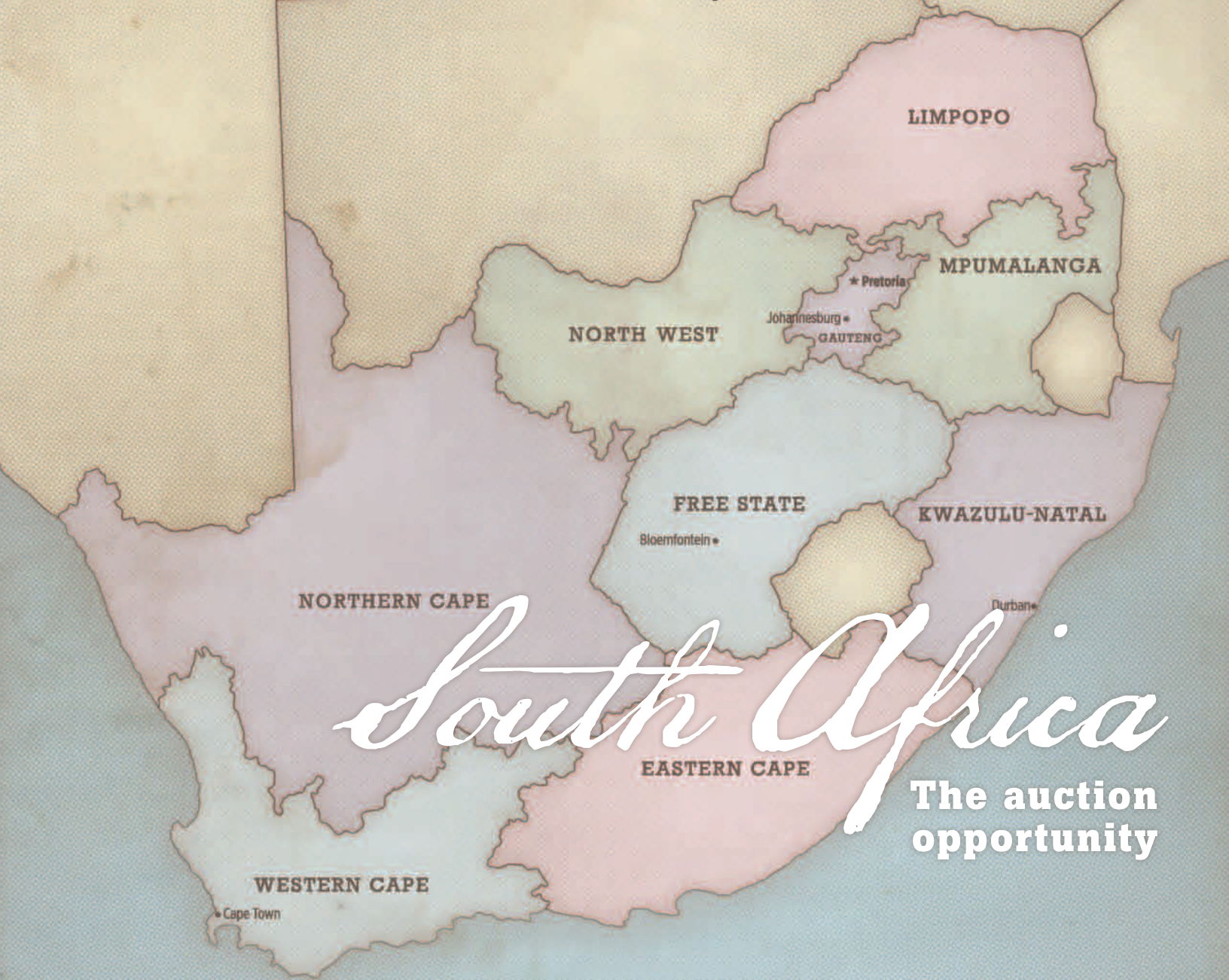


Auctioneer

JUNE/JULY 2012

The official publication of the National Auctioneers Association



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**The auction
opportunity**

**Air quality regulations
affect auctions**

**Remembering
Jim Murphy**

**Conference and Show
preview**

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Christie King
CAI, AARE, BAS, NAA President

National Auctioneers Association President Christie King, CAI, AARE, BAS, became a member of the association's Board of Directors in 2006. She has served as an Education Institute Trustee, as a member of several committees and as NAA Vice President for two terms. King and two brothers represent the fourth generation of leaders for J.P. King Auction Co., Gadsden, Ala. King started C. King Benefit Auctions LLC, Gadsden, in 2007.

Lessons learned

Looking back on term as NAA President

I like school.

Yes, I said it! While my high school and college instructors would argue that point, I've grown an appreciation for school as an adult. Well, it may be more accurate to say, "I like to learn in school." It is one reason I like Conference and Show. Over the past 12 months, I have also been in a school — the school of being President of the National Auctioneers Association — that has taught me many life-long lessons!

I am an auction professional. I am not what I would call a natural born leader. But over the past few years of Board service, particularly the past 11 months, I have learned so much — things that will help me in business and in my individual growth.

In short, I have learned the following:

Lesson No. 1

Auction professionals are passionate people. They are passionate about this industry. It's what has made the past year so great and so challenging at the same time.

Lesson No. 2

Everyone has their own opinion of what changes should be made and what should not. My job as President has been to facilitate the discussion of those opinions and to try to lead the NAA Board of Directors to some type of consensus.

Lesson No. 3

No one knows the future. What we can do is observe trends of what is happening in our businesses and in other businesses (associations) to predict what the future could hold. The Council on Future Practices did that, and the Vision 2015 Task Force took the Council's work and applied it to the NAA.

Lesson No. 4

I have learned to listen carefully to people and then trust my instinct and the people around me — people I've met at Conference and Show over the past 20 years, people I've met at state association meetings and those with whom I've attended classes, such as CAI, Benefit Auction Summits and Winter Symposiums. I carried this over to the Board, which listened to your feedback about the proposals from the Vision 2015 Task Force and carefully considered all

opinions. Then we discussed it among ourselves, and we acted.

Lesson No. 5

You cannot please everyone. This was one of the hardest lessons I've had to learn. I am a natural people pleaser; however, because everyone is passionate and has their own opinion, and because no one knows what the future holds, it is incumbent upon the Board to act with the best interests of the NAA in mind. That's why you elected us as leaders, and that's why we've made the decisions we have.

Lesson No. 6

I've learned you cannot look back, but only march ahead. I grew up in a culture where bid calling was revered. Auctions are a part of the fabric of my DNA, and until recently, all of our auctions were live. I love the chant. I love conducting a live auction. I don't believe the bid call will ever go away. But I know there is more opportunity for this industry to grow, servicing our clients, more now than ever.

Go to school

And so I go to school to learn what I can do to keep my business relevant for my clients. This year, you may not see me in a lot of classes at Conference and Show — my Presidential responsibilities will keep me busy doing other things. You saw me at CAI *Next*, though, and at the Real Estate Auction Summit. You will see me at the Benefit Auction Summit in September. I look forward to being back in my seat at Conference and Show, ready to learn more.

I want to be successful in the auction business, and continuing education is the key to success. Conference and Show is my first choice for this education, as it has been in the past. I hope you will make it your first choice, as well, and that I will see you soon in Spokane, Wash.!

Thank you to all NAA members who entrusted me to move the NAA forward as your President. I am honored to have served you and look forward to continuing down this path for years to come.

6



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Auctioneer

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The official publication of the National Auctioneers Association

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SPOKANE

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ACCELERATE. collaborate. GROW.

Exciting activities, changes in store for Conference and Show

By Bryan Scribner
editor

Attendees of the 63rd annual International Auctioneers Conference and Show in Spokane, Wash., will have some unique opportunities for education, networking and family fun inside and outside of the Spokane Convention Center this year.

It all starts with the Welcome Party on July 17, during which auction professionals, their friends and families will be treated to a Pacific Northwest barbecue and country/rock performance by the Chris Ward Band.

The next day, Scott Deming, professional speaker, consultant and author, plans to deliver the event's keynote presentation, "Navigating Change by Developing Your Personal Brand," during the Opening Session.

Other featured presenters include motivational speaker Chip Madera, MS, CSP; Steve Proffitt, of J.P. King Auction Co. Inc., Rainbow City, Ala.; and Ryan George, of Biplane Productions, Lynchburg, Va. The National Auctioneers Association plans several new conference events throughout the week.

A Conference and Show favorite, the July 18 Fun Auction, will include the annual Parade of Champions, which traditionally takes place during the International Auctioneer Championship. With this change, and a limit this year on the amount of time IAC contestants will be given to answer their interview questions, it should take less time to complete the IAC on July 20.

TRADE SHOW TIME WITH NO COMPETING EDUCATION

Don't miss your opportunity to win big prizes and learn about the auction industry's latest products and services during this year's trade show. The Conference and Show schedule features trade show time that does not compete with educational sessions, providing every attendee an opportunity to visit with vendors and participate in prize drawings.

About 50 exhibitors are focused on helping auction professionals improve their companies using the latest in signage, equipment, insurance, technology, logistical services and more. Conference and Show attendees come away from the trade show with ideas and contacts that help them accelerate and grow their businesses.

Trade show

On the trade show floor, 11 prize drawings will range in value from \$250 to more than \$500. Attendees will be required to fill out an Exhibitor Stamp Card to participate.



In addition, Full Pack and Supersaver 1 registrants who stay at one of the event's two host hotels, the Red Lion at the Park or the DoubleTree, will receive \$45 in complimentary lunch vouchers to redeem on the trade show floor.

Outside of the convention center, the two conference hotels are a short walk to at least 60 restaurants and many wine-tasting rooms. Spokane and the surrounding areas offer these, and many other, attractions:

- Spokane River, which flows through downtown Spokane
- Centennial Trail along the riverbank
- SkyRide over Spokane Falls
- The 100-year-old Loeff carousel
- The Northwest Museum of Arts and Culture, with its Smithsonian Dig It! The Secrets of Soil exhibit
- Silverwood theme park, just north of Coeur d'Alene, Idaho, less than 50 miles from Spokane
- Coeur d'Alene Golf Course, with its famous floating green
- Spokane Falls Northern Railway tour
- Julyamsh Powwow in Post Falls, Idaho
- Hells Canyon, a 10-mile wide canyon located along the border of eastern Oregon and western Idaho ❖

DRAWINGS FOR BIG PRIZES

Similar to the past two years, prize drawings will again take place every day on the trade show floor. There will be drawings Wednesday and Thursday at 4:45 p.m. each day for prizes valued at \$250.

On Friday, prizes ranging in value from \$250 to more than \$500 will be drawn about every 15 minutes, from 10:30 a.m. to 1 p.m. Conference and Show attendees must fill out an Exhibitor Stamp Card and turn it in to registration by 10 a.m. Friday to be included in that day's drawing.

Exhibitor Stamp Cards will be provided in Conference and Show attendees' registration packets. Check out your packet for more information on the Exhibitor Stamp Card and prizes, and don't miss out on your opportunity to enter and win. It's easy to participate!

REFRESHMENTS ON THE FLOOR

In addition to lunch, be sure to stop by the trade show throughout each day to pick up free popcorn. There is plenty of time to take a break from the day's activities and catch up with friends, colleagues and exhibitors. Make it your mission this year to collaborate with other auction professionals on the trade show floor.



TRADE SHOW HOURS

Wednesday, July 18
10:30 a.m. – 5 p.m.

Thursday, July 19
10:30 a.m. – 5 p.m.

Friday, July 20
9 a.m. – 2 p.m.

PRECONFERENCE DESIGNATION COURSES

Accredited Auctioneer Real Estate (AARE 100-300)
July 11-16

Auction Technology Specialist (ATS)
July 12-14

Benefit Auctioneer Specialist (BAS)
July 15-17

Certified Estate Specialist (CES)
July 15-17

**Uniform Standards of Professional Appraisal Practice (USPAP)
(15 hours)**
July 16-17

Graduate Personal Property Appraiser (GPPA)
July 11-15

The Appraiser as Expert Witness in the Courts
July 13



CONTINUING EDUCATION COURSES FOR STATE LICENSING REQUIREMENTS

The National Auctioneers Association again plans to offer four state-approved continuing education courses during Conference and Show. For 2012, the Nashville Auction School, Tullahoma, Tenn., has developed these courses:

“Federal & State: What You Can & Can’t Sell”

(Three hours of continuing education credit)

July 18

This course is designed for the licensed Auctioneer who wishes to learn about specific federal regulations governing what can and cannot be sold at auction as well as state-specific regulations that coincide with the federal regulations.

“Trends & Technology”

(Three hours of continuing education credit)

July 19

This course is designed for the licensed Auctioneer who wishes to become and stay informed about changes in the auction industry brought about by technology.

“Business Liquidations”

(Three hours of continuing education credit)

July 20

This course is an intermediate course tailored for the commercial Auctioneer wishing to incorporate business liquidations into his service offerings.

“Ethics”

(Three hours of continuing education credit)

July 21

This course is designed to assist the Auctioneer in determining and defining the characteristics of an auction professional. Students will become familiar with and develop an understanding of the National Auctioneers Association’s Code of Ethics and its importance to the profession.

FEATURED PRESENTATIONS



Deming

“Managing Change and Your Brand for Sustainable Success”

Keynote speaker **Scott Deming**, professional speaker, consultant and author

Opening Session on July 18

A 30-year veteran of the corporate world and owner of a multi-million dollar marketing firm, Deming speaks about the importance of branding through relationship building. He wrote “The Brand Who Cried Wolf,” and he has worked with large corporations such as General Motors, Verizon Wireless and Wells Fargo. Deming’s presentations and training sessions include an explanation of a six-step process he dubs the “Ultimate Customer Experience and Emotional Brand Building Process.” He says he plans to discuss the process, which touches on personal branding, relationship building and “the ripple effect.” In addition to emotional branding, Deming says he plans to talk about how auction professionals can effectively manage change and generational differences within their organizations. He also plans to discuss how the overuse of technology has the potential to break down emotional connections in the workplace.



Madera

“The Leadership Lion: Maximize the Leadership Skills in You”

Motivational speaker **Chip Madera**, MS, CSP

July 20 — 1 p.m. (part 1) and 2:30 p.m. (part 2)

Madera leads more than 100 training sessions each year. He has worked with myriad companies and organizations, including The Mayo Clinic, Disney, 3M Healthcare Information Systems and the American Cancer Society. He says his presentation will focus on change, personally and professionally, in an era when organizations seem to have timid leaders who need to have the courage and willingness to fight for what is best for companies and their clients. He says auction professionals must be passionate about what they do and fall back in love with their chosen professions. A “Leadership Lion” presentation, Madera says, is different from what many people are used to because it’s honest and full of humor. It challenges audience members to think critically about ways in which they can reach their highest potentials.

FREE LUNCH VOUCHERS WHEN YOU STAY WITH US

Conference and Show registrants who stay at one of the event’s two host hotels, the Red Lion at the Park or the DoubleTree, will receive \$45 in complimentary lunch vouchers. The vouchers are available only to Full Pack and Supersaver 1 registrants. Attendees can redeem these vouchers at any one of two designated food stations open on the trade show floor from 11:30 a.m. to 1 p.m. Wednesday through Friday only. The vouchers will be included in registration packets.

EASY WAYS TO REGISTER FOR CONFERENCE AND SHOW

Online: www.conferenceandshow.com

Paper Forms: Complete the registration forms from the March issue of *Auctioneer* and e-mail them to registration@auctioneers.org, fax to (913) 894-5281 or mail to NAA Registration, 8880 Ballentine, Overland Park, KS, 66214

FIVE WAYS TO BOOK YOUR HOTEL ROOM

1. Go online to <https://ems.resrunner.com/NAA2012>
2. E-mail the housing form to meetings@worldtek.com (credit card payments only)
3. Fax the housing form to NAA Travel at (800) 868-5506 or (203) 777-6961 (credit card payments only)
4. Call NAA Travel at (877) 363-9378 for U.S. and Canadian callers or (203) 772-0470 for international callers
5. Mail the housing form to NAA Travel, One Audubon St., Suite 400, New Haven, CT, 06511



Mayo



Traffas

“Data Mining & Collecting: How to do it, use it, auction specific”

Robert Mayo, CAI, AARE, ATS, GPPA, Mayo Auction & Realty, Kansas City, Mo.
Aaron Traffas, CAI, ATS, CES, Purple Wave Inc., Manhattan, Kan.

July 18 — 4 p.m.

The best business decisions are driven by data. Learn about ways to leverage the information you already have to market more effectively and efficiently to new and existing customers and make smarter business decisions. Audience participation is encouraged in this high-level discussion about what information is important to track, how to track it and how to analyze it.



Proffitt

“Lawyers - How to Win Their Business”

Steve Proffitt, J.P. King Auction Co. Inc., Rainbow City, Ala.

July 18 — 1 p.m.

This presentation will take Auctioneers into the lawyer’s realm and show them how to identify and contact lawyer prospects and then do what is needed to win their clients’ valuable auction business.

“Building a Box for the Seller ... and Better Sleep”

Steve Proffitt

July 18 — 2:30 p.m.

This presentation will focus on how Auctioneers can use certain techniques to build a “box” in which to manage the seller, the seller’s expectations and the seller’s demands in order to achieve a successful auction result.

“Uncle Sam Has Rules, Too - Selected Federal Laws That Apply to Auctions”

Steve Proffitt

July 21 — 8 a.m.

This presentation will focus on selected federal laws as they apply to Auctioneers and the auctions they conduct.



George

“Proposals as Marketing Materials”

Ryan George, Biplane Productions, Lynchburg, Va.

July 19 — 1:30 p.m.

Proposals can make or break the success of your sales pitch. Learn simple and inexpensive ways, as well as premium touches, to improve your proposals that will compete with (and even surpass) those from your competition — even the national players.

“What’s It Worth - Where Can I Find It?”

Jon Bishop, Auction Price Results Inc., Akron, Ohio

Rich Bishop

July 18 — 1 p.m.

This course introduces auction professionals who deal in machinery and production equipment to a new online information exchange that provides used equipment buyers with the actual cash value a particular piece of equipment brought at a previous auction. It links these end-use buyers to upcoming auctions offering that specific type of item. Learn effective ways to advance your credibility with major consignors without needing a bigger mailing list — proving you bring in end-use buyers, not just dealers. Attendees will learn how to manage secured creditor expectations and post-sale remorse with third-party comps, enhancing the Auctioneer’s credibility, better qualifying clients and establishing expectations that will improve bidder and consignor satisfaction and encourage repeat sales.

continued »

“How to Use a Cardiac Defibrillator & CPR”

(Certification Course)

Citywide CPR Inc.

July 20 — 1 p.m.

The CPR course will teach people how to respond to victims of cardiac arrest. Presenters will discuss how and when to use emergency medical responders, how to assess victims to determine if they are in cardiac arrest and how to perform CPR. For those who purchase automated external defibrillators (AEDs), the course will offer certification on the devices. Certifications are good for two years. Register at the Citywide booth on the trade show floor.

“The Effect Reality TV has on the Auction Industry: The Good, The bad, & The Ugly”

Dan Dotson, American Auctioneers, Riverside, Calif.

July 19 — 1:30 p.m.

