regional companies coming together to form larger auction companies. We will also see franchises and networks expand so those companies can offer turn-key solutions (including auction services) to their clients. When we draw a comparison of the real estate auction companies to the real estate brokerage companies, it becomes clear that the independent companies are falling short to franchised companies. The ability to earn large fees through volume and gain efficiency through technology, marketing and shared services create huge competitive advantages over smaller, independent companies.

## Recommendations to the NAA Board of Directors

In light of the major changes happening to our industry, we recommend that the NAA Board of Directors take the following actions to help NAA members improve their businesses and adapt to the changes happening to them so that all NAA members can operate a successful auction business:

1. Fast track educational program improvements. The single most important service provided by the NAA to its members (today) is education. We need to have systems, processes, and people in place that can make rapid changes to our educational programs as the marketplace evolves. The idea that a designation program has a class that has not been updated for five years must be a thing of the past. In fact, it is simply embarrassing that that is the case with some of our classes. We need to have classes that are current, topical, and even cutting edge. And most importantly, this must happen without any political agenda or political barriers by any of the members or leadership. It needs to be done because it is the right thing to do for the membership.
2. Adopt an online education program. We need to offer specific courses online. There is really no excuse for us to be offering many of our programs in a classroom. Some say it is the networking that is important, but education and profit making through education needs to come first. For instance, the Auction Technology Specialist class should be an online class. It is a paradox that our most technologically-advanced education class is offered through antiquated educational techniques.
3. Develop classes that focus on company staff and not just the business owners. By expanding our classes for everyone in the auction business, we will get more participation. And it is the back office staff, or the new sales person, who cannot afford to travel to Conference & Show but still need the education, so an online educational program would help them grow without the added travel cost.
4. Pursue seller-focused strategic association relationships. Our relationship with the National Association of Realtors (NAR) may look good, but we question whether it is really in our best interest. We think the days of “partnering with Realtors®” to do auctions has come and gone. Now, Realtors® are seeing how lucrative the auction business can be and are doing it themselves. Alternatively, there are online auction companies, such as AuctionPoint, that give Realtors® the ability to run auctions themselves. We have to question whether all of our education of Realtors® has helped or hurt us. Instead, we should turn our attention to associations that have potential clients for auction companies, such as the National Association of Bankruptcy Trustees (NABT), American Bankruptcy Institute (ABI), Risk Management Association (RMA), the Turnaround Management Association (TMA), Mortgage Bankers Association (MBA), American Society of Certified Public Accountants, and others like that. The NAA already has a relationship with ABI and NABT but we need deeper relationships. We also need to market the value of our designation programs to these associations.
5. Pursue business management strategic association relationships. To help our members learn how to be better business managers and marketers, we need to partner with associations that provide that type of education. Such associations include the American Marketing Association, the Direct Mail Marketing Association, American Management Association, and others. We should also encourage auction professionals to take classes at their local community college to help with management and accounting skills so they can learn how and where they need to grow their business.

## Conclusion

We all see new auction companies gaining market share by offering new ideas, new services, and new solutions to the marketplace. We must ask ourselves, “Why didn’t we do that? Why didn’t we see this coming? If we did see it coming, why didn’t

we do something about it? Were we afraid of change? Did we hope the change would go away?"

It is imperative that all auction professionals recognize that their business is being changed. And it's never going back to the way it used to be. For some segments of the auction industry, the change is slower, while in other segments the changes are happening at rapid speed.

Now the next step is for us to take action in our own companies. Is our business positioned for "Opportunity Agility?" If not, what do we have to do so we can take advantage of the change that is happening to us?

By managing a business with Opportunity Agility, we will be prepared and able to adapt to the change before and after it happens. And if we are really are on top of the curve, we will be leading the change.

**Addendum A**  
**Council on Future Practices**  
**Members**

**B. Mark Rogers, CAI, AARE, chairman**

Mark Rogers is from Mt. Airy, North Carolina and currently serves as the president of the National Auctioneers Association. He has served in several leadership positions since 1996 when he served as president of the Auctioneers Association of North Carolina. In 2003, he was inducted into the Auctioneers Association of North Carolina Hall of Fame. Mark has been active in the auction industry for more than 20 years and works with his family in Rogers Realty & Auction Co.

**John Schultz, vice-chairman**

John Schultz actively works for his family business Schultz Auctioneers Landmark Realty, Inc. based in Minnesota and also for several regional and national auction firms, and was involved in over 90 different auctions in 2010. He serves the National Auctioneers Association as vice-chair of the Council on Future Practices, member of the Auction Technology Specialist Designation Oversight Committee, member of the Technology Committee, past member of the Futures Panel, a charter webinar instructor; charter NAA Ambassador to Minnesota, and multi-state and national conference seminar presenter.

**Kurt Aumann, CAI, ATS**

Kurt is a second-generation Auctioneer from Nokomis, Ill. Aumann Auctions Inc., and regularly conducts 100 auctions per year and sells real estate and a variety of specialty niche markets from antique automobiles to collectible toys. A 1982 graduate of Fort Smith Auction School, Kurt has taught college level courses and has been an instructor at the Certified Auctioneers Institute for several year and numerous auction conventions and seminars. He is a Past President of the Illinois Auctioneers Association and served as chair of the Education Institute Trustees in 2009-2010. He is a founding member of the Marknet Alliance auction marketing network.

**Hannes Combest, CAE**

Hannes Combest was named as Chief Executive Officer for the National Auctioneers Association beginning in June of 2008. Prior to her work at NAA, she served members of the Golf Course Superintendents Association of America for more than 12 years in various capacities. She has a master's degree from Baker University and is a Certified Association Executive. She is past-president of the Kansas City Society of Association Executives and is active in the American Society of Association Executives (ASAE). She served on ASAE's Research Committee during the development of a project entitled "Designing Your Future."

**Jere Daye, CAI, AARE, MPPA**

Jere has been active in the industry for over 20 years, and has sold real estate in over 700 cities across the US, many multiple times. Financial institutions and insurance companies have been the predominant source of his auction business. Daye pioneered electronic bidding in the auction business early in the last decade, and is primarily responsible for the creation of the Appraisal Tool now used by GPPA members. He has served Chairman of the AARE Designation Committee, Vice Chairman of the GPPA Designation Committee, former member of the Educational Trustees and as alternate delegate to the Appraisal Foundation for the NAA. Jere works with Rowell Auctions as National Sales Manager.

**Stephen Karbelk, CAI, AARE**

Stephen started in the real estate auction business in the early 90's. Since that time, he has sold all types of residential and commercial properties at auction for banks, special servicers and bankruptcy courts. Stephen is the founder of National Commercial Auctioneers, a nationwide company that specializes in the sale of commercial real estate at auction. Stephen is also an instructor at the Worldwide College of Auctioneering.

**Kurt Kiefer**

Kurt is the owner of Kiefer Auction Supply and has been in the auction industry for more than 30 years. He received the Presidential Award of Distinction in 2008 for his work with the NAA finances. He previously served on the NAA Board of Directors from 1990 to 1995, including two years as Treasurer. He was appointed in 2008 to fill a vacant term as Treasurer and then was unanimously reelected to the position in 2009. Kurt specializes in liquidating large inventories.

**Christie King, CAI, AARE, BAS**

Christie is vice president of the National Auctioneers Association and will become the first female president in the association's 62 year history. She is one of three principals of J. P. King Auction Company and is President of C King Benefit Auctions. Christie has 24 years experience in the auction industry and holds either real estate or auctioneer license in 19 states.

**Larry Latham, CAI**

Larry founded Larry Latham Auctioneers in 1981, and over the next 28 years, acted as a prime contractor for the FDIC, RTC, HUD, Fannie Mae, Freddie Mac, the VA and many other financial and banking institutions. He established the first Internet-based platform to sell financial instruments, loans and mortgages owned by failed banks and savings and loan institutions. Both the RTC and the FDIC used this platform in the early 90's to facilitate the sale of hundreds of millions of dollars in loan portfolios. Larry was inducted into the NAA Hall of Fame in July 2009 and was appointed by Mark Rogers to serve as the Presidential appointed to the NAA Board of Directors for 2010-2011.

**Will McLemore, CAI**

In more than a decade as an auctioneer, Will McLemore has sold more than \$50 million of real estate and personal property at auction while working for some of the largest auction firms in the world. In 2006, Will founded McLemore Auction Company, LLC and opened its Nashville headquarters. A native of Nashville, Will holds a BA from Yale University in New Haven, CT. He is currently on the Board of the Tennessee Auctioneers Association and serves as a member of the Technology Committee of the National Auctioneers Association.

**Sarah Sonke, CAI, AARE, CES**

Sarah is founder and president of AuctionFirst, an accelerated auction marketing firm headquartered in Raleigh, North Carolina. Her business background includes experience in the fields of marketing, publishing and technology. She has extensive business development experience and has been involved in four successful start-ups including two national companies. She holds a B.A. from University of Richmond.





# HendersonAuctions

*One of the nation's leading  
auction firms since 1957*



Marvin & Audrey Henderson

*Based in Livingston, Louisiana, Henderson Auctions  
provides complete auction services around the country.  
Types of auctions include:*

**Construction Equipment • Real Estate • Marine  
Fabrication & Machine Shops • Logging  
Transportation • Manufacturing • & MUCH MORE!**

**Visit our booth at the NAA Convention!  
Booth #314**

## **NAA Convention Online Auction**

*Henderson Auctions in conjunction with  
Equipmentfacts and the National Auctioneers  
Association will be conducting an  
ONLINE AUCTION on July 13, 2011 at 11:30am  
during the NAA annual convention*



*This auction will include:  
Construction Equipment, Trucks, & Trailers.  
Bids may be placed online or in person.*



**[www.hendersonauctions.com](http://www.hendersonauctions.com)**

# Looking for an online bidding platform for your physical sales?

**Contact us today to hear what  
is available for you!**

**(800) 334-7443**

**Visit with us at the 2011 National Auctioneers  
Association Conference in Booth #612**

# Attention Auctioneers!

Come see us at **Booth #612** to see what we have to offer for your business!

