

Auctioneer

JUNE/JULY 2017



2017 NAA MARKETING COMPETITION WINNERS



ALSO INSIDE:

- | ARE YOU USING ILLEGAL IMAGES?
- | NAA WINS WAAC FOR THIRD STRAIGHT YEAR
- | #NAACS17 PREVIEW: IT'S TIME FOR COLUMBUS!



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Ring 1 Listings:

- Lot # 9216 CA: 2015 MCCORMICK X5.50 Tractor. Current Bid: US \$3,500. Time: 0:38. Buy Price: US \$3,600.
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- Lot # 9216 CA: 2014 VERSATILE 4500T Tractor. Current Bid: US \$100. Time: 0:42. Buy Price: US \$200.
- Lot # 9216 CA: 2014 CASE IH MAGNUM Tractor. Current Bid: US \$7,000. Time: 0:42. Buy Price: US \$7,100.

View Ring 2 Listings:

- Lot # 9216 CA: INDUSTRIAL AMERICA 110. Current Bid: US \$1,000. Time: 0:43. Buy Price: US \$1,100.
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- Lot # 9216 CA: JOHN DEERE 700. Current Bid: US \$5,000. Time: 0:43. Buy Price: US \$5,100.
- Lot # 9216 CA: JOHN DEERE 700. Current Bid: US \$5,000. Time: 0:43. Buy Price: US \$5,100.
- Lot # 9216 CA: JOHN DEERE 700. Current Bid: US \$5,000. Time: 0:43. Buy Price: US \$5,100.
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Thank you, and what's next ...



John Nicholls, AARE, AMM
NAA President

National Auctioneers Association President John Nicholls, AARE, AMM, is a second-generation Auctioneer who has made it his business to lead in the world around him.

As President of Nicholls Auction Marketing Group, Inc., John conducts and oversees more than 300 auctions per year for Fortune 500 companies, while he also serves the NAA membership and auction industry as an official, speaker, and educator. He has appeared on the TODAY show as a past NAA IAC Champion, and has served as a leading voice for the auction profession for many news outlets and publications.

Aside from winning IAC in 2006, John has won a slew of awards and honors. A few of those include: 1994 Virginia State Champion Auctioneer; 2003 World Automobile Auctioneer Champion; and 2016 Virginia Auctioneers Association Hall of Fame inductee.

John resides in Fredericksburg, Virginia, with his family.

I really wanted to win the election for NAA Vice-President two years ago. Going into Addison, I knew it would be a long shot.

I served on the NAA Board with Terri Walker. I knew how smart and outgoing she is. I knew what a wonderful Director she had been. Frankly, I knew what a great President she would be if she won.

But still, I wanted to win.

When the votes were counted, no one was more surprised than I to have realized that you, the NAA members, had selected me to lead this organization. (I still think Terri Walker would make a great President, and I look forward to the time when I can support her.)

I am thankful that the time was right, and I am blessed to have been elected.

I had the opportunity to watch Tom Saturley as Chairman of the Board – one of the greatest leaders this organization has ever had. I had the opportunity to serve with two of my best friends – Spanky Assiter and Scott Shuman. I have worked with dedicated people on the NAA Board who had but one desire – make this organization better.

Those experiences helped shape me and gave me a greater ability to lead thoughtful, decision-making discussions. A lot of people wonder how Board decisions are made. They are curious as to why we move in the direction we do. I can assure you that every decision made is one with lots of discussion (sometimes loud “discussions!”) and with one thing in mind – how to provide the best outcome for the organization as a whole. No individual Board member has his/her own agenda. We may not agree, but I have never once questioned anyone’s intention.

The Board’s work is hard. We have issues come before us where we know we are going to impact someone’s business. None of us takes that responsibility lightly. I know the people who are running this year do not take it lightly, either.

Similarly, our CEO, Hannes Combest, and our entire NAA Staff are some of the most passionate, caring people I’ve ever worked with. Their tireless dedication to the membership, NAA, and the auction profession is humbling and inspiring. These dear people literally have as their professional mantra to make our members’ lives the best they can

be. We are fortunate to have such high-character and talented individuals. Having them as my teammates is one of my presidential highlights.

On the Board, people are concerned because we have two candidates for two Board positions, one for Treasurer and two for Vice President. I have talked to a half-dozen people considering running next year. I believe – I know – that NAA is in good shape.

Still, people are concerned because our membership numbers are down. We are too, but what we are NOT concerned about is the involvement of the people who are members.

The Board talks about why people are not members. We have a lot of meaningful content for people. The Knowledge Center is now FREE and provides members three years’ worth of content from Conference and Shows. iSeries continues to draw people in from inside and outside membership. “Learning from the Legends” provides new members case studies about how those most successful in our organization became so. Event attendance continues strong as well. In other words, the people who take steps to use NAA resources appear to appreciate and consume them in bulk, which is exciting. Still, we’ll continue to work on identifying solutions to members’ needs.

So, two years later. I still have a year on the Board, and I am so looking forward to working with our new Treasurer, Tommy Rowell; our new President, Scott H. Shuman; and our new Vice President. I am looking forward to what we can do together to keep NAA on track for its and our members’ success.

Before I close, I want to say thank you to the three most important people in my life: my father, Charles Nicholls, CAS (who, when asked, helped design the Contract Auctioneer Specialist program); and my girls – my daughter, Sophie, and love of my life, Lisa. I also would like to thank the Nicholls Auction Marketing Group Team who continues to amaze me every day and makes us better. Many Presidents have had their businesses suffer during their term, but our business has set records because of these awesome people. They get all credit and praise.

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2017 NAA Marketing Competition Winners!

National Auction Marketing Campaign of the Year, Best in Shows, and a whole slew of category winners that showed some of the industry's best marketing efforts come from the NAA family. Congratulations to everyone!



FEATURES/NEWS JUNE/JULY 2017

NAA Board meeting recap

Here's a quick-shot list of items discussed at the Board's last meeting.

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Andy White wins 2017 WAAC, completes 'Triple Crown'

White's win means a third-straight WAAC title won by NAA members!

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2017 NAA Benefit Auction Summit heads to Mexico

While it didn't in the past, the venue choice made sense this year, giving attendees a rare opportunity.

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Are you using illegal images in your marketing?

Auction professionals should pay close attention in order to avoid intellectual property complaints.

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You are an NAA member, and you are influential

After taking part in NAA Day on the Hill in Washington, D.C., "you leave feeling like you matter."

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BUSINESS PRACTICES

Public vs. Private

What's the difference? How should you decide which is best for your client?

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FACES OF NAA

The gentle giant

David "Big Dave" Roberts stands tall, but he's got a "puppy-dog heart."

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Paving new roads

Angie Meier is a fourth-generation auction professional and blazing a trail for women in the auto auction arena.

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NETWORKING

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NAA Board summary

Several items were discussed at the Board's April meeting. Here's a quick-shot list to keep you in the know.

Finances: The NAA received a clean report from the audit company of Ifft & Company on the 2016 financial statements. The Audit and a copy of the federal tax forms can be found on <http://www.auctioneers.org/naa-financials-and-governance/>.

Membership: The NAA will no longer sell life memberships. Individuals who have already purchased a life membership will continue to receive benefits but no new memberships in this category will be sold. No memberships have been sold for the last eight years as the Board has reviewed the benefits of this program.

Governance: The Board approved several changes recommended by the Governance Committee to the Volunteer Leadership Manual. This document is designed to provide guidance to volunteer leaders about their responsibilities. The updated version also can be found in the section above: <http://www.auctioneers.org/naa-financials-and-governance/>

The Board approved recommendations of the State Association Task Force. ■

The Board confirmed the presidential appointment of Scott Stump to the NAA Board of Directors beginning with the annual election effective July 14, 2017. Stump is currently the COO of Vivayic, Inc., a learning solutions provider. However, he has served as an officer in the National Association of State Directors of Career and Technical Education. He also served as a State FFA Adviser and managed the National Officer team and the National FFA Convention.

The Board held a hearing on a Code of Ethics compliant with discipline recommended by the Grievance Committee.

Education: The Board approved Vice President Scott Shuman's recommendation for new Education Institute Trustees. Wendy Lambert, BAS and Sherman Hostettter, CAI, AARE, BAS, GPPA will begin a three-year term to the Trustees in July.

The Board also approved a policy that will set aside funds in the annual budget in order to rewrite two designation programs each year. This ensures that the programs will be kept current and relevant a market changes dictate.

Promotions: The Board also discussed a new date for National Auctioneers Week; an announcement will be made at Conference and Show regarding the date.

Conference and Show: The Board directed staff to continue to negotiate locations for the 2019 and 2020 International Auctioneers Conference and Show. An announcement will be made in Columbus for the 2019 location.

Advocacy: The Board approved the 2017 Public Policy Agenda. ■

The Auction Association Alliance is a program that encourages strong alignment between NAA and State Auctioneer Associations for the purpose of exchanging information and developing stronger relationships. A profile sheet will be distributed to all state associations in August; NAA will award benefits and recognition based on the profile sheets in an effort to generate more engagement between the national and state organizations. The ultimate goal is to have both the state and national organizations improve their programs and services to auction professionals, improving business efficiencies and effectiveness for the entire auction industry. Examples of the profile sheets will be available in the Membership book at Conference and Show and after on auctioneers.org.

Public Policy Agenda:

- Government Assets:** The National Auctioneers Association advocates for the privatization of the sale of government assets at auction using NAA Auction Professionals.
- Firearms:** The NAA advocates for the legal sale of firearms at auctions, following regulations fairly developed and clearly communicated by the U.S. Bureau of Alcohol, Tobacco, Firearms and Explosives.
- Small Business Operations:** The NAA advocates for less regulation and legislation on issues impacting small business, including but not limited to:
 - Health Care
 - Tax Reform and Simplification
 - Employment Classification
 - Standard Occupational Classification
- Professional Licensing:** The National Auctioneers Association advocates for states' rights to implement and regulate professional auctioneers, including online-only auction professionals and companies. The NAA shall be a resource to educate state associations and legislators and will govern its members through the NAA Code of Ethics.

In addition to these issues, the NAA will continue to monitor:

- Ivory Regulations
- Court-Ordered Sales by Auction

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NAA COMMITTEES AND TASK FORCES 2016-2017

NAA COMMITTEES 2016-2017

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Doak Lambert, CAS
Shane Ratliff, CAS
T.J. Freije, CAI, CAS
Frank Hackett, CAS
Charles Nicholls, CAS
Andy White, CAI, CAS
Dustin Rogers, CAI, CAS

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Lori Lemons-Campbell, CAI, GPPA
Kelly Strauss, CAI
Troy Lippard, CAI

When your project needs more than “go” or “no-go”

An MIT professor has presented a new model to allow decision making to consider options and their probabilities of success. Case studies have shown the method is effective across industries.



CAMBRIDGE, Mass. (June 7, 2017) – Today, most technical development projects go through a phase-gate process, with each gate serving as a decision point to either proceed to the next phase of the project or cancel it. These are opportunities for managers to assess whether the product or system under development meets expectations and warrants additional investment. Yet, the reality is that many projects require more options at these decision points, like implementing a back-up plan or delay. In a recent study on gate review decisions, MIT Sloan School of Management Prof. Steven Eppinger and his colleagues present a new decision model to better represent the reality of project gate options. Using decision tree analysis, they show how organizations can estimate risk and the probability of success beyond “go” and “no go” options to make better gate decisions.

Eppinger says, “The current literature doesn’t talk about these additional options, however it is very common to switch to a back-up plan, delay, or grant a waiver for a project when work is incomplete or there are still issues to be resolved at the time of the gate decision. Our model provides a tool for managers to analyze and assess risk with these options rather than relying on gut instinct.”

In their study, the researchers show how this gate decision analysis method works with a case study at BP in Houston. The decision involved whether to move forward with building a new pipeline inspection tool, which had not completed a required operational environment test at a preliminary engineering gate review. The

options were to put the project on hold until the tool could pass the gate review, grant a waiver to continue working on the new design, or switch to the back-up plan of using existing tools.

“We used our model to consider the costs and probability of success with each option. This analysis method clearly showed that the company stood to gain the highest payoff with the waiver decision,” says Eppinger.

He points out that this model has also been applied in other industries. In healthcare, the researchers worked with a medical device company to analyze a decision about a new auto-injector product that wasn’t working in its current design. Using the researchers’ analysis method, the company found that the development costs to implement any of several back-up plans were minimal compared to the potential payoff. Considering each plan’s probability of success, the company pivoted to an alternate design plan.

In the automotive world, they worked with a U.S. auto manufacturer on a decision about implementing a wireless device charging system in a new vehicle model. At gate review, the project didn’t meet performance expectations so the company needed to decide whether to delay the vehicle launch to allow for the time needed to rework the wireless charging design, or launch the vehicle without the wireless charger. Looking at the probabilities of success as well as the costs, the company decided to launch the vehicle without the charger, and use the project learning for future vehicles.

“Ultimately, what is least understood in these decisions is the probability of success,” notes Eppinger. “This method gives managers a straightforward way to analyze and assess their confidence that a project will move forward in multiple scenarios and make important decisions for their organizations.”

Note: Eppinger is coauthor of the paper “Assessment of Back-up Plan, Delay, and Waiver Options at Project Gate Reviews,” which will be published this summer in the 21st International Conference on Engineering Design. His coauthors include MIT Engineering PhD candidate Alison Olechowski and Boston University Prof. Nitin Joglekar. ❖

State watch



MICHIGAN

The Michigan Auctioneers Association recently reported that it is working to partner with the media to have them handle an event and bring back “Auctioneers making a Difference.” The MAA also announced it has produced MAA ‘Legends’ trading cards available for purchase. Email info@msaa.org.

DUE TO ITS EXTENSIVE COASTLINE, MICHIGAN IS NICKNAMED THE WATER WONDERLAND.



INDIANA

NAA Promotions Committee Chair Tim Mast, CAI, AARE, recently appeared in a column in the *Indiana Auctioneer*. In it, Mast recounted several NAA Promotions efforts that have begun showing "...a coordinated message, through social media and beyond, will help raise positive awareness of the auction methodology to the general public."

Those results include updated press release templates tailored to fit most NAA functions; elevator speech training and tools; and the NAA #auctionswork and #NAAPro hashtag campaigns in both 2016 and 2017.



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Andy White wins 2017 World Automobile Auctioneers Championship, completes 'Triple Crown'

White's win means a third-straight WAAC title for NAA.

By NAA Staff



Andy White surveys the crowd of buyers during his run at the 2017 World Automobile Auctioneers Championship.

MANHEIM, Pa. (May 12, 2017) – Andy White, of Ashland, Ohio, became just the second Auctioneer ever to win the trio of major auctioneer championships after being crowned as the 2017 World Automobile Auctioneers Championship winner.

His win also marked the third-straight year for a National Auctioneers Association member to win WAAC, following Bobby D. Ehlert in 2015 and Michael Riggins last year.

At the sprawling, massive Manheim Pennsylvania auction center, White topped a stout field of competitors that included at

least a few other major championship winners – be it the NAA International Auctioneer Championship or LMA World Livestock Auctioneer Championship. White has now won all three of those competitions, which makes him the first to do it since Jeff Stokes completed his Triple Crown with an IAC Men's Division title in 2003. (He won WLAC top honors in 1987 and his WAAC championship in 1993.)

For White, he knew completing his own accomplishment would be tough as soon as the competition kicked off Friday morning.



Above: Shannon Mays works with a buyer as he decides whether to bid. Left: Mitch Jordan confirms an online bid while working the ring. Mays and Jordan were two of 21 NAA members to make the WAAC Finals in the Auctioneer, Ringman, and Team results.

“I don’t even know where to start, to be honest with you. What an emotional roller coaster today,” White said as he addressed the crowd after winning. “When Heath Spracklen and Woody Woodruff drew first out of the gate and I watched them go first this morning, I said whoever wins this today is going to earn it. And, I certainly hope in someone’s eyes I earned it because you guys, by far, are awesome.”

On a day that saw an estimated 9,000 automobiles move through more than 30 auction lanes during a regular Friday sale, WAAC contestants each were tasked with selling three autos in the preliminary round. The 15 finalists were then asked to sell three more autos to onsite and online bidders as they were judged in

real time by a panel of judges.

