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APRIL 2013

The official publication of the National Auctioneers Association



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**J.J. Dower**  
CAI, AARE, ATS, NAA President

National Auctioneers Association President J.J. Dower, CAI, AARE, ATS, became a member of the association in 1987. He earned his CAI designation in 1991 and was President of the Tennessee Auctioneers Association, in which he is a Hall of Fame member, in 2001-02. Dower, a partner in LaFollette, Tenn.-based Ayers Auction & Realty — a MarkNet Alliance member, also serves as CEO of MarkNet. His wife and business partner, Traci Ayers-Dower, CAI, AARE, and their two daughters, Addison Ayers-Dower and Alissa Dower, also are NAA members.

# Improve your auction business through continuing education

One of the opportunities I'm afforded as President is to spend the week at the Certified Auctioneers Institute in Bloomington, Ind. For those of you who have participated in this unique program, you know how much we all love coming back to the Indiana University campus. For many of us, it's where our auction industry jobs become careers.

It's been 22 years since I graduated from CAI, and it amazes me how things have changed. The IU Memorial Union is not much different, but I did notice that there are no more phones in the phone booths! In fact, when National Auctioneers Association CEO Hannes Combest, CAE, was sitting near some of the empty phone booths, she told me about this incident: a group of high school students who were on a tour found the phone booths to be "cute." Things have changed!

This year's CAI classes spent a lot of time talking about digital marketing, including social media, and how certain best practices in these areas can help improve auctions. When I attended CAI, social media was not even envisioned. Students talked about quick-response (QR) codes and personalized direct mail and systems that were not even on our horizon. John Boquist, a finance instructor who I had 22 years ago and who is still teaching at CAI, now is talking about the effects the Affordable Health Care Act will have on our businesses. That, obviously, did not exist during my time.

## Be flexible

What this shows me is how we all need to continue to look at our businesses, ensuring that we incorporate new ideas. The Council on Future Practices developed a term called "Opportunity Agility." In essence, what this concept says is that you need to develop a business model that will allow you to be flexible with

your assets. This is particularly important as we move forward in this fast-paced society.

I'm not talking about online versus live auctions. That is a debate that will continue to exist for a long time to come. The NAA is not telling you that all of your auctions need to be conducted online. This is a business decision you make for yourself. Regardless of whether your auctions are live, online or a hybrid model, it is critical that you keep up with current business practices. The world is changing, and it is important that you continue to learn best business practices.

## Invest in education

CAI is just one investment you can make for your business. The International Auctioneers Conference and Show is in July in Indianapolis. This will provide you another opportunity to learn about trends in the business from your peers as well as others outside the auction industry.

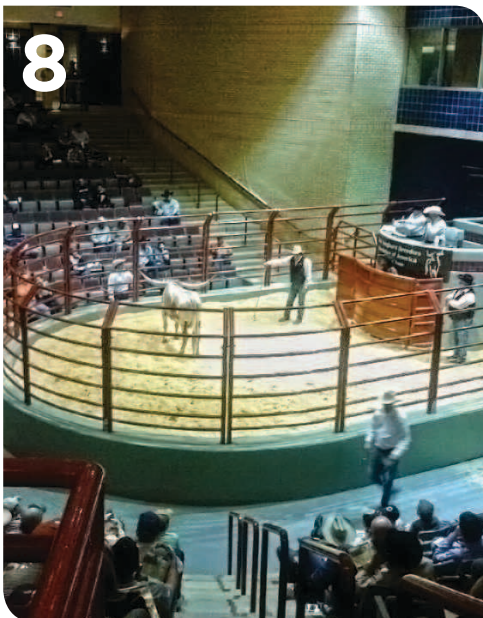
The NAA is committed to provide you current and relevant educational opportunities. We can offer a variety of opportunities, but it is up to you to take advantage of them.

I made my investment in CAI 22 years ago, and I've gone to every Conference and Show, with the exception of one or two. I believe in continuing education. It has helped me in my business and made me a better individual.

I missed many of you in Bloomington and hope I won't miss you in Indianapolis!

*JJ Dower*

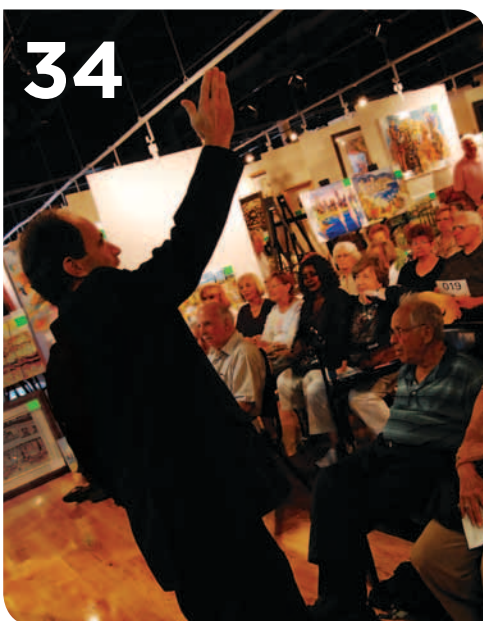
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28



34



# Auctioneer

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The official publication of the National Auctioneers Association

## NEWS & FEATURES

- 6 Board candidates**  
Nominating Committee endorses five members
- 8 Longhorn auctions**  
Hardy, docile cattle spur strong demand
- 10 C&S field trips**  
One tour takes attendees to Indy 500 Museum
- 24 New normal**  
State association leaders discuss industry challenges
- 32 NAF at 30**  
Foundation provides several options for giving back
- 34 Working the ring**  
Profession requires precise communication skills
- 36 Fake memorabilia**  
About half of autographed items could be forgeries

## MEMBER PROFILE

- 26 Ship to shore**  
Member has navigated successful auctions since '50s
- 28 Never too late**  
Auction career began 20 years after retirement
- 30 A wonderful life**  
Ad for auction school gave spark to member's career

## BUSINESS PRACTICES

- 14 SEO basics**  
Follow some simple steps for search-engine success
- 18 Prevent fraud**  
Consider eight precautions for Internet transactions
- 20 Auction cancellation**  
Provisions in contracts might protect reputations
- 22 Your best pitch**  
Want great results from promotions? Be specific

## NETWORKING

- 40 Success stories**
- 43 In memory**
- 44 State association news**
- 46 Industry spotlight**
- 48 Filler words**
- 52 Auctioneers Day forms**
- 54 Hall of Fame form**
- 56 New members**

## DEPARTMENTS

- 62 Membership application**
- 64 Education calendar**
- 65 Marketplace**

**On the cover:** Photo courtesy Baterbys Art Gallery, Orlando, Fla.

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# Nominating Committee endorses candidates for annual election

By NAA staff

**T**he National Auctioneers Association Nominating Committee has endorsed candidates for the 2013 Board of Directors election.

The Committee, formed in July as a result of revisions to the NAA Bylaws approved by the Board of Directors, endorses the following candidates:

- For the office of Vice President, Tom Saturley, CAI
- For the office of Treasurer, Chris Pracht, CAI, AARE, CES
- For Director positions, Mark Manley, CAI, AARE, CES, MPPA; Joseph Mast, CAI; and Scott Shuman, CAI

The Bylaws change, Article XII. 2, charges Nominating Committee members with these responsibilities:

- Work with the Board to identify the optimal Board matrix based on the strengths and needs of the Board (including the need for diversity as defined by the organization).
- Screen candidates' eligibility and assess qualifications for service.
- Recommend up to two nominations for each vacancy.

Committee Chairman, NAA Vice President Paul C. Behr, CAI, BAS, says the Committee worked with the 2012-2013



Behr

NAA Board of Directors to create a survey identifying the competencies needed for the 2013-2014 Board.

Candidates then completed the survey, which showed how their skills aligned with the requirements outlined by the Board. The Committee also reviewed the candidates' letters of intent and their résumés before conducting phone interviews with each person.

## Committee support

"We are pleased to have candidates who submitted applications that met the majority of the skills we need to have a strong Board of Directors," Behr says. "The candidates who have applied went through a rigorous process, and the Committee is confident that they all meet the required competencies."

As a result, Behr says the Nominating Committee was supportive of endorsing all candidates who applied.

In addition to Behr, Committee members are Past President Christie King, CAI, AARE, BAS; Chairman of the Education Institute Trustees Marc Geyer, CAI, AARE, BAS, CES; National Auctioneers Foundation Vice President Sandy Alderfer, CAI, MPPA, and state Auctioneer association representative Jason Miller, CAI, President of the Ohio Auctioneers Association.

The NAA's Bylaws note that the Committee "will consist of the Vice President, the Past President, the NAF Representative to the Board, the Chair of the Education Institute Trustees and a member leader from a state association."



Saturley



Pracht



Manley



Mast



Shuman

## Absentee ballots

Candidate profiles will be included in the May issue of *Auctioneer*.

The election will take place July 18 at the 2013 Annual Meeting in Indianapolis. Members who will not be able to participate in that meeting may request an absentee ballot from May 1-31 by sending an email to [2013election@auctioneers.org](mailto:2013election@auctioneers.org) or by postal mail to 2013 Election, 8880 Ballentine, Overland Park, KS, 66214.

Absentee ballots must be returned by postal mail and must be postmarked by July 1. An NAA member's name and membership number must be written on the outside of the envelope.

If an individual submits an absentee ballot and then determines they are able to attend the 2013 Annual Meeting, they may proceed to the ballot pick-up area July 18 and request their previously submitted ballot. Once that ballot is produced and destroyed, the member may then request a new ballot for voting in the onsite election. ❖

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# Hooked on LONGHORNS

## Hardy cattle bring strong prices

*NAA member breeds, sells the "docile" animals at auction*

By Sarah Bahari  
contributing writer

For years, tens of thousands of Texas Longhorn cattle roamed the state freely.

No one had set out to develop Longhorns. Instead, they evolved in North America from descendants of cattle brought to the Americas by the Spanish in the late 1400s.

Prized for their hardiness, Longhorns were eventually herded across the Great Plains on cattle drives before nearly becoming extinct.

Today, Longhorns have become a symbol of the Southwest U.S., and registered cattle with elite genes can fetch \$50,000 or more at livestock auctions.

"Longhorns are the original American beef cow," says Joel Lemley, CES, who owns Lemley Auction Services LLC in Blackwell, Texas. "These animals have a serious history and heritage. They are what the old American cattle drives are all about."

Drawn to the animals' physical presence and docile nature, Lemley began breeding Longhorn cattle 18 years ago on

his ranch in Blackwell, a small town in central Texas.

Breeders tout the Longhorns' resistance to disease and adaptability to a wide range of climates.

### Longhorn auctions

In 2004, the Texas Longhorn Breeders Association, of which Lemley was a member, recruited him to conduct Longhorn auctions. Since then, Lemley has sold hundreds of registered Longhorns across the country, from Texas and Oklahoma to Oregon and Colorado.

Lemley conducts roughly a dozen Longhorn auctions every year, including one at the Fort Worth Stock Show and Rodeo in Texas, which is known as the country's largest livestock show.

At this year's Premier Heifer and Select Cow Sale in January, the average price of a Longhorn was \$2,500, with the grand champion going for \$7,700.

Prices can go much higher. At a 2009 sale, Lemley sold a Longhorn for \$75,000, a personal record.

Most people purchase Longhorns to raise, breed and compete, Lemley says, but the lean beef is favored by health-conscious meat eaters.

### Value factor

Three factors contribute to the selling price: hide, horn and history, Lemley



**"The longer the horns, the bigger the price. People want animals that will stop traffic and attract attention."**

Joel Lemley, CES  
Lemley Auction Services LLC  
Blackwell, Texas





Joel Lemley, CES, of Lemley Auction Services LLC, Blackwell, Texas, began selling Texas Longhorn cattle at auction in 2004. He has been breeding them for almost 20 years. Submitted photos

says. But none rank higher than horns.

Due to breeding, horns have grown longer in recent decades. Years ago, a 50-inch horn was considered impressive. These days, horn length can approach 80 inches.

“The longer the horns, the bigger the price,” Lemley says. “People want animals that will stop traffic and attract attention.”

In addition to Longhorn cattle, Lemley specializes in business liquidation auctions and other livestock sales. The auctions share several similarities, he says.

“Selling Longhorns is like selling anything else,” he says. “You’ve got to have all your paperwork ready to go. You’ve got to have a solid marketing plan. You have to be prepared.”

### Drought damage

Still, some things are impossible to foresee. For instance, Lemley says, a devastating drought in the Southwest and Midwest has taken a toll on business.

Hefty feed prices forced many breeders and ranchers to cut back on the size of their herds, Lemley says. As a result, inventory has dwindled dramatically, particularly among commercial cattle, causing prices to skyrocket.

Registered cattle prices are driven by commercial prices, Lemley adds.

As a rancher, Lemley brings a thorough understanding of the industry to his auctions. In 2011, he lost 70 percent of his own ranch,

including registered and commercial herds, due to wildfires that ravaged Texas.

“You learn how to get through it,” Lemley says. “You reduce overhead and work with what you’ve got.”

Lemley says presiding over Longhorn auctions has allowed him to combine two passions.

“This work is an addiction,” he says. “It’s a great way to make a living. There’s nothing I would rather do.” ❖

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By Nancy Hull Rigdon  
*contributing writer*

**N**ational Auctioneers Association members and other attendees can break away from the JW Marriott in downtown Indianapolis during Conference and Show to learn more about auctions, government, automobile racing and appraising masterpieces.

Attendees have the opportunity to venture out July 17-18 for these field trips:

**Don't miss deadlines for Conference and Show 2013**

**April 25**  
 National Auctioneers Association and USA TODAY Marketing Competition

**May 29**  
 Conference registration  
*Rates increase after May 29*

Preconference education registration  
*Rates increase after May 29*

Hotel cutoff  
*To secure the NAA discounted rate, you must make your reservation by the deadline. Rates increase after May 29.*

International Auctioneer Championship (IAC)  
*Late entries are not allowed. Go to [www.conferenceandshow.com](http://www.conferenceandshow.com) for more information.*

**July 16**  
 International Junior Auctioneer Championship (IJAC)  
*Advance entries must be received by July 1 at the NAA headquarters office. Onsite entries must be received by 5 p.m. PDT at the NAA Registration Desk located in the JW Marriott hotel.*

*For additional Conference and Show information, go to [www.conferenceandshow.com](http://www.conferenceandshow.com).*



## Traveling Tour: Christy's Auction House

July 17, 11 a.m. to 1:30 p.m.

Each Wednesday, Christy's Auction House puts on a general consignment auction that attracts 1,400 people, spans four buildings and includes five auction teams. During the trip, attendees will learn the ins and outs of setup for the event.

"The greatest benefit for those on this tour will be seeing and learning about the general logistics of running an auction house on a weekly basis," says Jack Christy, CAI, BAS, CES, MPPA.

Christy owns Christy's of Indiana, Indianapolis, which includes the auction house. The business began 38 years ago and has been in its current location for 18 years.

Those on the tour will learn about aspects of the weekly auction, including how the auction house schedules various items. Many consigned items have assigned auction times.



