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DECEMBER 2012/JANUARY 2013

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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.

NAA looks toward future with new membership structure, Task Forces

It's hard to believe that my term as President is almost half-way complete. Time really does fly when you are having fun!

And I have had fun during these past six months, but we also have worked hard. In April of 2010, the Council on Future Practices submitted its report to the National Auctioneers Association Board of Directors on what it believed the industry would look like in five to 10 years. Based on that report, the Board decided the NAA needed to make sure that the organization was flexible enough to adapt to the various changes that the Council identified. As a result, Past President Christie King, CAI, AARE, BAS, created the NAA Vision 2015 Task Force to review the infrastructure of our association.

Based on the task force's recommendations, we took action to revise the membership classifications to become more inclusive. Beginning on Jan. 1, we will have only one type of membership. But if you want to receive *Auctioneer* digitally, you can still do so and save \$25. And if you are 75 years or older and have been a member of the NAA for at least 10 years, you can now become a senior member and pay only \$150. We have kept the spousal membership the same. Everyone in the organization has access to the same benefits, and everyone can vote.

What's next?

We know where our industry is headed, and we have the organization ready for change. So what is next? Now we turn our attention to the member services we need to provide. As a result, I have appointed three task forces. One is charged with looking at the future of NAA education, and one is charged with determining if the NAA, as an organization, can be effective in advocating for our industry on a state or federal level. Another is charged with determining if the NAA can be effective in promoting the auction industry and NAA members. It will help the NAA determine if it can differentiate members from nonmembers.

Many members have said that we need to just "do" these things. The problem is we can't be all things to all people. We have to prioritize. So that's what this next exercise is about — setting the priorities for where we need to be by the year 2020.

The task forces will be asked to give us their recommendations by the July preconference Board meeting. There will be some discussion, and we will report on it at the annual meeting in July. But we will use the months between July and October to fully digest their recommendations and then to finalize our plans in October. This will be the perfect time because we will then be able to set our budget around the priorities we've identified.

Prioritization

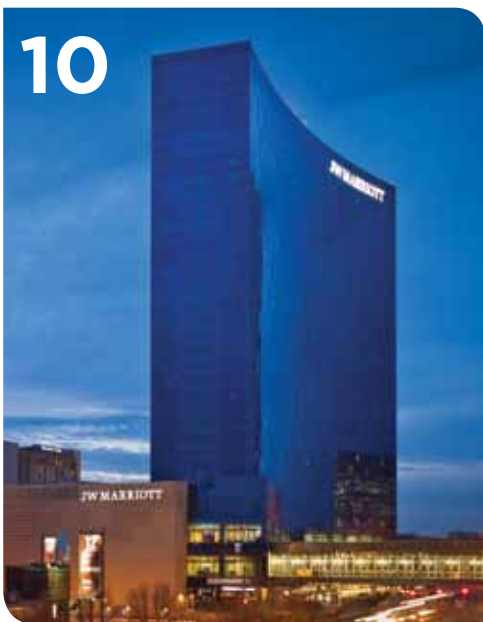
It is a process, and there is no easy answer to many tough questions. I wish we had unlimited resources. I wish we could do whatever members wanted us to do. But unfortunately, while we are now financially stable, we don't have a lot of money just sitting around unused. We have to prioritize. It is similar with what you do with your personal and business accounts. You want to stay out of debt, and therefore you must prioritize your purchases.

We aren't sitting around and twiddling our thumbs until the task forces come back with recommendations. We continue to make improvements in our publications and in our education programs. We have unveiled our online "Fundamentals" class, which is free to everyone. And we continue to look at ways we can help you be successful in your business.

The year 2013 is going to be great for us all. Happy New Year!

