

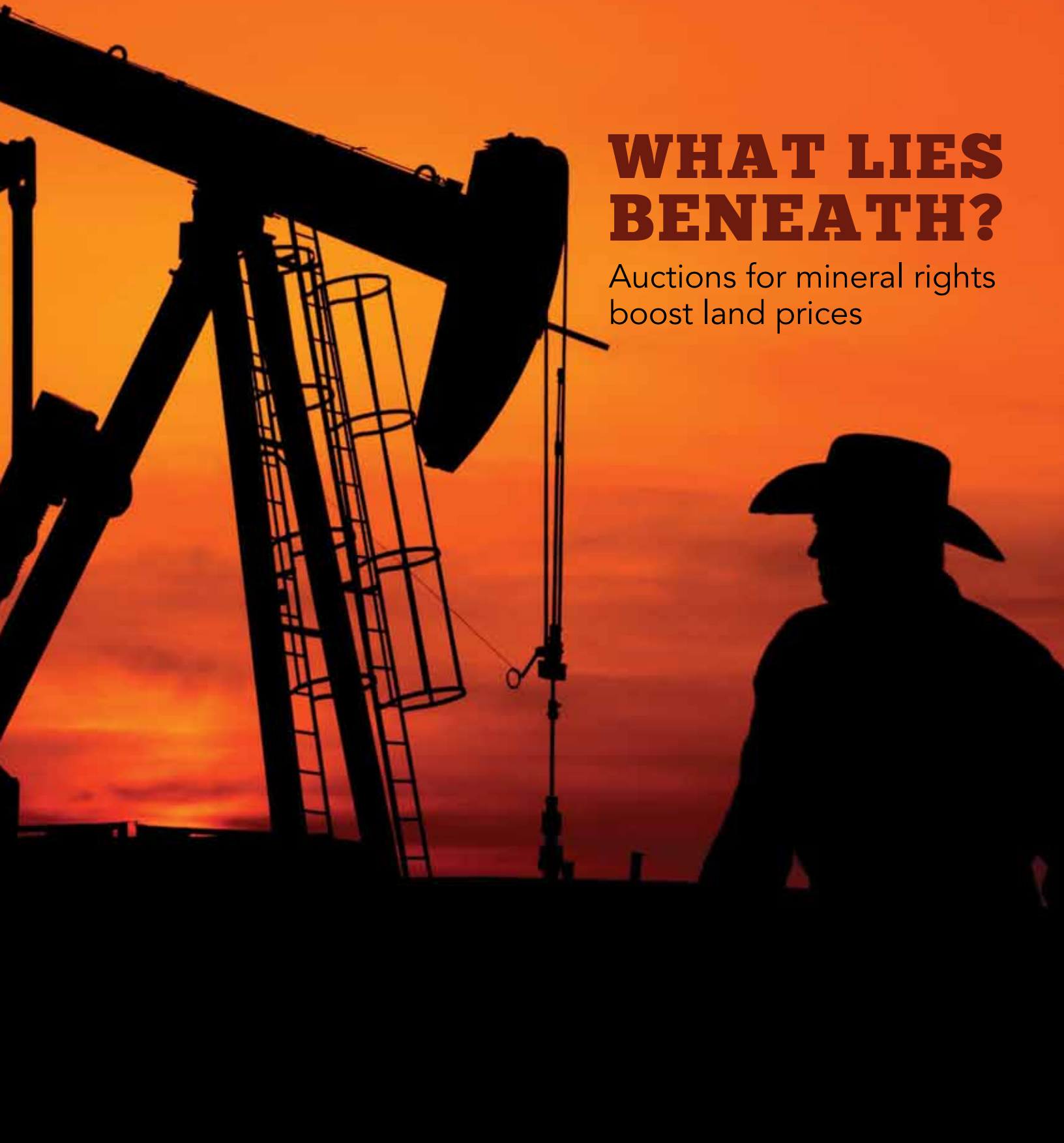
# Auctioneer

NOVEMBER 2012

The official publication of the National Auctioneers Association

## **WHAT LIES BENEATH?**

Auctions for mineral rights  
boost land prices





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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.

## Nominating Committee to identify Board candidates

**N**ovember is election time in the U.S., and regardless of which way you lean politically, you are probably tired of the ads that we are seeing on TV, hearing on the radio and reading in the newspapers. But we all know that this is an important time, and I hope that by now you are in the process of casting your vote or have already done so in your local, state and national elections.

There's another election coming up — one for the leadership of the National Auctioneers Association. Of course, it doesn't happen until July, but this year the election process will change. In July, the NAA Board of Directors approved some revisions to the Bylaws, and one of those revisions created the Nominating Committee. Why create a Nominating Committee when we've tried it before and it didn't seem to work?

You have probably noticed a recurring theme in the past three years from former President Mark Rogers, CAI, AARE, Past President Christie King, CAI, AARE, BAS, and me, talking about building a Board of Directors that functions as a team. The Nominating Committee is charged with making sure that team mentality continues. As I said in my column last month, it's not about me. It's not about what I want. It's about what is best for the NAA.

So why will a Nominating Committee work this time? It will be taking a fresh approach. It is working on identifying the knowledge, skills and abilities that a Board member needs to be successful. It will look at the current Board and see who has which competencies and then look at what they need. They will identify the gaps. Using this approach, it will have a more targeted method for recruitment.

And you are going to know who the committee endorses and why because the Bylaws now say that the Nominating Committee will forward up to two individuals for each position. One thing we know about NAA members, though, is that they are independent people. Therefore, the election process allows members to

enter the campaign by their choice, without an endorsement.

All of this is outlined on Page 7, but my goal in this column is to explain why the NAA has chosen a Nominating Committee.

### Strategic plan

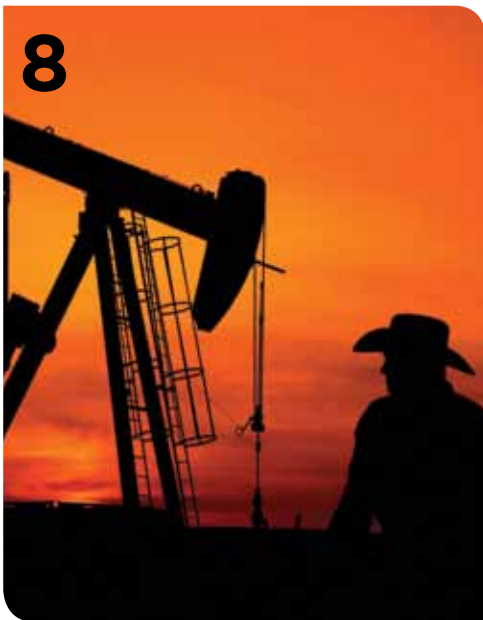
The Board continues to talk about a strategic plan for the organization. We had a meeting in Chicago in August and continued our conversation during our meeting in October. It is our goal to identify issues that we want to focus on for the next four to five years. This will help continue the momentum the Board is building and help keep us focused on moving in a consistent direction. It takes the ego out of being NAA President. Not only is this not "my year," next year won't be "the year" of Vice President Paul C. Behr, CAI, BAS.

We are focused on building an exceptional Board because NAA members deserve an organization that is exceptional. This brings us all the way back to the Nominating Committee and its importance. No one is trying to circumvent the election process. We just want to identify strong candidates for NAA members, who still do the voting and can still run for leadership positions. The Nominating Committee will be helping you understand what skills the Board needs to make it well rounded.

I know you are tired of thinking about elections, but I hope you aren't tired of thinking about the future of the NAA. We need you. Check out the story on Page 7, and if you have questions or comments, e-mail me at [jj@marknetalliance.com](mailto:jj@marknetalliance.com). And if you read this before Nov. 6, don't forget to cast your voice through your vote! It does matter!

*JJ Dower*

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# Auctioneer

NOVEMBER 2012 VOLUME 64 NUMBER 10

www.auctioneers.org

The official publication of the National Auctioneers Association

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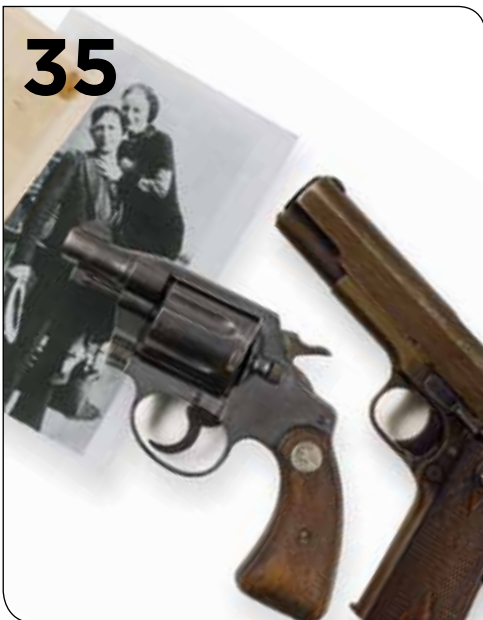
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**Editor's note:** The next edition of *Auctioneer* will be a December/January double issue.

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# Board creates Task Forces on education, advocacy and promotion

## Goal is to develop multi-year plan

By NAA staff

**T**he year 2020 was on the minds of the National Auctioneers Association's Board of Directors during its fall meeting in mid-October.

The two-day meeting mostly focused on how the NAA could meet the needs of its members now and in the future.

Board President J.J. Dower, CAI, AARE, ATS, says the Board wants to build on "Give Me Five, Now Ten ... Years Into the Future," a white paper produced by the NAA's Council on Future Practices.

"We spent last year getting our 'house in order' with recommendations made by the Vision 2015 Task Force," he says. "Now we need to focus on what we need to provide our members."

The Board met in August to begin a long-range planning process and continued the conversation in October, including a review of the NAA's mission and vision. Potential revisions to the mission and vision will be further discussed during its November conference call.

### New Task Forces

The Board also identified Task Forces that would review how three traditional components of association management — education, advocacy and promotion — could or should be offered by the NAA.

Task Forces will include representatives from all segments of NAA governance — the Education Institute, National Auctioneers Foundation, NAA Auxiliary and members at large.

### Membership pricing

Effective Jan. 1, the NAA plans to offer one level of membership that allows all members to vote in NAA elections. The pricing structure is as follows:

- Membership - \$300 (Members may opt out of receiving a yearlong, print edition of *Auctioneer* magazine for a reduced price of \$275)
- Senior membership - \$150 (Members must be at least 75 years old and have been a member of the NAA in the past for a total of 10 years or more)
- Spousal membership - \$150
- Lifetime membership - No change

The Board plans to finalize the charges to the Task Forces during its November call.

The three Task Forces will meet from January through June. Their final recommendations will be due to the Board for its July preconference meeting in Indianapolis.

The Board will then review all recommendations from July through October. In October, the Board will discuss a multi-year plan and set priorities for the NAA. The plan will commence Jan. 1, 2014.

### Education

The Future of Education Task Force will focus its efforts on developing a plan for preparing the successful auction professional for the future.

Many Education Institute Trustees will serve on the group, ensuring that the plan it develops aligns with the Trustees' existing responsibilities. The Task Force will work with the Education Institute Trustees before making its recommendation to the Board in July.

"The Education Institute Trustees have

been extremely busy managing the current educational program," says Institute Chairman Marc Geyer, CAI, AARE, BAS, CES.

"During this past year, we have rewritten the curriculum in CAI and started an entire revision of the current designation program. That is in addition to the development of Summits and additional educational opportunities. At this point, it is time for us to step back and look at what we need to do differently in the future."

### Advocacy and promotion

The Task Forces on Advocacy and Promotion are slightly different from the Education group, Dower says, as the NAA has not traditionally focused significant efforts on those areas.

The Advocacy Task Force will help the Board measure the NAA's effectiveness in addressing federal, state and local legislative and regulatory issues.