## Walking Tour: Learn How to Work with Your State Representative

July 17, 1 p.m. to 4 p.m.

As a state senator, Dennis Kruse, CAI, of Kruse & Associates in Auburn, Ind., spends a good chunk of time in the Indiana State Capitol — just three blocks away from Conference and Show at the JW Marriott.

"It makes sense for me to combine my two backgrounds for a group interested in learning more about state and national government," Kruse says of the trip he'll lead at the Indiana State Capitol.

Kruse plans to give NAA members a tour of the building and

speaking with attendees on topics including how to effectively communicate with elected officials, how a legislative bill is created, how the bill becomes law, and how public policy affects Auctioneers and their businesses.

He also would like for the group to sit in on a legislative session.

"Hopefully people will leave with a better sense of the best way to work with their elected officials back home," Kruse says.

*continued »*



## Traveling Tour: Indy 500 Museum

July 18, 1 p.m. to 4 p.m.

Attendees also have the opportunity to see a facility touted as one of the most highly visible museums in the world devoted to automobiles and auto racing.

The trip to the Indianapolis Motor Speedway Hall of Fame will feature a tour of the warehouse in the building’s basement.

The behind-the-scenes tour will include a look at cars that are in the process of being restored, versus cars on display in the general portion of the museum.

Dick Whittington, CAI, MPPA, of Whittington Auction & Appraisal LLC in Wilkesboro, N.C., is organizing the trip. He is an expert vintage car appraiser and

has visited the museum several times in the past as a racing enthusiast. He says the trip will be enjoyable for auto appraisers and race fans alike.

“With a bunch of people with like interests going, there will be great camaraderie and a lot of fun,” Whittington says.



## Walking Tour: How to Appraise Museum Quality Art & Antiques

July 18, 1:30 p.m. to 4 p.m.

Jane Campbell-Chambliss, CAI, AARE, CES, MPPA, says she hopes to hone attendees’ eyes for fine arts during a trip to the Indianapolis Museum of Art.

Campbell-Chambliss, of Jane Campbell-Chambliss & Associates LLC in Annapolis, Md., has appraised more than 50 masterpieces in her 35 years appraising fine art, and she says it takes time to perfect the craft.

During the tour, she says she will stress the 14 points of connois-

seurship — aspects such as design, age, detail and condition — while also evaluating museum pieces during the tour.

“You have to look at every piece the same way,” Campbell-Chambliss says. “Remember that the devil is in the details.”

Her strategy isn’t only for Auctioneers appraising masterpieces.

“If I am doing a household appraisal, I’m still using that connoisseurship eye,” she says. ❖

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# 10 ways to IMPROVE SEO

How to increase traffic to your auction company's website



By NAA staff

If **SEO – search-engine optimization** – sounds scary, it shouldn't.

Sure, some steps may seem daunting, and others are certainly for the experts, but the basic rules of getting your auction website to **rank higher in search-engine results** aren't that overwhelming.

For example, **consistent navigation, good blog posts** and some **simple rules for properly naming the components** of a website will get you a long way.

While some parts of **search-engine optimization**

require basic knowledge of HTML, most of today's website-building programs provide **SEO-friendly fields or templates** to which you can add content that will be indexed by search engines.

Even if you don't manage your company's website – or for that matter have no idea what people are referring to when they mention **SEO** – it's good to have basic knowledge of the subject.

Whether you maintain a website yourself, outsource the work or have employees manage it in-house, get as much **search-engine traffic** as possible with these best practices:

## 1 Navigate your way to the top

Search engines are happy when websites are **designed to make things easier for their users**. So, it's important that visitors can easily find what they're looking for.

Start with making sure a **menu navigation bar**, similar to what's found at [www.auctioneers.org](http://www.auctioneers.org), is **consistent throughout** the pages of your website. For example, the National Auctioneers Association's homepage has the NAA logo in the top left, and seven tabs run across the top of the page.

No matter which of the tabs a user clicks, all content above the orange line at [www.auctioneers.org](http://www.auctioneers.org) stays consistent, and this **optimizes user experience**. Visitors who want to go back to the homepage can simply click the NAA logo at any time.

Another important thing to note is the **footer** of the NAA's website also stays the same no matter which page a user clicks on. This also should **remain consistent throughout**.

## 2

## Come up with quality content

Search engines pay a lot of attention to **websites with new and constantly updated content**. Your website will certainly have some static pages — contact forms, about us, services, etc. — but **engaging resources** for readers should come in the form of **new web pages or blog posts** with **stories, photos and video**.

Some **content ideas for an auction business** include the following:

- How to **buy at auction**
- How to **sell at auction**
- The top **myths about auctions**
- **Fun facts** about auctions or Auctioneers
- A list of the **highest prices** paid for auction items
- A list of **auction results** from recent sales
- A **history of your company** or a story about your career
- Blog posts about **current events** in the auction world

Try to add at least **one new piece of original content to your auction company’s website per week**.

## 3

## Use phrases for links

Throughout a website, auction companies have the opportunity to prompt their users to other pages, forms or articles that provide further information. It’s better for users and search engines if your **linked text is descriptive**, as it will help users make better decisions before clicking, as well as help **search engines understand** the content of the linked page.

For example, a company’s “about us” page might include the call to action, “Click here to check out our services section to learn how we can help you.” It’s better to embed a link to the services section in the phrase “[check out our services section](#)” than it is to embed the link in “[Click here.](#)”

## 4

## Pay attention to page titles

**Title tags** are some of the most **important elements** toward achieving **optimal SEO** for your website. The tags are displayed at the top of a website browser, such as Firefox or Internet Explorer.

For example, if you go to EdibleArrangements.com, at the top of the browser is “Edible Arrangements Fruit Baskets & Bouquets, Chocolate Strawberries.” If you conduct a Google search for “Edible Arrangements,” the **same description comes up in search results**.

So, for your auction company’s website, make sure your title tag doesn’t say something like “XYZ Auctions | Home.” Instead, **provide detailed title tags** that help search engines out, such as “XYZ Auctions, Auctioneer in Oklahoma – Auctions, Real Estate, Art Auctions, Estate Auctions.”

**Title tags are in HTML**, so they’re easy to change; however, **don’t replicate your title tags** across all pages of your website. Each page should have **unique tags**, such as this for a “services” page: “XYZ Auctions | Auctioneer in Oklahoma | Auctions | Real Estate | Services.”

## 5

## Make time for meta tags

Although recent reports say Google no longer pays attention to meta tags for keywords, it’s still a good idea to get **meta tag descriptions as accurate as possible**. Other search engines might still place weight on **keywords in meta tags**.

**Meta tags are summaries** of your website pages that use **easy-to-read, compelling language**.

For example, an auction company’s homepage meta tag might be the following:

**continued »**

“XYZ Auctions provides professional auction services for clients in the Kansas City Metro Area. Our auction professionals are highly educated in the auction business and have combined experience of more than 50 years. They specialize in estate auctions, livestock auctions, antiques and collectibles. XYZ’s Auctioneers are members of the National Auctioneers Association.”

Again, as with page titles, make sure every website page uses **unique meta tag summaries**.

## 6 Use your URLs wisely

**Search engines** are more likely to pay attention to **document pages** that have **easily understandable structures**. Make them relevant for **search engines and website visitors**.

It’s a pretty simple idea, but an auction company’s “about us” page is much more effective if it’s structured like this: [www.example.com/about-us.html](http://www.example.com/about-us.html). A page called [www.example.com/Page3.html](http://www.example.com/Page3.html) provides search engines and visitors little help.

Another thing to note is **dashes are more effective between the words** that describe pages. **Avoid capitalization, underscores, spaces or no spaces**. So [www.example.com/xyz-auction-history.html](http://www.example.com/xyz-auction-history.html) is best for SEO.

## 7 Provide hierarchy with headings

In HTML, **heading tags provide cues** to readers **regarding the importance** of what they’re reading. They come in six sizes: **<h1>**, **<h2>**, **<h3>**, **<h4>**, **<h5>** and **<h6>**.

Web browsers display **headings as larger text** on a website. So, going down a “services” page, an auction company might use these three headings (with body copy below each):

**<h1> Auction Services in Chicago </h1>**

...

**<h2> Ready to buy or sell? </h2>**

...

**<h3> Our terms and conditions </h3>**

...

This hierarchy makes the page **easier to follow** for the reader, and **search engines place importance** on the headings. The most **important keywords** should be in the **<h1> tags**, so **avoid using multiple uses** of the tags on single pages. Also, don’t use heading tags for body copy.

## 8 Describe images with alt tags

It’s important to **embed into the source code** of your **images** an **alt tag**, which offers a **brief description of the subject** of the photo. **Search engines** pick up on **alt tags** to determine what a web page is all about, and they sometimes will be **indexed in search results** for images.

In addition to providing content for **search engines**, **alt tags** help visitors understand what’s **inside image placeholders** when pages don’t display them properly. This is especially important when visitors come to a website using a **mobile device**.

**Avoid generic tags** like `DSC107.jpg`. Pictures on an auction company’s website might have alt tags such as “Auctioneer calls bids at estate sale.”



## 9 Get a Google Webmaster account

An easy way to **track the effectiveness** of your website and keep it **functioning properly** is to sign up for a **free Google Webmaster** account at [google.com/webmasters](http://google.com/webmasters).

More than a resource center, Google's tool **identifies website problems**, suggests **areas for improvement**, records **search inquiries that drive traffic** to your site and reveals **external web pages** that link to your site.

## 10 Increase inbound links

Probably one of the most important but difficult steps toward achieving **good SEO** is in getting **other websites to link** to your auction company's web pages.

**Search engines** will place more **trust in a site** that has **multiple inbound links** from other websites, as this alerts Google and other search engines to the **popularity of a site**.

**Building inbound links** takes a lot of time and effort. Start with **interesting content**, and then let consumers and other professionals know about the **resources available** at your website. Encourage them to **link to your content** from their websites and **social media platforms**. ❖

Sources: [Petsittingology.com/blog](http://Petsittingology.com/blog) and [kb.weebly.com/seo](http://kb.weebly.com/seo)

*For even better SEO, consider these additional tips:*

- **Create a Google map** that points people to the physical location of your business
- **Monitor visitors** with a statistical program such as Google Analytics
- **Use a social network**, such as Facebook, to bring traffic to your site
- **Place links** in your company's email newsletter to your website
- **Purchase pay-per-click advertising**
- **Include a sitemap**
- **Use custom 404 pages**

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## Fraud a significant challenge for online auctions

### 8 suggestions might help keep Auctioneers from being sued

#### Question:

I am interested in expanding my auction business on the Internet. But, I am concerned with the amount of fraud that takes place over the Internet. What are some ways that I can minimize potential fraud exposure if I decide to use the Internet to conduct auctions?

#### Answer:

To begin with, fraud is generally defined as an "intentional perversion of truth in order to induce another to part with something of value or to surrender a legal right" (Merriam-Webster's Collegiate Dictionary, 10th Ed., Springfield, Massachusetts 1999). In the context of Internet transactions, both the seller and the buyer can be victims of fraud. Being aware of various fraudulent schemes will allow Auctioneers to anticipate situations in which they must address potential fraud in Internet transactions.

Unfortunately, the anonymity of the Internet lends itself to potential fraud. People do not physically meet and see one another. The Internet Crime Complaint Center (IC3) serves as a vehicle to receive, develop and refer criminal complaints regarding the rapidly expanding arena of cybercrime. In 2011, IC3 received more than 314,000 complaints, a more than 3-percent increase over 2010. The adjusted dollar loss of complaints in 2011 was \$485.3 million, according to the 2011 Internet Crime Report. Auction fraud is fairly common and primarily consists of misrepresentation of a product advertised for sale through an Internet auction site or the non-delivery of products purchased through an Internet auction site.

#### Contract issues

Typically, Auctioneers have an opportunity to meet with sellers and personally inspect items

and property prior to entering into auction contracts with sellers. For Internet auctions, though, Auctioneers may not have the opportunity to meet the seller before entering the auction contract. The auction contract outlines the relationship between the seller and the Auctioneer. The auction contract may be amended to include specific provisions for Internet sales that are intended to protect Auctioneers. Any representation made by the Auctioneer may be construed by the buyer as deceitful if the item sold is not in the condition represented by the Auctioneer.

For example, assume an Auctioneer agrees to sell a 1970 Pontiac GTO on behalf of a seller on the Internet. The seller represents to the Auctioneer the GTO is "show quality." If the Auctioneer does not physically inspect the vehicle, he or she may rely on photographs or the seller's statements regarding the condition

of the vehicle. Photographs can easily be manipulated and the seller's statements can be dishonest and self-serving. Any statements the Auctioneer makes relying on the photographs and the seller's statements could be later construed as misrepresentations. Consequently, if the GTO is not in the condition represented on the Auctioneer's website, the buyer may sue the Auctioneer and seller under a theory of fraud.

### Take precautions

In this example, the Auctioneer can take some precautions:

- 1** The Auctioneer could have someone verify the actual existence and condition of the vehicle.
- 2** The Auctioneer could inspect the title to make sure the vehicle is owned by the seller.
- 3** The Auctioneer could modify the auction contract to reflect that the Auctioneer is relying on the representations, including any photographs, made by the seller about the condition of the GTO.
- 4** The auction contract could require the seller to warrant the actual condition of the vehicle.
- 5** As part of the bidder registration process, the Auctioneer should have a bidder registration agreement that includes a disclaimer as to the representations made by the Auctioneer or stating that any representations are made by the seller. The disclaimer could give notice to the bidders that all representations are being made by the seller and not verified by the Auctioneer.
- 6** The Auctioneer may want to include a general posting on his or her website, or as part of the terms and conditions of use, a statement that the representations, descriptions and photographs contained on the website are those of the seller, and the Auctioneer makes no representations or warranties with respect to the condition, value or performance of any of the items contained or sold on the website.
- 7** The Auctioneer could take possession and control of the vehicle.
- 8** The Auctioneer could verify payment and the identity of the buyer before delivering the title and vehicle to the buyer.

### Buyer fraud

As discussed above, a seller could be trying to commit fraud by seeking to sell property he or she does not actually have or by misrepresenting the condition or title of the items. Unfortunately, there are dishonest bidders as well. For example, these are individuals who bid on items without the intent to ever make payment or individuals who use fake identities. There are also crooks who will attempt to purchase property using another individual's name and credit card. If the Auctioneer is not careful, he or she

could be caught up in another individual's fraud and subsequently be involved in litigation or criminal investigations.

There are no easy answers to preventing all types of fraud. Regardless of the preventative actions taken by Auctioneers to avoid fraud claims, Auctioneers are in the middle of the sale between the buyer and seller. Aggrieved buyers or sellers may elect to file fraud claims with the court when they are unhappy with a sale. Consequently, Auctioneers should prepare documentation and adopt policies to reduce their risks for potential fraud allegations, but such suits cannot be entirely avoided.