Learn about the effect reality TV has had on the auction industry. Dotson is the Auctioneer star of “Storage Wars” and the co-founder of StorageTreasures.com.

“Auction Manager Course: What the Auction Professional Needs to Know in Their First 5 Years and Beyond”

July 19 — 1:30 p.m. (part I)

July 20 — 1 p.m. (part II)

ROUNDTABLE DISCUSSIONS

July 21 - 10 a.m.

“How to work with Federal and Local Elected Representatives”

Jeff Duncan, CAI, AARE

“Personal Property Appraisals: Fine Arts”

Tim Luke, MPPA

“Personal Property Appraisals: Heavy Equipment”

Rich Schur, CAI, BAS, MPPA

“Benefit Auctions”

Letitia Frye, CAI

Bill Menish, CAI, AARE, BAS

“Marketing”

Braden McCurdy, CAI

Megan McCurdy, CAI, BAS

Sara Pentony

“Technology: Internet-Only Auctions”

Chris Rasmus

“Technology: Enhancing Productivity”

Andy Imholte, BAS

“Doing Business Internationally”

Dustin Rogers

Joff Van Reenen, CAI, AARE

“How to Make Business Better: Staff, Clients, You”

Amy Assiter

Connie Johnson, BAS

“Legal Issues”

Steve Proffitt

8 TIPS FOR EFFECTIVE NETWORKING DURING C&S

1) Arrive early because it's quieter and easier to find conversation partners

2) Ask permission to join in on conversations, and listen closely to what others are saying

3) Carry on a conversation as opposed to giving sales pitch

4) Be prepared to explain your, or your company's, recent accomplishments

5) Leave negativity at the door and smile often

6) Look people in the eye, make them feel special and don't take over the conversation

7) Share, and ask for, contact information and get back in touch within 48 hours

8) Tell a story about your passion — what inspired you to create your product or service

Source: *Entrepreneur.com*

FINANCIAL STATEMENTS

The National Auctioneers Association's 2011 audited financial statements and tax returns (990s) can be found at www.auctioneers.org. Click on the "about" tab, and click "financials & governance information" on the right side. Printed copies will not be available at the NAA and National Auctioneers Foundation Annual Business Meetings on July 19 in Spokane, Wash.

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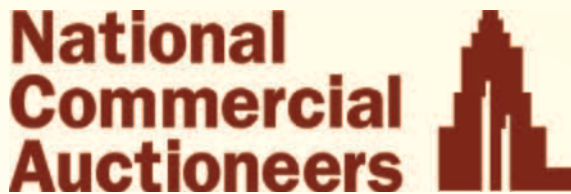


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www.hallandhall.com



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www.auctioneers.org/credit_card_program



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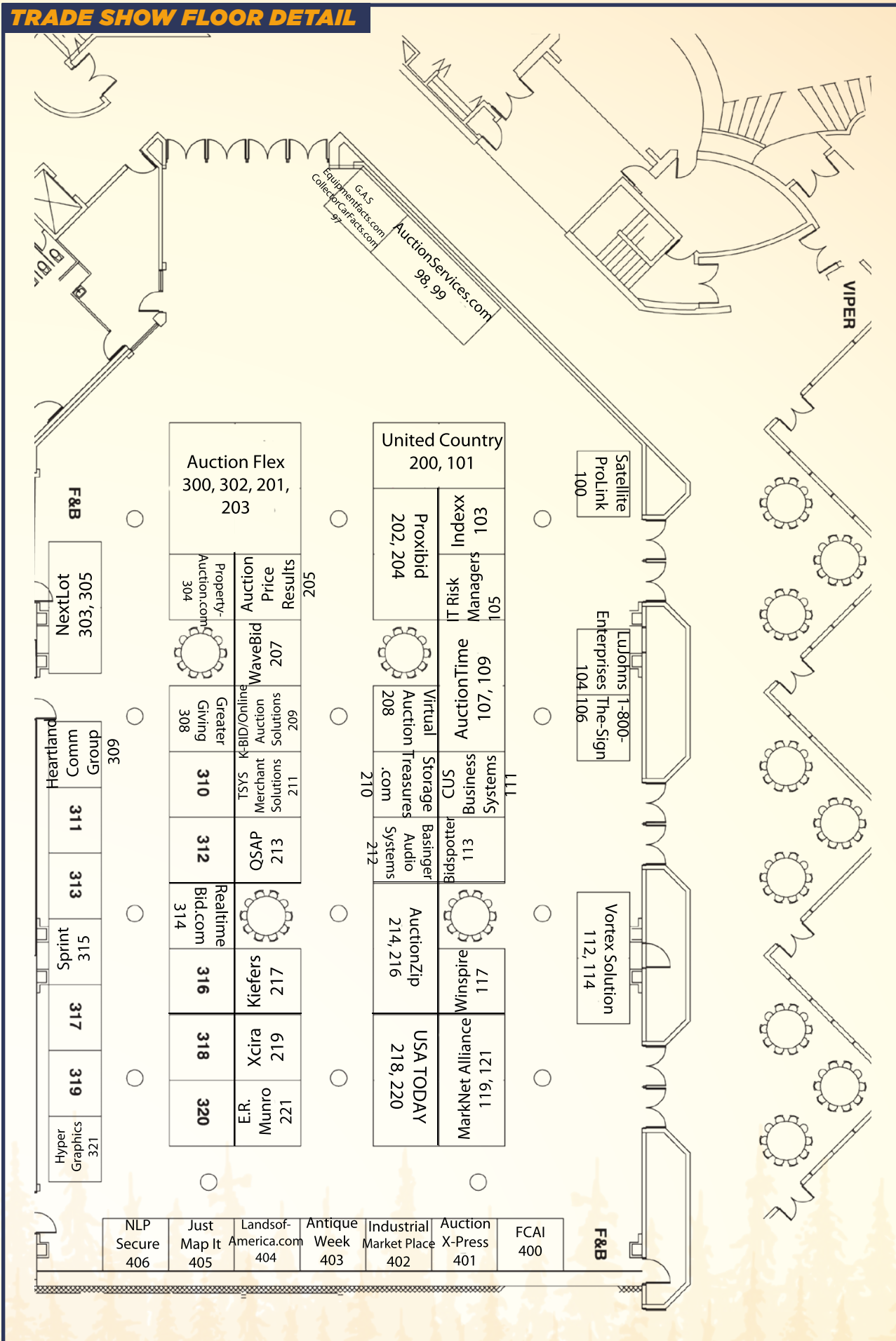
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FULL CONFERENCE SCHEDULE

+PRECONFERENCE EVENTS

+WEDNESDAY, JULY 11

8:30am -5:00pm	Graduate Personal Property Appraiser GPPA (Day 1)	Red Lion Riverfront Ballroom D
8:30am-5:00pm	Accredited Auctioneer Real Estate 100 AARE (Day 1)	Red Lion Corbin Room

+THURSDAY, JULY 12

8:00am-5:00pm	Graduate Personal Property Appraiser GPPA (Day 2)	Red Lion Riverfront Ballroom D
8:00am-5:00pm	Accredited Auctioneer Real Estate 100 AARE (Day 2)	Red Lion Corbin Room
8:00am-5:00pm	Auction Technology Specialist ATS (Day 1)	Red Lion Finch Room

+FRIDAY, JULY 13

8:00am-5:00pm	Appraiser as Expert Witness in the Courts	Red Lion Riverfront Ballroom D
8:00am-5:00pm	Graduate Personal Property Appraiser GPPA (Day 3)	Red Lion Riverfront Ballroom D
8:00am-5:00pm	Accredited Auctioneer Real Estate 200 AARE (Day 1)	Red Lion Corbin Room
8:00am-5:00pm	Auction Technology Specialist ATS (Day 2)	Red Lion Finch Room

+SATURDAY, JULY 14

8:00am-5:00pm	Graduate Personal Property Appraiser GPPA (Day 4)	Red Lion Riverfront Ballroom D
8:00am-5:00pm	Accredited Auctioneer Real Estate 200 AARE (Day 2)	Red Lion Corbin Room
8:00am-5:00pm	Auction Technology Specialist ATS (Day 3)	Red Lion Finch Room

+SUNDAY, JULY 15

8:00am-5:00pm	Graduate Personal Property Appraiser GPPA (Day 5)	Red Lion Riverfront Ballroom D
8:00am-5:00pm	Accredited Auctioneer Real Estate 300 AARE (Day 1)	Red Lion Corbin Room
8:00am-5:00pm	Benefit Auctioneer Specialist (Day 1)	DoubleTree Salon I
8:00am-5:00pm	Certified Estate Specialist CES (Day 1)	DoubleTree Suite C-D

+MONDAY, JULY 16

8:00am-5:00pm	Uniform Standards of Professional Appraisal Practice (Day 1)	Red Lion Riverfront Ballroom D
8:00am-5:00pm	Accredited Auctioneer Real Estate 300 AARE (Day 2)	Red Lion Corbin Room
8:00am-5:00pm	Benefit Auctioneer Specialist (Day 2)	DoubleTree Salon I
8:00am-5:00pm	Certified Estate Specialist CES (Day 2)	DoubleTree Suite C-D

+TUESDAY, JULY 17

8:00am-5:00pm	Uniform Standards of Professional Appraisal Practice (Day 2)	Red Lion Riverfront Ballroom D
8:00am-5:00pm	Benefit Auctioneer Specialist (Day 3)	DoubleTree Salon I
8:00am-5:00pm	Certified Estate Specialist CES (Day 3)	DoubleTree Suite C-D

8:00am-5:00pm	Practical Land Navigation for the Auction Professional: A Hands-on Course	DoubleTree Suite B
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+CONFERENCE EVENTS

+TUESDAY, JULY 17

10:00am-6:00pm	Registration	Registration Foyer
5:30pm-8:00pm	Welcome Party	Riverfront Park Forestry Shelter

+WEDNESDAY, JULY 18

7:00am-8:15am	First-timers Breakfast/Orientation	DoubleTree Salon I & II
7:45am-8:15am	Coffee and Conversation	Ballroom 100 B
8:00am-5:00pm	Registration	Registration Foyer
8:30am-10:30am	Opening Session	Ballroom 100 A-B
10:30am-5:00pm	Trade Show Official Opening	Bays 111 A-C
11:00am-12:00pm	Town Hall Meeting	DoubleTree Salon IV
11:30am-1:00pm	Networking/Lunch at the Trade Show	Bays 111 A-C
12:00pm-5:00pm	Auxiliary Luncheon/Fun Auction	DoubleTree Salon V
1:00pm-1:30pm	IJAC Contestant Orientation/Sound Check (Mandatory)	Room 102 D
1:00pm-2:00pm	CAI Special Session: Navigating Change by Developing Your Personal Brand, Part 1	Room 201
1:00pm - 2:00pm	What's It Worth - Where Can I Find It?	Room 202
1:00pm-2:00pm	Technology: Rock Your Auction World, Part 1	Room 205
1:00pm-2:00pm	Benefit Auction Revenue Enhancers...Beyond the Games	Room 206 B
1:00pm-2:00pm	Lawyers-How to Win Their Business	Conference Theater
1:00pm-3:30pm	Practical Land Navigation	Room 206 C
1:00pm-4:00pm	State Approved Course: Federal & State: What You Can & Can't Sell (Mandatory) WI/IL	Room 207
1:00pm-5:00pm	Fun Auction Donation Check In	Ballroom 100 C
2:00pm-3:30pm	International Junior Auctioneer Championship - Preliminaries	Ballroom 100 B
2:30pm-3:30pm	CAI Special Session: Navigating Change by Developing Your Personal Brand, Part 2	Room 201
2:30pm-3:30pm	Establishing Firearms Value: The Evaluation, Grading & Sale of Firearms at Auction	Room 202
2:30pm-3:30pm	Technology: Rock Your Auction World, Part 2	Room 205
2:30pm-3:30pm	Personal Property: The Cornerstone	Room 206 A
2:30pm-3:30pm	Working With Bankruptcy Trustees	Room 206 B
2:30pm-3:30pm	Building a Box for the Seller...And Better Sleep	Conference Theater
4:00pm-5:00pm	Benefit Auction Bid Calling	Room 201
4:00pm-5:00pm	Social & Search Advertising: Tangible Tips for Your Auction's Dated Event Marketing	Room 202
4:00pm-5:00pm	Data Mining & Collecting: How to Do It & Use It	Room 205



Photo by Anna Lewis

4:00pm-5:00pm	Lead Generation/Building Your Book of Business: Sign up More Auctions	Room 206 A
5:00pm-6:00pm	Women Auctioneers Networking Reception	DoubleTree Parkside I
6:00pm-9:00pm	Fun Auction (dinner 5:30pm-6:30pm)	Ballroom 100 A-C

+THURSDAY, JULY 19

6:30am-7:30am	Election Committee Breakfast	Room 102B
7:00am-8:00am	CAI Breakfast	DoubleTree Salon IV
7:00am-5:00pm	Registration	Registration Foyer
7:30am	Ballot Distribution	Ballroom Foyer
8:30am	NAA and NAF Annual Business Meeting and Election	Ballroom 100 B
10:30am-5:00pm	Trade Show	Bays 111 A-C
11:30am-1:00pm	Networking/Lunch at the Trade Show	Bays 111 A-C
12:00pm-1:00pm	Auction School Officials Luncheon	DoubleTree Suite A
1:30pm-2:30pm	Residential Real Estate: What's Working	Room 201
1:30pm-2:30pm	Fast Talking: Speed Dating with the IAC Champs, Part 1	Room 202
1:30pm-2:30pm	Proper Steps for Ownership Transfer of Your Business	Room 206 A
1:30pm-2:30pm	Benefit Auctions: How to Turbo-Charge Fundraising & Your Profits	Room 206 B
1:30pm - 2:30pm	How to Sell Firearms at Auction	Room 206 C
1:30pm-2:30pm	Proposals as Marketing Materials	Room 206 D
1:30pm - 2:30pm	How Reality TV has Affected the Auction Industry: The Good, The Bad, The Ugly	Conference Theater
1:30pm-4:30pm	State Approved Course: Trends & Technology (Elective)WI/IL	Room 207
1:30pm-4:30pm	Auction Manager Course: What the Auction Professional Need To Know in Their First 5 Years and Beyond, Part 1	Room 205
1:30pm-5:00pm	NALLOA Education and Business Meeting	Room 102 D
3:00pm-4:30pm	Smart Phones and Tablets	Room 201
3:00pm-4:30pm	Fast Talking: Speed Dating with the IAC Champs, Part 2	Room 202
3:00pm-4:30pm	Great Ideas Forum - General Topics	Room 206 A
3:00pm-4:30pm	Benefit Auction Trends	Room 206 B
3:00pm - 4:30pm	Auction Psychology	Room 206 C
3:00pm-4:30pm	All Boats Rise: Drive Revenue & Profitability of Your Auction Company	Conference Theater
4:00pm-5:30pm	NAA and USA TODAY Marketing Competition Reception	DoubleTree Suite A&B
6:00pm-9:00pm	President's Gala / Hall of Fame Awards	Ballroom 100 B
9:00pm-10:00pm	Residential and Hall of Fame Tribute Reception	Ballroom Foyer

+FRIDAY, JULY 20

6:30am-6:55am	IAC Contestant Sound Check (optional)	Ballroom 100 B
7:00am-8:00am	IAC Contestant Roll Call & Orientation (mandatory)	Room 102 B-C
7:00am-8:30am	NAF Board of Trustees Breakfast & Meeting	DoubleTree Suite C
8:00am-8:30am	IAC Finals	Ballroom 100 A-C

8:00am	International Auctioneer Championship Preliminary Round	Ballroom 100 A-C
8:00am-5:00pm	Registration	Registration Foyer
8:30am-10:00am	IGNITE!	Conference Theater and/or Room 206 A-D
9:00am-2:00pm	Trade Show	Bays 111 A-C
10:30am-1:00pm	Trade Show Drawings	Bays 111 A-C
11:30am-1:00pm	Networking/Lunch at the Trade Show	Bays 111 A-C
12:00pm-2:00pm	Presidents' Luncheon	DoubleTree Suite A
12:00pm-2:00pm	Auxiliary HOF/Past Presidents' Luncheon	DoubleTree Shades Conf. room
1:00pm-2:00pm	Generation X: Your New Clients & Competitors	Room 201
1:00pm - 2:00pm	Online Bidding Platform Comparison & Best Practices	Room 202
1:00pm-2:00pm	Great Ideas Forum - Technology Topics	Room 206 A
1:00pm-2:00pm	Art and Science of Working the Auction Ring, Part 1	Room 206 B
1:00pm-2:00pm	The Leadership Lion: Maximize the Leadership Skills in You Part 1	Conference Theater
1:00pm - 2:00pm	The Outlook for the U.S. Commercial Real Estate Market	Room 206D
1:00pm-3:30pm	How to Use a Cardiac Defibrillator & CPR (Certification Course)	Room 206 C
1:00pm-4:00pm	State Approved Course: Business Liquidations (Elective)WI/IL	Room 207
1:00pm-4:00pm	Auction Manager Course: What the Auction Professional Need to Know in Their First 5 Years and Beyond, Part 2	Room 205
2:30pm-3:30pm	Google Keywords: 4 Things You Don't Know	Room 201
2:30pm-3:30pm	Auction Software Vendors Comparison & Best Practices	Room 202
2:30pm-3:30pm	Swim in the Pool of Collective Knowledge about Selling Commercial Real Estate	Room 206 A
2:30pm-3:30pm	Art and Science of Working the Auction Ring, Part 2	Room 206 B
2:30pm-3:30pm	The Leadership Lion: Maximize the Leadership Skills in You, Part 2	Conference Theater
2:30pm-4:30pm	NAA Hall of Fame Committee Meeting	DoubleTree Suite C-D
2:30pm-4:30pm	Auxiliary Hall of Fame Committee Meeting	DoubleTree Executive Boardroom
5:30pm-6:30pm	IAC Dinner	Ballroom 100 A-C
6:00pm-9:00pm	International Auctioneer Championship Finals	Ballroom 100 A-C

+SATURDAY, JULY 21

8:00am-9:30am	IAC Breakfast of Champions	Roofdeck Patio
8:00am-10:00am	Uncle Sam Has Rules Too: Selected Federal Laws that Apply To Auctions	Room 201
8:00am-11:00am	State Approved Course: Ethics (Mandatory) WI/IL	Room 207
8:30am-10:00am	NAA Designations: What & Why? More than Alphabet Soup	Room 202
8:30am-10:00am	Re-Light IGNITE! Sessions (repeat of Friday's sessions)	Conference Theater
9:45am-11:15am	NAF Children's Auction	Room 102 B-D
10:00am-11:15am	Round Table Discussion Topics	Ballroom 100 B-C
11:30am-1:00pm	Recognition Ceremony	Room 206 A-D



A team of Gray Percheron geldings sells for \$20,200 at an auction from Harley Troyer, of Harley D. Troyer Auctioneers Inc., Fort Lupton, Colo. Photo courtesy Troyer

Horse auctions lucrative for those who know their markets

By Tom Burfield
contributing writer

W

hether they auction draft horses or thoroughbreds, Auctioneers can make a good living selling horses.

Phillip Pierceall, of Swing City Auction Co. LLC, McKinney, Texas, grew up in the livestock and horse industry and “just kind of fell into” the horse auction business while announcing horse shows, which he still does on occasion.