If the Advocacy group finds there are areas on which it believes the NAA should improve or act, it will be responsible for developing a plan for the association's

## Nominating Committee creates recruitment process

During its preconference meeting in July, the National Auctioneers Association Board of Directors approved several changes to NAA Bylaws.

One change was the creation of a Nominating Committee. The Chairman is Vice President Paul C. Behr, CAI, BAS, and 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.

This fall, the committee created the candidate recruitment process. It began by assessing the knowledge, skills and abilities that it takes to be a successful Board member and officer. It also completed an assessment of the current Board and identified specific areas of expertise needed for the 2013 Board of Directors. The required competencies and call for nominations form are at [www.auctioneers.org](http://www.auctioneers.org).

The committee agreed that a call for nominations will appear in the December/January and February issues of **Auctioneer**. All nomination forms must be sent to NAA Chief Executive Officer Hannes Combest, CAE, at [hcombest@auctioneers.org](mailto:hcombest@auctioneers.org) by end of day Feb. 28.

During the first two weeks of March, members of the Nominating Committee will review all nominations and will interview all candidates. According to the Bylaws, the Nominating Committee may forward up to two candidates per position to NAA members for their consideration.

All candidates will be notified by March 15 if they are selected by the Nominating Committee. If a candidate is not selected by the Nominating Committee, NAA members may still run for office if they notify Combest by March 22. Candidates will be announced in the April issue of **Auctioneer**.

Behr says he was pleased with the process that the Nominating Committee outlined.

"I believe it is necessary that we help the membership understand what it takes to serve on the Board of Directors," he says. "We want to build a strong organization for our members and that starts with having a Board with the right qualifications."

advocacy efforts. The efforts will be based on best practices for associations similar to the NAA's size and structure.

The Promotion Task Force will help the Board decide if an organization of about 4,000 members can be effective in promoting auctions, the auction professional and the difference between an NAA member and nonmember.

If the Promotion group believes there are areas on which the NAA should act, it will identify best practices of other organizations, as well as develop cost-effective ways to accomplish the goals it identifies.

Geyer is Chairman of the Future of Education Task Force; the Advocacy Task Force Chairman is Tom Saturley, CAI; and the Promotion Task Force Chairman is Jimmie Dean Coffey, CAI, AARE, BAS, CES, GPPA.

"Ensuring that the NAA is meeting the needs of auction professionals has been a strategic goal for all of us who have served on the Board for the past four years," Dower says. "It is my hope that the work we have done in this past four years will help set us up to be successful as we move forward in identifying a business plan for the next four to six years." ❖

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# WHAT LIES BENEATH?

- Horizontal drilling is behind increases in energy production
- Mineral rights are tripling land auction prices in some areas
- Investment firms, oil company representatives are among buyers
- Evidence of title might be big hurdle for some sellers



# Boom in oil and gas production, speculation sends land prices soaring at auction

By Bryan Scribner  
editor

New drilling technologies and demand for U.S. energy are fueling higher returns at land auctions, National Auctioneers Association members say.

In some parts of the country, horizontal, or directional, drilling and hydraulic fracturing technologies used in shale formations are contributing to a significant increase in fuel production — specifically natural gas. There are shale basins in more than 20 U.S. states.

Investors are keeping land auction prices strong in northeastern Ohio and northwestern Pennsylvania, where there is high potential for energy production from shale, says Dick Kiko Jr., of Russ Kiko Associates Inc., Louisville, Ohio.

“This has rejuvenated our economy beyond our wildest imagination,” Kiko says. “The craziness hasn’t even begun here because the production has not started — the real production has not started. We’re just in the drilling phase.”

## Land values

Kiko says land values in his area have been up 5 percent to 20 percent in the past couple of years; however, it’s difficult to attribute that completely to the demand for underground minerals, as tillable farmland values are increasing, as well.

Other NAA members also report strong prices for farmland.

Another Ohio-based auction professional, Curt Yoder, of Kaufman Realty & Auctions, Sugarcreek, Ohio, says depending on whether or not it has oil and gas rights, land in southern Ohio that used to go for \$1,200 to \$1,500 an acre can now hit \$5,000 an acre at auction.

## Selling mineral rights

A mineral rights auction could proceed in this way: A landowner, such as a rancher, could desire to sell the mineral rights to a tract of his land. The tract could comprise only the underground deed or a combination of the

underground and surface deeds.

An investor who buys the rancher’s mineral rights for a per-acre price at auction might then seek an oil and gas company to which he could lease the property.

The oil company might agree to pay the investor a “bonus” — a per-acre price giving the company rights to explore or drill on the deed — as well as a royalty calculated as a percentage of production.

## Lease values

NAA members say bonus prices for leases range from \$1,000 to \$10,000 per acre, depending on location.

Leases are generally for five years. Some deed holders receive royalties of up to 15 percent to 20 percent, Yoder says.

Shawn Terrel, CAI, AARE, who with his brother, Shane, runs MineralMarketing.com, Alva, Okla., says bonuses are up 50 percent to 60 percent because of new drilling technologies developed over the past five years.

“Where demand is strong, there’s not a set value on minerals,” he says. “This business — the oil and gas business — is the most speculative industry that you’ll ever operate in.”

MineralMarketing.com has listings in most major gas plays in the U.S., with its major locations being Oklahoma, Texas, Colorado and Kansas. It had more than 160,000 acres listed in mid-October.

## Increasing production

Kaufman, which has been selling oil and gas rights for about a year and a half, recently started a separate division, Kaufman Minerals and Natural Resources, to keep up with the demand. Yoder also attributes the bump in land prices to the emergence of new drilling technologies and their potential in energy production.

The U.S. Energy Information Administration

*continued »*

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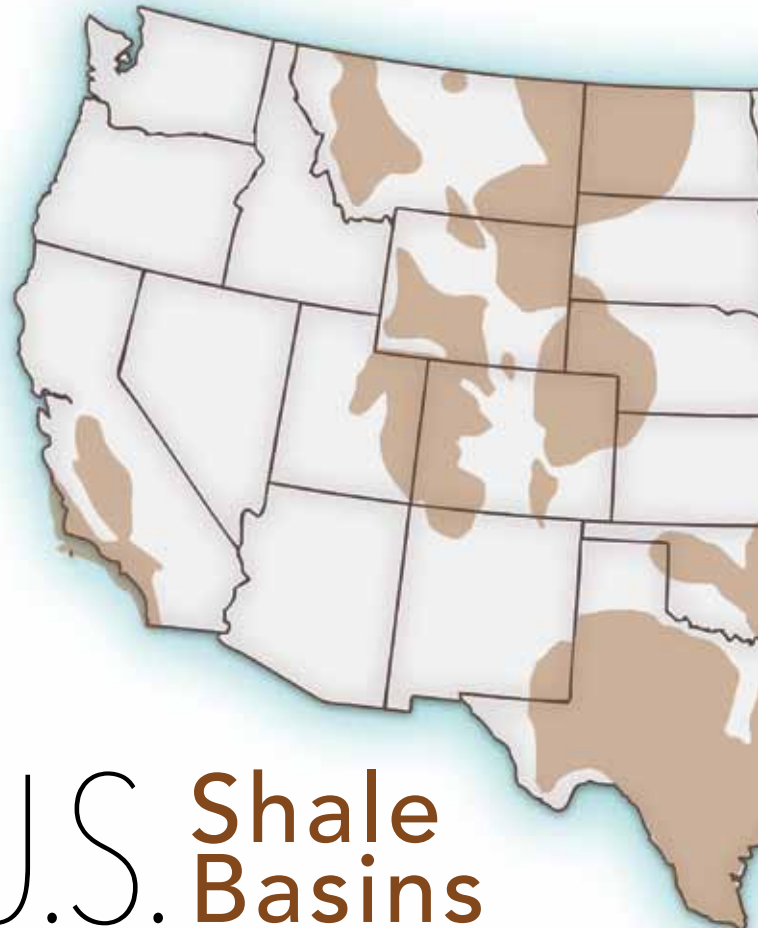
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# U.S. Shale Basins

predicts U.S. natural gas production to increase 29 percent by 2035, with almost all of the increase coming from shale gas.

The U.S. produced 2 billion cubic feet per day of shale gas in 2006 and today produces about 25 billion cubic feet per day, according to the *Lubbock Avalanche-Journal*. The production of “tight” oil in the U.S. has gone from 150,000 barrels per day six years ago to 900,000 barrels per day in 2012.

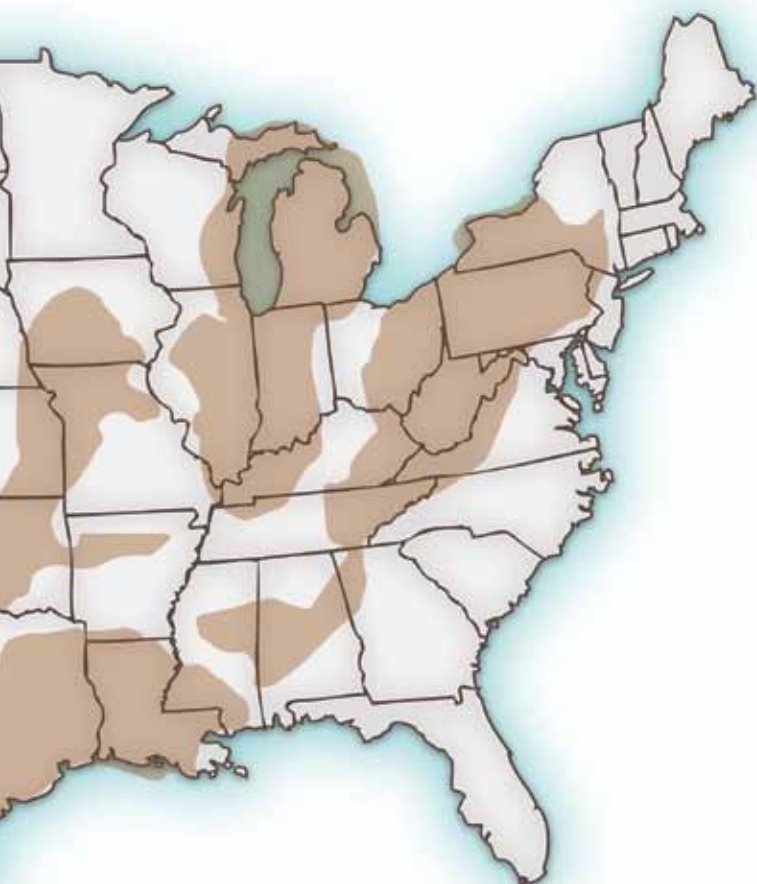
Although hydraulic fracturing, or fracking, has been around for more than half a century, it has the potential to produce significantly more gas and oil now that horizontal drilling is coming online.

While a traditional, vertical well can capture about 50 feet of oil and natural gas, a horizontal well can go about a mile into reservoir rock, according to the Ohio Oil and Gas Association.

Yoder says the resulting production potential has made mineral rights one of the most important aspects of an Ohio land sale in the past two years. Some landowners are keeping their surface rights and only selling deeds for what’s underground.

“Whether or not we’re selling the gas and oil rights separately, the gas and oil rights are having an effect on the value of the property,” Yoder says, adding that mineral rights were routinely researched for all land sales in the past, but as early as five years ago weren’t a big concern.

“Today, the gas and oil rights are a priority. In fact, many times the



Source: U.S. Energy Information Administration

gas and oil rights in some areas are worth a lot more than the land itself.”

Like Kiko, Yoder says a lot of Ohio counties are still in development stages for oil and gas production. NAA members say prices are increasing the most for land that is nearby producing wells, while investor speculation fuels high prices elsewhere.

Southeastern Ohio is cashing in, Yoder says.

“They’re sitting on pockets of oil — now there’s obviously technology to get it out. Now their land is worth a mint,” he says.