### Contact IC3

Each state has its own standards and elements to prove fraud. In addition, for the sale of goods there may be applicable provisions of Article 2 of the Uniform Commercial Code. Auctioneers may be able to learn more about fraud in their jurisdiction by contacting IC3 or their state's attorney general office. To find out the elements of fraud and consider practices or policies to reduce the risk of fraud, Auctioneers are encouraged to contact an attorney licensed in their respective state. Auctioneers who conduct Internet auctions should be aware of the potential for fraud and take reasonable steps to guard against it. ❖

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

# The awful word

## Seller's decision can damage an Auctioneer's reputation

**C**ancellation — the prospect of it haunts Auctioneers like a specter. This is because when a seller cancels an auction, it is almost always a substantial problem for the Auctioneer. The deeper in the auction process it occurs, the bigger the blow and the worse the fallout. We are going to take a look at the cancellation issue and consider what Auctioneers can do to protect themselves against it.

The starting point for guarding against auction cancellation ought to be obvious, but many Auctioneers miss it. Security begins when an Auctioneer carefully screens her sellers and takes only those who are good candidates for selling at auction and committed to doing so. The last thing an Auctioneer needs is to contract with a marginal seller. These prospects are almost always trouble because they typically lack the strong motivation and decisiveness that are characteristic of good sellers. When an Auctioneer contracts with a marginal seller, she ratchets up the risk of encountering all sorts of problems, including cancellation.

Auctioneers hate it when sellers cancel scheduled auctions. They work hard to get auctions lined up and the only way they can realize the benefit for which they contracted is to conduct these events and, thereby, earn selling commissions. Nevertheless, Auctioneers must always remember that their role in the auction equation is that of an agent representing a principal — the seller. An agent works under the direction and control of the principal and to serve the principal's interests. It is not an agent's place, nor within an agent's authority, to make a principal do what a principal does not want to do. Consequently, it is folly for an Auctioneer to think she can force a seller to go through with an auction that the seller has decided against having.

### The damages

Over the years, I have addressed the cancellation issue in several ways in the contracts that I have

drafted for Auctioneer clients to use. One point that has remained consistent, though, is my advice that Auctioneers never try to coerce a seller into conducting an auction the seller wants to cancel. If the Auctioneer prevails, the auction would occur and the Auctioneer would make her selling commission. But what if the seller was dissatisfied for any reason? That unhappiness would blaze a path straight to a legal claim or regulatory complaint against the Auctioneer. Smart Auctioneers want no part of either.

Nevertheless, when a seller cancels an auction, the Auctioneer is damaged. Here is a brief list how:

- 1) If the auction has been advertised, some prospective bidders will become angry and that anger will always be directed at the "face" of the auction — the Auctioneer.
- 2) The Auctioneer will look silly to the public and peers alike for promoting an auction she cannot conduct.
- 3) The Auctioneer is left with a hole punched through her calendar, work schedule and expected cash flow.
- 4) The Auctioneer will have incurred expenses she cannot recoup.
- 5) The Auctioneer's expectation for earning a commission evaporates.

In addition, sellers are damaged by their own actions. Some downsides for sellers in cancelling an auction are:

- 1) After prospective bidders have directed their initial, angry blast at the Auctioneer, some will seek out the seller for the same treatment.
- 2) The seller will also look silly to the public, including friends and acquaintances, for scheduling and then stopping an auction before it was ever started (or shortly after it began).

- 3) The seller will have invested time and expenses that cannot be recouped.
- 4) The seller's goal for liquidating the property in exchange for receiving cash will be frustrated.

Auctioneers labor diligently on the auctions they prepare for market, and their compensation is almost always tied to a percentage of the sales revenue expected to be generated. This means an Auctioneer's fee is contingent upon being able to conduct the auction and make the sales contemplated by the contract made with the seller. If an Auctioneer is denied this right, there is no way she can realize the compensation for which she bargained. In such a case, the Auctioneer might have done a lot of work and then make zero for her efforts. This is why Auctioneers have an important stake in seeing sellers perform auction contracts and not cancel sales.

Over the years, my view of the cancellation issue has evolved. I now take a three-pronged approach to the problem. Here is my advice for Auctioneers.

### Three-pronged approach

First, Auctioneers should include a specific provision in their auction contracts that the seller will not cancel the event. I do not suggest language that emphatically states a seller cannot cancel.

"Seller cannot cancel the auction for any reason," would be a term I would not use. Instead, I prefer a like term, but without the edge of absolutism. This is to avoid having an unhappy seller turn on an Auctioneer and claim, "She made me do it!" I prefer to use a term like this: "Seller agrees not to postpone or cancel the auction, or withdraw any portion of the property consigned."

Second, it is one thing to have a seller agree to a point in a contract. It is quite another to have the seller fully perform the agreement. An Auctioneer will have a much better chance of gaining the performance she wants from a seller if she takes the time and makes the effort to explain why a contract term is important. An agreement by a seller not to cancel an auction is very important to the Auctioneer. The Auctioneer ought to clearly state the reasons that cancellation would damage both parties (see above). Hopefully, this explanation will educate the seller and reduce the risk that the seller might breach the contract. If the seller balks at making such an agreement, the Auctioneer has flushed out a problem early and is in a position to avoid the costs and problems that an indecisive seller could later cause.

Third, this brings us to the inevitable question which goes to the last prong of my advice: What else can an Auctioneer do to protect herself when a seller cancels an auction, despite having agreed not to do so? We will resume with that point next month. ❖



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By Carl Carter, APR

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

## Go with your best pitch

**T**here must be a thousand reasons I love baseball, but one would be enough: The drama of the showdown when one swing can change the outcome of the game. The moment when the pitcher serves up his very best and says, “Here it is. If you can hit it, you deserve to win.”

Nobody faced those moments better than Rollie Fingers. I first saw him at Birmingham's Rickwood Field when he was pitching at the Double-A level. He didn't do anything fancy. In fact, he built his Hall of Fame career on one pitch — a sinking fastball. And when the game was tied, with a 3-2 count on the batter in the bottom of the ninth, everybody knew what was coming.

Most of us are tempted to outsmart ourselves. We get cute and try to come up with a new, fresh message for every occasion. We tell ourselves we have to because our old pitch gets tired, and people have heard it before. Maybe we're after an especially big deal or a sales proposal to a seller who has already seen our mainstay. We tell ourselves we have to mix it up.

### Your best pitch

But constantly switching pitches is a loser's game. You need a good one, to be sure. If yours isn't working, then by all means you need to try something else. But once you have a pitch that's working for you, don't be afraid to go with it.

But what is that elusive best pitch? To find it, we all have to do just what Fingers did — practice, experiment and see what works. To present a winning pitch, include these elements:

**Be specific.** My favorite “acid test” for a message is to apply it to a totally different context and see if it still makes sense. If it does, it probably doesn't say anything meaningful about you or your auction.

I know of one company (outside the auction industry) that insists on this tagline: “A New Attitude.” They've had that same new attitude for about 10 year now, and it never was clear what was wrong with the old one. Or, for that matter, what it has to do with their business. You could slap those words on any business, from the local shoe store to a major bank, and it would apply equally well. So, by definition it says — well, pretty much nothing.

The more specific you can get, the better your message is. It's nice if you're selling a house with lovely flooring. But if you tell me it's two-inch-thick heart-of-pine, I'm a lot more interested. You get great results, eh? Don't we all, but how great? What percent of your reserves get sold? What percent of your sales actually close?

**Suit your business needs.** One question nearly all of us face is whether to promote the auction process generally or to promote our own services. Since, as noted above, I default to the most specific message possible, I would usually favor promoting your own service.

There may be a time to pitch the process, especially if it's still in the early stages of acceptance in a particular market. But even if that pitch succeeds, you still haven't given the person a reason to do business with you rather than your competitor. Always make sure your “pitch” is one that leads to a sale.

**Communicate on first glance.** Some years ago, I had a client that was preparing to roll out a new cellular network. Its slogan was going to be “A paradigm shift.” A full campaign had been mapped out, complete with fancy logos and advertisements. Finally, somebody got up the nerve to ask what it meant.

As it turned out, the slogan referred to the fact that the new cell network used a different technical protocol than the one that was used

“ If your pitch is specific and suited to your business needs, and if it communicates on first glance, chances are it'll work for you.”



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by the competitor. The problem is that among prospective customers, nobody knew or cared about the technology. They just wanted a wireless phone that worked — at a price they could afford.

Saner heads prevailed, and the marketing materials were junked. They started over, beginning with some sound marketing research, and they developed a pitch that folks could actually understand. The new network (a few mergers later) became a huge success.

Rollie Fingers' sinking fastball worked because it suited his needs. If your pitch is specific and suited to your business needs, and if it communicates on first glance, chances are it'll work for you. Find out your best pitch. Practice it. Then don't be afraid to use it when the game is on the line. ❖

# NEW normal

## State association leaders discuss challenges in the auction business

By Bryan Scribner  
editor

**A** struggling economy and constantly changing technology present state Auctioneer association leaders with a “new normal” to which they must adapt, says Lyne Tumlinson, CAE, of Career Lift LLC, Lawrence, Kan.

After all, she says, businesses and associations don’t have the option of moving backwards.

Tumlinson was a presenter at the National Auctioneers Association’s State Leadership Conference on March 4, during which she talked about leadership and change in her presentation, “Managing Change in Your Association.”

She told attendees the economy and technology have changed how auction professionals do everything — at work and at home — and oftentimes, this means doing more with less.

“Technology was supposed to make things easier for us,” she joked during her morning presentation. “Has anybody found that to be the case?”

Tumlinson told attendees to constantly find new ways to learn and more quickly adapt to change. She led a discussion focusing on challenges state association leaders are facing in their organizations and auction businesses.

Attendees shared these challenges:

**1. Association relevancy** – State association leaders are finding it difficult to provide value to all auction businesses, as several have myriad specialties.

**2. Continuing education** – Auctioneers now can get business training and continuing education credits via the Internet, which affects convention attendance and member participation.

**3. Membership decreases** – Fewer professionals belong to associations because they are not renewing their auction li-

censes or they are getting out of the auction business.

**4. Internet bidding** – Buyers are purchasing items online even if they’re within a short driving distance from live auctions. Auction professionals, though, must adapt to these buying habits in order to get top dollar for their sellers. At the same time, some online auctions might be leaving money on the table that live auctions would otherwise generate.

Tumlinson went on to say that another change, the popularity of social networking, is taking away from beneficial face-to-face interactions that associations have traditionally provided. Gatherings and meetings are increasingly occurring via video conference calls, further posing a challenge to the services associations provide.

### Auction advocacy

On March 5, day No. 2 of the conference, Dave Webb, BAS, GPPA, of Webb & Associates, Stilwell, Kan., presented “Legislative Advocacy at the State Level.”

It’s important for auction professionals to be advocates for the industry, and therefore on the state level, he provided association leaders with these suggestions:

- Conduct benefit auctions, involving legislators, for causes such as the Special Olympics.
- Invite local political leaders to auctions with offers to introduce them to community members.
- Play host to community receptions for lawmakers.
- Try to help local politicians win elections.
- Contact civic organizations, such as the Lions Club, to ask about speaking opportunities at their events. Promote the benefits of auctions at these events.

“Regardless of what you do, I want you to be an advocate for this business, for this industry, for your state association and for your national association,” Webb concluded.

The conference had 49 attendees representing 24 states. ❖





NAA CEO Hannes Combest, CAE, answers questions from attendees during her presentation on leadership at the State Leadership Conference on March 4.



Past President of the Wisconsin Auctioneers Association, David Koning (right, in red), discusses leadership during a teambuilding exercise at the annual State Leadership Conference in Kansas City, Mo. Photos by Bryan Scribner



Kansas Auctioneers Association President Richard Garvin, CAI, ATS, CES, GPPA, leads a group discussion on team building during the State Leadership Conference on March 4.



Dave Webb, BAS, GPPA, of Webb & Associates, Stilwell, Kan., presents "Legislative Advocacy at the State Level" on March 5 during the NAA's annual State Leadership Conference.



Lynne Tumlinson, CAE, of Career Lift LLC, Lawrence, Kan., presents a teambuilding exercise during the NAA's State Leadership Conference on March 4.

# Let's have AN AUCTION!

At 81, former NAA President continues success streak that started when he was in the Navy

By Sarah Bahari  
*contributing writer*

It was 1952, and Harvey Lambright was 19 years old.

Months earlier, he had departed on a U.S. Naval destroyer making its way across the world. To combat boredom, sailors took turns providing entertainment. One would sing. Another would play the guitar. One put on a magic show.

Finally, as the ship neared France, it was Harvey's turn. What did he want to do?

Let's have an auction, he answered.

Years earlier, Lambright had driven cattle for Auctioneers in rural Indiana. Once, when he was just 16, the man who would later become his father-in-law even asked him to jump on the auction block and sell a few calves.

So that day on the ship during the Korean War, Lambright gathered odds and ends, shirts and shoes left in the ship locker room, packs of cigarettes and some slow-moving items from the ship store. The auction was a hit.

"My shipmates loved it so much, we started having monthly auctions," Lambright says. "It was a way to pass time."

## From ship to shore

For Lambright, now 81, those ship auctions launched a career that has spanned six decades and included thousands of auctions.

Upon returning home to LaGrange, Ind., after his stint

in the Navy, Lambright attended the Reppert School of Auctioneering in Decatur, Ind., in 1955, and began working with Winford Lewis, his future father-in-law.

The two eventually formed Lewis and Lambright Inc. in LaGrange, specializing in real estate and estate auctions. Lewis died in 1977, and Lambright continued to run the business with his family.

His wife, Patricia Lambright, is Vice President and co-owner. Their youngest daughter, Dodie Hart, is an Auctioneer and member of the National Auctioneers Association. Their oldest daughter, Debra, is an appraiser, and their middle daughter, Denise, runs the company's real estate division.

Lambright still conducts 50 to 60 auctions a year.

## Recent success

In March, he sold a 20-acre Indiana farm for \$15,000 an acre.



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Lewis & Lambright Inc., LaGrange, Ind., sold a vintage 31-caliber long gun for \$29,500 at an estate auction in September. Submitted art

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In September, Lambright sold a vintage 31-caliber long gun for \$29,500 at an estate auction that drew about 300 people. The seller said she thought her husband had paid \$10,000 for the gun years earlier.

“I was very much surprised,” says Lambright, CAI, AARE, CES, MPPA. “We started getting calls from all over the country about the gun. People were very interested.”

For the past 51 years, Lambright has worked every Wednesday at Shipshewana Antique Auction, which draws hundreds of buyers and sellers hunting for antiques, collectibles and

“MY SHIPMATES LOVED IT SO MUCH, WE STARTED HAVING MONTHLY AUCTIONS.”

**Harvey Lambright, CAI, AARE, CES, MPPA**

*Lewis & Lambright Inc.  
 Lagrange, Ind.*

household items.

Kevin Lambright, who owns the Shipshewana Flea Market and Auction with his brother, Keith, has worked with Lambright for several decades. The two are distantly related.

“They don’t come any better than Harvey. He’s a rare commodity,” Kevin Lambright says.

“He’s consistent. He’s always presentable, never gaudy or flashy. He gives everyone a fair deal. He’s a prince of a guy. In all the time we’ve worked together, I have never heard a single negative word or complaint about Harvey.”

