



Auctioneer

JUNE/JULY 2016



2016 NAA Marketing Competition Winners!



ALSO INSIDE:

- | AUCTION COMPANIES HAVE PERSONALIZED SERVICE NAILED
- | HOW TO MANAGE A BAD BRAND INFLUENCER
- | NAA UNVEILS NEW FACEBOOK GROUP FOR MEMBERS ONLY



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Spanky Assiter
NAA President

I love ya, love ya

I know every person who has been in my shoes thinks the same thing at this time of year. We sit in front of our computer, knowing that this is the last column we will write for *Auctioneer* and say, “Where did the time go?”

It seems strange to think that this is the last time I will have the opportunity to speak directly to you, my fellow NAA members, through this publication. And, as a result, I want to take this time to reflect on what has happened throughout the year.

When I was considering running for vice president in 2014, I met with Hannes to get to know her better and to learn more about NAA Board responsibilities. She asked me a question that I’ve repeated to all of you many times: Why did I want to be President of the NAA? I had already had been fortunate to be inducted in the NAA Hall of Fame, and I was a pretty well-known Auctioneer.

I told her then that it wasn’t something I wanted to do; it was something I had to do. I had to give back to this industry that had given me so much, and I still feel the same way.

I was fortunate in my timing because previous leaders had paved the way for me, and NAA was strong and stable. We had fixed the financial problems. The previous Boards had set a strategic direction that the membership and staff believed in. We were in the implementation stage of the *Pathways to 2020*, our multiple-year business plan designed to ensure that NAA achieves its vision that NAA members will be the preferred auction professionals used in the marketplace.

This stage was exciting. During this past year, I was able to witness and participate in the revival of NAA’s Day on the Hill advocacy event. And, I was able to be a part of one of the greatest promotional efforts NAA has ever undertaken: National Auctioneers Week. Thanks to all of you who participated through changing your Facebook profile photo, using the hashtags, and otherwise sharing that #AuctionsWork when managed by an #NAAPro.

Did you know NAA’s logo and name reached nearly a quarter of a million unique accounts

through Facebook advertising during that week! We introduced NAA to a large number of people that had been previously unaware of our work.

Elsewhere, our education program continues to grow stronger and stronger. By the end of this fiscal year, we will be introducing a new educational program – micro-learning (more on that later). Suffice it to say, this will be something that ALL of us can take advantage of, not just those of us who are at Conference and Show.

And through it all, we’ve worked hard to keep you in the loop. We have engaged more NAA members than ever before. Our ambassadors are hitting it out of the park!

And yet ... we aren’t finished.

When I turn the reins over to John Nicholls in July, I know that things will continue to move in the same direction. I know because we have created the process that allows us to create sustained positive movement.

We – the entire NAA Board of Directors – are committed to you. This team of people doesn’t always agree with each other, but you never need to doubt anyone’s commitment to NAA. As a result of that commitment, we will keep moving forward.

On a personal note, I want to thank my family. This year has been tough, as many of you know. My mother passed away recently, and my family has been my support through her illness. And, to those of you who sent flowers, cards, prayers, texts, and messages on Facebook – thank you.

NAA is a family, and I appreciate that you allowed me the honor of leading our family this year.

Just remember ... I Love ya, Love ya. ❖

National Auctioneers Association President Spanky Assiter, CAI, AARE, has a long history with the NAA since joining the Association in 1985. Now a life member, Assiter won the NAA IAC title in 1991 – the same year he won the Texas State Champion Auctioneer crown. His first tenure with the NAA Board of Directors, as a Director, came in 1994.

In the summer of 2007, Assiter’s global impact on the auction industry was recognized when he became one of the youngest inductees into the NAA’s Hall of Fame and TAA Hall of Fame.

He is Chairman and Founder of Assiter Auctioneers in Canyon, Texas, where he makes his home with his family.



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COVER: 2016 NAA Marketing Competition award winners announced!

Four entries rose above more than 880 submissions in this year's contest. We celebrate all of the winners and talk with Campaign of the Year winner Beth Rose.

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Launched in May, the new group already has hundreds of members and is growing fast.

8 Thank you, 2015-16 Volunteers!

So many of you help make NAA the vibrant organization it is. We just want to say thanks!

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"Personalization" is a current hot marketing term. The auction industry has been personalizing services for decades.

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Letting expectations run wild can run you into litigation.

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Influencers are key to your marketing strategy, but what if they stop serving your brand's purpose?

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Donors came up huge during this year's CAI 2016 "Black & Ruby Gala."

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We have your what-to-expect, schedules, hotel info, and more! Read ... and then start packing!

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Mobile users read long content as much or more than short content, so don't be afraid to share info.

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A broken hip ended NAA member Anthony Mendoza's construction career and began the rest of his life.

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NAA unveils new, member-only Facebook group

Hundreds of members already have joined and are instantly connecting ideas, thoughts, and networks.

By Sarah Bahari, contributor

A new Facebook group for active members of the National Auctioneers Association is helping to engage professionals, connect members to one another and keep Auctioneers connected to industry news.

Launched in May, the NAA Auction Professional closed group is approximately 300 members.

Laina Gunsallus, who serves as the NAA's Membership Coordinator, said the NAA-member-only group provides a forum for Auctioneers to share stories, ask for advice and even post humorous auction-related memes.

"The content is very member-driven," said Gunsallus, who started her job with the NAA earlier this year. "It is a great way for our members to connect with Auctioneers from all around the country, people they otherwise might never meet."

Recent posts have included information on available lodging during the upcoming Conference & Show in Grand Rapids, Michigan, tips for maintaining throat health during a busy week and questions about the best equipment.

The idea for the member-only Facebook group started with the



National Auctioneers Association Board, who wanted a way for the association's leadership to stay in touch with members. Gunsallus said using social media proved beneficial to both the NAA and members.

Every Tuesday, Gunsallus and other moderators post "Tell us Tuesday," in which they ask members to discuss professional goals, share a favorite Conference & Show memory or chat about other auction-related questions.

Gunsallus said she encourages NAA members to join the Facebook group

to network.

"If you meet someone at an event or Conference & Show who lives across the country, this is such a great way to stay connected with them," she said. "You can get advice, feedback and even learn of business opportunities."

Among the members of the new group is Darron Meares, CAI, MPPA, Chief Operating Officer for Meares Auction Group in Greenville, South Carolina. Meares, who frequently shares success stories of members, said the new group provides an excellent resource to discuss NAA-specific topics and seek advice from other industry professionals.

The number of members using the NAA Auction Professionals closed group grows daily, providing a dynamic sounding board for idea sharing and collaboration.



The idea for the member-only Facebook group started with the National Auctioneers Association Board, who wanted a way for the association's leadership to stay in touch with members. Gunsallus said using social media proved beneficial to both the NAA and members.

"If you're trying to solve a problem, you can post a question and get five to 10 answers within an hour," Meares said. "So instead of picking up the phone 10 different times, this gives you up-to-the-minute news and ideas that are very helpful."

Meares said he hopes to see the new group grow in size as more Auctioneers turn to social media.

"It used to be that we had our convention and everyone would catch up for the year," he said. "Social media has completely changed that. Now we know what's going on in each other's lives, businesses and families. We're very connected." ❖

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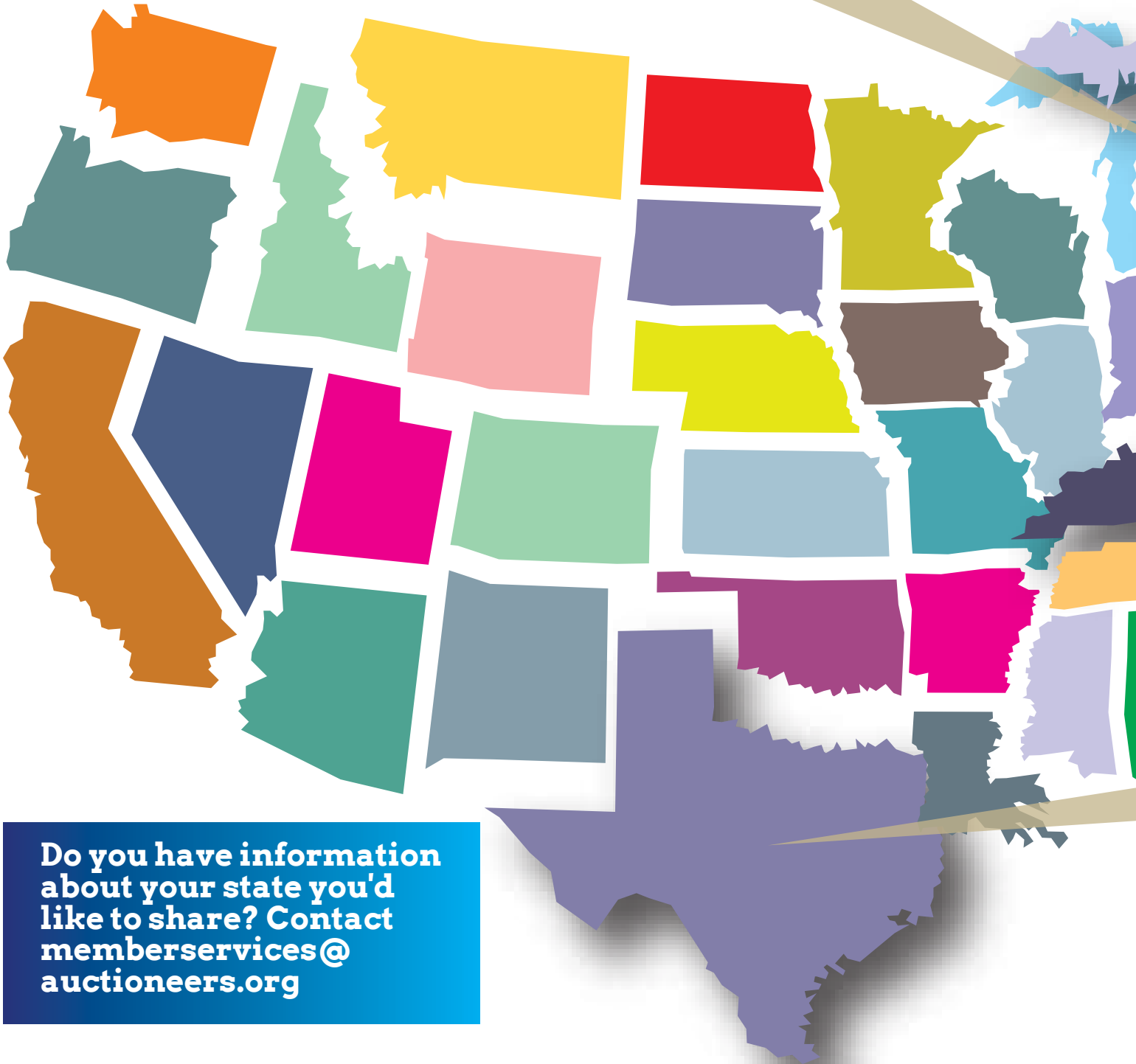


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Turning Prospects into Sellers
- June 7, 2017
National Advocacy Update

State watch

MICHIGAN

Several news items for NAA members out of the Great Lakes state as: Willis Yoder, CAI, won the UKC World Championship Hunting Beagle with his beagle, Black Beauty; Tim Bos, CES, has been awarded the Affiliate Rep of the Year from the Jackson Area Association of Realtors; and David Brooks, CAI, and Ray Krakowski, CAI, GPPA, both graduated from the Certified Auctioneers Institute in March.



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KENTUCKY

In his "President's Message" as part of the state newsletter, KAA President Tim Haley, CAI, CES, thanked each member of the KAA and Board of Directors for allowing him to attend the NAA State Leadership Conference last March. "It was a very informative conference, and I feel the things I learned will be a great benefit to our Association," Haley wrote.

In the same piece, Haley announced the KAA's Publicity and Social Media Committee has implemented a mentoring program via Facebook.

TEXAS



The Texas Auctioneer Association held their Annual Convention and Championship Contest May 1-3 in San Antonio, Texas. The convention was a great success with a new one-day contest format, new President's Welcome Reception format, and 200 attendees.

In the contest, NAA members Jarod Hamm and Doug Bradford took the State Champion and Champion Ringman titles, respectively. Hamm is a first generation Auctioneer, currently serves as an Auctioneer for several auction companies and also provides Auctioneer services for several organizations while conducting various other charity, estate and consignment sales. Bradford's passion is working with non-profits to raise money in the benefit auction arena. He also works as a contract Auctioneer and ringman.

Results of the state election include the following new officers installed: President – Cindy Soltis-Stroud, CAI, BAS; President-Elect/Vice President – Lance Swigert, CAI; 1st Vice President – Travis Kaddatz, CAI; 2nd Vice President – Joel Lemley, CES; Secretary/Treasurer – Jim Swigert. 2016 Directors: Wes Pool; Colette Mayers; Jarod Hamm; Chad Hodges; Heather Kaspar, BAS; Stephen Mayers; Doug Bradford; Angie Meier; and Troy Robinett.

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National Auctioneers Foundation Children's Fun Auction

Each year at Conference and Show, the National Auctioneers Foundation provides a stage for tomorrow's auction professionals to show their stuff! Children of all ages sell items to friends and family (especially grandparents), raising bids and stealing hearts all at once.

The Children's Fun Auction event takes place on Saturday, July 23, at 10 a.m.

NAA Conference & Show
JULY 19-23, 2016
GRAND RAPIDS

**SEE PAGE 59 FOR THE FULL
2016 C&S SCHEDULE!**





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

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

Keep expectations reasonable

Letting expectations run wild can run you into litigation.

Question: I am a new Auctioneer and am working on building my business. I have been told that it is important to keep a seller's expectations reasonable. Is that true and how do you do that?

Answer: Yes, it is important to make sure your sellers have reasonable expectations. Auctioneers should have discussions with their sellers throughout the auction process to keep their expectations in line with the Auctioneers' expectation. If an Auctioneer creates unreasonable expectation ("it's worth \$50,000," "it's extremely valuable," etc.) and the property sells for significantly less than that, the seller is likely to be frustrated and will ask some difficult questions. In fact, creating unreasonable expectations invites costly litigation.

There was a recent law suit in Tennessee that may have been, in part, due to the seller having unreasonable expectations. In 2007, the Auctioneer was contracted to sell both real and personal property for the seller. The seller alleged in the lawsuit that the Auctioneer represented that "the real property would sell for at least \$284,500" and that the auctions should produce "at least \$76,000 in net proceeds" for the seller. The auction contract had a term which stated seller "acknowledges that there is no guarantee whatsoever as to the gross proceeds to be realized from the sale of the Property at auction."

At the end of the auction, the real estate sold for \$110,000 and the on-line auction of the personal property sold for less than \$6,000. Afterwards, the seller sued the Auctioneer for negligent representation, professional negligence, breach of duty, constructive fraud, breach of contract, and other claims. The parties evidently could not settle the litigation and there was a three-day trial in 2012.

At the end of the trial, the jury ruled in favor of the Auctioneer on most issues, but awarded the seller damages of \$474.00. The seller appealed

the trial court's decision. The Court of Appeals of Tennessee affirmed the decision of the trial court in 2014. While the Auctioneer essentially won the case, except for \$474.00, it took seven years to resolve it.

This case is a good example of the importance of setting reasonable seller expectations. We do not know all of the facts of the case and what was actually said, but we do know that the seller claimed the Auctioneer said the real estate would sell for "at least \$284,500." When the property sold for only \$110,000, it sparked litigation that took place over seven years. Individuals and businesses want to know the value of specific property that they are thinking about selling or planning to sell. The law has changed significantly in this area over the last decade. (Stay turned for a future column on appraisals and giving values.) Auctioneers must exercise caution when answering what something is worth. The temptation is to value the property at a high amount in an effort to obtain a contract to sell it. Giving any value, including an inflated value, could create legal issues. Giving an inflated value will create unreasonable expectations that cannot be met.



This issue has also been addressed in the NAA's Code of Ethics. In the Standards of Practice, it states: "Members must not build unreasonable expectations about the outcome of an auction in the mind of a potential Client in order to secure the Client's business."

If an Auctioneer builds unreasonable expectations in the mind of a seller to secure his or her business, he or she is unlikely to be happy at the end of the auction. The better approach is to discuss reasonable expectations and to keep the seller informed of the market changes, so he or she is satisfied at the end of the sale instead of calling his or her attorney. ❖

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By Carl Carter, APR, ATS

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

Fill the space

Mobile users read long content as much or more as short content, so share what you can in lot descriptions.

Pew Research Center just turned conventional wisdom about smart phone readership on its head. Since the beginning of time, most people have assumed that web visitors reading content on their phones would gobble up short articles but balk at longer ones.