- **Timed Auction Hosting**
- **Hosted Web Sites**
- **Inventory Management**
- **Equipment Management**



**(800) 334-7443**    **www.AuctionTime.com**

**Agricultural Equipment ■ Construction Equipment**  
**Trucks ■ Trailers ■ Attachments**

SUCCESS STORIES

# “Minute Man” sign gets nearly \$13,000

A round Union “Minute Man Service” double-sided porcelain sign with graphics sold for \$12,938 at an auction from Matthews Auctions LLC, Nokomis, Ill., on April 16. It was the top lot at Matthews spring 2011 Petroliana & Advertising Auction, according to a news release.

Other highlights of the auction were the following:

- A Wayne Roman column 10-gallon visible gas pump that climbed to \$12,650
- A Signal Gas double-sided porcelain sign with a black stoplight graphic that topped out at \$4,600
- A Hi-Power Gasoline globe with ethyl logo lenses in an original red ripple glass globe body that sold for \$2,760
- A Union Oil Co. single-sided porcelain sign with red, white and blue logo that changed hands for \$2,300
- An Eco Model 224 air meter with water dispensers that brought \$1,955 ❖



\$12,650



\$1,955



\$2,300



\$4,600



\$2,760

## Money rains for cats and dogs

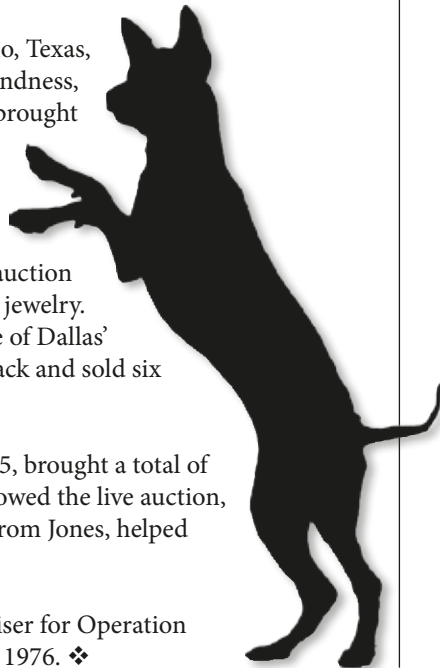
Mike Jones, CAI, GPPA, of United Country Auction Services and Classic Auctioneers, Dallas, helped nearly double the proceeds from a fund-raising auction for abandoned cats and dogs April 17.

The third annual Hope Gala in Plano, Texas, was for no-kill shelter Operation Kindness, Carrollton, Texas. Last year’s event brought \$57,900, and this year, donors gave \$100,000, according to a news release.

Items up for sale in the live benefit auction included dining packages, trips and jewelry. Jones sold a dining package to some of Dallas’ best restaurants that was donated back and sold six times.

The dining package, valued at \$1,745, brought a total of \$29,500. A Fund-the-Need that followed the live auction, along with an additional donation from Jones, helped supporters hit the \$100,000 mark.

The auction was the largest fund-raiser for Operation Kindness since it was established in 1976. ❖



## Bidders hop for old beer cans

Liska & Assoc. Inc., Grants Pass, Ore., recently sold 240 antique beer cans for \$16,000, according to a news release.

Auctioneer Wayne Liska stumbled upon the collection of flat-top cans while assisting a woman in settling her estate.

“They were just recycling material to her,” Liska says in the release, “but we started doing our research right away. We found that the beer cans were very rare and collectible.”

The cans attracted bidders from across the U.S., and one bidder was from Japan. The entire collection went to a buyer in Michigan. ❖





# Collector items sell strong

Woody Auction LLC, Douglass, Kan., sold a bride's basket with a cranberry glass bowl with dentil style edge, set atop a Simpson Hall & Miller figural stand, for \$16,000 at a collector's auction in late April, according to a news release.

The basket was the top lot of the more than 500 pieces of art glass and other items that changed hands. About 130 people attended the sale, which brought more than \$240,000.

Other highlights of the auction were the following:

- A four-piece, signed Daum Nancy, salt dip set soared to \$10,500
- A pickle castor condiment set got \$9,500
- A mother of pearl bride's bowl centerpiece also brought \$9,500
- A Louis C. Tiffany Favrile decorated desk lamp gaveled for \$6,100
- A Moser salt shaker flew past the high estimate to earn \$900
- A cranberry art glass sweetmeat set hit \$5,000 ❖



\$900

\$9,500

\$5,000

\$6,100

\$10,500

\$9,500



## The Sound You've Been Looking For

### PortableSound.com

200 watt, battery/ac powered, 1 or 2 wireless, 90 selectable frequencies, Shure wireless, cd/mp3 player, talk-over, tone controls, tripod.

**SM-4 Neo Portable Sound System w/ 350' range**

- 1 wireless & tripod ..... \$2,805
- 2 wireless & tripod ..... \$3,505
- 2nd speaker, 50' cable, tripod ..... \$690

**FR-3 Freedom 100 watt version w/ 125' range**

- 1 wireless & tripod ..... \$2,119
- 2 wireless & tripod ..... \$2,705
- 2nd speaker package ..... \$690



**SM-4 Neo Portable Sound System**

**877.638.5816**  
 Basinger | Audio | Systems  
 3589 Meander Res Cir Canfield OH 44406



# Recent auction school graduate signs big deals

In early 2011, less than two days out of auction school, the first auction for Jason Tropf of American Heritage Auctioneers, Safety Harbor, Fla., was nearly a \$1 million sale, according to a news release.

The Realtor-turned-Auctioneer, as described in the release, says Rich Haas of Continental Auctioneers School, Mankato, Minn., and Michael Peters of American

Heritage, inspired him to pursue opportunities in the auction industry.

“Two days after returning from auction school, Michael put me on the auction podium to conduct a sale,” Tropf says in the release.

“Along with three other experienced Auctioneers from the firm, I was bid calling on a sale totaling just under \$1 million in



Tropf

personal property and real estate.”

As of May 2011, Tropf had worked with American Heritage Auctioneers to sign and close on more than \$1 million in real estate auctions, according to the release. ❖

# Auction method achieves more than a half million over property’s assessment

Tillett & Damewood Auctioneers, Purcellville, Va., partnered with Nicholls Auction Marketing Group, Fredericksburg, Va., on a \$1.87 million real estate auction of a former vineyard and nursery in Leesburg, Va., according to a news release.

The sale reached settlement and closed May 5.

The auction firms sold Oaksworth Farm on March 26 for \$648,200 above assessed value. There were 50 bidders and guests in attendance.



A farm gets \$1.87 million. Submitted photo

The companies spent several months marketing the 25-acre property, which was divided into four parcels featuring a

main house, guest house, six acres of vines, hundreds of trees and several barns.

Oaksworth had been listed on the market with a traditional agent for more than a year before the owners called on the auction firms, according to the release.

“There is no other marketing and sales method that could have produced the results that we achieved,” Nicholls Auction Marketing’s John Nicholls says in the release. ❖

## Mecum’s spring sale surpasses \$50 million

Wall-to-wall vehicles, motorcycles, neon signs, gas pumps and more filled every building at the Indiana State Fairgrounds as Mecum Auctions offered a big selection of collector cars and memorabilia at its 24th Annual Original Spring Classic Auction on May 17-22 in Indianapolis.

Mecum offered 3,381 lots during the six-day event, which brought an 80-percent sell-

through rate and sales of more than \$50 million, according to a news release.

The memorabilia auction took place in a separate auction ring and featured petroliana, porcelain and neon signs. The top-selling item was a 60-inch round Chevrolet Super Service Milk Glass neon sign, which got \$20,000.

The top five Spring Classic vehicles were the following:

1. 1971 Plymouth Hemi Cuda at \$550,000
2. 2006 Prevost Featherlite

Vantare H3-45 at \$525,000

3. 1963 Shelby Cobra 289 Roadster (Lot S226) at \$490,000

4. 1967 Chevrolet Nickey/Bill Thomas 427 Stage III Camaro at \$400,000

5. 1969 Chevrolet Yenko Super Camaro at \$345,000

## Trains chug along at estate sale

Kramer & Kramer Inc. Auctioneers, Eaton, Ohio, sold a lifetime collection of early steam engines and farm tools

during a March 26 auction, according to a news release.

The auction had 478 registered bidders from 15 states and the United Kingdom.

A highlight of the sale was an Ottoway steam rail engine, cars and circular track that went for \$53,000. An Advanced Steam Traction Engine sold for \$26,750, and a John Deere Model L tractor fetched \$9,000.

Also, a Coke Car got \$2,300, and an Aultman Taylor Water Wagon sold for \$2,050, according to the release. ❖

# J.J. DOWER

for NAA Vice President

## *Leadership from Experience*

Currently a managing partner in Ayers Auction & Real Estate in LaFollette, TN

## *Active Role in Several Committees*

Including Charitable Partners, HR, Government Relations, & Allied Partners Committees

## *Continued Educational Improvement*

Bring Education to Members Doorsteps with a Program for New Auctioneers



Working For Not Only Member Recruitment, But Member Retention



[Like](#) J.J. Dower for NAA Vice President on [facebook](#)

26 Years Experience - NAA Life Member - Past President of the TAA - TAA Hall of Fame Member & Endorsed by the TAA - Currently on the NAA Board of Directors - CAI & AARE Designations - Graduate of Lincoln Memorial University



# Spring sales bloom for Bonhams

Bonhams & Butterfields played host to its spring auction of 20th Century Decorative Arts on April 18. The 400-lot sale included a diverse group of high-quality pieces, spanning a century of design, according to a news release.

The Los Angeles sale brought more than \$1.88 million, making it the firm's most successful auction in the category in that city. Among the highlights was an Ercole Barovier Mosaic glass vase, circa 1924. The piece, estimated to bring \$15,000 to \$25,000, sold for \$170,000.

Also on April 18, Bonhams & Butterfields offered the Tony Duquette "Talismans of Power" auction. The collection comprised about 135 lots of jewelry, designed and created by Duquette. It brought more than \$350,000.

A highlight from "Talismans of Power"

included a blue topaz, kunzite, moonstone, colored pearl and vermeil necklace, estimated to bring \$1,800 to \$2,500, that sold for \$30,500.