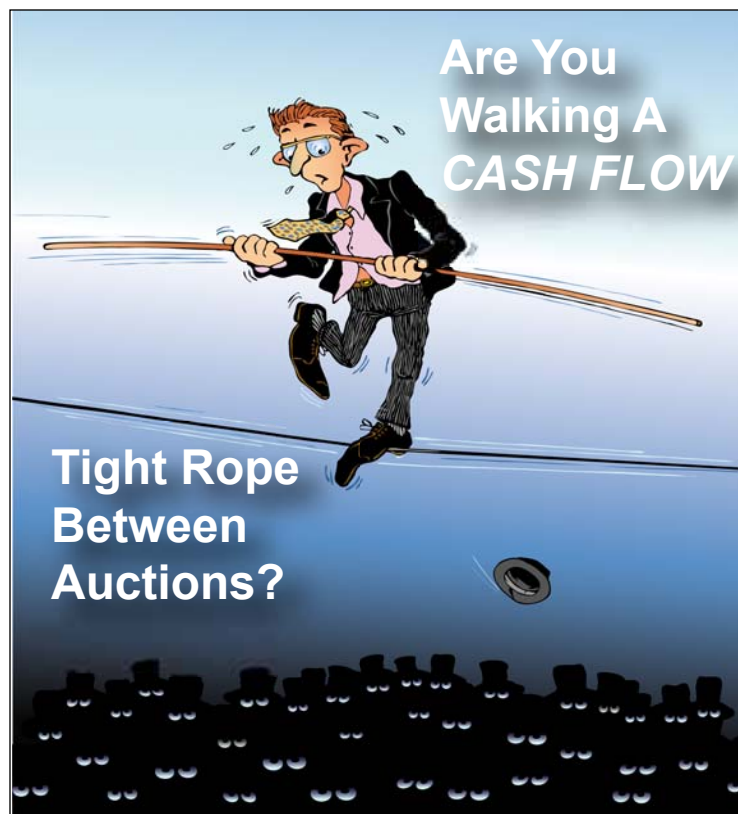
### Buyers and sellers

Kaufman Realty’s auctions attract a mix of local and national investors. Yoder says gas and oil producers are mostly interested in leasing land, producing oil on it and letting the leases expire.

Scott Shuman, CAI, of Hall & Hall Auctions, Eaton, Colo., also deals with local and national investors at his company’s mineral rights auctions; however, he adds that investment firms representing fund managers, as well as representatives from oil and gas companies, are placing bids.

“There are some areas where the oil company doesn’t want to have to

*continued »*



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deal with the landowner," he says.

Some oil companies would rather buy surface and underground deeds together, as this decreases liabilities and keeps them from having to attain certain permissions from landowners. Plus, they can use the land for recreation or farming, Shuman says.

Shuman conducts auctions across the country, with Colorado, Kansas and Texas being the most popular for his company's mineral rights auctions. He says there are opportunities across the U.S.

"There are millionaires being made every day, whether they are directly involved with (the oil and gas industry) or they run a sideline company that supports that industry," he says.

It doesn't seem difficult to find buyers or sellers.

"You can pick up the phone and find mineral buyers very, very easily," he says.

And when it comes to sellers, "People are just coming out of the woodwork," he says.

In early October, Shuman was planning for a Nov. 8 auction of more than 34,000 acres in Texas, on which the seller was preparing to offer half of his mineral rights.

In mid-May, Shuman offered the 3,600-acre Red Buffalo Ranch in Sedan, Kan. It was split into six tracts, with tracts one through three as surface rights and tracts four through six as mineral rights. So, tract No. 1 mineral rights were sold as tract No. 4; tract No. 2 mineral rights as tract No. 5; and tract No. 3 mineral rights as tract No. 6.

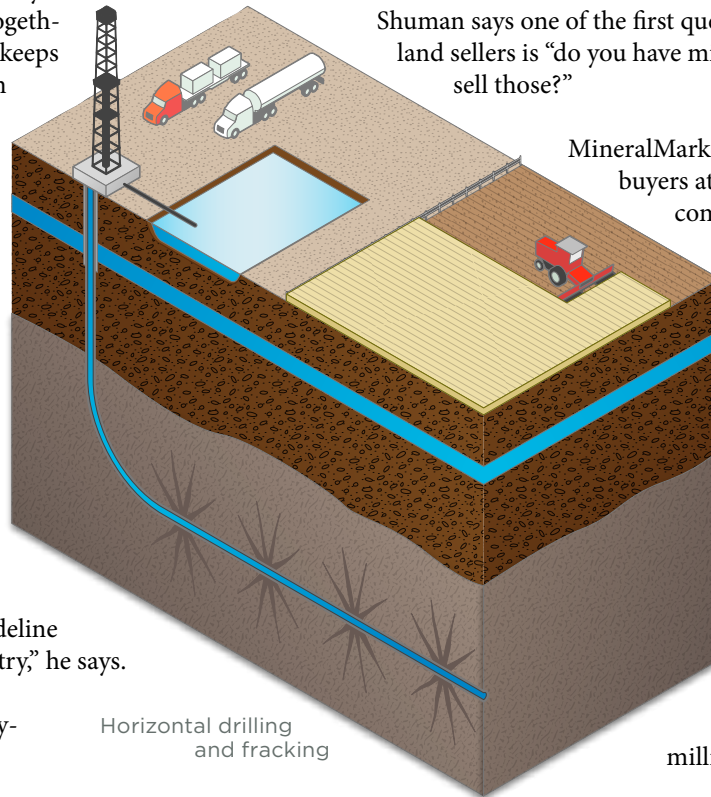
People from across the country placed bids in the multi-tract auction. All tracts went to one buyer.

Shuman says one of the first questions his company asks of all land sellers is "do you have mineral rights and are you willing to sell those?"

MineralMarketing.com's Shawn Terrel says buyers at his company's auctions typically comprise a mix of acquisition groups, fund representatives, landowners and other investors.

Live auctions usually have more than 100 attendees, and some bidders participate online. About half of the potential buyers register for the auctions.

The company's spring oil and gas auction featured more than 7,500 acres of minerals in Oklahoma and Kansas, according to a news release. The auction brought more than \$10 million for 42 tracts.



Horizontal drilling and fracking

*continued on Page 15 »*

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# Auction professionals represent landowners in lease negotiations

By Bryan Scribner

editor

Traditionally, a landowner who wanted to explore potential profits from oil or natural gas on his property was pretty much at the mercy of oil and gas companies.

The firms would write the leases, and the landowner would sign them in hopes of getting paid one day. The arrangements mostly favored the oil companies, and the landowner oftentimes didn't understand what he was agreeing to, says Shane Terrel, of MineralMarketing.com, Alva, Okla.

Today, ranchers, farmers and other landowners are getting some assistance from companies like MineralMarketing.com, which sells deeds for mineral rights at auction as well as represents landowners in lease negotiations.

Shawn Terrel, CAI, AARE, has helped run two-year-old MineralMarketing.com with his brother, Shane, for about the past year.

The Terrel brothers, who were raised by their grandparents, grew up farming wheat in Oklahoma and other states. They both attended auction school in the mid-1990s and from there went into the land and auction businesses.

The auction professionals have technically been in the mineral rights business for about 20 years, as they have been separating surface deeds from underground deeds for most of their careers.

## American landowner

Representing the American landowner, the Terrels say, is a natural fit for their "grassroots" backgrounds. They have always had close relationships with farmers and ranchers.



Shane and Shawn Terrel, of MineralMarketing.com, Alva, Okla., grew up in the agriculture industry and therefore have close relationships with the farmers and ranchers they represent in oil and gas lease negotiations and mineral rights auctions. The brothers have been in the mineral rights business for about 20 years.

Photo by Nathan Brunzie

"We've been training for this job our whole lives," Shane Terrel says. "We've identified with our client base since the day we were born. We just found a new service to offer him."

"We're basically helping farmers harvest and market their commodities. We did that with wheat ... we're still doing that with their land — we're doing that with their minerals"

Shawn and Shane Terrel represent landowners and oil companies as facilitators that understand the unique needs of both sides.

For example, they make sure gas and oil operators can turn a profit while they help landowners maximize the potential royalties they might receive from a lease.

Lease terms can start at three years and go up to five years or more based on production. As long as the land is producing, some leases are "held by

production," meaning the leases can stay in effect for several years.

Sometimes, gas and oil companies try to pass on operational costs like transportation and marketing. These expenses can significantly cut into a landowner's royalty, and therefore the Terrels work to ensure landowners sign leases based on gross oil and gas production.

Also, they help ensure contracts include depth clauses that allow landowners to retain mineral rights for other formations.

Given the unique circumstances surrounding these negotiations, Shane Terrel says the company's services help make leases more favorable for landowners.

The company conducted sales or lease negotiations for more than 100,000 acres of land in 2011. It plans to more than double its business in 2012.

## Marketing

Even if there's no energy production in an area, Shuman says Hall & Hall will place mineral information in marketing pieces to increase interest and possibly garner higher prices for land.

Search-engine optimization for the MineralMarketing.com website has been productive for Terrel's business, which gets a lot of calls from potential sellers who find the company online.

Traditional marketing, such as advertisements in print publications and word of mouth, is still important. Shawn and Shane Terrel say they benefit from the relationships they have formed throughout their lives in the agriculture industry.

Yoder says Kaufman regularly gets calls from landowners who are trying to evaluate the potential returns they might receive by selling their mineral rights at auction. Many potential sellers are seeking education and guidance.

NAA members say they are happy to offer that type of support. They also serve as experts for local landowners who might be more willing to place their trust in Auctioneers who are from their areas or who share similar backgrounds.

Most importantly, though, Yoder says his company aggressively pursues buyers from across the nation to ensure sellers receive

*continued »*

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Maddie loves to play softball. In summer 2010, she competed with her team, the Dixie Darlings, in the World Series Softball Championship. Teams from all over the world participated in the event, and Maddie's team placed third. It was an amazing feat for Maddie and her team.

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Maddie, who recently started sixth grade, now returns to St. Jude for regular checkups. She's back to playing softball, and hopes to play one day on a college team.

For more information about St. Jude and The Auction for Hope, visit [stjude.org/naa](http://stjude.org/naa).

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Maddie  
11 years old  
acute myeloid leukemia



©2012 ALSAC/St. Jude Children's Research Hospital (12/74)



Although a pumpjack is a recognizable symbol of oil production, modern oil and gas operations — those that use horizontal drilling and fracking technologies — no longer need the pumps. After drilling (left) is complete, all that remains is a collection of valves (right), often referred to as “Christmas trees.”



maximum returns for gas and oil rights.

Shuman echoes Yoder’s comment and says that while Hall & Hall is sticking with traditional marketing, it directly targets investors in the oil and gas industry.

Similarly, the 15-20 registered bidders who might come up empty at a mineral rights auction from Kiko Associates are always among the first potential buyers welcomed back to future auctions, Kiko says.

### Best practices

While all NAA members say it’s important for auction professionals to seek as much education as possible on mineral rights auctions, Shuman says persistence and involvement might be two of the most important factors necessary to find success in the business.

“They’re hiring the people that make the noise,” he says. “They’re hiring the people that they receive letters from, or they receive a personal call from or a personal visit from.”

Legally, an auction for mineral rights gets more complicated than a typical land auction, Shuman says. Misrepresentation of what’s underground can get an Auctioneer in big trouble, and that’s why Hall & Hall turns to sellers’ attorneys for legal descriptions.

Another big concern in mineral rights auctions is evidence of title, Kiko says. Some landowners could own surface rights but have no claim to underground deeds.

Therefore, Kiko says his company carefully researches the chain of title for every mineral rights auction it conducts. It does the same due diligence

for auctions that involve other natural resources, such as coal and gravel.

“It’s very legally complicated,” Kiko says. “From an Auctioneer’s point of view, it’s a whole other level of evidence of title that typically we don’t have to deal with.”