Part of what the judges looked for was whether or not the auto sold, and after winning the competition, White made sure to thank the person who helped make sure he accomplished that critical goal.

“Whitey Mason, I’ve got to recognize Whitey. Whitey stepped up today,” White said. “I didn’t have a ringman, so I said, ‘Hey Whitey, you want to work for me today?’ So, Whitey stepped up, and I don’t know if anyone else noticed, but Whitey kind of bailed me out of a jam on my last car. So, you get half of that check, old buddy!”



Top: Andy White is congratulated by WAAC Owner and NAA Past President Paul C. Behr. Bottom: Woody Woodruff calls bids during the competition. Woodruff teamed up with Ben Gunter to take win the Team title.

In addition to a championship ring, White was also awarded with a check worth \$5,000.

In his closing remarks, White also provided insight into a large piece of his motivation for chasing down his now third major title.

“We’ve got three beautiful boys who are watching at home,” White said. “Love you guys. When I started to chase this, I said I wanted a ring for every one of my boys, and I did it.”

Overall, NAA members again represented their association and showed their automobile auction prowess, as nine of the 15 Auctioneer finalists, including four of the top six, are NAA members. NAA influence also spread heavily into the Team competition, where a total of 10 auction professionals spread through eight finalist teams emerged. NAA member Woody Woodruff paired with Ben Gunter to win top honors in the category, while members Robert Barnes and Mitch Jordan placed fifth and seventh, respectively, in the Ringman competition. ❖

WAAC

2017 WORLD AUTOMOBILE AUCTIONEERS CHAMPIONSHIP

Auctioneer results

★1.	Andy White	Ashland, Ohio	87.4167
2.	Matt Moravec	David City, Neb.	87.2917
3.	Preston Hardee	Conway, S. Carolina	87.2083
★3.	TJ Freije	Clayton, Ind.	87.2083
★5.	Woody Woodruff	Shelbyville, Tenn.	86.2500
★6.	Brian Damewood	Purcellville, Va.	86.0833
7.	Brandon Neely	Southside, Ala.	86.000
★8.	John F. Temme	Petersburg, Neb.	85.1250
9.	Mike McAlister	Fayetteville, Tenn.	84.3333
★10.	Glen Jordan	Assumption, Ill.	83.3333
★11.	Blake McDaniel	Tallassee, Ala.	82.9167
12.	Tony Goodman	Galax, Va.	82.3333
13.	Brian Burke, II	Meshoppen, Pa.	82.2083
★14.	Drew Turner	Wooster, Ohio	80.7500
★15.	Paul Storm	York, Pa.	80.6250

Ringman results

1.	Dallas Massey	Starkville, Miss.	90.4583
2.	Paden Crow	Austin, Texas	88.9167
3.	Nick McMichen	Greenville, N. Carolina	84.5833
4.	Kris Mooney	Newberg, Ore.	85.2500
★5.	Robert Barnes	Pendleton, S. Carolina	85.16677
6.	Taylor Knotts	Danville, Ind.	83.8333
★7.	Mitch Jordan	Phoenix, Ariz.	82.7083
8.	Jerry Baker	Pocahontas, Ark.	75.5000

Team results

1.	Woody Woodruff ★/ Ben Gunter	Tennessee/Alabama	87.6667
2.	Trinity Crow ★/ Paden Crow	Texas/Texas	85.5000
3.	Josh Houk ★/ Nick McMichen	Idaho/N. Carolina	85.4583
4.	Bobby D. Ehlert ★/ Shannon Mays ★	Arizona/Missouri	84.1250
5.	Toya McLeod ★/ Kris Mooney	Texas/Oregon	83.9583
6.	Mitch Jordan ★/ Sean Hanafi ★	Arizona/Arizona	83.0833
7.	Michael J. Chambers ★/ Patrick Morgan ★	New Hampshire/ Pennsylvania	82.8750
8.	Tommy Bellamy/ Dallas Massey	Tennessee/Mississippi	80.6250

★ NAA member

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Good luck to all 2017 WWC Contestants on June 17, 2017 at Billings Montana!



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GRADUATE
1972 World Champion
Bob Steffes



GRADUATE
1974 World Champion
Ralph Wade



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Terry Elson



GRADUATE
1980 World Champion
Dean Schew



GRADUATE
1989 World Champion
Paul C. Behr



GRADUATE
1991 World Champion
Roger Emigh



GRADUATE
1992 World Champion
Jim Funk



GRADUATE
1993 World Champion
Denny Prillipp



GRADUATE
1994 World Champion
Bruce Brock



GRADUATE
1995 World Champion
Mike Baxter



GRADUATE
2002 World Champion
John Korrey



GRADUATE
2008 World Champion
Matt Lowery



GRADUATE
2011 World Champion
Charly Cummings



GRADUATE
1981 Runner Up
Keith Saathoff



INSTRUCTOR
1975 & 1983 Runner Up
Daryl Ball



INSTRUCTOR
1984 Reserve Champion
Mike Nuss



GRADUATE
2000 & 2004 Runner Up
Al Wessel



Kurt Bachman

Attorney and licensed Auctioneer from LaGrange, Ind. He can be reached at (260) 463-4949 or [kribachman@beersmallers.com](mailto: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.

Public vs. private

What's the difference, and how should you decide which is best for your client?

Question: What are the differences between a public auction and a private auction? Are private auctions under different rules than public auctions?

Answer: *Public auctions are auctions in which the public—essentially everyone—is invited to participate by registering and bidding on items being sold. The Court of Special Appeals in Maryland defined a public auction as “a method of selling [property] in a public forum through open and competitive bidding.” Pyles v. Goller, 109 Md.App. 71, 75 n. 2 (quoting the NAA’s Glossary of Real Estate Auction Terms). To be “open” means that there is “full transparency” to allow bidders and other interested parties to verify that the rules are followed. Gardner v. Ally Financial Inc., 61 A.3d 817, 827 (Md. Ct. App. 2013). The bidding is open to competition and inspection during a public auction, so everyone is aware of the current bids and given an opportunity to submit a bid.*

A private auction is an auction where bidders are excluded or it is not open and transparent. *Id.* at 827-28. In a private auction, the seller will prepare specific rules that apply to the specific sale of property (personal property or real property) and these rules will be disclosed to potential bidders. As the name suggests, private auctions are generally not open to the public. Rather, bidders are invited by the seller or the Auctioneer to participate in the auction. These invitations may be extended by the seller or Auctioneer to people with unique relationships to the items being sold. For example, the death of a family member may result in the personal representative inviting relatives to participate in a private auction of the decedent's property. The decedent may have owned family heirlooms and wants his or her relatives to have the opportunity to purchase those items. An industrial business may elect to sell some of its heavy manufacturing equipment in a private auction and invite certain

companies to participate due to their ability to purchase and use the equipment being sold. Private auctions are also used to sell some real property where specific individuals or businesses that have expressed interest in the property. Also, bankruptcy courts frequently use private auctions to sell business assets.

When determining whether to conduct a private auction or a public auction there are several considerations. The first consideration is who would be interested in the property. If there is a limited number of individuals or businesses interested in the property, it may be appropriate to think about a private sale. If there is a large number of potentially interested bidders, Auctioneers should generally have a public auction. The theory is that a public auction is likely to attract more potential bidders and create more competition. The second consideration is whether a private auction would allow the sale to be made easier. Private auctions are governed

This flexibility is one of the benefits of private auctions — the rules can be tailored in an effort to maximize the sale price.

by the same laws, but Auctioneers can use some unique rules in the registration agreement. This flexibility is one of the benefits of private auctions—the rules can be tailored in an effort to maximize the sale price. If agricultural real estate is being sold at private auction, for example, the rules can state whether the property can be sold in separate lots or as one lot. Third, private auctions are also appropriate for individual who simply like their affairs to be managed more privately. Fourth, private auctions are sometimes used to resolve disputes or litigation—the individuals who claim an interest in the property are invited to the auction. Finally, if there is a significant rush, private auctions can generally be scheduled and held quicker.

While there are some benefits to private auctions, there are potential draw backs as well. So, whether property should be sold at a public or private auction will depend. Since a limited

number of bidders are invited to private auctions, it will exclude some individuals or businesses that may have been interested in the property. If there were a public auction, these bidders may have participated and could have increased the final sale price. Fewer bidders could reduce the competition and the sale price.

A private auction can be a viable option for Auctioneers and sellers to consider. However, a private auction is not necessarily the best auction method for all circumstances. Auctioneers should be aware that unique circumstances and relationships influence the decision to conduct a private auction. The rules for private auctions must be carefully prepared. Auctioneers should have a licensed attorney prepare or review the rules of the private auction to make sure that they are clear and to protect the seller and Auctioneer. ❖

Tim Mast CAI, AARE
for NAA Vice President

When seeking an office of trust, such as NAA Vice President, the question is often asked whether the sacrifice of the campaign and the sacrifice that comes with serving are worth the effort. Ruth Anne and I both believe that our association, our industry, and our nation will only achieve their full potential when persons of character and competence engage as members and engage as leaders.

My family and career have been greatly enriched by the NAA. I am asking for your vote so that together we can continue to benefit current and future auction professionals both here in the U.S and abroad.

Please vote absentee by July 1 or in person on July 13.

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- Chairman of Human Resources Committee
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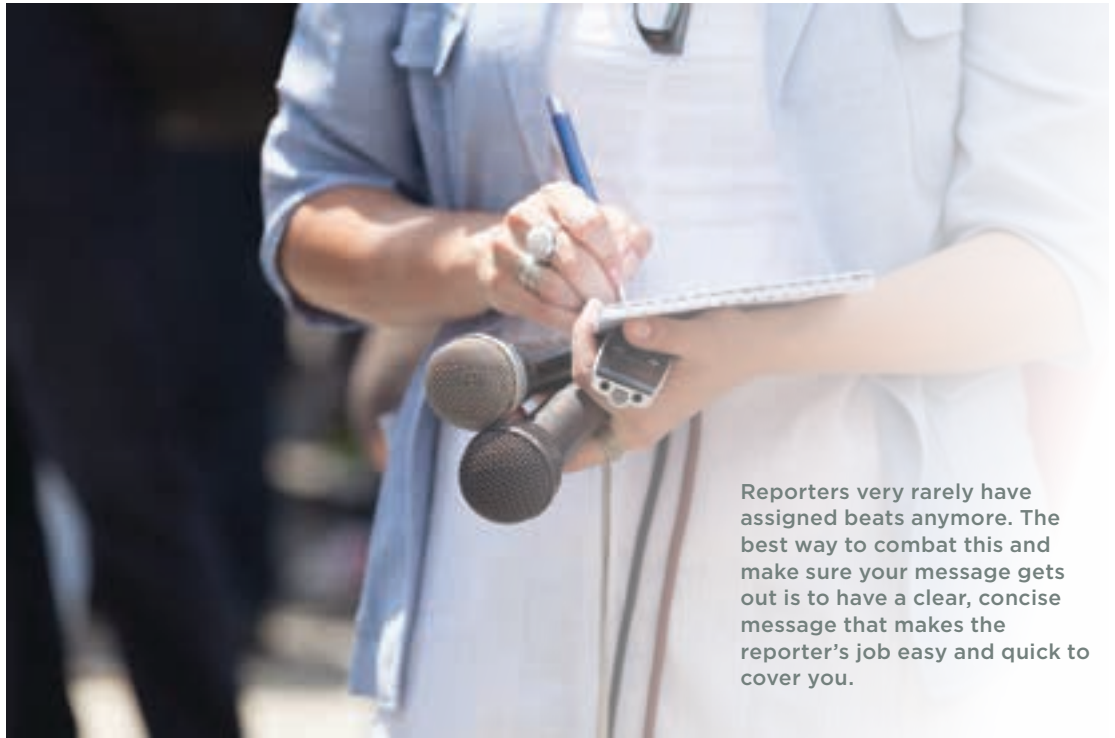


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By Carl Carter, APR, ATS

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.



Reporters very rarely have assigned beats anymore. The best way to combat this and make sure your message gets out is to have a clear, concise message that makes the reporter's job easy and quick to cover you.

Business reporters are disappearing

Here's what that means to you as a marketer.

By Carl Carter, APR, AMM

When you're seeking publicity for an upcoming auction, there's one thing you should know: You're probably going to be communicating with a reporter who knows little about business and nothing about auctions. She may not know the difference between revenues and income, let alone any of the jargon we use in the auction industry.

That's because of a change that happened virtually overnight in local newsrooms. The last few rounds of staff cuts across the nation took out many of the remaining veterans – those who covered such beats as business, real estate, city government, and other similar topics.

Here's why it worked out that way. In the pecking

order of newsrooms (whether print or electronic), the younger reporters tend to be "general assignment," meaning they might be covering a plane crash one day and a social soirée the next. Once they prove their mettle and get a few years of experience, the good ones are rewarded with a beat, which allows them to specialize in one area of the news.

In the heyday of newspapers, you'd have journalists who became experts in their topics. You didn't have to explain much to them, and if you tried feeding them a line, they'd nail you.

Even as recently as five or six years ago, it was common to have one reporter covering commercial real estate, another covering

residential, and a third covering technology.

However, when a publisher looks to cut costs, the axe tends to fall on the more experienced staff because they make the most money. In 2017, in many cases, many of those are gone, and you're left with a part-time clerical person doing a few briefs for a weekly column.

In the world of declining local media, that leaves the newbies. To make sure everybody stays busy, newspapers have simply been declaring most or all reporters as "general assignment." They may not even be assigned to your local newspaper or TV station.

This new reality calls for an entirely different approach to pitching stories about your upcoming auction. Remnants of the old rules may remain intact in some places. That business editor you've cultivated for five years may still be in place. If so, by all means, use that relationship as long as it lasts. Just don't get too attached. (And don't be surprised if he asks for a job.)

So, here's my best advice for what you as a marketer need to do differently in today's world.

1. Throw out your third-party databases of media staffs.

Some of these are free (and you get what you pay for), and others cost thousands of dollars per year. For local media, they're equally useless, because none of them can keep up with the pace of change. Even in my "high-end" database service, I've seen newspapers reported as dailies years after they'd cut back to three days a week, and contact information listed for reporters who were long since gone. It may make you feel better to have a "personal" email address, but if it's out of date, you're just sending your press release into a black hole.

2. Use forms on the website to submit releases. This is time consuming and frustrating, but it's often the only way to be sure anybody sees your release. Keep in mind that many publishers have combined multiple newspapers and TV stations into a single assignment desk, so you may be depending on a faceless, nameless editor in another state to route your release to a reporter who'll actually write a story.

3. Make the reporter's job easy and quick. This has always been a good rule, but now it's more important than ever. If your release gets assigned to a reporter, assume they'll need to get it done in 15 minutes or less. There's no time to talk, and likely no time to ride out to look at a property.

4. Keep your release short (300 words maximum). Put the basics at the top, and assume it will be cut from the bottom. Nobody will read your essay that builds up to a grand conclusion, so don't even try. Your first sentence should include the basic "who, what, when, where, why and how" information. It may not feed your creative urge, but it's your best shot for getting your auction mentioned. ❖

In the heyday of newspapers, you'd have journalists who became experts in their topics. You didn't have to explain much to them, and if you tried feeding them a line, they'd nail you.

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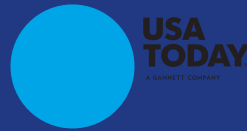
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LAMPLI AUCTIONEERS

2017 NAA MARKETING COMPETITION

PRESENTED IN PARTNERSHIP WITH



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

By NAA Staff

OVERLAND PARK, Kan. (May 24, 2017) — Winners of the 2017 National Auctioneers Association Marketing Competition, presented in partnership with USA TODAY, have been announced. Four emerged from among more than 850 entries to take three “Best in Show” honors and the coveted “Auction Marketing Campaign of the Year” award.

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

The “Auction Marketing Campaign of the Year” was awarded to Lonny McCurdy, AARE, of McCurdy Auction Co., in Wichita, Kansas, for his company’s campaign to sell current CIA Director Mike Pompeo’s Kansas residence. The effort employed a strong understanding of keywords and subjects and allowing them to power a viral spread online. Additionally, the campaign showed how doing so while choosing wise outlets for paid distribution and promotion can achieve deep, wide market saturation with a relatively modest budget.