Then, on April 20, Bonhams presented manuscripts from the estate of well-known collectors and autograph dealers Charles Williamson and Tucker Fleming, according to a release. The sale brought more than \$1.53 million and featured a collection of 600 lots.

Collected throughout 54 years, the estate featured items related to Marlon Brando, Charlie Chaplin, George Cukor, William Faulkner, Ian Fleming, F. Scott Fitzgerald and others.

## Norma Jeane

The top lot of the auction was an eight-page, autographed letter from Marilyn

Monroe, signed Norma Jeane Dougherty, describing the personal details of her wedding at age 16. It sold for \$52,460 against an estimate of \$25,000 to \$35,000.

Next, on May 3, Bonhams & Butterfields presented a \$1.6 million Fine Prints auction, according to a release. A \$134,000 purchase of Salvador Dalí's La Divine Comédie was a highlight of the sale. It was estimated to bring \$50,000 to \$70,000.

Finally, the company's May 24, "Made in California" auction brought more than \$2.3 million, including a good result for Milkshake & Sandwiches by artist Wayne Thiebaud. In keeping with the artist's signature style, Thiebaud painted Milkshake & Sandwiches with expressive brushstrokes and thick impasto. Estimated to bring \$600,000 to \$800,000, the work sold for more than \$1 million, according to a news release. ❖

INTRODUCING  
**THE VERY LATEST**

**INTERACTIVE AUCTION SYSTEMS**  
WITH REAL TIME AUDIO & VIDEO BROADCAST

NO SET UP COST , 0% ON YOUR SALE, LOW COST PER EVENT ONLY.  
EASY TO SET UP, EASY TO USE FOR YOU AND YOUR BUYERS.  
VORTEX AUCTION IS IN BUSINESS FOR MORE THAN 10 YEARS  
WITH MORE THAN 1600 CLIENTS.

CALL US FOR A FREE ESTIMATE OF YOUR NEEDS, WE LIKE TO TALK!  
**1-866-469-7575 | VORTEXAUCTION.COM**

**VORTEX**  
AUCTION SYSTEM



# Auctioneer fought in World War II

A National Auctioneers Association member since 1949, Kenny Espensen Sr., died April 23. He was 91.

Espensen, of San Antonio, was a former President and founding member of the Texas Auctioneers Association and a member of the Texas Auctioneers Hall of Fame, according to a news release. He often used his passion and auctioneering skills as a volunteer for numerous charitable organizations.

He was an Auctioneer for more than 65 years, and he earned his CAI designation. He also was a real estate broker for 55 years.

Espensen was preceded in death by his wife of 58 years, Lillian;

his sons, Randy Adams and Henry Espensen; and his brothers, Henry Espensen and Dr. L.L. Espensen.

He is survived by his daughter, Karen Warner; son, Ken Espensen; grandchildren; and brothers, John Espensen and Herb Espensen.

Espensen served in the U.S. Army during World War II. He was active in civic activities, especially the McAllen Chamber of Commerce Greeters, according to the release.

He was a member of the McAllen Masonic Lodge for nearly 70 years. ❖

# Member helped raise money for children

Everett Yoap, 69, a National Auctioneers Association member for 50 years, died April 26, according to a news release.

Yoap, of Pound, Wis., was an Auctioneer and real estate broker for 51 years. He was involved in various fund-raising auctions,

including many that were for the benefit of children and wildlife groups.

He was a member of the board of directors for the Community Bank of Oconto County, and he was a member of the Peshtigo United Methodist Church. He received the

Melvin Jones Award from the Lions Club.

Yoap is survived by his wife, Jaci; four children, Julie Thoune, Pastor Henry Yoap, Leonard Yoap and Joanne Yoap; one sister, Janice Dettman; and 13 grandchildren. ❖

# Wyoming Auctioneers Association Supports & Endorses

*Vote for* **Paul C. Behr** CAI BAS  
For the next National Auctioneers Association Vice President



Paul C. Behr standing with the great Triple Crown Champion Secretariat.  
Photo Taken at Lexington, Kentucky, June 1989



Paul C. Behr pictured on Longhorn Cattle Drive from Ft. Worth to Miles City.  
Photo Taken at Guernsey Wyoming July 1995



facebook.com/PaulCBehr

Endorsed and paid for by Wyoming Auctioneers Association

{AUCTION SCHOOLS}



## Reppert Auction School gets new owners, relocates

In its 90th year of operation, the Reppert Auction School is relocating from Auburn, Ind., to Indianapolis under new ownership, according to a news release.



Davis

Melissa Davis, CAI, AARE, BAS, and her father, Jack Christy, CAI, BAS, CES, MPPA, are now co-owners. Davis is a third-generation Auctioneer and now serves as Vice President of the Indiana Auctioneers Association. Christy owns Christy's Of Indiana, Indianapolis

The owners hope relocating the school to Indiana's capital will help produce more skillful Auctioneers, according to the release.

"By relocating to Indianapolis, we will reach even more students while continuing to offer a hands-on opportunity to learn the skills needed to be successful in today's increasingly complex auction business," Davis says.

Dennis Kruse, CAI, of Kruse & Associates, Auburn, Ind., and his sons previously owned and operated Reppert Auction School.

"This acquisition is an honor," Christy says in the release. "We are humbled by the opportunity to own a piece of Indiana history"

Reppert plans its next course, with 25 to 30 instructors, for July 25 at the Christy's of Indiana location. ❖

# 1

▷ The April class of the Carolina Auction Academy had 17 students who helped raise money for St. Jude Children's Research Hospital during their "student" auction. The academy offers a 96-hour program with classes in the evenings two days per week. In addition to core curriculum, the school provides instruction on business, technology and finance.

Students in the Lebanon, Ohio-based Warren County Career Center Adult Education Auctioneer class conduct their spring charity auction March 22. The class raised nearly \$4,000 to benefit Serenity Horse Rescue, according to a news release.

# 2

two

# 3

▷ The Ohio Auction School had students from Ohio, West Virginia, Michigan and New York in its April graduating class. The school runs classes three times per year for Auctioneer pre-licensing.

Submitted photos

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

In early 2008, Katelyn woke one morning with a fever and leg pain. Her mom, Michelle, took her to the doctor, who ordered blood work. "He was more thorough than I thought he needed to be at the time," Michelle said. "I thought Katelyn had a virus and that we'd get antibiotics and go home." When the results of the blood work came back, the doctor referred Katelyn to St. Jude Children's Research Hospital® for further testing. At St. Jude, doctors found that Katelyn suffered from acute lymphoblastic leukemia, and she started chemotherapy treatment on a two-and-a-half year treatment plan. Katelyn responded well to treatment and her cancer was soon in remission. In fall 2010, she celebrated the end of her treatment with a no more chemo party. Today, Katelyn is an active little girl who loves to play soccer with her older sister.

For more information, visit [www.stjude.org/naa](http://www.stjude.org/naa).



Sponsored by:  
**NAA**  
  
Auctioneer

Katelyn  
7 years old  
acute lymphoblastic  
leukemia (ALL)

**St. Jude Children's  
Research Hospital**  
ALSAC • Danny Thomas, Founder

©2011 ALSAC/St. Jude Children's Research Hospital (07596)

**Alaska**

Gregory LeRoy Culver  
Wilderness Abstracts  
P.O. Box 33  
Unalaska, AK 99685  
glc531@yahoo.com  
(907) 581-6268

**Arizona**

Mark Feuerer  
Sierra Auction Management  
3570 Grand Ave.  
Phoenix, AZ 85019  
www.sierraauction.com  
mark.feuerer@sierraauction.com  
(480) 339-9799

**Arkansas**

Vanessa McMillon  
Tasabah & Associates  
413 W. Court  
Paragould, AR 72450  
(870) 236-6117

**California**

Eric W. Burgess  
Blacktie Events  
2430 N Glassell St. Ste F  
Orange, CA 92865  
www.blacktieevents.net  
info@blacktieevents.net  
(714) 744-3818

Tim Watters  
Counsel RB Capital LLC  
23480 Park Sorrento #104-B  
Calabasas, CA 91302  
www.counselrb.com  
twatters@counselrb.com  
(310) 248-2979 x713

Erin Andrew Woodburn  
2402 Albee St.  
Eureka, CA 95501  
spjutter@suddenlink.net  
(707) 443-3652

Kirt W. Keller  
Carol Watson's Orange  
Coast Auctions  
16600 Aston St.  
Irvine, CA 92606  
www.cwocauctions.com  
rwcnst1@hotmail.com  
(949) 752-8284

**Colorado**

David Jerome Rill  
2210 S. Flower St.  
Lakewood, CO 80227  
davidrill@q.com  
(720) 998-6433

**Florida**

Dana F. Charles  
2799 N W 2nd Ave #113  
Boca Raton, FL 33431  
dfcpalaw@aol.com  
(561) 361-7011

Jeffrey A. Bender  
Bender Properties  
1430 Sky Ridge Dr.  
Deland, FL 32724  
jbproperties1@att.net  
(407) 493-5892

Lesia Ree Burton  
C2C Auction Inc.  
13351 Bear Lake Rd.  
Groveland, FL 34736  
www.c2cflorida.com  
floridaauctionc2c@gmail.com  
(352) 989-3384

Christopher Paul Rosa  
Legacy Auction Services LLC  
12375 W. Sample Rd.  
Coral Springs, FL 33065  
www.legacyauctionservices.com  
croasa@legacyauctionservices.com

Karen A. Rubin  
Manor Auctions  
3748 Ivy Green Trail  
Tallahassee, FL 32311  
karenaviva@hotmail.com  
(850) 345-2967

Anthony James Grogan  
Auctions by B Langston LLC  
5800 Beach Blvd Ste 203-222  
Jacksonville, FL 32207  
ajgrogan59@aol.com  
(904) 463-6407

Steven R. Lineberger  
Village Auction Inc.  
12130 S E 70th Ave Rd.  
Bellevue, FL 34420  
villageauction@gmail.com  
(352) 307-0770