In addition to evidence of title, Kiko says property descriptions for underground deeds require mineral certificates, which are written by lawyers.

In contrast, Shane Terrel, of MineralMarketing.com, says a mineral rights auction for his company presents fewer legal concerns regarding title and ownership than a traditional land auction. He says the burden of title work and research falls on the buyer.

The company’s contracts allow buyers an opportunity

to research the titles following auctions, and if they find discrepancies in the mineral ownership they can adjust the agreements accordingly.

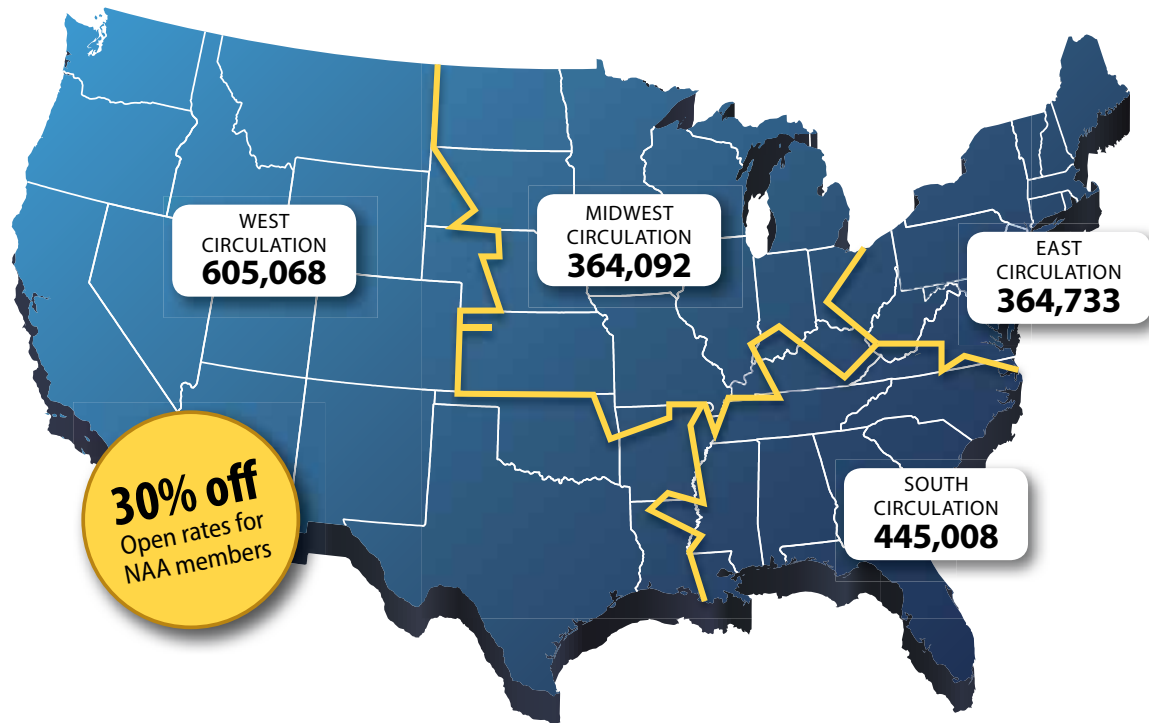
Also on the buyer side, Kiko says some investors who represent the oil and gas industry are asking his company to provide appraisals. Comparable analysis is the most appropriate appraisal method, he says, but it’s difficult to appraise some areas because many Ohio wells are not yet in production.

Besides oil and gas, auction professionals say coal is still a valuable mineral at auction. Shuman and others add that there also is a strong sector of investors who are interested in buying wind rights as the federal government provides funding for “green” energy initiatives. ❖



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# He'll keep doing what he's doing

## At 84, Auctioneer has no plans to slow down

By Sarah Bahari

*contributing writer*

**B**ill Harter once sold 1,760 Mitsubishi automobiles in three hours and 22 minutes, earning a record in the industry.

Another time, he stood on the auction block for 20 hours and 20 minutes selling horses.

Now 84 years old, Harter, of Springport, Ind., shows no sign of slowing down, even as he says he grapples with a volatile economy and enormous changes in the industry.

“There’s nothing like an auction,” says Harter, CES. “You’re a performer in front of a live audience. You thrive on the applause.”

Harter’s introduction to auctioneering came more than six decades ago, right out of high school, as he hauled livestock for a living. When bad weather would prevent the Auctioneer from showing up, the barn manager would ask Harter to step in.

Right away, he felt drawn to the excitement of auctions. But in 1951, he was drafted into the Korean War. When he returned home in 1954, Harter quickly signed up for auction school.

“I truly loved auction school,” he says. “It was an experience. I still clearly remember all of my instructors.”

### **Livestock and cars**

Business started slowly at first, but Harter soon got jobs selling cattle, horses and other livestock at auctions across Indiana and the Midwest.

In 1966, he took a job at an automobile auction

in Akron, Ohio, selling cars for nine years. He eventually got a job at the Ohio Auto Auction in Columbus, Ohio, where he launched one of the largest public utility auctions in the country.

For four decades, he conducted an average of 12 auctions every week across the country, often working until late in the evening then catching an early morning flight for the next event.

Tenacity, he says, fueled his success.

"I always felt I could make a market on any given day when none existed," Harter, of Harter Auctioneers, says. "I just worked harder than anyone. I did not want to take 'no' for an answer."

Harter says the National Auctioneers Association has provided him with countless connections.

As one of the oldest active Auctioneers in Indiana, Harter has impressed his colleagues with his energy and willingness to help others, says Jimmie Dean Coffey, of

United Country Coffey Realty & Auction in Bloomington, Ind.

"Bill is a go-getter. He is the Energizer Bunny," says Coffey, CAI, AARE, BAS, CES, GPPA. "He is always ready, able and willing to step in and help a young Auctioneer out. I would call Bill in a heartbeat if I needed advice."

### Still prefer live auctions

Harter has seen numerous changes in the industry since the 1950s, including the adoption of online auctions. While he does occasionally offer online bidding, he says his clients still prefer the live auction.

A recent farm auction drew dozens of bidders, he says, but not one person bid online. The person who bought the property drove more than 200 miles to the auction.

"Live auctions are still the way to go," he says, "and I don't see that changing."

In recent years, the shaky economy rattled land prices and auctions, he says, with

the recession hitting his area of Indiana especially hard.

Still, Harter says he follows a philosophy that his job is to help others. He recalled an instructor in auction school telling him that the three most influential professional people in a man's life are his doctor, attorney and Auctioneer.

Today, that is still true for many of his clients.

"A farmer might never accumulate a lot of money, but they do accumulate a lot of land and equipment," Harter says. "When they are ready to dispose of that, we are there to help guide them and make sure they get a fair deal."

The Indiana Auctioneers Association Hall of Famer says he hopes to continue working for years to come.

"I have no intention of retiring. I'm 84 and still going strong," he says. "God willing, I'll keep on doing what I'm doing." ❖

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# Foundation prepares for annual online auction

## Committee encourages NAA members to inform their buyers about the event

By NAA staff

The National Auctioneers Foundation is preparing for its annual Fun Auction Extravaganza, an online-only auction through which the group raises money to support the auction industry.

Proceeds from the auction also directly benefit educational programs offered by the National Auctioneers Association.

The fourth annual, 2013 auction is scheduled from Jan. 29 through Feb. 7.

Chairman of this year's event, NAF Trustee Mike Jones, CAI, BAS, GPPA, is now in the process of engaging various NAA members and member groups in organizing their efforts toward the cause.

For example, the NAF Online Auction Committee is seeking involvement from members of CAI classes, Hall of Fame members, auction school principals, state association leaders and others.

### How to help

In addition, the NAF encourages all NAA members to donate items and promote the auction to their buyers.

The Fun Auction Extravaganza is open to the public, so NAA members and nonmembers from around the world have an opportunity to bid on and win items in support of the NAF and the NAA.

The NAF has designed a button and provides a link to the auction that it is asking all NAA members to place on their respective business websites.

National Auctioneers Foundation Vice President Sandy Alderfer, CAI, MPPA, of Sanford Alderfer Auction Co. Inc., Hatfield, Pa., promotes the annual auction on his company's website.

The company places the button on its homepage, and it includes the event on its auction calendar. The auction calendar listing,

### Promote

The NAF has designed a button and provides a link to the auction that it is asking all NAA members to place on their respective business websites. Please contact Lois Zielinski at [lzielinski@auctioneers.org](mailto:lzielinski@auctioneers.org) to request the button.



which links to the NAF auction, makes it to the Alderfer Auction homepage about a week before the event goes live.

Last year, more than 30 nonmembers registered to bid and 19 contributed \$11,452 to the total revenue. The event brought in about \$40,000, which was nearly \$10,000 more than the year before.

"NAA members are very generous to the Foundation," Jones says. "The online auction provides our members and their clients with great items to choose from, while it directly contributes to the organizations that help auction professionals succeed and improve their services."

In 2012, members donated several trips, event tickets and collectibles. The auction included NASCAR tickets, a Hawaii Island retreat, a Louisiana swamp tour and a signed Leroy Van Dyke poster.

To donate an item, the NAF makes a donor form available at [NAFOnlineAuction.com](http://NAFOnlineAuction.com).

In addition to the aforementioned items, the NAF encourages donations of electronics, auction advertising packages, gift baskets, gift cards, auction experiences, airfare and tuition to educational events.

Please contact Lois Zielinski at [lzielinski@auctioneers.org](mailto:lzielinski@auctioneers.org) to request the button for online promotions or to ask questions. ❖

## DONATE

To donate an item, the NAF makes a donor form available at [NAFOnlineAuction.com](http://NAFOnlineAuction.com).

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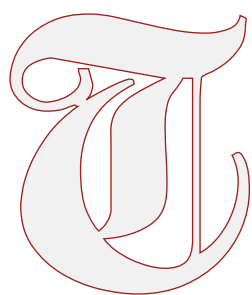
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# Auxiliary focuses on funding education for auction support staff

By Nancy Hull Rigdon

contributing writer



The National Auctioneers Association Auxiliary discussed ways to make the Auxiliary and its work more visible during its annual long-range planning meeting Oct. 12-14 in Ft. Worth, Texas.

“People sometimes think, ‘Oh, that’s the wives’ club.’ No, we’re nowhere near that,” says Cindy Soltis-Stroud, CAI, BAS, who serves as Chairwoman for the Auxiliary.

The Auxiliary’s work includes a focus on education, Soltis-Stroud says.

## Education, sponsorships

“We’ve had a change in our direction within the last two years. Education is a very high priority for us now,” says Soltis-Stroud, of Blue Fox Benefit Auctions in Boerne, Texas.

The Auxiliary plans to fund a Certified Auctioneers Institute education course for the first time at the March 2013 event in Bloomington, Ind.

“Our focus with education is the auction administration,” Soltis-Stroud says. “They’re not necessarily courses for the Auctioneers, but they are for the people who support the Auctioneers and what they are trying to accomplish in their businesses.”

In addition, the Auxiliary sponsored the two-part auction managers’ course at Conference and Show in Spokane, Wash., in July. It plans to again sponsor a course at the 2013 Conference and Show in Indianapolis.

The Auxiliary also plans to continue offering scholarships to children or grandchildren of Auxiliary members. The Auxiliary has funding for three, \$2,000 scholarships in 2013.

Soltis-Stroud says the scholarships are available to non-

traditional students who are attending college later in life, not just high school students going on to college.

“We really encompass everybody with these scholarships,” Soltis-Stroud says.

National Auctioneers Foundation Trustee Mike Jones, CAI, BAS, GPPA, spoke at the Auxiliary meeting and told of an Auxiliary accomplishment: An Auxiliary item brought the second-highest sale price in last year’s NAF online auction. The item, a trip to New York City, sold for \$1,850.