He travels to places like Florida, California and Texas, auctioning registered livestock and sport horses, especially English-bred hunters, jumpers and dressage horses.

Swing City Auction Co. conducts horse auctions about twice a year, but Pierceall also contracts his services to other companies and typically conducts up to a dozen a year, averaging 40 horses per show.

“That’s about all we can do in two hours,” he says. “We don’t want the buyers to get tired and walk out.”

Thoroughbred horses can bring in anywhere from \$10,000 to millions of dollars. The typical horse that Pierceall auctions goes

for \$20,000 to \$50,000, depending on its bloodline, the amount of money its parents won, and whether it’s a colt or a philly.

Draft horses

Harley Troyer, of Harley D. Troyer Auctioneers Inc., Fort Lupton, Colo., says his Amish background and work with draft horses led to his interest in horse auctions.

He started the Colorado Draft Horse & Equipment Auction in 1989 and now conducts three two-day auctions a year — April, July and October.

He has four rings, which he rents for a week, at the local fairgrounds. Up to 45 people work the show, including his three Auctioneer sons and a son-in-law.

The draft horses he auctions, like Clydesdales, percherons, shires and Belgians, typically sell for \$3,000 to \$10,000. He often sells them in teams, and he also sells saddle horses and horse-drawn equipment.

Buyers include the Amish and others who use horses for field work as well as dude ranches and commercial businesses that use them for hayrides, weddings and special events.

The market dipped in 2009 and part of 2010, but business “really

picked up this spring,” Troyer says.

Buyer considerations

Spanky Assiter, CAI, AARE, of Assiter Auctioneers, Canyon, Texas, was raised on a farm around workhorses and horses that he rode for pleasure. He had some knowledge of rodeo horses and quarter horses, but he knew little about thoroughbreds until he began selling them 11 years ago. He has been out of that field for about year.

The first thing potential buyers consider is the bloodline, he says.

Then they study the “confirmation” or physical attributes, including the shape and condition of the horses’ legs, muscles and other factors, just like one might evaluate a human athlete.

Then they “vet” and “scope” the horse, looking at X-rays and checking its throat.

Horse sense

Auctioning equines can be lucrative, but

experts agree you must have a bit of horse sense.

“You need some idea of what you’re selling, who the buyers are and who the consignors are,” Pierceall says.

Do your homework to minimize your risk and to be able to market the horse better, he adds, and invite an experienced Auctioneer “who knows the ropes” to join your team and help you learn if you don’t have experience in the field.

Troyer says that product knowledge and knowing the value of the horse you are auctioning are imperative.

To give his auctions credibility, he imposes strict rules and doesn’t allow performance-enhancing drugs to be used on the animals.

Pierceall spreads the word about his auctions through his own website, local hunter and jumper associations, magazines, websites like breederdirect.com, punkhorse.com and dressageonline.com and through e-mail blasts directing potential buyers to links where they can view videos of the horses in action.

Troyer e-mails a newsletter, sends postcards to a mailing list of 5,000, sends out an auction brochure and advertises in the *Draft Horse Journal*. ❖

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California's air quality regulations significantly decrease values of vehicles, equipment

Auctioneers seek buyers from outside the state

By Tom Burfield
contributing writer

Some Auctioneers and sellers of used diesel vehicles and equipment say regulations designed to improve air quality in California have slowed profits, but at least one Auctioneer has turned a potentially negative scenario into a positive one.

As part of a strategy to reduce toxic particulate matter emitted by heavy-duty diesel engines, the California Air Resources Board has implemented the Diesel Risk Reduction Plan. The plan, which was developed with input from industry and the public, is designed to reduce toxic pollutants by 80 percent by 2020.

To help achieve this goal, CARB has issued several regulations for on-road and off-road diesel vehicles that would require the phase-out of the older, dirtier vehicles over the next 10 years.

Profit eater

That ruling has cut into profits for firms like Fischer Auction Co., El Cajon, Calif., which sells diesel generators and used vehicles, such as street sweepers, vacuum trucks and sewer trucks, for the city of El Cajon and other local entities.

Many of the semis the company sells are worth only \$4,000 to

\$5,000, says Fischer's Jeff Bloom. The cost of retrofitting them to make them compliant with air quality rules can top \$10,000.

Consequently, instead of selling the vehicles to local buyers who put them back into service, the firm must sell them to dealers who dismantle them or to buyers in other states or in Mexico.

"It really cuts down the buying pool," Bloom says. "We lose money and the city loses money."

Hard hit

As an equipment seller and appraiser who sometimes works for auction houses, Harold Foster, GPPA, of Foster Appraisal & Equipment Co., Yuba City, Calif., says he faces a similar situation.

His business has "taken a hit," he says.

The regulations have driven down the prices of good equipment and made a lot of it unusable, he says.

"It's put a lot of people out of business," he says.

An older Caterpillar model 4D tractor now will fetch up to \$2,000 if sold as scrap or \$3,000 if sold to an out-of-state buyer, who would have to arrange transportation.

“It’s easier to just haul it to the junkyard and sell it off that way,” Foster says.

A lot of older agriculture and construction equipment in his area needs to be replaced, he says.

Farmers are reluctant to purchase a brand-new tractor that they may use only 50 or 60 hours a year. And now, many can’t even afford older equipment because they don’t have the money to retrofit it.

Foster says CARB moved too fast.

“It’s too much, too soon,” he says. “It should have been phased in slower.”

Making lemonade

At first, the CARB rules had a significant effect on business at U.S. Auctions in Upland, Calif., says the company’s Armando Camarena.

The company auctioned trucks and other equipment for cities and public utilities that typically had only 60,000 to 100,000 miles on their odometers and often brought in up to \$45,000.

After the CARB rules took effect, the typical take dropped by as much as 40 percent.

But Camarena reversed that trend by turning to online auction services.

Now, he has built a base of more than 25,000 buyers throughout the U.S., Canada and Mexico and managed to bring his average selling price up at least 30 percent.

The low-mileage vehicles from California are in great demand outside the state, where they’re often snapped up by companies that subcontract for local utility firms.

“They want this equipment, and they want it badly,” Camarena says.

Auctioning California diesel equipment and vehicles that don’t meet the state’s tough air-quality rules can be a profitable venture, but Auctioneers advise caution.

“Make sure you know what you’re doing,” Bloom warns. “Make sure you know the rules and regulations in your area.”

Be sure to file all the paperwork required by the motor vehicles department and CARB, Camarena advises, and be aware of the latest regulations.

“They don’t provide alerts,” he says. “You have to check on a weekly basis.” ❖

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By Carl Carter, APR

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

Creating conversations part II: The value of getting personal

Long before we had the Internet, e-mail, blogs, YouTube or Twitter, there was the humble buck slip.

You may not even know the term, though you probably have a box or pad of these magical slips. I learned about them during my 10 years with a major international corporation during the 1980s — a time when the Baby Boomers were hitting their prime and competition for promotions in corporate America was fierce. In that environment, an ambitious manager would write a little note, attach it to an article, stuff it in a brown envelope and send it via interoffice mail to a bigwig who might someday help his career.

It was a smart thing to do because it established the sender as a source of useful information. Later, there was always the chance that the sender would run into Mr. Bigwig on an elevator, and it would give them something to talk about.

Over time, we noticed that guys who used the buck-slip tactic got promoted a lot faster than the ones who didn't. The executives were always looking for bits of information that would give them a competitive edge or a useful idea. The buck-slip sender stepped nicely into that role, and it paid off.

Buck slips have all but disappeared, but the tactic remains useful — not only inside big bureaucracies, but also among auction companies. Best of all, it amounts to the simplest thing on earth: Pointing to a piece of information amid a sea of irrelevancies and saying, "Look, this one's important."

A timely article about upcoming changes in the real estate market just might turn a prospect

into a seller. Or a piece about a particular artist might be useful to a prospective bidder.

Information overload

We're all drowning in information, and we're looking for ways to decide what's worth our time and what isn't. We have our favorite websites, newspapers and magazines, but we tend to perk up when someone we know and respect sends us something with his or her personal endorsement.

The various gurus of social media and Internet marketing have all kinds of buzzwords for this — the current favorites being "curation" and "engagement." But it all comes down to creating conversations that establish you as a credible source of valuable information.

But here's the catch: Nobody wants to be one of hundreds or thousands getting the information. We want it to be personal, and preferably, based on conversations we've had in the past.

In other words, I'm not talking about e-mail blasts that go out to thousands. I'm talking about one-on-one "touches." This may seem awfully inefficient, but it pays off in major ways.

Start by staying on the alert for useful information. You can't become a credible information source without being informed yourself.

I read voraciously and use Google Reader to scan headlines of 30 or so publications, wire services and news sources every day. When I see an article that would be useful to a particular client, it's a simple matter to copy a link and send it.

Create useful information with a blog. If you're

successful, you're constantly reading, thinking and engaging in lively conversations. So why would you have a static website that never changes except to update your auction listings?

When you're on a conference call and have a particularly useful idea, jot it down in a notebook. Maybe you've noticed a trend in your business niche. Perhaps a certain type of antique has caught fire with interior designers. Write about it on your blog, and send a link to that guy who happens to specialize in that or similar items. It just might generate a sale!

Respect the other person's preferences. Find out how the recipient likes to receive information. Some people want e-mail but don't want to be bothered by phone. Others won't pay attention to your e-mail unless you call. I know some who will take more notice if you send an e-mail over Facebook or a private Twitter message. There are probably six or eight who would prefer a fax (I don't know any, but I've heard they still exist). Sometimes it's best to just ask.

Simple, right? That's the key. When it comes to communication, simpler is almost always better. ❖

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Steve Proffitt

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

“Free” insurance

Hold harmless clause offers some protection

I was presenting a seminar on risk-management principles to a business group when a gentleman asked a question:

“Our company uses ‘hold harmless’ clauses in our contracts with customers. We do this in case they do anything to cause a claim against us. What’s your view of these agreements?”

“Hold harmless” is a lawyer’s couplet for a simple concept — protection. I like protection so I typically want a “hold harmless” clause in the contracts I draft whether they are for auction companies or other types of businesses. An understanding of how such a clause works will help explain my preference for it. Here is an example of a comprehensive “hold harmless” provision that I have put into numerous auction contracts for Auctioneer clients:

“Seller agrees to hold harmless and indemnify Auctioneer and its directors, officers, agents, and/or employees against, any action, arbitration, claim, cost, damage, demand, injury, judgment, liability, loss, obligation, and/or suit of every kind, including attorneys’ fees and costs of defense, caused by, or related to, any act, breach, default, error, omission, performance, work, or wrongdoing attributable to Seller or its agents, assigns, attorneys, brokers, contractors, directors, employees, invitees, licensees, members, officers, representatives, or successors in interest, and which arises out of this contract or the Parties’ related dealings.”

(Note: If an Auctioneer’s business is in the form of a limited liability company, the reference to “directors, officers” should be deleted and replaced with “members.”)

There are two sides to this “hold harmless” clause. The first side is one party promising to protect the other. The flip side is the party being afforded the protection. Here, the seller is the “protecting” party and the Auctioneer is the “protected” party. The seller promises to protect the Auctioneer against a laundry list of possible

events that could lead to a claim. If that happened and the event arose “out of this contract or the Parties’ related dealings,” it would trigger the duty of the seller under the “hold harmless” agreement to step forward and protect the Auctioneer.

How clause works

Consider how this clause might come into play. A seller contracts with an Auctioneer to sell something at auction and the Auctioneer does so. Subsequently, a claim is made by an alleged third-party owner of the property that the seller did not own it and had no right to sell it. The third-party claimant sues the buyer for the return of the property. The buyer then sues the seller and Auctioneer for the loss of the property and damages. The buyer’s suit causes the Auctioneer to invoke the “hold harmless” clause against the seller. The Auctioneer’s claim against the seller would essentially say, “Look, I’ve been sued as a result of doing what you engaged me to do. Now it’s up to you to protect me against this buyer’s claim, as you promised in the auction contract you would do.”

The “hold harmless” clause I recited also includes an “indemnification” agreement. This means the seller is responsible for reimbursing the Auctioneer for any cost, damage, loss, etc., that the Auctioneer incurs from a covered event, including payment of the Auctioneer’s “attorneys’ fees and costs of defense.” While all of this protection sounds great, there is an important hitch that beneficiaries of these clauses must never overlook.

A beneficiary under a “hold harmless” clause cannot blindly rely upon the protection promised by the agreement. This is because the party making the promise to protect and pay might not have the financial means to back up the agreement should a claim arise. Many “hold harmless” agreements are not worth the proverbial paper they are written on, inasmuch as their makers lack the financial ability to provide

the promised protection and indemnity. Consequently, a “hold harmless” clause is never any better than the warranting party’s financial wherewithal to fulfill it. Nevertheless, Auctioneers who use “hold harmless” agreements lose nothing by including them in their auction contracts and gain the potential of a worthwhile benefit, if the seller is in a position to perform as promised.

A balanced clause

Sometimes a prospective party to a contract objects to an included “hold harmless” clause on the basis that it is one-sided. In other words, the provision requires that party to do something that it does not require the other party to do. This is a fair objection when each party poses about the same amount of potential risk to the other. The paragraph that follows is a perfectly balanced “hold harmless” term. It imposes no obligation on one party that it does not require of the other.

“Each Party agrees to hold harmless and indemnify the other Party and that Party’s respective directors, officers, members, agents, and/or employees against any action, arbitration, claim, cost, damage, demand, injury, judgment, liability, loss, obligation, and/or suit of every kind, including attorneys’ fees and costs of defense, caused by, or related to, any act, breach, default, error, omission, performance, work, or wrongdoing attributable to the indemnifying Party or its agents, assigns, attorneys, brokers, contractors, directors, employees, invitees, licensees, members, officers, representatives, or successors in interest, and which arises out of this contract or the Parties’ related dealings.”

“Hold harmless” clauses are a form of “free” insurance. This is the concept that the businessman was addressing in his question to me. His company has its customers agree to protect it in this manner, just as Auctioneers should seek the same protection from sellers. The key, though, is

as the old chestnut teaches — don’t put all of your eggs into one basket. As we have seen, a “hold harmless” agreement is not bulletproof protection. A sound risk-management approach to business requires that a lot more than a mere “hold harmless” clause be used to protect against claims and liability. If that clause ever fails due to non-performance, other important shields should exist, including additional contract provisions and a good policy of liability insurance. ❖

BONUS COLUMN »

In my next column from this issue, we will consider another provision that Auctioneers should include in their auction contracts when we take a look at the choice of auction method.

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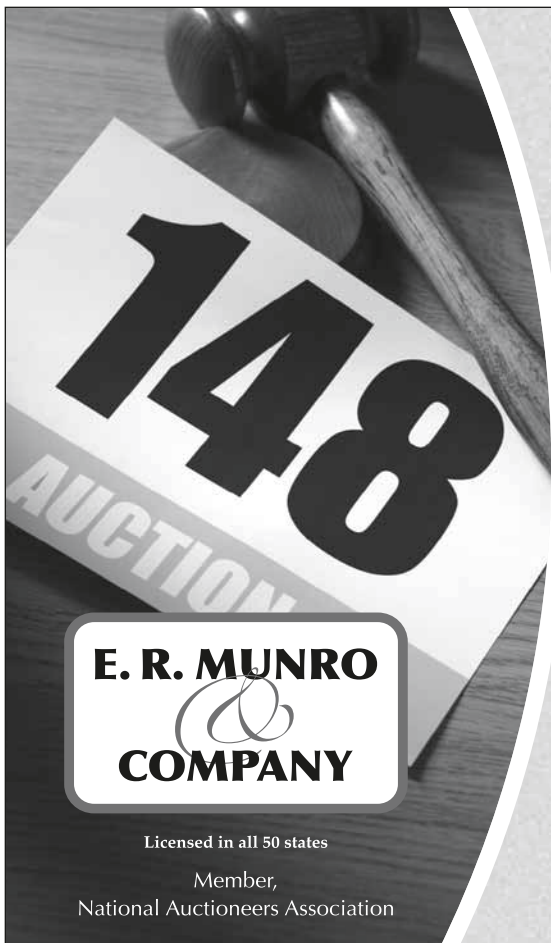
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BONUS LEGAL COLUMN

Of lingo and method

Legal protection requires documentation of seller's comprehension

By Steve Proffitt

Consider four legal matters.

"We're going to seek an instruction from the court on *res ipsa loquitur*," the lawyer told her client in a medical-negligence case.

In the trial of a property dispute, a lawyer exclaimed, "Objection! Your Honor, this issue is barred by collateral estoppel."

A breach of contract action saw a lawyer file a motion arguing, "This claim is precluded by *res judicata*."

The lawyer in a federal, gender discrimination lawsuit advised his corporate client, "We're going to file a 12(b)(6) motion to get rid of this poorly pleaded suit."

Unless you are a lawyer, you probably do not have a clue what these legal terms mean. Why should you? The practice of law is not your expertise, and it is unlikely you have been exposed to these terms. This legal "talk" is part of the language of law that has important meaning for practitioners but is beyond the common knowledge of lay people.

Whatever your field, you almost certainly have some special words and terms that you use that would be equally mysterious to "outsiders." Unique lingo exists in about every activity and, when insiders talk "their" language, outsiders can only wonder what is being said.

Anyone who uses lingo with an outsider,

and without explanation, is either arrogant or inattentive to the listener's need to comprehend the message. The speaker is arrogant if he uses such language to demonstrate his self importance. He is not thinking if he does it without realizing the confusion he is causing.

Auction lingo

Auctioneers commonly use their lingo with sellers, bidders and buyers. Unfortunately, they frequently fail to consider how that comes across to others.

"You know," the Auctioneer tells the first-time seller, "I think your stuff would do best if we went absolute. You could go reserve, but I don't recommend it. I do recommend a buyer's premium — say 15 on that. I see some lots we can make two-way offerings, and we can use high-bidder's choice to hammer down some others."

Just like most Auctioneers would not understand the legal terms I opened with, they should realize the folks they talk to often do not understand terms such as "absolute," "reserve," "buyer's premium," "lots," "two-way offering," "high-bidder's choice," "hammer price," "multi-par," "seller's confirmation," etc. Auctioneers should explain their lingo so listeners fully grasp what is being communicated.

Ensuring language used is understood is also important to protecting Auctioneers against legal claims. A claim could be asserted by someone with whom an Auctioneer dealt, if that person later alleged damage was caused through a misunder-

standing attributable to the Auctioneer. This risk is particularly acute in dealings with sellers because sellers are the No. 1 threat for making legal claims against Auctioneers.

Now let's narrow our focus to the importance of an Auctioneer communicating clearly with a seller on a key issue — the auction method to be used.

Auction method

In an auction, nothing is more important than the seller understanding the method that will be used to offer and sell the property. An Auctioneer accomplishes this by giving the seller a full and clear explanation of the two, primary auction methods: (a) an "auction with reserve" and (b) an "auction without reserve." The first means the seller has reserved the right to decide whether to accept the highest bid made for a subject lot. Oftentimes sellers shortcut this decision by establishing a minimum "reserve" amount below which an Auctioneer may not sell the lot. The second provides for no reserved decision or threshold price and the lot will sell to the highest bidder, regardless of the amount of the bid.