Now, research seems to show that – at least for news content – the opposite is true. Pew recently spent months digging through 117 million cell phone interactions with 74,840 articles from 30 news sites, and what it found is just the opposite of what you might have expected. It turns out that folks using their phones have a long attention span after all – spending about twice as much time with long-form content as with shorter stories.

On average, readers spent 123 seconds with long stories (over 1,000 words), compared to 57 seconds for shorter ones. And while you may assume people are less willing to dig into longer pieces, it turns out that long stories get just as many visits as short ones.

This leads to a concern I've had about auction marketing for years. I believe that across the board, Auctioneers give too little information about what they're selling. I've had folks give me a lot of reasons for giving the bare bones info. The most common reason lately has been that more visitors to our websites are using their phones. And as we all thought we knew, mobile users won't read long descriptions.

Now, we know they will.

I can hear the "yes-buts" coming now.

"Yes, but if we put everything on the web site, then they won't have a reason to call us. And, we won't know who they are."

It may sound good in theory to flush out the prospects for targeted marketing, but I've never seen that work very well in practice. Besides, there's a better way that actually works, as those who've taken NAA's excellent ATS/AMM class know. Using bits of code called pixels, we can drop customized ads right into somebody's Internet browser, even though we don't know who they are. I know auction professionals who are doing this every single day, and if you're not, you're losing ground.

"Yes, but by giving more information, we open ourselves up to lawsuits if the information turns out to be wrong."

Sorry, but I'm not buying it. I assume you're being careful with information you provide and documenting everything. Even so, every Auctioneer I know uses appropriate disclaimers.

Here's the reality: When you're selling an asset and the prospective buyer can't easily get the information he or she needs to bid with confidence, that buyer will just move on to someone else. The tragic thing is that you won't even know. These information-starved prospects don't usually call and tell you they're not bidding because you were too stingy with the information. They just quietly leave. Maybe you still get the asset sold, maybe not. Maybe you get a good price, but how do you know? Who's to say whether the lost bidder would have been the one to get you a few more rounds of bidding?

One friend, who does a lot of successful large auctions, offered this comment: "I want my people to know everything there is about the asset except the price."

This new study also provides some useful

It turns out that folks using their phones have a long attention span after all – spending about twice as much time with long-form content as with shorter stories.

information on how to best use social media. For long and short articles alike, Facebook drives more traffic. Those who come from Twitter seem to stay a little longer (about 26 seconds longer for long articles and seven minutes longer for short ones). Remember that this data is based on news articles. Your mileage may vary, so stay on top of your analytics and adjust your efforts accordingly.

It's also important to make sure your web site is fully responsive. If you're using a plug-in to create a mobile version, that will keep Google from penalizing your visibility – for now – but it's really just a stopgap and usually provides minimal functionality. Get with your web designer and make sure you're using a design that adjusts for every screen size from small to large. ❖



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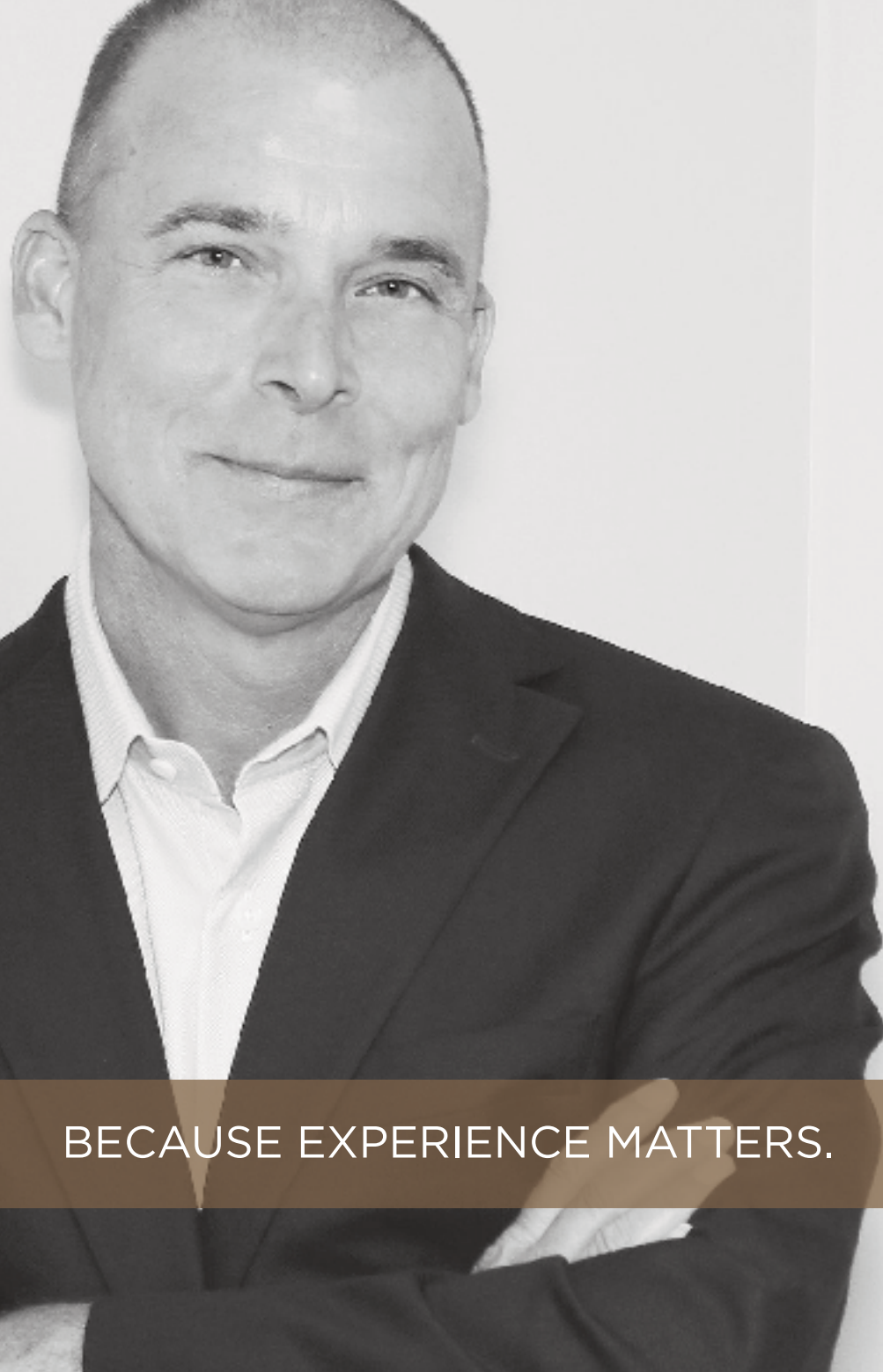
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- Instructor at World Wide College of Auctioneering
- Member of Benefit Auction Summit Committee, 2014
- Member of Marketing Committee, 2013
- Member of NAA Communications Committee, 2012
- Served on NAF Committee in 2013 & 2012
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- Key presenter at Benefit Auction Summit, 2015 & 2012
- Presenter at CAI Next, 2016
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- Over 16 years of marketing and promotions experience

"I am asking for your vote so I am able to work for you on the Board of Directors for the National Auctioneers Association."

NAA Auctioneer **No Limi's** **WAC**

To learn more about Trisha, visit www.votetrisha.wordpress.com



Thank you for all of your notes and emails supporting my candidacy, I appreciate them all...

Especially this one!

Before Steve became ill, I sent him an email regarding my plan to run for the NAA board. I asked him for his honest assessment of my qualifications and below is what he sent. He told me I could use it however I pleased.

I would appreciate your vote for the NAA Board of Directors. For more info about why I want to serve you and our association and what I'm bringing to the Board table, please visit **VoteScottKing.com**

If you can't attend C&S this year, please download an absentee ballot @ VoteScottKing.com. Your vote is important!

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For Board of Directors
National Auctioneers Association

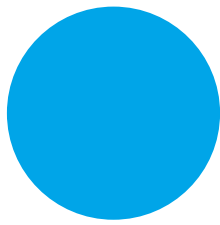
"For over 40 years, Scott has worked in the auction business, handling hundreds of millions of dollars in real-estate sales. His knowledge and experience are vast. His business skills include the creative thinking and mature judgement that he brings to every endeavor.

NAA depends upon strong leaders with vision, ideas and energy to define its agenda, move the association forward, and ensure the membership is well served. Scott is such a man. He would be a worthy addition to the board where his ample knowledge and skills could be applied for the benefit of both our association and industry.

I support Scott's candidacy and I ask you to support him too."

J. Stephen Proffitt III, Esq.

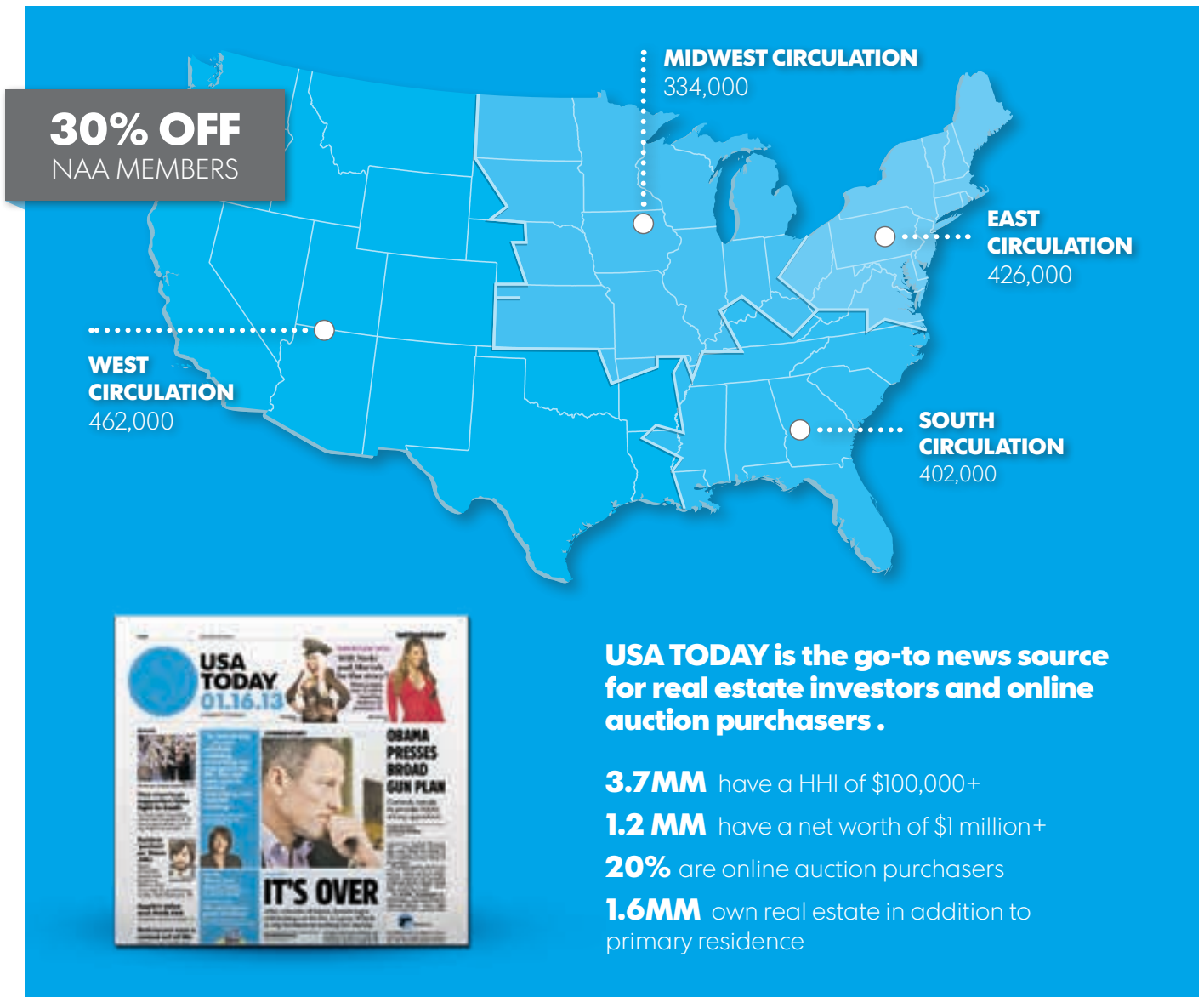




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Sources: 2012 Mendelsohn Affluent Survey, adults 18 or older, HHI \$100,000 or more; September 2012 ABC Publisher's Statement (print copies only)



2016 NAA Marketing Competition Award Winners!

Four entries rose above more than 880 submissions in all.

OVERLAND PARK, Kan. (May 19, 2016) — Winners of the 2016 National Auctioneers Association Marketing Competition, presented in partnership with USA TODAY, have been announced. Four emerged from among more than 880 entries to take three “Best in Show” honors and one “Auction Marketing Campaign of the Year” award.

One “Best in Show” was awarded for Print, Digital, and Photography, along with the selection for Auction Campaign of the Year.

The “Auction Marketing Campaign of the Year” was awarded to Beth Rose, CAI, of Beth Rose Real Estate and Auctions, LLC, in Maumee, Ohio, for her company’s Ridgeland Estate Luxury Auction campaign. The effort employed a content marketing approach that proved to effectively develop and pitch the property’s unique history in a way that resulted in consistent, widespread brand exposure, and a successful sale.

Kurt Aumann, CAI, ATS, CES, of Aumann Auctions, Inc. – MarkNet Alliance Member, in Nokomis, Illinois, won “Best in Show — Advertising & PR – Print” for the “Aumann Auctions 20th Annual Antique Tractor Auction” catalog. Pam McKissick, CAI, of Williams, Williams & McKissick, in Tulsa, Oklahoma, received “Best in Show – Advertising & PR – Digital/Social” for the “California Winery and Vineyard Auction” video entry. For the second straight year, David W. Thornhill, of Thornhill Real Estate & Auction Co., in Troy, Missouri, took “Best in Show — Photography”, this time for the entry titled “Friends at an Auction.”

All award recipients in the 2016 contest will be formally recognized during the NAA Marketing Competition Awards



AUCTION MARKETING CAMPAIGN OF THE YEAR — First Place

Ridgeland Estate Luxury auction

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

AUCTION MARKETING CAMPAIGN OF THE YEAR — Second Place

Lewis Trust – 172

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

Reception in Grand Rapids, Michigan, at the 67th International Auctioneers Conference and Show, July 19-23. Recipients will be presented with their awards at that time.

Overall, the annual NAA Marketing Competition, presented in partnership with USA TODAY, continues its rise as the premier contest for NAA members to showcase their marketing efforts. The total number of entries again showed healthy member participation as seen over the past several years, and the quality level of those entries again was impressive. This year’s contest highlighted coast-to-coast, top-level marketing efforts as winners from 20 states emerged.

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

The task of determining winners was given to a panel of marketing and advertising professionals, all of which have professional backgrounds in branding, promotion, media, public relations and graphic design. Judging criteria included considerations such as creativity, message, ad effectiveness, clarity and visual appeal.

Best in Show — Advertising & PR – Digital/Social

California Winery and Vineyard Auction

Pam McKissick, CAI, Williams, Williams & McKissick, Tulsa, Oklahoma



Best in Show — Advertising & PR – Print

Aumann Auctions 20th Annual Antique Tractor Auction

Kurt Aumann, CAI, ATS, CES, Aumann Auctions, Inc. – Marknet Alliance Member, Nokomis, Illinois



Best in Show — Photography

Friends at an Auction

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



2016 BEST IN SHOW

POSTCARDS



Automobiles & Trucks

Voorhies

Eric Bannan, Sheridan Realty & Auction Co., Lansing, Michigan

(Second place – tie)

Orangeburg

Joe Burns, CAI, AARE, CES, Burns & Associates, Inc., Swansea, South Carolina

Ed Norland Collection

Rich Penn, Rich Penn Auctions, Waterloo, Iowa

Business Liquidation

Tread Lightly

Megan McCurdy Niedens, CAI, BAS, McCurdy Auction, LLC, Wichita, Kansas

(Second place)

Fitness Frenzy

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

Commercial/Farm/Industrial Real Estate

Holden MO Land Auction

Cary Aasness, United Country Aasness Auctioneers Auctions and Real Estate, Fergus Falls, Minnesota

(Second place)

Twin Falls Clinic

Randy Musser, Musser Bros., Inc., Twin Falls, Idaho

Development Land Real Estate

Prime Land Auction

Sara Rose Bytnar, CAI, Beth Rose Real Estate and Auctions, Naples, Florida

(Second place)

Zeller Family Farm

Aaron Wilson, CES, William Wilson Auction & Realty, New Harmony, Indiana

General Household & Estates

Pine Haven Estate Auction

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

(Second place)

Hill Estate Spotsylvania Auction

Amanda Cline, United Country Auction Services, Kansas City, Missouri

Machinery & Equipment

2-day Fall Nov. 4-5 Auction

Marvin Henderson, JAH Enterprises, Inc. Henderson Auctions, Livingston, Louisiana

(Second place)

Carr Bros

Jason Buher, CAI, GPPA, Sheridan Realty & Auction Co., Eaton Rapids, Michigan

Multi-Property Real Estate Auction

Harper Road

Bill Sheridan, CAI, AARE, GPPA, Sheridan Realty & Auction Co., Mason, Michigan

(Second place)

150+ Properties – Chesterfield Co & Southside, Va.