JJ Dower

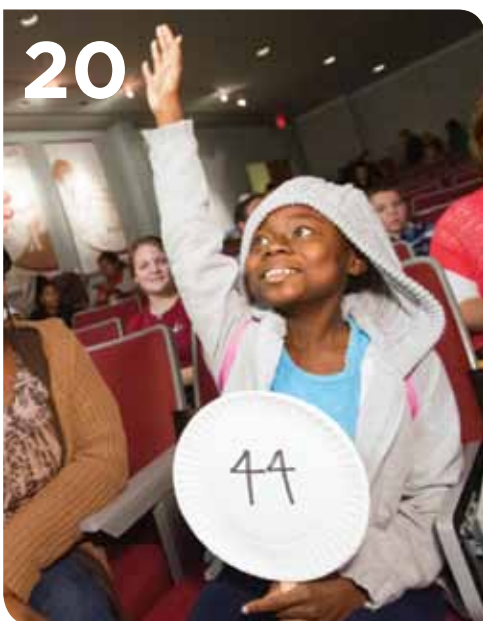
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Auctioneer

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The official publication of the National Auctioneers Association

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Clarification: A story about silent auctions on Page 23 of the October issue of *Auctioneer* made an incorrect recommendation. Values of silent auction items should be printed in order to comply with Internal Revenue Service regulations.

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Notice to Membership – Nominating Committee

The election of members to the National Auctioneers Association Board of Directors, including the offices of Treasurer and Vice President, changes in 2013 as a result of revisions to the NAA Bylaws approved by the Board of Directors in July 2012.

The change puts in place 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.

The Nominating Committee is charged with nominating up to two candidates per position. A member, though, may still run for the Board without the committee's nomination.

Behr says the Nominating Committee began with assessing the current members of the Board of Directors to determine what knowledge, skills and abilities are needed and what of those competencies would be lost as Board members' terms came to an end. The committee then developed a list of characteristics and attributes of an ideal NAA Board member and created job descriptions for the NAA Director, Treasurer and Vice President. All of these documents are located at www.auctioneers.org.

How to run

Once an NAA member has reviewed the aforementioned information, he or she may run for election by first submitting a letter of intent answering these questions:

- Why are you interested in serving?
- How many years have you been a member of the NAA?
- What committees have you served on?

- What have you learned from serving on a volunteer board, if applicable?
- What state Auctioneer association(s) do you belong to?

Candidates must then submit two to three sentences indicating how they demonstrate the characteristics of each of the competencies of the "Characteristics and Attributes of an Ideal NAA Board Member." They also must provide the committee three references and a professional photo of themselves.

After the Nominating Committee receives the above information, it will then interview the candidates and make selections.

Application deadline

Applications must be submitted to NAA CEO Hannes Combest, CAE, by 5 p.m. central time March 1. Candidates will be notified if they are being nominated by March 18.

Candidates who are not nominated by the committee but still choose to run must notify the committee of their intentions by April 1 in order to appear on the ballot.

Behr says the process is intended to ensure that candidates have the competencies needed for service on the Board.

"In the end," he says, "the decision is still left to NAA members. They will decide who they want to elect, but we hope that this process will help them select the most qualified candidates."

Any active member of the NAA can run for its Board of Directors; however, in order to run for Vice President or Treasurer, a member must have previously served a full term on the Board of Directors, Education Institute Trustees, the NAF Board of Trustees or the NAA Auxiliary.

Contact Combest at hcombest@auctioneers.org for questions.

Committee seeks suggestions for 25-year celebration of the IAC

By Sarah Bahari
contributing writer

A 25-year anniversary celebration of the International Auctioneer Championship is in the works, and organizers would like your suggestions.

Plans for the commemoration, which is scheduled for the 2013 International Auctioneers Conference and Show in Indianapolis, could include a recognition banquet, testimonies from past winners and even the debut of a new ring.

A committee is discussing and reviewing potential ideas for the anniversary, and members say all ideas and thoughts are welcome.

“We want to recognize our past winners and bring some focus on the trials and tribulations of becoming a champion,” says Cary Aasness, of Aasness Auctioneers in Dalton, Minn., who is Co-Chairman of the committee. “You have to earn it. It doesn’t come easy.”

Created in 1988, the IAC judges Auctioneers on presentation, chant, voice timbre, body language, interview answers and other performance elements of effective auctioneering.

IAC winners are considered by auction industry professionals to be some of the best bid-calling Auctioneers in the world.