It is not enough for a seller to simply understand these choices and agree to one. Protection of the Auctioneer against a claim requires that the seller's understanding and selection be documented. This is best accomplished in the auction contract made by the seller and Auctioneer. Unfortunately, some Auctioneers expose themselves to attack by using auctioneering lingo in their contracts to describe the

auction method and then simply having the seller sign the contract, without documenting the seller's comprehension as to what is being agreed. This opens a door for a future challenge by the seller.

Trouble can easily arise when the method selected is an "absolute auction." This is a term of art that means an "auction without reserve." A seller who ends up unhappy with an auction's result can claim not to have understood what an "absolute auction" entailed. It is a short step for a dissatisfied seller to trigger a legal or regulatory claim for a loss perceived to be the fault of an Auctioneer.

Pros and cons

No Auctioneer wants to find himself in such a predicament. The way to avoid this is for the Auctioneer to clearly explain to

the seller the available methods of auction, along with their respective pros and cons, to ensure the seller understands these choices. When the seller makes an "informed" decision on an auction method, the Auctioneer should have the seller acknowledge, in writing, full understanding and agreement to the option chosen.

The paragraph that follows contains a term that I have frequently used in auction contracts to accomplish the two objectives of giving the seller the information needed to make an "informed" decision on the auction method and documenting that method was selected by the seller.

Auction Method. Auctioneer has explained, and Seller understands, that the methods commonly available for conducting this type of auction are: (a) an "auction without reserve" (aka "absolute auction")

where the auction lots will sell to the highest, respective bidders, regardless of price, or (b) an "auction with reserve" where minimum, acceptable prices will be established by Seller for the lots, or (c) the alternate use of both (a) and (b). Auctioneer has explained the potential benefits, detriments and risks of these auction methods to Seller and Seller has made a voluntary and informed decision that Auctioneer should conduct the auction as ... (seller to fill in the blank with seller's choice).

A good auction experience starts with the seller having a clear understanding of the process. It is integral to the Auctioneer's job to ensure that the information needed for this understanding is properly imparted to the seller. Do it to fulfill your duty as a professional. Do it to protect yourself from a claim or complaint. Do it to properly serve your seller. ❖

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Stephen Karbelk, CAI, AARE

For NAA Director





Stephen Supports:

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- Elevating our industry to the next level so all members grow their businesses and prosper

About Stephen:

- Co-Author of Industry White Paper, "Give Me Five, Now Ten... Years into the Future"
- Instrumental in the success of the Real Estate Summit held in Atlanta, Feb 2012
- Frequent Speaker at Conference & Show and State Conferences
- AARE Committee Member
- Instructor, WWCA
- Founder, National Commercial Auctioneers and National Residential Auctioneers
- Licensed Auctioneer and Real Estate Broker

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SOUTH AFRICA

Despite challenges, opportunities exist in many specialties

By Bryan Scribner
editor

There are bright days ahead for the relatively young South African auction market as the industry pushes for regulations and outreach it hopes might improve procedures and perceptions, say National Auctioneers Association members.

The NAA now has more than 20 members from the country, which became a democracy in the mid-1990s.

Joff Van Reenen, CAI, AARE, of The High St. Auction Co., Johannesburg, South Africa, says the country, which has more than 10 official languages, offers a lot of diversity when it comes to buyers and sellers.

Plus, he says the country is in an economic

growth stage, and development continues about two years after it played host to the FIFA World Cup soccer competition. South Africa is one of the world's richest sources of precious metals, as well.

Tirhani Mabunda, of Tirhani Auctioneers, Sandton, South Africa, agrees with Van Reenen and other South African Auctioneers regarding the infancy of the country's auction market, though he says it officially dates back to the 1860s. He describes it as a sophisticated, small industry with few players.

While many U.S. auction companies are traditionally family-based operations, Mabunda says the backgrounds of South African auction firms are more corporate in nature.

Stef Olivier says he sees big growth potential for the country's auctions, as

he views the industry's expansion as only having started about five years ago. Olivier, of Western Cape Auctioneers (Pty) Ltd, Capetown, South Africa, says a potential boom in auction business can occur if steps are taken to regulate and unite the industry, as well as promote competition.

Challenges

Van Reenen says the South African Institute of Auctioneers is working to bring more regulation to the industry.

According to its website, the SAIA was established to provide its members with a set of standards to follow in order to promote good ethics and professionalism in the auction business.

Mabunda is the SAIA's Chairman, and it has eight Directors.



Kim Faclier, of GoIndustry DoveBid S.A., Cape Town, South Africa, says recent legislation in the country — the Consumer Protection Act — has dramatically changed its auction industry.

In April 2011, South Africa implemented the act, which, according to the Independent Online, a South African news source, gave consumers the right to demand quality service. It also directed companies to fully disclose the prices of goods and services, and it established protection against deceptive sales practices.

The act presents the country's auction companies, which Faclier says realized more than \$1.8 billion in sales last year, with stringent compliance rules. Faclier says she welcomes the act's effort to bring transparency to reserve prices, bidder identification and registration practices.

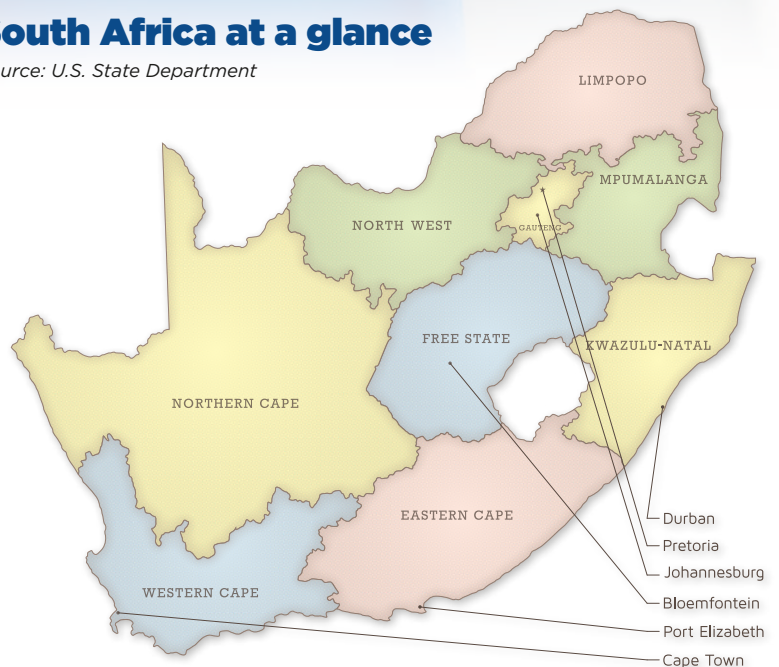
It also specifies what Auctioneers are allowed to say at auction, and it regulates advertising and contracts. Now, Auctioneers cannot sell items at auction unless they have written agreements with sellers, Faclier says.

Bidders, on the other hand, also must comply with

continued »

South Africa at a glance

Source: U.S. State Department



Capital cities: Pretoria (administrative), Cape Town (legislative), Bloemfontein (judicial)

Other cities: Johannesburg, Durban, Port Elizabeth

Languages: Afrikaans, English, isiNdebele, isiXhosa, isiZulu, Sepedi, Sesotho, Setswana, siSwati, Tshivenda, Xitsonga

GDP (2010): \$357.3 billion

GDP growth rate (2010): 2.8 percent

Unemployment (second quarter 2011): 25.7 percent

Major resources: Platinum, manganese, gold, chrome, coal

Major economies: Mining, manufacturing, services, agriculture

QUESTION & ANSWER

What are your goals as a South African Auctioneer?



Olivier

“I want to expand the quality of auctioneering in South Africa by educating and training the current and new Auctioneers. I want people to feel that it is an honor to become an Auctioneer — not just another job but a profession.”

Stef Olivier

Western Cape Auctioneers (Pty) Ltd, Capetown, South Africa



Van Reenen

“I would like to share the auction knowledge as much as possible and pass on what I can to the next auction generation. It is a goal to lead the South African real estate market and to make it a preferred method of sale.”

Joff Van Reenen, CAI, AARE

The High St. Auction Co., Johannesburg, South Africa



Faclier

“Our goal and vision is to take the realm of online real estate and introduce it not only to South Africans, but introduce South African property to the world through the most interactive and immediate media available — live, online auctions.”

Kim Faclier

GoIndustry DoveBid S.A., Cape Town, South Africa



Mabunda

“My dream is that the South African auction industry will become a credible, respectable and reputable one. I have a dream that auctioneering will become a sought-after profession in South Africa, and school children and graduates will aspire to become Auctioneers.”

Tirhani Mabunda

Tirhani Auctioneers, Sandton, South Africa



Crous

“I would like to expand by opening branches countrywide. I plan on employing more staff during the second half of 2012. I would like to work closer with Auctioneers in the U.S. so that we may learn from each other and be available for any overseas business ventures.”

Daniel Crous, CAI

ACI Property Valuers & Appraisers (Pty) LLC, Pretoria, South Africa

requirements of South Africa’s Financial Intelligence Centre, which aims to prevent financial crimes such as money laundering.

“It’s all about transparency, honesty and corporate governance — attributes and priorities for any company,” says Faclier, who has been an NAA member for seven years.

Van Reenen says another major challenge is educating South African consumers about auctions and the way they work.

He says myriad cultural differences in the country make it difficult to promote the method of marketing.

He says South African consumers often view auctions as last resorts that are not in the best interests of sellers. Unlike the U.S., where many consumers report they attend auctions for fun, auctions in South Africa are more formal business affairs.

Olivier agrees there is a belief in the country that auctions are only used for people or businesses facing financial difficulty.

In addition, there is a shortage of young Auctioneers in the country, and the language barrier is often difficult to overcome.

Daniel Crous, CAI, of ACI Property Valuers & Appraisers (Pty) LLC, Pretoria, South Africa, says high unemployment in the country has prompted more people to start their own businesses. The weak economy, he says, is good for Auctioneers who sell real estate.

Crous, a graduate of the South African College of Auctioneers and World Wide College of Auctioneering in Mason City, Iowa, also agrees one of the biggest challenges in the country is changing negative consumer perceptions about auctions.

Although beliefs are slowly shifting, he says many people see real estate auctions only as options for selling distressed properties.

Stef Olivier, of Western Cape Auctioneers (Pty) Ltd, Capetown, South Africa. Submitted photo



Strong results

Still, NAA members are finding success in the South African market.

Olivier, a South African bid-calling champion, has been an Auctioneer since 2005. He learned the profession at the South African College of Auctioneers and through the mentorship of his father-in-law, Christo Baard, CEO of Western Cape.

The company specializes in selling the assets of restaurants and catering equipment. In every year since 2009, it has sold the assets of more than 100 restaurants, supermarkets, bakeries, butcheries and hotels, Olivier says.

Western Cape has a foodservice-related auction every week that features 150-400 lots. In 2010, it got into the household furniture and appliance market, in which it does similar volume.

The company also sells engineering equipment, boats and vehicles, he says.

At The High St. Auction, Van Reenen specializes in high-end commercial real estate, such as apartment blocks, offices, malls, factories and land. The company's ballroom-style, monthly sales

have 20 to 50 lots and achieve prices in the \$2 million to \$75 million range.

In 18 months, the company has conducted more than 400 commercial auctions, and in its first year, it turned over more than \$1 billion in assets, Van Reenen says.

Although the commercial side of real estate is booming, Van Reenen says residential real estate sales are slow.

GoIndustry's Faclier is in charge of her company's first online property auction division. The award-winning, 21-year real estate

continued »



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veteran recently received the Five Star Woman award from the Women's Property Network.

She says real estate in South Africa, which offers scenic country views and thriving urban centers, is a good investment. The country benefits from stringent financial regulations, she says, along with conservative lending practices.

She says South Africa is one of the countries poised to be among the world's next economic leaders.

Tirhani Auctioneers' Mabunda also says residential real estate sales, in which he specializes, have been weak since 2008; however, he says he has found success in government vehicle and livestock auctions. Military surplus vehicles have been selling well, and Mabunda says buffalo go for \$25,000 per head.

NAA involvement

This is Mabunda's 11th year as an Auctioneer in South Africa. He has been a member of the NAA since 2006.

He went to the South African College of Auctioneers in 2003 and the Indianapolis-based Reppert School of Auctioneering in 2009. He also has completed several of the NAA's designation courses.

He says his membership with the NAA offers many benefits, specifically education, communications and networking. As Chair-



Paul C. Behr, CAI, BAS, looks on as student Daniel Crous, CAI, of ACI Property Valuers & Appraisers (Pty) LLC, Pretoria, South Africa, practices his bid calling at the World Wide College of Auctioneering in Mason City, Iowa. Submitted photo

man of the South African Institute of Auctioneers, he says his goal is to "foster more collaboration with the NAA" and bring attention to the auction method in other African countries.

Van Reenen is closing in on 20 years in the South African auction business. He says he's been fortunate to have rubbed shoulders with the "best in the business" at the NAA for the past six years.

His membership, he says, is probably the most important step he has taken in his career. He says he will never miss an annual Conference and Show because the education he receives and relationships he forms are important assets for his business. ❖

(Editor's note: All interviews were conducted via e-mail)



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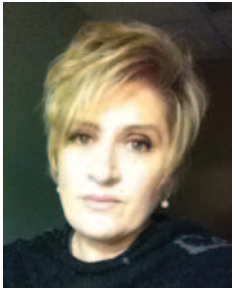


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Benefit auction education: *We've been expecting you!*



By JillMarie Wiles,
CAI, BAS

The National Auctioneers Association Education Institute gives us, as auction professionals, the opportunity to look at the industry with an improved set of lenses. I attend the NAA Conference and Show and Benefit Auction Summit because they are pertinent to my business, yet they serve different needs. The annual Conference and Show and Summit presentations have kept me awake at night thinking, excited to go home, ready to get started. My experience over the years has been to perfect what was working in another marketplace, then, adapt the concepts to my own clientele. My clients expect me to bring them new, innovative ideas with each consultation. As an Auctioneer, the Education Institute has been my continual education resource for more than 18 years.

The 2012 NAA Benefit Auction Summit is scheduled for beautiful Denver on Sept. 24-25 at the Omni Interlocken Resort. On Sept. 23, Paul C. Behr, CAI, BAS, and his wife, Suzanne, plan to host a welcome party for attendees in their home from 4 p.m. to 7 p.m. With a magnificent view of the Rocky Mountains and wonderful food, drinks and entertainment, the new networking opportunities mixed with seeing good friends is bound to be a great start for the education format planned for the Summit.

Serving as the 2011-2012 Benefit Auction Summit Chairwoman, I have been amazed at the expertise level of the committee members involved and how they genuinely want to make the benefit auction industry better for everyone. That's probably because, as benefit auction professionals, the auctions we conduct and the clients we work with are all formed by

committee-based efforts. The Benefit Auction Summit conference calls and other communications are spirited, debated and tested to ensure we produce the best program possible. What comes to mind is this T. Harv Eker quote: "How you do anything is how you do everything." High quality, attention to detail and superior implementation is the target for this committee. If this is how you conduct benefit auctions, you'll appreciate what the Denver Summit has to offer.

The education, experience

The Summit's committee has been planning the event since October 2011 with monthly conference calls, discussing what attendees would find innovative, advanced and timely to their clientele and businesses. Presentations will be focused on the following:

- How to build a better business plan
- How to secure and retain more clients
- The perspectives of non-profit organizations
- How to effectively work with an event planner
- Service providers and vendors
- Vocal coaching, advanced public speaking and stage presence

Looking at the overall experience, the Benefit Auction Summit Committee, on arrival, wants attendees to feel as though they were anticipated, because, in fact, they were. A resort atmosphere is provided at an affordable price. Anyone who wants to attend can custom fit their experience. At-

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tendees can easily walk to and from dining or shopping as well as enjoy golf, spa and outdoor experiences. Keeping the Summit location in a city that is an airport hub was another consideration for ease in traveling.

The two days of intense educational programming will help the advanced/expert benefit auction professional reach new heights in the ever-changing specialty of benefit auctions. With the Summit following the NAA Conference and Show in Spokane, Wash., by about two months, why should you, as a benefit Auctioneer or consultant, spend an additional \$450 for registration, plus travel expenses for yet more benefit auction education? Isn't attending Conference and Show enough? The difference between the Benefit Auction Summit and the annual Conference

and Show is the high-caliber concentration of benefit auction talent focused in one program. The discussions are intense. Networking is hyper speed ... connections are fast. The Summit is the concentrated resource that connects like-minded attendees in a short amount of time.

In Spokane, Wash., the Benefit Auction Education Track will be for various experience levels. Attendees will learn benefit auction bid-calling techniques, become more aware of current trends, learn about revenue enhancers and increasing profits for clients, as well as for the Auctioneer. The presenters are industry veterans focused on niche marketing as well as diversified professionals who will provide numerous viewpoints. International Auctioneer Champions, along with nationally and internationally known benefit Auctioneers, will present on engaging topics, giving you the opportunity to ask the questions to which you need answers.

Though there are several opportunities to receive outstanding education and insight

into the future of the benefit auction industry, there is one fact that clearly stands out: The NAA Education Institute is the only resource that provides this level and format of educational opportunities to the auction professional specializing in benefit auctions. If you are a benefit Auctioneer, a benefit auction consultant or a benefit auction vendor, the Education Institute is dedicated to providing the latest in auction education to help you adapt and succeed professionally.

Changes are coming, as well, to the Benefit Auctioneer Specialist (BAS) designation with upgrades being made now and to be unveiled in late 2012. As a 2011-2015 Education Institute Trustee, I highly endorse the level of benefit auction education being created through the Institute.

I encourage you, as an NAA member, to be vocal if you don't see the seminars or presentations that appeal to you. Several committees and Trustees have been diligent in their discussions about what Denver and Spokane should offer. Be sure to fill out the

surveys regarding presentations, give your feedback and become engaged by giving your opinion.

Spokane will offer a variety of benefit auction topics, no matter what the level of expertise. Denver is going to be a concentrated, fast-paced race for those with experience in benefit auctions. For those that specialize in benefit auctions, our 2013 calendars are almost half-way filled. Imagine what you can do with the education being offered and the connections you are about to make through the NAA Conference and Show and the 2012 Benefit Auction Summit! ❖

In 1994, Wiles entered the auction profession as a commercial Auctioneer and has specialized in benefit auctions since 1998. She is a 2001 IAC winner and is a 2011-15 Education Institute Trustee. Married to Tim Stuart, also an Auctioneer, they are the proud parents of Lily and Ava. They live in Canby, Ore. Contact Wiles at www.JillMarieWiles.com.