Tim Dudley, CAI, AARE, Dudley Auction Group, Henrico, Virginia



Personal Property (Antiques, Collectibles, Etc.)

Live Art Auction

Richard Hart, CAI, BAS, GPPA, Baterbys Art Gallery, Orlando, Florida

(Second place)

Willis

Will McLemore, CAI, McLemore Auction Co., LLC, Nashville, Tennessee



Recreational Real Estate

18-hole Championship Golf Course Auction

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

(Second place)

Marlow Mountain Auction

Amanda Cline, United Country Auction Services, Kansas City, Missouri



Residential Real Estate: Luxury

Montecito

Marty Rogers, Sage Auctions, Union, Iowa

(Second place)

Atkinson Luxury Lake Home Auction

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



Residential Real Estate: Traditional

Luxury Brick Estate on the River

Sara Rose Bytnar, CAI, Beth Rose Real Estate and Auctions, Naples, Florida

(Second place)

Lodge Style Home Auction

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



2016 PRINT: POSTCARDS

BROCHURES & CATALOGS



Automobiles & Trucks

3-day Summer 2015 Auction

Marvin Henderson, JAH Enterprises, Inc. Henderson Auctions, Livingston, Louisiana

(Second place)

Seiler – 034

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

Benefit

Benefit Auction

Wendy Ann Miller, BAS, Curran Miller Auction/Realty, Inc., Evansville, Indiana

(Second place)

None awarded.

Business Liquidation

Daron – 167

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

(Second place)

Old Virginia Brick Foreclosure Auction

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

Commercial/Farm/Industrial Real Estate

Skyward Ranch Brochure

Krista Shuman, Hall & Hall Auctions, Eaton, Colorado

(Second place)

Farm Brochure/Catalog

Daniel Patterson, CAI, United Country North Alabama, Florence, Alabama

Development Land Real Estate

Prairie Creek Ranch Brochure

Krista Shuman, Hall & Hall Auctions, Eaton, Colorado

(Second place)

Bison Farm Land & Log Home

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

General Household & Estates

Pine Haven Estate

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

(Second place – tie)

Hursey – 102

Gary Boggs, CAI, Schrader Real Estate & Auction Co., Inc., Columbia City, Indiana

Weber – 160

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

Machinery & Equipment

Feb. 20 Alan See Machine

Jason Smith, DreamDirt Farm & Ranch Real Estate, Mondamin, Iowa

(Second place – tie)

York Springs

Ryan George, AMM, BiPlane Productions, Evington, Virginia

2-Day public auction

George Jeffrey Martin, Jeff Martin Auctioneers, Inc., Brooklyn, Mississippi

Multi-Property Real Estate Auction

No title

Jason Miller, CAI, Kaufman Realty & Auctions, Quaker City, Ohio

(Second place)

Wilder Farms – 095

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

Personal Property (Antiques, Collectibles, Etc.)

Aumann Auctions 20th Annual Antique Tractor Auction

Kurt Aumann, CAI, ATS, CES, Aumann Auctions, Inc. – Marknet Alliance Member, Nokomis, Illinois

(Second place)

Earl Cheese/ Jim Gerchow Collection

Rich Penn, Rich Penn Auctions, Waterloo, Iowa

Recreational Real Estate

Costa Grande Brochure

Krista Shuman, Hall & Hall Auctions, Eaton, Colorado

(Second place – tie)

DD&L – 046

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

Leaf River Sportsman's Getaway

Warren Ward, CAI, AARE, Albert Burney, Inc., Huntsville, Alabama

Residential Real Estate: Luxury

No title

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

(Second place)

Seamair Farm

Marty Rogers, Sage Auctions, Union, Iowa

Residential Real Estate: Traditional (tie)

Kanagy – 048

Matt Wiseman, Schrader Real Estate & Auction Company, Inc., Morocco, Indiana

Lodge Style Home Auction

Beth Rose, CAI, Beth Rose Real Estate & Auctions, LLC, Maumee, Ohio

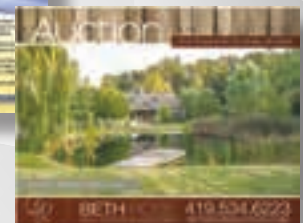
(Second place – tie)

Red Lodge Retreat

Warren Ward, CAI, AARE, Albert Burney, Inc., Huntsville, Alabama

Luxury Nantucket Retreat

Sara Rose Bytnar, CAI, Beth Rose Real Estate and Auctions, Naples, Florida



2016 PRINT: BROCHURES AND CATALOGS

NEWSPAPER/MAGAZINE PRINT ADVERTISING

Half-page or smaller

Bird Creek Ranch – 091

Brent Wellings, CAI, Schrader Real Estate & Auction Co., Inc., Columbia City, Indiana

(Second place)

Construction Equipment & Trucks Auction Jan. 26

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



Larger than Half-page - tie

Aspen Times Weekly

Chad Roffers, Concierge Auctions, LLC, New York, New York

Athlete's Quarterly

Chad Roffers, Concierge Auctions, LLC, New York, New York

(Second place)

None awarded.

PUBLIC RELATIONS & MARKETING



Auction Promotion: Signage, Vehicle & Outdoor Advertising

Cates Auction Billboard "Sell Before..."

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

(Second place – tie)

DD&L – 046

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

Bird Creek Ranch – 091

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



Bidder Card

No title

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

(Second place)

No title

Sid Miedema, CAI, Miedema Asset Management Group, Byron Center, Michigan

Company Brochure

No title

Krista Shuman, Hall & Hall Auctions, Eaton, Colorado

(Second place)

Richmond Auto Auction

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



Company Newsletter

Kiko Company News

Sarah McIntosh, Kiko Auctioneers, Canton, Ohio

(Second place)

Motley's Market Report

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



Company Promotion: Signage, Vehicle & Outdoor Advertising (tie)

Vehicle Wrap on Ford pickup

Jared Chambers, CAI, BAS, GPPA, Chambers Auction & Appraisal Company, Corydon, Iowa

No title

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

(Second place)

Office Trailer – on site

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



Company Promotional: Give-away item

Mobile App

Sara Rose Bytnar, CAI, Beth Rose Real Estate and Auctions, Naples, Florida

(Second place)

Cates Auction Holiday Card

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



News Release (tie)

Governmental Affairs

Braden McCurdy, CAI, McCurdy Auction, LLC, Wichita, Kansas

288 AC Sylvania Cattle & Horse Farm

Tim Dudley, CAI, AARE, Dudley Auction Group, Henrico, Virginia

(Second place)

Baterbys press release

Richard Hart, CAI, BAS, GPPA, Baterby Art Gallery, Orlando, Florida



Non-Traditional Marketing

High School Basketball Schedule Magnet

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

(Second place)

Marketing Tubes

Susan Johnson, CAI, BAS, CES, Susan's Auction Service, Guilford, Indiana



2016 NEWSPAPER/MAGAZINE PRINT | PUBLIC RELATIONS

DIGITAL & SOCIAL MEDIA



Banner Advertisement

Grosse Point News Lewiston Auction

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

(Second place)

Bird Creek Ranch OK

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

Company E-Newsletter – tie

The Colorado Auctioneer Newsletter – 1st Q 2016

Cissy Lyn Tabor, Auctions of Hope, Rifle, Colorado

The Colorado Auctioneer Newsletter – 3rd Q 2015

Cissy Lyn Tabor, Auctions of Hope, Rifle, Colorado

(Second place)

The Colorado Auctioneer Newsletter – 4th Q 2015

Cissy Lyn Tabor, Auctions of Hope, Rifle, Colorado

Company Website

www.richpennauctions.com

Rich Penn, Rich Penn Auctions, Waterloo, Iowa

(Second place)

www.baterbys.com

Richard Hart, CAI, BAS, GPPA, Baterby Art Gallery, Orlando, Florida

Promotional E-mail

Rocky Mountain Retreat!

Richard D. Schur, CAI, BAS, MPPA, United Country – Schur Success Realty & Auction, LLC

(Second place)

End of an Era

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

Social Media

Did You Like Our Post?

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

(Second place)

Opportunity campaign

Pam McKissick, CAI, Williams, Williams & McKissick, Tulsa, Oklahoma



Radio – Auction Promotional**March 16 Ag Equipment Auction***Aaron Traffas, CAI, ATS, CES, Purple Wave, Inc., Manhattan, Kansas***(Second place)**

None awarded.

Radio – Company Promotional**New purplewave.com launch***Aaron Traffas, CAI, ATS, CES, Purple Wave, Inc., Manhattan, Kansas***(Second place)**

None awarded.

Video – Auction Promotional – tie**California Winery and Vineyard Auction***Pam McKissick, CAI, Williams, Williams & McKissick, Tulsa, Oklahoma***Winnebago Co. Farmland Auction***Jason Smith, CAI, DreamDirt Farm & Ranch Real Estate, Monndamin, Iowa***(Second place)****Story Co. Farmland Auction***Jason Smith, CAI, DreamDirt Farm & Ranch Real Estate, Monndamin, Iowa***Video – Company Promotional****About Rich Penn Auctions***Rich Penn, Rich Penn Auctions, Waterloo, Iowa***(Second place)****Why #AuctionsWork for NY Luxury Broker***Pam McKissick, CAI, Williams, Williams & McKissick, Tulsa, Oklahoma*

3 questions with the Campaign Winner

We ask Beth Rose how her company's campaign came together and her general philosophies on content marketing.



Auctioneer: How did the conversation shape up and/or happen that storytelling would potentially be the tipping point for a property that had gone without an offer for five years?

BR: Having sold several properties by auction in the area, I've become familiar with the sense of community in Grosse Pointe Farms, so I knew The Ridgeland estate had experienced immense market fatigue. We were challenged with the task of reigniting the spark to the property, and it had to be done in a way where the market would see the property through fresh eyes. To do that, we had to tell a story they hadn't heard before.

Auctioneer: How much content marketing-based philosophy does your company use on a regular basis? Or, was this method something new and different for you all?

BR: Our marketing team jumps at the chance to shift from the typical lackluster marketing of a "4-bedroom, 3-bath home on 5 acres" and tell a story of a property. The marketing and media landscape is quickly evolving, and we now have the power to think like publishers and carve out the story of real estate to get buyers engaged and emotionally connected.

Auctioneer: If another auction professional has never tried incorporating this strategy and method into their marketing, what would the very first step be for them to take and try it out?

BR: The first step in incorporating a content marketing-based approach is accepting that the auction itself should not be the focal point of an effective strategy. As we are quickly realizing, the product in which we are promoting should be the focus, not the method of selling. Once you have perfected the over-arching storyline, invest in finest visual, design, and media contacts your budget will allow.

As entrepreneurs, we occasionally fail to recognize that we need to play to our own strengths and sell the auction method of marketing, and allow our marketing teams, whether within our companies or hired professionals, to execute the strategy.

PHOTOGRAPHY

1 Auction Crowd (tie)
Friends at an Auction
David Thornhill, Thornhill Real Estate & Auction Co., Troy, Missouri

2 AEP Ohio 067 – Call On Me
Eugene D. Klingaman, CAI, Schrader Real Estate & Auction Co., Inc., Columbia City, Indiana

3 #LastHandWins
Ty Patton, McCurdy Auction, LLC, Wichita, Kansas, Wichita, Kansas
(Second place – tie)

Through The Barn Door
Rusty Kiko, CAI, Kiko Auctioneers, Salem, Ohio
AEP Ohio 067 – Tough Decision

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

AEP Ohio 067 – Deep in Thought
Eugene D. Klingaman, CAI, Schrader Real Estate & Auction Co., Inc., Columbia City, Indiana
(no title)
Jason Miller, CAI, Kaufman Realty & Auctions, Quaker City, Ohio

4 Auction Team (tie)
Bid Catcher
John Slagle, Kiko Auctioneers, Canton, Ohio

5 Scott's Sensational Squad
Scott Robertson, CAI, BAS, Scott Robertson Auctioneers, Matlacha, Florida

6 Red, Green, and Blue
Randall Kiko, Kiko Auctioneers, Canton, Ohio
(Second place – tie)

Chip – Bidspotting Richmond Auto Auction
Mark Motley, CAI, AARE, Motleys Asset Disposition Group, Richmond, Virginia

AEP Ohio 067 – Happy At Work
Eugene D. Klingaman, CAI, Schrader Real Estate & Auction Co., Inc., Columbia City, Indiana
“Lock, Stock & Barrel”
Lonny McCurdy, AARE, McCurdy Auction, LLC, Wichita, Kansas

7 Auctioneer in Action (tie)
Bid Catcher
John Slagle, Kiko Auctioneers, Canton, Ohio

8 (no title)
D. Anthony Kaufman, CAI, Kaufman Realty & Auctions, Sugarcreek, Ohio
(Second place – tie)

Patriotic Auctioneer
Matthew Hurley, CAI, AARE, Hurley Auctions, Greencastle, Pennsylvania

Time – City of Richmond Auction
Tim Dudley, CAI, AARE, Dudley Auction Group, Henrico, Virginia

9 Benefit Auction
Spotting Philanthropy
Connie J.M. Johnson, BAS, Kurt Johnson Auctioneering, Inc., Saint Paul, Minnesota
(Second place)

“Future Auctioneers?”
Lonny McCurdy, AARE, McCurdy Auction, LLC, Wichita, Kansas

10 Buyer Excited About Purchase
The Ol’ 1850
Matt Kiko, AARE, Kiko Auctioneers, Canton, Ohio
(Second place – tie)

Sold to #126
Matt Kiko, AARE, Kiko Auctioneers, Canton, Ohio

A Shake & A Smile
Rusty Kiko, CAI, Kiko Auctioneers, Salem, Ohio

Robertson Fist Bump
Scott Robertson, CAI, BAS, Scott Robertson Auctioneers, Matlacha, Florida

11 Creative Photography (tie)
Choices, Choices
David W. Thornhill, Thornhill Auction, Troy, Missouri

12 Midwest Farm
Rex D. Schrader, II, CAI, Schrader Real Estate & Auction Co., Inc., Columbia City, Indiana
(Second place)

Tedders in the Wind
Sarah McIntosh, Kiko Auctioneers, Canton, Ohio

13 Equipment Auction
Midwest Farm
Rex D. Schrader, II, CAI, Schrader Real Estate & Auction Co., Inc., Columbia City, Indiana
(Second place)

Red, Green, and Blue
Randall Kiko, Kiko Auctioneers, Canton, Ohio

14 Estates & Personal Property
Grandpa Would Be Proud
Kurt Aumann, CAI, ATS, CES, Aumann Auctions, Inc. – Marknet Alliance Member, Nokomis, Illinois
(Second place)

Hauptert – 077
Rex D. Schrader, II, CAI, Schrader Real Estate & Auction Co., Inc., Columbia City, Indiana

15 Farm Auction
AEP Ohio 067 – Filling the Boards
Eugene D. Klingaman, CAI, Schrader Real Estate & Auction Co., Inc., Columbia City, Indiana
(Second place)

No title
Jason Miller, CAI, Kaufman Realty & Auctions, Quaker City, Ohio

16 Real Estate Auction
Montana Land Rush
Warren Ward, CAI, AARE, Albert Burney, Inc., Huntsville, Alabama
(Second place)

Quaint Acres
Matthew Hurley, CAI, AARE, Hurley Auctions, Greencastle, Pennsylvania

17 Technology in Use at Auction
AEP Ohio 067 – Let Me Show You
Eugene D. Klingaman, CAI, Schrader Real Estate & Auction Co., Inc., Columbia City, Indiana
(Second place)

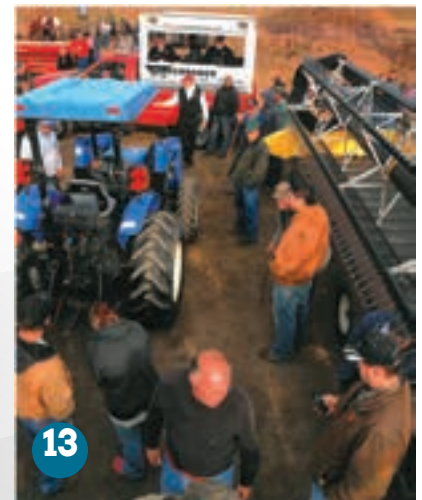
AEP 067 – Help From Apple
Eugene D. Klingaman, CAI, Schrader Real Estate & Auction Co., Inc., Columbia City, Indiana

18 Wild Card: Novice
“Just Stay Where You Are and Nobody Gets Hurt”
Braden McCurdy, CAI, McCurdy Auction, LLC, Wichita, Kansas
(Second place)

Calm Before the Storm
Nicolas Smock, CAI, GPPA, Don Smock Auction Co., Inc., Pendleton, Indiana

19 Wild Card: Professional
Future Collector
Kurt Aumann, CAI, ATS, CES, Aumann Auctions, Inc. – Marknet Alliance Member, Nokomis, Illinois
(Second place)

The Voice of Experience
Scott Robertson, CAI, BAS, Scott Robertson Auctioneers, Matlacha, Florida





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Ambassador Spotlight

Name:
Kristine Fladeboe-Duininck, BAS

Who I represent:
Fladeboe Auctions

Where I'm from:
Spicer, Minnesota

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

What I value most about my NAA membership are the members. I will never stop growing in life, but professionally and personally I have learned so much from my NAA family. The members have inspired me in so many ways, and their character and willingness to be helpful is unique to our "one of a kind" association. I encourage every NAA member as much as possible to network with other NAA members. You will be amazed at the value this will bring to your life and theirs, too.