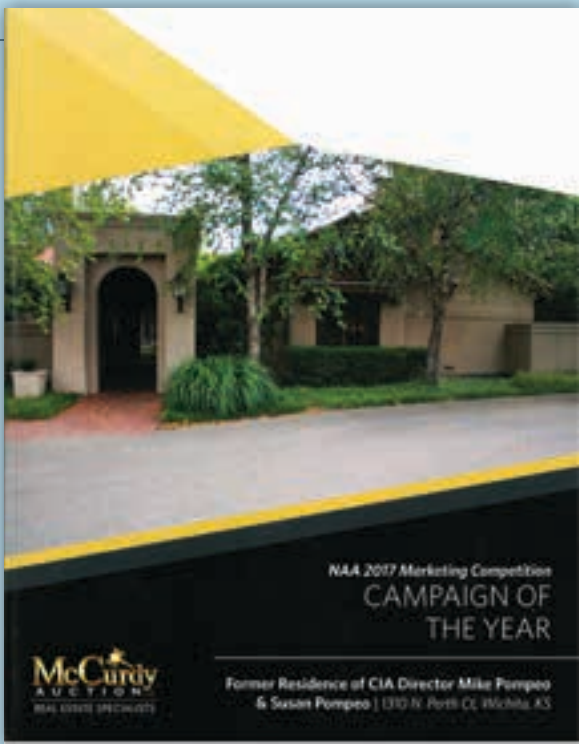
Rich Penn, of Rich Penn Auctions, in Waterloo, Iowa, won “Best in Show — Advertising & PR – Print” for the “Iowa Gas Auction” catalog. Chad Roffers, of Concierge Auctions, LLC, in New York, New York, received “Best in Show – Advertising & PR – Digital/Social” for the “Instant Gavel App” promotional video. Nic Smock, CAI, GPPA, of Don Smock Auction Co., Inc., in Pendleton, Indiana, took “Best in Show — Photography”, for the entry titled “Follow Along.”

All award recipients in the 2017 contest will be formally recognized during the NAA Marketing Competition Awards Reception in Columbus, Ohio, at the 68th International Auctioneers Conference and Show, July 11-15. 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, top-level marketing efforts came forth from 22 states ranging nearly coast-to-coast.

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

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



NAA 2017 Marketing Competition
CAMPAIGN OF THE YEAR

McCurdy
AUCTION
REAL ESTATE SPECIALISTS

Former Residence of CIA Director Mike Pompeo
& Susan Pompeo | 1310 N. Park Ct, Wichita, KS

AUCTION MARKETING CAMPAIGN OF THE YEAR

FIRST PLACE

“Mike Pompeo former residence” - (See the full campaign!)
Lonny McCurdy, AARE, McCurdy Auction, LLC, Wichita, Kansas

(Second place)

“2985 Wylie Rd.”

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



BEST IN SHOW

ADVERTISING & PR – DIGITAL/SOCIAL

Instant Gavel App video
Chad Roffers, Concierge Auc-
tions, LLC, New York, New York

BEST IN SHOW

ADVERTISING & PR – PRINT

Iowa Gas Auction catalog
Rich Penn, Rich Penn Auctions, Waterloo, Iowa



BEST IN SHOW

PHOTOGRAPHY

Follow Along photo
Nic Smock, CAI, GPPA, Don Smock Auction Co., Inc.,
Pendleton, Indiana

Maumee

POSTCARDS



Automobiles & Trucks

“Cruisin’ Classic Cars”

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

(Second place)

“Absolute Public Auction”

Britney Ross, Jeff Martin Auctioneers, Inc., Brooklyn, Mississippi



Business Liquidation

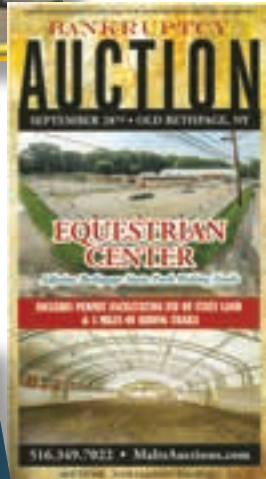
“Equestrian Center”

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

(Second place)

“Blue Stream Dairy”

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



Commercial/Farm/Industrial Real Estate (tie)

“Iconic Commercial Building Auction”

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

“Ogallala, Nebraska”

Krista Shuman, Hall & Hall Auctions, Eaton, Colorado

(Second place)

“Land Home & Horse Facility Auction”

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



Development Land Real Estate

“Holly Beach Coastal Livin’”

Barbara Bonnette, CAI, AARE, GPPA, Bonnette Auction Co., LLC, Alexandria, Louisiana

(Second place)

“Northern Escape Land Auction”

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



General Household & Estates (tie)

“Livingston Estate”

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

“East Grand River”

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

(Second place)

“Lake Murray”

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



Machinery & Equipment

“Logging Equipment postcard”

Barry Hansen, GPPA, Hansen & Young Auctioneers, Prairie Farm, Wisconsin

(Second place)

“June 21 industrial auction”

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



Multi-Property Real Estate Auction

“Multi-property investment auction”

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

(Second place - tie)

“Tennessee River”

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

“Three Counties”

Jennie Wolff, McLemore Auction Co., LLC, Nashville, Tennessee



Personal Property (Antiques, Collectibles, Etc.)

“Ray Reete Postal”

Rich Penn, Rich Penn Auctions, Waterloo, Iowa

(Second place)

“You’ll shoot your eye out”

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



Recreational Real Estate

“Stony Point golf course”

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

(Second place)

Vance Hunting

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



Residential Real Estate: Luxury

“Luxury Retreat Auction”

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

(Second place)

“Stunning historic home auction”

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



Residential Real Estate: Traditional

“Custom built retreat”

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

(Second place)

“Dec. 15”

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



BROCHURES & CATALOGS



Automobiles & Trucks

“Truck, trailer & construction equipment auction”

Jay D. Nitz, CAI, MPPA, Jack Nitz & Associates, Fremont, Nebraska

(Second place)

“Ken Carson”

Rich Penn, Rich Penn Auctions, Waterloo, Iowa

Benefit

None awarded.

Business Liquidation

“Blue Stream Dairy”

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

(Second place)

“Mt. Vale vineyards”

Bill Bryant, CAI, AARE, GPPA, Ted Counts Realty & Auction Group, Lynchburg, Virginia

Commercial/Farm/Industrial Real Estate

“Thomas Land Company”

Krista Shuman, Hall & Hall Auctions, Eaton, Colorado

(Second place)

“Deep Creek Ranch”

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

Development Land Real Estate

“Coolfont”

Krista Shuman, Hall & Hall Auctions, Eaton, Colorado

(Second place)

“Skiatook Lake”

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

General Household & Estates – check entry names

“Bohde Grove”

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

(Second place)

“Dahms”

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

Machinery & Equipment

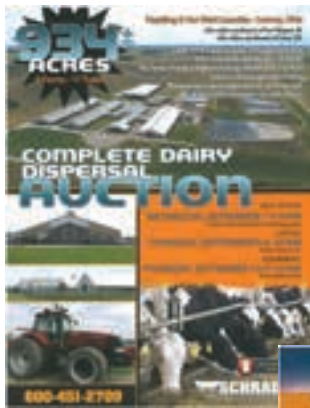
“Iowa gas auction”

Rich Penn, Rich Penn Auctions, Waterloo, Iowa

(Second place)

“Griffith”

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



Multi-Property Real Estate Auction

“Cass Trust”

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

(Second place)

“Vineyard Recap LLC”

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

Personal Property (Antiques, Collectibles, Etc.)

“Ray Reetz & Carl Swanstrom”

Rich Penn, Rich Penn Auctions, Waterloo, Iowa

(Second place)

“Baterbys auction catalog”

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

Recreational Real Estate

“Blue Harbour”

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

(Second place)

“The Bella Luxury Condominiums, Atlantic City”

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

Residential Real Estate: Luxury (tie)

“Concierge Auctions, monthly catalog (Sept. 2016)”

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

“Living in Luxury”

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

“Luxury Retreat Auction”

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

“Black Sheep”

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

(Second place)

“Concierge Auctions, monthly catalog (Oct. 2016)”

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

Residential Real Estate: Traditional

“Custom built retreat”

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

(Second place)

“Heart Valley”

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



NEWSPAPER/MAGAZINE PRINT ADVERTISING

Half-page or smaller

“Post-it note, 3-16 auction”

Jessica Cason, Henderson Auctions, Livingston, Louisiana

(Second place)

“Brougham”

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

“Wilder Farms”

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



Larger than Half-page

“Wilder, III.”

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

(Second place)

“The Flying V”

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

PUBLIC RELATIONS & MARKETING



Auction Promotion: Signage, Vehicle & Outdoor Advertising

“Civil War Auction Signage”

Patti Baldini, CAI, CES, Baldini Auction Co., LLC, Hermitage, Tennessee

(Second place)

“Motley’s digital billboard”

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



Bidder Card

“Miedema bidder card”

Chuck Ranney, Miedema Auctioneering, Inc., Wayland, Michigan

(Second place)

No award given



Company Brochure

“The Wendt Group brochure”

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

(Second place)

“Meet the team”

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

Company Newsletter

“Motley’s Market Report”

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

(Second place)

“Landlines”

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

Company Promotion: Signage, Vehicle & Outdoor Advertising

“Baterbys service van wrap”

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

(Second place)

“Stand-up banner”

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

Company Promotional: Giveaway item

“Magnet”

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

(Second place)

“Seed bookmark”

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

News Release

“Concierge Auctions – End of the Year release”

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

(Second place)

“Rifle Auctioneer is earning auction industry’s top designation”

Cissy Lyn Tabor, BAS, Cissy’s Auction Services, LLC, Rifle, Colorado

Non-Traditional Marketing

“Non-Traditional Marketing”

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

(Second place)

No award given



DIGITAL & SOCIAL MEDIA



Banner Advertisement
“Live art auction event”

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

(Second place)
“Drummond”

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



Company E-Newsletter

“Baterbys e-Newsletter – Feb. 2017”
Richard Hart, CAI, BAS, GPPA, Baterbys Art Gallery, Orlando, Florida

(Second place)
“The Colorado Auctioneer Newsletter – 1st Q 2017”

Cissy Lyn Tabor, BAS, Cissy’s Auction Services, LLC, Rifle, Colorado



Company Website

www.conciergeauctions.com
Chad Roffers, Concierge Auctions, LLC, New York, New York

(Second place)
www.bethroseauction.com
Beth Rose, CAI, AARE, Beth Rose Real Estate & Auctions, Maumee, Ohio



Promotional E-mail

“Auction alert email”
Matthew Hurley, CAI, AARE, Hurley Auctions, Greencastle, Pennsylvania

(Second place)
“Live art auction emails”
Richard Hart, CAI, BAS, GPPA, Baterbys Art Gallery, Orlando, Florida



Social Media

“Fortna Mobile App”
Michael R. Fortna, CAI, AARE, Fortna Auctioneers & Marketing Group, Annville, Pennsylvania

(Second place)
“Waterfront home in Homosassa Springs”
Christine Dudley, Dudley’s Auction, Inverness, Florida

Radio – Auction Promotional

“Farm machinery consignment auction”
Jay Cash, James R. Cash Auction & Real Estate, Fancy Farm, Kentucky

(Second place)
“Wilder Farm NE”
Rex D. Schrader, II, CAI, Schrader Real Estate & Auction Co., Inc., Columbia City, Indiana

Radio – Company Promotional

“Detroit Podcast - auctions”
Beth Rose, CAI, AARE, Beth Rose Real Estate & Auctions, Maumee, Ohio

(Second place)
“Radio advertisement”
Dave Webb, BAS, GPPA, Webb & Associates, Stilwell, Kansas

Video – Auction Promotional

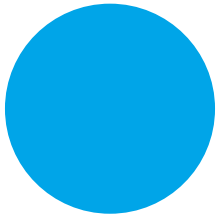
“Batter’s Up”
Lonny McCurdy, AARE, McCurdy Auction, LLC, Wichita, Kansas

(Second place)
“Prime Delivery”
Braden McCurdy, CAI, AARE, McCurdy Auctions LLC, Wichita, Kansas

Video – Company Promotional

“Instant gavel app”
Chad Roffers, Concierge Auctions, LLC, New York, New York

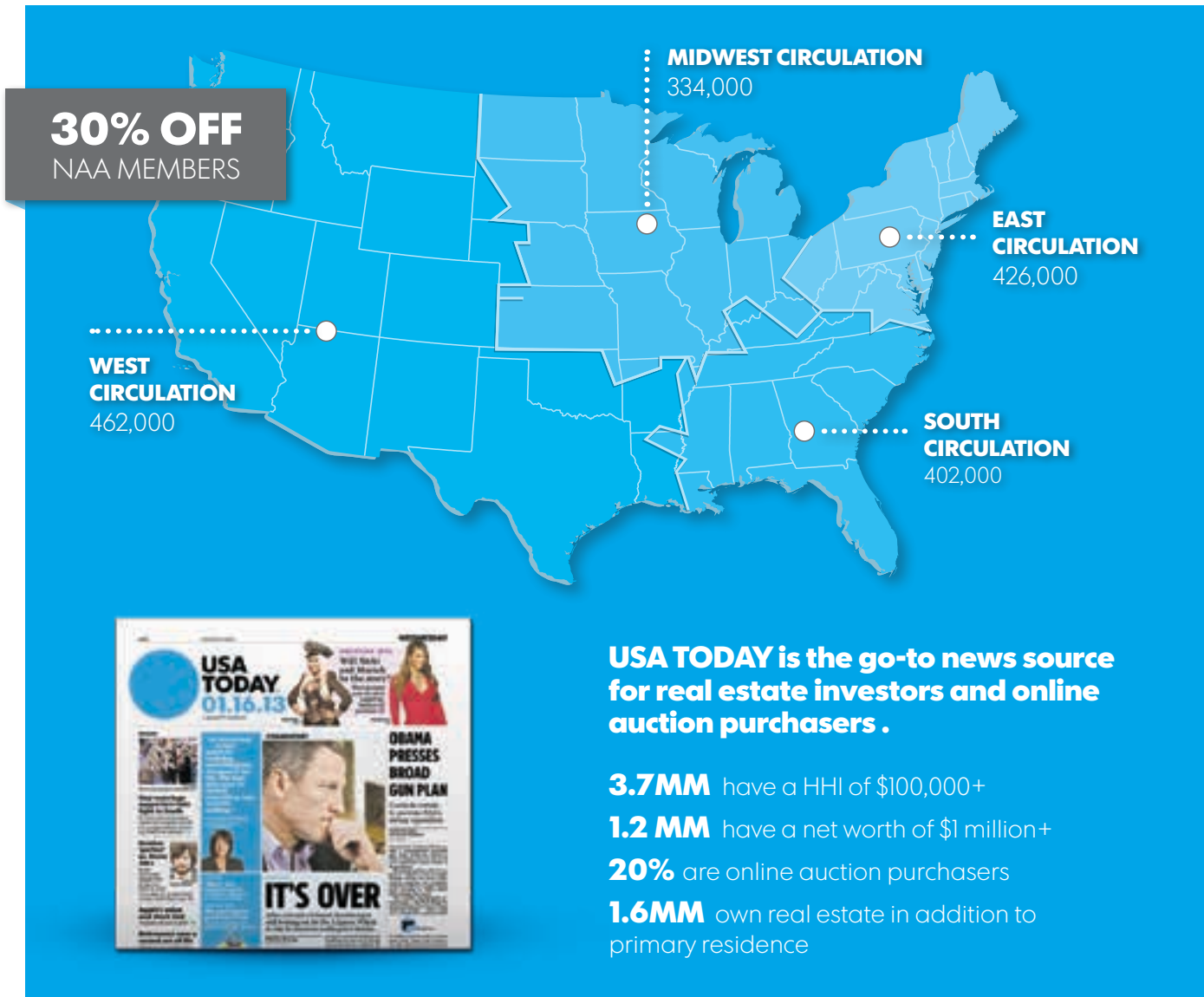
(Second place)
“#NAAPros”
Lonny McCurdy, AARE, McCurdy Auction, LLC, Wichita, Kansas



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PHOTOGRAPHY



Auction Crowd

“Chef agreed to double the package”

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

(Second Place)

“Paddle raise for a purpose”

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



Auction Team

“Scott Robertson and the Funky Bunch”

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

(Second place)

“A team approach”

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

Auctioneer in Action

“Contract signing”

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

(Second place – tie)

“Doing what he loves best”

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

“Kevin Auctioneer”

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



Benefit Auction

“Sold! A one dollar bill for a thousand!”