## Possible changes

NAA President J.J. Dower, CAI, AARE, ATS, also spoke during the meeting. He talked about the NAA’s vision and highlighted the association change to encompass the auction industry as a whole instead of mostly focusing on Auctioneers.

Dower also says that in November, the NAA plans to discuss whether the Auxiliary should remain under the NAA or move under the NAF’s umbrella. The Auxiliary would vote on any recommendation before a change would occur.

“We’ll be looking at what’s best for the Auxiliary as a whole. Would the NAF benefit members more or should we stay where we are?” Soltis-Stroud says.

The Auxiliary has about 600 members. Soltis-Stroud pointed out that there is often a misperception that the Auxiliary is an organization for women. In fact, it is open to all NAA members, and many of the Auxiliary members are men.

Julie Carter, CAI, of Satellite ProLink Inc. in Lakeland, Fla., sponsored the meeting with \$1,500 for food and amenities for the weekend.

Overall, Soltis-Stroud says the meeting was a success.

“It was one of the hardest meetings we’ve had in a long time because we had so much to do, and I’m happy to say we got a lot done,” Soltis-Stroud says. ❖

## Three Auxiliary scholarships available in 2013

The National Auctioneers Association Auxiliary plans to award up to three, \$2,000 scholarships in July during the 64th annual International Auctioneers Conference and Show in Indianapolis. The Auxiliary Scholarship Program assists its members' children or grandchildren as they pursue higher education. This is the Auxiliary's 21st year to provide the awards.

### Eligibility requirements are as follows:

- Must be a child/stepchild or a grandchild/step grandchild of an Auxiliary member with continuous membership since Jan. 1, 2008
- Candidates applying must be graduating from an accredited high school and have been accepted into a qualified college or university undergraduate study program or a school of technology; or, candidates must have completed the past year at a qualified college, university or school of technology (undergraduate)
- Candidates can apply for this program more than once but can only be awarded the scholarship one time
- Scholarship applications will be distributed by request only with a request deadline of Nov. 1-Jan. 15
- Completed packets must be returned with a postmark on or before Feb. 15

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# Power of the Internet

## Art sellers find more auction clients online

By Nancy Hull Rigdon

*contributing writer*

The market for high-end, rare and vintage paintings and other framed art continues to strengthen with time, say members of the National Auctioneers Association.

“There is always competition for items that are desirable,” says William Hall, CAI, AARE, of Tom Hall Auctions Inc. in Schnecksville, Pa.

Hall’s company recently experienced this with the sale of three paintings that carried prominence and rarity. The paintings were from a family with strong ties to the former Sayre & Fisher Brick Co. of New Jersey.

The belief was that all three paintings were purchased directly from the artists between the 1970s and 1990s. Two paintings were by American landscape painter Thomas Hill, and the third was from John Tracy, an American painter known for his images of dogs, horses and sporting scenes.

The John Tracy, a hunting scene with three men and three dogs, sold for \$50,000. A Nevada waterfall painting by Hill went for \$22,000, and a Hill fisherman scene netted \$16,000.

“Anything that has to do with the American West or sporting scenes is very desirable,” Hall says. “Whenever it has not been exposed to the marketplace before, like these paintings, it is nice and fresh, and that is always an added premium.”

### Expanded reach

The sale of the three paintings was on the higher end of his company’s work; however, he says good local art always draws strong interest.

Hall credits the reach of the Internet with expanding his market, and he says he believes the outlook for paintings and framed art will remain strong.



Art from the collection of Ronnie and Jo Wood. Courtesy Julien's Auctions

Darren Julien, of Julien’s Auctions in West Hollywood, Calif., specializes in fine and decorative art from high-profile collections. He says business for paintings and framed art is better than ever.

“We’ve had two record years,” Julien says, adding that most of the items he sells are related to celebrities.

He attributes the success to two main factors:

1) His company has expanded into the Asian market. He says Julien’s has been licensed by the Chinese government to do exhibi-



tions and auctions in mainland China.

2) He has expanded his client base.

“It just takes two people around the world that want the same item,” he says.

“We see items that in a general auction might sell for \$2,000. But if you find those right people, you can get \$30,000.”

Some of his auctions are live and online, and he also plays host to exhibitions followed by location auctions.

Julien says advertising in high-end publications has played a significant role in expanding his client base. Knowing your market for a specific item is also key, he says.

For instance, if he has a painting by a European artist, he will advertise in European publications that service the antique market.

He says other worthwhile marketing tactics include sending out e-mail blasts and working with the media to effectively pitch story ideas.

In auctioning celebrity items, he finds that fans often outbid collectors.

“When I had a painting of Cher’s, the value of the painting itself was estimated at \$30,000, but because it was Cher’s, it went for \$120,000,” Julien says.

Julien stays out of the contemporary art market, as it tends to be flooded and lacks a strong base of collectors, he says.

“But the old masters, the vintage pieces, anything that is hard to replicate — that is going to stay strong as long as we have the power of the Internet and the markets continue to increase,” he says. ❖

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# NAA members use several fundraising methods to meet goals for St. Jude

By Sarah Bahari

contributing writer

**A**uctioneers are conducting benefit auctions, recruiting national corporations and spreading the word among their colleagues to help raise money for St. Jude Children's Research Hospital.

The National Auctioneers Association recently pledged to raise half a million dollars over five years to support the hospital's Postdoctoral Fellowship Program, which will help St. Jude train the next generation of its scientific and medical minds.

NAA members have raised \$100,000 since March.

Beginning in 1995, NAA members have made a difference in the lives of children fighting cancer and other deadly diseases through their support of Memphis, Tenn.-based St. Jude. The association's Auction for Hope program has raised more than half a million dollars since 2006.

To raise money, NAA members are doing the following:

## Charles Wehrly

Years ago, Charles Wehrly and his son, Scott, offered to sell a couple of St. Jude ties to raise money for the hospital.

Wehrly, who founded Wehrly's Auction in Glen Rock, Penn., expected the ties to fetch about \$50 a piece.

Instead, they raised \$1,500 for the hospital in mere minutes.

Since then, the Auctioneers have conducted a benefit auction every spring for St. Jude, with local residents donating cakes, crafts, candy, goats, handmade wooden

benches, wagons and more.

Each year, a woman in Glen Rock, whose daughter was diagnosed with cancer and spent time at St. Jude, gives a presentation to attendees.

The Wehrlys raised \$8,700 for St. Jude this spring and hope to continue the tradition.

"People like coming out to help us and support St. Jude," says Wehrly, who has worked as an Auctioneer for 40 years. "This auction always gets a lot of support."

## Marc Weiler

Marc Weiler opted for a slightly different route to raise money for St. Jude.

The Auctioneer from Chatsworth, Calif., sent out dozens of letters, requests and e-mails to local businesses and national corporations.

A handful of hotels offered free one-night stays he could auction, and a casino gave away a night of lodging and dinner. A few restaurants offered gift certificates.

Then, the Wal-Mart Foundation joined, sending a \$250 check.

"We were excited to get Wal-Mart on board," says Weiler, who runs Weiler Group Auctioneers with his brother, Lee. "When we applied for a grant, we didn't know if we would even hear back from them."

Weiler hopes to build on Wal-Mart's support by seeking more donations and grants from businesses and foundations. Raising money for St. Jude is a priority for his company.

"This is all about children, and that touches everyone," he says. "We want to do our part to help." ❖



## John Roebuck, CAI, AARE

As a longtime resident of Memphis, John Roebuck, CAI, AARE, has seen firsthand how St. Jude changes lives.

"They fix the hearts of children and save lives," says Roebuck, who runs Roebuck Auctions. "I don't know of an organization more conservative or wise in how they spend their money."

Roebuck conducted his first St. Jude benefit auction, a horse show, in 1962. Years later, as President of the NAA, he initiated a partnership between the association and hospital.

Roebuck now conducts the annual AutoZone Liberty Bowl benefit auction, which raises money for St. Jude. So far this year, he has raised \$30,000 and plans to present the hospital with a check for \$112,000 in October.

Roebuck encourages NAA members across the country to give back to their communities and raise money for the hospital.

"St. Jude ensures that no child will be left behind," he says. "This is something the NAA should be part of." ❖

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Steve Proffitt

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.

# It's about time

## Auction contracts should include shortest length of time possible for clients to make legal claims

**A** statute is a rule of law that is voted upon and passed by a legislative body and ultimately enacted into law by signature of the jurisdiction's chief executive. So a state legislature passes a bill and sends it to the governor for signature. If the governor obliges, the bill becomes part of the state's statutory code.

Every state's law includes statutes that prescribe limitation periods. These periods define the maximum amount of time an aggrieved party is allowed to initiate a legal proceeding to address a claim or complaint for some act, event, omission or other point. Such laws are commonly referred to as a "statute of limitations." An aggrieved party might be either the government or an individual citizen and the subject matter might fall within either the civil or criminal code.

Once a limitation period prescribed by a statute has "run" without a proper legal action being initiated, the matter is said to be "time barred." This means an aggrieved party's failure to timely act has ended any right to prosecute the matter. By example, if a person is injured in a car wreck, but fails to file a lawsuit against the correct defendant within the prescribed period for doing so, the injured person could be barred from later suing the defendant and seeking damages. In the eyes of the law, any legal action filed on the matter would be untimely and subject to dismissal. This is because the law favors finality. Limited exposure to legal redress is far preferable to an unlimited period, inasmuch as the former provides a degree of certainty about the future that the latter would not.

### Common statute

Let's look at a common statute of limitation

— section 2-725 of the Uniform Commercial Code, which addresses contracts for sale. The statute reads in part: "An action for breach of any contract for sale must be commenced within four years after the cause of action has accrued. By the original agreement the parties may reduce the period of limitation to not less than one year but may not extend it."

Consider the four-year window for filing a claim: From a potential defendant's perspective, four years for the claim "blade" to hang over one's neck is certainly more desirable than would be an unlimited period to commence a legal action, but it is still a long time.

Now consider the second sentence in the statute — the provision that states "the parties may reduce the period of limitation to not less than one year ..." If you are making sales that fall within the parameters of the commercial code and have a concern about a potential claim being asserted against you, would you rather be under a four-year or one-year timeframe? The answer is obvious. You would want the smallest window you could get during which someone might initiate a legal action against you.

### Include in contracts

The commercial code allows you to have that one-year limitation period if the other party agrees to it. Opposite parties to commercial contracts will often not challenge this provision. Therefore, I include it in many of the commercial contracts that I prepare, including those that are not contracts for sale. I do this because I want the added protection this short window would afford my client whenever I can get it. If the contract is one for a sale, the commercial code affords a solid expectation that the period

would be upheld. If it is some other type of contract, I would likewise expect a court to sustain the limitation on the basis that it was freely bargained for by the parties.

While there is no guarantee this will work for your circumstances, I use this sample provision:

Any action or suit of any kind must be commenced within one (1) year from the date when the cause of action or suit accrued or it will be forever barred. The right of action or suit will accrue, and the one (1) year limitation period will begin to run, on the date the breach, damage

or injury is sustained and not when the resulting cost, damage, harm or loss is discovered.

### One-year cap

Say you are contracting with a seller for an auction. Why would you not want to include a one-year limitation period to cap any possible legal claim against you, as opposed to allowing the law to establish a longer period? In some jurisdictions, the period might be as long as 10 or even 15 years. If you agree that shorter would be preferable to longer, what does your current auction contract provide on the point? If it

is silent, this is your chance to change that.

Understand that other provisions of law could apply to a specific case that might affect your attempt to shorten the limitation period in a given situation. Be smart and consult your attorney for legal advice when dealing with a matter as important as this.

A narrow window of legal exposure can be a very valuable tool in your risk-management toolbox. Always consider how you can make a statute of limitations work for your benefit and then draft your contracts accordingly. Just remember — it's about time. ❖



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**Kurt Bachman**

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

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# Caught in the middle

## Auctioneer not responsible for enforcing contract rights

### Question:

What can and should an Auctioneer do when the buyer, after completion of a real estate auction, decides he or she does not want the real property?