### Auction challenges

Lambright, a longtime member and former President of the NAA, says he was instrumental in launching the Certified Auctioneers Institute.

After attending the Graduate Realtor Institute, he suggested to some colleagues that the auctioneering profession needed a similar professional development program. After he lobbied the NAA for its approval, Lambright says he enrolled in one of the first CAI classes.

In recent years, Lambright says, staying on top of changes in event marketing and technology has been among the biggest challenges for his auction business.

Eventually, he says, he predicts his microphone at auctions like Shipshewana will be outfitted with a chip that records and communicates information directly to a computer.

“That might be a ways off, but it’s coming,” he says.

When it does, Lambright might still be working. At 81 years old, he refuses to slow down.

“People always ask me when I’m going to retire,” Lambright says. “I tell them when I find something I like better than what I’m doing now.” ❖

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Doyle Whiting and his wife, Barbara Hobson-Whiting, conduct a monthly auction at Cedar Creek, Texas-based Whiting Auctioneer Services. Whiting started his business years after retiring from his career as an aerospace engineer. Submitted photos

# NEVER TOO LATE

## More than 20 years after his retirement, NAA member decided it was time for a new career

By Nancy Hull Rigdon  
*contributing writer*

**D**oyle Whiting had been retired from his aerospace engineer career for 22 years and was seven months shy of his 80th birthday when he made a move.

“I said, ‘Barbara, I would like to be an Auctioneer,’” Whiting says, referring to his wife, Barbara Hobson-Whiting.

One month later, which was June 2011, he attended the Texas Auction Academy. His class was memorable, as he says he was the academy’s oldest student ever.

Whiting received his auctioneering license in July 2011, bought a site close to home in Cedar Creek, Texas, and with the help of

several family members, built an auction house. In July 2012, the family played host to the first of what have become monthly Sunday afternoon Whiting Auctioneer Services consignment sales.

### Second career

“I love this. It is a lot of fun. I meet so many great people.” Whiting says. “This is everything I had hoped it would be.”

Whiting’s late-in-life entry into the profession has taken other Auctioneers by surprise, and his success has impressed them, he says.

Si Harbottle, CAI, stumbled upon Whiting’s auction house while driving back from an auction in San Antonio. Harbottle owns AmeriTex Auctions in Bryan, Texas,

serves on the Texas Auctioneers Association’s Board of Directors and makes a point to introduce himself to new Auctioneers in the state.

“When he told me his story and how old he was, I was amazed,” Harbottle says. “He was a super nice guy. And he has a beautiful auction place. He did it right.”

Harbottle says he got a kick out of how Whiting described his style. The Jimmy Stewart Auctioneer, as Whiting says — a reference to the movie star known for his soft voice.

### A slower chant

Whiting becomes short of breath if he chants fast. Besides, his frustration with fast chants influenced him to become

an Auctioneer.

“You didn’t know what the bids were or what they were asking for,” Whiting says of the days when he attended auctions as an antiques collector.

His job as an engineer and researcher for Lockheed Martin landed him in England for two years. There, he discovered the Auctioneer style he now seeks to emulate.

“So many people at my auctions, especially women, tell me they appreciate the fact that they know exactly what the bid is and what I am asking,” Whiting says.

His wife also influenced the birth of his second career. The two married 15 years ago after meeting in church. Hobson-Whiting traveled often for her job in pharmaceutical research and was looking to make a job change when Whiting had the idea for the couple to launch an auction house.

Hobson-Whiting serves as associate Auctioneer and plans to attend auction school.

Whiting envisions passing the business on to her.

Thanks to the couple’s siblings, children, grandchildren and friends, about 10 people help run the auctions.

### Keeps getting better

The auctions include tools, furniture, artwork, collectibles and antiques — all items Whiting calls “good, middle-class stuff.” The sales have grown to include close to 400 lots, 60 bidders and solid competitive bidding.

Word-of-mouth has become the auction’s most successful marketing tool, Whiting says, and April marks the first time they’ll hold two auctions in one month.

There are no other auctions near the small town of Cedar Creek.

“I love to mingle and talk to people, and people are always saying they are so happy we put in an auction in the Cedar Creek area,” Whiting says.



Fun is a high priority at the auctions, as evidenced by “Have Fun!” stickers Hobson-Whiting stuck throughout the auction house.

Whiting has a personal goal for his hobby-turned-career.

“I met an Auctioneer who was 91, and I decided that I if I can still be an active Auctioneer when I am 91, I’ll have done pretty well,” he says. ❖

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# A wonderful life



James Cecil, of James Cecil Auctioneers, Hobbs, N.M., enjoys the opportunity to help others and include his family in the auction business. On Page 31, Cecil sits in a golf cart Julia Roberts once drove. Photos by Kimberly Ryan, *Hobbs News-Sun*, Hobbs, N.M.

## Auction business has brought happiness, opportunity to help others

By **Nancy Hull Rigdon**  
contributing writer

**J**ames Cecil entered the auction business on a whim.

While recovering from an injury he suffered on the job for a chemical company, a friend brought him a horse magazine.

“The magazine had an ad for Auctioneer school. I didn’t even know there were Auctioneer schools, but I decided I was going,” says Cecil, of James Cecil Auctioneers in Hobbs, N.M.

In the 50 years that have followed, Cecil has built a successful auction business — one that’s brought happiness to him and his family and benefited the auction business and his community along the way.

He says his accomplishments the past five decades were due in large part to hard work.

“This is a hard business, and you have to work hard. It’s more than having a good chant. More than being smart. I don’t even consider myself very smart about anything,” Cecil, 81, says with a chuckle.

“You have to study — study the items you’re selling, study the best way to advertise. And you have to have common sense, catch some breaks and have a little bit of luck.”

Cecil was born on a farm in Sudan, Texas, and then moved to New Mexico, where his parents ran a laundry business. He remembers attending auctions with his folks while his older brothers were serving

in World War II.

He decided to enter auctioneering and attend auction school at 30 years old.

### **Bread and butter**

One of his first auctions led to the bread and butter of his career. In 1963, the Woolworth retail store in his hometown of Hobbs closed. Cecil asked to auction the store fixtures and was turned down. So he bought the fixtures for \$3,500 and sold them at his own auction for \$12,000.

Woolworth then struck a deal with Cecil in which Cecil auctioned fixtures from closed stores nationwide and split the proceeds with the company. Cecil went on to sell Woolworth store fixtures in 35 states in a 30-year span.

A highlight of Cecil's career came in 1969 when he auctioned the Faust brewery in St. Louis. The brewery was not interested in going to auction, so Cecil waited for the price to go down and teamed up with two other investors.

"We bought it and sold it in auction, and it did extremely well," Cecil says. "Very few Auctioneers have the opportunity to sell a brewery."

In Hobbs, Cecil has sold a range of items, including livestock and furniture, and he is known for benefit auctions, for which he never charges a fee.

### Helping others

Cecil doesn't hesitate to help others in the auction industry, says Jim Glines, an Auctioneer in Santa Maria, Calif.

"He's always helped the younger guys," Glines says.

Glines points out that Cecil has supported the auction industry in such ways as speaking at the California State Auctioneers Association annual convention and conducting the annual New Mexico State Police auction for more than 30 years.

"James is known for his integrity and his honesty," Glines says. "And he's a lot of fun."

Cecil's career has included some star-studded moments. He owns a golf cart Julia Roberts drove on a movie set, and Cecil says he and President Ronald Reagan were horseback-riding buddies.

Cecil's business has been a family affair. His son and one of his brothers have been heavily involved in the business.

"The auction business has been wonderful to me and my family," Cecil says. "It has been a really wonderful life." ❖





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# NAF at 30

## Foundation exceeds fundraising goal, focuses on education

*Incoming President says he will lead organization with consistency, cohesiveness*

By Nancy Hull Rigdon  
contributing writer

The National Auctioneers Foundation's next President views the organization's 30th birthday as a time to celebrate growth.

"For so long, the NAF was the place where retired Auctioneers would hang out," says Sandy Alderfer, CAI, MPPA, who has served on the foundation's Board of Trustees for six years and will succeed Randy Ruhter as NAF President in July. "We have made tremendous strides in recent years. We are now a cohesive and vital part of the auction industry."

Within the past year, the NAF clarified its purpose with the addition of a vision statement that reads, "The National Auctioneers Foundation will be a permanent source of funding to support the National Auctioneers Association and/or the auction method of marketing."

Of the vision, Alderfer says, "We want to make it clear that we exist to raise funds for the NAA's education program and the auction industry."

Also within the past year, the NAF backed that vision by establishing an endowment. The endowment will ensure ongoing financial support for the NAA. Prior to the endowment, the NAF leaned heavily on fundraising for specific projects.

The fund priority is an annual grant to the NAA to support innovative educational offerings, including online courses and vibrant speakers for several association events.

The NAF has contributed significant gifts to the NAA and is in a position to continue the trend.

"We have given over \$1 million in six years and have over \$1 million in assets now," says Alderfer, who serves as Chief Executive Officer for Sanford Alderfer Auction & Appraisal in Hatfield, Pa.

### Five ways to give

Moving forward, the NAF seeks to strengthen the giving spirit.

"We are going to be more visible to help Auctioneers understand this is their way of giving back to the profession," Alderfer says.

The NAF stresses five ways to give.

The annual online auction has proved beneficial. This year's auction raised about \$80,000, which surpassed the goal by \$30,000.

The dues renewal program will continue.

An initiative known as the 12-by-12 program asks NAA members — all of which are auto-



National Auctioneers Foundation President Sandy Alderfer, CAI, MPPA.  
Submitted photo

ALDERFER'S



matically NAF members — to donate \$12 every month of the year.

In addition, there is an annual fundraising effort at Conference and Show.

The NAF is in the process of firming up a planned giving program that should make it easy for individuals to leave the NAF in their wills or insurance policies.

“This will be for the people that want to know they can give forever,” Alderfer says.

The NAF stresses that gifts made to the foundation are tax deductible, as the NAF is a 501(c)(3) nonprofit organization.

### Consistent leadership

Alderfer credits the work of the NAA and the NAF leadership team with laying the groundwork for what promises to be a successful one-year term as President. The relationship between the two organizations has strengthened in recent years, he adds.

“I’m not going to come in as President and turn the NAF into something it wasn’t last year and won’t be the year after I’m done,” Alderfer says. “Consistency is key. You need to be able to have that cohesiveness.”

The NAF, he says, will continue to evolve as the auction industry changes. That doesn’t mean the NAF’s reason for existing will change, he says.

“We need to continue to be here for people to give back to the industry,” Alderfer says.

That purpose, Alderfer says, will keep the NAF relevant.

“We have to stay relevant because if you’re not relevant, you’re going to die,” he says.

After more than 30 years as an NAA member and 40 years in the auction industry, Alderfer considers serving as foundation President an honor.

“I believe in the foundation. I believe in the NAA. They’ve been good to multiple generations of my family,” he says. “This is a good cause, and that’s why I’m putting in my time.” ❖

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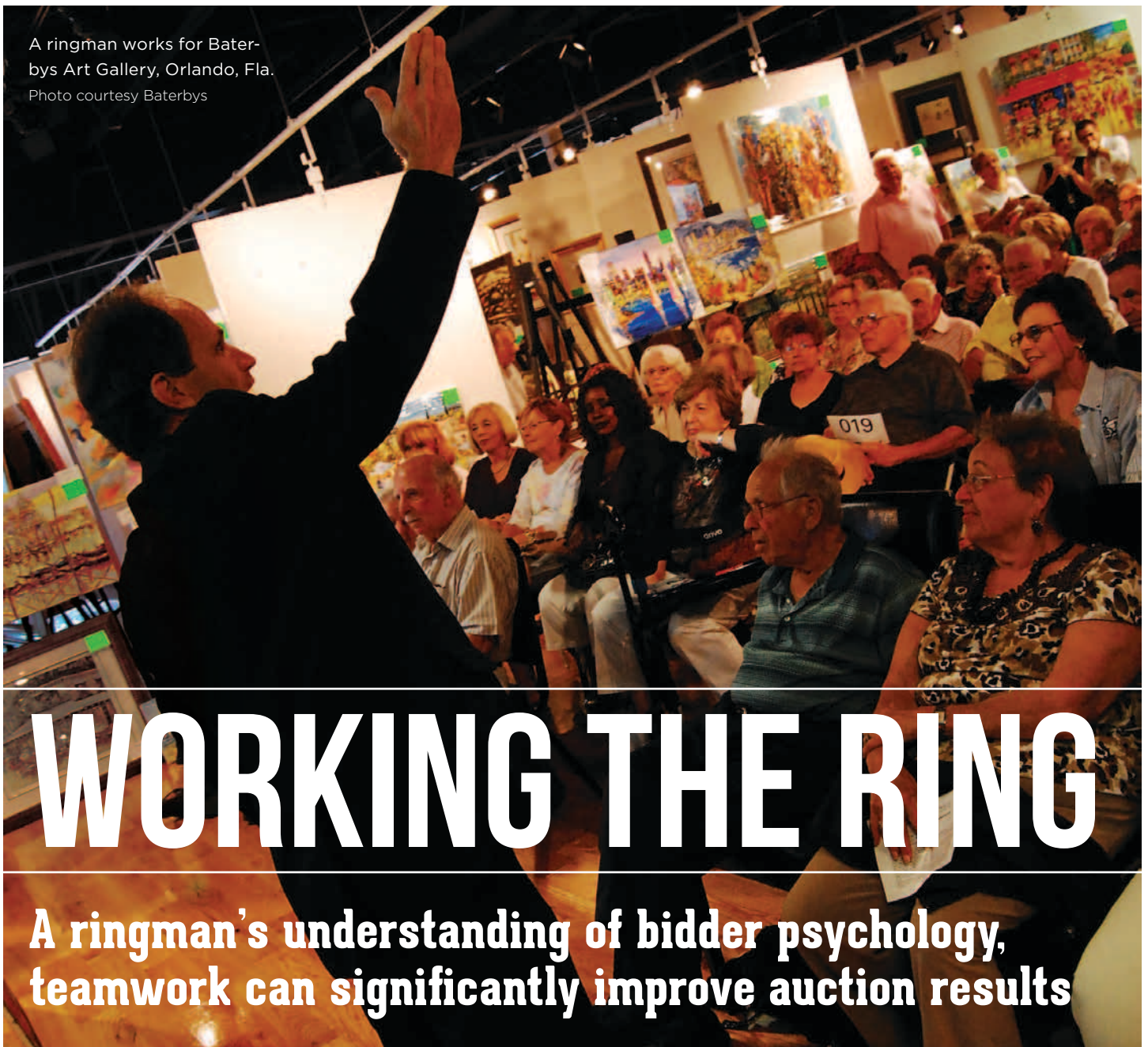
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A ringman works for Baterbys Art Gallery, Orlando, Fla.  
Photo courtesy Baterbys



# WORKING THE RING

**A ringman's understanding of bidder psychology, teamwork can significantly improve auction results**

*Profession might be good place for younger generations to get their start*

**By Grant DeGarmo**  
staff writer

**E**xcitement and energy at an auction not only comes from an Auctioneer's fast-paced bid calling and management of a crowd, but also

from the rapid movement, subtle communications and bidder encouragement that comes from professional ringmen.