Personalized service happens at all levels of a transaction for auction buyers and sellers, long before and long after the actual asset transaction.

Personalized service

“Personalization” is a current hot marketing term in all industries. The auction industry has been personalizing services for decades.

By James Myers, contributor

It's important to remember that clients aren't familiar with the auction lingo, so Auctioneers have to speak to them on a more personal level, using terminology that makes sense to the client.

Pulling in new business and keeping current customers happy is on the minds of marketers in every industry.

They're working to build more customer-centric strategies and personalize their day-to-day services in an effort to achieve better outcomes. Auction professionals have personalized their services for decades – it comes with the territory.

Some, however, take it to another level.

Benefit Auctioneers are among some of the most active in developing relationships with their clients. Tim Keller, CAI, AMS, CES, with Keller Auctioneers based in Lancaster, Pennsylvania, says in the benefit auction arena (which is just one of many auction services they offer), they focus on building a rapport with every individual in the organizations they work with – not just the individuals that sign the contracts.

“We work hard to customize what we do,” Keller said, “even in building a rapport with each of the executive directors or development directors. We really see ourselves as helping them do their job and partnering with them. We end up being friends. For us, it's more family than business.”

 Clockwise from top left: Jack Christy, Jr., Tim Keller, and Robert Mayo all take steps to make sure their clients and consumers receive a maximum experience. “We work hard to customize what we do,” Keller says.





On the real estate side of Keller Auctioneers business, Keller said he knows from personal experience how stressful it can be on a family for parents and grandparents to sell their home and belongings as they transition to a retirement home.

“We’ll make non-business phone calls with those clients to check in on them just like a friend would,” Keller said following estate sales. “We’ll stop in and visit, and not just once or twice, because for us this is a relationship.”

Jack Christy Jr., CAI, ATS, BAS, GPPA, is heavily involved with box lot auctions and estate sales for Christy’s of Indiana, Inc. His company works four pick-ups a day on average, sweeping through three and four bedroom homes and determining what will be of value in an auction and what needs to be disposed of.

But they’re doing more than just determining value – they offer a 360-degree solution that can sometimes include finding a home for a pet. Like Keller Auctioneers, they’re working to take the stress off their clients as they experience a difficult transition in life.

“We take it a step farther,” Christy said. “We have guys come in and take care of the unsellable goods. We mop the floors, and we tidy up

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the home. We have folks who will come in and fix the drywall. We've even had dogs adopted."

Keller said estate sales are an event that most people only experience once in their lives.

Auctioneers go through the process hundreds if not thousands of times in a career. However, Keller said it's important to remember that clients aren't familiar with the auction lingo, so Auctioneers have to speak to them on a more personal level, using terminology that makes sense to the client.

"It's easy for us to talk in terms we're familiar with in the industry that they've never heard in their life," Keller explains. "We walk them through the process and provide other ways of help, whether it's dealing with attorneys or how to close out the estate beyond our business part of it. We reach out to help them understand the process."

Nothing personalizes an experience like a smiling, caring person, which is the "key thing" for Mayo Auctions & Realty. Even though a portion of their business involves online auctions, a friendly face is still important. Robert Mayo, CAI, AARE, ATS, GPPA, said his company focuses on putting the right employees on the front line, which is where clients pick up or drop off auction items.

"Someone who will greet them with a smile and show them through expression that they are glad that they are there," Mayo said of customer-facing employees. "Not everybody can be the point person. They're managing the load-out, so everybody working that day is communicating through them. They must be able to deal with challenges and do so in a positive way with a good attitude.

"We have people who are really good at that on our team."

Part of the personalization process also includes having the right amount staff on hand so everything runs efficiently and clients don't have to wait.

"With proper planning ahead of time," Mayo explained, "those unforeseen obstacles are overcome before the client even comes to get their items."

At the end of the day, when the auctions are over and the crowd disperses, Keller said Auctioneers can be proud that they've gotten every dollar they possibly can to the client while also offering much-needed comfort.

"There is joy and satisfaction to that," Keller said. ❖



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Built tough

A broken hip ended Anthony Mendoza's construction career and began the rest of his life.

By James Myers, contributor

Anthony Mendoza's exposure to auctioneering was extremely limited until 1991 when he met a young lady named Vada who worked with a Livestock Auctioneer. She had a specific set of requirements if they were going to see each other.

"She said if I wanted to date her," Mendoza recalls, "I had to work for the Auctioneer."

That Auctioneer was Jim Adair of Wild River Auctions out of Riggins, Idaho, which is where Vada, who would become his wife in 2009, was employed.

"That's where it began," said Mendoza, who also worked in construction as a carpenter. "I started my unintentional career as a ring man."



NAA member Anthony Mendoza, right, convinced Major Matthew Morrow to leave his prosthetic behind and work on mobility training on a ski bike.

Life is about more than just auctioneering for Mendoza – he’s spent the last nine years pursuing a passion for helping others.

About a decade later, Mendoza’s interest in auctioneering grew to another level and he asked Adair to teach him how to call. Gaining this talent led him to seek out volunteer opportunities, landing him experience at benefit auctions. He created his own business, M Enterprises Auction Services in 2003, which functioned almost exclusively as a benefit auction service while Mendoza maintained his carpentry career.

Life would take another drastic turn 2006. While working at an industrial construction site, Mendoza fell 12 feet from a roof, landing hard on his side, shattering his hip. With 15 pins holding his bones together, he knew his days in construction were over. As a man of faith, he put his life in the hands of a higher power and began the long recovery process, which included finding a new career.

Because it was an industrial accident, Mendoza qualified to receive rehabilitation assistance, which meant he could get training in another industry. With a wealth of experience in the auction industry already underneath him, he set his sights on auctioneering school to receive the credits he needed to make himself more employable at one of the 27 auction companies in his region of Idaho. However, there was no designated auctioneer occupation in Idaho, which meant he had to do the groundwork and have auctioneering designated as an occupation if he was going to receive rehabilitation assistance.

“I created the education outline,” Mendoza said, “and created the occupation in Idaho Department of Labor.”

The process of creating such an occupation with the Department of Labor is one that usually takes months, but for Mendoza, it happened in a matter of days thanks to help from the NAA. He received assistance from Lois Zielinski, an education program specialist with the NAA, and Rick Musick, an Auctioneer out of Grangeville, Idaho, whom Mendoza had worked with.

“It took me about four days to pull all the information together and then present it,” Mendoza said.

He graduated from Worldwide College of Auctioneering in 2007 and began ramping up his benefit auction specialty, specifically for non-profit organizations. He also created a website for

his company and began reaching out to anyone he could find contact information for, including David Wesely’s Main Auction Corp, a consignment auction house in Boise.

“I have called full-time there for nine months,” Mendoza said. “I have become a contract bid-caller for David when he needs additional help.”

Life is about more than just auctioneering for Mendoza – he’s spent the last nine years pursuing a passion for helping others. It started while he was still recovering from his accident; a friend invited him to try out to be an adaptive ski instructor for the disabled. The organization is Recreation Unlimited, an adaptive snowsport school at Bogus Basin in Idaho. The average instructor donates 60 to 80 hours of their time per ski season.

“It was a disaster,” said Mendoza of his tryout with Recreation Unlimited. “However, the group asked me to return. They told me that it wasn’t my skiing ability so much as my attitude that interested them; they could teach me to ski.”

Mendoza spent his first two seasons developing his skiing skills and learning to teach others to ski. He’s been with the program for nine years and said he doesn’t see quitting anytime in the near future.

“I get to work with so many incredible people,” Mendoza said. “Veterans and non-veterans. It is very rewarding. To be able to work with my students and see the progress in this very difficult sport is incredible. To see our students achieve success in spite of their personal challenges is amazing.”

As for his future in auctioneering, Mendoza says he enjoys it so much, he doesn’t believe he’s worked a day since the accident that ended his career as a carpenter.

“I tell people I retired the day I fell off that roof,” Mendoza said. “I am too busy enjoying every moment of what I am doing. My plans are to do as much as I can with that time, be resourceful for my clients and network with other like-minded auctioneers.” ❖

LIKE A (Undercover) BOSS



NAA member Dan Duffy, CEO of United Real Estate Group, says his TV experience changed him as a manager.

By Nancy Hull Rigdon, contributor



Dan Duffy unintentionally, and very publicly, took a break from his CEO post to perform numerous jobs throughout his company of 500 offices and 6,000 real estate and auction professionals – and he recommends the experience to all business leaders.

It all began for Duffy, CEO of United Real Estate Group, when he got a call from the CBS reality show, “Undercover Boss.” The show follows high-level executives as they secretly slip into the rank-and-file of their own organizations, and Duffy agreed to the challenge. The result aired in late May, and as Duffy reflects on the experience, he stresses the importance of keeping connected with all levels of a business.

“My advice now to other executives is to, from time to time, go out and physically do the job of the people on your team. If you have not placed ads in a while, or ever, go place an ad from start to finish,” Duffy says. “We take for granted that our people will achieve amazing results, but it’s important we truly understand what they do so that we can figure out what they need to more easily and efficiently do their jobs. Plus, we can develop an appreciation of what their jobs entail.”

The experience changed him as a manager.

“When you get side-by-side with your people, you reflect on if you’re doing your job as a leader and business owner, and your staff really appreciates the fact that you have an understanding of what they do for a living,” he says. “To be successful, I’ve realized that it’s important to stay as close as you possibly can with all aspects and all people in your company.”

At 6-foot 6-inches, Duffy was skeptical that he could go undetected throughout his company, which operates the brands United Country Real Estate and United Real Estate. He managed to pull it off, thanks in part to his transformation from clean-cut to a look he likens to that of a bum, or beatnik.

During filming, Duffy stepped up to the auction block for the first time.

“I am not an Auctioneer. I do not know how to do a chant. And there I was, auctioning stuff,” he says.

The company focuses heavily on real estate, with less than 20 percent of the business focused on auctioneering. While Duffy’s background is on the real estate side of the business, he knows he didn’t appear as an auction pro on the show, but he was excited about the opportunity to showcase the reality of auctioneering on national TV.

“This was a way to show the world how difficult it is to be a great Auctioneer, and it was a chance to show the tremendous value of the auction method of marketing,” he says.

Heading into filming, Duffy wondered how the business’s recent growth – it tripled in size the past four years and transactions grew from 2 billion to 6 billion last year – had affected the 90-year-old company.

“I was concerned that with growth, we could lose our core values or our culture or our principles,” he says.

What followed, he says, was enlightening in that, through his anonymous presence on the ground level, he saw what was and wasn’t working throughout the offices.

Moving forward, he’s committed to finding time on a regular basis to do his team members’ daily tasks.

“This experience reminded me how important it is for companies to not only provide exceptional services to their customers, but also to ensure everyone working with the company is respected and provided the resources to achieve their goals,” he says. ❖

Gasping at success



LUKE

Tim Luke has discovered the key to Auctioneers' confidence, and it's surprisingly simple: breathe.

"Proper breathing is the root of successful behavior," Luke, CAI, BAS, MPPA, says.

He began emphasizing the science-based conclusion in his Interpersonal Communications for Auction Professionals class as a result of his observations.

"I was watching people in the IAC or state competitions

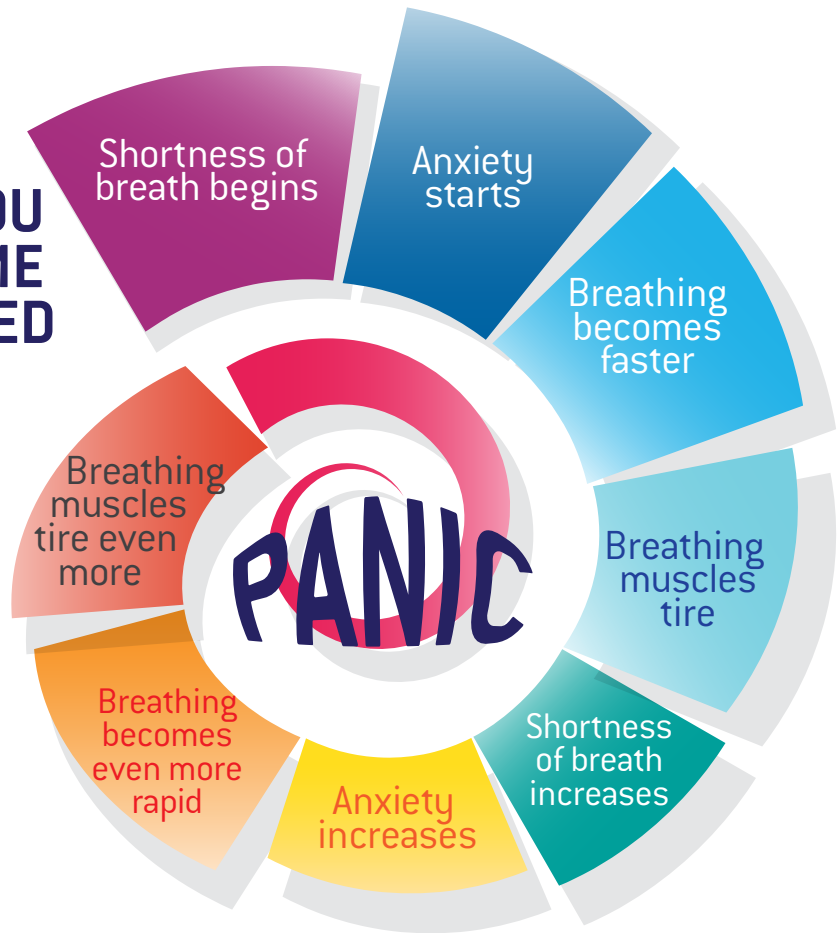
Having trouble with confidence? Check your breathing.

By Nancy Hull Rigdon, contributor



Your lungs and diaphragm (shown in red) hold the root to successful behavior, NAA instructor Tim Luke says.

**YOU
BECOME
STRESSED**



This spiral chart shows the circular nature with which the human body responds to heightened anxiety. On the flip side, “Breathing calms the nerves, and calming your nerves leads to confidence,” Luke says.

compete and noticed that they were gasping for air. Or, when I was teaching GPPA, people would come in front of the class and immediately stop breathing when it was time to introduce themselves,” Luke says.

As he discussed the issue with other Auctioneers, he realized that proper breathing training and awareness of breathing was lacking, so he combined the science with his background as a trained professional singer as well as his experience with yoga to incorporate breathing instruction into his class – it will be offered at Conference & Show in July and Designation Academy in December.

In turn, class attendees often consider the lesson a game-changer. For instance, auctioneer Stephanie Huisman says that the breathing portion of Luke’s class has been critical to her focus and public speaking capabilities. After spending 12 years in auto auctions, she now rings for Bobby D. Ehlert’s charity auctions in Phoenix, Arizona.

“If you knew me years ago, you would not think I am the person doing that now,” she says. “But after taking Tim’s class and going through the breathing instruction, I can now stand in front of a group of people and speak with confidence,” Huisman says.

Luke boils down the research behind it all.

“Breathing calms the nerves, and calming your nerves leads to confidence – it’s that simple. And once you have confidence, you can get past yourself, trust yourself, center yourself and put your best self forward and be more effective in your communications,” he says. “We think confidence and success are tied to all these things, but really, to address the root of the issue, we simply need to trust and follow the science on breathing.”

He explains the physiology: Proper breathing lowers cortisol – the stress hormone – and increases testosterone, which is the hormone tied to confidence.

And when the hormones don’t follow those directions, an adverse chain reaction ensues.