The first IAC winner was Paul C. Behr, CAI, BAS, of the World Wide College Of Auctioneering Inc., Centennial, Colo., who will take over as President of the National Auctioneers Association in Indianapolis. In 1994, separate divisions were created for men and women.

Industry representatives

Since the competition began, IAC winners have acted as spokespeople for the NAA and auction industry, says Aasness, who

won the competition in 2005.

Spanky Assiter, CAI, AARE, of Assiter Auctioneers in Canyon, Texas, who was named champion in 1991, is Aasness’ Co-Chairman.

“This competition makes each one of us dig deep within ourselves to recognize and grab ahold of the fortitude and determination it takes to reach the top of this profession,” he says. “IAC champions are able to articulate what the NAA is all about and bring some focus to what’s important.”

In addition to a recognition banquet, the celebration could include recordings of past champions’ thoughts on their wins, Aasness says.

“What were people feeling the night they won and held that trophy in their hands?” he says. “Everyone would have a special story to tell.”

To commemorate the anniversary, the committee is discussing whether to create and issue new rings for winners, says John Nicholls, who is Chairman of the IAC. Past winners who never received rings or lost them would also receive new rings. Trophies for runners-up also have been tweaked and updated.

Plans have already begun for the 2013 IAC competition, and organizers are already bracing for a record number of entries, says Nicholls,

of Nicholls Auction Marketing Group in Fredericksburg, Va.

The competition typically draws 80 to 85 competitors, but Indianapolis’ centralized location could draw as many as 110 to 120 participants, he says.

“The competition is so instrumental and useful in networking, making friends, building a business,” says Nicholls, who won the competition in 2006. “I would encourage anyone who has not competed in the past to jump in. They will never regret it.”

To give your suggestions or thoughts on the anniversary celebration, email Aasness at Aasness1@pertel.com or Assiter at spanky@assiter.com. ❖

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Taking care of business

Director hopes to guide auction professionals through technology challenges

By Sarah Bahari
contributing writer

In Devin Ford's Kentucky home, membership to the National Auctioneers Association was not considered optional.

Ford's father, Sammy Ford, CAI, credits the organization with helping him build Ford Bros. Inc. from a mere idea to a successful auction and real estate business.

"If you are an Auctioneer in my family, you are an NAA member," says Devin Ford, CAI, CES, who runs the Ford Bros.' office in London, Ky. "The NAA has been critical to the success of Ford Brothers. We have gotten so many ideas and strategies from the NAA."

Recently elected as Director for the NAA Board of Directors, Ford wants to give back to the organization that has helped his family's business by creating more education opportunities and helping Auctioneers stay atop changes in technology.

Advancing Auctioneers

"Our industry is changing exponentially right now because of technology," Ford, 44, says. "My vision as Director is to help us stay on the cutting edge of those changes. We need to give Auctioneers as many tools as possible to succeed in this market."

Adapting to technology will be among the biggest issues in coming years, Ford says, and he wants to help guide NAA members as they address them.

"There are a lot of challenges with online auctions, both philosophically and as far as implementation," he says. "We want to do our

best to help members make the best decisions for their businesses."

That means implementing more webinars and online education opportunities, Ford says, which will allow more time- and cash-strapped Auctioneers to take advantage of programs.

Additionally, Ford wants to work on brand development and help potential clients differentiate between NAA Auctioneers and others.

Ford is a second-generation Auctioneer, now helping guide his own family's company, which his father started in 1965 in Mt. Vernon, Ky.

The company now has about 50 employees and focuses mostly on real estate in south-central and southeast Kentucky, with offices in Mt. Vernon, London and Somerset.

Ford attended his first NAA convention when he was just 3 years old and began working at auctions at 9 or 10 years old, carrying clerk tickets, cleaning cattle before sales, loading furniture and selling concessions.

When he left for college, Ford had no plans to pursue a career in auctioneering, instead planning to focus on law or banking. That changed the summer between his sophomore and junior years of college.

Eye opening

On a whim, he decided to attend the World Wide College of Auctioneering in Mason City, Iowa, to help out his father, Sammy Ford, and uncle, Danny Ford, CAI, CES.

Immediately, he was hooked.