Professional ringmen help bring in more money at auction, say National Auctioneers Association members.

"Having professional ringmen in a benefit auction will pay for themselves tenfold," says Jeff Maynard, BAS, President and Chief Executive Officer of Maynard & Associates, Tempe, Ariz.

Angie Meier, of Champion Auctioneers Inc., Ennis, Texas, agrees that a professional ringman can significantly increase

auction sales.

## **Pro skills**

Being a professional ringman, or bidder assistant, requires skills that are crafted through years of experience with auctions, NAA members say.

"Ringmen need to understand exactly where the bid is, where the bid needs to go, what the audience is, who has the money in the room and be able to know an individual bidder — whether they will be bidding again or not," says Letitia Frye, CAI, BAS, PRI, of Letitia Frye Auctions, Scottsdale, Ariz.



Basic skills that set the most talented ringmen apart from the rest are “posture, professionalism and a clear diction of voice,” she says, referring to principles she learned as a student of the Professional Ringmen’s Institute.

At auction, ringmen might use different terms to confirm bids. Every Auctioneer/ringman team has its own style, molded by the individuals’ personalities.

“I have found that the word ‘yes’ is much more powerful for benefit auctions than the different ‘yep’ or ‘yea’ chants,” says Kathy Kingston, CAI, BAS, of Kingston Auction Co., Hampton, N.H.

## Evolving profession

The role of the professional ringman at auctions has been gradually changing.

Not only must a ringman use skills acquired through auction experience, he or she must learn a set of skills necessary to read people through body language, members say.

“The ringmen help develop that synergy and together we can really bring that room to life,” Maynard says, referring to the relationship he has with ringmen while working as an Auctioneer.

Learning about a person based on his or her facial expression can be challenging.



Jeff Cates, CAI, AARE, CES (left), serves as Auctioneer during an estate auction in Independence, Mo., in late March. Cates’ ringman (right) helps sell a lawnmower for Cates Auction & Realty Co. Inc., North Kansas City, Mo., in the photo above. Photos by Nathan Brunzie

“There is a lot more of a psychology and a strategy involved,” Frye says.

## Teamwork

Frye says most movements by a ringman have meaning known only by the Auctioneer and other bidder assistants. These actions can be as subtle as adjusting a necktie or brushing hair.

“Ringmen are watching the movement in the room and giving a vocal or a visual

response to the Auctioneer,” Frye says. “There is a constant communication. The Auctioneer is never alone in the room.”

Ringmen and Auctioneers work together to control the room, she says.

“Your team must really understand you. It is like having a great dance partner. When I move left, they move right,” Frye says.

**continued »**



Richard Hart, CAI, BAS, GPPA (right), serves as Auctioneer with the help of a ringman. Photo courtesy Baterbys Art Gallery, Orlando, Fla.

## QUESTION AND ANSWER

*Phillip Pierceall, BAS, PRI, of Swing City Auction Co., McKinney, Texas*



Pierceall

### 1) Why are professional ringmen so important?

"Ringmen are important because the crowd is usually too big to be covered by just the Auctioneer. The ringman is free to move around, talk to people, give more of a personal touch to the auction. Whereas the Auctioneer is usually stuck in one spot, the ringman is an extension of the Auctioneer. A good, effective ringman is worth his weight in gold."

### 2) What are some best practices you recommend for effective ringwork?

"Communication before, during and after the auction with the auction team and the Auctioneer; communication with the bidders before, during and after the auction; stretching, drinking a lot of water and sleep."

### 3) What does the future hold for professional ringmen?

"The ringman has to have a good grasp of product knowledge because they are in the crowd getting asked most of the questions. I also believe that to stay successful you always have to improve yourself through educational opportunities. The NAA and PRI are a great place to start."

Ringmen have different ways of communicating with Auctioneers. Each Auctioneer and ringman crafts his or her own form of communication with one another, Meier says.

"When you work with an Auctioneer so much, you can have a conversation with them through their chant," Meier says.

Ringmen might have personal influence on bidders. They can touch bidders on their shoulders and encourage them to bid again.

Maynard adds, though, that the winning bidder is not the only person of importance. Those who they bid against are just as important, as they are the ones who often drive prices higher.

A handshake and a smile when the bidding ends shows losing bidders they are appreciated, Maynard says.

The ringman plays an important role in benefit auctions, he says. The personal contact is impor-

tant because benefit auction bidders might be less familiar with auctions than bidders who attend other asset-specific sales.

"They infuse some excitement into the event. Ringmen are extremely beneficial to the Auctioneer, the nonprofit and the audience," Maynard says.

## Future

There might be a good opportunity for younger generations to get into the auction industry and learn its inner workings through being ringmen.

The profession provides Auctioneers a chance to mentor younger generations in order to allow them to have an opportunity to make a good living in an industry they should be proud of, Frye says.

"It is a very honorable profession and an aspect that often goes overlooked. What ringmen truly do add to the bottom line is unbelievable," Frye says. ❖



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# Counterfeit memorabilia might dilute auction market

Forged signatures could comprise more than \$100 million of the annual market for autographs



By **Grant DeGarmo**  
staff writer

**A**uthentication mistakes in memorabilia auctions could have potentially detrimental economic consequences as well as do significant harm to the reputations of auction professionals.

According to a 2005 FBI report, “most industry experts concede that over half of the most sought-after athletes’ and celebrities’ autographed memorabilia is forged. Industry experts estimate that the autographed memorabilia market in the United States is

approximately \$1 billion per year. Cooperating subjects and memorabilia experts estimate forged memorabilia comprises over \$100 million of the market each year.”

When it comes to confirming the authenticity of autographed items, a good first step is to consult with a handwriting expert. He or she will be able to tell if signatures are authentic, and some might also appraise the items.

Sometimes, the signatures of celebrities or athletes are provided by secretaries or other assistants. Secretarial signa-

tures are not necessarily forgeries because they are written with permission; however, their values are considerably lower compared to the real thing.

Forged signatures are created in various ways.

## Autopen

Common forgeries could either be stamped signatures or done by an Autopen. An Autopen is a machine that produces an exact replica of the signature but will leave bold indents at the start and end of the signature.

“It is almost impossible to tell

if an autograph is laser printed if it is in a frame or a case. Be sure the seller is willing to take it out of the frame before you agree to purchase the item,” says Michael Frost, President of Professional Autograph Authentication Services, Cooper City, Fla.

The value of an autograph can be significantly affected by the item on which it’s signed. A signed “cut” is a blank piece of paper with a signature.

Signatures on sports apparel, photos, documents and other items likely have higher values. ❖

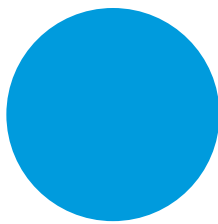
## COMMON FORGERIES

*According to Newport Beach, Calif.-based Professional Sports Authenticator, the top-five most commonly forged signatures for sports figures in 2012, along with approximate values of genuine autographs, are as follows:*

1. **Babe Ruth** (\$3,000 for a signed cut to \$60,000 or more for a choice, single-signed baseball)
2. **Lou Gehrig** (\$3,500 for a signed cut to \$75,000 or more for a choice, single-signed baseball)
3. **Mickey Mantle** (\$150 for a signed cut to \$600 or more for a choice, single-signed baseball)
4. **Michael Jordan** (\$175 for a signed cut to \$600 or more for a single-signed basketball)
5. **Muhammad Ali** (\$150 for a signed cut to \$500 or more for a single-signed boxing glove)

*For historic figures and entertainers, PSA lists these:*

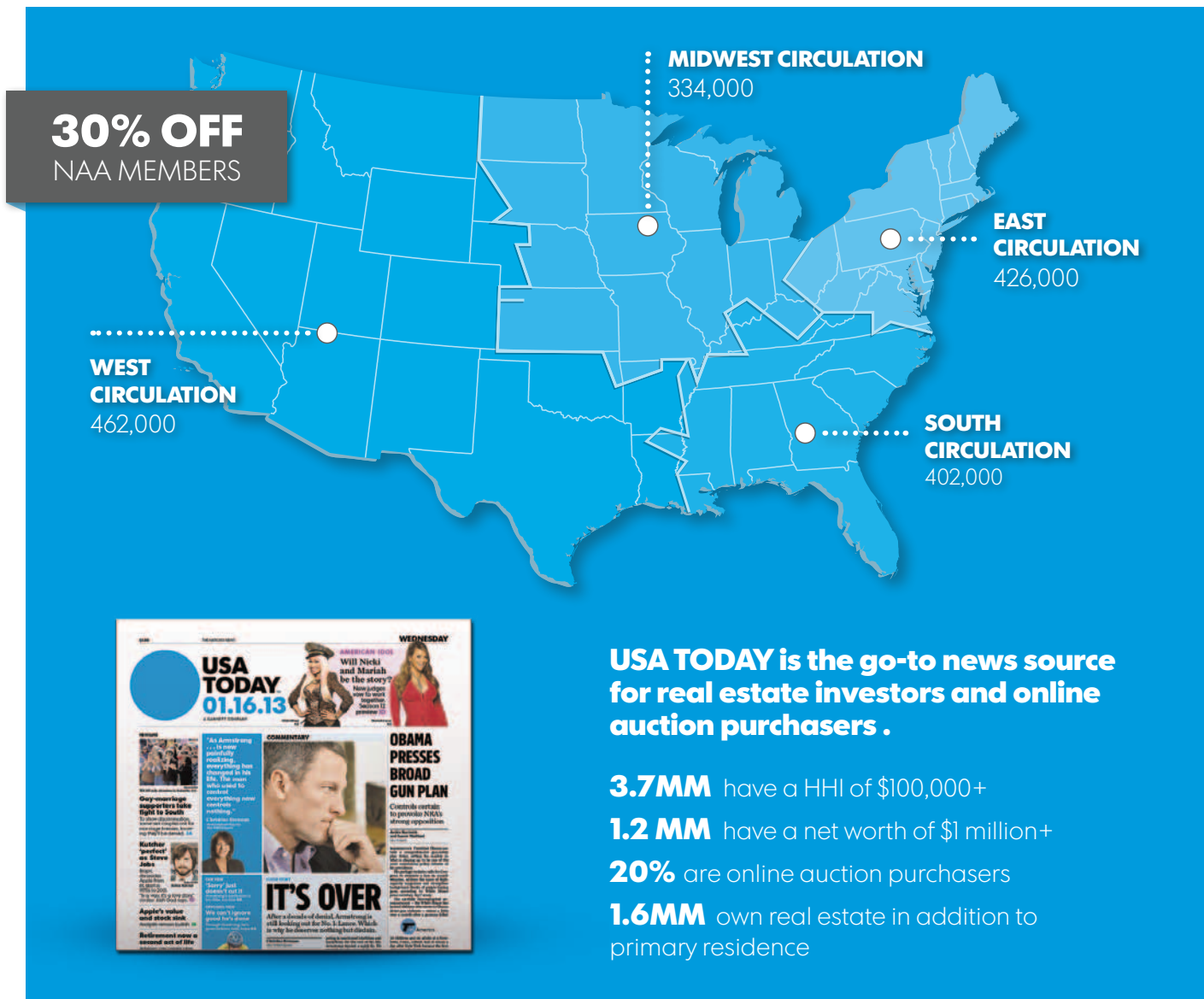
1. **Elvis Presley** (\$1,500 for a signed cut to \$35,000 or more for a signed contract or letter)
2. **The Beatles** (\$5,000 for a signed cut to \$15,000 or more for a signed photo)
3. **Neil Armstrong** (\$1,500 for a signed cut to \$5,000 or more for a signed photo)
4. **John F. Kennedy** (\$1,750 for a signed cut to \$25,000 or more for a presidential letter/document)
5. **Michael Jackson** (\$350 for a signed cut to \$1,000 or more for a signed photo)



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

# Stools stand tall in decorative and fine art auction

**J**ohn Moran Auctioneers, Altadena, Calif., had hundreds of floor bidders along with more than 600 registered online and telephone bidders for its Feb. 5 Decorative and Fine Art Auction at the Pasadena Convention Center, according to a news release.

The sale achieved a 90-percent sell-through rate for 446 lots.

A lot of the electricity in the highly charged atmosphere was generated by a group of furnishings by renowned mid-century modern designers. They were led by a dining set designed by Isamu Noguchi (1904 – 1988) for Herman Miller in 1944, comprising four “Rudder” Model IN-22 stools and a Model IN-20 table.

Each stool went to the same buyer, individually realizing \$24,000, \$22,800, \$36,000 and \$30,000. Combined with the price of \$11,400 achieved for the table, the group realized \$124,200, including a buyer’s premium.

Other highlights from the auction are as follows (including 20-percent buyers’ premiums for cash payments):

- A color lithograph titled “Dog Barking at Moon” by Mexican artist Rufino Tamayo (1899 – 1991), which achieved \$5,819 against an estimate of \$1,500 to \$2,500.
- A copper and mica lamp by West Coast craftsman Albert Berry (1878 – 1967), offered for \$2,000 to \$3,000, realized \$11,400.



\$124,200



\$11,400



\$2,280



\$5,100



\$5,819

- Moran Auctioneers achieved additional success with Navajo textiles, selling a 1920s pictorial rug woven in red, cream and black wool with cow figures in each of the four corners, estimated at \$1,000 to \$1,500, for \$5,100.
- A Southern Plains beaded umbilical fetish also surpassed expectations, realizing \$2,280. ❖

# Rocket launcher sells in firearms auction

**L**L Auctions, Dickinson, Texas, sold the private gun collection of the late Bill James of League City, Texas, at auction in January, according to a news release.

A rocket launcher brought \$300.

James, the founder of The Arms Room, died last year.

“It was quite a collection,” says the company’s Lisa Gay, CAI, in the release. “We were honored to do this for the James family. They have always handled all of our FFL work when we auction firearms, and to have them sell this esteemed collection at auction was an amazing experience.”

Houston-based media covered the event before and during the auction.

“This was a very specific collection of mostly antique military



Photo courtesy LL Auctions

firearms,” says the company’s John Gay, in the release. “There were bidders who had spent weeks researching the firearms, and these are collectors that will appreciate the guns as Mr. James did.” ❖





\$7,475



\$16,775



\$12,100



\$1,128



\$5,166

## Late-model vehicles move well in estate sale

**A**AA Auction Service Inc., New Haven, Ind., auctioned the Ron Rhoades Estate of Fort Wayne, Ind., on March 6, according to a news release.

Mr. Rhoades was a well-known member of the local art community, both as an artist and a collector. He also appreciated vintage furniture and unique antiques.