Eric Paul Thompson  
SarasotaBestAuctions.com  
3947 Clark Road, Ste. G  
Sarasota, FL 34233  
www.sarasotabestauctions.com  
col.ericthompson@gmail.com  
(941) 809-6680

Sherrell Luis Williamson  
Brothers Auction Inc.  
13900 CR 455  
Clermont, FL 34711  
brothersauction.com  
brothersauction@yahoo.com  
(407) 421-2108

**Georgia**

William T. Spain  
Billy Spain Cos.  
1190 Tidwell Rd., Suite 302  
Alpharetta, GA 30004  
billy@billyspaincommercial.com  
(770) 886-5600

**Hawaii**

Marshall Stutts  
Hawaii Pacific Auctions  
P.O. Box 38-5850  
Waikoloa, HI 96738  
hawaiipacificauctions.com  
info@hawaiipacificauctions.com  
(808) 333-6459

**Illinois**

Donna Lorraine Bigott  
495 Shadow Lake Bay  
Roselle, IL 60172  
dkrensis@comcast.net  
(630) 562-6402

Kent Aumann  
Aumann Auctions  
20114 Illinois Route 16  
Nokomis, IL 62075  
www.aumannauctions.com  
kent@aumannauctions.com  
(217) 563-2523

Aaron Brown  
20114 Illinois Route 16  
Nokomis, IL 62075  
www.marknetalliance.com  
abrown@marknetalliance.com  
(888) 307-6545

*I joined the NAA to stay informed about the auction industry and to take advantage of the great benefits.*



**Gabe Lipman**  
Las Vegas

Lipman

*I joined the NAA as a way to network with other Auctioneers, continue my education in the profession and be aware of the changes in the auction industry.*



**Reid Thompson**

Hertz Farm Management Inc.  
Monticello, Ill.

Thompson

Ben Ladage  
Ben Ladage Auctions  
4830 W. Divernon Rd.  
Auburn, IL 62615  
benladage.com  
ladageauctions@gmail.com  
(217) 652-0924

Larry David Little  
Illinois Charity Auctions Ltd.  
108 E. Main Street, Box 288  
Dwight, IL 60420  
www.illinoischarityauctions.com  
Larry@larrylittle.net  
(815) 584-1005

Mark T. Mommsen  
Martin, Goodrich &  
Waddell Inc.  
2020 Aberdeen Ct.  
Sycamore, IL 60178  
www.mgw.us.com  
mark.mommsen@mgw.us.com  
(815) 756-3606

Jeremy Standridge  
20114 Illinois Route 16  
Nokomis, IL 62075  
www.marknetalliance.com  
jeremy@marknetalliance.com  
(888) 307-6545

Demetrios T. Chronis  
Hallmark Auction  
2319 W. Arthur Ave.  
Chicago, IL 60645  
http://hallmarkauction.com  
support@hallmarkauction.com  
(866) 400-7801

David William Gerber  
The X Factor Auctions & Appraisals  
239 Wing Park Blvd.  
Elgin, IL 60123  
www.XfactorAuctions.com  
dave@xfactorauctions.com  
(630) 346-3055  
Reid L. Thompson

Hertz Farm Management Inc.  
700 W Bridge St.  
Monticello, IL 61856  
www.hfmgt.com  
rthompson@mont.hfmgt.com  
(217) 762-9881

Murray Wise  
Murray Wise Associates LLC  
1605 South State St., Suite 110  
Champaign, IL 61820  
www.murraywiseassociates.com  
heather@mwallc.com  
(217) 398-6400

## Indiana

Scott Eugene Apple  
3209 N Paw Paw Pike  
Peru, IN 46970  
scott.apple@hotmail.com  
(765) 473-6045

Stephen John Bartkus  
S J Bartkus  
5117 Willow Bluff Tr.  
Huntertown, IN 46748  
www.stevebartkus.com  
steve@stevebartkus.com  
(260) 437-6555

Michael L. Berger  
Berger Auctioneering Inc.  
408 King Rd.  
Bremen, IN 46506  
bergermmkb@juno.com  
(574) 784-3800

Donald L. Davis  
Skip's Auctions  
4223 East Ave.  
Anderson, IN 46013  
ohearts4@comcast.com  
(765) 606-6001

Kimberly A. Esarey  
Indiana Realty Group  
1218 Tell St.  
Tell City, IN 47586  
www.indianarealtygroup.com  
kim@indianarealtygroup.com  
(812) 547-7653

Jennifer L. Fedor  
Shorline Auction Co.  
866 N Countyline Rd  
Westville, IN 46391  
jen\_fedor@yahoo.com  
(219) 309-8011

Bradley T. Hanewich  
6748 N 400 W  
Rensselaer, IN 47978  
bhanewich@yahoo.com  
(812) 593-0069

Sandy Michele Henrickson  
Indiana Realty Group  
1218 Tell St.  
Tell City, IN 47586  
www.indianarealtygroup.com  
sandy@indianarealtygroup.com  
(812) 547-7653

Teresa Lynn Pier  
3163 N 100 E  
Peru, IN 46970  
teepee60@gmail.com  
(765) 244-0181

Peter Wayne Sink  
Sink Auction Co.  
25535 CR 32  
Goshen, IN 46526  
(509) 366-2098

## Kansas

John R. Harris  
Marketing & Consulting  
Services  
2014 W. 13th N.  
Wichita, KS 67203  
johnharris@cox.net  
(316) 681-1527

Dave Rose  
United Country Real Estate  
2306 Huntington Rd.  
Salina, KS 67401  
drose@unitedcountry.com  
(785) 452-5088

## Kentucky

Jordan Conlee  
Tranzon Asset Advisors  
1108-A North Dixie Ave.  
Elizabethtown, KY 42701  
www.tranzon.com  
jconlee@tranzon.com  
(270) 769-0284

## Louisiana

Cathy Jean Vittoria  
That "N" This Too  
153 Thornton Cutoff Rd.  
Pitkin, LA 70656  
cjvittoria@yahoo.com  
(318) 715-2094

## Maryland

David Clarke Allen  
Allen & Marshall Auctioneers  
and Appraisers LLC  
8000 Esham Road  
Parsonsburg, MD 21849  
http://amauctions.com  
Dave@allenmarshallauctions.com  
(410) 835-0384

*continued »*



Kevin Joseph Henley  
3489 Uniontown Rd.  
Westminster, MD 21158  
kjhenley21@gmail.com  
(410) 984-7037

**Massachusetts**

Corey J. Fisher  
Aaron Posnik & Co. Inc.  
83 State Street, 2nd Floor  
Springfield, MA 01103  
www.posnik.com  
cjf@posnik.com  
(413) 733-5238

Sonya Cameron  
TAC Estate Auctions  
19 Lincoln St.  
Lynn, MA 01902  
www.tacauctioneers.com  
tcam2@comcast.net  
(781) 233-0006

Robert M. Hernon  
Sector 3G Auctions  
196 Forest St.  
Winchester, MA 01890  
www.sector3G.com  
hernon@sector3g.com  
(781) 932-9000

David E. Orr  
Eldon Hill Auctions  
210 Park Ave., Suite 286  
Worcester, MA 01609  
www.eldonhillauctions.com  
david@eldonhillauctions.com  
(978) 618-4178

**Michigan**

Steven Robert Cole  
Steven Cole and Associates  
1330 Roods Lake Rd.  
Lapeer, MI 48446  
steve@auctionstreet.net  
(810) 397-3199

Amy X. Foster  
A Maple Gallery LLC  
1877 Shepherds Dr.  
Troy, MI 48084  
amy1688@gmail.com  
(248) 867-3400

Brent Kenneth La Ponsey  
Good Ol' Redbeard's  
114 E. Main St.  
Flushing, MI 48433  
www.goodolredbeard.com  
brentlaponsey@yahoo.com  
(810) 210-7602

Kevin J. Hall  
210 South Lincoln Ave.  
Three Rivers, MI 49093  
kevschamps05@yahoo.com  
(269) 506-5358

John Robert Lover  
6620 Pentecost Hwy.  
Adrian, MI 49221  
jrloutfitters@hughes.net  
(419) 266-3311

**Missouri**

Jeff S. Pittman  
Pittman Auction Service  
7076 Highway C  
Rosendale, MO 64483  
pittmanauctions@live.com  
(816) 262-8753

Dusty Thornhill  
Thornhill Real Estate &  
Auction Co.  
P.O. Box 229  
Troy, MO 63379  
www.thornhillauction.com  
(636) 366-4206

**Nebraska**

Matt Lowery  
307 South 4th Ave.  
Burwell, NE 68823  
cattle@nctc.net  
(308) 750-6119

Doug Andersen  
Alliance Auction Service  
122 CR 70  
Hemingford, NE 69348  
www.allianceauctionservice.com  
auction@allianceauctionservice.com  
(308) 762-2424

Curtis Wetovick  
50684 N. 280 Ave.  
Fullerton, NE 68638  
(308) 550-1898

**Nevada**

Gabe Lipman  
P.O. Box 71007  
Las Vegas, NV 89170  
glipman@hotmail.com  
(702) 373-2497

**New Hampshire**

Vincent Paul Migliore  
41 Abenaki Lane  
Bridgewater, NH 03222  
vpmigliore@budgetblinds.com  
(603) 744-5800

**New Jersey**

Mary Prall-Kenney  
Alfred's Auctions Inc.  
P.O. Box 861  
Hightstown, NJ 08520  
mary@alfredsauctions.com  
(732) 610-0279

**New York**

David Hilary Soutter  
Reliance Auctions  
21 Naivasha Rd., Sunninghill  
post code 2157  
Johannesburg, NY 00212  
http://relianceauctions.co.za  
interadvent@gmail.com  
(271) 123-4636 x4

**North Carolina**

Nancy Ennis Schuerch  
402 N Main St.  
Warrenton, NC 27589  
nancy@tranquilpalms.com  
(252) 257-3256

Duane A. Swenk  
United Country Auction  
Services  
471 River Run Lane  
Sparta, NC 28675  
www.unitedcountry.com  
dswenk@unitedcountry.com  
(336) 880-3991