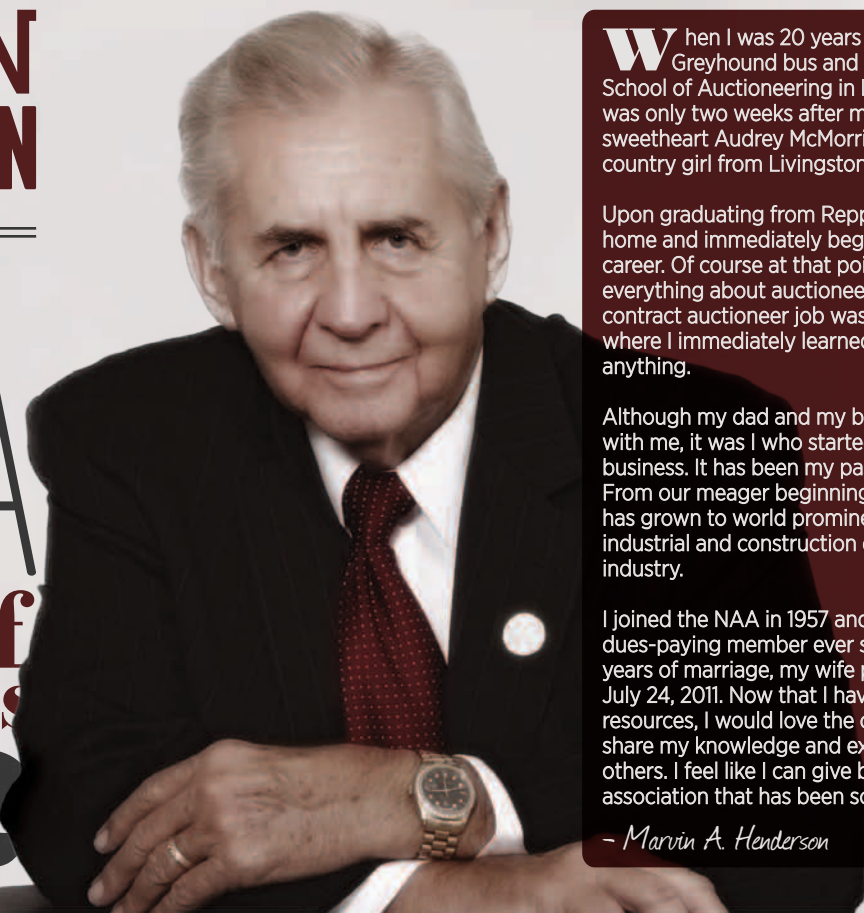
MARVIN HENDERSON

for

NAA

board of DIRECTORS

2012



When I was 20 years old I boarded a Greyhound bus and went to Reppert School of Auctioneering in Decatur, Indiana. It was only two weeks after marrying my sweetheart Audrey McMorris, a beautiful country girl from Livingston, Louisiana.

Upon graduating from Reppert, I returned home and immediately began my auction career. Of course at that point I knew everything about auctioneering. My first contract auctioneer job was at a car auction where I immediately learned that I didn't know anything.

Although my dad and my brothers worked with me, it was I who started the auction business. It has been my passion all my life. From our meager beginnings, our company has grown to world prominence in the industrial and construction equipment auction industry.

I joined the NAA in 1957 and have been a dues-paying member ever since. After 54 years of marriage, my wife passed away on July 24, 2011. Now that I have the time and resources, I would love the opportunity to share my knowledge and experience with others. I feel like I can give back to the association that has been so good to me.

- Marvin A. Henderson

Foundation focuses on NAA education

Trustees encourage members to support profession through estate planning, monthly contributions

By NAA staff

The National Auctioneers Foundation's crowning achievement over the past year was the establishment of its new working alliance with the National Auctioneers Association, says NAF President Benny Fisher, CAI.

The NAF now compensates the NAA to manage its administrative needs. In addition, the NAF is working to clarify its role as the fundraising arm of the NAA.

Fisher says it's important that members of the NAA understand they also are members of the NAF. The Foundation's Board of Trustees has re-aligned its bond with the NAA's Board of Directors, he says, and the central message is the NAA and NAF are two organizations working together toward one thing: building a stronger association through education.

The NAF has made a commitment to help fund NAA educational offerings, such as those at Conference and Show. The NAF's contributions also will be put toward educational summits and other training programs.

"Everything is back where it always should have been — under one umbrella," Fisher says, adding that both organizations benefit from the oversight of NAA CEO Hannes Combest, CAE.

Endowment goal

Fisher says all fundraising activities are meant to benefit the NAA and auction profession. The NAF's goal in the next five years is to raise more than \$1 million for an endowment off which interest would help support NAA education.

At Conference and Show

The National Auctioneers Foundation's President, Benny Fisher, CAI, plans to present to members ways in which they can support the organization, including through its 12x12 program, during the Opening Session of Conference and Show on July 18.

In part, the NAF plans to fund the endowment by encouraging NAA members to include gifts to the NAF in their wills and estate plans. In addition, Fisher says he hopes to generate support through the NAF's 12x12 program, which encourages members to give \$12 per month, or \$144 annually.

Fisher plans to ask for commitments to the 12x12 program during the Opening Session of Conference and Show on July 18. He says the 12x12 initiative provides members with an easy, affordable way to give back to the auction industry.

To fund its administrative costs, the Foundation plans to continue conducting an annual online-only auction, open to the general public and each year under a different theme. The 2012 event raised about \$40,000.

In early April, the Foundation's Board of Trustees met in Dallas

for its annual meeting and a training session. An outside consultant helped the Board better understand, evaluate and fine-tune its leadership structure and fundraising activities.

Fisher, of Fisher Auction Co. Inc., Pompano Beach, Fla., says he emphasizes to Trustees that they serve 100 percent on their own dime and that the opportunity to serve is “equal to, or greater than, the honor.”

Tax deductible

Like Fisher, The NAF’s Finance Chairman, Tommy Rowell, CAI, AARE, says the Foundation is more focused today on serving auction professionals and helping provide more educational opportunities for NAA members.

He says the Foundation has reduced its operational expenses significantly by employing the NAA to administer its day-to-day activities. For this relationship, the Board of Trustees has renewed its annual contract with the NAA.

Over the past 10 years, the NAF has given the NAA more than \$1 million in financial support, says Rowell, of Rowell Auctions Inc.,

a MarkNet Alliance Member, Moultrie, Ga.

He says many members might not understand that the Foundation is a 501(c)(3) nonprofit organization, which means gifts made to the NAF are tax deductible. A donation to the NAF is an excellent way for longtime auction professionals to support future generations in the business. ❖

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New St. Jude relationship to help fund training program

NAA makes half-million dollar pledge

By NAA staff

The National Auctioneers Association is continuing its commitment to the life-saving mission of St. Jude Children's Research Hospital with a new pledge to raise half a million dollars over five years to support the hospital's Postdoctoral Fellowship Program.

The association's dedication to funding the Postdoctoral Fellowship Program will help St. Jude train the next generation of its scientific and medical minds.

Fellows from more than 31 countries work diligently in the program, supporting the bridge between research and treatment and helping St. Jude to speed discoveries from its laboratories to patients' bedsides and doctors and researchers everywhere. The fellows are major contributors to the scientific and clinical mission of the hospital.

"Members of the National Auctioneers Association take great pride in supporting St. Jude," says NAA President Christie King, CAI, AARE, BAS.

"For more than 15 years, Auctioneers have promoted St. Jude to their customers and have raised millions of dollars to help the hospital continue to expand its important work and research.

"The NAA is excited to build on this partnership with our commitment to raise \$500,000 over the next five years in support of the Postdoctoral Fellowship Program. It is an honor to financially support the training and equipment that aspiring doctors and scientists need for the future."

More than \$4 million

Since partnering with St. Jude in 1995, NAA members have made a difference in the lives of children fighting cancer and other

deadly diseases through their support of St. Jude.

The association's Auction for Hope program has raised more than half a million dollars since 2006 to help St. Jude provide the research and treatment that is saving the lives of children in communities everywhere.

The nation's top Auctioneers also bring the high energy of a live auction to the hospital with the association's annual Toy Auction that takes place each November.

During the auction, St. Jude patients and their siblings enjoy the excitement of "bidding" on toys donated by members of the association.

"We are so grateful to the National Auctioneers Association for their support," says Donna Young, coordinator of National Program Marketing at ALSAC, the fundraising organization for St. Jude.

"Since 1995, the members have raised approximately \$4 million for St. Jude and continue to provide wonderful moments of joy for the patients of St. Jude during their National Auctioneers Toy Auction at the hospital. The members of the NAA are so dedicated and are willing to do whatever they can to raise money for the research and care at St. Jude."

The NAA's commitment to St. Jude is supporting one of the world's premier centers for the research and treatment of childhood cancer and other deadly diseases.

That support also helps ensure that, true to the vision of St. Jude founder Danny Thomas, no family ever pays St. Jude for anything. Because St. Jude freely shares its discoveries with doctors and scientists everywhere, one child saved at St. Jude means thousands saved around the world. ❖

NAA and St. Jude Children's Research Hospital: A Winning Bid

The National Auctioneers Association is continuing its commitment to the lifesaving mission of St. Jude Children's Research Hospital® with a new pledge to raise \$500,000 over five years to support the hospital's Postdoctoral Fellowship Program. NAA's dedication and support helps children like Kellan continue to dance and play.

The association's dedication to funding the Postdoctoral Fellowship Program will help St. Jude train the next generation of great scientific and medical minds. Fellows from more than 31 countries work diligently in the program, supporting the bridge between research and treatment and helping St. Jude speed their research discoveries directly from their labs to the bedside of patients and to doctors and scientists everywhere. The fellows are major contributors to the scientific and clinical mission of the hospital.

Kellan
age 5
medulloblastoma



Order your special Auction for Hope kit at stjude.org/naa and help support NAA's commitment to St. Jude.



NEVER *Giving* UP

With the odds stacked against her, bid-calling champion persevered

Longtime NAA member welcomes daughter into profession

By Sarah Bahari
contributing writer

At 18 years old, Cheri Boots-Sutton had a high school diploma and a baby on the way.

Life, she remembers thinking, was over.

But when the Missouri teenager stumbled across an Auctioneer home course her brother had ordered, she saw a glimmer of hope.

"I thought, why not?" she says. "I figured I could be a mom during the week and an Auctioneer on weekends."

Nearly three decades later, Boots-Sutton has become one of the most recognized



Cheri Boots-Sutton, of Horizon Land & Auction, Bowling Green, Mo., hugs daughter Cherlyn Sutton following her win in the World Automobile Auctioneers Championship. Photo by J.D. Hunter

and respected Auctioneers in the country, recently becoming the first-ever woman to win the World Automobile Auctioneers Championship.

Now, Boots-Sutton's daughter, Cherlyn Nicole Sutton, has decided to follow in her mother's footsteps, recently completing auction school.

Early on

Boots-Sutton's rise from a teenage single mother to nationally known Auctioneer was rarely easy.

Starting out, she was too embarrassed to practice chanting in front of anyone except her grandmother. The first time she called bids at an auction, she forgot her numbers.

"I had no idea what comes after No. 1," she says. "I could not count."

Soon, though, she realized she had a gift for bid calling. While competing one year at the Pike County Fair in Missouri, an Auctioneer asked if she would be interested in conducting a public automobile auction. The job required a 75-mile trip, one-way drive and paid only \$100.

Boots-Sutton jumped at the chance and began selling cars every Tuesday night. She was hooked.

"I loved the control," she says. "In much of my life, I felt like I had no control over anything."

Auctioneering had yet to cover the bills, so in 1994, Boots-Sutton took a job as a laborer at a cement plant. Around the same time, a St. Louis automobile auction offered her work as a ringman. Then, a Kansas City-based auction called.

By then a mother of four, Boots-Sutton worked nonstop. In 1998, while pushing a beam on a forklift, she suffered a herniated disk in her back. During recovery, she realized she needed to make a career decision.

"I was dead tired," she says. "I never knew if I was coming or going. I had reached my breaking point."

Determination pays

Boots-Sutton quit the cement plant and gambled on auctioneering. In 1998, she competed in the International Auctioneer Championship and placed second runner-up. She tried again in 1999 and won.

Just as the championship ushered in new opportunities, an accident left her with a broken jaw that year. With her mouth wired shut, Boots-Sutton continued to chant, even as her mouth bled and ached.

"I could not quit," she says. "It was the point in my career where I had to keep going."

She landed a job at a Chicago auto auction. And then, Chase Remarketing offered her

a job, and she went from selling \$8,000 cars to \$30,000 cars.

In March 2012, her youngest child, Cherlyn, watched Boots-Sutton win the World Automobile Auctioneers Championship in Sanford, Fla. It was her 11th attempt.

Peter Gehres, CAI, CES, of United Country — Gryphon Realty & Auction Group in Lewis Center, Ohio, says Boots-Sutton achieved such success because of her incredible perseverance and focus on bid calling.

"Calling is still considered a man's world, even if that's not true," Gehres says. "She never let that stop her. She holds her own and always competes at the highest level."

Boots-Sutton now sells cars in Dallas and Chicago but calls St. Joseph, Mo., home.

In the family

Cherlyn Sutton, 17, who grew up falling asleep under tables at her mother's auctions, recently attended Texas Auction Academy. Sutton plans to start college later this year and major in psychology. Eventu-

ally, she hopes to work with abused children as a psychologist and conduct benefit auctions on the side for nonprofits.

On April 12, she made her auctioneering debut in Louisiana, Mo.


"I got really nervous and tongue-tied," she says, with a laugh. "It was harder than I thought it would be."


This summer, she plans to compete in the International Junior Auctioneer Championship in Spokane, Wash. A female has never won the IJAC.

To give her daughter some practice, Boots-Sutton recently opened Horizon Land & Auction in Bowling Green, Mo., which focuses on household items and real estate. Boots-Sutton's 20-year-old son, Kevin, also works as a ringman.

Mother and daughter now practice their chants together.

"I tell my daughter it requires constant practice. You can't get too comfortable," Boots-Sutton says. "I'm never satisfied with what I've got, so I keep working." ❖




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New Trustees bring knowledge of consumer behavior, personal experiences to leadership roles

Darron Meares, CAI, BAS, MPPA, of Meares and Associates LLC, Pelzer, S.C., and Jason Winter, CAI, AARE, CES, of West Central Auction Co., Harrisonville, Mo., are newly elected Education Institute Trustees. Their terms are set to begin in July.

The new Trustees provide their views on auction education in these Q&As:



Meares

Darron Meares, CAI, BAS, MPPA

1 *Why did you want to become an Education Institute Trustee?*

Education is key to an Auctioneer's success. Being an auction school and continuing education instructor, I felt I could provide additional insight into the current state of Auctioneer education. In addition, after serving a three-year term on the Board of Directors, I felt it was time to give back to the association in a different capacity. The auction profession has given so much to me; I always feel an obligation to give of my time in return.

2 *What do you hope to bring to the leadership position?*

The perspective of someone who teaches in the transition from "civilian" to licensed Auctioneer — teaching licensed Auctioneers in designation classes is not the same as teaching those coming from various other fields into the profession. Many times these are overlooked, and I feel the gap needs to be bridged if the NAA is to prosper and overcome the inevitable attrition it will face in the next 10 years.

3 *What types of educational programs are working at the NAA, and what types would you like to bring to the association?*

Now is the time for CES (Certified Estate Specialist) to ramp up. Baby Boomers hold 90 percent of the wealth in the U.S., and we are losing 1,000 World War II veterans a day. Attrition is taking over with these two population groups, and Generation Jones and X members are not prepared to handle the estate liquidations and influx of assets they are about to inherit (or choose to sell off). In addition, ATS (Auction Technology Specialist) is something desperately needed in the profession. Technology equals fear for a lot of members. Technology and online auctions are sparks that incite rage in live Auctioneers who are set in their ways. This should not be. Technology should be a tool in your tool chest in assisting clients with their needs, not something you fear as taking your place in the auction profession.

I would like to see young professional groups in the National Auctioneers Association. I have had discussions with current Trustees who have been looking to develop this initiative, and I am all for it. Monthly webinars with veteran Auctioneers, professional development courses and specific Conference and Show class settings to assist the young professionals to get their place in the industry would be a start. Generation X and Y think and act differently than other generations. We are the digital age and our methods may look lazy to others but, many times, they are streamlined through the use of available technology. This is another gap that needs to be bridged if the NAA is to move forward.

4 *Why is education so important for auction professionals?*

You can't learn to ride a bike at a seminar; auction school is a seminar. The auction profession is learned through on-the-job training. I tell auction school students and continuing education students the same thing: Your learning begins when you walk out the door. Those that decide to stop learning are the ones that complain when someone takes their market share or their "status" in their area of business. Education allows auction professionals to bring business to the business — everything else is insanity ... doing the same thing over and over and expecting different results.

Otherwise known as switching seats on the Titanic — it doesn't matter what the view, you're still going down.

5 *Is there anything else you would like to share regarding the association, its members or the auction industry?*

I am an open book and do not mind sharing with my fellow Auctioneers. I feel anyone in a leadership position should be. Those that believe there are "secrets" in this profession have not turned to the Internet lately. So, my phone number and e-mail address are easily accessible, as am I.



Winter

Jason Winter, CAI, AARE, CES

1 *Why did you want to become an Education Institute Trustee?*

I believe strongly in education to advance a person's career. As a first-generation Auctioneer, the AARE (Accredited Auctioneer Real Estate) course and the CAI (Certified Auctioneers Institute) designation were a huge jump start in advancing my auction career, giving me additional confidence that I could be a successful Auctioneer.

Winter Symposium and the designation courses. I am regularly discussing auctions and ideas with a couple of my CAI classmates. I would like to see the Winter Symposium come back because of the size of the smaller group that attended. It was a great networking event with top education, and the schedule allowed for a nice family trip, too.

4 *Why is education so important for auction professionals?*

The more educated we are, the more professional we become. Buyers and sellers expect us to be well educated and up to date with the latest technology. They expect us to bring them the most dollars for their assets with the least amount of inconvenience.

2 *What do you hope to bring to the leadership position?*

I am a forward thinker, open to change and advancement. I feel with my experience in the auction business, being a broker with a national real estate franchise and an instructor with the Kansas City Board of Realtors, I can bring additional insight in training — web-based, large classrooms and smaller board rooms.

5 *Is there anything else you would like to share regarding the association, its members or the auction industry?*

As mentioned before, I am a first-generation Auctioneer. I didn't have a family member to instruct me and learn from, bounce ideas off of, or pick me up after a tough auction. I turned to the NAA and the Master Personal Property Appraiser designation course. They gave me instruction, education classes and designations to learn from, membership and discussion boards to get ideas from, friendships that supported me and an "auction family" that was there that I could rely on. ❖

3 *What types of educational programs are working at the NAA, and what types would you like to bring to the association?*

I have learned so much through the National Auctioneers Association's Conference and Show, Real Estate Auction Summit,



A perfect MATCH

Low-value auction items go a long way in poor countries

By Sarah Bahari
contributing writer

In the mountains of northwest Haiti, John Kruesel, an Auctioneer from Minnesota, wandered around an outdoor market where hundreds of nearby villagers came twice a week to sell, trade and barter their wares.

Recruited by a medical mission group, Kruesel, a mechanic by trade, had come to Haiti in 2003 to help repair a village's only mode of transportation, a Vietnam-era M35A2 six-by-six cargo truck.

That day at the market, Kruesel made his way through piles of tattered clothing, single shoes and other mismatched items when he spotted an old treadle sewing machine. The machine, he learned, was the only one for miles, and villagers used it to piece together scraps of fabric to make clothing.