Highlights of the live and online auction included the following (with 10-percent to 15-percent buyers' premiums):

- A vintage Knoll Platner dining table that sold online for \$7,475
- A Takaazu Moon Pot that went to a live bidder for \$1,128
- A 2012 Ford Focus, which brought \$16,775
- A Case XX pocketknife collection that received \$5,166
- A 2004 Honda Pilot, which went to an onsite bidder for \$12,100

Auctioneers for the event included National Auctioneers Association members Ron Steinman, MPPA, owner of AAA Auction Service Inc., and Tim Roy, GPPA. ❖

## Bank notes bring thousands of dollars

**U**nited Country — Beloit Auction Service Inc., Beloit, Wis., sold two bank notes in late February in a combined estate auction, according to a news release.

The notes added a lot of excitement to the live and online event, says Richard Ranft, CAI, AARE, GPPA, in the release. The notes went to collectors.



\$21,500



\$2,000

A \$5 National Currency Brown Back note from Citizens National Bank in Green Bay, Wis., brought \$21,500, and a \$10 National Currency Green Back note from the First National Bank of Lanark, Ill., sold for \$2,000. Buyers' fees were added to the hammer prices. ❖

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# Grandfather clock nearly triples estimate

**K**aminski Auctions, Beverly, Mass., conducted a successful Fine Art and DéCoR sale March 9-10, according to a news release.

Many 19th-century paintings crossed the podium, along with a selection of fine 19th-century decorative pieces.

A small painting of bluebonnets, signed Julian Onderdonk, took the place as top lot in the sale, fetching \$15,600.

A river landscape attributed to the Hudson River School and signed Worthington Whittredge depicted fall-colored trees along the bank of a river. It sold for \$13,455.

A portrait painted on KPM porcelain in the style of Joseph Coomans fetched \$12,000, the third-highest price of the auction, as did a painting of a Gloucester dock by Emile Gruppe. A painting from the French Barbizon School entitled “Au Bord D’une Riviere” sold for \$8,775.

Finally, an early 19th-century Kentucky grandfather clock, featuring fine inlays with a moon face dial, estimated at \$2,000 to \$4,000, got \$11,115.

Following fine art on the first day, the company played host to its special DéCoR sale, dedicated to introducing buyers to antique furniture and decorative objects for the modern home.

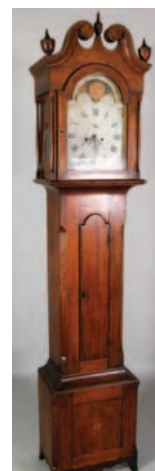
A stand-out piece was a 19th-century hand-painted Sevres bowl with ormolu mounts, which sold for \$10,530. ❖



\$13,455



\$10,530



\$11,115



\$135,700



\$10,030



\$15,930

# Jewelry shines in collectibles auction

**L**eland Little Auction & Estate Sales, Hillsborough, N.C., played host to a successful spring catalogued auction March 19, selling more than \$1 million in fine art, jewelry, Asian art, couture, antiques, fine wine and other collectible objects, according to a news release.

The company had more than 600 floor bidders at the sale and more than 4,000 absentee and telephone bids.

In addition, more than 1,200 bidders watched and participated in the auction online from more than 50 countries.

Fine jewelry offerings highlighted the sale, being led by a 10.32 Carat platinum and diamond ring that soared to \$135,700. The item’s price, along with all other prices below, includes an 18-percent buyer’s premium.

The auction gallery’s new Couture and Fine Accessories Department debuted with a strong showing of Louis Vuitton and Chanel, driving the department’s sales to more than \$70,000. It was led by a Monogram Canvas Wardrobe Trunk, Louis Vuitton French, circa 1950, which garnered international attention and sold for \$10,030.

The sale featured many works of Fine Art, including Vladimir Kush’s (b. 1965) “Sunrise by the Ocean,” and Chauncey Foster Ryder’s (NY/NH, 1868-1949) “Home,” each soaring beyond their estimates to sell for \$9,440 each.

Other fine and decorative arts performed well, including a Tiffany Studios Lemon Leaf Table Lamp that quickly climbed to \$15,930.

The Rare & Fine Wine session achieved \$300,000. ❖

# Benefit auction for children achieves \$7.5 million

**S**cott Robertson, BAS, of Scott Robertson Auctioneers, Matlacha, Fla., helped bring in \$7.5 million to benefit children's charities during a late February auction, according to a news release.

Robertson has served as Auctioneer for the event, the Southwest Florida Wine and Food Fest, since its inception in 2006.

The event exceeded \$2 million in proceeds last year, a record for Robertson.

Two days before this year's auction, a major donor stepped forward and offered a \$2 million match if the auction again brought \$2 million.

The auction team worked hard to determine how to raise the bar. One method took the form of an announcement that was read to all attendees the night before the auction. It urged bidders to double their dollars the next day.

Robertson sold a trip to a winery for \$100,000, which helped move the momentum along. The final lots brought the total to \$2.3 million; however, the auction came to a dramatic finish when three



At the Southwest Florida Wine and Food Fest in late February, Scott Robertson, BAS, helped raise \$7.5 million for charity.

Submitted photo

“event angels” kicked in \$200,000 to bring the total to \$2.5 million.

Then, the major donor took the microphone and announced a \$2.5 million match. Finally, the B. Thomas Golisano Foundation contributed another \$2.5 million, putting the grand total at \$7.5 million. ❖

## IN MEMORY

# NAA leader was Auctioneer of the Year

**R**obert Ellenberger, CAI, of Bluffton, Ind., a longtime National Auctioneers Association member and past Auction Marketing Institute President, died Jan. 18. He was 83, according to his obituary.

An Auctioneer and real estate agent, Ellenberger joined Ellenberger Bros. in 1949 and became a partner with his uncle, Dale Ellenberger.

He was active in the Indiana Auctioneers Association, serving as its President in 1976 and on its Board for 11 years. He was awarded the Auctioneer

of the Year honor in 1974.

In 1982, Ellenberger was appointed by Gov. Robert Orr to serve on the Indiana Auctioneers Commission, and he was again appointed in 1985 and 1988. He was a recipient of the Sagamore of the Wabash award, presented by Gov. Orr, in 1991.

In 2009, he joined Coldwell Banker Holloway & Holloway Auction. He was President of Adams, Jay, Wells Board of Realtors in 1964, the Realtor of the Year in 1979 and 2005, and in 2011 he was inducted into the

UPSTAR Alliance of Realtors Hall of Fame.

He is survived by his wife, Mary Anne; two sisters; and one brother.

Preferred memorials may be sent to the Wells County Arts, Commerce & Visitors Centre Maintenance Fund, c/o the Wells County Foundation; the Wells County Animal Care Fund, c/o the Wells County Foundation; First We Care; or to First United Methodist Church.

# New Illinois President focuses on quality education

**T**erry Dieken, of Dieken Auction Service, Warren, Ill., is now President of the Illinois State Auctioneers Association, according to a news release. He was named to the position during the association's annual Conference and Show in Bloomington, Ill., Feb. 9-11.



Dieken

Dieken served as a Governor on the ISAA Board, representing District One, and he served two terms as Secretary-Treasurer before advancing to the office of President-Elect in 2012.

As President-Elect, Dieken was Chairman for one of the most successful conferences in recent years, according to the release. He picked speakers who covered machinery,

gun auctions, technology and storage-unit auctions.

He also is an active member of the Wisconsin Auctioneers Associations and regularly attends continuing education courses. Dieken works two to three auto auctions each week and contracts with other Auctioneers.

Also during the conference, which had more than 120 attendees, Anthony Emig, of Anthony's Auctions, Trenton, Ill., won the Ringman of the Year honor.

Serving with Dieken are the following ISAA members:

- President-elect O.D. Holley, of Advanced Auction & Appraisal Service Inc., Rock City, Ill.
- Secretary-Treasurer Don Kolowski, of Don Kolowski Auctions, Peru, Ill.
- District 7 Governor Jimmy Hannagan, of Gifford, Ill. ❖

# Michigan names Presidents Award after Hall of Fame member

**T**he prestigious Presidents Award of Distinction, which honors individuals who have had a significant and lasting effect on the Michigan State Auctioneers Association, has been renamed in honor of Garth Wilber, of Wilber Auction Service Inc., Bronson, Mich., according to a news release.

The award is formally named "The Garth Wilber Presidents Award of Distinction." It is bestowed on recipients during the association's annual convention.

"Garth Wilber is a national treasure to professional Auctioneers, and I really cannot think of any other Auctioneer who is more loved among his peers than Garth Wilber," says the group's President-elect Kenny Lindsay, of American Eagle Auction Co., Livonia, Mich., in the release. "He is a morale booster for so many, and his humor and professional insight is an invaluable asset to our institution."

Wilber was active as an Auctioneer for 80 years. He is

now retired.

He is in the second of four generations of Auctioneers in his company, and he has been involved in more than 12,000 auctions in his career, selling everything from airplanes to horse manure, according to the release. Wilber has worked with six national auction firms and has sold in 21 states and Canada.

Wilber was the first Auctioneer instructor at the Certified Auctioneers Institute, according to the release.

For the Michigan association, Wilber has served in every office, including in its Executive Office. He was the Chairman for the National Auctioneers Association's annual conference in Lansing, Mich., in 1957.

The NAA named him to its Hall of Fame in 1986. He received the same honor from the Michigan association in 1993. ❖



Josh Bellamy, of Bellamy Auction, Cherokee, Okla., became State Champion during the Oklahoma State Auctioneers Association's annual meeting in early February. Submitted photo

# Oklahoma State Champion also becomes Director

The Oklahoma State Auctioneers Association named Josh Bellamy, of Bellamy Auction, Cherokee, Okla., as State Champion during its annual meeting Feb. 1-2 in Oklahoma City, according to a news release.

Bellamy now plans to compete in the International Auctioneer Championship at Conference and Show in Indianapolis in July.

In the Oklahoma contest, Auctioneers were judged on presentation, clarity, smoothness and their abilities to spot bids.

"Being chosen for this honor means I have achieved one of my professional goals," Bellamy says in the release. "I'm grateful to my parents and extended parents and family for supporting me in this pursuit."

Bellamy also participated in marketing, team building and real estate seminars during the meeting. He was picked to serve on the association's Board of Directors, as well.

He plans to help organize association meetings and educational courses. ❖

## State Auctioneer Association Upcoming Events

May-June

**31-2** » Nebraska Auctioneers Association conference, Kearney



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# NAA now accepting entries for annual marketing competition

By NAA staff

**N**ational Auctioneers Association/USA TODAY Marketing Competition entries are due April 25.

NAA members may enter one marketing piece into the competition free of charge. Every additional entry is \$10. Members

can enter as many marketing pieces into a category as they wish.

For five years, USA TODAY has been the national sponsor of the competition. The nation's leading newspaper sends representatives from its staff to serve as judges in the competition. The newspaper also plays host to the annual winners' reception,

which takes place at Conference and Show.

Entry forms and contest rules are available at [www.conferenceandshow.com](http://www.conferenceandshow.com) and [www.auctioneers.org](http://www.auctioneers.org). For questions, please contact Membership Specialist Heather Rempe at (913) 563-5425.

## 2013 NAA/USA TODAY Marketing Competition

### Advertising and Public Relations Division

#### Category 1 - Postcards

- Personal Property (Antiques, Collectibles, Etc.)
- Automobiles & Trucks
- General Household & Estates
- Benefit
- Business Liquidation
- Commercial/Industrial: Machinery & Equipment
- Farm: Machinery & Equipment
- Farm and Ranch Real Estate
- Residential Real Estate: Traditional
- Residential Real Estate: Luxury
- Recreational Real Estate
- Development Land Real Estate
- Commercial/Industrial Real Estate
- Multi-Property Real Estate Auction (More than one asset being sold)

#### Category 2 - Brochures & Catalogs

- Personal Property (Antiques, Collectibles, Etc.)
- Automobiles & Trucks
- General Household & Estates
- Benefit
- Business Liquidation
- Commercial/Industrial: Machinery & Equipment
- Farm: Machinery & Equipment
- Farm and Ranch Real Estate
- Residential Real Estate: Traditional
- Residential Real Estate: Luxury
- Recreational Real Estate
- Development Land Real Estate
- Commercial/Industrial Real Estate
- Multi-Property Real Estate Auction (More than one asset being sold)

#### Category 3 - Print Advertising

- One-Color/Two-Color Newspaper/Magazine Advertisement (More than half-page)
- Full Color Newspaper/Magazine Advertisement (More than half-page)

- One-Color/Two-Color Newspaper/Magazine Advertisement (Half-page or smaller)
- Full Color Newspaper/Magazine Advertisement (Half-page or smaller)

#### Category 4 - PR & Marketing

- News Release (including coverage clips [optional])
- Company Newsletter
- Company Brochure
- Company Promotional/Give-Away Item
- Non-Traditional Marketing
- Bidder Card
- Company Promotion: Signage, Vehicle & Outdoor Advertising
- Auction Promotion: Signage, Vehicle & Outdoor Advertising

#### Category 5 - Digital & Social Media

- E-Newsletter
- Website
- Online Advertising Campaign
- Video - Company Promotional
- Video - Auction Promotional
- Radio - Company Promotional
- Radio - Auction Promotional

### Photography Division

- Estates & Personal Property
- Auction Team
- Auction Crowd
- Auctioneer in Action
- Benefit Auction
- Buyer Excited About Purchase
- Equipment Auction
- Farm Auction
- Real Estate Auction
- Creative Photography
- Wild Card

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**FROM THE FORUM**

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

	trending topics	views
1	Auctioneer mentor needed in Iowa	44
2	Always carry aspirin	60
3	Auction Enews: NAA appraisal software; Bid bots at "auction"	39
4	... Central SD looking for a mentor and to go to work selling	21

**IN THE RING**

**PAGE 9** *"The longer the horns, the bigger the price. People want animals that will stop traffic and attract attention."*  
**Joel Lemley, CES**  
 Lemley Auction Services LLC  
 Blackwell, Texas

**PAGE 11** *"Hopefully people will leave with a better sense of the best way to work with their elected officials back home."*  
**Dennis Kruse, CAI**  
 Kruse & Associates  
 Auburn, Ind.

**PAGE 26** *"My shipmates loved it so much, we started having monthly auctions."*  
**Harvey Lambright, CAI, AARE, CES, MPPA**  
 Lewis & Lambright Inc.  
 Lagrange, Ind.

**MEMBERS' CORNER**

**2013 Conference and Show Video Contest**



{step one}  
**make a VIDEO**



{step two}  
**collect VOTES**



{step three}  
**win big PRIZES**

The NAA has launched a video contest for this year's 64th-annual Conference and Show. The contest is live on the NAA Facebook page. Videos with the most votes will win prizes, including free registration to Conference and Show or gift cards. Go to the Facebook page or click on the graphic above to read the contest rules.



AROUND the **BLOCK**

# St. Jude invention could lead to "potent" therapy for cancer in children, adults

The U.S. Patent and Trademark Office awarded St. Jude Children's Research Hospital a patent March 19 for its invention of compositions for genetically modifying human immune cells so they can destroy some of the most common forms of cancer in children and adults, according to a news release.

"This groundbreaking invention enables human immune cells to recognize and attack certain cells that cause leukemia and lymphoma, cancers of the blood and lymphatic tissue," says Dr. James R. Downing, St. Jude Scientific Director, in the release.