Robert Edward Schuerch  
402 N Main St.  
Warrenton, NC 27589  
rschuerch@gmail.com  
(252) 767-9295

**North Dakota**

John Robert William Kuchera  
Helbling Auctioneers  
15350 Co. Rd. 10  
Wyndmere, ND 58081  
bjkuchera@rrt.net  
jkuchera@rrt.net  
(701) 439-2152

**Ohio**

Gary A. Allen  
157 Deer Path Ct.  
Pataskala, OH 43062  
gallen740@gmail.com  
(614) 323-6073

Robin Brabander  
Masterson Brabander  
Auctions LLC  
5716 Lafayette Rd.  
Medina, OH 44256  
h4093@aol.com

Leo E. DeConnick  
Auction Ohio  
4743 Cleveland Ave.  
Columbus, OH 43231  
www.auctionohio.com  
leo@auctionohio.com  
(614) 769-2723

Brent Duncan  
278 East Sycamore St.  
Columbus, OH 43206  
gbrentduncan@yahoo.com  
(330) 419-0013

Aranya McCoy  
8854 Mink St. SW  
Pataskala, OH 43062  
amccoy@insight.rr.com  
(614) 886-0656

Ronald W. Rhoden  
Auction Ohio  
2840 Sunbury Rd.  
Galena, OH 43021  
ronrhoden@gmail.com  
(641) 584-2595

Kelly R. Robison  
295 Belle Vista Ave.  
Newark, OH 43055  
kelly.robison@kingthompson.com  
(740) 438-4960



Missie K. Striker  
P.O. Box 900  
Bucyrus, OH 44820  
(419) 689-3146

## Oklahoma

Marguerite A. Vavrick  
National Commercial  
Auctioneers  
7715 E 111th St. Ste. 114  
Tulsa, OK 74133  
www.natcomauctions.com  
meg@natcomauctions.com  
(918) 895-7079

## Oregon

Mike F. Smith  
M & J Auction  
99 River Ave.  
Eugene, OR 97404  
mike@mandjauction.com  
(541) 461-8802

## Pennsylvania

Sean Clayton Witmer  
434 Collings Rd.  
Artemas, PA 17211  
witster@hotmail.com  
(240) 818-8866

Tom Schoeller  
United Country Auction  
Services  
4010 Crest View Drive  
Stroudsburg, PA 18360  
tomschoeller7@gmail.com  
(570) 460-0272

## South Carolina

John Andrew McAllister  
John McAllister Realty  
Consulting LLC  
420 Aiken Hunt Cr.  
Columbia, SC 29223  
www.jmalc.com  
john@jmalc.com  
(803) 788-7168

Donald Ray Dukes  
D. R. Dukes Auctions  
242 Whittaker Pkwy.  
Orangeburg, SC 29115  
drdukesauctions@bellsouth.net  
(803) 534-0777

Glen R. Brooks  
Brooks Auction Services  
P.O. Box 235  
Calhoon Falls, SC 29625  
www.brooksauctionservices.com  
doublebranch@actel.net  
(864) 379-1011

## Tennessee

Stephen Anthony Aleman  
McLemore Auction Co. LLC  
470 Woodycrest Ave.  
Nashville, TN 37210  
www.mclemoreauction.com  
stephen@mclemoreauction.com  
(615) 517-7675

Tomi Sue Ayers  
Hack Ayers Auction  
& Real Estate  
2309 Jacksboro Pike Ste. 1  
LaFollette, TN 37766  
www.ayersauctionrealty.com  
tomiayers@ayersauctionrealty.com  
(423) 562-4941

Addison Ayers Dower  
Ayers Auction and Real Estate  
2309 Jacksboro Pike  
LaFollette, TN 37766  
www.ayersauctionrealty.com  
aadower@memphis.edu  
(423) 562-4941

Alissa Ann Dower  
Ayers Auction & Real Estate  
2309 Jacksboro Pike  
LaFollette, TN 37766  
www.ayersauctionrealty.com  
alissa.dower@pop-belmont.edu  
(423) 562-4941

Mark A. Kennedy  
Kennedys Auction Service  
160 W. Court Avenue  
Selmer, TN 38375  
www.neilkennedy.com  
neilkennedy@bellsouth.net  
(731) 645-6357

## Texas

Mike Bacon  
Rowell Auctions Inc  
P.O. Box 201330  
Austin, TX 78720  
www.rowellauctions.com  
baconranchsales@peoplepc.com  
(512) 335-0071

Dan Murtis Cathcart  
Two Dogs Auctions  
10930 Switzer Ave. Suite 118  
Dallas, TX 75238  
www.twodogsauctions.com  
dan.cathcart@swbell.net  
(214) 778-5908

Terry L. Nicholas  
Wolf Ridge Auction Co.  
4339 Rm. 3135E  
Henderson, TX 75652  
www.wolfridgeauction.com  
wolf75652@msn.com  
(903) 646-3152

Steve Pitzer  
Pitzer Auction Co.  
5807 Fulshear Plantation Dr.  
Fulshear, TX 77441  
www.stevepitzer.com  
steve@stevepitzer.com  
(281) 684-8721

Russell Wayne Roberts  
United Country —  
Little Switzerland Realty  
2307 Acacia Ct.  
League City, TX 77573  
www.showuland.com  
market-wrangler@united  
country.com  
(281) 814-1961

## Virginia

Robert Jolles  
Auctioneer Rob Inc.  
P.O. Box 930  
Great Falls, VA 22066  
www.auctioneerrob.com  
Info@auctioneerrob.com  
(703) 759-7767 x101

## Wisconsin

David Ray Alexander  
Afton Auction  
N6823 Hunters Ridge Rd.  
Delavan, WI 53115  
davesheri1092@yahoo.com  
(262) 903-4828

Paul F. Retzlaff  
Afton Auction  
P.O. Box 53  
Afton, WI 53511  
www.aftonauction.com  
retzpa@att.net  
(608) 295-6733

Christopher Sund  
My Favorite Auctioneers LLC  
918 Hoeschler Dr.  
Sparta, WI 54656  
myfavoriteauctioneers.com  
myfavoriteauctioneers@yahoo.com  
(608) 269-7653

## Canada

Don W. Streeper  
Carousel Services  
10824 19A Ave.  
Edmonton, AB T6J6C9  
auctions\_guy@hotmail.com  
(780) 228-8404

## South Africa

Barney Michael Jacobson  
Auction Arena  
216 Atholl St.  
Highland North,  
South Africa 2196  
www.auctionarena.co.za  
barney@auctionarena.co.za  
(277) 218-7173 x8

Jonathan Kantey  
Auction Alliance  
The Block 51 Wale Street  
jkantey@auction.co.za  
270214436000

# Proper cataloging provides structure, savings

By Tom Burfield  
contributing writer

Cataloging is only one of several steps an Auctioneer takes during the auction process, but as more firms take advantage of the Web to attract more bidders, it's becoming an increasingly important one.

Cataloging serves many functions, says Kris Kennedy, customer service representative for Auction Flex in Ocala, Fla.

It allows you to create a list of items to sell so you can advertise on websites, fliers and other vehicles.

Providing bidders with catalogs on auction day enables them to plan out what they want to buy and when it's up for sale.

And cataloging allows an Auctioneer to better structure the peaks and valleys of the auction — determining when to sell high-end items or when to take a break, for example.

Some Auctioneers catalog, while others do not.

If you've never experienced the cataloging process, you'll find there's a lot of work involved in writing and preparing the catalog, working with photos and matching the images with the descriptions, Kennedy says.

But not to worry. Myriad software programs are available to make the cataloging process a breeze — or at least a lot easier than doing it all by hand.

## Shift to the Web

Carl Borning, president of Proven Software Inc., Manlius, N.Y., says he's seen a shift away from Auctioneers printing expensive, color catalogs to posting them on the Web.

The company's SOLD II auction management software includes a user-friendly cataloging operation for live auctions and Internet auction bidding, he says.

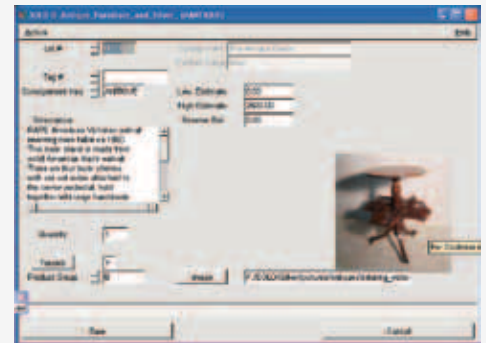
"With our software, we provide many different formats for catalogs that can print directly from our programs," Borning says. "Just by running a simple program, you can actually update your catalog to our server and to your own Web pages without doing anything else."

Auctioneers can make plain or fancy catalogs or anything in between, he adds.

"The auction industry is transitioning with technology attracting online bidders via live webcasters or auction simulcasts," agrees Glenn White, strategic adviser for Lotting Solutions LLC, Boston.

The company created LotSmarter, a software solution for catalogers or lotters to automate the collection of asset data and pictures for auctions or appraisals.

Available to Auctioneers for monthly or annual subscriptions, LotSmarter data collection and automation software loads on laptop computers and features importing of data, wireless photo capture, speech recognition, reading barcodes from photos, and automated exports to any online auction service or auction clerking



Proven Software



Lotting Solutions



Auction Flex

systems, White says.

## Innovations abound

Another innovation is the Eye-Fi card — a secure digital memory card that can be used with most cameras to transmit images to a computer in real time. The image automatically is attached to the lot you are



working on in Auction Flex or other software, Kennedy says.

Auction Flex version 7.10 has a new capability called Catalog by Image that reverses the typical process of building a catalog, Kennedy says. Instead of entering lot descriptions and then taking pictures, one takes pictures and uses them to describe the lots.

“It allows you to import huge amounts of images and write the descriptions right then and there,” Kennedy says.

The more photos you provide, the better, Lotting Solution’s White says, because photos give online bidders more confidence in what they are buying and can prompt higher bids.

When selling a dump truck, for example, include shots of the tires, engine, inside cab, odometer, bed condition and vehicle identification number as well as four to six exterior views.