“When your breathing is cut off, the nerves kick in, you get dry mouth and sweaty palms, your brain gets fogged, and you can’t think,” Luke explains. “Just as proper breathing can lead to success, not breathing has major implications. The results are just as major if you are or aren’t breathing.”

During Luke’s class, attendees participate in breathing exercises and practice proper breathing. It’s common for people to assume they are breathing correctly, when in reality, they are not, Luke has found. For example, chest breathing, which creates shallow breathing, doesn’t supply the body with enough oxygen.

Low, deep breathing from the belly is the most effective for reducing stress.

“In auction school, we’re always told to breathe from our diaphragm, but there can be a disconnect between hearing that and understanding what it means in practice,” Luke says.

Also, as science tells us, nose-breathing is better than mouth-breathing.

“The mouth is for eating, and the nose is for breathing,” he says.

He emphasizes breathing’s effect on crucial bodily functions. Breathing allows lungs to work with the heart as it feeds the brain, and muscles need oxygen to work. Proper breathing can bring down blood pressure and improve digestion and relaxation.

“This simple thing is very powerful,” Luke says.

It’s important to pay attention to your breathing, Luke stresses. In his class, after attendees perform breathing exercises, they monitor how many breaths they take in a minute and how long they can sustain a phrase.

This awareness then plays out in situations such as selling, conversing with co-workers and communicating in personal relationships.

“If in what could potentially be a stressful situation, you can remind yourself to pause and take a deep breath, that can go a long way, and you’ll be about to truly listen and respond well,” he says. If you can stop and back up to the root of the problem and pause to remember that the best way to battle nerves is through breathing, that’s probably the best secret weapon for confidence.” ❖



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Influencers vs. agitators

Influencers are key to your content marketing strategy, but what happens when they stop serving your brand's purpose?

By Curtis Kitchen, NAA Director of Publications and Trade Show

Short of creating compelling content, the most important aspect to content marketing is having strong group of influencers.

Auctioneer has delved into influencers and their pivotal role before. In the November 2014 issue's "Under the Influence," Kevin Cain, a Content Marketing and Communications Consultant, noted that "our content marketing program wouldn't have been nearly as successful without [influencers]."

"Influencers should be a key part of any marketing strategy," Cain also said, "because they present an opportunity to add

credibility to what you do while at the same expanding your reach to new audiences."

Influencers are what, and who, the public trusts, according to a Nielsen white paper, "The Role of Content in the Consumer Decision Making Process." Consider this statistic from Contently (a tech company that scales content marketing needs for clients): 74 percent of readers trusting educational content from brands as long as it doesn't push a sale.

Part of it may be due to great content, but the bulk of that trust is derived from influencers sharing with their networks.

Consumers trust the people who share your content, not necessarily the content itself, meaning the referral business has never been stronger in some ways.

But, what happens when you have that influencer who talks up your brand, benefits from your brand, and refers your brand ... but then also openly and/or negatively questions your brand in public places? What do you do with a person who claims to “love what you do,” but continually crosses a line between playing devil’s advocate and simply being an agitator?

That can be an uneasy dance for a couple of reasons, but there are a few questions to ask and solutions to follow.

Confusion is not a brand’s friend

What to ask: How long has this been happening and how have I responded?

It feels abrasive the first time an influencer cuts against your brand’s grain, and it can cause reflexive defensiveness. But, as you begin to rationalize you might wonder if you aren’t just too close to your brand and overreacting. After all, even if you’ve grown to trust this person to help push your brand message, you realize they may not always share your vision.

The issue, however, is when the influencer repeatedly calls out your brand or you. This influencer has been identified as “in the know” and a “huge proponent” of your brand by their followers, many of whom won’t take the time to discern what they’re seeing.

Therefore, the influencer’s agitating message can quickly lead to brand discomfort and, if unchecked for long enough, distrust. That’s why attentive and timely responses are necessary. Sound answers and information quell those pockets of discomfort and keep things in harmony.

Control factor

What to ask: Who is actually influencing who?

If not careful, some brand managers and marketers find themselves slaves to their influence masters. Instead of keeping sight of improving a product or ideal – those same ones that inspired influencers in the first place – social marketing and content marketing decisions are made with the primary thought of “what will my influencers think of this?”

If you’re at this point, evaluate what needs to be done to regain control. Examine and re-establish your marketing plan. Perhaps, it is time to establish a new influencer or influencers. Drill down and pinpoint when and why so-and-so became an influencer.

Are they still doing/saying those things? How much influence do they really have? And, if they do wield some leverage, how can you again best use their leverage for your brand?

Whatever the issue may be, correct it because while it is true that a brand is what the public perceives it to be, a marketer can’t lose sight of their brand goals. Losing sight results in brand inconsistency, which is a death knell for any brand.

Relationship integrity

What to ask: Did I try to cheat the system?

That question opens the door to the influencer relationship conundrum. Many marketers are not patient enough or confident enough in their product or brand to allow for influencers to organically grow. So, they attempt to shove their way through the process by buying favor.

That might seem like an attractive way to go, especially for marketers who feel they are behind the times a bit, considering a recent article from digitalbrandinginstitute.com says the timing is now for influence.

“Twenty years ago, key influencers were movie stars and athletes,” the site says. “Today, they’re bloggers, podcasters, and YouTube celebrities. With the proliferation of social media, there is no better time to leverage influencer marketing to grow your business.”

What the article didn’t say to do – or not do – is manipulate that influence. Why is this important?

Let’s say an influencer has gone a bit sideways on you – one whom you have a vested business relationship through payment or favor of some sort. From the moment you began payment, the influencer began becoming loyal to the paycheck, not your brand. That opens the door to a host of potential problems, and if you get to this point, a parting of ways may be necessary.

So, a word of caution here: leveraging influence is one thing, but paying, promoting or otherwise bestowing favors in return for that influence invites risk to go along with the reward.

All of that said, influencers are indeed an integral piece to your content marketing strategy. You just need to make sure you build, manage, and maintain those relationships so that they continue to serve your brand. ❖

War-time collectibles huge hit in Pennsylvania



\$2,800

HARRISBURG, Pa. – Cordier’s March 20 Firearms and Militaria Auction featured a fine assortment of Pennsylvania long rifles including one from Perry County that sold for \$1,200. Other highlights at the Harrisburg auction house included Colt revolvers, sporting rifles, and militaria.

Bidding started with an array of antique handguns, notably a Colt 1860 Army revolver, built in 1862, which brought \$1,600. In modern handguns, the highlights included a Colt Python revolver in .357 magnum, which sold for \$2,100.

Antique long guns featured a dozen Pennsylvania long rifles which spurred heavy competition among bidders; high points were a rifle signed by William Sweger of Perry County and a York/Maryland area rifle, both of which sold for \$1,200.

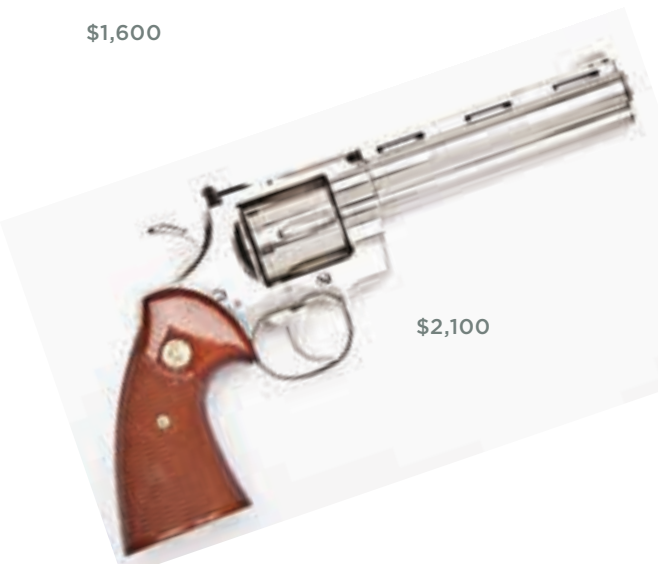
A Winchester model 1886 rifle in .38-56 caliber brought \$2,400, and an unusual Whitney Kennedy Sporting rifle in .38-.40 caliber drew \$1,600. In modern long guns, an A.H. Fox 12 gauge shotgun hammered down at \$1,600.

Collectibles drew heavy interest at this auction, with a US Navy high altitude helmet selling for \$2,800 after spirited bidding. A World War II era US A-2 decorated flight jacket hammered down at \$2,200 while a grouping of service medals and police badges brought \$3,200.

A Civil War personal case identified to Willard E. Clarke sold for \$1,600 after enthusiastic competition.



\$1,600



\$2,100



\$1,600

#NAAPro team helps raise record-breaking \$2.65 million for charity

DESTIN, Fla. – Members of the National Auctioneers Association took part in a record-breaking fundraiser benefiting children in need in Northwest Florida.

This was the first year the Destin Charity Wine Auction used auction professionals on the floor working with the bidders according to renowned wine auctioneer Ursula Hermacinski of Steamboat Springs, Colorado.

NAA members Rob (CAI, AARE, AMM, BAS, CES, GPPA) and Tina Weiman, Scott King, CAI, AARE, AMM, and George Franco, BAS, worked the floor creating bids during this fast paced event that raised \$2.65 million for local charities as Hermacinski commanded the podium. The 11th Annual Destin Charity Wine Auction was comprised of 55 unique Live Lots, 27 Super Silent offerings, and 120 Silent Lots.



NAA members Scott King (far left), Tina Weiman (second from left), and George Franco (middle) helped set a new fundraising record for a Florida-based charity.

The Destin Wine Charity Auction is nationally recognized and has been ranked among the nation's top ten highest-grossing charity wine auctions in the country by Wine Spectator Magazine for four consecutive years.

The record-breaking results are a \$350,000 increase over the \$2.3 million raised at the 2015 event. The sold out event was attended by 636 wine enthusiasts, making it the most successful Destin Charity Wine Auction to date.

Quirky jewelry brings strong prices in California

MONROVIA, Calif. – John Moran Auctioneers' May 21st Fine Jewelry Auction appealed to jewelry collectors across all categories, from those whose tastes run from the Victorian to the Contemporary ends of the spectrum.

Approximately a quarter of sales were achieved online, via the Liveauctioneers and Invaluable platforms. The top lots for the evening were modern designs, while quirky selections and high-quality Art Deco examples also performed quite well at the block.

Signed Modern and Contemporary jewelry was very popular among those bidding in person and online, with a number of pieces achieving prices well above their pre-auction estimates. One of the first items to



\$17,080



\$10,000



\$11,250



\$16,800



\$3,473

be brought to the block was an interesting abstract open-collar gold-plated brass necklace by maker Claire Falkenstein (1908-1997). Falkenstein is well-known for her sculptural work “The New Gates of Paradise” commissioned by Peggy Guggenheim in 1960.

The collar necklace brought \$3,473 at the block (including Moran’s Buyer’s Premium), going to an online bidder (estimate \$600 to \$800).

Directly following the necklace, a gold and gem abstract ring by Falkenstein was brought to the block with a \$600 to \$800 estimate; the ring brought \$3300 thanks to a determined floor bidder. A silver and amethyst necklace and pair of earrings by William Spratling was also brought to the block with a conservative \$500 to \$700 estimate, ultimately bringing \$2,318. Later in the sale, an emerald and diamond ring signed for Jean Stark was offered with a \$5,000 to \$7,000 estimate; the stately ring realized \$8,400, going to a floor buyer.

One of the most highly anticipated lots of the evening hailed from the Estate of Carroll and Nancy O’Connor; estimated to bring \$5,000 to 7,000, the coral, wood and gold pencil-form bangle was the object of desire for a number of those who previewed, inspiring a few left bids prior to the auction. In the end, the bracelet earned an astounding \$17,080 at the block, going to a telephone bidder.

Ladies’ timepieces performed exceptionally well overall; a Vacheron Constantin 18k yellow gold woven circular-link wristwatch wooed bidders with its elegant, wearable design, and brought \$3,600 (estimate: \$2,000 to \$3,000). A handsome gold and coral pendant watch by Piaget inspired numerous absentee bidders to vie for ownership against online bidders; one of the absentee bidders proved successful, purchasing the Piaget for \$16,800 (estimate: \$3,000 to \$5,000).

Directly following, an Art Deco gold bangle with later-added diamond, sapphire and platinum covered dial was offered for \$1,500 to \$2,500; thanks to multiple absentee bidders, the bracelet earned just over the high estimate at \$2,700. Late in the sale, an 18k yellow gold open face pendant watch with diamond and turquoise-set case by London maker GP Wehlen & Co. elicited excited gasps from attendee bidders who saw it on the

auction monitors; the pendant watch earned \$4,200 (estimate: \$2,000 to \$3,000).

Items by renowned design houses did not disappoint; a Tiffany & Co. bi-color curb-link collar turned a few heads at the pre-auction preview. Estimated to earn \$2,500 to \$3,500, the collar brought \$4,062. A very elegant mid-century Cartier lighter – the case of black enamel tipped with gold and sugarloaf-cut coral – was offered with its original box; the lighter realized an impressive \$3,125 (estimate: \$2,500 to \$3,500). Also by Cartier, a stunning 18k yellow gold textured-link bracelet set with full-cut diamonds was brought to the block with a \$2,500 to \$3,500 estimate; the bracelet incited a bidding war among online bidders, finally selling for \$11,250 after heated completion.

Quirky additions to the catalog included a diamond and 14k gold spider and web-motif pendant-brooch. Though unsigned, the spider-motif pendant-brooch struck a chord with many, bringing the selling price to nearly twice the high estimate (price realized: \$2,160; estimate: \$800 to \$1200). A diamond and enamel parrot-form pendant-brooch, selling for \$1,320, should make an excellent addition to someone’s summer wardrobe (estimate: \$800 to \$1,200).

As always, Art Deco jewelry was a hit online and on the auction floor.

One elegant platinum diamond-set brooch centering a large oval star sapphire was offered for \$6,000 to \$8,000; an online bidder snapped the piece up for \$6,250. Shortly after, a platinum ring with a central square-shaped arrangement of diamonds and rectangular-cut sapphires was brought to the block with a \$2,000 to \$3,000 estimate, which was quickly outstripped after absentee and floor bidders brought the price up to \$4,500.

As a category, sapphires proved popular with the crowd at Moran’s May 21st auction event. A teardrop-shaped diamond-set platinum-topped gold brooch suspending a large (approximately 9.40 carats) oval sapphire drop of Ceylon origin was offered for \$8,000 to \$10,000 and brought the high. A star sapphire, diamond and platinum ring offered late in the auction inspired a number of bidders to leave absentee bids; the ring brought \$1,625 (estimate: \$1,200 to \$1,800).

Farms harvest sales in Kentucky

OWENSBORO, Ky. – Kurtz Auction & Realty conducted three auctions within the past few weeks. Here is a brief description of each farm and the resulting auction price:

Kentucky, Daviess County. 136.67 acres of gently rolling to hill land sold at auction in six tracts for \$898,509 or \$6,574 per acre. Four of the six tracts were agriculture tracts with no buildings providing contributory value. These tracts ranged in value from \$ 4,300 to \$ 9,000 per acre.

Kentucky, Muhlenberg County. 176 acres of flat to rolling land sold at auction in three tracts for \$954,000, or \$5,420 per acre. A 125.5-acre, mostly flat creek bottom tract sold for \$710,000 or

\$5,657 per acre. It had a 2,200-sqft brick home and three tobacco barns. A 44-acre cattle farm sold for \$137,000, or \$3,114 per acre. It was improved with an older frame home, stock barn, and a pond.

Kentucky, Henderson County. 498.75 acres of crop and wooded land sold at auction in two tracts for \$1,562,450, for an average of \$ 3,133 per acre. A 364.35-acre tract with about 300 acres of crop land sold for \$1,400,457 or \$3,850 per acre. The cropland was first and second tier Ohio River bottom land with 26.4 acres in the CRP program. A 134.4-acre wooded, swampy hunting tract sold for \$161,994 or \$1,200 per acre.

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Ancient Ring Catches \$152K at spring sale



\$152,100

\$17,550

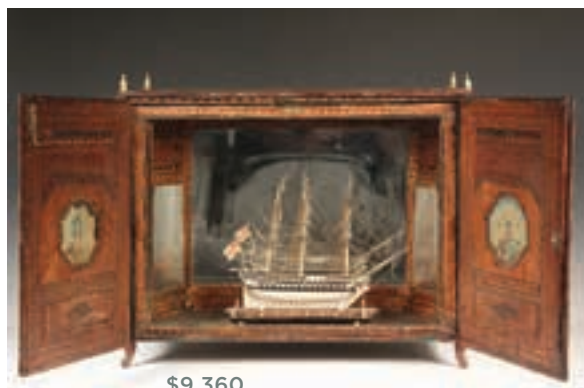
THOMASTON, Maine – A circa 100 B.C. Greek gold and cabochon emerald ring attracted frenzied bidding at Thomaston Place Auction Galleries’ Spring Fine Art & Antiques Auction, May 21-22, until one participant finally caught the prize for \$152,100.