Charlie Moon, BAS, Wichita, Kansas

(Second place)

“\$150,000”

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



Buyer Excited About Purchase

“Happily helping a worthy cause”

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

(Second place)

“Ready to ride”

Rich Ranft, CAI, AARE, AMM, GPPA, Beloit Auction & Realty, Inc., Beloit, Wisconsin



Creative Photography

“Follow along”

Nic Smock, CAI, GPPA, Don Smock Auction Co., Inc., Pendleton, Indiana

(Second place)

“The premiere”

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



Equipment Auction

“Dad, I’ve got this”

Jay D. Nitz, CAI, MPPA, Jack Nitz & Associates, Fremont, Nebraska

(Second place – tie)

“The calm before the storm”

RJ Klisiewicz, III, AMM, Auctions International, Inc., East Aurora, New York

“Small talk”

Courtney Nitz-Mensik, CAI, Jack Nitz & Associates, Fremont, Nebraska

Estates & Personal Property

No winner selected.



Farm Auction

“Rustic barn”

Ronald “Chip” Jones, CAI, Motleys Asset Disposition Group, Richmond, Virginia

(Second place)

“Spraying sunshine”

Jay D. Nitz, CAI, MPPA, Jack Nitz & Associates, Fremont, Nebraska



Real Estate Auction

“Black sheep”

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

(Second place)

“The stables at Winsome”

Tiffany D. Earnest, AMM, Tammy Miller Auctions, LLC, Altoona, Pennsylvania

Technology in Use at Auction

“Gentlemen, start your engines”

Britney Ross, Jeff Martin Auctioneers, Inc., Brooklyn, Mississippi

(Second place)

“Need a truck”

Nic Smock, CAI, GPPA, Don Smock Auction Co., Inc., Pendleton, Indiana



Wild Card: Novice

“Have a seat”

Nic Smock, CAI, GPPA, Don Smock Auction Co., Inc., Pendleton, Indiana

(Second place)

“What’s it worth?”

Courtney Nitz-Mensik, CAI, Jack Nitz & Associates, Fremont, Nebraska



Wild Card: Professional

“Ride along”

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

(Second place)

“Castel Valer, Italy”

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





Benefit Auction Summit heads South

Summit attendees had asked for such a location in the past, and it finally made sense for NAA to try it.

By Nancy Hull Rigdon, contributor

Every year, the NAA asks Benefit Auction Summit (BAS) attendees for ideas on the annual event's next destination.

"We always receive suggestions that I usually write off as ridiculous – Caribbean, Hawaii, Cancun," says Aaron Ensminger, the NAA's education director.

This year was different – Cancun won.

"We found some fantastic room rates and realized air fare was comparable to U.S. destinations. So we figured, 'Why not?'" Ensminger says.

The three-day educational program for Benefit Auctioneers takes place at the JW Marriott, Cancun in Mexico Aug. 27-29, and the

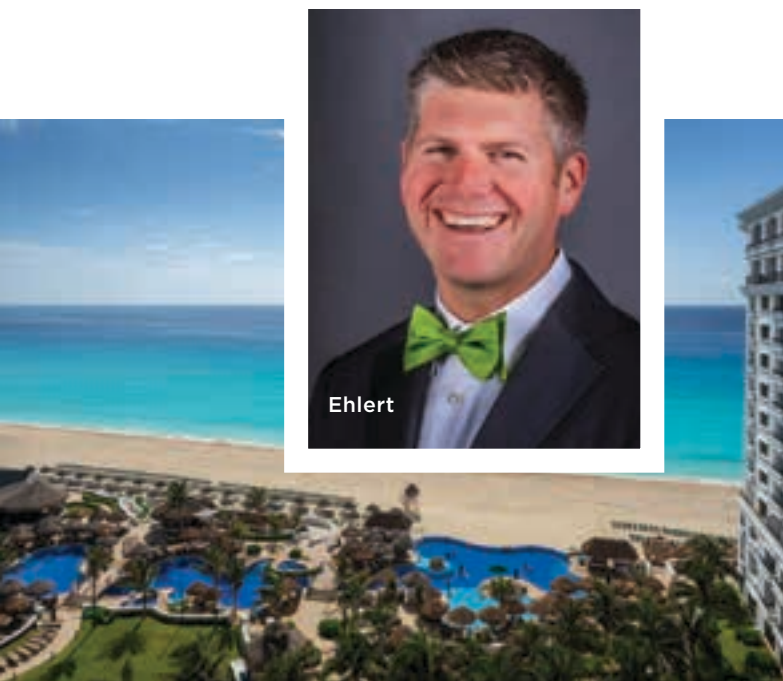
location is hardly the only new and exciting aspect in store.

For one, there's a mindset shift. As Ensminger explains, a goal is to view Benefit Auctioneers as "fundraisers with a fundraising mindset," rather than "bidcallers at a benefit auction."

Eight years into BAS, about 30 percent of attendees return year after year. This sets the programming bar high.

"It is incumbent upon us to ensure we have important and noteworthy content each year," Ensminger says.

This year's lineup includes executive leadership training with outside speaker Dr. Jim Smith. During this session, Auctioneers will learn to lead diverse teams, such as nonprofit boards. Other schedule highlights include sessions on social media, scripting,



audio/visual best practices, the cost of doing benefits, working with non-benefit professionals and top revenue enhancers.

The success of BAS actually largely fueled the idea for the NAA's Communities of Practice concept.

"The benefit community really made us take a look at why it is what it is and why it works. Benefit Auctioneers compete with each other nationally, and yet they've managed to form a tight community that shares and works together," Ensminger says. "We're working hard to replicate this community as best we can across asset classes and then refine each class to meet its own need."

Bobby D. Ehlert, CAI, BAS, attributes much of his professional growth to the Benefit Auctioneer community.

"I was five years into benefit auctions and was really just making it up as I went along," Ehlert says. "Then, through the NAA, I found this group of Benefit Auctioneers and have been fortunate to develop strong relationships with so many people in the group who are always willing to share their knowledge and experience to help me. And now, I'm one of the industry leaders."

He adds, "What's awesome about the community culture of Benefit Auctioneers is that we're not in competition with each other, we're in collaboration."

To an extent, statistics play a role in shaping the culture. Ehlert recites that there are more than 1.5 million nonprofits nationwide yet only about 210 Benefit Auction Specialists.

"There's room for all of us," he says.

The positive culture benefits the industry as a whole. As an

example, consider the domino effect Ehlert sees.

"By helping each other, all of us Benefit Auctioneers improve our service, which in turn changes the expectations for what nonprofits can accomplish and what it means to be a Benefit Auctioneer," he says. "Better service translates into a better auction experience for the donors at an event, and that can up fundraising and establish deeper connections between donors and organizations and ultimately, build more successful organizations."

Nelson Jay, BAS, was a benefit auction observer prior to becoming a benefit auctioneer himself. As a corporate marketing executive, his experience as a donor led him to pursue benefit auctioneering. Today, he says the industry's collaborative culture has been key to his positive career change.

"Like they say, 'the rising tide floats all boats,'" he says. ❖

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Ambassador Spotlight

Who I am:
Brent Wears, CAI, AARE, ATS, CES

Who I represent:
Wears Auctioneering, Inc.

Where I'm from:
Solon, Iowa

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

The NAA's educational offering is probably one of the biggest reasons for joining. As a first-generation Auctioneer starting out in the business in the early 1980s, I was looking for those educational opportunities. What I found was great educational opportunities through the network of friends I developed in the NAA.





Are you using illegal images in your marketing?

Auction professionals should pay close attention in order to avoid intellectual property complaints.

By James Myers, contributor

Promoting an upcoming auction requires effective marketing content, most of which, depending on the sale, will be available to prospective auction goers online.

Part of that marketing effort will include finding the right images to draw more interest to the content. However, Auctioneers need to be certain the images they use aren't copyrighted, because the tools stock image companies use to find unlawful use of copyrighted images are apparently improving.

Russ Hilk, CAI, AMM, GPPA, who owns and operates Wavebid, noticed an uptick in the number of unlawful use complaints in November 2016, and it's been accelerating since.

"We started seeing people coming in with complaints from Getty Images," Hilk said of one of the world's largest purveyor of stock photograph. "They are pretty aggressive when it comes to image protection."

Hilk knows that Auctioneers aren't taking images with any sort of malicious intent, but they are clearly in the wrong for using someone else's images, and it can be confusing. For instance, an Auctioneer might see a screen saver online that is free use and decide to use it in their marketing materials. While the image is perfectly acceptable for use as a screen saver, it's not lawful to use it in a business application.

"The Auctioneer never intentionally took somebody's property to use it for personal gain," Hilk said, "they say, 'this is a screen background and I'm going to use it as such on a website,' and that wasn't fair use for that image."

Another example of mistakenly using an image might include an Auctioneer promoting a farmland auction.

They do a Google image search for something farm related, like corn rows, and use that image on their landing page for



WaveBid owner Russ Hilk says he knows Auctioneers aren't taking images with any sort of malicious intent, but they are clearly in the wrong for using someone else's images.

the auction. Or, they want to use a photograph of a John Deere tractor that looks professional, so they scour the internet for a nice image instead of taking a photo of the actual tractor being sold at auction and use it in their marketing material. While it might seem like a small thing, that image comes from a working professional who derives their income from selling rights to their images.



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“If someone recorded me chanting and used it to promote a business without my permission, I’d be upset,” Hilck said. “Taking someone else’s photograph to promote your auction is the same thing, you shouldn’t do it. That’s super relatable because everyone is proud of their chant and that’s how we derive our living, and it’s the same thing with photographers taking photos.”

Getting a letter claiming violation of copyright can be shocking, especially for an Auctioneer who runs a small operation and hasn’t been exposed to the threat of litigation. Hilck said based on his experience (Wavebid hosts hundreds of Auctioneers’ websites), the letters will include intimidating language and an amount owed for using the image.

So far, none of the complaints he knows about have actually gone to court because the cost of litigation will likely far exceed the amount the stock image company is trying to get. Hilck said some Auctioneers just pay the full amount requested while others have counter offered. Some just ignore the complaint.

“The amount they try to get is proportionate to what they perceive the size of the business,” he said. “If it’s a small, one-man shop, they might say you owe us \$295. If you’re a big business it may be \$1,500 per image.”

Hilck urges Auctioneers to take down any images they haven’t

personally created or paid for, but the problem is that most web pages are cached, which means even though the Auctioneer corrects the mistake, there is still proof of it out there, and it can be found.

“It can still come back to bite you,” he said, “and that’s what we’re seeing more of. It’s some kind of spider where they are going out and crawling for those images.”

Hilck said the best practice is to not use images that aren’t yours, period.

Rather than risk being sued, an Auctioneer should go to a stock image site and pay for the use of photos. For example, Fotolia has a variety of plans where a specific number of images can be used per month, starting at \$29.99 for 10 photos a month. You can also pay per photo, which might only cost a few dollars, depending on the size of the image.

“The lesson here is while you may have been able to get away with it in the past, the methods that they’re using to find it are accelerating, making the likelihood of you getting caught are much higher than it was a year ago,” he said. “The lesson isn’t ‘don’t do it, you might get caught;’ the lesson is ‘don’t do it, it is not yours.’ ❖

What is intellectual property?

According to the U.S. Department of State, intellectual property “embodies unique work reflecting someone’s creativity.” Furthermore, it extends to everything from miracle drugs to computer games to movies or a “more fuel efficient car.” Intellectual property rights are important because, according to State, “spur innovation and job creation, turn ideas into valuable business assets, and promotes public health and safety by combating fake goods.”

There are three main areas of intellectual property law areas, including trademark, patent and copyright. The trademark is used to distinguish one product from another, and often is a phrase, symbol or word. A patent is something that gives an inventor exclusive rights to their discoveries. And a copyright protects original work, including photographs.

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The gentle giant

“Big Dave” Roberts stands tall and might seem imposing in the ring, but he’s got a “puppy-dog heart” and the passion to go with it.

By Brittany Lane, NAA Content Developer

It takes a special kind of ringman to stand out on the floor amid the bustling energy and rapid pace of an auto or livestock auction. At six feet six inches, David Roberts perfectly fits the description.

He’s been called “the gentle giant” and “the negotiator,” but the ringman who stands tall above the crowd is best known as “Big Dave.” The descriptive moniker has followed Dave around for as long as he can remember.

“Everyone just called me ‘Big Dave’ in high school, and everywhere I go it’s been ‘Big Dave’ ever since,” he says. “I’m big. I’m loud. I’m excitable. I’m 6’6 and weigh 400 pounds. I’m a walking, breathing giant of a man, but I’ve got a puppy-dog heart, and I’m very passionate about my job.”

Passion is what the best of the best in the auction industry have in common. It’s that passion coupled with the motivation to orchestrate the best sale for both clients and buyers alike that fuels Dave’s energy on the auction floor. Every successful person working in the auction has a niche in this business, and Dave says he’s found his as a ringman – the right-hand man to an Auctioneer.

The first-generation auction professional grew up working alongside his father, a horse broker. Dave continued working

with horses and picked up an occupation in construction after a brief stint as a professional football player with the Washington Redskins didn’t pan out. Auctioneering was a secondary line of work for many years. Then in 2007, after getting laid off, Dave decided to take his skills in the auction world seriously.

“At that point in my life, I was 37-years-old. I’d never been to auction school. I was self-taught,” Dave recalls. “I said I’m going to follow my dreams and go for it.”

Dave proudly graduated from Missouri Auction School in the fall of 2007, apprenticed with NAA member Woody Woodruff, and hasn’t looked back. It was Woodruff who introduced him to the car auction industry where Dave quickly learned fellow Auctioneers desired his talents as a ringman. While Dave says he gets paid to whoop and holler, Auctioneers have a different take on “everyone’s favorite ringman.” Among being a team player, Auctioneers say Dave’s commanding stature, loud personality, and effective bid communication on the auction floor brings in the best sales.

“A lot of people call me ‘the negotiator.’ I can get the extra deal done when the money is on the line. I’m going to get the sold ticket in the office. That’s how I provide for my family,” Dave says.



Left: “Big Dave” Roberts focuses on bidders during the 2016 World Automobile Auctioneers Championship in Columbia, Missouri. In the above image, he shares a laugh with 2016 WAAC Champion Michael Riggins as Paul C. Behr looks on. Roberts travels about 1,200 miles per week and is often up before his 4 a.m. alarm. – off to work one of five auctions he does per week while his wife of 31 years, Joetta, manages their auction business at home.

Life is busy these days for Big Dave. Dave travels about 1,200 miles per week and is often up ready to start the day before his alarm clock sounds at 4 a.m. Dave leans on his wife of 31 years, Joetta, to manage the family’s auction businesses that specialize in horses, farm and livestock, equipment, and cars while he works five auctions a week at other companies in Alabama and Tennessee. The Roberts’ grown-up children have even taken auction for a spin with their son, also named Dave, showing promise as an Auctioneer and their daughter, Krissy, working the ring.

Making auctioning a family affair in the Roberts household is a source of encouragement Dave lives by.

“We call it having skin in the game,” he says. “It’s knowing what it means to get that product sold for everyone.”

The phrase is an idiom he’s learned from the business over time. Getting involved with other Auctioneers on a national level plus incorporating his loved ones and own resources into auctioneering conveys confidence to sellers. It also incentivizes him to do well since his livelihood is on the line. ❖



Leaders from the NAA and NAAA meet with U.S. Rep. Billy Long (R-MO) in Long's Washington, D.C., office during a past Day on the Hill event. These types of meetings are when NAA members can explain their current issues or agendas with elected officials, who value this kind of information and dialogue as they decide how to set their own platforms.

You are an NAA member, and you are influential

After taking part in NAA Day on the Hill in Washington, D.C., “you leave feeling like you matter.”

By NAA Staff

“**H**ow can I possibly make a difference?”

That is the root of one of the most common hesitations a member has when it comes to participating in advocacy, especially at the state and federal level

Yes, it can seem overwhelming at times, but it always boils down to the facts that relationships matter; the time spent in eye-to-

eye conversations with elected officials matters; and having their attention for a moment, without your hand out, matters.