“The major mistake people make is they want to put their descriptions into a word processing program or something less structured first,” Proven Software’s Borning says.

Actually, you should do it in reverse, he says — put it in the most structured software to begin with.

“It’s easy to create unstructured data from a structured program, but the reverse can be difficult,” he says. ❖



# SOLD II

## Auction Software for Auction Professionals

Experience the SOLD II® DIFFERENCE:

For over 25 years, SOLD II® has provided programs of substance that:

- Show your professionalism
- Save you time and money
- Improve your service to bidders & sellers

**Want internet bidding at your live auctions?**

**SOLD II® brings internet bidding and your live auctions together like no one else.**

# SOLD II®

*“Often copied, but never equaled.”*

800-487-6532

www.SOLDII.com





# MEMBERSHIP APPLICATION

Please complete all four sections of this form.

To apply for membership in the NAA, choose one of these application methods:  
 Complete this form with credit card information and fax to (913) 894-5281  
 Complete this form and return with payment to: NAA Membership, 8880 Ballentine, Overland Park, KS 66214

**1**

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

MEMBERSHIP TYPES		
<input type="checkbox"/> REGULAR	An active Auctioneer that subscribes to the NAA Code of Ethics and embraces the NAA Mission and Vision. Voting Member (Printed Materials)	<input type="checkbox"/> \$300 (1 Year) <input type="checkbox"/> \$535 (2 Years) <input type="checkbox"/> \$725 (3 Years)
<input type="checkbox"/> ONLINE	Online member is an active Auctioneer receiving all correspondence through online and electronic formats. Voting Member (Digital Materials)	\$225
<input type="checkbox"/> AFFILIATE	Individuals who are not Auctioneers but who are involved in auction or auction-related business with the purpose to provide goods and services to Auctioneers and the public. Non-Voting Member (Printed Materials)	\$500
<input type="checkbox"/> ASSOCIATE	Employees of Active Members who are not Auctioneers. Auction-related professionals representing the real estate, finance and legal industries should apply for Associate membership. Non-Voting Member (Printed Materials)	\$225
<input type="checkbox"/> MEMBER + SPOUSE	An Active member and his/her spouse or significant other that subscribes to the NAA Code of ethics and embraces the NAA Mission and Vision. Includes Auxiliary membership for spouse for one year. Voting Member (Printed Materials) Spouse's Name (Must Complete): _____	\$450
OPTIONAL FEES		
<input type="checkbox"/> NATIONAL AUCTIONEERS FOUNDATION DONATION	The National Auctioneers Foundation is the fundraising partner of the NAA. Funds promote the auction profession and industry. Donations are tax deductible.	\$50
<input type="checkbox"/> MEMBERSHIP NAA AUXILIARY*	The Auxiliary is a source for the promotion and advancement of the auction team. Membership is open to regular, online and retired members and spouses only. One year membership per person. <input type="checkbox"/> Self <input type="checkbox"/> Spouse *Auxiliary Member's Name (Must Complete): _____	\$25 per member

**2**

**MEMBERSHIP INFORMATION** (Please Print)

**TOTAL AMOUNT DUE** \$

First \_\_\_\_\_ Middle \_\_\_\_\_ Last \_\_\_\_\_

Nickname \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-Mail \_\_\_\_\_

Web Site \_\_\_\_\_

Check here if you are a previous member or a member of a state association.

Male  Female

Number of Years in Industry \_\_\_\_\_ Year of Birth \_\_\_\_\_

Name of auction school attended if applicable \_\_\_\_\_

Referred By (Optional) \_\_\_\_\_

**3**

**PAYMENT INFORMATION**

Check Enclosed (\$USD)  Credit/Debit Card

**Payment Plan**  
See Reverse

Credit Card # \_\_\_\_\_ Exp. Date (MM/YY) \_\_\_\_\_

Card Holder Name (Print) \_\_\_\_\_

Signature \_\_\_\_\_

**4**

**AUCTION SPECIALITIES**

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

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

# NAA Member Benefit Highlights

NAA Member Services: (913) 541-8084 — Fax: (913) 894-5281  
memberservices@auctioneers.org — www.auctioneers.org

## NAAuction.com

Built specifically for the consumer, this website provides the public with information and education about the profession and industry, and connects buyers and sellers with NAA Auctioneers and their auctions.

## Constant Contact

NAA Auctioneers receive a discount when they use Constant Contact, an e-mail marketing provider. Communicate easily and efficiently with your clients, announce your next auction to everyone in your e-mail database list and save money! Get a 60-day free trial for up to 100 e-mail addresses. After that, pre-pay and get a discount of up to 25% off! Get started by visiting [naa.constantcontact.com](http://naa.constantcontact.com)

## Auctioneer magazine

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

## Auction E-News

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

## Industry Insights

Free online seminars presented by industry professionals teach today's business essentials to help you run your business more successfully.

## Online Mentoring and Networking Forum

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

## NAA Education Institute

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

## Buyers' Guide

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

## Auction Calendar

Members can post their auctions for free on the exclusive NAA Auction Calendar hosted at [www.NAAauction.com](http://www.NAAauction.com).

## NAA Credit Card Program & Free Check Recovery

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

## NAA Knowledge Center

Watch or download previous Conference & Show educational seminars, past IAC competitions and other NAA educational sessions. Each month, NAA members have access to a free seminar from a previous Conference and Show. Individual, track or all-access passes are available.

## Discounted Advertising Rates

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

## Free Website Design & Hosting

Members can individualize information about their company and post auctions with their very own free website. This program also includes free web hosting when you pay just \$9.95/year for the URL.

## Workers' Compensation Insurance

NAA offers a deviated Workers' Compensation insurance program through the Blue Valley Insurance Agency. Premium prices vary by state and by payroll.

## NAA Insurance (Health and E&O)

The NAA is able to offer solutions that can provide you, your loved ones and your company with the right balance of care and service based on your personal preference, needs and budget. Programs available nationwide!

## Publications

"Waiting For the Hammer to Fall - A Guide for Auctioneers" and "Auction Law" by Kurt R. Bachman and Joshua A. Burkhardt provide legal guidance and up-to-date information on issues Auctioneers encounter in their course of business.

# NAA Payment Plan

Be part of the National Auctioneers Association and stay on a budget when you choose the NAA Payment Plan, which allows you to spread your membership dues over three consecutive months.

## **Regular Membership (\$300)**

\$100/month for three consecutive months

## **Online Membership (\$225)**

\$75/month for three consecutive months

## **Member and Spouse Membership (\$450)**

\$150/month for three consecutive months

## **PLEASE CHECK ONE - REQUIRED**

**Payment by Credit Card:** By checking this box, I understand the terms and conditions of the payment plan and authorize the NAA to automatically apply payment to my credit card on the 25th of each month (three consecutive months).

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

*\*Please Note: Failure to make three consecutive monthly payments will result in the cancellation of your NAA membership.*

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

**IF EMAILING OR FAXING FORM, PLEASE MAKE SURE TO INCLUDE BOTH FRONT AND BACK PAGES.**

## **Mission**

*To promote the professionalism of auctioneers and auctions through education and technology.*

## **Vision**

*The National Auctioneers Association will unify and lead the auction and competitive bidding industries so they will be increasingly utilized as the preferred method of sale for personal and real property in all segments of the economy.*