"Here in the United States, we were throwing these old sewing machines away," says Kruesel, of John Kruesel's General Merchandise & Auction Co. in Rochester,

Minn. "In third-world countries, these are one of the most valuable commodities."

Rare luxury

When Kruesel returned to the U.S., he could not shake the memory of the astonishing poverty or of the single treadle sewing machine. As an Auctioneer who specializes in antiques and unusual items, Kruesel had seen numerous treadle machines over the years.

Operated by foot, treadle sewing machines became antiques with the advent of electricity. Old treadle machines frequently show up at auctions and sell for next to nothing. Sometimes, they are taken apart and used for parts.

So Kruesel decided he would begin collecting treadle machines and send them to poor regions of third-world countries, where electricity is a rare luxury. As he spread the word among Minnesota Auctioneers, machines and money soon began trickling in.

"We had an outpouring," Kruesel says.

"The needs in so many countries are basic and simplistic ... things we take for granted."

Auctioneers help out

Since that trip in 2003, Kruesel has sent about 100 treadle sewing machines and 200 early electric, non-computerized sewing machines to Haiti. The early electric machines helped start a school in Port-au-Prince, the country's capital and largest city.

Sewing machines also have gone to Cambodia and Kenya.

For each machine, Kruesel sends a thank you note to the donor, detailing who will benefit.

"It's nice knowing what happened to the sewing machine," says Greg Christian, CAI, of Auction Masters in Osseo, Minn., who came across a half dozen machines last year. "You know it's helping people, not sitting unused in a shed somewhere."

Recently, Kurt Kiefer, of Kiefer Auction



Cos. in Fergus Falls, Minn., notified Kruesel of an Iowa couple selling its collection of 100 treadle sewing machines. Kiefer, who runs business liquidations for Singer Corp., also donated sewing supplies, including thread, scissors, buttons and needles.

“These machines are worthless in our market, but they can really make a difference in a lot of places,” Kiefer says. “It is amazing what happens when a bunch of Auctioneers work together.”

Empowering women

In one case, Kruesel learned about a poor village in Haiti that had saved money to purchase a treadle sewing machine. He donated the machine right away.

Someday, Kruesel hopes the women in the villages of Haiti will be able to do more than put

together tattered pieces of fabric. He envisions them starting businesses, sewing items that could be bought and sold in the U.S.

“Our goal is to empower the women,” Kruesel says. “Women are the main advocates for their families, and the only real hope for the villages.”

Kruesel, who says he was changed by the Haiti trip, continues to purchase and donate sewing machines. Learning to navigate bureaucratic red tape has been among the biggest challenges, he says, adding that helping a third-world country requires a long-term commitment.

“We’re giving people hope, and we’re giving ourselves hope,” Kruesel says. “This is consensus building, one sewing machine at a time.” ❖

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NEW RELEASES

Members write books to educate public

“A Date with a Monster ...”

Bob Baker has worked as a neurosurgeon, Auctioneer, master appraiser, and now, he's an author. Baker, CAI, AARE, CES, MPPA, of Go Green Antiques & Auctions Ltd. in Bellport, N.Y., has written a book about artist Matthew Troyan. The book, “A Date with a Monster: The Life and Works of Matthew Troyan, A Tribute to the Human Spirit,” debuts later this year. It chronicles Troyan's life as an artist, Jewish sympathizer and Nazi prisoner.

Q: How did you come to know Troyan?

A: “Matthew Troyan's widow, Mitzi, invited me to their home in Connecticut to review his work. Many a widow has called me to look at their husband's work, and I have to find a nice way to tell them to donate it to their community. I was not expecting much. I was blown away by his work. He was a master.”

Q: Who was Matthew Troyan?

A: “Matthew was an extraordinary person. He was a Polish Catholic and sympathetic to Jewish people because he thought it was unjust. He provided food, shelter, medication and whatever other assistance they needed. In February 1942, he was taken by the Nazis to Auschwitz for execution, but when they learned he was a great artist, they decided instead to use him for propaganda. He was held prisoner for 3½ years and escaped execution three separate times. In 1950, he moved to the United States and for a while kept company with Jackson Pollock and Franz Klein until retreating to rural Connecticut to paint.”

Q: Why did you decide to write a book?

A: “It is my purpose to champion his cause and present his works to the world, so everyone can understand his story and the evolution of an artist.”

- Q&As compiled by Sarah Bahari, contributing writer

“Auction your Home? Absolutely!”



McKissick

In her book, “Auction your Home? Absolutely! An Inside Guide to Real Estate Auction,” Pam McKissick, CAI, of Williams, Williams & McKissick, Tulsa, Okla.,

instructs readers to reconsider everything they thought they knew about selling a home. Written in humorous and engaging prose, the book uses anecdotal stories to walk readers through the auction process.

Q: Why should people consider using an auction to sell their home?

A: “The average home sits on the market for 225 days. With an auction, you can list, market and sell your home in 30 days. The traditional method of selling a house is frustrating, inefficient and simply archaic.”

Q: In the book, you discuss overcoming the biggest psychological barrier when selling a home, “the number in your head.” What do you mean by that?

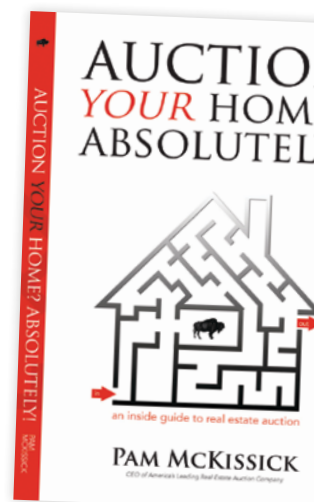
A: “When preparing to sell a home, people start with a number in their head. They are determined their house is worth this much. Maybe an appraiser or real estate agent or even a mother-in-law has put this number in their head. One of the most important things we have to do in this business is align marketplace value with expectations.”

Q: Why is auction the answer to overcoming the “number in your head?”

A: “On any given day, when that crowd stops bidding, that is current market value. All you need is a robustly bidding crowd.”

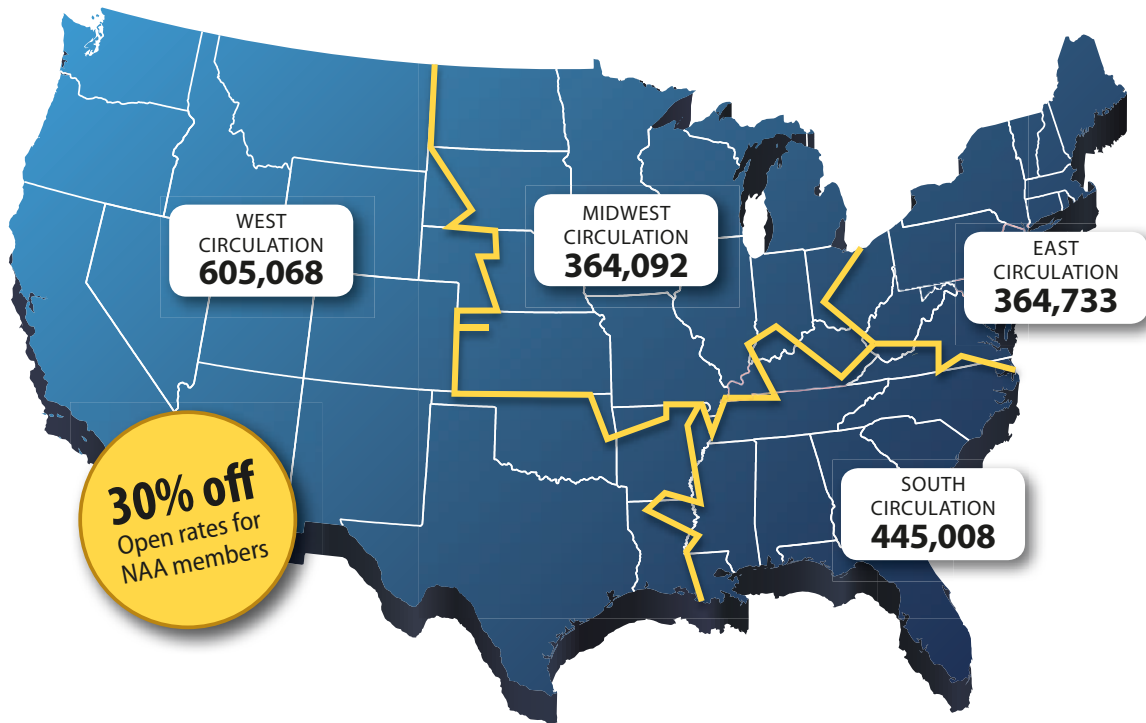
Q: Why are people squeamish about selling their homes at auction?

A: “People worry auction will not bring in enough money, and they worry it will look bad. What will the neighbors think? Will it hurt property values? None of these things are true.” ♦



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MUSIC

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Doctoral dissertation considers musical characteristics of the bid call

Author hopes research might tell story of auctioneering to wider audience

By Nikki Malley

Sometimes an idea finds you that changes your life in a second. Such was the case for me one afternoon in the spring of 2008 when I heard a few seconds of auction chant used for an introduction into an NPR radio segment.

A doctoral student in musicology at the University of Iowa, I was driving to class when I heard just a few seconds of a bid call, and although I had heard Auctioneers many times in my life, in that moment I was hearing the bid call like it was the first time.

Listening to the rhythm, melody, cadence, speed, energy and excitement of the chant, it seemed clear that Auctioneers employ many of the same skills that I do as an improvising jazz musician. Auctioneers and I create complex music without notation or musical score, and we rely on our abilities to improvise in response to changing conditions during the performance.

I quickly found that very little research had been done on the musical characteristics of the bid call,

but I was excited to think that this lack of scholarly attention to such a significant American performance practice offered me the opportunity to do original and important work.

The four years since that morning have culminated in the recent completion of my doctoral dissertation, “The Sound that Sells: The Musical and Improvisatory Practices of the American Auctioneer.” Because auctioneering is not performed or marketed as musical performance, musical scholars have long overlooked it. However, the techniques employed by the Auctioneer represent sophisticated, complex and emotionally engaging musical practices, many of which would be difficult for even the most highly trained musicians to perform.

In no other realm of American life do we find the sale of goods occurring by means of musical chant, and because of this, auctioneering offers a special and important example of the functions of music beyond the concert stage.

My studies into the art of auctioneering led me to attend World Wide College of Auctioneering in the summer of 2010. Here, I was able to develop basic bid-calling skills and connect with Auctioneers from across the country. Many became important contributors to the dissertation.

Following auction school, I traveled across the country — visiting, observing and recording live auctions and interviewing Auctioneers and ringmen about their work. Additionally, I was granted generous access to the recording archives at the National Auctioneers Association headquarters





Doctoral student Nikki Malley wrote her doctoral dissertation on auctioneering. Submitted photo

in Overland Park, Kan. Throughout the process, the auctioneering community has been welcoming and gracious with their time and talent.

Research summary

While the complete dissertation project is lengthy, a summary of my research results reveals the dynamic nature of the distinctive practice of the performing Auctioneer. I argue that the American Auctioneer is an improvising musician whose practice both directs and is shaped by the actions of the bidding audience in a participatory musical performance. Although the Auctioneer is always in control of the auction through the performance of the chant, many of his musical decisions are guided by the rate of speed at which bidders participate, the subtle social and interpersonal dynamics at play during the sale, and the manner in which the Auctioneer funnels all of these conditions into an ongoing chant.

The rapid chant of the Auctioneer represents a sophisticated set of musical skills employed for the purpose of economic transaction. Even though most Auctioneers do not consider themselves musicians, I have found that they display high levels of musical skill in their rhythmic abilities, use and variation of musical pitch. They use the chant as an entertaining and persuasive musical performance. Auctioneers develop a sort of stockpile

of musical and linguistic patterns acquired through a practice-based educational method (either at an auction school, through apprenticeship, or through continued repetitive practice of number scales, tongue twisters and filler words). Further, all of these embedded musical patterns are treated flexibly such that the chant remains unpredictable and exciting to the listener.

While this general approach is common to many improvisational musics, Auctioneers appear to display a special ability to vary meter (or the organization of the beat in the chant) as an additional improvisatory tool — a characteristic considered uncommon in improvised musics. While the monotone chant serves as the foundation of the bid-call, auxiliary pitches (most often pentatonic or major scales) offer melodic variety.

Chant disrupts reality

Listeners accustomed to the Auctioneer's style learn to expect a certain degree of musical consistency, but through disruptions of familiar musical patterns, the Auctioneer focuses bidder attention on the chant rather than the realities of the economic transaction in progress. My field work with Auctioneers and the study of archival recordings of live auctions dating back to the 1940s reveals that many characteristics of chant practice are shared; however, stylistic practices vary based on

sales type (livestock, real estate, agricultural equipment, estate, etc.). In all auction types, the bid call offers a heightened emotional experience for the attendees and an opportunity for audience participation.

The past two years of field work and research into the art of the live auction have proven to me that the musical and improvisational talents of the Auctioneer represent a special, complex and often mysterious aspect of American social and musical culture. In the upcoming year, I hope to bring my research to the musicological community through conferences and journal articles, but beyond this, I hope that this project might turn into a book capable of telling the story of the music of the auction to an even wider audience. I am indebted to the many Auctioneers and NAA staff members who have helped make this research possible. NAA members interested in reading the complete dissertation may e-mail me at nmalley@knox.edu for further information. ❖

Nikki Malley is Assistant Professor of Music and Director of Jazz Studies at Knox College in Galesburg, Ill. Malley holds a bachelor's degree in music from Knox College, a master's in musicology from Washington University in St. Louis and a Ph.D. in musicology from the University of Iowa.



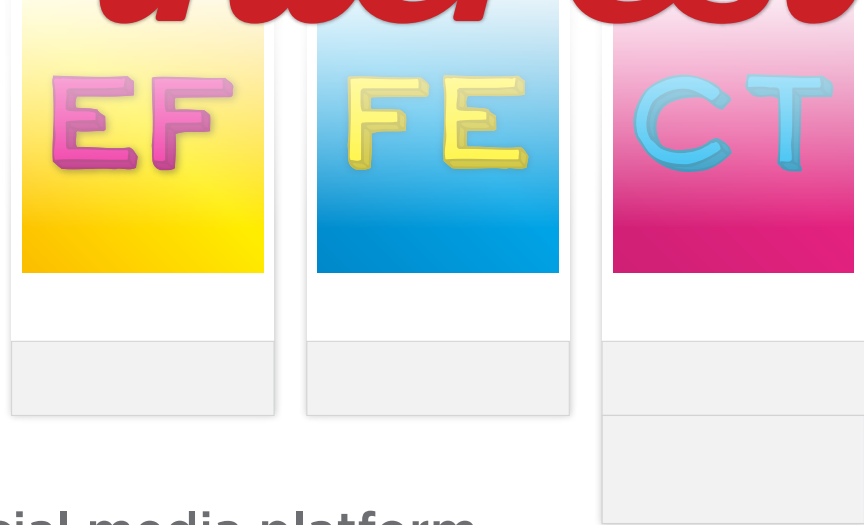
By Ryan George

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:

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the Pinterest



Social media platform underscores importance of imagery

I take notice when I hear a question over and over again. And one question I've heard a lot lately is "What is 'Pinterest'?"

In short, it's a social media environment that pulls inspiration from the bulletin board at your local coffee shop or the pin board in your college dorm room. It's a live stream of images — called "pins" — pulled from other websites and categorized topically by the website administrators and again separately by its users. Each image comes with three optional interactions: like, comment and re-pin (to your board of pins).

Whereas other social media are based on users generating their own content, Pinterest is easy to use and popular mostly because its users don't create the original content. In fact, about 80 percent of posts are re-pins, according to an article from Stephanie Buck at Mashable.com. To avoid copyright violation, the pictures are almost all linked back to their originating sites — be they travel, lifestyle or entertainment websites.

The stats

Women typically account for a higher percentage of users than men do on social media,

according to DailyInfographic.com, and they account for anywhere from 68 percent to 90 percent of the activity on Pinterest — depending on where you get your stats. Most posts are often associated with fashion, decor, cooking, crafts and inventive solutions for household organization.

Unlike Facebook, it's not intended for conversations. Pinterest has grown so much and so quickly that Friendsheet.com, a site that makes your Facebook stream look like Pinterest, has garnered the favor of Mark Zuckerberg and might someday be a native Facebook option.

Unlike Twitter, it's not intended to keep users updated on current events. Unlike YouTube, it's exclusive. You can curate your own pin boards and list of followers only if you are invited by someone who is already a Pinterest member. Unlike Google+, it's growing like a weed both in number of users and the amount of time those users spend on the site (more than four times longer than Twitter users per month and almost 30 times as long as Google+ users average per month, according to *The Wall Street Journal*) — exponentially expanding to over a million average daily visitors, according to DailyInfographic.com.

The draw

So, why do we need yet another social media site? And what does Pinterest have that we can't get anywhere else?

Visual simplicity.

Facebook has images. Twitter is succinct and sortable, too. Pinterest, though, simplifies everything to one thing: pictures. No profiles to manage for its content creators and little, if any, reading required by its consumers. It lets our short attention spans be satiated quickly.

If Pinterest were running for President, its campaign supervisor would be explaining its surge in the polls emphatically: "It's the photos, stupid!"

Facebook, the major social media player with more average minutes of use per month than Pinterest, understands our culture's draw to images, as it sees 70 per-

cent of its users' activity centers around its photos, according to an article from Chas Edwards at Adage.com. But that pales to the photo-centricity of Pinterest, which, by default, has pictures at just under 100 percent of activity.

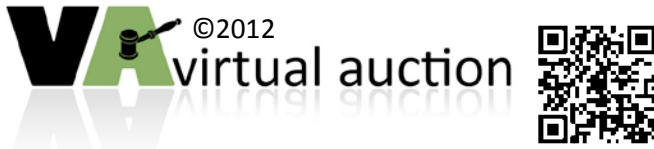
The lesson

There's a lesson there for every marketer. What makes content quickly absorbable is compelling imagery, imagery the Pinterest users tend to pull from predominantly commercial websites. Words — even headlines — are secondary. As a culture, we don't care about explanations and slogans if we aren't drawn to them through the picture(s) they accompany. As a marketer who helps other marketers, I can tell you that if the design of our marketing media centers on large, singular imagery — and those images are professionally staged and captured — our advertising will be far more effective than the current average of small business advertising media. That

goes for small business at large and the auction industry.

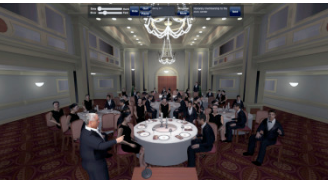



Message is important. And honing your message is crucial. But Andre Agassi was right: image is everything. And, last time I checked, advertising is part of everything. If the first thing your media recipients and viewers see is text — no matter how large or bold or colorful — chances are good that you're doing advertising wrong. If they see a solid background with a collage of pictures, we are making them work harder (than if we had used one big, full-bleed image) and, in many cases, watering down the primary draw. Look at advertising for Apple, Nike, Ford, TNT and BOSE. They get it. So should we.

If potential buyers don't like what they see in the primary image, what makes any retailer, wholesaler, or Auctioneer think potential buyers would care what other pictures we have or what the advertisement has to say? ❖



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Hall of Fame member was a humble leader who helped the homeless

By Bryan Scribner
editor

Friends and colleagues of former National Auctioneers Association President and Hall of Famer Jim Murphy remember him most for his generosity and work to help feed and shelter the homeless.