All of that matters because your words and expressed feelings give officials real insight to a voter's (and/or donor's) feelings. Your unique position in your community – as someone who does business with darn near everyone – offers the official a rare opportunity to have you report on what you're hearing from several voter groups. They covet that information. And, all of

that happens when you have a scheduled sit-down meeting with your elected official or their staff person (who often controls schedules and agendas). Make no mistake, they want to hear what you have to say.

That is what growing and exerting your influence looks like, and that is exactly what happens when you make the decision to take part in the NAA Day on the Hill event in Washington, D.C.

“Meeting with their representatives on a national level helps create allies for our industry,” says Scott King, CAI, AARE, AMM.

King is right. When you cultivate those relationships, you never can be sure where things may lead and what kind of influence may open. Your elected official likely has direct influence on state-level issues, sure, but they also may be appointed to a federal sub-committee or committee that helps set budgets or guide bill recommendations that affect the auction industry.

Some of that may be in the future, of course, but it doesn’t lessen the impact and influence you can have from the beginning – just by letting your official put a face and voice to your name as a voter.

Personal interaction moves you ahead of the thousands of unopened emails and unreturned phone calls your official may receive sometimes weekly. In fact, they appreciate your coming in to see them and their staff, and they will tell you as much.

“You leave feeling like you matter,” says NAA Advocacy Committee Chair David Whitley, CAI, CES.

NAA Advocacy Committee member Andrew Wilson, CAI, CES, believes NAA’s September “Hill” event is the perfect opportunity for other members to get involved and begin helping build influence for the auction industry.

“An Auctioneer’s passion and advocacy for their profession should be always and never-ending at all levels,” Wilson says. “There is no better place than Washington, D.C., and no better moment than now to make advocacy for Auctioneers the utmost priority.”

King, who serves as a Director on the NAA Board of Directors and has a place on the NAA Advocacy Committee also, echoes Wilson’s sentiment.

“It tunes our members into the cause of taking up the auction industry’s torch from a national perspective,” King says. ❖



NAA member Isaac Schultz (right) stands for a quick picture after meeting with an elected official.

The 2017 NAA Day on the Hill is scheduled for Thursday, Sept. 7. Visit auctioneers.org/2017DOH for more information.

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Angie Meier was named the Texas State Champion Ringman and won the International Ringman Championship in 2007.



Paving new roads

Angie Meier is a fourth-generation auction professional and blazing a trail for women in the auto auction arena.

By Sarah Bahari, contributor

Angie Meier stands out at automobile auctions.

A fourth-generation Auctioneer, Meier is one of few women who work in the wholesale automobile auction industry.

“It can definitely be a good old boys club. It’s hard to break into the business even if you’re a guy,” Meier said. “I am blessed. I was at the right place at the right time. Now the guys view me as one of them.”

Meier, who conducts auctions in and around Dallas, grew up in Radford, Virginia. Her parents, David and Karen Sales, own Radford Auto Auction, which is celebrating its 40th anniversary.

In 2000, Meier accompanied her father to the National Auctioneers Association Convention and Show in Norfolk, Virginia. While there, she met Craig Meier, an Auctioneer from Texas, and the two hit it off. A month later, Craig visited her in Virginia.

In March of the following year, the two married and Craig moved to Texas.

“My parents were a little surprised I moved 1,100 miles away from home,” Meier recalled with a laugh. “I had always been a homebody and did not know a soul in Texas other than my husband.”

Meier did know the auction industry, though. She had grown up attending auctions of her parents and grandfather, and becoming an Auctioneer seemed natural.

In 2003, Meier completed training at the Texas Auction Academy then won the Texas State Rookie Auctioneer championship two years later.

To get her foot in the door, she began to block work, then moved up to ring work for professional Auctioneers. In 2007, she was named the Texas State Champion Ringman and won the International Ringman Championship. The same year, she and her husband, Craig, won the World Automobile Team Champion.

Meier was hooked.

“I fell in love with auctioneering from day one,” she said.

“Growing up in auctions, you never second guess the method or what it can do. It’s all I knew.”

Meier got the opportunity in 2013 to move from the ring to auction block at a large automobile auction in Dallas when one of the regulars was sick. She was terrified.

“You only get one chance, one shot, because there are people lined up who want your job,” she said. “It is a competitive business. You have to know what you’re doing. If not, you will get fired, moved out or looked over.”

Fortunately for Meier, none of those things happened, and she secured regular work at numerous Dallas automobile auctions. The auction has 16 lanes and sells hundreds of car each week to dealers.

Recently, Meier competed in the 2017 World Automobile Auctioneers Championship in Manheim, Pennsylvania.

Although she did not place, she said participating makes her more competitive on the business side.

“The networking and camaraderie you acquire are big,” she said. “You watch the competitions, and everyone goes back to work the next week having learned a lot. You pick up styles or phrases you like from other Auctioneers, and you figure out

how to use them in your business and salesmanship.”

In coming years, Meier said she would like to earn her real estate license, continue working as an Auctioneer and spend time with her husband and their four children, ages 12 to 18.

Meier said she advises women who want to work automobile auctions to be assertive, aggressive and confident.

“You have to be willing to jump in and show people you can do it. Be persistent,” she said. “You’ll have more doors slammed in your face than opened, but you cannot be thin-skinned in this business.” ♦



Angie Meier calls bids during the 2017 WAAC championship in Pennsylvania.

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6/1/2017

Despite Smaller Size, Women-Owned Businesses Have a Significant Economic Impact

A new issue brief from the SBA Office of Advocacy shows the major economic contribution of women-owned businesses, in spite of their average smaller size when compared to male-owned firms. The report, "[Women's Business Ownership: Data from the 2012 Survey of Business Owners](#)," uses the most recent Census Bureau data to create a highly detailed portrait of this group, including their role in minority business communities.

The report's findings include the following:

- The 9.9 million businesses that are majority-owned by women contribute \$1.4 trillion in sales to the economy.
- Thirty-six percent of all businesses are women-owned, accounting for 12% of all business sales and 15% of employment.
- Industries with the most women-owned employer firms range from restaurants to physicians and management consulting.
- Women own a larger share of businesses in every minority group compared to their overall share of businesses (36%). Almost 60% of Black/African American-owned businesses and 44% of Hispanic-owned businesses are women-owned.

Advocacy's new research takes a closer look at important factors regarding the longstanding differences between male- and women-owned firms' sales and employment. Among other items, the report evaluates the industry distribution and business characteristics, like age and financing, of women-owned businesses. Featuring interactive charts, users can now easily understand the gender composition and performance of women-owned businesses in hundreds of industries.

View the entire report on Advocacy's website

at <https://www.sba.gov/sites/default/files/advocacy/Womens-Business-Ownership-in-the-US.pdf>.

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Customer-centered culture could eliminate reputation-ruining fiascos

Whatever happened to the attitude that “the customer is always right”?



The airline industry has been taking its hits lately, thanks to several mishandled passenger interactions: pulling a doctor off an overbooked flight in Chicago, a dispute over a carried-on stroller in San Francisco, a couple booted off a flight in Maui when they put their baby in a seat purchased for his brother.

But, we’ve also heard call center employees go off on customers, read about store employees using racial slurs and seen deliverymen literally drop packages on front porches.

Any time an employee behaves badly, the scene is likely to be captured by at least one smart phone – and it will go viral. And yet, it happens again and again.

Why?

It could be that company policies are unclear about priorities, says customer strategist and executive coach Robin Lawton, author of *Mastering Excellence: A Leader’s Guide to Aligning, Strategy, Culture, Customer Experience & Measures of Success* (www.C3Excellence.com).

Employees are then left to decide, sometimes on the spot, if it’s OK to go against guidelines to satisfy the person in front of them, and whether that will lead to disciplinary action – perhaps even dismissal – later.

“Take that decision-making into the real world, with stressful

deadlines, cranky consumers and other frustrations, and there’s no telling which way it could go,” Lawton says.

It’s up to company leaders to set the standard for excellence with an unambiguous customer-first goal, Lawton says. And he offers these tips:

- Know what your customers want. Ask a dozen people what they want from their grocery store, their cable provider or their airline, and you’ll probably get a dozen different answers. And those answers often are counter to what the business thinks should take precedence. “No matter what bias the organization has, the customers’ priorities are what counts,” Lawton says. “Figure it out and build a robust product that makes the most people happy.”
- Don’t overlook the needs of the casual consumer. Businesses often focus on pleasing the people they think are their most valuable customers – those with power that comes from their position, personality, purse strings or proximity, Lawton says. But those viral videos and Yelp reviews aren’t coming from the folks in first class with the warm towels and free cocktails. “These four ‘power p’s’ can inadvertently lead us to satisfy the wrong customers,” he says.
- A new slogan or updated mission statement only goes so far. When management identifies issues like quality, leadership, productivity and competitiveness, training often is used to initiate the change. The problem is that only a fraction of those trained actually use what they’ve been given. “There seems to be an assumption that providing people with hammers and saws will enable them to build a house,” Lawton says. “Without changed thinking, clear purpose and sufficient support, we cannot expect knowledge or tools to create desired outcomes.”

There is both an art and a science to creating a customer-centered culture, Lawton says.

“Of course, the customer isn’t always right,” he says. “But if you treat them well, in the end they won’t care about that. They’ll only care that they were heard and satisfied.” ❖

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



Social media has allowed people from all corners of the world to connect via their interests and create crowdcultures. Your social media marketing challenge is to figure out what drives those cultures and position your brand in a way that connects to those individual groups.

Social media crowdcultures and how they affect your brand effort

By Curtis Kitchen, NAA Director of Publications

As brands, we spend an awful lot of our marketing thoughts, energy, and time trying to figure out how to “play nice” online with our audiences. On the defensive from the beginning (because we’ve watched many social media engagement horror stories), we ask ourselves: “Can we say this? Can we do that? What backlash might this image cause?”

We then attempt to employ analytics to insulate our message (and brand) against backlash. We dump time and money into negative keyword research and tools that build exact audiences we believe would be the most apt to play nice back. Or even maybe someday they purchase our goods or services and become brand loyalists and influencers.

That’s the hope anyways, and many brands are shocked when their targeted audience instead jumps up to complain. What many marketers fail to understand is the essence of crowdcultures.

The internet and social media have provided never-seen-before opportunities for large crowds – based on anything from Ford Mustangs, conspiracy theories, bird watching, or 18th-century art – to assemble and exert “direct and substantial” cultural influence, according to Douglas Holt’s piece, “Branding in the Age of Social Media,” which appeared in the March 2016 Harvard Business Review.

These cultures exist, and they can be a rich place for connecting your brand message to interested parties if done so thoughtfully and with tact. However, where many marketers go wrong is trying to mimic these cultures, forcing them if you will, by throwing a few common profile characteristics together and depending on an algorithm to birth a consumer unicorn that eats only your brand.

You can’t force culture – either in force-creating it or attempting to force organic crowdcultures to love what you’re selling. Brands on all levels commit this folly and watch with frustration (and eventual disdain for social media marketing) as expensive campaigns fall flat or even result in diminished brand loyalty.

That campaign should have worked, right? After all, a targeted group – one that had shown strong interests in, auctions, let’s say – should have jumped at the chance to engage with an auction company that offers a logical connection point specific to that interest. Right?

Let’s assume the rest of the campaign was built soundly. The message, the tone, ad copy, images – everything was, on paper, a supposed good fit for the target audience. So, what could have happened?

The campaign didn’t tap into the crowdculture’s soul. This is to

say, yes, everyone in the group indicated auctions as an interest. But, when you're in this forced group setting, you have to remember you are assuming that the one trait you selected is the dominant one.

For example, say your targeting group included me. However, auctions are simply a passing interest to me – something I hardly ever think about as a consumer other than my liking a television show that includes auction. So, you market to me with ads about your auctions, your company, etc. "Auction" isn't what drives me, so therefore, it didn't resonate, let alone drive the audience to an action.

Let's look at an example of tapping into social cultures.

Also in Holt's article, the piece took a hard look at Under Armour's "I Will What I Want" campaign in which it featured Gisele Bündchen in a solo kickboxing workout with negative comments from each culture showing on the walls.

"[The video] immediately stirred up the crowdculture: Sports fans were cynical, Gisele fans were curious, fashionistas were puzzled, and feminists simply loved it," the article stated. "The company aimed its communiqués directly at the crowdcultures that held those norms, which set off a firestorm of debate."

The ad didn't just have Gisele wear Under Armour or have her talk about her love for Tom Brady wearing his. It used several social media crowdcultures' own words and showed someone fighting against them. In doing so, it spoke to them directly – refuting their rhetoric and responding with their brand's message that Under Armour is for even the supposed dainty female. It appealed to those cultures' roots, using their own words, and they listened.


So now, let's go back to our auction ad campaign that fell short despite its perfect attention to detail in listing items, schedule, company, etc.

Let's expand and say it was an estate sale and included the property.

The opportunity would perhaps exist to appeal to civic-minded groups who have interests in the building's location. Perhaps it is in a city area in need of revitalization. Perhaps some of the home's lots include a childhood baseball card collection – something sports fans or nostalgic others may have an interest in.

It isn't enough to simply target those groups and say "I have an auction!" or use Facebook targeting to find a million people who indicate baseball is an interest. You need to research and think about the driving factors in those cultures. How do they talk? What do they value? How do they behave?

Answer those questions and your marketing pieces, and your online brand in general, will stand a much greater chance of resonating with the crowdcultures you target. ❖



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Real estate Auctioneer, realtor team up to set South African residential auction record



This rendering depicts the Clifton mansion in South Africa, which sold via auction to one of the world's 300 richest individuals. NAA member Joff van Reenen, CAI, teamed up with Sotheby's International Realty South Africa to sell the property and set a new country record in the process.

the house on our company website alone prior to the sale," Van Reenen said. "This is just counting the serious viewers; people who spent several minutes on the web page or downloaded the full prospectus. General views were in the hundreds of thousands."

Van Reenen says while approximately 20 percent of The High Street Auction Company's referrals come from realtors, it's not often that the firm will join forces with one to publicly market a property.

"But, in this instance, it was the right property and Sotheby's International Realty was clearly a brand partner of the right caliber to make a sale of this nature happen," Van Reenen said. "This sale demonstrates how well the auction model works for unique homes that might not move as quickly on a realtor's books.

"We look for the exceptional properties, but, perhaps most importantly, auctions quickly separate the men from the boys. If you're not a serious bidder with cash or a preapproved mortgage, you won't be on the auction floor, so our success rate tends to be high."

Lew Geffen, Chairman of Sotheby's International Realty South Africa, said identifying homes that sell best under the hammer can be lucrative for all parties.

"Our intense joint marketing drive on this sale achieved in just a couple of weeks what the previous owner was unable to do in more than a year – got the house sold. We don't usually work with auction houses, but on trophy homes or unique properties of this nature you can make magic in minutes if you have the marketing reach."

The Clifton property was bought by the family of South African retail billionaire Christo Wiese, who, according to Forbes Magazine, is among the world's 300 richest individuals. ❖

JOHANNESBURG, South Africa – Specialist real estate auctioneers and realtors don't by nature play well together, but a recent record-smashing residential sale demonstrates how strange bedfellows can reap extremely profitable rewards.

There is an art to getting it right, though, which boils down to a combination of finding the correct brand partner, the perfect property and carefully coordinating the marketing to reach the widest possible pre-sale target audience.

That's according to NAA member and SAIA (South African Institute of Auctioneers Board) Director Joff van Reenen, CAI, Director and Lead Auctioneer of The High Street Auction Company in South Africa, who recently knocked down a super-luxury mansion in Cape Town for a record 96 million – nearly doubling the country's previous residential auction record achieved on a property in Johannesburg.

The sale of the Clifton mansion means Van Reenen now holds the record for the highest auction price achieved for a residential property, as well as the highest ever bid on a single auction lot in South Africa when he knocked down the former Kyalami Grand Prix Race Track to Porsche in 2014 for 205 million rand.