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

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



## NAA STAFF

### Administration

#### Chief Executive Officer

Hannes Combest, CAE  
(913) 563-5423

hcombest@auctioneers.org

#### Deputy Executive Director

Chris Longly  
(913) 563-5431

clongly@auctioneers.org

#### Conference and Show Manager

Joyce Peterson  
(913) 563-5439

jpeterson@auctioneers.org

#### IT Administrator

Steven Jackson  
(913) 563-5420

sjackson@auctioneers.org

#### Accounting

#### Director of Finance & Administrative Services

Rhonda Truitt  
(913) 563-5422

rtruitt@auctioneers.org

#### Accounting Associate

Ruth Richardson  
(913) 563-5435

rrichardson@auctioneers.org

#### Accounting Associate

Carol Bond  
(913) 563-5434

cbond@auctioneers.org

#### Membership

#### Membership Specialist

Heather Rempe  
(913) 563-5425

hrempe@auctioneers.org

#### Membership Coordinator

Brandi McGrath  
(913) 563-5429

bmcgrath@auctioneers.org

#### Education

#### Director of Education

Michael Avery  
(913) 563-5426

mavery@auctioneers.org

#### Education Coordinator

Lois Zielinski  
(913) 563-5428

lzielinski@auctioneers.org

#### Publications

#### Director of Publications and Trade Show

Bryan Scribner  
(913) 563-5424

bscribner@auctioneers.org

#### Designer

Nathan Brunzie  
(913) 563-5430

nbrunzie@auctioneers.org

#### Account Coordinator

Anna Lewis  
(913) 563-5421

alewis@auctioneers.org

# NATIONAL AUCTIONEERS ASSOCIATION INDEX

## NAA Board of Directors 2010-2011

### Officers

#### President

B. Mark Rogers, CAI, AARE  
(336) 789-2926 x109  
bmr Rogers@realty.com

#### Vice President

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

#### Treasurer

Kurt Kiefer  
(218) 736-7000  
kurtkief@aol.com

#### Past President

Scott Musser, CAI, BAS  
(509) 545-3821  
ssmusser@mbauction.com

#### Education Institute

#### Chairwoman

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

#### Chief Executive Officer

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

### Directors

#### Terms expiring 2011

Randy S. Burdette, CAI, CES  
(304) 445-2897  
auctionerrandy@gmail.com

J.J. Dower, CAI, AARE  
(423) 569-7922  
jjdower@highland.net

Dennis R. Jackson, CAI, AARE, CES  
(317) 797-2117  
jdjackson587@aol.com

Richard Shawn Terrel, CAI, AARE  
(580) 747-6068  
sterrel@unitedcountry.com

#### Terms expiring 2012

Merle D. Booker, CAI, GPPA  
(509) 488-3331  
merle@bookerauction.com

Robert W. Mayo, CAI, AARE, ATS  
(816) 361-2600  
robert@auctionbymayo.com

Harold R. Musser, CAI  
(307) 587-2131  
hrmusser@mbauction.com

#### Terms expiring 2013

Bryan Knox, CAI  
(800) 662-5464  
knoxauction@att.net

John Nicholls  
(540) 898-0971  
john@nichollsauction.com

#### NAF Representative

Benny Fisher Jr., CAI  
(954) 942-0917  
benny@fisherauction.com

#### Presidential Appointee

Larry Latham, CAI  
(702) 290-5500  
larrylatham1@mac.com

## National Auctioneers Foundation Board of Trustees 2010-2011

### Officers

#### President

Chuck Bohn, CAI, GPPA  
(303) 680-1319  
chbohn@aol.com

#### Vice President

Benny Fisher Jr., CAI  
(954) 942-0917  
benny@fisherauction.com

#### Chairman of the Board

Rob Doyle, CAI, CES  
(845) 635-3169  
hikertwo@aol.com

### Trustees

#### Terms expiring 2011

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

Dennis Kruse, CAI  
(260) 927-9999  
senatorkruse@gmail.com

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

#### Terms expiring 2012

Sanford L. Alderfer, CAI, MPPA  
(215) 393-3020  
sandy@alderfercompany.com

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

David G. Helmer, CAI, CES, GPPA  
(734) 368-1733  
dghelmer@verizon.net

#### Terms expiring 2013

Jack Hines, CAI, AARE, GPPA  
(715) 273-3377  
hinesauction@sbcglobal.net

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

Randy Ruhter  
(402) 463-8565  
randy@ruhterauction.com

### NAA Board Representatives

#### NAA Treasurer

Kurt Kiefer  
(218) 736-7000  
kurtkief@aol.com

## NAA Auxiliary Board of Trustees 2010-2011

### Officers

#### Chairwoman

Susan Hinson  
(731) 267-5281  
shinson@mindspring.com

#### Vice Chairwoman

Lori Jones  
(972) 395-0049  
info@texasauctionacademy.com

#### Secretary

Susan Holder  
(336) 786-7905  
susan@rogersrealty.com

#### Treasurer

Ramona King  
(828) 684-4273/ (828) 684-6828  
ramonaking@bellsouth.net

#### Past President

Deidre B. Rogers  
(336) 789-2926 ext. 104  
deidre@rogersrealty.com

#### Historian

Lucinda Terrel  
(816) 873-0239  
lrterrel@hotmail.com

#### Directors

Phyllis Coffey  
(812) 360-6015  
pcoffey@jdcgroup.com

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

Sheila Jackson  
(765) 644-7544  
sjackson1947@aol.com

Cindy Soltis-Stroud  
(210) 380-1587  
cindy.bluefox@gvct.com

Kim Ward, BAS, CES  
(630) 556-3648  
kward@mchsi.com

## NAA Education Institute Trustees 2010-2011

### Officers

#### Chairwoman

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

#### Vice Chairman

Steve Hunt, CAI, AARE, GPPA  
(970) 245-1185  
steve@theauctionteam.com

### Trustees

#### Terms expiring 2011

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

Mark Shear, CAI, AARE, CES, MPPA  
(508) 753-3989  
mrshear@bermanauctions.com

#### Terms expiring 2012

Steven Hunt, CAI, AARE, GPPA  
(970) 245-1185  
steve@theauctionteam.com

Eugene Klingaman, CAI  
(260) 244-7606  
gene@schraderauction.com

#### Terms expiring 2013

Michael Fine, CAI, AARE  
(312) 953-9534  
michael@fineandcompany.com

Aaron Traffas, CAI, ATS, CES  
(785) 537-5057  
aaron@auctioneertech.com

#### Terms expiring 2014

Marc Geyer, CAI, AARE, BAS, CES  
(480) 422-6010  
geyerma@gmail.com

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

### NAA Board Representatives

#### NAA Vice President

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

#### NAA Treasurer

Kurt Kiefer  
(218) 736-7000  
kurtkief@aol.com

#### Editorial Committee

Harold Musser, CAI, Chairman  
Andy Imholte, BAS  
Rod Johnson, AARE, BAS

Trisha King  
Angie Lippard  
Phillip Pierceall



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

#### NAA advertising notice to readers

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

The magazine is published at the first of the month, with 10 printed issues and one online-only issue annually. **Auctioneer** is a means of exchanging ideas that will serve to promote the Auctioneer and the auction method of marketing. Periodicals Postage Rate (USPS 019-504) is paid at Shawnee Mission, KS and at an additional mailing office. POSTMASTER: Send address changes to **Auctioneer** magazine (NAA), 8880 Ballentine St., Overland Park, KS 66214-1900. Copyright © 2011 by the National Auctioneers Association. Materials may not be reproduced without permission.

## EDITORIAL CALENDAR

MONTH	AUCTION FOCUS	FEATURES
2012 JANUARY	<b>Estate and personal property</b>	Education previews, St. Jude Children's Auction, new technology
FEBRUARY	<b>Trucks, trailers, transport, boats, water sports, recreational vehicles</b>	NAA Auxiliary, NAA member benefits, state associations
MARCH	<b>Collector cars, vintage equipment</b>	CAI, health, state associations
APRIL	<b>Art and galleries</b>	National Auctioneers Foundation report, CAI report, video
MAY	<b>Business liquidations, office equipment</b>	St. Jude, election guide, marketing profiles
JUNE/JULY	<b>Horse auctions</b>	Conference and Show preview, volunteer recognition
2011 AUGUST	<b>Bankruptcy</b>	Conference and Show, NAA leadership, Benefit Auction Summit, NAA Auxiliary, marketing competition
SEPTEMBER	<b>Benefit auctions</b>	Hall of Fame, IAC/IJAC winners, C&S photos
OCTOBER	<b>Coins/jewelry/metals</b>	Education Institute, future of industry
NOVEMBER	<b>Real estate update (res, comm, land, farm, ranch)</b>	Audio equipment, public relations
DECEMBER	<b>OPEN, online-only issue</b>	
EVERY ISSUE		Member features, columns, technology reports, letters, member news, education, state association news, marketing advice, NAA news, NAF news, auction schools, MarketPlace, Industry spotlight, FillerWords.



# WHAT YOU'LL FIND ON THE WEB



## C&S information

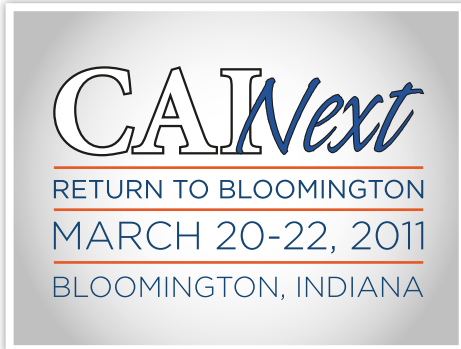
Visit [www.ConferenceAndShow.com](http://www.ConferenceAndShow.com), the official site for the NAA's annual Conference and Show. Here, you can register for the event online, check out new programs planned for this year and learn about some of the most popular attractions in Orlando, Fla. Plus, the website features photos and video from past shows, including clips from the IAC contest.



## How-to webinars

Industry Insights webinars are available for all NAA members at [www.auctioneers.org/insights](http://www.auctioneers.org/insights). Check out the presentations to learn more about the tools and resources available to make your auction business better. Don't miss these:

- "How to Use Dropbox"
- "How to Conduct a Successful Storage Auction"
- "Craigslist for the Auctioneer"



## Exclusive videos

Don't miss video highlights from this year's CAI event in Bloomington, Ind. Go to [www.youtube.com/NAAuctioneers](http://www.youtube.com/NAAuctioneers) to check out presentations from award-winning author and professional speaker Sam Richter, "negotiating junkie" John Hamilton and Ann Bastianelli, senior lecturer of marketing for Indiana University's Kelley School of Business.

## SOCIALIZE

### Does Facebook advertising work?

Facebook is a unique marketing tool. When a user signs up for Facebook, that user gives Facebook all the demographic information a marketer would ever want: age, location, sex, marital status, education, occupation, and most importantly, interests. As users mature on Facebook, they identify who and what they are interested in, through likes, shares and other mechanisms. As a marketer, you can tap into this well to target advertising dollars in new, interesting and exciting ways. Creating an ad is easy. You can set a spending limit and track the daily effectiveness of the campaign. **Connect with Gehres at [www.facebook.com/pgauctioneer](http://www.facebook.com/pgauctioneer).**



Peter Gehers, CAI, CES

## FIND THE NAA ONLINE



[www.facebook.com/NAAuctioneers](http://www.facebook.com/NAAuctioneers)



[NAAnews.wordpress.com](http://NAAnews.wordpress.com)



[www.twitter.com/NAAuctioneers](http://www.twitter.com/NAAuctioneers)



[www.youtube.com/NAAuctioneers](http://www.youtube.com/NAAuctioneers)

# FROM THE FORUM [www.auctioneers.org/forum](http://www.auctioneers.org/forum)

trending topics		views	replies
1	Live auction vs. online auction	172	12
2	iPad 2	338	18
3	Flip video cameras	224	15
4	Lead generation and conversion ratio	142	5
5	Job board postings	95	1
6	Education week and conference roommate	44	1
7	Auctioneer reputation ... how are we perceived?	256	10



## While calling bids, what unique phrases do you use to keep buyers interested?

*"I love to see someone come in the door, and (I) say, 'Hi, John or Judy,' and keep on with the chant."*

**Richard Krogstad**  
Spearfish, S.D.

*"... I'll ask the one (bidder) to loan the other (bidder the) amount of the (next) bid. It always gets a laugh."*

**Don Streeper**  
Grandepairie, AB

*"Fast and furious!"*

**Marshall Stutts**  
Waikoloa, Hawaii

*"It's only money, they print more!"*

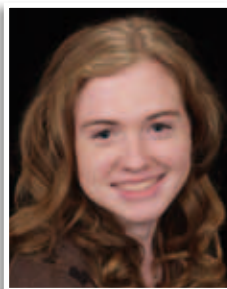
**Mark Schroeder, BAS, CES**  
Cleveland

## MEMBER'S CORNER

### Offer praise, criticize constructively

When a buyer compliments you on your young Auctioneer, be sure to relay that praise to them. Calling the Auctioneer after the sale with praise affirms his or her good habits and encourages that person in his or her career choice. Whenever possible, offer specific compliments, like

"You handled that troublesome bidder well when you ..." Try to avoid vague comments, such as "you did well today." Establishing a pattern of praise means that when the time comes to offer constructive criticism, your advice will be respected.