### Answer:

Auctioneers are agents for the seller and assist with the formation of the sales contract. Auctioneers are not parties to the final sale contract between the seller and the buyer. Consequently, Auctioneers generally are not in a position to enforce any contract rights against a defaulting buyer. When buyers default, though, Auctioneers are usually caught in the middle of the dispute between the buyer and the seller. Unfortunately, this situation happens to Auctioneers from time to time. The contract resulting from the auction is between the seller and the buyer. Once a contract has been formed, each party has rights and obligations arising under the terms of the contract. When the successful bidder informs the Auctioneer that he or she does not want the property, the Auctioneer should attempt to verify the bidder's information and properly preserve the evidence.

### Breach of contract

As a practical matter, the key is for the Auctioneer to be vigilant. Once the bidding has concluded and the successful bidder is identified, an Auctioneer should have a licensed real estate agent approach the bidder and have him execute the appropriate documents. Obtaining the buyer's signature is important because the transfer of real estate must be in writing to be enforceable — compliance with the applicable statute of frauds. If the seller sues the defaulting buyer, the signed purchase documents provide

evidence of the contract being breached.

### Rigorous registration

It is impossible for an Auctioneer to prevent a successful bidder from defaulting after the auction has concluded. Even if the Auctioneer has a signed contract and collected a deposit, a buyer can still default on the contract and not perform his or her duties. However, an Auctioneer should employ rigorous registration requirements. This would include a bidder registration agreement and registration process

— where someone verifies the identity of each bidder (usually by requiring picture identification) and requires the bidder's home address, telephone number, driver's license number, date of birth and other information. Obtaining this data will allow the Auctioneer to provide the seller with information that will help her pursue the defaulting buyer. In addition, a bidder registration agreement should include provisions to protect the seller and discourage defaults. The bidder registration agreement should allow the seller to recover the expenses of the sale, collection costs and attorney fees from a defaulting buyer.

### Damages clause

The bidder registration agreement could also require a deposit and include a liquidated damages clause. A liquidated damages clause is a provision through which

the parties agree in advance to the amount of damages for a breach. To be enforceable, it should be an approximation of the amount of damages actually incurred — it should not be a penalty. If the amount of liquidated damages is significantly higher than the actual amount of damages incurred, the liquidated damages provision would likely be deemed an unenforceable penalty. If the deposit collected before the auction is \$10,000 and there is a liquidated damages clause for the amount of \$10,000, the seller receives the \$10,000 as damages for the breach. In general, liquidate damage clauses work the best when the damages would be uncertain or otherwise be difficult to anticipate.

### Seller's decision

When a buyer defaults, it is usually in the seller's best interests to have the property

sold again. Some jurisdictions impose a duty to mitigate damages to the seller.

If a buyer breaches the contract, and the seller sells the property for an amount that is equal to or greater than the original bid submitted by the defaulting buyer, the seller's damages may be minimal.

In those circumstances, the seller may elect not to pursue the defaulting buyer. If the property is sold for an amount less than the original bid, the seller can seek the difference between the original sale price and subsequent sale price for damages.

Ultimately, the decision to take action against a defaulting buyer must be made by the seller. In order for a seller to enforce their contract rights, they will need to bring an action against the buyer. ❖



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## Member was self-storage expert

Self-storage industry professional and National Auctioneers Association member Tom Litton, of Lodi, Calif., died Oct. 2. He was 55.

He managed more than 150 properties in 11 states, according to the California Self Storage Association. He also was a consultant and speaker.

His seminars included auctions as a topic, as well as self-storage management, law and theft prevention. He contributed hundreds of articles to trade publications.

Litton was a graduate of Northeastern State University in Oklahoma and the World Wide College of Auctioneering. He was an auction and real estate professional. ❖

## Auctioneer enjoyed motorsports

Retired National Auctioneers Association member Claude Bechtold, of Lancaster, Pa., died Aug. 31. He was 68.

Bechtold owned Bechtold Auctioneers, from which he retired in 2003. He was a Realtor before he became an Auctioneer.

He also was a member of Grace Community Church and enjoyed baseball, car racing and riding motorcycles. He was married to Audrey Myer Bechtold for 47 years.

Bechtold also is survived by two children, Stephanie, wife of Michael Johnson, and Heather, wife of Wendell Metzler; three grandchildren, Owen Ranck, Brady Metzler and Kylie Metzler; a brother, Keith, married to Joyce Bechtold; and a sister-in-law, Linda Bechtold. ❖

## A U C T I O N S C H O O L S



Rich Haas (right), President of Continental Auctioneers School, Mankato, Minn., presents Auctioneer certificates to two international students, including NAA member Nathan Barker (left), Colonial Heights, Va. Barker, from Sydney, Australia, completed the Professional Auctioneer Course of Instruction on June 17. Photo Courtesy Continental Auctioneers School



Students from 20 states, three Canadian Provinces and Grand Cayman graduated from the World Wide College of Auctioneering, Mason City, Iowa, in September. Photo courtesy World Wide

**Front Row:** Troy Deutz, Lindsey Musser, Ali Weiman, Allie Byers, John Korrey, Paul C. Behr, Vicky Flickinger, Ronnie Woodward, David Whitley, Jo Lockhart, Debbie McCann, Razvan Dinu

**Middle Row:** Patrick Lorance, Raymond Griffiths, Daniel Baron, Guy Gallegos, Gary Crawley, Justin Stetzer, George Geiger, Jacob Altman, Doug Wienbar, Michael Jasper, Barrett Palombo, Elliot Stoll, David Johnson

**Back Row:** Chisam Cain, Nick Meabon, Brandon Metcalf, Mike Howk, Duke Domingue, Dylan Somerville, Michael Lewis, Jeremy Fair, Roger Chartrand, John Genovese III, John Genovese Jr., Kim Remizowski, Roger Petersen



# Guns worn by Bonnie, Clyde combine to exceed half a million dollars

Most of the items sold during a “gangster” auction in late September were former possessions of Clyde Barrow and Bonnie Parker, according to a news release from RR Auction Co. LLC, the firm that conducted the auction.

Parker's .38-caliber went for \$264,000, and Barrow's .45-caliber automatic sold for \$240,000.

Men's division winner of the 2012 International Auctioneer Championship, Justin Ochs, participated in the auction along with National Auctioneers Association members Justin Vondenhuevel, AARE, CES; Jack Christy Jr., ATS, BAS; and Russell Abbott, GPPA.

A Texas collector, who wished to remain anonymous, bought the guns.

The .38-caliber revolver was taped to Bonnie Parker's inner thigh when she and Clyde Barrow were killed in an ambush. Clyde Barrow's Colt Model 1911 Government Model Semi-auto pistol was removed from his waistband.



The auction, which featured more than 130 lots, also included items from the estate of Barrow's sister, Marie Barrow. The auction also had five items pulled from the floor of Bonnie and Clyde's bullet-riddled car. They were a woman's silk stocking, an unused .45 caliber bullet and casing, a side temple from a pair of eye-glasses, a small wood-handled flathead screwdriver and an empty Bayer Aspirin tin.

Clyde Barrow's pocket watch sold for \$36,000. ❖

# King Jr. sculpture gets nearly \$15,000

Alderfer Auction Co. Inc., Hatfield, Pa., conducted notable auctions in early September, according to a news release.

It had a coin auction Sept. 11, a Discovery Art auction Sept. 12 and its annual Fall Fine & Decorative Arts auction Sept. 13.

The coin auction brought more than \$42,000 for 157 lots. The Discovery Art auction featured a painting in the manner of Horace Pippin's "Choir Practice" that went for \$4,500, and an abstract oil on canvas painting with an illegible signature sold for \$9,828.



\$14,760

ders from 13 countries.

The website saw more than 73,000 views in 14 days, with more than 1,000 views of a painting by Edmund D. Lewis.

A sculpture of Martin Luther King Jr. by Selma Burke, an African-American sculptor and painter, brought \$14,760.

The auction also had musical instruments, including a Steinway & Sons living room grand piano from 1910 that reached \$24,000.

One surprise was a case clock by Jacob Hagey of Hilltown, Pa., that brought \$8,180 over an estimate of \$3,000 to \$5,000. The clock made its way to Alderfer's on the roof of a car travelling from Port St. Lucie, Fla. ❖



\$24,000



\$8,180



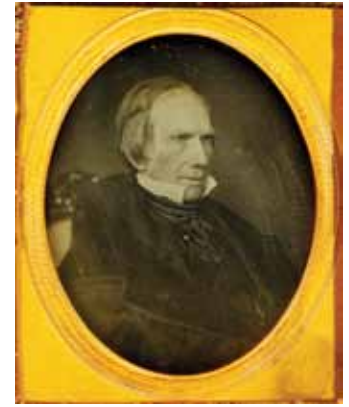
\$17,550



\$4,900



\$4,680



\$3,650



\$3,600



\$1,400



\$2,520

## Bidders give thousands for more than 200 daguerreotypes

Kaminski Auctions, Beverly, Mass., conducted a two-evening photography auction with more than 200 daguerreotypes from a single, 30-year collection from Rochester, N.Y., on Oct. 3-4, according to a news release.

A daguerreotype is a picture from the first commercially successful photographic process.

The auction got off to an encouraging start as a quarter-plate occupational daguerreotype with full leather case of a young photographer sitting beside his camera sold for \$17,550 against a presale estimate of \$5,000 to \$7,000. The daguerreotype was the cover lot of the sale catalog.

The second top lot of the sale was a quarter-plate daguerreotype — an image of an outdoor scene, an old mill possibly located in Herkimer, N.Y. — in a thermoplastic wall frame that sold for \$9,360 against a presale estimate of \$1,000 to \$1,500.

A Civil War era chessboard featuring identified portraits of generals, presidents, politicians, writers and poets sold for \$1,400.

A rare copy plate daguerreotype of Henry Clay, sixth plate, the original image taken on March 7, 1848, by Marcus Aurelius Root, sold for \$3,650.

Several Andre Kertesz (Hungarian 1894 - 1985) photographs topped the modern photography in the sale. With lively Internet bidding and many phone lines, the artist's "Melancholic Tulips" sold for \$4,900. Another Kertesz, "The Balcony Martinique," brought \$4,680.

The second evening of the sale saw an Andre Kertesz lot again leading the auction. His photograph titled "Pipes and Glasses 1926" sold for \$2,520, while the highest priced lot was "History of the Indian Tribes of North America" by Thomas L. McKenney that achieved \$3,600. ❖

## Aerospace building flies to almost \$9 million

Tranzon Fox sold a 146,000-square-foot office building in Lanham, Md., at auction for \$8.93 million Oct. 9, according to a news release.

The sale was by Tranzon's Jeffrey Stein, of Fairfax, Va.

The aerospace building is a class B, 75-percent leased office building on about seven acres. It is less than a mile from NASA's Goddard Space Flight Center.

Also included in the sale was the ground lease of the NASA Federal Credit Union, which occupies two of the seven acres. Tranzon Fox sold the property at auction Aug. 23. ❖

## Auction gets record number of online bidders

Matthews Auctions LLC, Nokomis, Ill., sold a Sinclair Aircraft double-sided porcelain sign with plane graphics for \$19,800 at the auction of the lifetime single-owner collection of William "Bill" Dagg on Sept. 14-16, according to a news release.

Dagg's collection was so big it took three days to auction it.

By the time the final hammer came down, more than 5,000 items changed hands.

About 300 people attended the event live and others bid by phone. Another 575 people registered to bid online, a record number of online bidders for the company.

The auction brought 30 percent more than the company's owner, Dan Matthews, CAI, GPPA, expected.

An additional highlight from the auction was a Studebaker Cars-Trucks single-sided porcelain neon sign mounted on a can that garnered \$5,500. ❖

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## Siblings take top spots in Washington championship

Austin Booker won the Washington State Auctioneers Association's Northwest Champion Auctioneer contest during the group's convention in early October, according to a news release.