"An accelerated pre-sale marketing campaign in conjunction with Sotheby's International Realty South Africa provoked 'live responses' from 29 countries, with more than 5 000 views of

Cordier's spring firearms sale defies national trends



HARRISBURG, Pa. – Despite reported decreases in national firearms sales following November’s election, Cordier’s Spring Firearms and Miltiaria Auction saw high turnout and competitive prices across all categories of antique and modern guns.

The auction was held March 26 at the company’s Harrisburg, Pennsylvania, auction house, with bidders competing from all over the world through the live online catalog.

The top performers of the auction were all semi-automatic machine guns, consigned by a private collector, including a TNW Model MG-34 (\$4,400) and a BREN MK II (\$3,900). Also included in that category were a Keeter Creek DPM-28 semi-auto (\$2,800) and a TNW M1919 A4/A6 (\$2,300).

In military collectibles, a rare, soldier-identified WWII A-2 flight jacket and bomber shearling cap sparked heated competition, finally selling to an internet bidder for \$2,300. The jacket belonged to Tech Sergeant Gunner James F Byrd of the 305th bomb group “Can Do.” It was decorated across the front with a patch for the 422nd Bomb Squadron, as well as with three German crosses, each designating downed enemy aircraft.

Military firearms were highlighted by a Winchester M-1 Carbine (\$1,100) and a Rockola M-1 Carbine (\$950). A Springfield M1A rifle in 7.62 NATO brought \$1,100, while a two US Springfield M-1 Garands sold for \$1,200 and \$1,100, respectively. A Romanian PSL Marksman Rifle led the way in foreign military long arms, selling for \$1,100.

Colts continued to produce strong sales results, with a Colt Python Revolver bringing \$1,800 and a Colt Model 1908 hammerless pistol selling for \$1,300. Also sold were a Colt SA Army 3rd Generation Revolver (\$1,200), a Colt 1849 Pocket Revolver (\$1,100), and a reproduction Colt Texas Patterson Revolver in a display case (\$1,000).

Winchesters also did well, represented by Winchester model 70 rifles in .250-3000, .257 Roberts, and .375 H&H Magnum that sold for \$1,600, \$1,400, and \$1,100 respectively. A vintage model 1886 in .33 W.C.F. hammered down at \$1,300, while a model 94 Chief Crazy Horse Commemorative sold for \$700. ❖



Modern, Contemporary art achieves strong prices in California



MONROVIA, Calif. – John Moran Auctioneers’ ambitious three-session auction lineup proved a successful endeavor, earning a nearly 90-percent sell-through rate by value and realizing more than \$850,000 in hammer prices across the combined auction sessions.

In-person bidder attendance ebbed and flowed as the collector category focus of each session changed, and participation throughout all sessions was strong, with a lot of activity noted via the Liveauctioneers and Invaluable/AuctionZip platforms. More than half of lots had at least an opening bid via one of the two platforms, with many online bidders proving successful against telephone and attendee bidders as the evening wore on.

20th Century & Contemporary Design

The first of three sessions slated for Moran’s April 25th auction, the 20th-Century & Contemporary Design catalogue featured Modern and Contemporary paintings, a wide selection of art glass and pottery by well-known makers, and select examples of mid-century modern furniture design.

Earning top-lot status among first-session offerings, an abstract lacquer painting on panel by Japanese artist Shiryu Morita (1912-1999), which was originally conservatively estimated to bring \$10,000 to \$20,000 at the auction block, earned an

astounding \$84,000. Telephone lines were fully booked for the lot, and a number of the under bidders stayed in the fray until well past the \$20,000 mark.

Additional fine art highlights included an abstract oil composition titled “Large Register No. 1” by artist Cole Morgan (b. 1950 New York / Belgian), which earned \$13,750 thanks to competing bids from multiple online bidders (estimate: \$3,000-\$5,000). Larry Bell’s (b. 1939 Taos, New Mexico) “Vertical Fade Black #17 (VFBK17)”, an intriguing abstract composition executed in the artist’s unusual vapor drawing method utilizing aluminum and silicon monoxide on black paper, brought \$8,400, just within the \$8,000-\$12,000 estimate.

Two works by Colombian-American sculptor Nano Lopez came to the block, each with a conservative \$2,000 to \$4,000 estimate; “Savannah”, a seated giraffe, earned the better price of the two, bringing \$7,500 after competition between both participating online platforms and a determined telephone bidder.

Art glass selections included contemporary forms by Seattle artist Dale Chihuly (b. 1941), Sean Albert (b. 1975 American), Laura de Santillana (b. 1955 Italian), as well as by makers Venini, Lalique, and Daum. A number of the Chihuly sculptures were consigned from an important Las Vegas, Nevada, collection, and comprised works from the artist’s Persian, Seaform, and Basket series, among others. Prices were strong for all of the Chihuly offerings, however a group of orange, brown and black seaforms from the Las Vegas collection achieved a particularly good price, bringing \$7,200 at the block thanks to floor, absentee and phone bidder participation (estimate: \$6,000 to \$9,000). Shortly after, a large-scale Lalique “Tete de Cheval” sculpture consigned from a private Sherman Oaks, California, collection brought \$5700, just above the \$3000 to \$5000 estimate.

Studio pottery by artists such as Otto Natzler (1908-2007 Los Angeles, Calif.), Polia Pillin (1909-1992 Los Angeles, Calif.), Rose Cabat (1914-2015 Tucson, Arizona), Harrison McIntosh (1914-2016 Claremont, Calif.), Otto (1915-2009) & Vivika Heino (1910-1995) and Pablo Picasso (1881-1973 Spanish/French) for Madoura, among others, provided a stellar selection for collectors. Top-earning pottery lots included a Pablo Picasso for Madoura “Femme de Barbu” pottery pitcher, one of an edition of 500 hand-painted, glazed and knife-engraved pieces, which brought \$25,000 (estimate: \$12,000 to \$18,000), in addition to a

group of five small Rose Cabat “feelie” vases consigned from the Studio City, Calif., Collection of Gerald and Georgia Brommer, which earned \$4,600 (estimate: \$700 - \$900).

Art of the American West

Comprising only 76 lots in total, Moran’s Art of the American West session drew in Western and Native American collectors nonetheless, and featured an array of Western-genre bronzes, paintings and prints alongside Native American objects dating from the 19th century and beyond.

Two highly anticipated 19th-century Navajo weavings, each from a long-held private Pennsylvania collection, were brought to the block and performed quite respectably - the first of the two, a transitional second phase chief’s blanket dating to the third quarter 19th century, was offered with a \$30,000 to \$50,000 estimate, and found a buyer via telephone for \$33,000. A circa 1840s first phase Ute-style chief’s blanket later came to block with a \$100,000-\$200,000 pre-sale estimate, earning \$132,000.

Western works of art did well throughout the session, including Howard Rogers’s (b. 1932 Cave Creek, Ariz.), painterly oil composition titled “They Find the Damnedest Places”, depicting a cowboy leading horses across a stream (estimate: \$1,000-\$1,500; price realized: \$1,680). Lon Megargee’s (1883-1960 Los Angeles, Calif.) pastel-toned landscape depicting Camelback Mountain in Arizona proved particularly popular, easily outstripping its \$2,000-\$3,000 estimate with a final \$5,300 selling price.

Roy Anderson’s “The Backtrail”, a small but visually impactful oil painting of an Indian on horseback inspired multiple bidders to compete for the work via phone; the piece brought \$2,700 at the block (estimate: \$2,000-\$3,000).

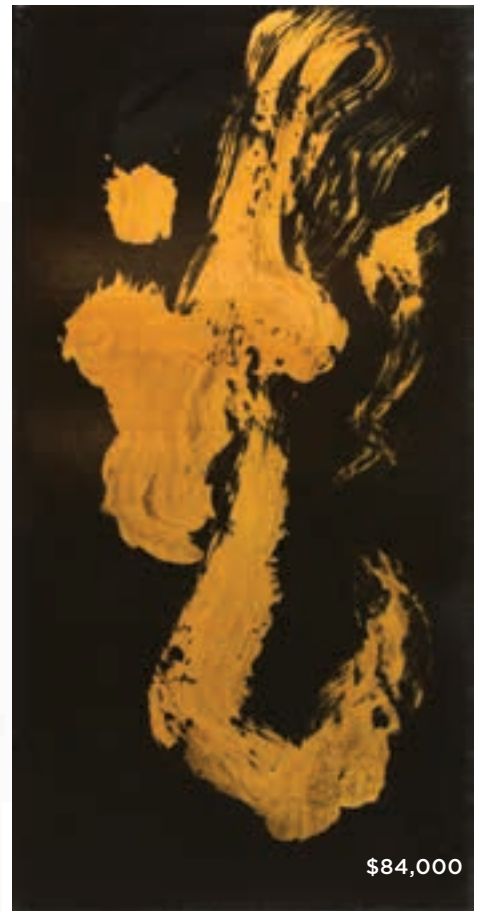
The Traditional Collector

John Moran’s Traditional Collector session rounded out the evening’s offering, and was geared towards collectors of Continental porcelain, art glass, sterling silver and objects of virtue. The offerings were diverse and presented buyers with a chance to bid both on traditionally styled objects by contemporary makers as well as period antiques from the 19th-century and beyond.

“Trumpeter Draped” by Monterey, CA artist Richard MacDonald (b. 1946) from the artist’s “Joi de Vivre” series was one of the highest-earning lots of the third session, bringing \$9,600 (estimate: \$8000-\$10,000). As is typical of MacDonald’s work, the sculpture features a muscular figure in a dynamic pose raising a trumpet to her lips. Competition for the work was stiff, with bids coming in live on the floor as well as online.



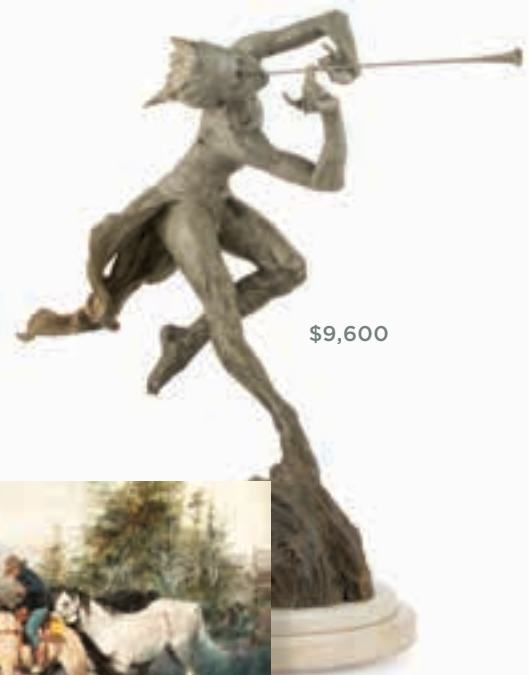
\$25,000



\$84,000



\$9,375



\$9,600



\$1,680

Other more contemporary selections included a rather rare Lalique “Abundance” art glass centerpiece tazza in clear and frosted colorless glass – modeled with a fruit-form stem, the piece earned \$4,200 (estimate: \$3,000 to \$5,000).

One dark horse highlight came in the form of a very finely decorated 19th-century Japanese porcelain vase consigned from the collection of Hector and Cuqui Sanchez, Things of Long Ago, Pico Rivera, Calif. Conservatively estimated to bring \$600-\$900, the petite vase, elaborately painted with sumo wrestlers and a sea of spectators, brought an astounding \$9,375. Chinese antiques continued to bring strong prices during Moran’s April auction

session; a Hongmu wood drum table and stools, dating to the late 18th century or later, found a buyer for \$7,800, well over the \$4,000-\$6,000 estimate.

Fine art selections included a large-scale work by Dutch artist Ludolph Berkemeier (1864-1931), consigned from a private Beaverton, Oregon collection, which offers viewers a sweeping view of a Dutch town beneath an expansive cloud-filled sky (price realized: \$6,875; estimate: \$3,000-\$5,000). French/Japanese artist Léonard Tsuguharu Foujita’s color woodblock of a reclining Persian cat, “Chat Couche”, earned a solid \$2,160 (estimate: \$1,800-\$2,200).❖

19th-century beach estate in historic Beverly Farms sells for \$3.225M



BEVERLY FARMS, Mass. – Few of the original cottages built along the historic Massachusetts coastline known as Manchester-by-the-Sea remain today. This exclusive area of the wealthy Beverly Farms community was a humble farming and fishing village until the mid-1800s, when famous Boston author Richard Dana decided to build a home there, starting quite the trend.

It is one of these original beach cottage estates, built in the late 1800s and nestled a stone’s throw from the beach in this affluent neighborhood, which Tranzon Auction Properties was tasked with selling. While it had a rich history and unmatched location on its side, the home had seen better days and had languished on the traditional real estate market for some time before the choice was made to sell at auction.

Mike Carey, Vice President of Tranzon Auction Properties and lead Auctioneer on the project, understood both the allure and the challenge of the property.

“This home boasts grand sweeping stairs, ornate carved wood details, floor to ceiling windows, and other period details that would be difficult to reproduce today,” Carey, CAI, explained.

“Unfortunately, the property itself has seen years of neglect.”

Carey suspected that the buyer would be local – someone from the Greater Boston Area who understood the value of the estate’s history and location – and this proved to be true.

The response leading up to the sale was encouraging, with 140 inquiries and 28 property tours. Still, Carey was unsure where final bidding would end.

“Just prior to the auction,” Carey recalls, “I was standing out front talking to our team about where the pricing would end up – guessing ranged from \$1.65M to \$2.0M.”

There were 24 registered bidders on auction day. The high bidder was in fact a Boston area local whose family owns a successful construction company. He was there with his brother, who could be seen nudging his elbow throughout the auction to encourage him to keep bidding.

When the gavel fell, the bidding had ended at \$3,225,000, well above expectations. Carey says he saw the winning brothers glance at each other and smile, obviously happy with their side of the deal as well.

Tom Saturley, CAI, President of Tranzon Auction Properties, feels this is a prime example of the auction method at its best. “The results of this auction once again demonstrate why more and more real estate sellers are turning to auction professionals for the answer to their challenges,” Saturley explains. “Whether the need be for timely disposition, transparency or true market value, professionally managed auctions are a tremendous vehicle to obtain the desired conclusion.”

No doubt, auctions worked for the seller. “I talked to the trustee’s attorney recently,” said Carey, “and he told me: ‘I’ve been singing your praises ever since.’”❖

Firearms sale nets \$16.1M



\$598,000



\$414,000



\$241,500



\$575,000

ROCK ISLAND, ILL. – The May Premiere Auction certainly had the quality of guns to be a barn-burner of a sale – all that was needed were the collectors.

They showed in spades, and it all added up to a realized total of \$16.1 million – one of the largest auctions in Rock Island Auction Company history and the largest firearms auction to date in 2017.

The auction started with a bang as sought-after Winchesters were scooped up by collectors as quickly as they could be offered. Lot 27 held one such Winchester, a special order, deluxe Model 1873 that, like many others that morning, continued to show why the Antique Winchester market is stronger than ever by achieving \$46,000, besting its \$35,000 low estimate.

Later that day the finest known Elgin Cutlass pistol found a fitting price and a new home for \$48,875. However, all the real excitement was yet to come. Even 40 years after his untimely passing, the King of Rock & Roll can still fill a room. The Auction Hall began to crowd about 50 lots prior to the offering of the Elvis Presley items in the sale. Soon, it was packed and standing room was being taken where it could be found. Everyone was waiting for the King to arrive and each lot seemed to drag its feet. People were anxious and stirred in their seats, ready to see what the legendary performer's items would bring.

After what seemed like hours, they finally had their turn at the block. The Smith & Wesson 19-2 revolver, shown being held by Elvis in a period photograph, was the first to go and was won after a lengthy bidding battle by a live phone bidder for \$195,500. Next up was the equally lavish, Presley-owned Colt Python. It too saw a healthy payday and brought \$172,500. Both revolvers now hold the new world record prices for their respective models. Afterwards, Elvis' gem-studded sheriff's badge rode off into the sunset for \$40,250, and the original sales contract for Graceland signed off for \$43,125.

Elvis may have carried the first day of the auction, but Saturday belonged to the usual suspects: Winchester, Colt, and military firearms. Rock Island Auction Company has been fielding calls on the vaunted "On the Rocky Mountain" antique Winchester 1866 rifle since we announced our procurement of the Robert M. Lee Collection. Therefore, it was no surprise when the flagship of the auction also took home the top price of the weekend with a final price of \$598,000. A mere 7 lots later was "The Midas Bull 1 of 1,000" Winchester 1873 rifle, available for the first time in over 25 years.