NAA Director Devin Ford, CAI, CES, of Ford Bros. Inc., London, Ky., is pictured with his wife, Tonya, and their three daughters, Sarah (front), Megan and Hannah. Submitted photo



"I fell in love with the chant and the people," Devin Ford says. "When I attended auction school, I suddenly realized how much fun I always had at auctions with my father. It sort of opened my eyes."

Ford now enjoys helping clients solve problems and meeting new people.

"We are often helping someone sell the largest asset they have ever or will ever own, maybe a family farm or an estate," he says. "I love the challenge."

Matt Ford, CAI, of Ford Brothers Inc., a MarkNet Alliance Member, Somerset, Ky., is Devin Ford's cousin and business partner. He says Ford will bring the same professionalism and work ethic he employs at Ford Bros. to the NAA Board.

"Occasionally, I'll rush into an auction or maybe forget something. But not Devin," Matt Ford says. "He is always cool and collected. He always thinks first about what he says. He does his research and takes care of business."

Ford is a Past President of the Kentucky Auctioneers Association and the 1997 Kentucky State Bid Calling Champion. He was inducted into the Kentucky association's Hall of Fame in 2011.

Ford and his wife, Tonya, have three daughters, Hannah, 15; Megan, 13; and Sarah, 11. ♦

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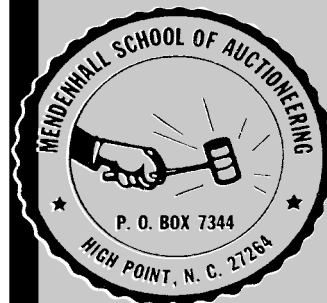
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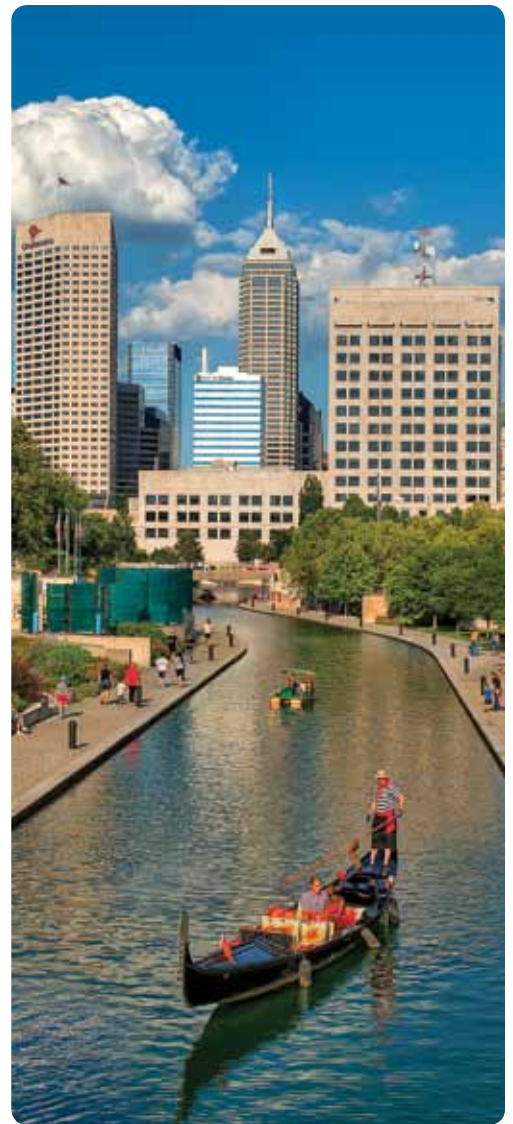
By NAA staff

Visit the famed Indianapolis Speedway. Take a stroll along the sparkling new Indianapolis Cultural Trail. Or even tour the NCAA Hall of Champions.

Auctioneers who plan to attend the 64th International Auctioneers Conference & Show in Indianapolis on July 16-20 will find a revitalized downtown with hundreds of attractions, restaurants and activities.

Indianapolis has roughly 860,000 residents, but it boasts 20 million visitors a year, says Lisa Wallace, communications manager for the Indianapolis Convention & Visitors Bureau.