Booker's sister, Chantel Booker, took first runner-up in the contest. The auction professionals both work for their family business, Booker Auction Co. in Eltopia, Wash.

Thirty-two people attended the convention in Pasco, Wash. The association elected these officers:

- President Rose Backs, of Realty Auction Services LLC, Post Falls, Idaho
- First Vice President Chuck Yarbrow Jr., CAI, GPPA, of Chuck Yarbrow Auctioneers, Moses Lake, Wash.
- Second Vice President Camille Booker, CAI, CES, of Booker Auction Co., Eltopia, Wash.
- Treasurer Steve McMillan, of McMillan Bros. Auction, Mt. Vernon, Wash.

Its current Board members are RL Heaverlo, of Heaverlo Auctions, Yakima, Wash.; Chad Ehli, CAI, MPPA, of Ehli Auctions, Tacoma, Wash.; and Chastity Clark. Its Past President is Chuck Beck, BAS, of Charles W. Beck Enterprises, Lacey, Wash. ❖



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### NEW CAI III

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## JANUARY

**4-6»** Colorado Auctioneers Association convention, Denver

**9-11»** Pennsylvania Auctioneers Association conference, Harrisburg

**10-12»** Wyoming Auctioneers Association convention, Casper

**10-13»** South Carolina Auctioneers Association convention, Greenville

**11-12»** Virginia Auctioneers Association convention, Richmond

**11-13»** Ohio Auctioneers Association convention, Dublin

**11-13»** Kansas Auctioneers Association conference, Manhattan

**13-14»** Idaho Association of Professional Auctioneers convention, Boise

**17-19»** Minnesota State Auctioneers Association conference, St. Cloud

**18-19»** Auctioneers Association of North Carolina convention, Greensboro

**22-25»** Michigan State Auctioneers Association conference, Lansing

**24-27»** Auctioneers Association of Maryland conference, St. Michael's

**25-26»** Montana Auctioneers Association conference, Red Lodge

**26-28»** Wisconsin Auctioneers Association conference, Wisconsin Dells

## FEBRUARY

**1-3»** Oklahoma State Auctioneers Association convention, Oklahoma City

**3-4»** New York State Auctioneers Association convention, East Syracuse

**8-9»** Arkansas Auctioneers Association convention, Little Rock

**8-10»** Kentucky Auctioneers Association convention, Bowling Green

**9-11»** Illinois State Auctioneers Association conference, Bloomington

## MARCH

**1-3»** Missouri Professional Auctioneers Association conference, Jefferson City

## MAY-JUNE

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

*To have your state association events listed in Auctioneer or Auction Enews, e-mail information to [bscribner@auctioneers.org](mailto:bscribner@auctioneers.org).*

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**IN THE RING**

**PAGE** *"This has rejuvenated our economy beyond our wildest imagination."*

9

**Dick Kiko Jr.**  
*Russ Kiko Associates Inc., Louisville, Ohio*

**PAGE** *"We were excited to get Wal-Mart on board."*

26

**Marc Weiler**  
*Chatsworth, Calif.*

**AROUND the BLOCK**

- Proxibid announced the appointment of Ryan Downs as its President and Chief Executive Officer in late September, according to a news release. Former CEO, Bruce Hoberman, planned to retire but remain Chairman of the Board. Downs, who joined Proxibid as President in August 2010, has been responsible for driving its strategy, vision and day-to-day operations.
- Schur Success Auction & Appraisal Inc., Monument, Colo., and its buyers helped raise \$3,000 for the Colorado Red Cross Wildfire Relief Fund in the third quarter of 2012. Similar efforts raised more than \$3,500 for St. Jude Children's Research Hospital. The fourth-quarter recipient will be Starlight Foundation of Colorado, according to a news release.
- United Country Auction Services plans to play host to the first class of the United Auction Academy on Jan. 13-17 in Las Vegas, according to a news release. The classes include instruction on general basic auctioneering but will focus on growth areas in the auction industry, including real estate, estate settlement, automobiles, fundraising and self-storage.



## MEMBERS' CORNER

### McCool scholarship deadline for CAI is Jan. 1

The application deadline for Larry A. McCool Scholarships to partially fund CAI education is Jan. 1.

Larry A. McCool, CAI, served as President of the National Auction-

eers Association Board of Directors from July 2003 until his death in October 2003. McCool, 56, specialized in antiques and estate auctions and loved benefit auctions. During his speech to the NAA membership as he accepted the office of

President in San Antonio, McCool stressed the importance of continuing education for all Auctioneers.

Eligibility requirements and details on how to apply are available at <http://tinyurl.com/76k3u8n>. ❖



McCool

### Giving back



Barb Richards, of A Touch Of Class Auction & Appraisal Service, Barrie, Ontario, Canada, was honored in June with the Queen Elizabeth II Diamond Jubilee Medal. She was recognized for her service to many charitable organizations as an Auctioneer, according to a news release. Submitted photo

### Stopping by



Jake Ohlinger, BAS, of Ohlinger Auctions, Greenville, S.C., and his wife, Kathy, stopped by NAA headquarters in Overland Park, Kan., in early October to meet with CEO Hannes Combest, CAE, and the NAA staff. Photo by Nathan Brunzie

### Accepting an honor



Missouri Professional Auctioneers Association President-Elect Lonnie Sewell presents the association's Hall of Fame Award to Lance Walker, CAI, BAS, CES, of Walker Auctions, Memphis, Tenn., during the MPAA's Summer Get-Together. Photo courtesy MPAA

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Hopper

“As a new Auctioneer, I joined the NAA in order to network with current Auctioneers from across the country that I will be able to consult as I develop my career as an Auctioneer.”

**Phillip Hopper**  
Knoxville, Tenn.

**Alaska**

Gerald A. Andrews  
Another Andrews Auction  
1110 W. Sixth Avenue #409  
Anchorage, AK 99501  
gerald.andrews@acsalaska.net  
(907) 748-1049

**Arizona**

Michael Ecke  
Bid4Things.com, LLC  
16220 N. 7th Street #3424  
Phoenix, AZ 85022  
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11263 W Green Desert Rd.  
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barwtack@gmail.com  
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**Arkansas**

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J&L Auction Services  
1959 Parkers Chapel Rd.  
El Dorado, AR 71730  
jeffjackson6079@gmail.com  
(870) 818-9797

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www.francofinn.com  
francofinn@gmail.com  
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jo@jospickins.com  
(760) 954-9964

Michael James Lewis  
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Alta Loma, CA 91701  
mjlauctions@gmail.com  
(530) 680-6195

**Colorado**

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PMJ Land Company  
1429 Fairfield Ave.  
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tltwig@msn.com  
(303) 710-9817

Richard Rowland Scott  
Rich Acott Auction Service  
560 E Keen Ave.  
Byers, CO 80103  
rsuisionofunity@aol.com  
(303) 807-5337

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Hartford, CT 06114  
www.metroautobodyandtowing.com  
metroautobody@aol.com  
(860) 296-9226

**Indiana**

Kelly L. Williams  
Cassidy Turley  
1300 One America Square  
Indianapolis, IN 46282  
www.cassidyturley.com  
kelly.williams@cassidyturley.com  
(317) 639-0547



McBroom

**“** I joined the NAA to network with auction professionals as well as to further develop my understanding of the industry through continuing education. **”**

**Jeremy McBroom**  
Cape Girardeau, Mo.

Kevin P. Williams  
Consignment Connection LLC  
6015 Maple Grove Rd.  
Martinsville, IN 46151  
www.consignmentllc.net  
consignmentllc@yahoo.com  
(317) 919-8811

## Iowa

Michael D. Howk  
406 Duffield St.  
Bloomfield, IA 52537  
mhowk@netins.net  
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Albuquerque, NM 87112  
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## Oklahoma

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## Texas

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jstelzerosu@gmail.com  
(817) 992-7059

## Virginia

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728 Beechnut Lane  
Martinsville, VA 24112  
kim.wheeler71@yahoo.com  
(276) 806-3842

## Canada

### Ontario

Razvan Dinu  
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Stoney Creek, ON L8E 0E3  
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corpassets.com  
rdinu@corpassets.com  
(416) 277-4160

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Roger Junior Chartrand  
549 Rang 11  
Sainte-Agathe-De-Lothinière, QC G0S  
2A0  
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roger-jr-chartrand@hotmail.com  
(418) 599-2994

## Caymen Islands

### Grand Caymen

Kim William Remizowski  
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Grand Cayman K41-1008  
Caymen Islands  
kremizowski@candw.ky  
(345) 916-4134

New members compiled by Brandi McGrath



By Ryan George

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

#### Connect with Ryan at the following:

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

# Rethinking the company brochure

When I started my company 10 years ago, my print shop gave me some free company brochures. So, I took full advantage of that and built an eight-page catalog that sold my services. Cumulatively, that was 748 square inches — roughly five square feet of text and pictures — that I put in someone's hands.

About five years into the business, I realized that was too much sale content and condensed my message down to the text that could fit on three “plane tickets” that inserted into what looks like the envelope that airlines give you at the check-in counter.

The other day, I was pulling one of those out of my cabinet to insert into a package of brochure samples. It's now down to two “tickets” of text.

I thought to myself, “That's a lot of text! They're not going to read all of this. I wouldn't.” To be candid, part of me actually hoped the person on the other end wouldn't read it — that they would (1) just be impressed by the atypical brochure format that won two national awards and (2) take a pass on the dated statistics and testimonials.

With the Internet literally in our hands, we don't have time or space for company brochures any more. Once they're printed, company brochures hold content that can't be changed or updated. In

contrast, clients and prospects can see real-time content on our website and should see our most current promotional messages on our social media streams.

I'm not ready to sign a death certificate for the company brochure, but we have to look at them differently if they are to successfully attract and educate prospects.

## Value time

Often, the quantity of content can discourage readers from even starting to read your pitch. Break your text into small chunks — quick paragraphs, short bulleted lists or captions for photographs.

## Drip your brand

Don't make one piece, send it once, and then consider it a failure if only a few people respond. Create a series of succinct pieces that each respectively center on a specific topic or solution. Design these pieces to look like each other — so much so that you could remove the logo and the pieces would still work together.

## Lift in unison

Your company brochure might be a first or second impression, but it probably won't be your only impression. When all your media is lifting in unison, each piece has less of the weight of your brand to carry. So, don't order an expensive brochure if your other media,

such as signage, is printed at OfficeMax or designed by the sophomore computer science class.

## Replace brochures

Send your prospects something that literally looks and feels different from other advertising. My print shop gained more than \$100,000 of business (and national attention in two magazines) by mailing tubes that contained shoe strings, a lottery ticket and a dollar bill.

## Change the text

Most company brochures (like most proposals) say, “Here's a company résumé. Please hire us.” Speaking from my experience with Biplane's promotion, the more I have to say, the more insecurity is driving the piece. Make the text address your prospects' potential issues. When you use pictures, choose images that draw the topic into the reader's context and make the scene more relatable.