Rachel Gingell  
She Sold It!  
Lapeer, Mich.

### Share your tips

Member's Corner is a feature for 100-word advice columns from NAA Auctioneers. Please send your tips to [bscribner@auctioneers.org](mailto:bscribner@auctioneers.org)

## AROUND THE BLOCK

■ The Ohio legislature passed a transportation bill, signed by Gov. John Kasich, on March 30. The legislation **establishes a new, five-year construction equipment auction license law**. The new regulations were set to take effect June 29. According to the Ohio Legislative Service Commission, a license would be granted under these, and other, conditions: The licensee must (1) maintain a primary permanent auction site in Ohio that is at least 90 acres in size and also must maintain more than 60,000 square feet of total facility space; (2) be engaged primarily in the business of selling large construction and transportation equipment at auction; and (3) receive more than \$1 million in gross annual sales in Ohio.

■ The National Auctioneers Association and Florida Auctioneers Association helped defeat a deregulation bill in the Florida State Senate in early May. Proponents of the legislation called for the deregulation of more than 50 professions. If passed, **the bill would have eliminated the Auctioneer license law** in the state and dissolved the Florida Auction Commission, which regulates Auctioneers in the state.

■ The Fellowship of Christian Auctioneers International (FCAI) sends **care packages to deployed U.S. soldiers**. The group will send packages upon request. For information, please contact Alvin Kaddatz of Kaddatz Auctioneering, Hillsboro, Texas, at [akaddatz@yahoo.com](mailto:akaddatz@yahoo.com).

■ Omaha, Neb.-based Proxibid Inc. is taking **auctions virtual via a new Facebook game**, according to a news release. The company has partnered with Huntsville, Ala.-based start-up Real Plums Inc. on an effort to transform Auction Plums from a Facebook game into a "\$3-billion predictive commerce community" that forecasts auction prices. Proxibid is taking an equity stake in Real Plums, which is in limited alpha release on Facebook.

## ON THE RECORD



## NAA Auctioneer hopes recordings will inspire younger generations

**Jerry King, CAI, of United Country — King Auction/Realty Co., Fletcher, N.C.,** recently recorded a short record that highlights the art of auctioneering.

The record, released in February, is part of Third Man Record's Green Series, which focuses on instruction and the spoken word.

Label owner Jack White, a Grammy Award winner and former member of The White Stripes, an alternative rock band, produced the record.

"Jerry King - The Auctioneer" includes an eight-minute interview about the history, cadence, rhythm and speed of King's auctioneering. It also features King conducting automobile, tobacco and bake-sale auctions. King has been auctioneering since 1976.

## King shares some of his experiences in creating the record in this Q&amp;A:

**Q:** How did this project come about?

**A:** My son, Matt, was working with a recording engineer that does Jack White's recording sessions, and Matt was talking about growing up in an auction family.

What was your response when you found out you would make this record?

I was very excited because I saw it as an opportunity to promote the auction profession and the auction method of marketing.

Describe the production process, including the duration and location.

The production was in two studios — one, which I was in, and Jack in the other at the soundboard. It took about two hours. We were located at Jack's studio. The photos

were made at his office in downtown Nashville (Tenn.).

Why did White choose auctioneering to feature in his Green Series?

Jack expressed an interest in the parallels between auctioneering and music, such as the cadence and rhythm.

How might this record benefit the auction industry?

With the popularity of Jack White and Third Man Records with the younger generation, it could serve as an inspiration to younger people to become interested and involved in the auction profession.

Was White surprised by anything he learned about the industry or your technique?

Yes, he was very surprised that there were actually auctioneering schools. He was intrigued that the same techniques applied in selling something as small as a cake or a large piece of equipment and real estate.

What were some of the main challenges with making the record?

Making sure that my view of the auction industry would benefit our profession and tradition, as well as the integrity of the industry.

For more information about the record, or to purchase it, please visit [ThirdManRecords.com](http://ThirdManRecords.com)

Q&A compiled by **Nancy Foster**,  
contributing writer ❖





## 2011 Education Institute Calendar

THIS  
MONTH

### **Designation Academy**

Orlando, Florida

July 6-12

### **Conference and Show**

Orlando, Florida

July 12-16

REGISTER  
Now!

### **Benefit Auction Summit**

Baltimore, Maryland

September 12-13

PLAN IT

### **Designation Academy**

Las Vegas

December

MARK YOUR  
CALENDAR

### **Winter Symposium**

February 2012

### **CAI and CAI Next**

March 2012

# Classifieds

**HAVE AN...  
ITEM TO SELL  
OR JOB OPPORTUNITY?**

The MarketPlace section is a new feature for *Auctioneer* reserved for your business and commercial advertising needs.

If you are interested in taking out an advertisement, please contact Anna Lewis at [alewis@auctioneers.org](mailto:alewis@auctioneers.org) or at (913) 563-5421

**YOUR  
AD!  
HERE!**



**AD  
SPACE**



The Kansas City chapter of the International Association of Business Communicators awarded Anna Lewis, the NAA's Account Coordinator, with its Rising Star award in early May. To advertise in the MarketPlace section, please call Lewis at (913) 563-5421 or e-mail [alewis@auctioneers.org](mailto:alewis@auctioneers.org).

**National Auctioneers Association**

8880 Ballentine  
Overland Park, KS 66214  
(913) 563-8084  
[www.auctioneers.org](http://www.auctioneers.org)

AD SPACE

AD SPACE

AD SPACE

AD SPACE

## Thank You Advertisers

<i>1-800-The-Sign</i> .....	4, 52
<i>Auction Flex</i> .....	IFC
<i>AuctionTime.com</i> .....	74-75
<i>Basinger Audio Systems</i> .....	77
<i>Candidate Ad: Jay Nitz</i> .....	23
<i>Candidate Ad: Jimmie Dean Coffey</i> .....	21
<i>Candidate Ad: J.J. Dower</i> .....	33, 47, 79
<i>Candidate Ad: John Scultz</i> .....	39
<i>Candidate Ad: Larry Harb</i> .....	35
<i>Candidate Ad: Paul Behr</i> .....	29, 41, 50-51, 81
<i>Candidate Ad: Rich Schur</i> .....	19
<i>Candidate Ad: Shawn Terrel</i> .....	31
<i>CUS Business Systems</i> .....	14
<i>E.R. Munro</i> .....	25
<i>Equipmentfacts/Global Auction Solutions/CollectorCarFacts</i> .....	44-45
<i>FCAI</i> .....	27
<i>Hall and Hall</i> .....	33
<i>Henderson Auctions</i> .....	73
<i>Hudson and Marshall</i> .....	35
<i>Ken Hall</i> .....	41
<i>Kiefer Auction Supply</i> .....	25
<i>LuJohns Enterprises</i> .....	27
<i>MarkNet Alliance</i> .....	IBC
<i>Mendenhall School of Auctioneering</i> .....	23
<i>N.E.B.B. Institute</i> .....	4
<i>Proven Software</i> .....	89
<i>Satellite ProLink</i> .....	17
<i>St. Jude</i> .....	83
<i>Texas Auction Academy</i> .....	21
<i>United Country Auction Services</i> .....	BC
<i>USA TODAY</i> .....	15
<i>Vortex Auction System</i> .....	80
<i>World Wide College of Auctioneering</i> .....	19
<i>Xcira</i> .....	32

**Want to advertise in Auctioneer?**

Contact: **Anna Lewis**  
(913) 563-5421  
[alewis@auctioneers.org](mailto:alewis@auctioneers.org)



# MARKNET ALLIANCE

THE AUCTION MARKETING NETWORK

## Local Market Knowledge – Serving Customers Nationwide

### The Power of an Alliance

When first approached (to join MarkNet) my father (Comas deceased now), my brother (Charlie) and I went to the first meeting and were SOLD! We immediately could see how our business would be taken to the next level with very little overhead change.

Our business was doing all it could do and we weren't growing (doing a lot of business but not growing). We were probably around 75 to 100 auctions a year. I have not added them up but last year (2010) I would guess we had 400 auctions. It was one of the biggest years since we started Comas Montgomery Realty & Auction in 1973.

I will also say that being asked to join meant some very respected auction companies noticed me. One thing about MarkNet is they want top, professional companies and if they are talking to you it is definitely worth your time to explore the benefits.

Respectfully,

Carl D. Montgomery  
President  
Comas Montgomery Realty & Auction Co., Inc

Visit our booth at  
NAA Conference  
& Show to see  
how we can help  
your business  
move forward.

[www.MarkNetAlliance.com](http://www.MarkNetAlliance.com) ~ 888-307-6545

CUTTING-EDGE  
TECHNOLOGY  
& OPERATING  
SYSTEMS

BUSINESS  
OPERATIONS

UNLIMITED  
NETWORKING  
OPPORTUNITIES

LEAD  
GENERATION

TIME  
MANAGEMENT

INNOVATIVE  
ADVERTISING,  
MARKETING  
& BRANDING

ADVANCED  
AUCTION  
EDUCATION

CREATING  
STRATEGIC  
PARTNERS

*Need an Extra Hand?*

**United  
Country**  
**Auction Services**  
Find Your Freedom®

It's easy to get overwhelmed as you juggle all of the responsibilities of being an auctioneer. Luckily, United Country Auction Services is here to ease your burden. Members of United Country enjoy access to unparalleled support in every area from comprehensive marketing plans to unique prospect lists. If you're ready for relief from the ongoing pressures of the auction business, contact United Country today. We're everybody's auction company.

For more information or to explore the availability of franchise opportunities in your market, call  
1-800-444-5044 or Visit [www.UCAuctionServices.com](http://www.UCAuctionServices.com)



Comprehensive & Continual Training | Innovative Marketing | Unlimited Networking Opportunities | Cutting-Edge Technology