This important antiquity came from the New York Estate of Anne Bigelow Stern, daughter of Lucie Bigelow Rosen and Walter Tower Rosen, passionate, early 20th-century collectors and the founders of the Caramoor Music Festival.

Another piece of ancient jewelry from the Stern Estate, a necklace composed of 13 solid gold Byzantine era coins, also created excitement, as competing bidders pushed it to a \$14,040 selling price.

Many Asian artifacts also fared well in the sale.

A Qing Dynasty cauldron form two-handled open bronze censer with Kangxi seal mark created excitement when bidding reached a final selling price of \$70,200. A collection of bronze sculpture, including many depictions of Buddha, was presented. A bronze seated scholar in deep thought led the group, bringing \$14,040; and a gilded Buddha in meditation set with semi-precious stones sold for \$4972.50. An ornate, expertly cast bronze Hindu temple bell shattered its \$600 to \$800 estimate and brought \$4,914.



\$9,360

Among the leading decorative arts items: a monumental, circa-1900 Daum Nancy cameo glass stalk vase that sold for \$14,040; a 259-piece set of Herend porcelain in the Rothschild Bird pattern that fetched \$12,870; a 177-piece set of Georg Jensen sterling flatware in the Acorn pattern that achieved \$12,870; and a circa-1800, 22-piece Old Paris porcelain dessert set hand painted by Jean Nepomucene Hermann Nast that brought \$11,700. A 19th-century French Louis XIV style rosewood vitrine with ormolu mounts rocketed past its \$2,000 to \$3,000 presale estimate to reach a selling price of \$11,115.



\$14,040

Leading the folk and marine art group were two wonderful ship paintings, one by Joseph Smith (New York/New Jersey, 1798-1876) of the schooner “J.W. Seaver” that sold for \$17,550, and the other, “The Black Ball Line ‘Great Western’ in the Approaches to New York” by Joseph Stobart (Massachusetts/Florida, 1929-) that brought \$12,870. A rare circa-1905 running cat carousel figure fetched \$9,945, and a Napoleonic War era cased prisoner of war model of a British man-o-war reached \$9,360. Bidder interest in two fine California Native American baskets drove final selling prices well above presale estimates, a circa-1900 Yokuts coiled ‘Friendship’ basket brought \$6,435 (est. \$1,000-2,000) and a Pomo coil built bowl sold for \$2,691 (est. \$800-1,200).

There were also several high-flying American historical artifact items in the sale.



A rare Revolutionary War broadside, “A Poem on the Bloody Engagement that was fought on Bunker’s Hill in Charlestown New England”, created excitement when bidders battled until a selling price of \$17,550 was reached.

A Civil War-era, 12-star Union field flag brought \$9,945; a marble bust of George Washington, possibly after a work by Horatio Greenough (Mass./Italy, 1805-1852), achieved \$8,775; a collection of 52 Maine Native American Red Paint People artifacts fetched \$7,605; and a circa-1863 Civil War field marching drum by Rogers sold for \$7,605.

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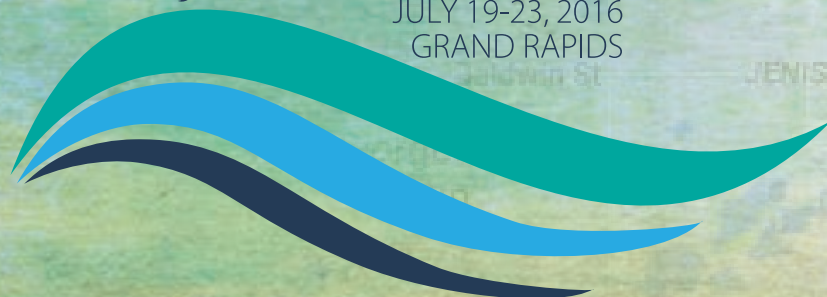


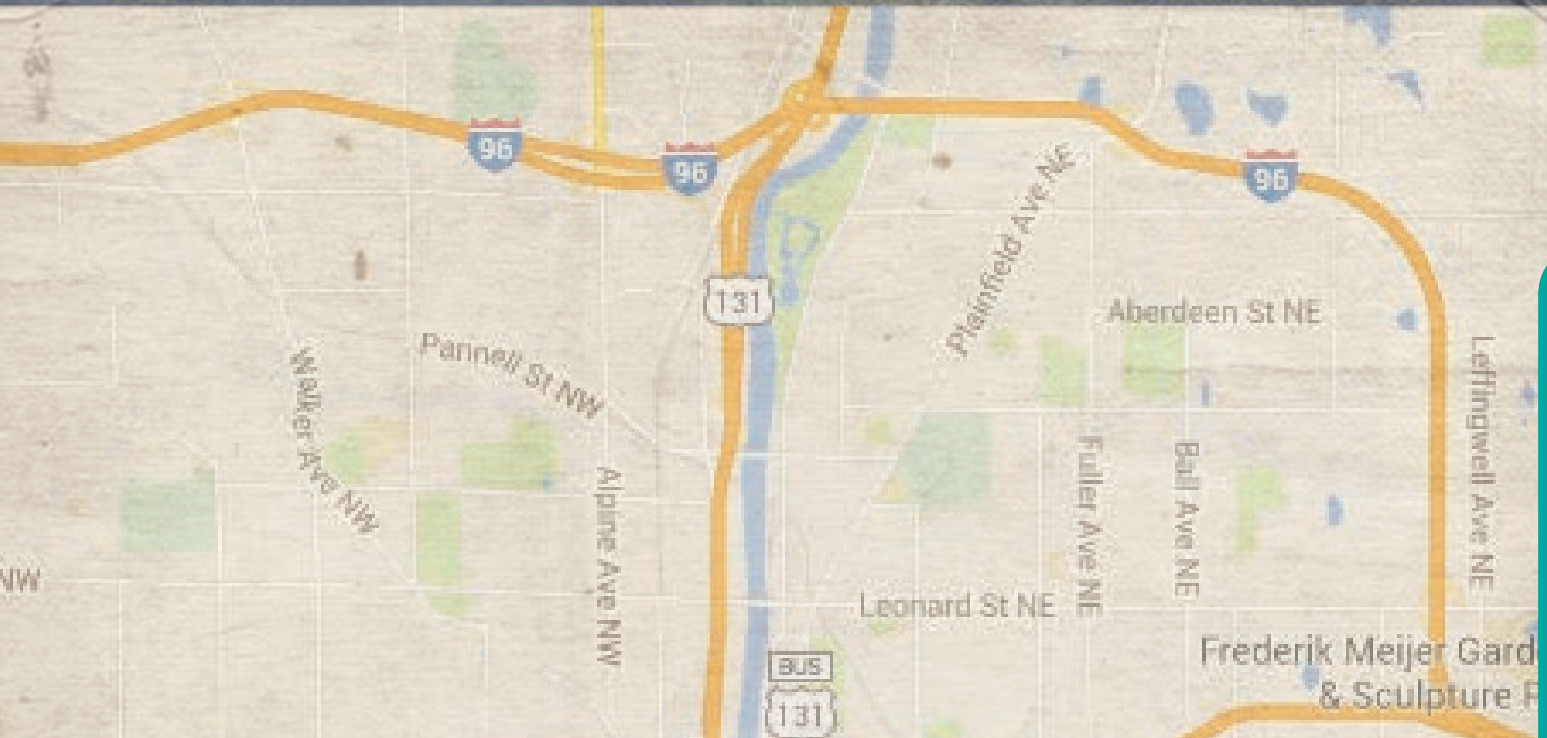
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2016 CONFERENCE AND SHOW #NAACS16



Whether it is a luncheon, a session, or learning from the legends, Conference and Show attendees are sure to find the right experience for them in Grand Rapids.

#NAACS16 : A PURE experience

Organizers: It's all about the experience.

By Nancy Hull Rigdon, contributor

To land on this year's International Auctioneers Conference & Show theme, organizers blended the "Grand Experience" slogan of Grand Rapids, Michigan, with the importance of event attendees' experience, and then mixed in numerous conference highlights.

Out of that blend came "PURE Experience," with PURE standing for Powerful connections, Unparalleled education, Renewed spirits and Enhanced skills.

"If our members don't walk away with a good experience, it doesn't matter what we do," says Joyce Peterson, NAA

Conference and Show Manager. "It's all about the experience."

With this year's event in Grand Rapids marking the NAA's 67th Conference and Show, organizers know expectations are high.

"Every year as a staff, we get together and try to strategically plan so that we can kick it up a notch," Peterson says. "We aim to deliver the value our members expect."

Organizers plan to raise the bar by way of many highlights. A few of the can't-miss features include:

Learning from the Legends

This event debuted in Addison, Texas, and is back by popular demand. Three to-be-determined auction industry legends will share captivating stories of lessons learned and rewards gained. Last year, each legend was asked to speak on three areas – the greatest success of his or her career, biggest failure and lessons learned from those experiences. An audience-led discussion followed. Attendees responded well to the open forum structure, Peterson says, and given how well the event was received last year, the format will remain.

Tech Bar

The techie station will return to offer members an immersive experience of live demonstrations. Technology experts will stand ready to teach attendees of all skill levels something new, ranging from how to set up a Twitter account to how to use Facebook for advertising – or whatever the member approaching the bar would like to learn. “This is great hands-on, one-on-one training,” Peterson says.

Conference App

Attendees can navigate through Conference & Show using various mobile app features, including event schedules and interactive maps. Also, if and when schedules change, members can count on the app for the most up-to-date information. NAA staff will be available to help attendees download and use the tool.

IAC Live!

Back for a second year, the live stream of the 2016 IAC competition will enhance the IAC experience for those attending the conference.

The feed will include live interviews and up-to-the-minute news. “If you’re in the middle of the trade show floor, and you want to know what’s going on at IAC, just tune into IAC Live!” Peterson says.

As organizers look to give NAA members an incredible experience, they reflect on the success of last year’s Conference & Show, including relying on feedback.

For instance, Russell “Rusty” Harmeyer, of Harmeyer Auction & Appraisal Co., in Richmond, Indiana, called Conference & Show “a must attend event.”

“The opportunity to increase knowledge on what is going on in the industry and having the chance to meet some of the leaders in the auction profession is something, in my opinion, you can’t pass up,” he said.

In July, organizers hope to again wow the crowd.

“The prior year’s improvements over the year before become the new standard, so we know we have to [continue to] create an engaging experience.” Peterson says.

NAA members will learn how to ADAPT

Former MLB pitcher Jim Abbott will share that people are “responsible for the talents they’ve been given.”

By James Myers, contributor

Jim Abbott shocked the sporting world in the 1980s when he excelled in Major League Baseball as a pitcher. His accomplishments alone are worthy of praise, but Abbott did it all without a right hand.

NAA members and guests will get to know him a little better

in July as Abbott serves as the keynote speaker on Wednesday, July 20, at the 2016 NAA International Conference and Show in Grand Rapids, Michigan.

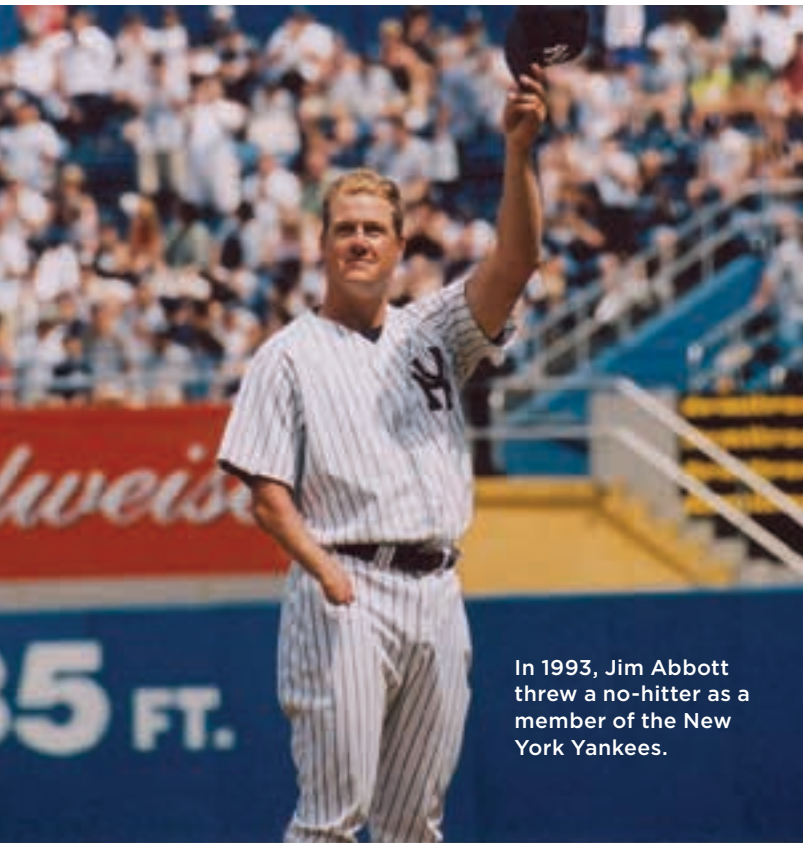
Born without his right hand, Abbott beat the odds in sports throughout his life. He was a high-school standout athlete both



#NAAAGS16

PURE Experiences

2016 CONFERENCE AND SHOW #NAACS16



In 1993, Jim Abbott threw a no-hitter as a member of the New York Yankees.

in baseball and football, and never required any special adaptive schooling. He developed a unique pitching style, shifting his glove from his right wrist onto his left hand after the pitch was delivered. He was drafted by the Toronto Blue Jays in 1985 but decided to go to college instead.

“I could always throw things well,” Abbott says in his website biography, “so baseball called to me.”

Abbott pitched for the University of Michigan and won all-American honors and two Big Ten championships. He also picked up the prestigious James E. Sullivan Award as the top amateur athlete in 1987.

“Playing baseball for UM is one of my proudest accomplishments,” Abbott said. “My greatest memory could be the day I walked into the locker room and saw my jersey hanging in the locker.”

1988 was also a big year for Abbott: he won the Big Ten Athlete of the Year award and pitched the final game in the Summer Olympics, picking up an unofficial gold medal (baseball was a demonstration sport in 1988).

Americans really took notice of those accomplishments, but he would gain even wider recognition as he continued his career into the major leagues in 1989 when he joined the California Angels’ without ever playing a game in the minor leagues.

A career highlight for Abbott came in 1993 when he threw a no-hitter while playing for the New York Yankees. Abbott played for four professional teams before retiring in 1999.

As it turns out, Abbott had more in store for people around him than just a dominating sporting figure. In 2000, he began his motivational speaking career that has led to him speaking in front of thousands of people, including Fortune 500 professionals.

“One of the aspects of speaking is that I enjoy getting out in the real world and seeing how hard people work,” he said. “I have been amazed at how much their pursuit of excellence is similar to that same pursuit on a baseball diamond.”

Abbott said a challenge he had to address as a speaker was to develop a “common language.” So, he formulated an acronym to touch on important life topics – ADAPT, which stands for adjustability, determination, accountability, perseverance and trust.

Abbott said accountability is the “heart and soul of his ADAPT chain” because it says people are “responsible for the abilities they’ve been given.”

Abbott has delivered his motivational speeches in front of audiences related to some top brands, including Prudential, Toshiba, and Lucent Technologies. A regional vice president at Prudential said Abbott was “nothing short of phenomenal ... his story touched everyone in the room.”

Abbott resides in California where he lives with his wife and two children.

#NAACS16 courses to offer “deeper dives”

Attendees have asked for classes to go deeper into topics. That will happen in Grand Rapids.

By Nancy Hull Rigdon

The educational lineup at the NAA's 67th International Auctioneers Conference & Show revolves around depth.

“Our theme is trying to go deeper into topics,” says Aaron Ensminger, NAA Director of Education.

In previous years, an educational session has run 90 minutes at most. However, at this summer's Conference & Show in Grand Rapids, Michigan, the length of sessions will increase to two hours.

“Attendees have asked for ‘deeper dives’ for years. Doing longer and more intensive sessions fits perfectly with one of our goals, which is to try and provide more sessions for advanced auction professionals,” Ensminger says. “It's an experiment that we're interested in watching.”

As a result of the change, attendees have an even better opportunity to walk away from educational sessions armed with more applicable knowledge than they have in the past.

“Our presenters will be taking advantage of the change, going more in-depth than we have in recent years,” Ensminger says. “Expect to attend some sessions that will really challenge your thinking and conventional wisdom,” Ensminger says.

As just one example, he points to a session led by John Schultz, ATS, titled “In God We Trust . . . All Others Bring Data.”