The patented technology represents a potentially potent new therapeutic weapon against such diseases as B-cell acute lymphoblastic leukemia (ALL), B-cell chronic lymphocytic leukemia (CLL) and B-cell non-Hodgkin lymphoma (NHL).

Each year approximately 71,650 people in the U.S. are diagnosed with these diseases.

"This exciting invention provides a new and promising treatment option for children



A St. Jude tie. Photo courtesy St. Jude

and adults with these life-threatening diseases and sets the stage for treating other forms of cancer with cellular immunotherapy," Downing says.

## Fighting ALS

Also, in early March, a study from the hospital discovered mutations in two genes that lead to the death of nerve cells in amyotrophic lateral sclerosis (ALS), also known as Lou Gehrig's disease, and related degenerative diseases.

The same mutation occurred in both genes and led to the abnormal build-up of the proteins inside cells. These proteins play an essential role in normal RNA functioning and have also been linked to cancer, including the Ewing sarcoma, the second most common type of bone cancer in children and adolescents. The finding is the latest in a series of discoveries suggesting degenerative diseases and cancer may have common origins.

The study also adds to evidence that seemingly unrelated neurodegenerative diseases may involve similar defects in RNA metabolism. Researchers linked the problems to a specific region of the mutated proteins whose normal function was unclear.

"I hope this study helps to build the foundation for desperately needed treatments for ALS and perhaps a broad range of diseases caused by abnormal RNA metabolism," says Dr. J. Paul Taylor, an associate member of the St. Jude Department of Developmental Neurobiology and senior author of the study, in the release. ❖

■ **Tranzon LLC and its member companies** raised more than \$5,000 at its annual charity auction during Tranzon's annual meeting in early March, according to a news release. Proceeds went to benefit Hurricane Sandy relief efforts and earthquake-ravaged Haiti. Tranzon provided money to the United Way Hurricane Sandy Fund, the Community Food Bank of New Jersey and St. James Episcopal Church of Richmond, Va.

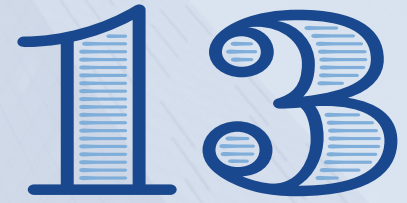
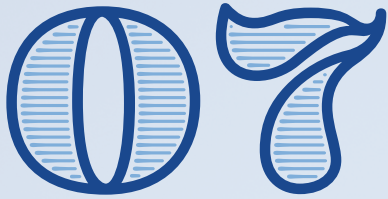
■ **Auction Systems Auctioneers & Appraisers** plans to play host to the Advanced Auctioneer Academy on May 5-7 at Auction Systems' headquarters in Phoenix, according to a news release. The three-day course provides instruction in bid calling, public speaking, stage presence, salesmanship, marketing, professionalism, image, auction psychology, goals and more. Enrollment is limited to fewer than 20 Auctioneers from across the country.

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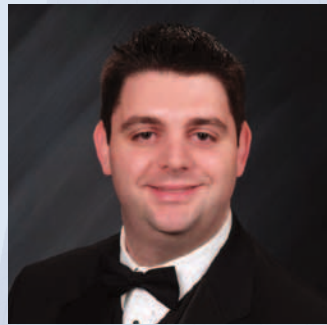


**Devin Henderson**

***"Share Your Magic:  
Performing at your best  
to make a real difference,  
every day"***

Magician Devin Henderson plans to help attendees make positive changes in their personal and professional lives.

An individual's "magic" is most effective when shared with others, he says. And that means helping business competitors.



**Andy Imholte, ATS, BAS**

***"Lights, Camera, Auction"***

Andy Imholte plans to advise attendees on what video and photography equipment to purchase, as well as how to start using the devices effectively.

He'll give advice on shooting photos and video of auction items by giving details in areas including lighting, green screens, light boxes, megapixels and YouTube. He'll also advise attendees on hiring contractors.



**Kathy Kingston, CAI, BAS**

***"Death of a Benefit  
Auctioneer: How to avoid  
killing your auction career"***

Kathy Kingston plans to help auction professionals avoid common mistakes.

Outside of avoiding pitfalls, Kingston says her interactive presentation will offer entrepreneur strategies, highlight ever-changing industry trends and ways to capitalize on the changes.



**Kelly Strauss**

***"The Interview Process to  
Seal the Deal"***

Kelly Strauss, a King George, Va.-based Auctioneer with a 31-year sales career will seek to hone auction professionals' client interview skills.

Those in attendance will analyze and compare attendees' interview approaches, create and develop techniques for interview success and distinguish between positive and negative interview techniques.

# **REGISTRATION NOW OPEN**

visit [www.conferenceandshow.com](http://www.conferenceandshow.com) to register today

NAME OF PRIMARY REGISTRANT: \_\_\_\_\_



### Preconference Education

If more than one registrant, please copy this page and complete a separate form for each registrant.

Name: \_\_\_\_\_

	On or before May 29	After May 29	Total
<b>Accredited Auctioneer Real Estate (AARE) (2 days) 100 7/11-7/12</b>			
Member	\$345	\$445	\$
Nonmember	\$625	\$725	\$
<b>Accredited Auctioneer Real Estate (AARE) (2 days) 200 7/13-7/14</b>			
Member	\$345	\$445	\$
Nonmember	\$625	\$725	\$
<b>Accredited Auctioneer Real Estate (AARE) (2 days) 300 7/15-7/16</b>			
Member	\$395	\$495	\$
Nonmember	\$675	\$775	\$
<b>Graduate Personal Property Appraiser (GPPA) (5 days) 7/9-7/13</b>			
Member	\$895	\$995	\$
Nonmember	\$1175	\$1275	\$
<b>USPAP (2 days) 7/14-7/15</b>			
Member	\$395	\$495	\$
Nonmember	\$675	\$775	\$
<b>Auction Technology Specialist (ATS) (3 days) 7/14-7/16</b>			
Member	\$545	\$645	\$
Nonmember	\$825	\$925	\$
<b>Benefit Auctioneer Specialist (BAS) (3 days) 7/11-7/13</b>			
Member	\$545	\$645	\$
Nonmember	\$825	\$925	\$
<b>Certified Estate Specialist (CES) (3 days) 7/11-7/13</b>			
Member	\$545	\$645	\$
Nonmember	\$825	\$925	\$
<b>Train the Trainer (1 day) 7/16</b>			
Member	\$75	\$175	\$
Nonmember	\$175	\$275	\$

### Additional Meal Tickets

	Adult	Child 15 & Under	Total
<b>Welcome Party**</b>			
Tue., July 16	\$50	\$15	\$
<b>Auxiliary Luncheon &amp; Fun Auction*</b>			
Wed., July 17	\$40	\$15	\$
<b>Fun Auction Dinner**</b>			
Wed., July 17	\$55	\$15	\$
<b>Women Auctioneers Reception*</b>			
Wed., July 17	\$15	N/A	\$
<b>President's Gala**</b>			
Thu., July 18	\$70	\$15	\$
<b>IAC Dinner**</b>			
Fri., July 19	\$55	\$15	\$
<b>Child Meal Ticket Package (ages 3-15)</b>			
(Includes one ticket for Welcome Party, Fun Auction Dinner and IAC Dinner)			
Child's age _____		\$40	\$

\*Not included with any package and tickets MUST be purchased in order to attend.  
\*\* The Super Saver 2 and One-Day packages do not include tickets for meal events

### State-Approved License Courses

These courses are available to attendees without additional costs. A CEU exam is required (along with exam fees) for Illinois & Wisconsin CEU credits.

**Wednesday** Your Name: \_\_\_\_\_ **\$60 \$** \_\_\_\_\_  
**Thursday** Your Name: \_\_\_\_\_ **\$60 \$** \_\_\_\_\_  
**Friday** Your Name: \_\_\_\_\_ **\$60 \$** \_\_\_\_\_

### Contests

**International Auctioneer Championship (IAC), Friday, July 19**

Contestant entry form must be completed and returned along with conference registration and payment to the NAA by **11 p.m. (CST) on May 29**. The Payment Plan is not applicable.

\$350 \$ \_\_\_\_\_

**International Junior Auctioneer Championship (IJAC) Preliminaries - Wednesday, July 17, Finals - Friday, July 19**

Contestant entry form must be returned to the NAA in Indianapolis by July 16 at 5 p.m. (Eastern Time)

\$50 \$ \_\_\_\_\_

### Field Trips (refer to page 6)

Name: \_\_\_\_\_

Please check trips you plan to attend

Learn How to Work with Your State Representatives  
 Traveling Tour: Christy's Auction House  
 How to Appraise Museum Quality Art & Antiques  
 Traveling Tour: Indy 500 Museum

\$10 each \$ \_\_\_\_\_

### Registration Totals

Registrant package subtotal (Page 11)	\$ _____
Membership total (if applying for new membership)	\$ _____
Preconference education	\$ _____
State license courses	\$ _____
Contests (IAC and IJAC)	\$ _____
Field Trips	\$ _____
Additional meal tickets	\$ _____
<b>REGISTRATION GRAND TOTAL</b>	<b>\$ _____</b>

**Payment Plan**  
(deposit amount required with registration. See page 10 for details).

### Payment Options

**Credit/Debit Card Information**

Credit     Debit  
 AMEX     MasterCard     VISA     Discover

CARD NUMBER \_\_\_\_\_ EXP. DATE \_\_\_\_\_ SECURITY CODE \_\_\_\_\_

CARD HOLDER NAME (PRINT) \_\_\_\_\_

CARD BILLING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

SIGNATURE OF CARDHOLDER \_\_\_\_\_

**PAYMENT PLAN AUTHORIZATION:**  
*By selecting and signing above, you authorize the NAA to charge your registration fees on the 25th of each month according to the terms and conditions outlined on page 10.*

**Check Information**  
**PAYABLE TO "NAA"** (IN U.S. DOLLARS ONLY-DRAWN FROM U.S. BANK)

NAME/COMPANY ON CHECK \_\_\_\_\_ CHECK NUMBER \_\_\_\_\_

# SAMPLE PRESS RELEASE

[Day, 2013]

## For Immediate Release

Contact: [Name]  
[Organization]  
[Phone Number]  
[Email Address]



## Auctioneers “Sold” on National Auctioneers Day

[City, State] [Day, Date, Year] – The third Saturday in April marks a special day in the lives of auctioneers — “National Auctioneers Day.” This special day is recognized by auctioneers as a day to reflect back on one of history’s oldest professions and celebrate the industry’s future.

The last bastion of the competitive free enterprise system, auctions and the age-old profession of auctioneering continues to grow every year. It is estimated that about a quarter-trillion dollars in goods and services are sold by professional auctioneers every year in the United States.

Online or on the lawn, auctions continue to grow in popularity with consumers. Bidders enjoy the thrill of competition and the rush that comes with the chase for treasures. Auctions are one of the most effective and efficient means of turning assets into cash quickly. Most importantly, consumers regularly come back to auctions because they are fun and entertaining.

The National Auctioneers Association and its members encourage the public to enjoy Saturday, April 20, by attending an auction. To learn more about auctions or to find an auction or auctioneer near you, visit [NAAuction.com](http://NAAuction.com).

###

### About the National Auctioneers Association

The National Auctioneers Association represents thousands of Auctioneers from the U.S. and across the world. The mission of the NAA is to promote the auction method of marketing and enhance the professionalism of its members through education and technology. Its headquarters are in Overland Park, KS, and it was founded in 1949. To learn more about auctions or to find an auction or Auctioneer, please visit [www.naauction.com](http://www.naauction.com).

# SAMPLE PROCLAMATION

## National Auctioneers Day

April 20, 2013

### A PROCLAMATION

**WHEREAS**, auctioneering is one of history's oldest professions,

**WHEREAS**, auctions are the last bastion of the competitive free enterprise system;

**WHEREAS**, auctions continue to be the most effective means of establishing fair market value. No more. No less;

**WHEREAS**, the auction industry today contributes about a quarter-trillion dollars in sales each year to the United States economy;

**WHEREAS**, auctioneers create a competitive marketplace and connect buyers with sellers wishing to sell their assets for the highest dollar value;

**WHEREAS**, the National Auctioneers Association and its members strive to advance the auction method of marketing and uphold the highest standards of professionalism in serving the American public;

**WHEREAS**, auctioneers are proud business owners who support their communities;

**WHEREAS**, a National Auctioneers Day has been observed for more than 20 years by state and local governments and private organizations;

**WHEREAS**, the designation of National Auctioneers Day by the [City or state] will heighten the awareness of the public of the contributions made by auctions and auctioneers to the history of our Nation and its economy;

NOW, THEREFORE, I, [Official's name and title] do hereby proclaim Saturday April 20, 2013 as "National Auctioneers Day" and call upon the community and partner organizations to celebrate with appropriate ceremonies to acknowledge these efforts.

**Date:**

**Signature:**

# HALL of 2013 FAME



## nomination form

Name of Nominee: \_\_\_\_\_  
 Residence Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
 Phone Number: \_\_\_\_\_  
 State Association of Nominee: \_\_\_\_\_

### BUSINESS INFORMATION

Name of Firm: \_\_\_\_\_  
 Position in Firm: \_\_\_\_\_ Number of Associates or Partners in Business: \_\_\_\_\_  
 Business Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
 Phone Number: \_\_\_\_\_

### PERSONAL AND FAMILY INFORMATION

Spouse's Name: \_\_\_\_\_  
 Does spouse participate in the auction profession?  Yes  No  
 If yes, explain how: \_\_\_\_\_

Children:  
 Name: \_\_\_\_\_ Age: \_\_\_\_\_  
 Name: \_\_\_\_\_ Age: \_\_\_\_\_  
 Name: \_\_\_\_\_ Age: \_\_\_\_\_  
 Name: \_\_\_\_\_ Age: \_\_\_\_\_

Does spouse participate in the NAA Auxiliary?  Yes  No  
 Does spouse participate in the State Axiliary?  Yes  No

### GENERAL PERSONAL INFORMATION

How long has the nominee been associated with the auction business?: \_\_\_\_\_ years.  
 What percentage of the nominee's time is actively spent in the auction business?: \_\_\_\_\_ %.  
 How long has the nominee been a member of the NAA?: \_\_\_\_\_ years.  
 Has the nominee specialized in any particular field(s) of auctioneering?  Yes  No  
 If yes, what field(s)?: \_\_\_\_\_

List educational background of the nominee, including offices held, current and past:

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List regular auctions conducted, if any, and/or any special individual auctions conducted that brought attention and credit to the auction professional:

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List at least three individuals, who have worked with the nominee or who have knowledge of the nominee's worthiness in being considered for this award, whom the Hall of Fame Committee may contact:

Name: \_\_\_\_\_ Contact Info: \_\_\_\_\_  
 Name: \_\_\_\_\_ Contact Info: \_\_\_\_\_  
 Name: \_\_\_\_\_ Contact Info: \_\_\_\_\_  
 Name: \_\_\_\_\_ Contact Info: \_\_\_\_\_

Previous recipients of the NAA Hall of Fame Award have established general qualifications which they think each nominee should possess or have shown. Please reflect your personal assessment of the nominee with respect to: Honesty; High Ethical Standards; Willingness to Share with Others; Standing in His or Her community; State and National Association; and Contributions to the NAA and the Auction Profession:

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**Nominations must be postmarked no later than June 7, 2013. Mail nomination form to:**

*NAA Hall of Fame Committee  
 c/o National Auctioneers Association  
 8880 Ballentine  
 Overland Park, Kansas 66214*

Submitted by (please print): \_\_\_\_\_  
 Residence Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
 Phone Number: \_\_\_\_\_  
 Nomination recommended by (State Association): \_\_\_\_\_

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*continued »*



Jardine

“As a former Director of the Auctioneers Association of Canada, I understand the importance of a national association with strong membership. Sadly, the AAOC could not rally enough support to maintain a strong coast-to-coast presence, and it folded. I am thrilled to be a member of the NAA and will proudly display my membership up here in Canada.”