Murphy

NAA members also say he was an Auctioneer who served as an example for the profession. He was personable, talented and ethical, says Kip Toner, BAS, of Kip Toner Benefit Auctions, Seattle.

Murphy died June 3. He was 82.

Toner also says Murphy was a great mentor to many Auctioneers. He had a good sense of humor, which especially prevailed during benefit auctions, many of which he conducted free of charge.

“People could see his passion and people loved his sense of humor and his very, very gentle voice,” Toner says. “They responded to that, and so his benefit auctions were very successful.”

At auction, he was skilled at selling commercial machinery and equipment. Toner says he knew the assets he was selling as well as he knew the buyers in the crowd.

Toner jokes that he and Murphy would measure the success of auctions they conducted together based on the presence of local police, who would sometimes show up

to request the Auctioneers help clear nearby streets of auction attendees’ vehicles.

“I was with him one time when he auctioned 13 hours straight ... never took a break ... some of the people were there from the beginning to the end,” says Toner, who adds that Murphy treated buyers and sellers with a great sense of fairness.

Raising money

As a leader, many colleagues remember him for the way he managed the National Auctioneers Foundation as its President. They say he was instrumental in turning the organization into one that contributed to NAA programs, as opposed to one that the NAA supported.

Robin Marshall, of Marshall Land Brokers & Auctioneers, Kearney, Neb., says Murphy made the motion that NAF Trustees pay for their own transportation to and from foundation meetings.

Marshall, also a former President and Hall of Fame member, says Murphy was a humble person who displayed a sense of calm and made other people want to follow him. He focused on the big picture; however, Murphy also concerned himself with the little things — such as clean restrooms at an auction facility — that Marshall says made a big difference.

“He was a true leader,” Marshall says. “He

raised the bar for professionalism of Auctioneers both in the association and in his own business.”

Dick Keenan, of Keenan Auction Co., South Portland, Maine, agrees with Marshall’s assessment and says the integrity and professionalism with which Murphy ran his business has been passed down through his family.

His son, Tim Murphy, CAI, of James G. Murphy Co., Kenmore, Wash., and his grandson, Colin Murphy, CAI, GPPA, also of the family business, are NAA members.

“He led with his billfold,” Keenan says. “There was never a cause that if he believed in it he wasn’t the first to contribute to. He never asked for anything back.”

Another former President and Hall of Famer, Wil Hahn, CAI, of Hahn Auction Co., Bath, Pa., adds that Murphy was a well-organized person who was always prepared. He was selfless in his generosity, never looking to receive recognition for his charitable contributions.

Giving back

A member of the NAA for more than 35 years, Murphy was President of the association in 1994-1995. He entered its Hall of Fame in 2000, along with Keenan.

He also was a President of the Washington Auctioneers Association and the founding member of the American National Bank in Edmonds, Wash., according to his obituary.

He was a longtime member of the Serra Club, Knights of Columbus and Crosier Society. For more than 30 years, he was the principal Auctioneer and member of the PONCHO organization, which focuses on funding arts education.

Murphy started several fundraising events and spent many hours supporting programs for the homeless. He gave his time to the Lazarus Day Center, St. Martins Programs Advisory Board and Catholic Community Service Board and Fundraising Committee.

He served the Holy Rosary Parish in Edmonds as a member of its school board, parish council and finance commission, according to the obituary.

Murphy and his wife, Norma, founded

James G. Murphy Co. in 1970. The company helped liquidate real estate during the savings and loan crisis of the 1980s and 1990s, according to the *Puget Sound Business Journal*.

In 1990, Murphy turned the business over to his son, Tim Murphy, and daughter, Julie Rice. He remained active in the business and conducted his last auction April 24.

He is survived by his wife of 62 years; four children, Lorrie Schlanser, Tim Murphy, Julie Rice and Jay Murphy; a brother, Patrick Murphy; and six grandchildren.

Remembrances may be made to Sno King Serra or St. Martins Programs, P.O. Box 504, Edmonds, WA, 98020. ❖

Auctioneer served in U.S. Navy

Jim Morganti, CAI, died April 14. He was 61.

The National Auctioneers Association member, of Rockport, Texas, served in the U.S. Navy and was a master mason, according to his obituary.

Survivors include his wife, Lisa; one son, James Dustin "Dusty" Morganti; one brother, Ronald Morganti; his father, Elton Ray Morganti; and two grandchildren.

In lieu of flowers, the family asks that donations be made to the Texas Scottish Rite Hospital for Children. ❖



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Success came from educational, networking experiences

Outgoing NAA Board member Merle Booker, CAI, GPPA, reflects on the NAA, the auction industry and his term as a Director



Booker

1 *Of what are you most proud from your service on the Board of Directors?*

(I'm proud of the fact that I contributed to the consumption of most of the cinnamon rolls and anything chocolate during the early morning Board meetings.)

Recent accomplishments for various Board committees included a cohesive focus to ensure that the NAA make a solid financial recovery and establish a budget and policy for fiscal solvency. This included difficult decisions, ending some programs and events that were cost prohibitive when compared to the small percentage of members who benefited. The association leadership has made impressive progress toward producing an organization that is fiscally responsible with association dollars while consistently developing innovative ways to improve educational venues and programs.

A particular opportunity of enjoyment was to co-chair with Dennis Jackson, CAI, AARE, CES, on the membership committee, which implemented an NAA Ambassador program for contacting Auctioneers and encouraging them to experience the value of maintaining their annual membership. Enhanced by resources and support from the NAA staff and individual volunteers from each state's association, annual membership is about 4,000 members and growing. The current membership growth reflects the dedication of the association staff and volunteers throughout the country.

2 *What would you like NAA members to know about the association's leadership?*

The Executive Committee and Board have enjoyed and appreciate a very productive working relationship with the NAA's CEO,

Hannes Combest, CAE, and her staff. The dedication, work ethic, enthusiasm and real professionalism of each staff member became readily apparent to me within a short period of time. They truly have auctions in their blood and work every day to help NAA members.

3 *What do you see for the future of the NAA? How will it remain a vital, successful organization?*

As I reflect over my 35 years in the auction business, I recognize that the success of my evolution originated with my CAI experience, was enhanced by AARE and GPPA classes, and my continuing education sources from daily business experiences and the insights gleaned by listening to other Auctioneers share their experiences and challenges through the years. I believe the future of our association is guided by the needs of its members and the willingness of each member to become or stay involved in NAA activities, whether it be in educational opportunities, regional seminars or by attending Conference and Show.

4 *Is there anything else you would like to share regarding the association, its members or the auction industry?*

The NAA has many of the most entrepreneurial and forward-thinking people with which I've ever been affiliated. History has proven that Auctioneers are opportunistic individuals not intimidated by cutting-edge ideas, equipment or technology to enhance their marketing skills. Becoming involved and being connected to NAA educational programs or committees can only help fellow Auctioneers in the long run.

I look forward to joining my extended Auctioneer family and friends in Spokane, Wash., for Conference and Show. Make plans to attend the Tuesday evening barbecue. Thanks for allowing me the opportunity to serve as an NAA Board member. ❖

Bold action required to best serve needs of all auction professionals

Outgoing NAA Board member Robert Mayo, CAI, AARE, ATS, GPPA, reflects on the NAA, the auction industry and his term as a Director



Mayo

1 *Of what are you most proud from your service on the Board of Directors?*

There have been many frustrations as I have realized that things do not always move as fast as I had expected or hoped. With that said, I am happy that the financial strength of the National Auctioneers Association improved during my time

on the Board. This was due mostly to a great team of leaders who always kept that priority front and center. I was only a very small part of that effort. I am also proud that I tried to be a voice for the everyday Auctioneer, who is working every day to feed his or her family. It is because of many NAA leaders before me that I am able to provide for my family through auction marketing, and it is my hope that others coming up will benefit as I did.

2 *What would you like NAA members to know about the association's leadership?*

With very little exception, the leaders of our association are passionate people who are committed to the members' best interests and the auction industry at large. The diversity of Auctioneers who serve the NAA makes for a balanced debate on issues that do not always impact all members in the same way. At the end of the day, there was always a concern for the greatest good with compassion for each and every member.

3 *What do you see for the future of the NAA? How will it remain a vital, successful organization?*

For the NAA to remain vital, we need to become a voice and provider of education and resources for the entire industry. Our association has taken steps to make these changes, but bold action in the near future is required to complete the vision of representing and providing value for traditional Auctioneers, but also auction professionals who work in traditional auction companies, and auction professionals who own and work in companies that are redefining our industry. We have the greatest opportunity to influence many who do not currently connect with our culture but are in the auction industry. If we fail to connect, we will have no influence. If we are bold, our industry influence will be relevant.

4 *Is there anything else you would like to share regarding the association, its members or the auction industry?*

As a first-generation Auctioneer, the NAA has always been my auction family. While traveling to various state associations and spending time with many of you, or meeting new friends, it was a true blessing in my life. Because of the amazing support I have received from fellow NAA members over the years, it was my sincere desire that I was able to be of valuable service during my time on the Board. Although my time on the Board is complete, my commitment to be of service remains. If I can serve you in any way, please let me know. ❖

Association will remain vital if members provide feedback, service

Outgoing NAA Board member Harold Musser, CAI, reflects on the NAA, the auction industry and his term as a Director



Musser

1 *Of what are you most proud from your service on the Board of Directors?*

I am the most proud of helping the NAA Board of Directors be conservative in their thoughts and solutions and helping contribute to the financial stability that the NAA is in today.

2 *What would you like NAA members to know about the association's leadership?*

I would like the NAA members to know that the Board of Directors and the NAA staff work very diligently and unselfishly to bring to the members the best education and professional auctioneering practices possible. The debates around the boardroom table have been very lively and spirited. This is an indication of a very healthy Board.

3 *What do you see for the future of the NAA? How will it remain a vital, successful organization?*

Thanks to the full Board and the NAA staff, the National Auction-

eers Foundation and the members of the association, the future of the NAA is as good as it's ever been. Although there will continue to be challenges facing our industry due mainly to technological advances, the Board and staff is committed to providing the membership with the best tools that they need to have a prosperous and professional career. It will remain a vital, successful organization as long as the members continue to provide feedback and give of their time. Knowing Auctioneers as I do, they will give their time and talents to the organization that they love for as long as they are able and as long as the NAA is a good steward.

4 *Is there anything else you would like to share regarding the association, its members or the auction industry?*

I would personally like to thank the association for the confidence that they had in me to elect me to the Board. I ran on the platform of being fiscally conservative, yet not being afraid of taking a calculated risk. The NAA's finances are in better shape today than they have been for years, and the educational opportunities are getting greater each and every year. The Board members who are leaving the Board are leaving the association in better shape than when they came on. That is very important to me. ❖

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new orleans

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December 8-14, 2013

What you can't sell

Members advise caution, thorough research when it comes to auctioning taxidermies

By Tom Burfield
contributing writer

Taxidermy game mounts are most valuable to those who actually took down the animal, but a handful of Auctioneers have found that there is a viable secondary market for the showpieces.

Pacific Auction Cos., Longmont, Colo., auctions everything from classic cars to juke boxes, but once a year, owner O.J. Pratt, CAI, conducts a field-and-stream auction during which he sells things like fly rods, firearms and game mounts.

He's sold thousands of moose, lions, tigers, rhinoceroses and even a full-body yak mount for prices ranging from \$400 to \$800 for an elk head to \$3,200 for a full-curl rocky mountain stone sheep.

A key to successfully auctioning game mounts is knowing what you can't sell, he says.

"You absolutely cannot sell bald eagle mounts no matter when they were taken," he says.

Some exotic mounts can be sold but not transported across state lines. Contact your state wildlife department before conducting these auctions, he advises.

When you conduct the auction, you'll need wall space to display the mounts as they were meant to be shown — not sitting on a floor, he says.

And consult an expert to help you with the description of the animal.

"If you're calling it a white tail deer and it's a mule deer, you'll look foolish, and the buyer is going to be unhappy," Pratt says.

North to Alaska

Charles Brobst, CAI, CES, of North Pacific Auctioneers Ltd., may be in a unique situation.

He's in Anchorage, Alaska, where animals abound, but many of them are endangered or indigenous, meaning the sale of taxidermy mounts or trophies can be subject to even stricter laws than usual.

Creating a game mount doesn't come cheap.

Prices at one taxidermy service range from \$770 to mount a life-size fox to \$8,400 for a buffalo. A brown bear is listed at \$5,400.

Selling price depends on the subject matter and how well it's mounted.

Brobst got a bid of \$10,000 for a full hind-leg mount bear.

"It had nice, long fur, the claws were there, intact, and it was well mounted," he says.

Because of the cost, he says you may have more people admire the mounts than bid on them.

Brobst gets most of his mounts through estate sales that he conducts, but since families generally hold onto the trophies, they don't come up very often.

Nerve-racking

Mike Fallon, who, with his son, Seth, owns Copake Auction Inc., Copake, N.Y., doesn't seek out taxidermy mounts.

"Truthfully, they make me very nervous," he says. "Sometimes you get things where you have to call and make sure they're legal."

Legal question

Kurt Bachman's column on Page 62 provides information on various types of legislation that protect wildlife.

But there are a lot of hunters in his area, and the mounts turn up at his auction house from time to time.

He's sold a couple of hundred over the past 27 years, sometimes getting 10 in one year, other times going a year without any.

Fallon goes online to see what similar items are valued at to determine their worth.

"That's the simplest way to do it," he says.

"Around here, you get deer heads," he says. But occasionally he'll get something more exotic, like an African zebra rug or antelope heads.

Get the word out

Pratt, who conducts his auctions live and online, publicizes them mainly by contacting people who have expressed interest in past auctions and through websites for hunting and fishing groups.

In promoting his auctions, Brobst says he uses Craigslist, his own website and online-bidding platforms. ❖



EDITORIAL CALENDAR

MONTH	AUCTION FOCUS	FEATURES
DECEMBER/ JANUARY 2013	Technology	Appraisals, Director profile, CAI preview, estate sales, social media, St. Jude Children's Auction
FEBRUARY	Collectibles	Insurance, Director profile, state association news, taxes
MARCH	Auction security	Health, state association news, member benefits, oil/gas auctions
APRIL	Small business training	Leadership conference, NAF update, livestock auctions, St. Jude
MAY	Human resources	Election guide, machinery/equipment auctions, CAI report
JUNE/JULY	Auction history	Conference and Show preview, outgoing Board members, volunteer recognition, public relations
AUGUST 2012	Government business	Conference and Show coverage, NAA leadership, auction marketing, Marketing Competition winners
SEPTEMBER	Personal property	Hall of Fame, IAC/IJAC winners, C&S photos, NAF President
OCTOBER	Benefit auctions	Education Institute, future of industry, book auctions
NOVEMBER	Real estate	NAA Auxiliary meeting, art auctions
ALSO INSIDE	Member features, member columns, letters, member news, education, state association news, marketing and legal columns, NAA/NAF news, auction schools, Conference and Show, Board of Directors/President reports	

To contribute to *Auctioneer*, please contact Bryan Scribner, Editor, at bscribner@auctioneers.org.



Kurt Bachman

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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.

Auctioneers should examine state, federal legislation that might prohibit the sale of taxidermies

Q: I would like to start selling taxidermies at auction, but I'm concerned about the legalities of selling preserved wildlife. What legal issues should I look out for?

A: There are several pieces of legislation that regulate a variety of wildlife, both domestically and internationally. Before an Auctioneer decides to sell taxidermies, he or she should become aware of the various species commonly sold at auction and the applicable state and federal regulations. Violation of federal legislation could result in felony prosecution in federal court. The volume of legislation and rules that regulate wildlife are expansive and a number of species are protected. In order to gain some perspective on how extensive the laws are that regulate wildlife trade, it is instructive to review some of the federal legislation enacted over the years.

In 1900, Congress enacted the Lacey Act, which protects plants and animal wildlife by creating civil and criminal penalties for a variety of violations. Specifically, the act prohibits trade of wildlife, including fish, plants and animals, that were illegally taken, possessed, transported or sold. Three federal agencies administer and enforce the Lacey Act. They are the Department of the Interior, the Department of Agriculture and the Department of Commerce. The commitment of federal resources reflects the commitment to monitoring and enforcing the act.

The second significant piece of federal legislation occurred in 1918, when Congress enacted the Migratory Bird Treaty Act. The act lists more than 1,000 species of migratory birds that are protected. Some of the birds protected under this act include, but are not limited to, albatrosses, cardinals, humming birds and robins. Before an Auctioneer engages in an auction that could include taxidermies of birds protected by the Migratory Bird Treaty Act, he or she

should become familiar with the species the act protects. Violations of this act may result in misdemeanor or felony prosecution and fines up to \$100,000 for individuals and \$200,000 for organizations.

Endangered species

In 1973, Congress enacted the Endangered Species Act, which lists specific animals and plants located throughout the world as endangered or threatened. The scope of the Endangered Species Act is broad. It is enforced by the Department of Agriculture and the Department of the Interior. It protects species determined to be endangered or threatened. The status of a species protected by the Act can change. For example, a species listed as threatened could be changed to endangered or removed from the list. Possessing, delivering, carrying, transporting, selling or shipping illegally taken species (dead or alive) in interstate or foreign commerce can result in large fines. Auctioneers



should review the list frequently to determine whether Congress added, removed, or changed the status of a specific endangered or threatened species.

The Endangered Species Act does provide limited exceptions for the sale of endangered animals in interstate or international commerce. With respect to taxidermies, the most notable exception is the trade of antiques. The act permits the trade of antiques of endangered species provided the seller meet the following four criteria: (1) The antique must not be less than 100 years old; (2) It must be composed of endangered species; (3) It must not have been repaired and/or modified with endangered animals after Dec. 28, 1973; and (4) The endangered animal must have entered the U.S. through the proper port designated by the Secretary of the Treasury. See 16 U.S.C. § 1539(h). This introduces another federal agency, the Department of the Treasury, into the regulation of endangered species.

Proving the four criteria discussed above may be difficult, unless the seller has docu-

mentation pertaining to each element. Auctioneers should inquire about these criteria when they are asked to sell such antiques.

Polar bears

Another act that Auctioneers should be aware of is the Marine Mammal Protection Act, which regulates marine mammals, including polar bears, walrus, sea otters, whales, dolphins and seals. The National Fisheries Service has jurisdiction over whales, porpoises, seals and sea lions. It is not likely that an Auctioneer would be asked to sell a whale taxidermy, but Auctioneers should be aware that smaller species are subject to the Marine Mammal Protection Act.

On the international front, Auctioneers should be aware of the Convention on International Trade in Endangered Species of Wild Flora and Fauna (CITES). It was signed on March 3, 1973. CITES lists several animals and plants that are considered endangered. The U.S. recognizes

the CITES list of endangered animals and plants, but it also maintains its own list of endangered animals and plants.