Schultz, the Chief Marketing and Technology Officer for Grafe Auction Company in Chatfield, Minnesota, is known within the auction industry for achieving marketing success through non-traditional means. In recent years, he has grown auctions by acting on data to ditch traditional advertising routes in favor of emerging options, including digital advertising, such as Facebook ads.

He's an ATS instructor who often shares his own best practices in areas including digital marketing, social media, brand development, marketing tools, data collection and analytics implementation.



Education session feedback from attendees has asked for content to dive a little deeper. Including John Schultz (shown left), presenters will be going more in-depth this Conference and Show.

“This session will demonstrate the importance of hard numbers in your marketing and testing your assumptions, and it will show you how you can do something with all that pretty data you've collected,” Ensminger says.

CES to be offered at #NAACS16

Once again, the NAA will offer a designation class during Conference & Show.

“This is a highlight that can't be overlooked,” Ensminger says.

This year, the education schedule at Conference & Show includes a CES (Certified Estate Specialist) class. This allows those attending Conference & Show the unique opportunity to



2016 CONFERENCE AND SHOW #NAACS16

work toward a designation without making a trip solely for the credentials.

The CES designation is designed to prepare auction professionals to run a successful Estate Specialist business. Attendees learn marketing, skills for working with clients including families in crisis, advanced networking skills and auction methods.

As Ensminger points out, CES highlights concepts that apply to every Auctioneer: prospecting, legal issues and people skills.

“Whether you’re starting out in estates or you’ve been doing

them for a long time, these are skills you can always hone,” he says. “And even if you’re just thinking about estates, these skills can help in every auction you take on.”

Those who currently hold the CES designation can audit the class for \$75. Those who held the designation previously but are not currently can reinstate their designation and then audit the class for the same price.

“Everyone [who holds a current CES designation] can stop in for a session or three and see why people are calling CES one of the strongest designations NAA offers,” Ensminger says.

#NAACS16: The Amway Grand Plaza Hotel

Over 100 years of local history will greet attendees in Grand Rapids this July.

This summer, attendees of the National Auctioneers Association International Auctioneers Conference and Show in Grand Rapids will enjoy a true step back in time as they congregate in the place now known as the Amway Grand Plaza Hotel.

Since the cornerstone of the former Pantlind Hotel was laid in 1913, the hotel has seen both boon and swoon through its 103 years of history along the Grand River.

In the early 1900’s, the original Sweet’s hotel was purchased by J. Boyd Pantlind, who renamed it the Pantlind Hotel. Renovated and reopened in 1913, it was fashioned after English Adams Architecture by its designers, Warren & Wetmore of New York City, who also designed that NYC’s lavish Grand Central Station and Biltmore Hotel.

As part of the design, three magnificent chandeliers came from Czechoslovakia. Made of Austrian crystal— a type that retains its brilliance, color, and luster — the two end chandeliers are 11.5 feet in length and 8.5 feet in diameter; the center chandelier measures 10 feet long and 8.5 feet in diameter. Each chandelier

weighs approximately 4,000 pounds. Support chains and automatic lowering devices are concealed beneath the velvet caps. (Incidentally, all heating and air conditioning ducts are hidden in the ring between the chandelier and the ceiling.)

Above the fixtures, the domed ceiling was and is meticulously hand-applied, tissue-thin gold leaf. More than 7,000 square feet of ceiling area is covered, making this the largest gold leaf installation in the United States. If one looked down from there, he or she would see a tiered fountain made of copper and has an ornate pineapple spigot, which is rather quaint today. However, before 1920, the pineapple was a popular symbol for hospitality in the United States.

After five-plus decades, a changing local environment and growing affinity for the suburbs opened the opportunity for The Amway Corporation to acquire the famed Pantlind in 1979. Amway then undertook the great task of carefully restoring the city’s treasure to its former glory. Featuring the new Glass Tower, the renamed Amway Grand Plaza opened in 1981.

Since that time, the hotel's reemergence has helped spark a renewed vitality to Grand Rapids' downtown over the past two-plus decades, spurring growth and civic pride.

A last note of interest: Conference and Show attendees will notice during their stay at the foot of the stairs to the left stands a stately, old grandfather clock with an unusual story. Like the old Pantland Hotel itself at one point, the clock was in dire

need of repair and refurbishing. It was sent to the Howard Miller Clock Co. where the craftsman assigned to repair the piece was astounded to discover, by an interior plaque, that the grandfather clock had been originally built by his grandfather!

History had come alive, again, and the Hotel, along with all of its living history will welcome NAA members in July.



(Top) Austrian crystal chandeliers shine above a meeting area in the Amway Grand Plaza Hotel. Each weighs approximately 4,000 lbs. (Bottom) The hotel stands tall and proud on the banks of the Grand River.



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First Timers Breakfast



Conference and Show Signage



Class sponsor of Andy Imholte's "Great Ideas for Benefit Auctioneers" on Wednesday from 1-2 in Gallery Overlook E



IJAC, Fun Auction and IAC Clerking



CAI Breakfast



Marketing Competition Reception

The best of the best

IAC Champions are considered to be “the best of the best” within the auction industry. From livestock and auto Auctioneers, to real estate and benefit Auctioneers, each auction professional competes against his or her peers to be crowned an IAC Champion. Catch live commentary, reactions, interviews, and more with the 2016 NAA IAC Live webcast! On Friday, July 22, visit conferenceandshow.com to stream the live feed from Grand Rapids.

#NAAIGS16



2015

Peter Gehres, CAI, CES
Tammy Tisland

2014

Jason Miller, CAI
Wendy Lambert, BAS

2013

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

2012

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

2011

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

2010

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

2009

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

2008

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

2007

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

2006

Barbara Bonnette, CAI, AARE, GPPA,
Alexandria, LA
John Nicholls, Fredericksburg, VA

2005

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

2004

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

2003

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

2002

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

2001

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

2000

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

1999

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

1998

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

1997

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

1996

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

1995

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

1994

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

1993

Tracy Sullivan, Prague, OK

1992

Shane Ratliff, Lemont, IL

1991

Spanky Assiter, CAI, AARE, Canyon, TX

1990

Neal Davis, Beebe, AK

1989

Marvin Alexander, CAI, Martin, TN

1988

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



2016 CONFERENCE AND SHOW #NAACS16

#NAACS16: What to know before you go

- Airports:** Gerald R. Ford International Airport. Allow 20-25 minutes, in normal traffic, to get to and from the airport.
- Airport shuttle/ground transportation.** Go to www.ConferenceAndShow.com for airport transportation information.
- Location** – Conference events are held at either the DeVos Place Convention Center or Amway Grand Plaza hotel, except the Welcome Party and any educational field trips.
- Dress attire/packing** – Be prepared for seasonably warm/hot weather outdoors and cool temperatures indoors. Wear comfortable shoes.
- Important documents** – Bring hotel reservation confirmation and conference registration confirmations with you in case you experience issues onsite. Haven't registered yet? No worries! For ease of checking in, register now, and we'll have your packet ready for you when you arrive.
- Meal tickets** – If you haven't already, purchase these now. Seating and meals are not guaranteed to be available for purchase onsite. Purchase in advance. Meals can and have sold out in the past.
- Plan your schedule in advance** – Use the Conference app to review the available education opportunities and create a personalized calendar.
- Seminar Reference Guide** – The guide is available online. If you prefer a paper copy, print a copy in advance and bring it with you.
- Voting** – If you plan to cast an absentee ballot, completed ballots must be received at the NAA HQ office no later than July 1. If you plan to cast a ballot onsite, new this year the ballot desk is open only from 7:30-9 a.m. No ballots will be distributed after the desk closes.
- Private parties/functions** – If you received an invitation to a private function, have you responded? If not, please RSVP now to reserve your seat. (Hint: CAI, First timers, Marketing Competition winners and NAA Presidents, etc.)
- Welcome Party** – Spending a relaxing evening along the banks of the Grand River in the company of family and friends is the quintessential way to start your Conference week. The mild Michigan weather begs us to go outdoors to enjoy the cool evening breeze at this festival-like party on the river. Festivities include hot eats, cool treats, light entertainment, and comradeship..
- Livestreaming** – Livestreamed events are Annual Business Meeting, President's Gala/Hall of Fame awards banquet and IAC all day long. Information on how to access the livestream will be posted on auctioneers.org and conferenceandshow.com

NATIONAL AUCTIONEERS ASSOCIATION
EDUCATION CALENDAR

CONFERENCE AND SHOW

PURE EXPERIENCE.

Grand Rapids, Michigan • DeVos Place Convention Center • July 19-23, 2016

Registration open March 1

PRE-CONFERENCE EDUCATION SCHEDULE

AARE • July 17-19

AMM • July 17-19

BAS • July 17-19

CES • July 20-23 (comes with a comp registration without meals)

USPAP (15 Hour) • July 18-19

USPAP (7 Hour) • July 23

Train the Trainer • July 19

Interpersonal Communications for Auction Professionals • July 18-19

Internet Auction Methods • July 19

Benefit Auction Summit

San Diego, California • Embassy Suites San Diego Bay • August 28-30, 2016

Women in the Auction Industry Summit

San Antonio, Texas • Emily Moran Hotel • November 6-8, 2016

NAA Designation Academy

Las Vegas, Nevada • TBD • December 4-10, 2016

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

www.auctioneers.org





Conference Events

TUESDAY, JULY 19

- 10 a.m. - 6 p.m. Satellite Registration – Tues. only
..... AGPH-Registration 2
- 1 - 6 p.m. Satellite Tech Bar – Tues. only
..... AGPH-Registration 2
- 5:30 - 8 p.m. Welcome Party Gillett Bridge/Lyon Square

WEDNESDAY, JULY 20

- 7 - 8:15 a.m. First-Timers Breakfast/Orientation
..... AGPH-Governors Room
- 7 - 8:15 a.m. International Breakfast (Private Event)
..... AGPH-Robinson
- 7:45 - 8:15 a.m. Coffee and Conversation Secchia Lobby
- 8 a.m. - 5 p.m. Registration Ballroom C Foyer
- 8 a.m. - 5 p.m. Tech Bar Secchia Lobby
- 8:30 - 10:30 a.m. Opening Session Ballroom B
- 10:30 - 10:50 a.m. Meet the Candidates Ballroom B
- 10:30 a.m. - 5 p.m. Trade Show Official Opening... Ballroom C-D
- 11 - 11:30 a.m. Note Taking and Capturing Data Tech Bar
- 11 a.m. - 12 p.m. Town Hall Meeting Grand Gallery E
- 11 a.m. - 5 p.m. Fun Auction Donation Check In.... Ballroom A
- 12 - 4 p.m. Auxiliary Luncheon/Fun Auction
..... AGPH-Imperial
- 1 - 1:30 p.m. Wearable Technologies + Virtual Reality
..... Proxibid I eBay Stage
- 1 - 1:30 p.m. IJAC Contestant Orientation (mandatory)
..... Grand Gallery D
- 1 - 2 p.m. Real Estate Auction Listing Contracts – 8
Issues You May Have Never Thought
About..... Gallery Overlook C
- 1 - 2 p.m. Great Ideas for Benefit Auctioneers
..... Gallery Overlook E
- 1 - 3:30 p.m. High End Collectibles in Low End Estates
..... Gallery Overlook A
- 1 - 3:30 p.m. Business Body Language – More than Words
..... Gallery Overlook D
- 1 - 3:30 p.m. In God We Trust; All Others Bring Data
..... Gallery Overlook F
- 1 - 4 p.m. Ethics for Auctioneers.... Gallery Overlook H
- 1 - 5 p.m. Certified Estate Specialist (CES) Day 1
..... Gallery Overlook G
- 2 - 2:30 p.m. Intl. Jr. Auctioneer Championship.... Ballroom B
- 2:30 - 3 p.m. Tips & Tricks for Tablets Proxibid I eBay Stage
- 2:30 - 5 p.m. Power Selling... It's More than "Fast Talking"
..... Gallery Overlook B
- 2:30 - 5 p.m. Better Research for Profit... For Auctioneers
and Appraisers Gallery Overlook C
- 2:30 - 5 p.m. Jewelry Identification ABCs.... Gallery Overlook E
- 3:30 - 4 p.m. Evernote – External Hard Drive to Your Brain
..... Tech Bar

4 - 5 p.m.

4 - 5 p.m.

4 - 5 p.m.

4 - 6 p.m.

5 - 6 p.m.

6 p.m.

THURSDAY, JULY 21

- 6:30 - 7:30 a.m. Election Committee Breakfast.. Grand Gallery E
- 7 - 8 a.m. CAI Breakfast AGPH-Ambassador East
- 7 a.m. - 5 p.m. Registration Ballroom C Foyer
- 7:30 a.m. Ballot Distribution..... Secchia Lobby
- 8 a.m. - 5 p.m. Tech Bar Secchia Lobby
- 8:30 a.m. NAA and NAF Annual Business Meetings
..... Ballroom B
- 10:30 a.m. - 5 p.m. Trade Show Ballroom C-D
- 11 - 11:30 a.m. Stop Putting Your Audience to Sleep Tech Bar
- 12 - 1 p.m. Auction School Luncheon (private event)
..... AGPH-Robinson
- 1 - 1:30 p.m. Gadgets for Your Remote Office..... Tech Bar
- 1 - 2 p.m. Learning From the Legends
..... Proxibid I eBay Stage
- 1 - 2:30 p.m. Avoiding and Fighting Chargebacks
..... Gallery Overlook A
- 1 - 2:30 p.m. Public Speaking Dos and Don'ts
..... Gallery Overlook C
- 1 - 2:30 p.m. Beyond Bid Calling: Final IAC Tune-up
..... Gallery Overlook D
- 1 - 2:30 p.m. An Insider's Guide to Booking Profitable
Industrial and Commercial Auctions
..... Gallery Overlook F
- 1 - 3:30 p.m. The Life You Want in the Industry You Love
..... Gallery Overlook H
- 1 - 4:30 p.m. The Art and Science of Working the Auction
Ring Gallery Overlook E
- 1 - 4:30 p.m. Certified Estate Specialist (CES) Day 2
..... Gallery Overlook G
- 2:30 - 3 p.m. Top 10 Apps-on-the-Go Tech Bar
- 3 - 4 p.m. Fast Talking Podcast LIVE! – How to
Become an Auto Auctioneer
..... Gallery Overlook A
- 3 - 4 p.m. Forecasting by the Millennials
..... Proxibid I eBay Stage
- 3 - 4:30 p.m. Enhancing Competitive Bidding at Your
Auction Gallery Overlook B

3 - 4:30 p.m. Experience A Toastmaster's Meeting
 Gallery Overlook C
 3 - 4:30 p.m. How Winning the IAC Changed My
 Business Gallery Overlook D
 3 - 4:30 p.m. Five Things to Do When You Have Books in
 Your Auction Gallery Overlook F
 3:30 - 4 p.m. Tips & Tricks to Maximize Your Use
 of Google Tech Bar
 4 - 5:30 p.m. NAA and USA TODAY Marketing
 Competition Reception
 AGPH-Governors Room
 4 - 5 p.m. WAAPA Gallery Overlook A
 6 - 9 p.m. President's Gala/Hall of Fame Awards
 Ballroom B
 9 p.m. Presidential & HOF Tribute Reception
 Welsh Lobby

FRIDAY, JULY 22

6:30 - 6:55 a.m. IAC Contestant Sound Check (optional)
 Ballroom B
 6:30 - 7:30 a.m. IAC Judges Breakfast... AGPH-Riverview Room
 7 - 8 a.m. IAC Contestant Roll Call & Orientation
 (mandatory) Grand Gallery E
 8 - 8:30 a.m. Content Curation Walkthrough
 Tech Bar-secchia Lobby
 8 a.m. - 5 p.m. Registration Ballroom C Foyer
 8 a.m. - 5 p.m. Tech Bar Secchia Lobby
 8 a.m. International Junior Auctioneer
 Championship: Finals Round Ballroom B
 8 a.m. International Auctioneer Championship:
 Preliminary Round Ballroom B
 8 - 10:30 a.m. Miedema Auctioneering Facilities Tour
 Miedema
 8:30 - 10 a.m. Brewing Up Success – Grow Your Business
 with Beer Marketing Tactics
 Gallery Overlook A-B
 8:30 - 10 a.m. Apps - What and How Grand Gallery D
 8:30 - 10 a.m. The Death of the One-Man Band
 Gallery Overlook C
 8:30 - 10 a.m. Podio How-To Gallery Overlook D
 8:30 - 10 a.m. The Million Dollar Coin Auction
 Gallery Overlook E
 8:30 - 10 a.m. Real Estate 101 Gallery Overlook F
 8:30 - 10:30 a.m. NALLOA Seminar: UCC2-328
 Gallery Overlook H
 8:30 a.m. - 5 p.m. Certified Estate Specialist (CES) Day 3
 Gallery Overlook G
 9 - 9:30 a.m. Tips and Tricks on How to Tame
 Your Inbox Tech Bar
 9 - 10 a.m. Learning From the Legends
 Proxibid | eBay Stage
 9 a.m. - 2 p.m. Trade Show Ballroom C-D
 10:30 - 11 a.m. Options for Livestreaming: Periscope,
 Anchor, Blab, and More! Tech Bar
 10:30 a.m. - 12:30 p.m. NALLOA Annual Business Meeting
 Gallery Overlook H
 12 - 12:30 p.m. Staying Fit & Active While On-the-Road
 with Apps + Wearables Tech Bar
 12 - 2 p.m. Presidents Luncheon
 AGPH-Gerald R Ford Ballroom
 12 - 2 p.m. Auxiliary HOF/Past Presidents Luncheon
 AGPH-Plaza Boardroom A