Collectors also showed their appreciation for the fine, original condition masterpiece and rewarded it with a \$414,000 realized price. Within those first 14 lots, the sales total for the day had already topped \$1.2 million. The top Colt of the day was not far behind; only one bid increment less than the top gilded Winchester was a silver banded, cased Colt No. 5 Texas Paterson that could not be had for less than \$575,000. Also, RIAC continued its pleasing trend of obtaining excellent prices for Class III guns and related items. A scarce Krieghoff FG42 sold for \$241,500 and three registered automatic trigger assemblies brought an astounding \$54,625.

It was another showcase day for Colt, Winchesters, and sporting arms, but the second offering of Class III guns and related items again made their presence and popularity known by firearms collectors. Other strong performers were Smith & Wesson revolvers and early Colt semi-automatics.

Some of the top sellers of the day were an extraordinary U.S. contract Colt 1851 Navy that saw \$86,250, an extremely rare Colt double rifle, commissioned by Caldwell Colt, that brought \$74,750, a set of consecutively numbered Marcel Thys side-by-side shotguns with stunning relief scroll engraving that went for \$51,750, and a stunning John Wilkes double barrel shotgun, covered in casehardening and gold inlays, brought \$37,375. ❖



NAA CONFERENCE & SHOW

**July 11-15, 2017
Columbus, Ohio**





C&S 2017

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2017

CONFERENCE & SHOW



Explore Columbus!

Arts, coffee and ale trails, a riverfront walk and more, this year's Conference and Show host city offers a ton of stuff to see and do.

By Nancy Hull Rigdon, contributor

At this year's NAA International Auctioneers Conference and Show, NAA members can step away from the event and quickly arrive at one of many destinations unique to Columbus, Ohio.

So that members can not only take advantage of the event's professional opportunities but also make the most of the location, we bring you several exploration ideas. Whether you'll only be able to fit in a quick stroll or are tying C&S into a family vacation, the following list highlights some top options.

1. Walk the historic arts district

The Greater Columbus Convention Center, located in the heart of downtown Columbus, plays host to C&S.

"If you walk just north of the convention center, you'll hit the

Short North Arts District, where you'll find dozens and dozens of locally owned art galleries and boutiques for all tastes along with incredible local food options," says Megumi Robinson, associate director of public relations at Experience Columbus (the city's convention and visitors bureau).

Seventeen colorful arches line the district – a feature that earned Columbus a nickname as "the arch city."

2. Experience German Village

From the venue, hop on the CBUS – a free circulator bus that hits stops every 10 minutes – to visit German Village. The neighborhood features brick-lined streets and beautifully preserved historic homes built in the late 1800's. Plus, the area includes boutiques as well as Schiller Park, where you'll find a free Shakespeare theater series in the summer.



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3. See the Riverfront

“July is a great time of year to spend outdoors in Columbus, and I encourage everyone to make their way to the Riverfront,” Robinson says.

A multi-million dollar restoration recently transformed the area by way of green space, connected pathways and pedestrian bridges. The destination is Battelle Riverfront Park, which runs along the east side of the Scioto River in downtown.

4. Bike the city

Break from the conference for some exercise and exploration via Columbus’ bike share program, named CoGo.

5. Hit a fun kind of trail

Columbus offers a “coffee trail,” “ale trail” and “made-in” trail. Grab a trail map at the convention center and head out to participating businesses. If you go to all the shops on the coffee trail, you’ll score a free t-shirt.

“Columbus has a thriving coffee scene,” Robinson says. “The coffee trail is a great way to dive in and explore not just the coffee scene but the neighborhoods as well.”

Visit all establishments on the ale trail? You earn a pint glass. The made-in trail, which is the newest addition to the city’s trail family, highlights locally owned businesses.

6. Venture out to visitor staples

Robinson also recommends seeking out a classic Columbus destination. The Columbus Museum of Art recently underwent a massive renovation and expansion. You’ll see gorgeous Chihuly glass artwork at Franklin Park Conservatory. COSI (Center of Science and Industry) features a space theme this summer. Columbus Zoo and Aquarium has a kid-friendly claim to fame: the only zoo with a water park.

She encourages NAA members to take advantage of the city’s various transportation options to explore the city. There’s Uber, Lyft and car-sharing service Car2go in addition to CBUS.

“It is very, very easy to get around Columbus,” she says.

For details on these highlighted attractions as well as information on many other things to see and do in Columbus, check out the convention and visitors bureau at experiencecolumbus.com. ❖



C&S Education: Serving members' needs

Contract Auctioneer info, firearms, overcoming objections to the auction method, and more ... it's all set for Columbus.

By Sarah Bahari, contributor

Education will be on center stage at the National Auctioneers Association Conference and Show.

NAA will offer some 40 classes, ranging from sales of firearms, stamps and even comic book collections to land trends, contract law and business planning.

Aaron Ensminger, NAA's Director of Education, said the Education Committee sought suggestions from association members, but it also evaluated needs and gaps in existing education efforts. Once the committee selected courses, NAA identified subject matter experts to offer instruction.

"Rather than offer classes on what everyone wants to talk about, we wanted to offer classes on what we need to be talking about," Ensminger said. "This is a different way of doing things for us, and we think we have a great lineup."

One highlight will be a daylong summit for Contract Auctioneers, which are getting a new professional designation.

Ensminger said the designation aims to provide a network and platform for contract workers to discuss issues important to them.



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and Online Auction Platform



First Timers Breakfast



CAI Breakfast



Marketing Competition Reception

This year's lineup shows why education is a major draw of Conference and Show.

"Contract Auctioneers tend to get overlooked," he said. "The world of contract auctioneering moves really fast, and we want to them and build a community for them so they can learn from each other, find gigs and remain relevant in today's landscape."

Another summit will address selling personal and commercial assets.

Courses are designed for both novice Auctioneers and veterans, Ensminger added. One class will help Auctioneers find sellers, while another will cover an issue important to everyone: what to charge for an auction.

One of last year's most popular courses — firearms sales — is returning for a second year. The deputy director of the Bureau of Alcohol, Tobacco, Firearms and Explosives will offer legal guidance on gun sales.

Additional courses will address overcoming objections to the auction method, maximizing Return on Investment through best online practices and working with agency brokers.

A class on governance and transition planning will help veteran professional consider the next generation of their companies, while another class will discuss how to work as a professional ringman.

This year's lineup shows why education is a major draw of Conference and Show, Ensminger said.

"Education has always been a cornerstone of Conference and Show. We have a unique opportunity to reach a lot of people and educate them on a lot of different topics," he said. "We can expose people to new trends and different fields within the industry. We're all there to share ideas and learn from each other."

Check out the full education sessions slate at conferenceandshow.com. ❖

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#NAACS17 Keynote cheated death on a mountain

Mountain climber Jim Davidson says “fear is contagious, but so is confidence.”

By Sarah Bahari, contributor

Jim Davidson knows about resilience.

In 1992, the Colorado mountain climber survived a snow bridge collapse that dropped him and a partner into an 80-foot crevasse on Mount Rainier. To survive, he had to climb out alone with minimal gear.

The ordeal became the subject of an adventure memoir, “The Ledge: An Adventure Story of Friendship and Survival on Mount Rainer.” The story also was featured in a one-hour episode of “I Shouldn’t Be Alive” on Animal Planet.

Davidson, a former environmental geologist, now travels the country sharing his wisdom on the importance of resilience in life and business. He will share his insights as the keynote speaker this July at the National Auctioneers Association International Auctioneers Conference and Show.

“Absolutely fear is contagious, but so is confidence,” Davidson says in a speech on his website, www.speakingofadventure.com. “You want to be the person who projects confidence in that moment of fear and crisis. That doesn’t mean you have all the answers yet, but basically by doing so you will spark resilience in yourself and the people near you.”

During his 30 years of high-altitude climbs and rescues, Davidson has climbed the sixth highest peak in the world, Cho Oyu in Tibet; climbed and led expeditions to Alaska, Argentina, Australia, Bolivia, Ecuador, Mexico and Nepal; and has spent more than a year of his life sleeping in tents.

With training in wilderness first aid, avalanche safety and vertical rescue, Davidson has volunteered to rescue other hikers and climbers on numerous

occasions and been commended twice by the U.S. Park Service for leadership and personal sacrifice.

In 2015, Davidson was at Camp 1 on Mount Everest when a 7.8-magnitude earthquake struck Nepal. News outlets around the world covered his harrowing story, including photos and videos.

“After 31 years of climbing high icy mountains I have found most important thing to bring with you on a tough expedition is a great partnership,” Davidson says on his website. “Powerful partnerships make us stronger, safer and more successful than any one of us could be on our own.”

Davidson said he became interested in mountain climbing as a teenager and began reading everything he could. Since then, climbing has taught him the importance of dreaming big, he said.

“When you pick a dream, don’t pick a small one. It should be big and audacious. It should make you nervous,” he said. “It should demand more of you than you have, more than you are.”

Achieving those dreams requires hard work and resilience, he says.

“We all have a small comfort range but a really big survival range,” he says. “Resilience is the ability to move outside our comfort range and still be OK, to go through the tough times and know it will work out.”

Davidson lives in Colorado with his wife and two children. Every spring, he volunteers to teach hundreds of elementary school children to climb. In addition to rock and ice climbing, Davidson enjoys skiing, backpacking and photography and has run in numerous half-marathons and one marathon. ❖



Davidson

NATIONAL AUCTIONEERS ASSOCIATION
EDUCATION CALENDAR

2017 Benefit Auction Summit

Cancun, Mexico • August 27-29, 2017

Uniform Standards of Professional Appraisal Practice

Portland, ME • Clarion Hotel • November 18, 2017

Designation Academy

Las Vegas, NV • The Linq Hotel & Casino • December, 10-16, 2017
Specific Dates for Classes Below

Auction Marketing Management (AMM)

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

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

Uniform Standards of Professional Appraisal Practice

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

DESIGNATION ACADEMY EDUCATION SCHEDULE

AARE • Dec. 10-12

AMM • Dec. 11-13

BAS • Dec. 14-16

CAS • Dec. 10-11

CES • Dec. 14-16

GPPA • Dec. 10-14

Internet Auction Methods • Dec. 10

Expert Witness • Dec. 11-12

Interpersonal Communications for Auction Professionals • Dec. 13-14

USPAP (15-Hour) • Dec. 15-16

USPAP (7-Hour) • Dec. 10

Real Estate Workshop • Dec. 13

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

www.auctioneers.org



2017

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2016

TJ Freije, CAI, CAS
Beth Rose, CAI, AARE

2015

Peter Gehres, CAI, CES
Tammy TIsland

2014

Jason Miller, CAI
Wendy Lambert, BAS

2013

Andy White, CAI, Ashland, OH
Megan McCurdy 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 Hilpipre, Cedar Falls, IA
Dawn Wilfong, Goshen, IN

2003

Kajja 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

#NAACS17: What to know before you go

- Airports:** Get real-time flight information for departures and arrivals at John Glenn Columbus International Airport on flycolumbus.com.
- Shuttle/ground transportation.** There are lots of great options to get around the city from public transportation to car sharing services. Columbus is also home to all major national car rental brands including Dollar, Enterprise, and Thrifty. For complete information on getting around Columbus by cab, bike, bus, car, Uber, and Lyft, check out: <https://www.experiencecolumbus.com/travel-tools/get-around-cbus/>.
- Location** – Conference events are held at the Hyatt Regency Downtown Columbus, except the Welcome Party (COSI).
- 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, the ballot desk is open only from 7:30-9 a.m. No ballots will be distributed after the desk closes.
- Welcome party!** – Conference and Show 2017 will get kicked off Tuesday night at the COSI Museum! Designed by internationally renowned architect Arata Isozaki, COSI is famed for being the No. 1 Science Museum in the country. Explore the interactive exhibits at your leisure. Dinner and transportation are included.
- Private parties/functions** – If you received an invitation to a private function, have you responded? If not, please RSVP now to reserve your seat. (Hint: CAI, First timers, Marketing Competition winners and NAA Presidents, etc.)
- Livestreaming** – Livestreamed events are Annual Business Meeting, President's Gala/Hall of Fame awards banquet and IAC all day long. Information on how to access the livestream will be posted on auctioneers.org and conferenceandshow.com.

2017 CONFERENCE & SHOW SCHEDULE

TUESDAY, JULY 11

10 a.m. - 6 p.m.	Registration	Franklin Foyer
10 a.m. - 6 p.m.	Tech Bar (Tuesday only)	Union A Foyer
6 - 8:30 p.m.	Welcome Party	COSI Museum

WEDNESDAY, JULY 12

7 - 8:15 a.m.	First-Timers Breakfast	Taft A-B
7 - 8:15 a.m.	International Breakfast (private event)	Nationwide II
7:45 - 8:15 a.m.	Coffee and Conversation	Regency Foyer
8 a.m. - 4 p.m.	Registration	Franklin Foyer
8:30 - 10:30 a.m.	Opening Session	Regency Ballroom
10:30 - 10:50 a.m.	Meet the Candidates	Regency Foyer
10:30 a.m. - 5 p.m.	Trade Show Official Opening	Franklin/Delaware
11 - 11:30 a.m.	Master LinkedIn to Build Your Professional Brand	Tech Bar/Delaware
11 a.m. - 12 p.m.	Town Hall Meeting	McKinley
11 a.m. - 3 p.m.	Auction Donation Check-in (formerly fun auction)	Clark
12 - 12:30 p.m.	Simple Websites in 3...2...1...	Tech Bar/Delaware
12 - 5 p.m.	Auxiliary Luncheon/Fun Auction	Taft C-D
1 - 2 p.m.	Designation Open House	AuctionTime.com and Auction Flex Stage/Franklin
1 - 1:30 p.m.	IJAC Contestant Orientation (mandatory for contestants)	Knox
1 - 1:30 p.m.	Top 10 Apps-on-the-Go: Apps That Help When You Are 000(Out of Office)	Tech Bar/Delaware
1 - 2:30 p.m.	How Much to Charge for Your Auction Services	Union A
1 - 2:30 p.m.	More Awesomely YOU!	Union B
1 - 2:30 p.m.	Overcoming Objections and Closing the Deal	Union C
1 - 2:30 p.m.	Quarter Horse Basics	Union E
1 - 2:30 p.m.	Unexpected Benefits: Understanding the Value of Attracting New Faces to the Auction Industry	Fayette
1 - 2:30 p.m.	Auction School, Now What?	Morrow
1 - 4:30 p.m.	Accredited Auctioneer Real Estate (AARE) Day 1*	Marion
1 - 4:30 p.m.	The Art and Science of Working the Auction Ring	Union D
2 - 3 p.m.	Demystifying Cyber Security	Tech Bar/Delaware
2 - 3:30 p.m.	International Junior Auctioneer Championship Preliminaries	Regency Ballroom
3 - 4 p.m.	Boomers to Millennials	AuctionTime.com and Auction Flex Stage/Franklin
3 - 4:30 p.m.	Valuing the Invaluable	Union A
3 - 4:30 p.m.	Maximize ROI Through Online Best Practices	Union B
3 - 4:30 p.m.	Heavy Equipment Panel	Union C
3 - 4:30 p.m.	Keeping the Fish in the Boat – Live Auction vs. Sealed Bids vs. Accelerated Listing	Union E
3 - 4:30 p.m.	Making It As A First Generation Auctioneer	Fayette
3 - 4:30 p.m.	Capture the Magic – Methods to Record Your Benefit Auction	Morrow
3:30 - 4 p.m.	Tips & Tricks to Maximize Your Use of Google	Tech Bar/Delaware
4:30 - 6:30 p.m.	Auction & Appetizers (formerly Fun Auction)	Regency Ballroom