This list of the various federal and international acts is not comprehensive, but it is intended to provide a general overview. In addition, several states regulate the sale of certain species. In addition, several states, including Indiana, Maryland, Nevada and Oregon, require licenses for taxidermists. Before selling taxidermies, an Auctioneer should verify the licensing of the taxidermist and ask about the species that he or she might be selling at auction. Once the species is known, then the Auctioneer can determine whether it is a protected species under federal law or state law. If an Auctioneer is uncertain about whether he or she can legally sell certain taxidermies, then he or she can contact his or her attorney or the respective state's department of natural resources.

For more information, Auctioneers can visit the website for U.S. Fish & Wildlife Service at www.fws.gov. ❖

Communities recognize auction profession



In mid-April, Georgia Gov. Nathan Deal signed a proclamation to make April 2012 Auctioneers Month in Georgia, according to a news release. The proclamation stated that Auctioneers have long been important members of the business community, contributing to the economy and free enterprise system. In attendance at the signing were State Rep. Katie Dempsey; NAA member Myers Jackson, Vice President of the Georgia Auctioneers Association; Gov. Deal; Buddy Lee III, CAI, President of the GAA; and GAA Director Ronnie Reagan. Submitted photo



In late April, the Kansas Auctioneers Association's Board of Directors met with Kansas Gov. Sam Brownback to proclaim April as Auctioneer's Month, according to a news release. Back row is Tom Lindsay Jr., CAI; Holly Conser; Lester Edgecomb; Jeff Ruckert; Aaron Traffas, CAI, ATS, CES; Richard Garvin, CAI, ATS, CES, GPPA; Kevin Ediger; Bill Eberhardt, CAI, AARE, CES; and Gail Hancock. Front row is Hope Edelman; Jim Schoen; Megan McCurdy, CAI, BAS; Gov. Brownback; Jack Newcom; Lance Fullerton; LaDonna Schoen-Gehring; and Don Hamit. An annual Legislative Shrimp Peel and Oyster Feed, in support of the Special Olympics, also took place in late April. Kansas Auctioneers Association members and Directors volunteered their services at the Expo Center in Topeka, Kan., for the event. Submitted photo



In early May, Auctioneers in Auburn, Ind., met with the city's mayor, Norm Yoder, for a signing of the National Auctioneers Association's proclamation recognizing National Auctioneers Day, according to a news release. The mayor talked about the importance of the auction method of marketing in the community. Front row is Jim Littlejohn, CAI, AARE, BAS, CES; Mayor Yoder; Dennis Kruse, CAI; and Paul Prestia. Back row is Ray Yoder; Dennis Hoover; Greg Littlejohn; Jama Smith, BAS; David Southern; Bob Rathgraber; Matthew Kruse; and Tyler Jernigan. Submitted photo

Bids for runway fashions support cancer research

Wendy Lambert, BAS, and her auction team helped raise \$165,000 during the inaugural Dress 4 Yellow event in early April, according to a news release.

Fashion designers and celebrities were at the high-profile fashion show, lunch and auction, which took place to support Lance Armstrong's LIVESTRONG Foundation and Cook Children's Medical Center. Dress 4 Yellow was part of the 4 Yellow Foundation's effort to raise money for cancer research, services and awareness.

The event began with a presentation from Armstrong, LIVESTRONG founder and champion cyclist. A runway show then featured designs by more than 20 of the world's top designers, who produced custom-made yellow pieces or yellow designs from archived collections.

Several of the looks were offered for purchase during a live auction, which immediately followed the show. Lambert, of Lambert Auction Co. Inc., Coppell, Texas, and her all-women auction team are known as "Wendy & the Gala Gals." ❖



Submitted photo

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Bidders vie for Monkey stamps, Disney prints

A full sheet of 80 post office-fresh Chinese Year of the Monkey stamps, purchased in 1980 by the consignor at a post office inside the People’s Republic of China, sold for \$135,600 at a multi-estate sale from Philip Weiss Auctions, Oceanside, N.Y., in late April.



\$135,600

The sheet of stamps was the top lot of the nearly 2,000 mostly fresh-to-the-market lots that came up for bid. Also offered were coins, postcards, toys, dolls, Disney items, Hollywood memorabilia and more.

Additional highlights from the auction are as follows (including a 13 percent buyer’s premium):

- A production cel with production background from the 1953 movie “Peter Pan,” with an image depicting Tinker Bell, climbed to \$19,775.
- A publicity cel from “Snow White and the Seven Dwarfs” hammered for \$11,865.
- A production cel from the movie “Dumbo” went for \$5,650.
- A poster for the Grateful Dead show at the Las Vegas Ice Palace from March 29, 1969, featuring Santana on the undercard, hammered for \$2,599.
- A poster for Howlin’ Wolf and Big Brother & the Holding Company (with Janis Joplin), for a Sept. 23-24, 1966, set of shows at the Avalon Ballroom in San Francisco got \$2,147. ❖



\$19,775



\$2,147



\$5,650



\$11,865



\$2,599

Teamwork helps bring nearly half a million dollars for farm

United Country Auctioneers teamed up for a sale of a 172-acre farm in Rogersville, Tenn., on May 5, according to a news release.

The Auctioneers included National Auctioneers Association members Myers Jackson, of United Country iNATIONAL, Tallahassee, Fla.; Jim Graves, of United Country — Tennessee Realty & Auction LLC, Hohenwald, Tenn.; and Mike Walker, of United Country — Walker Realty & Auction, Lebanon, Tenn.

The absolute auction started with the best tracts first — tract No. 9 offered 14 acres with a barn and sold for \$84,000. This was followed by five acres and an older barn that went to a buyer for \$34,000.

Online simulcast bidding came from as far away as North Carolina, Florida and Ft. Hood, Texas.

All tracts were bid and posted as individual tracts and transitioned into combination bidding. The combination rounds proved a success, achieving more than \$439,000. The property went to three separate buyers for a total of \$482,000, including buyers' premiums. ❖

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Auction firm doubles previous sales record

Nest Egg Auctions, Meriden, Conn., broke a company record during an art and antique auction in early May, according to a news release.

The featured item of the sale was a Sol LeWitt painted aluminum outdoor structure. The 38-inch, seven-pointed star rises into a flat-topped pyramid. The final bid, including buyer's premium, was a record \$118,000.

Nest Egg's previous single-item sales record was a painting that sold in April 2011 for \$59,000.

The 240-lot auction also included a sterling silver octopus-form chatelaine, made by Gorham Silversmiths in the late 19th century, which received \$11,800. A chatelaine is a decorative belt hook or clasp worn at the waist with a series of chains suspended from it.

An archive of early Connecticut papers, photographs and ephemera from the Pratt family of Old Saybrook brought \$5,664, well above the \$1,000 to \$2,000 presale estimate. ❖



\$5,664



\$11,800



\$118,000



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Dana Mecum and his wife, Patti.
Photo courtesy Mecum Auctions

“Classic” auction keeps pace in its 25th year

More than 1 million square feet of space at the Indiana State Fairgrounds was devoted to 2,900 automobiles, motorcycles, “Road Art” and more as Mecum Auctions celebrated the 25th anniversary of Dana Mecum’s Original Spring Classic Auction in late May

The six-day Indianapolis event brought more than \$52.6 million with nearly a 70 percent sell-through rate.

The top five vehicles, reflecting hammer prices, were as follows:

1. 1968 Chevrolet Corvette L88 Convertible at \$600,000
2. 1969 Chevrolet Yenko Nova at \$475,000
3. 1969 Chevrolet Camaro ZL1 at \$400,000
4. 1933 Lincoln KB Phaeton at \$375,000
5. 1967 Chevrolet Yenko Camaro at \$325,000 ❖



Fellowship of Christian Auctioneers International

Please stop by the FCAI booth in the Exhibit Hall at the NAA Conference & Show in Spokane, WA.

We have the FCAI activities scheduled for NAA Conference & Show on Thursday July 19, 2012.

4:00 pm until 5:40pm, DoubleTree Hotel in Parkside I & II

Entertainment, Refreshments, Testimony, Business Meeting, Memorial Service.

Everyone, including exhibitors are invited.

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.fcai.org**

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

For a membership application, contact Alvin Kaddatz

May God Bless You & Keep You

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

When Easton was 6 weeks old, his parents noticed an odd glare in his eyes when the light hit them just right. Easton’s mom took him to the pediatrician, who immediately referred them to an ophthalmologist. There, tests revealed that Easton had a mass behind his eyes and one of his retinas was detached. The doctor believed that Easton suffered from retinoblastoma, a cancer of the eye. Arrangements were made immediately for Easton and his parents to travel to St. Jude Children’s Research Hospital® that very night. At St. Jude, doctors confirmed that Easton suffered from bilateral retinoblastoma and had tumors present in both of his eyes. He underwent six months of chemotherapy, as well as laser treatments and cryotherapy to control tumor growth, which he continues today. Despite everything he’s been through, Easton is a happy little boy who loves to play outside.

For more information about St. Jude and The Auction for Hope, visit www.stjude.org/naa.



Easton
1 year old
retinoblastoma



©2012 ALSAC/St. Jude Children’s Research Hospital (11472)





Oakes

I chose the NAA for the networking capabilities and vast information over numerous subjects available at the member's convenience. I wanted to belong to an association with integrity that requires their members to be honest businessmen and uphold the Code of Ethics through day-to-day business."

Matt Oakes

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Leventhal

“I hope my membership will serve me with both networking resources as well as potentially lead clients to me. I am a chef and have over 20 years in this industry and know equipment, inventory and the business inside and out. Restaurant appraisals and sales are a natural fit for me. I am also a cancer survivor and have been active in fundraising and will focus on benefit auctions.”

Robin Leventhal
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continued »



Hodgkins

I joined NAA for the power of a national network. Inside the NAA are experienced businessmen and women who can help me grow my small business and are willing to share their knowledge about the auction industry. In addition, the NAA affiliation gives an instant credibility and visibility that portrays my company as a business with ethics and high standards."

Frances Hodgkins
Webster, Texas

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Cooper

“My father, Joseph Cooper, is a CAI and has been a member of the NAA for decades. I am looking to advance my professional status and maximize my knowledge of the auction field.”

Brian Cooper
Towson, Md.

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New members compiled by Brandi McGrath

“I joined to expand my education of the industry and in hopes of getting some local exposure to spur auctions in this area and hopefully pick up a few.”

Jim Bennett
Bastrop, La.

Congratulations to NAA members who recently earned new designations

AARE

John Bottero, AARE, Thomaston Place Auction Galleries, Thomaston, Maine

David Bradshaw, AARE, Tranzon Driggers, Ocala, Fla.

John A. McAllister, AARE, John McAllister Realty Consulting LLC, Columbia S.C.

David Wilson, AARE, Sturgis Real Estate Co., Sturgis, S.D.

ATS

Jason Hanks, ATS, GPPA, Cal Auctions, El Cajon, Calif.

Eulalia S. Rodriguez, ATS, Moecker Auctions Inc., Hollywood, Fla.

Ira Smith, ATS, Smith & Co. Auction & Realty Inc., Woodward, Okla.

Wes Watts, ATS, CES, GPPA, Knightstown, Ind.

BAS

Jeffry Cadorette, BAS, Media, Pa.

Larry Flynn, BAS, Larry Flynn Benefit Auctions, Boise, Idaho

M. Paige Holt, BAS, Chattanooga, Tenn.

Wendy Lambert, BAS, Lambert Auction Co. Inc., Coppell, Texas

Scott Robertson, BAS, Scott Robertson Auctioneers, Matlacha, Fla.

Emily Wears, BAS, Wears Auctioneering Inc., Solon, Iowa

CES

David Buck, CES, Auction Dynamics, Yucca, Ariz.

James Cash II, BAS, CES, Murfreesboro, Tenn.

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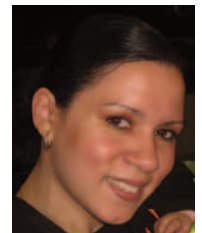
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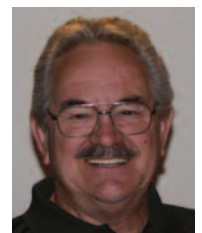
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To promote the professionalism of auctioneers and auctions through education and technology.

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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.

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www.auctioneers.org/forum

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MEMBERS' CORNER

Santa Gertrudis Breeders International named Fred Dietrich III, of H. Fred Dietrich III & Associates, Orlando, Fla., to its Hall of Fame in mid-April, according to a news release. The recognition came during the Santa Gertrudis Breeders International Convention in Chattanooga, Tenn.

Dietrich has shown Santa Gertrudis cattle for more than 50 years and has been a purebred cattle Auctioneer and ringman for more than 40 years. Dietrich Flying D Ranch has bred Polled Santa Gertrudis cattle for performance, conformation and pedigree since 1957.

Submitted photo



INDUSTRY SPOTLIGHT

Hilco Trading LLC in late April announced the launch of Hilco Real Estate Auctions LLC in a news release. The new operating unit will provide open-outcry and online real estate auctions for local, national and multi-national corporations, financial institutions, developers and others needing to sell real property and notes. Hilco Real Estate LLC, also a unit of Hilco Trading, will continue to provide disposition brokerage services through sealed-bid auctions and private-treaty negotiated sales. Michael Fine, CCIM, CAI, AARE, of Chicago, is co-creator of the new company, as well as its CEO.



Fine

Liquidity Services Inc., which provides online marketplaces and services for surplus assets, has agreed to acquire GoIndustry DoveBid plc (GoIndustry), a global provider of surplus asset management, auction and valuation services. National Auctioneers Association member Kim Faclier is Managing Director, Property, for GoIndustry DoveBid S.A., Cape Town, South Africa. The \$31 million, all-cash transaction was expected to close on or about July 1, according to a news release.



Faclier

Ritchie Bros. Auctioneers has purchased an online marketplace for surplus and salvage assets, according to a story from *The Sacramento Bee*. The news release says the platform will meet the needs of those who do not wish to use its live, unreserved auctions. Ritchie plans to develop non-auction services, through the acquisition, that “enable the world’s builders to easily and confidently exchange equipment,” according to the news release. The company plans a continued focus on its core business, unreserved auctions.

AROUND the BLOCK

- The U.S. Department of Labor’s Occupational Safety and Health Administration has started a national initiative to educate workers and their employers about the hazards of working outdoors in hot weather, according to a news release. Heat exhaustion can lead to heat stroke, which has killed more than 30 workers annually, on average, since 2003. **OSHA has released a free application** for mobile devices that enables workers and supervisors to monitor the heat index at their work sites. The Android and iPhone app can be downloaded at <http://s.dol.gov/RI>.
- Cattle prices are soaring at some Texas auctions. As a result of last year’s drought, **prices are up \$500 to more than \$1,000 at auction**. The state now has its smallest herd since the 1950s, and record-breaking winter rains are sparking new demand to increase those numbers. A dry spell could still be in the future, though, so some ranchers are cautious, according to an Associated Press story. It could still take the beef industry five years to recover, and some auctions aren’t doing nearly as well.
- Auctioneers say **demand for machinery and equipment will be just as high this year**, if not higher, as it was in 2011, according to a story from American Cranes & Transport. Auction attendance and prices were strong in the first part of 2012. The strengthening energy sector in the U.S., in part, is contributing to the good auction results. Many types of transportation equipment, including trailers, are making significant gains at auction.

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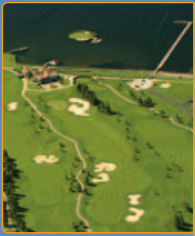


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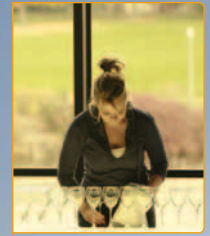
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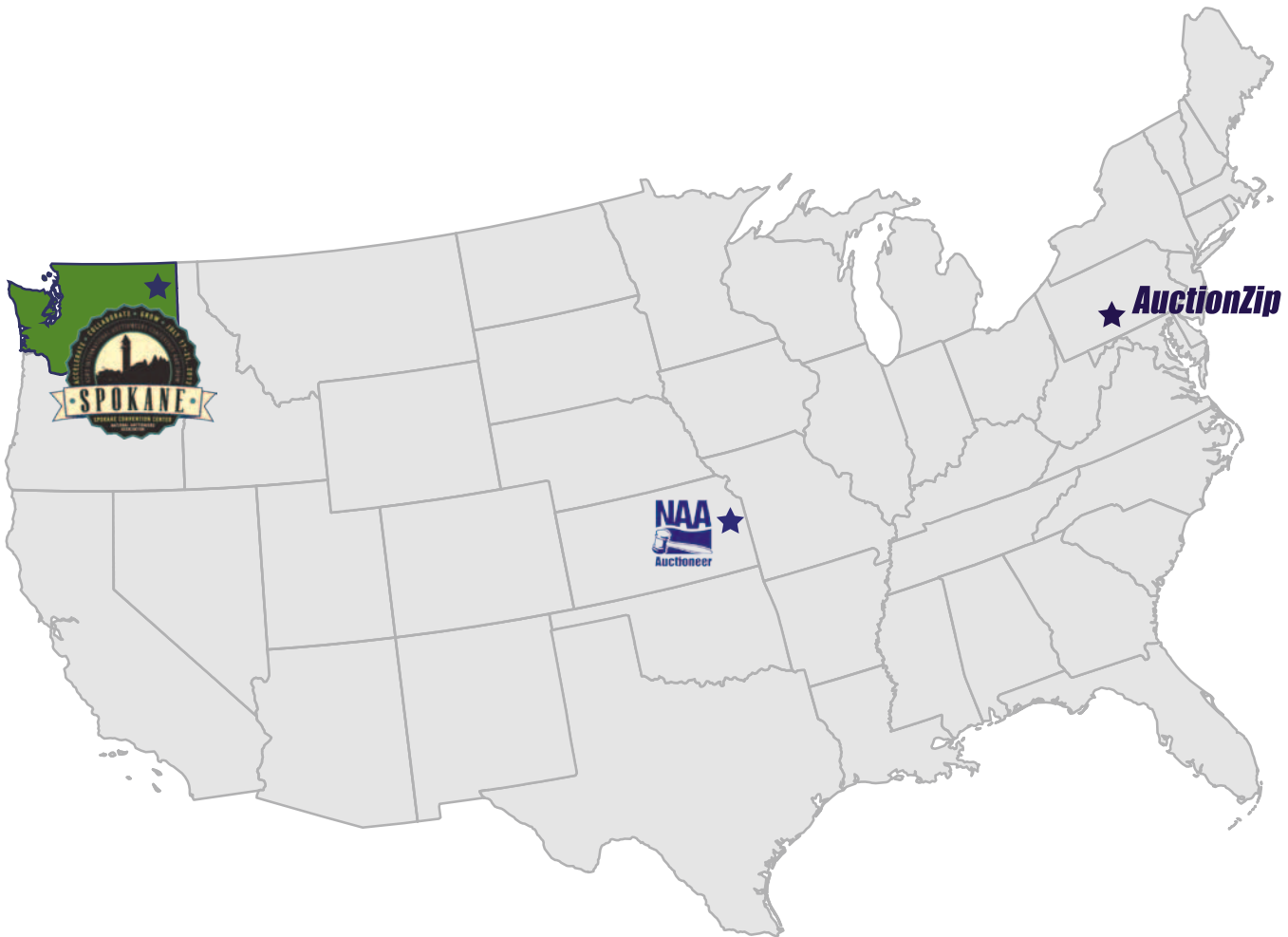


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