1-2 p.m. Bidcalling Tips from the Pros
 Proxibid | eBay Stage
 1 - 2:30 p.m. Expand Your Reach - Best Practices for
 the Online Auction Grand Gallery D
 1 - 2:30 p.m. MPPA Candidate Presentations
 Gallery Overlook C
 1 - 2:30 p.m. Developing an Effective Sales Force
 Gallery Overlook D
 1 - 2:30 p.m. Greater Giving Professional Event Services
 Training for Benefit Auction Companies
 Gallery Overlook F
 1 - 4:30 p.m. Guns at Auction Gallery Overlook A-B
 1 - 4:30 p.m. CAI Special Session: Emerging Legal Issues,
 Best Practices, and Risk Management for
 Professional Auctioneers.... Gallery Overlook E
 1 - 4:30 p.m. Environmental Concerns for Auctioneers
 Gallery Overlook H
 2:30 - 4:30 p.m. NAA Hall of Fame Committee Meeting
 AGPH-Haldane
 2:30 - 4:30 p.m. Auxiliary Hall of Fame Committee Meeting
 AGPH-Fine Arts
 3 - 4:30 p.m. Creating a Company Culture for the Next
 Generation Grand Gallery D
 3 - 4:30 p.m. MPPA Special Session: Fair Market Value –
 You're Doing It Wrong... Gallery Overlook C
 3 - 4:30 p.m. Selling the Non-Distressed Seller
 Gallery Overlook D
 3 - 4:30 p.m. How To Protect Your Auction Business From
 It's Biggest Threat Gallery Overlook F
 5:30 - 6:30 p.m. IAC Dinner Ballroom B
 6 - 9 p.m. IAC Finals Ballroom B

SATURDAY, JULY 23

8:30 - 9:45 a.m. IAC Breakfast of Champions
 AGPH-Vandenberg A
 8:30 - 10 a.m. Developing Your Benefit Auction Business
 AGPH-Thornapple
 8:30 - 11 a.m. Seller Contracts and Bidder Terms and
 Conditions AGPH-Haldane
 8:30 a.m. - 5 p.m. Certified Estate Specialist (CES) Day 4
 AGPH-Heritage Hill
 8:30 a.m. - 5 p.m. USPAP 7 hr. AGPH-Kendall
 10 - 11:30 a.m. The Foundation's Children's Auction
 AGPH-Governors Room



Kentucky Auctioneer was a patriot

Bill A. Dollinger of Louisville, Kentucky, formerly from Indianapolis, Indiana, passed away April 30, 2016.

He was a Commercial Realtor and Auctioneer. Beginning his real estate career in 1962 as a rent collector for a property management firm, he then worked for a subsidiary of College Life Insurance Company before accepting a position with an off-shore mutual fund, where he traveled extensively for a number of years. Moving to Louisville in the 70's, he established a commercial division for Bass & Weisberg and operated their property management division.

In January, 1973, he established Real Estate Service Corporation, which would become one of the largest property management and commercial sales and leasing firms in the area.

Bill was a past president of the Greater Louisville Chapter of the Institute of Real Estate Management, past Manager of the Year, former Governing Councilor and a Certified Property Manager Emeritus. As an Auctioneer, he received the AARE (Accredited Auctioneer of Real Estate) and CAI (Certified

Auctioneers Institute) designations. He was also a member of the Louisville Board of Realtors, Kentucky and National Associations of Auctioneers, Louisville Home Builders Association and the Rotary Club of East Louisville Sunrise, where he was the recipient of the Alfred S. Heims Rotarian of the Year Award for the Rotary year 2007-08.

Bill was a patriot and loved his country, having volunteered to serve in the United States Army, and he has been a life-member of the American Legion.

He is survived by his wife, Bonnie; and children, Keith Dollinger, Karin Yakimow (Steve), Laura McIntosh (Brian), and Max Dollinger (Kelly); as well as grandchildren, David Crowder (Josie), Jesse Reed (Megan), Mia, Holly, & Jack Yakimow, Meridian, Camryn, & Kendall McIntosh, and Hollis Rose Dollinger; step-daughter, Karen Pacheco (John); step-son, Tim Hatzell (Jodi); plus grandchildren, John-Michael Pacheco (Lacie), Christian Pacheco, Bailey, Dori & Ari Hatzell; great-grandchildren, Guy and Renley Reed and Dalen & Alanie Pacheco; and many other family.



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Auctioneer was a city leader

William Thomas Adcock, 65, of Oxford, N.C., passed away Monday, May 16th, 2016 after an ATV accident.

William was born on October 21, 1950, the son of the late Willie Ray and Bessie Mae Currin Adcock. He graduated from J. F. Webb in 1969 and was owner of Adcock Realty and William Adcock Auction Company. Prior to Real Estate and Auction, he sold Saladmaster cookware for seventeen years. His true love was auctioneering.

William was a Trustee and Deacon at Oxford Baptist Church, past member of Granville Medical Foundation Board, former chairman of the meetings committee of Granville County Chamber of Commerce; chairman of the Recognitions Committee. He was master of ceremonies of Granville County Chamber of Commerce's annual end of the year banquet, past Chairman of the Granville County Economic Development Commission, past president of Downtown Oxford Development Commission, past President of Granville County Shrine Club and a Mason.

William is survived by his wife of 47 years, Beth Pruitt Adcock; son, Todd Adcock; daughter, Cindy Lockwood and husband Chuck; grandchildren, Tyler and Ryan Adcock and Grace and William Lockwood; sister, Barbara Newcomb (Sonny); brothers, Howard (Linda), Kenneth (Kay) and Ernest Adcock; sisters-in-

law, Anne Whitehead, Martha Thompson (Johnny); and brother-in-law, George Pruitt.

He is also survived by many nieces and nephews and great nieces and nephews. His extended family includes the Marables and Bobby Cozart, who, he would introduce as his adopted son.



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Kurt Kiefer, CAI. President. NAA Life Member.

Georgia Auctioneer passes away

Stephen "Steve" White, age 62, of Sugar Hill, Georgia, passed away on Thursday, February 25, 2016.

Mr. White was born on November 11, 1953 in Elizabethtown, Kentucky. He was a veteran of the Air Corp. and attended the University of Kentucky. He was the owner of Four Seasons Auction Gallery and Event Center in Alpharetta, Georgia, where he was an Auctioneer.

He is survived by his wife of five years, Linda H. White; stepson, Jesse Heath; and father in-law, Ed Heath.

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In October 2014, Cub was treated for pneumonia. At a parent-teacher conference soon after, Cub's kindergarten teacher told his mom, Marilyn, that his coloring seemed off. During a follow-up visit to the pediatrician, Marilyn mentioned what the teacher said to the doctor. The doctor, agreeing that Cub seemed pale, ordered bloodwork.

The results were devastating: Cub suffered from acute lymphoblastic leukemia, the most common form of childhood cancer. "At that moment, we were devastated, heartbroken, in shock," Marilyn said. When she asked the doctor where she'd take her child, the response was St. Jude Children's Research Hospital®.

Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to more than 80 percent since it opened more than 50 years ago. St. Jude is working to drive the overall survival rate for childhood cancer to 90 percent, and we won't stop until no child dies from cancer. Cub's treatment at St. Jude includes more than two-and-a-half years of chemotherapy. "Once we arrived at St. Jude, it was like being enveloped with love and compassion," said Marilyn.



Sponsored by:



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SOUTHEASTERN SCHOOL OF AUCTIONEERING

Now in its 33rd year, SSA's May 2016 class graduated 13 new Auctioneers representing Florida, Georgia, Kentucky, Mississippi, North Carolina, and South Carolina. The next class will be Aug. 6-13 (Aug. 4-13 for Georgia students). Classes are held in Greenville, S.C. More information can be found at SSAuctioneering.info.



CAROLINA AUCTION ACADEMY

Carolina Auction Academy (Stanly Community College) graduated 12 students after they completed a rigorous 96-hour course preparing them to become Auctioneers. Coursework included law, rules and regulations, the chant, antiques, technology, proposal writing, accounting for auction funds, and additional topics. Graduated students will take the state exam in June to become licensed. The next Carolina Auction Academy will begin Aug. 22. For registration information, check the CAA website at caa@stanly.edu.

AUCTION SCHOOLS!

Send your class graduation high-resolution photos and outline information (class size, graduation dates, states represented and names) to: publications@auctioneers.org.

Note: Outline information will be included only as space provides.

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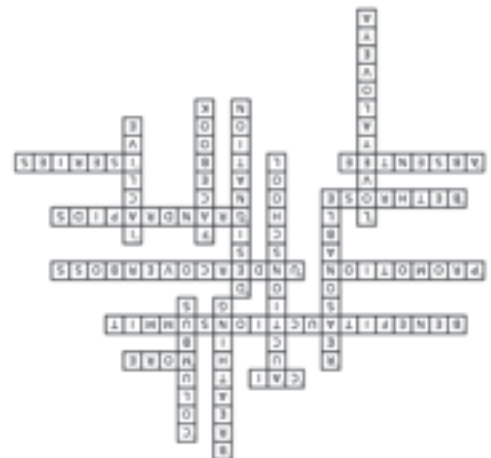
Coming up in August...

Get to know new NAA President John Nicholls and read what he plans to accomplish over the next year! Plus, coverage from Grand Rapids and more.

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Puzzle answers for page 82.



IN THE RING

PAGE 6 *“The content is very member-driven. It is a great way for our members to connect with Auctioneers from all around the country, people they otherwise might never meet.”*

Laina Gunsallas, NAA Membership Coordinator – on the new NAA Facebook Group for active NAA Members

PAGE 37 *“We work hard to customize what we do, even in building a rapport with each of the executive directors or development directors. We really see ourselves as helping them do their job and partnering with them. We end up being friends. For us, it’s more family than business.”*

Tim Keller, CAI, AMM, CES

Keller Auctioneers

Lancaster, Pennsylvania

PAGE 43 *“My advice now to other executives is to, from time to time, go out and physically do the job of the people on your team.”*

Dan Duffy, CEO

United Country Auction Services

Independence, Missouri

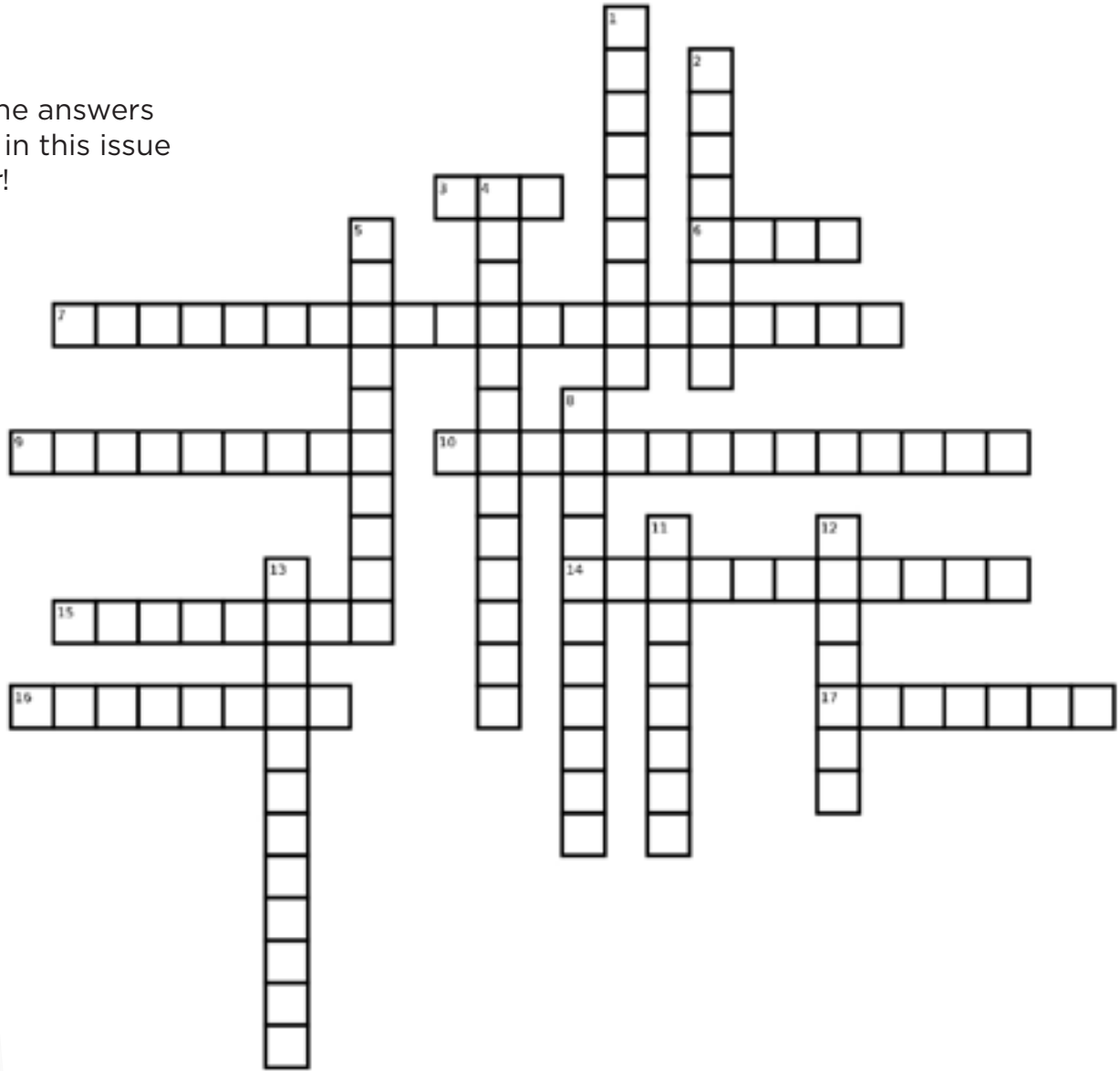
AROUND the BLOCK

- Canadian website horsejournals.com has published a lengthy “**what to watch for**” for consumers regarding what they should look for at horse auctions. Among their tips: “Know the type of auction you’re attending”; “Read the auction contract”; and, work on ways to conduct “Pre-Auction Inspection.” You can read the full story here: <https://www.horsejournals.com/popular/horse-industry/legal-side-buying-horse-auction>.
- **The New York Times** recently examined how dinosaur skeletons draw lots of publicity and media interest, but the market is proving to be bone thin when it comes to auctions – as evidenced by a May 28 auction in Germany, where 22 percent of the lots attracted bidding. Read the story at http://www.nytimes.com/2016/06/04/arts/international/dinosaurs-star-power-has-yet-to-translate-at-auction.html?_r=0
- **A love letter from President John F. Kennedy** to Mary Pinchot Meyer – with whom he had an affair – sold this month at auction. A snapshot in time, the hand-written note begged Meyer to “come and see me—either here—or at the Cape next week or Boston the 19th.” It’s believed the note was written around October 1963 – about a month before his assassination.



MEMBERS' CORNER

HINT: All of the answers can be found in this issue of *Auctioneer*!



Down:

- 1. "Proper ___ is the root of successful behavior"
- 2. Site of the 2017 NAA Conference & Show
- 4. Where many start their auction career
- 5. How a seller's expectations should be kept
- 8. You do continuing education to earn this
- 11. Where NAA members have a new group just for them
- 12. name of the webcast to watch in July for IAC
- 13. NAA President Assiter's catch phrase

Across:

- 3. Most prestigious designation in auction industry
- 6. Consumers spend ___ time with longer web content than short content
- 7. Coming up in San Diego for all's "benefit"
- 9. NAA's strategic initiatives: Education, Advocacy, ___
- 10. NAA member Dan Duffy appeared on this show
- 14. Site of the 2016 NAA Conference & Show
- 15. Member whose company won "Auction Marketing Campaign of the Year"
- 16. Ballot due by July 1 to take part in NAA election
- 17. Free webinar for NAA members held every 2 months

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