THURSDAY, JULY 13




6:30 - 7:30 a.m.	Election Committee Breakfast	Private Dining Room
7 - 8 a.m.	CAI Breakfast	Taft C-D
7 a.m. - 5 p.m.	Registration	Franklin Foyer
7:30 a.m.	Ballot Distribution	Regency Foyer
8:30 a.m.	NAA and NAF Annual Business Meetings	Regency Ballroom
10:30 a.m. - 5 p.m.	Trade Show	Franklin/Delaware
11 - 11:30 a.m.	Top 10 Apps-on-the-Go: Apps That Help When You Are 000 (Out of Office)	Tech Bar/Delaware
11 a.m. - 12 p.m.	Boomers to Millennials	AuctionTime.com and AuctionFlex Stage/Franklin
12 - 12:30 p.m.	Overview of Social Networks	Tech Bar/Delaware
12 - 1 p.m.	Auction Schools Luncheon (private event)	Nationwide II
1 - 2 p.m.	Learning from the Legends	AuctionTime.com and Auction Flex Stage/Franklin
1 - 2:30 p.m.	Land Trends	Union A
1 - 2:30 p.m.	Delegating for Dollars: How to Make More Money by Outsourcing	Union B
1 - 2:30 p.m.	Lawyers, Bankers & Judges, OH MY!	Union C
1 - 2:30 p.m.	Automobile Auctioneers Forum	Union D
1 - 2:30 p.m.	Diamond in the Rough: Stop Missing Potential Valuable Property	Fayette
1 - 2:30 p.m.	Guns, Guns, Guns	Morrow
1 - 4:30 p.m.	Next Gen: Governance and Transition Planning in Your Auction Company	Union E
1 - 5 p.m.	Accredited Auctioneer Real Estate (AARE) Day 2*	Marion
2 - 2:30 p.m.	Simple Websites in 3...2...1...	Tech Bar/Delaware
3 - 3:30 p.m.	Master LinkedIn to Build Your Professional Brand	Tech Bar/Delaware
3 - 4 p.m.	Marketing Competition Panel	AuctionTime.com and Auction Flex Stage/Franklin
3 - 4:30 p.m.	Making IAC a Reality!	Union A
3 - 4:30 p.m.	Working with Agency Brokers	Union B
3 - 4:30 p.m.	Building a Successful Business Plan	Union C
3 - 4:30 p.m.	Benefit Auctions for Non-Benefit Auctioneers	Union D
3 - 4:30 p.m.	Express Mail Your Stamps at Auction	Fayette
3 - 4:30 p.m.	Financial Planning for Auctioneers	Morrow
4 - 4:30 p.m.	CRM & Client Data Management	Tech Bar/Delaware
4 - 5:30 p.m.	NAA and USA Today Marketing Competition Reception	Nationwide I-II
4:30 - 5:30 p.m.	Women Auction Professionals Reception	Knox
6 - 9 p.m.	President's Gala / Hall of Fame Awards	Regency Ballroom
9 - 10 p.m.	Presidential and Hall of Fame Tribute Reception	Regency Foyer






FRIDAY, JULY 14

6:30 - 6:55 a.m.	IAC Contestant Sound Check (optional)	Regency Ballroom
6:30 - 7:30 a.m.	IAC Judges Breakfast	Madison
7 - 8 a.m.	IAC Contestant Roll Call & Orientation (mandatory)	Knox
8 a.m. - 5 p.m.	Registration	Franklin Foyer
8 a.m.	International Junior Auctioneer Championship: Finals Round	Regency Ballroom

8 a.m.	International Auctioneer Championship: Preliminary Round <i>Regency Ballroom</i>
8 a.m. - 5 p.m.	Accredited Auctioneer Real Estate (AARE) Day 3* <i>Marion</i>
8:30 - 10:30 a.m.	 NALLOA Education: Staying in the Auction Business <i>Fayette</i>
9 a.m. - 12 p.m.	Trade Show..... <i>Franklin/Delaware</i>
9:30 - 10:30 a.m.	Learning from the Legends <i>AuctionTime.com and Auction Flex Stage/Franklin</i>
9:30 - 10:30 a.m.	Visual Marketing for Your Business..... <i>Tech Bar/Delaware</i>
10:30 a.m. - 12:30 p.m.	NALLOA Annual Business Meeting..... <i>Fayette</i>
11 - 11:30 a.m.	CRM & Client Data Management..... <i>Tech Bar/Delaware</i>
12 - 2 p.m.	Presidents Luncheon..... <i>Madison</i>
12 - 2 p.m.	Auxiliary HOF/Past Presidents Luncheon <i>Garfield</i>
1 - 2:30 p.m.	 How Auctioneers Can Become Invincible to Lawsuits and Save Thousands in Taxes <i>Union A</i>
1 - 2:30 p.m.	 Marketing Your Benefit Business..... <i>Union B</i>
1 - 2:30 p.m.	 Finish That BAS Report!..... <i>Union C</i>
1 - 2:30 p.m.	 Simple Tips for Identifying and Evaluating Furniture <i>Union D</i>
1 - 2:30 p.m.	 The Estate Experience..... <i>Fayette</i>
1 - 2:30 p.m.	 Strategies to Use Public Speaking to Grow Your Business <i>Morrow</i>
1 - 4:30 p.m.	 The Anatomy of Contracts..... <i>Union E</i>
2:30 - 4:30 p.m.	NAA Hall of Fame Committee Meeting <i>Nationwide I</i>
2:30 - 4:30 p.m.	Auxiliary Hall of Fame Committee Meeting <i>Grant</i>
3 - 4:30 p.m.	 How Auctioneers Can Become Invincible to Lawsuits and Save Thousands in Taxes..... <i>Union A</i>
3 - 4:30 p.m.	 Do You Want Your Content to Be Good...or Great? <i>Union B</i>
3 - 4:30 p.m.	 Bazinga Bonanza! Selling Comic Books At Auction <i>Union C</i>
3 - 4:30 p.m.	 Never Dump Your Candy in the Room..... <i>Union D</i>
3 - 4:30 p.m.	 Beyond Fundraising: Donor Focused Benefit Auctions <i>Fayette</i>
3 - 4:30 p.m.	 How to Find Sellers..... <i>Morrow</i>
5:30 - 6:30 p.m.	IAC Dinner..... <i>Regency Ballroom</i>
6 - 9 p.m.	International Auctioneer Championship: Finals Round <i>Regency Ballroom</i>

SATURDAY, JULY 15

8 a.m. - 5 p.m.	Accredited Auctioneer Real Estate (AARE) Day 4* <i>Marion</i>
8:30 - 9:45 a.m.	IAC Breakfast of Champions..... <i>Delaware B</i>
8:30 - 10 a.m.	 "Communication Is Key"...How to Live Your Dreams Through Effective Communication!..... <i>Union E</i>
8:30 - 10 a.m.	 Communication: What Are You Seeing, Hearing and Saying? <i>Morrow</i>
8:30 - 11:30 a.m.	 Contracts..... <i>Union C</i>
8:30 a.m. - 5 p.m.	Uniform Standards of Professional Appraisal Practices (USPAP) 7 hr*..... <i>Union D</i>
10 - 11:30 a.m.	The Foundation's Children's Auction..... <i>Delaware C-D</i>

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

NATIONAL AUCTIONEERS ASSOCIATION 2017 - 2018 EDUCATION CALENDAR

Benefit Auction Summit
Cancun, Mexico - August 27 - 29, 2017

Uniform Standards of Professional Appraisal Practice
Portland, ME - TBD - November 18, 2017

Designation Academy
Las Vegas, NV - The Linq Hotel & Casino - December 10 - 16, 2017*
**Specific dates for classes are listed below*

Auction Marketing Management (AMM)
Richmond, VA - TBD - January 9 - 11, 2018
Wichita, KS - DoubleTree by Hilton - January 23 - 25, 2018

Uniform Standards of Professional Appraisal Practice
Cleveland, OH - Cowan's
15 Hour: January 11 - 12, 2018
7 Hour: January 13, 2018

DESIGNATION ACADEMY 2017 EDUCATION SCHEDULE

AARE • Dec. 10 - 12 AMM • Dec. 11 - 13
CES • Dec. 14 - 16 BAS • Dec. 14 - 16

Internet Auction Methods • Dec. 10
USPAP (15-Hour) • Dec. 15 - 16
USPAP (7-Hour) • Dec. 10
Expert Witness • Dec. 11 - 12
Interpersonal Communications for Auction Professionals
• Dec. 13 - 14
Real Estate Workshop • Dec. 13



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

auctioneers.org

Texas Hall of Fame member passes away

Bob L. Manning, 69, of Quinlan, Texas, passed away May 1, 2017. He was born in Manila, Arkansas, Feb. 11, 1948, to Lynn and Lillian Manning.

He married his soulmate, Nancy, Aug. 14, 1976, in Memphis, Tennessee. Bob was an Auctioneer and a member of the Texas and National Auctioneers Associations. He was honored to be inducted into The Texas Auctioneers Association Hall of Fame in 2010. He was also a member of the Masonic Lodges in Manila and Greenville, Texas.

Bob was an active member of The Republic of Texas Parrot Head

Club and the Mayor of The Porch.

Bob is survived by his wife, Nancy Manning, of Quinlan, Texas; brother, Nathan "Pete" Manning; sisters, Phyllis Parmes, and Mary Miller; brother-in-law, Lynn Fly; and many other loving relatives and friends.

He is preceded by his parents; three brothers, Leonard "Slim", Jimmy Lee, and L.A. Manning; and three sisters, Louise Evans, Lois Boren, and Ruby Lee Newkirk. ❖

Auctioneer and his wife married 65 years; he proposed the night they met

Lt. Col. (U.S. ARMY, Ret.) Harry Richard Boring, 87, of New Florence, Pennsylvania, left this world on May 6, 2017. He had a peaceful passing at home, surrounded by his family.

Harry, born May 1, 1930, in Bolivar, was preceded in death by his grand-parents; parents, Simon Richard and Sarah Elizabeth (Wissinger); brother, Ira (Bing); sisters, Rita and Evelyn, and one great niece. He is survived by his younger brother, Simon "Scottie" Boring, and younger sister, Margaret "Peggy" Pyda.

He leaves behind his wife of 65 years, Elaine (Cruickshank), to whom he proposed on the night they met, and eloped with that same week.

Harry led an amazing and adventurous life serving our country and traveling the world. He retired from the U. S. Army in 1969, and shortly thereafter, founded the West Fairfield Auction Barn where he conducted a family-run auction business.

He spent many of his retirement years as a Paramedic, for which he received the distinguished Jefferson Award. Harry served in both the U.S. Marines and the U.S. Army (102nd Signal Battalion). He was a real "soldier's soldier." While in the Army,

he served three Tours of Duty in Saigon, Vietnam. Over the course of his military career he received many commendations and medals, and took great pride in serving his country. At the end of his career, he worked at the Pentagon.

Many of his missions are unknown and classified, otherwise they would be shared. Harry, Elaine, and their daughters lived in France, Germany, California, New Jersey, Washington and Virginia. They traveled the world, saw many amazing things, and shared many adventures. Those who knew him, admired and respected him. It seems that everyone who knew him has a story to tell about him, his humor, and his fighting spirit! Harry loved auctions, puttering around his auction barn, and spending time with his family. He was a humble man from humble beginnings who made a name for himself in the military and his neighborhood. He will be remembered for his generosity, quick wit, patriotism and love of family.

Harry is also survived by his oldest daughter, Donna (Jobe) and husband, Paul; daughter, Kathleen (Mack) and husband, Fred; and daughter, Barbara (Deyarmin) and husband Michael. Other survivors include many grandchildren and great-grandchildren. ❖

South Carolina Auctioneer was avid collector of classic cars

Mr. Leroy "Lee" Carr Shortt, age 74, passed away, Monday, April 24, 2017, at McLeod Hospice House in Florence, SC, after a brief illness.

He was born, Feb. 8, 1943, in Pittsylvania Co. He was a son of the late Roy Thomas and Bessie Carr Shortt.

He was a graduate of Renan High School in Renan. He also attended Danville Technical College. He was a Real Estate Broker and Auctioneer, and was the owner-operator of Shortt Auction & Realty Company and owner of Lee C. Shortt Self-Storage in Bennettsville, South Carolina.

Mr. Shortt was a member of the Certified Auctioneers Institute, National Auctioneers Association, South Carolina Auctioneers Association and North Carolina Auctioneers Association. He was a former member of the Bennettsville Rotary Club where he was a Paul Harris Fellow.

He was an avid collector of classic cars. He enjoyed bike riding and exercising.

He is survived by his three sons, Kennen Shortt (Ellen), Denny Shortt (Jacqueline), Damon Shortt (Dulce); brothers, Aaron Shortt (Ann), Randall Shortt (Lisa); and grandchildren, Katherine "Kate" Shortt, Lizzie Shortt, and Jackson Parker Shortt.

He was preceded in death by his parents. ❖

Auctioneer was mentor to many

Melvin A. Giller, 91, passed away Friday, May 12, 2017.

Mel was a member of the National Auctioneers Association for many years. He was an inspiration and a mentor to many of the Real Estate Auctioneers still operating today.

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Southeastern School of Auctioneering graduated six new Auctioneers as its May 2017 class. The new Auctioneers were from Georgia, North Carolina, and South Carolina. This year marks the 34th year for SSA, which will hold its next class Aug. 5th-12th.

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St. Jude patient Kenlie
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Kenneth Wilcox



I attended a CE course where Mrs. Combest was speaking. I decided after 40 years of doing it by myself, it was time to join the team.”

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Marc Huber



I joined the NAA to help me keep up with all the current topics and trends in the auction industry. I also want to be able to take advantage of all the cutting-edge classes that the NAA provides to help ensure I can grow our auction business."

Marc Huber
Greenfield, Ind.

IN THE RING

PAGE 39 *“If someone recorded me chanting and used it to promote a business without my permission, I’d be upset. Taking someone else’s photograph to promote your auction is the same thing, you shouldn’t do it.”*

Russ Hilke, CAI, AMM, GPPA

WaveBid

Minneapolis, Minnesota

PAGE 40 *“A lot of people call me ‘the negotiator.’ I can get the extra deal done when the money is on the line. I’m going to get the sold ticket in the office. That’s how I provide for my family.”*

David “Big Dave” Roberts

Roberts Auction & Sales

Lewisburg, Tennessee

PAGE 45 *“You only get one chance, one shot, because there are people lined up who want your job. It is a competitive business. You have to know what you’re doing. If not, you will get fired, moved out or looked over.”*

Angie Meier

Champion Auctioneers, Inc./Auction Squad, Inc.

Ennis, Texas

AROUND the BLOCK



- **Yoder & Frey has announced expansion plans** that include the recruitment of 14 new permanent United States territory managers over the coming months. The hires will help manage and grow the business that is operated from its heavy equipment auction sites in Ashland, Ohio; Kissimmee, Florida; Darlington, Pennsylvania; and Saugatuck, Michigan.

- Four area land owners in Daviess Co., Kentucky, recently purchased **158.53 acres of hill pasture at \$4,445 per acre**. In two other sales, acreage sold in a range of \$3,450-\$7,100. The latter figure came per a 22-acre tract that included a 1960s brick home with implement shed. The sales were managed by Kurtz Auction & Realty Company.

- **Assiter Associates owners Spanky, CAI, AARE, and Amy, CAI, Assiter** have announced the opening of Assiter Auto Auction. Local dealerships have been asking Spanky to open a dealer-to-dealer auction ever since Amarillo Auto Auction closed in 1996, according to Assiter.

MEMBERS' CORNER



The "Hassie Stiner Farm" was the home to General Carl Stiner, who served as Commander and Chief of the United States Special Operations Command and co-wrote "Shadow Warriors" with author Tom Clancy.

Recently, NAA members of Ayers Auction and Real Estate, a Marknet Alliance Member, of LaFollette, Tennessee, were tasked to auction the "Hassie Stiner Farm."

The Stiner family raised a four-star general, General Carl Wade Stiner, Colonel Tom Stiner, and Emory Stiner. Carl was Commander and Chief of The United States Special Operations Command and co-wrote Shadow Warriors with famed author Tom Clancy.

The absolute auction brought in a huge crowd, due to the locally forged friendships of the Stiner family. The beauty of the mountains edged the valley farm with the knowing that this was finally the one day that someone would acquire this fantastic property. The home and land sold to four different buyers who were "absolutely" thrilled to be a part of the local history.

At sale's end, the farm sold for \$506,000+.



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Coming up in August

We'll know who the 2017 IAC Champions are by next issue, and we'll have an extensive recap of the entire Conference and Show event from Columbus. Also, we'll get to know the newest NAA President – Scott H. Shuman.

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