Business owners often understand the golden rule when it comes to customer service. It's interesting to me, though, how often we overlook that guiding principle and don't design advertising that we would want to read if the roles were reversed. Give advertising unto others that you would want given unto you and see what happens to your company brochure — and your bottom line. ❖



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**EMAIL** [saveonfreight@1800members.com](mailto:saveonfreight@1800members.com)

**FAX** 1-888-461-4664



# 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		All members except *ONLINE members will receive the print version of <i>Auctioneer</i> magazine.
<input type="checkbox"/> REGULAR	An active Auctioneer that subscribes to the NAA Code of Ethics and embraces the NAA Mission and Vision. Voting Member (Printed Materials)	<input type="checkbox"/> \$300 (1 Year) <input type="checkbox"/> \$535 (2 Years) <input type="checkbox"/> \$725 (3 Years)
<input type="checkbox"/> ONLINE	Online member is an active Auctioneer receiving all correspondence through online and electronic formats. Voting Member (*Digital Materials - Receives digital version of <i>Auctioneer</i> magazine)	\$275
<input type="checkbox"/> AFFILIATE	Individuals who are not Auctioneers but who are involved in auction or auction-related business with the purpose to provide goods and services to Auctioneers and the public. Non-Voting Member (Printed Materials)	\$500
<input type="checkbox"/> ASSOCIATE	Employees of Active Members who are not Auctioneers. Auction-related professionals representing the real estate, finance and legal industries should apply for Associate membership. Non-Voting Member (Printed Materials)	\$225
<input type="checkbox"/> MEMBER + SPOUSE	An Active member and his/her spouse or significant other that subscribes to the NAA Code of Ethics and embraces the NAA Mission and Vision. Includes Auxiliary membership for spouse for one year. Voting Member (Printed Materials) Spouse's Name (Must Complete): _____	\$450
OPTIONAL FEES		
<input type="checkbox"/> NATIONAL AUCTIONEERS FOUNDATION DONATION	The National Auctioneers Foundation is the fundraising partner of the NAA. Funds promote the auction profession and industry. Donations are tax deductible.	\$50
<input type="checkbox"/> MEMBERSHIP NAA AUXILIARY*	The Auxiliary is a source for the promotion and advancement of the auction team. Membership is open to regular, online and retired members and spouses only. One year membership per person. <input type="checkbox"/> Self <input type="checkbox"/> Spouse *Auxiliary Member's Name (Must Complete): _____	\$25 per member

## 2

### MEMBERSHIP INFORMATION (Please Print)

TOTAL AMOUNT DUE \$

First \_\_\_\_\_ Middle \_\_\_\_\_ Last \_\_\_\_\_

Nickname \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-Mail \_\_\_\_\_

Web Site \_\_\_\_\_

Check here if you are a previous member or a member of a state association.

Male  Female

Number of Years in Industry \_\_\_\_\_ Year of Birth \_\_\_\_\_

Name of auction school attended if applicable \_\_\_\_\_

Referred By (Optional) \_\_\_\_\_

## 3

### PAYMENT INFORMATION

- Check Enclosed (\$USD)  Credit/Debit Card

**Payment Plan**  
See Reverse

Credit Card # \_\_\_\_\_ Exp. Date (MM/YY) \_\_\_\_\_

Card Holder Name (Print) \_\_\_\_\_

Signature \_\_\_\_\_

## 4

### AUCTION SPECIALITIES

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

- Antiques & Collectibles
- Appraisals
- Art & Galleries
- Auto & Motorcycles
- Bankruptcy
- Benefit & Charity
- Boats & Water Sports
- Business Liquidations & Office Equipment
- Coins
- Collector Cars & Vintage Equipment
- Estate & Personal Property
- Farm, Ranch & Livestock
- Firearms
- Govt. Surplus Property & Seizures
- Heavy Equipment & Construction Machinery
- Industrial & Manufacturing Equip.
- Intellectual Property
- Jewelry
- Real Estate, Commercial/Industrial
- Real Estate, Land
- Real Estate, Residential
- Off-Road & Recreational Vehicles
- Restaurant, Food & Spirits
- Trucks, Trailers & Transportation

# NAA Member Benefit Highlights

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

## NAAuction.com

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

## 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.

## Industry Insights

Free online seminars presented by industry professionals teach today's business essentials to help you run your business more successfully.

## Online Mentoring and Networking Forum

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

## 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.

## Free Website Design & Hosting

Members can individualize information about their company and post auctions with their very own free website. This program also includes free web hosting when you pay just \$9.95/year for the URL.

## Workers' Compensation Insurance

NAA offers a deviated Workers' Compensation insurance program through the Blue Valley Insurance Agency. Premium prices vary by state and by payroll.

## Publications

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

# NAA Payment Plan

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

## **Regular Membership (\$300)**

\$100/month for three consecutive months

## **Online Membership (\$275)**

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

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

\$150/month for three consecutive months

## **PLEASE CHECK ONE - REQUIRED**

- Payment by Credit Card:** By checking this box, I understand the terms and conditions of the payment plan and authorize the NAA to automatically apply payment to my credit card on the 25th of each month (three consecutive months).
- Payment By Check:** All payments by check must be received by the 25th of each month (three consecutive months).

*\*Please Note: Failure to make three consecutive monthly payments will result in the cancellation of your NAA membership.*

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

**IF EMAILING OR FAXING FORM, PLEASE MAKE SURE TO INCLUDE BOTH FRONT AND BACK PAGES.**

## **Mission**

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

## **Vision**

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

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

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



# NAA EDUCATION INSTITUTE TRUSTEE CANDIDATE REQUIREMENTS



**N**AA members and designation holders who wish to be considered for a position of trustee for the NAA Education Institute in 2013 must submit information declaring their interest by Feb. 15, 2013.

Two (2) new Trustees will join the Education Institute as of the 2013 Conference and Show in Indianapolis. Terms are for three (3) years, and Trustees are expected to take a very active role in the planning and implementation of education efforts of the NAA. EI Trustees plan and lead the educational activities of the NAA, from designation programs such as CAI, AARE, ATS, BAS, CES, GPPA and MPPA, to certificate programs, summits and educational offerings at Conference and Show.

## TRUSTEES MUST MEET THE FOLLOWING REQUIREMENTS:

- Have an NAA designation (CAI, AARE, ATS, BAS, CES, GPPA or MPPA)
- Be an active member of the NAA for no less than five years
- Submit a letter confirming a commitment to serve

## TRUSTEE CANDIDATES SHOULD BE AWARE THAT:

- Trustees are required to participate in monthly conference calls and attend three (3) face-to-face meeting each year (one of which takes place at and Conference and Show).
- EI Trustees recommend candidates for appointment to the NAA Vice President
- The NAA Vice President makes the final recommendation of candidates to the NAA Board for approval
- Only two (2) Trustees will be appointed
- Terms are three (3) years
- Trustees may not serve two consecutive terms and may not serve concurrently on the NAA Board, other than the NAA Vice President and the Chair of the Trustees
- Leadership positions of Chair and Vice Chair are elected by the Trustees

## CANDIDATES MUST SUBMIT ALL OF THE FOLLOWING BY FEB. 15, 2013:

1. A signed letter of intent to seek a trustee position
2. A brief response (75 words) for each of eight questions listed below
3. A color photograph of yourself
4. The following profile information:
  - *Number of years in the auction profession*
  - *Number of years as an NAA member*
  - *Work history*
  - *Education*
  - *Prior volunteer activities*

Candidate profiles will be reviewed by the Education Institute Trustees. The profile is intended to help Trustees and Board members learn more about the candidate and their respective goals and views.

## PLEASE ANSWER EACH OF THE FOLLOWING QUESTIONS WITH 75 WORDS OR FEWER:

1. Why do you wish to serve on the NAA Education Institute Trustees?
2. What specific talents and skills would you bring to the Education Institute?
3. Should you be appointed, what would you like to accomplish during your term with the Trustees?
4. What is your vision for the education of an auction professional?
5. How has advanced education affected your success in the auction industry?
6. What changes do you foresee in the auction profession in the next five to 10 years, and how can the Education Institute make sure the NAA is positioned to address those changes?
7. In your opinion, how can auction education through the NAA enhance the auction professional's image, skills, success and satisfaction?
8. How do you think education should be delivered (lecture, interactive, facilitated, etc.) to an adult learner?

**Please remember that we need all information by Feb. 15, 2013.  
Please e-mail the requested information to: [education@auctioneers.org](mailto:education@auctioneers.org)**



*thank you*

# ADVERTISERS

1-800-The-Sign.....	7
AmeriBid.....	19
Auction Flex.....	IFC
Auction Systems Auctioneers and Appraisers.....	23
Auction Time.....	13
AuctionZip.....	IBC
Basinger Audio Systems.....	37
CUS Business Systems.....	10
E.R. Munro and Company.....	31
Hall and Hall Auctions.....	37
Hudson and Marshall.....	29
Kiefer Auction Supply.....	12
Kingston Auction Company.....	25
LuJohns Enterprises.....	23
Mendenhall School of Auctioneering.....	19
NEBB Institute.....	11
Reppert School of Auctioneering.....	15
Satellite ProLink.....	9
St. Jude.....	15
Texas Auction Academy.....	12
United Country Auction Services.....	BC
USA TODAY.....	17
Vortex.....	27
World Wide College of Auctioneering.....	25

### Want to advertise in Auctioneer?

**Contact:** Anna Lewis  
(913) 563-5421  
alewis@auctioneers.org

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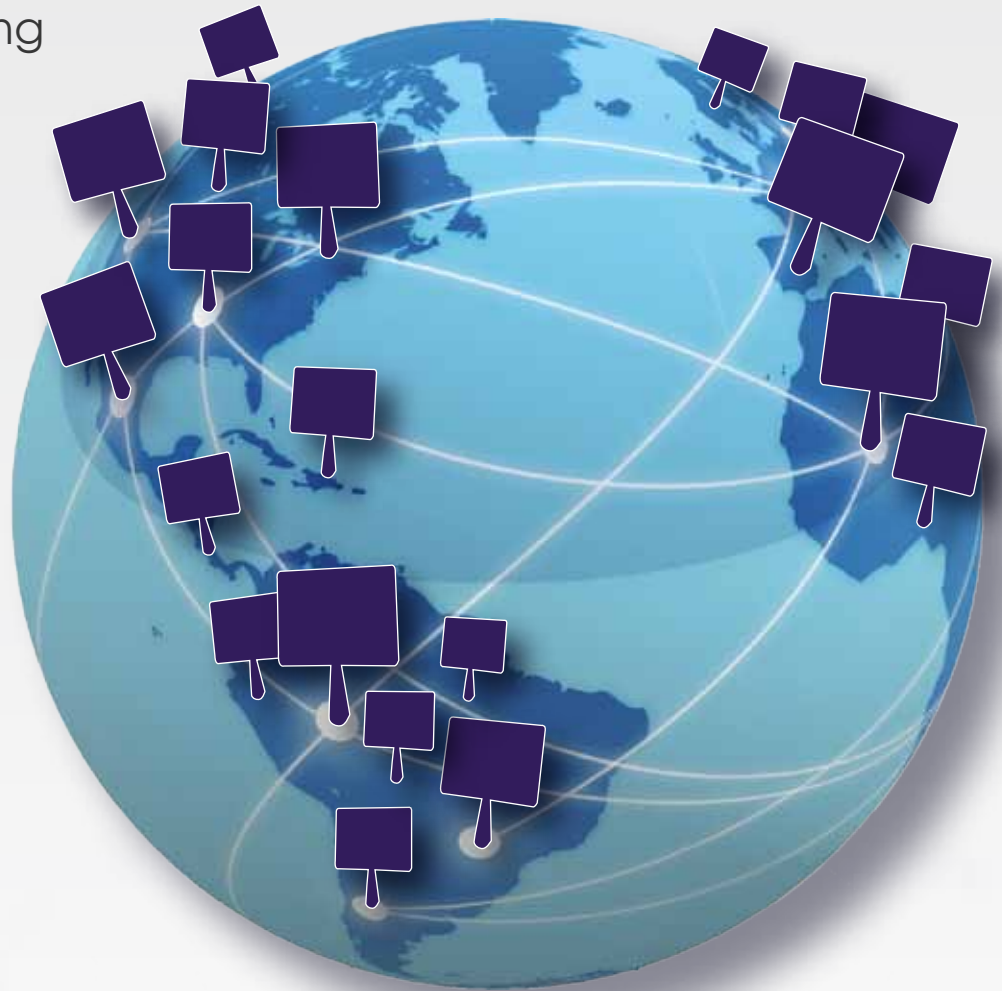
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