**John C. Jardine, CPPA**  
Fredericton, N.B., Canada

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New members compiled by Brandi McGrath

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

When Eli was just five months old, his parents, Emily and Adam, noticed the soft spot on his head was swollen. They took Eli to the doctor, where the staff did an ultrasound of his brain and saw something suspicious. An MRI revealed the presence of a mass, and a biopsy was done. The results revealed that Eli suffered from a rare brain tumor called a pineoblastoma. Eli's dad was familiar with St. Jude Children's Research Hospital®, and the family made preparations to go there for Eli's treatment and care.

By the time Eli arrived at St. Jude, the tumor had almost doubled in size. He began a treatment plan that included months of chemotherapy, surgery to remove the tumor and proton beam radiation therapy. Throughout it all, Eli remained a happy, content baby. "He's always been really good with the nurses, with the dressing changes. Nothing seems to faze him," said Emily.

Eli is back home now and cancer free. Being well means Eli will have a future of happy playtime with his older brother, Jude. "Eli thinks Jude is the funniest thing to walk the planet," said Emily. "I really love seeing the bond they have as brothers, even before Eli is old enough to realize there is a bond. And it's been there from the very beginning." Eli returns to St. Jude for regular checkups, and his latest scans were clear.



Sponsored by:  
**NAA**  
Auctioneer

Eli  
1 year old  
Iowa  
pineoblastoma

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

  
**St. Jude Children's  
Research Hospital**  
ALSAC • Danny Thomas, Founder  
*Finding cures. Saving children.*



# MEMBERSHIP APPLICATION

Please complete all four sections of this form.

To apply for membership in the NAA, choose one of these application methods:

- Complete this form with credit card information and fax to (913) 894-5281
- Complete this form and return with payment to: NAA Membership, 8880 Ballentine, Overland Park, KS 66214

## 1

**PLEASE CHECK ONE.** Membership in NAA is open to individuals, not companies.

MEMBERSHIP TYPES		
MEMBER	An active auction professional that subscribes to the NAA Code of Ethics and embraces the NAA Mission and Vision. <b>RECEIVE PRINTED MAGAZINE.</b>	<input type="checkbox"/> \$300 (1 Year) <input type="checkbox"/> \$535 (2 Year) <input type="checkbox"/> \$725 (3 Year)
	<b>RECEIVE DIGITAL MAGAZINE ONLY.</b>	<input type="checkbox"/> \$275 (1 Year) <input type="checkbox"/> \$490 (2 Year) <input type="checkbox"/> \$660 (3 Year)
<input type="checkbox"/> SPOUSE	An active member can add his/her significant other for an additional fee. Spouse members subscribe to the NAA Code of Ethics and embrace the NAA Mission and Vision. <b>(Includes Auxiliary membership for spouse for one year.)</b> Spouse's Name (Required): _____	\$150
OPTIONAL FEES		
<input type="checkbox"/> NATIONAL AUCTIONEERS FOUNDATION DONATION	The National Auctioneers Foundation is the fundraising partner of the NAA. Funds promote the auction profession and industry. Donations are tax deductible.	\$50
<input type="checkbox"/> MEMBERSHIP NAA AUXILIARY*	The Auxiliary is a source for the promotion and advancement of the auction team. Membership is open to all NAA members and spouses. One year membership per person. <input type="checkbox"/> Self <input type="checkbox"/> Spouse *Auxiliary Member's Name (Must Complete): _____	\$25 per member

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 Check here if you are a previous NAA member.  Male  Female  
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 Name of auction school attended if applicable  
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## 3

### METHOD OF PAYMENT (PLEASE CHECK ONE)

Payment in Full (One Payment Total):  Check  Credit

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## 4

### AUCTION SPECIALITIES

It is recommended that you indicate your specialties. This information is available on the NAA web site where the public can search by speciality. You may choose up to FIVE.

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# NAA Member Benefit Highlights

NAA Member Services: (913) 541-8084 — Fax: (913) 894-5281  
memberservices@auctioneers.org — www.auctioneers.org

## NAAuction.com

Built specifically for the consumer, this website provides the public with information and education about the profession and industry, and connects buyers and sellers with NAA Auctioneers and their auctions.

## OfficeMax Discounts

This custom office supply program offers savings of 31% to 88% off more than 25,000 products online, through the catalogue or at one of nearly 1,000 stores.

## Shipping & Freight Discounts

Save up to 25% off Express, 12% off Ground and 70% off Freight when you ship with FedEx. Discounts of up to 70% off are also available on freight shipping with YRC and UPS.

## Constant Contact

NAA Auctioneers receive a discount when they use Constant Contact, an e-mail marketing provider. Communicate easily and efficiently with your clients, announce your next auction to everyone in your e-mail database list and save money! Get a 60-day free trial for up to 100 e-mail addresses. After that, pre-pay and get a discount of up to 25% off! Get started by visiting [naa.constantcontact.com](http://naa.constantcontact.com)!

## Auctioneer magazine

Stay tuned to current news and trends impacting the auction industry and profession. This full-color magazine is produced monthly for NAA members.

## Auction E-News

Get up-to-date on events, education and news at the NAA with this free members-only e-newsletter delivered to your inbox on the second and fourth Wednesday of each month.

## NAA Media Directories

NAA Auctioneers have access to media directories for all 50 states. Access these online directories at [www.auctioneers.org/directories](http://www.auctioneers.org/directories).

## Online Mentoring and Networking Forum

Share information with fellow members and ask questions about the auction profession when you participate in the NAA's members-only forum. Check back frequently as many topics are discussed on this very active forum. Call NAA Member Services at (913) 541-8084 or log on to [www.auctioneers.org](http://www.auctioneers.org) for more information.

## Auction Calendar

Members can post their auctions for free on the exclusive NAA Auction Calendar hosted at [www.NAAuction.com](http://www.NAAuction.com).

## NAA Education Institute

The NAA is dedicated to providing professional development opportunities for the auction industry. Members enjoy discounts on all educational events, seminars, designation and certification programs. Designation programs include: CAI, AARE, ATS, BAS, CES, GPPA and MPPA. Learn more at [www.auctioneers.org](http://www.auctioneers.org) or e-mail [education@auctioneers.org](mailto:education@auctioneers.org).

## Buyers' Guide

The NAA has collected information from those companies who have developed products and/or services with the auction company in mind at [www.auctioneers.org](http://www.auctioneers.org).

## NAA Credit Card Program & Free Check Recovery

Save on processing rates when accepting credit card payments from your sellers for their purchases.

## NAA Knowledge Center

Watch or download previous Conference & Show educational seminars, past IAC competitions and other NAA educational sessions. Each month, NAA members have access to a free seminar from a previous Conference and Show. Individual, track or all-access passes are available.

## Discounted Advertising Rates

Reach your target buyers thanks to the NAA's exclusive auction advertising programs. Receive discounted advertising rates with USA TODAY, Investor's BusinessDaily, The Wall Street Journal and TheNetwork of City Business Journals. Other contracts available on request.

## NAA Logo

Promote your membership in the NAA by using the association logo on your website, business cards, advertisements, letterhead and more!

## Publications

"Waiting For the Hammer to Fall - A Guide for Auctioneers" and "Auction Law" by Kurt R. Bachman and Joshua A. Burkhardt provide legal guidance and up-to-date information on issues Auctioneers encounter in their course of business.

# NAA Payment Plan

Be part of the National Auctioneers Association and stay on a budget when you choose the NAA Payment Plan, which allows you to spread your membership dues over three consecutive months.

## **Membership - Printed Magazine (\$300)**

\$100/month for three consecutive months

## **Membership - Digital Magazine (\$275)**

\$92 for first and second months; \$91 for third month

## **Member and Spouse Membership (\$450)**

\$150/month for three consecutive months

**Installment Payments by Credit Card:** I understand the terms and conditions of the payment plan and authorize the NAA to automatically apply payment to my credit card on the 25th of each month (three consecutive months).

**Installment Payments By Check:** All payments by check must be received by the 25th of each month (three consecutive months).

**\*PLEASE NOTE: FAILURE TO MAKE THREE CONSECUTIVE MONTHLY PAYMENTS WILL RESULT IN THE CANCELLATION OF YOUR NAA MEMBERSHIP.**

Return completed form to the National Auctioneers Association by email to [accounting@auctioneers.org](mailto:accounting@auctioneers.org), fax to (913) 894-5281 or mail to 8880 Ballentine, Overland Park, KS 66214.

## **Mission**

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

## **Vision**

*The National Auctioneers Association will unify and lead the auction and competitive bidding industries so they will be increasingly utilized as the preferred method of sale for personal and real property in all segments of the economy.*

These are just a few of the outstanding benefits of NAA membership. For a complete list of member benefits, visit our website.

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



# NATIONAL AUCTIONEERS ASSOCIATION UPCOMING EDUCATION



## BENEFIT AUCTION SUMMIT

DENVER, COLORADO

September 23-25, 2012

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## DESIGNATION ACADEMY

LAS VEGAS, NEVADA

December 9-15, 2012

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## INTERNET ONLY AUCTION SUMMIT

NASHVILLE, TENNESSEE

February 5-6, 2013

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## CERTIFIED AUCTIONEERS INSTITUTE

BLOOMINGTON, INDIANA

March 17-21, 2013

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## DESIGNATION ACADEMY

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July 10-15, 2013

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## CONFERENCE AND SHOW

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## BENEFIT AUCTION SUMMIT

ROSEMONT, ILLINOIS (CHICAGO)

September 15-17, 2013

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## DESIGNATION ACADEMY

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December 8-14, 2013

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# ADVERTISERS

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CUS Business Systems.....	19
E.R. Munro and Company.....	7
Hall and Hall Auctions.....	9
Hudson and Marshall.....	21
Kiefer Auction Supply.....	45
Lampi Auctioneers Inc.....	23
Leland Little Auction Supply & Real Estate Sales.....	17
LuJohns Enterprises.....	41
Mendenhall School of Auctioneering.....	23
NEBB Institute.....	33
Reppert School of Auctioneering.....	31
Satellite ProLink.....	27
St. Jude.....	61
Texas Auction Academy.....	9
United Country Auction Services.....	BC
USA TODAY.....	39
Vortex.....	67
World Wide College of Auctioneering.....	45

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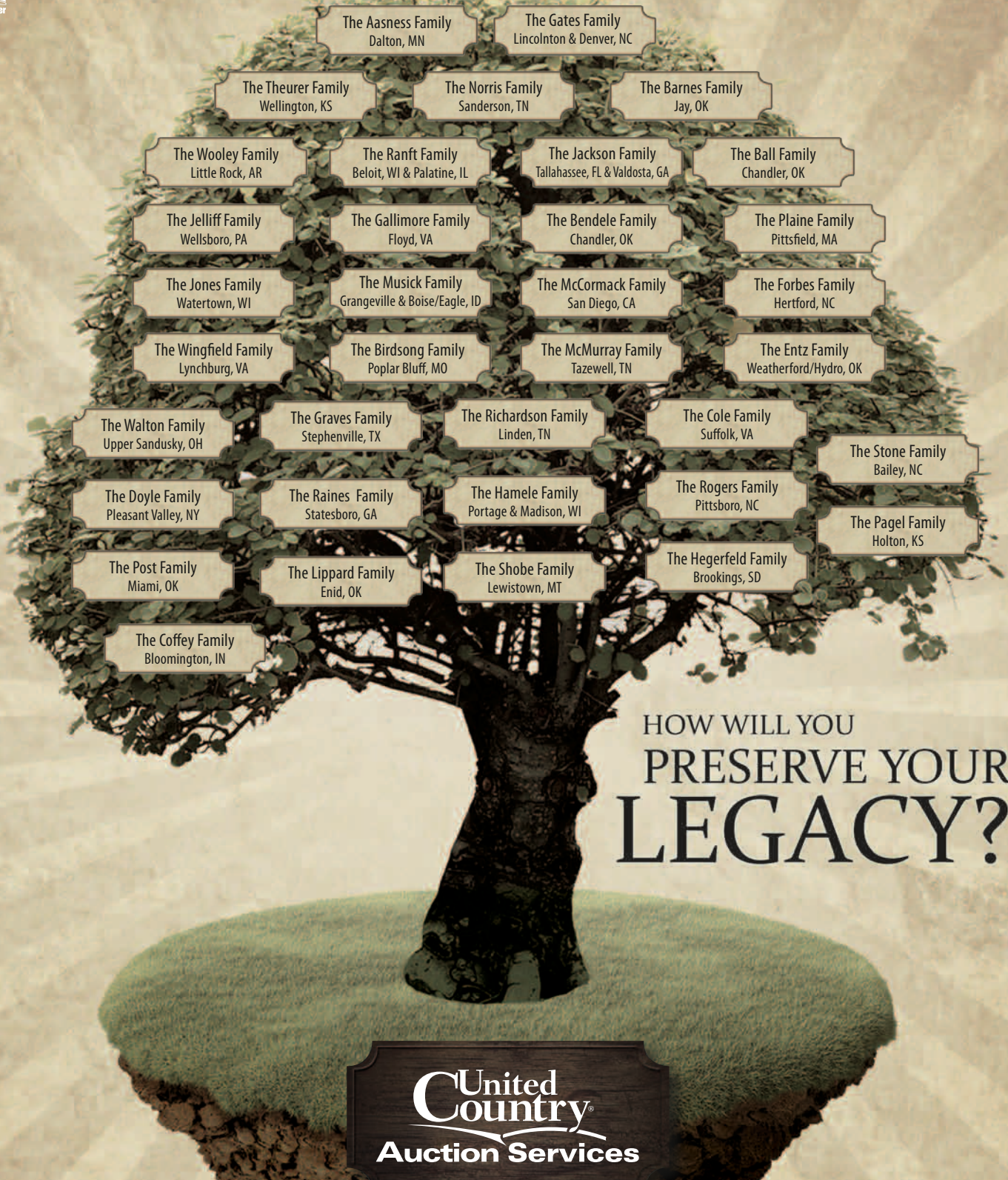
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