"We are a very walkable city with a lot to do and see," Wallace says. "A key advantage of Indy is the walkability and compact design of our downtown. You don't need a cab or shuttle. You can easily walk to so many places."



STEPS FROM THE HOTEL

The conference hotel, the JW Marriott Indy, offers 1,005 rooms and more than 103,000 square feet of event and meeting space.

Just outside the hotel is White River State Park, with 250 acres of green space, trees and trails tucked into a downtown urban setting.

The park includes numerous attractions, including the Eiteljorg Museum of American Indians and Western Art, Indiana State Museum, NCAA Hall of Champions, Indianapolis Zoo, Farm Bureau Lawn concert venue and Victory Field, home of the Indians minor league baseball team.



HONORING VETERANS

Visitors also can pay respects to the nation's veterans, as Indianapolis has more monuments and memorials dedicated to those who serve than any city besides Washington, D.C.

Soldiers and Sailors Monument on Monument Circle is one of the most iconic and provides an eagle-eye view of the city. Its circular design also gave Indianapolis the nickname "Circle City." Along the city's canal is the Congressional Medal of Honor Memorial.



OUTDOOR ACTIVITIES

New to the city is the Indianapolis Cultural Trail, a \$63 million, 8-mile bicycle and pedestrian-friendly landscaped path that connects hotels, shops and restaurants and is lined with art, Wallace says.

If you are willing to take a short drive, the Indianapolis Motor Speedway is about four miles northwest of downtown. The speedway last year celebrated the 100th anniversary of its famous 500-mile race.



INDYCAR FACTORY

Dallara IndyCar Factory offers visitors the chance to explore 23,000 square feet of interactive and hands-on exhibits centered on the engineering and technology of the world's fastest sport, IndyCar.

Thrill-seekers can even fly around the track at 180 mph with a professional driver. For the tame, a bus tour around the track is also available.

continued »



EASY TRAVEL

Not only is getting around Indianapolis simple, traveling to and from the city is easy, Wallace says.

Nicknamed the “Crossroads of America,” Indianapolis is within a day’s drive of half of the U.S. population, and the city’s award-winning airport is only a 15-minute drive from downtown. Shuttles are available through GO Express.

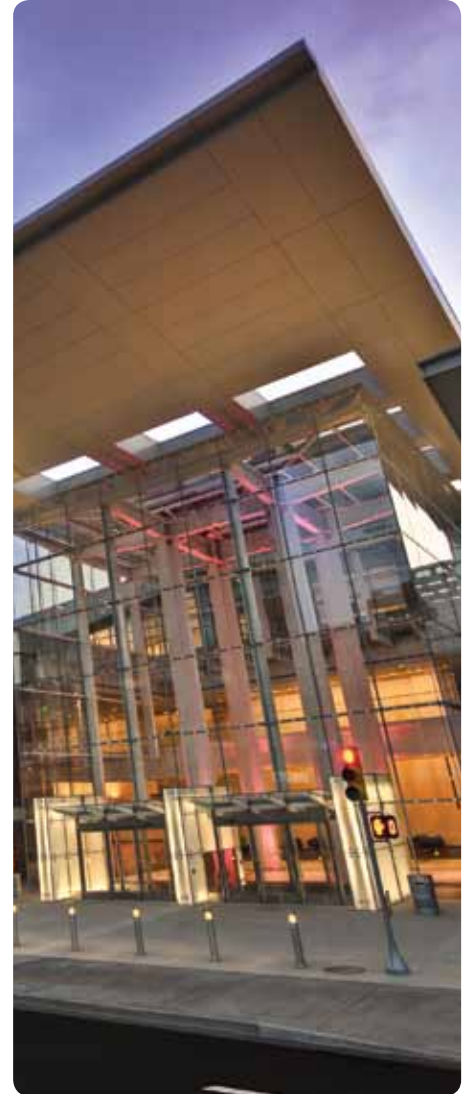


THE HOTEL

The JW Marriott Indy offers a wide range of amenities and easy access to a bustling downtown. With 33 stories, it is the tallest hotel in Indiana and the largest JW Marriott in the country.

Amenities include the following:

- 24-hour, full-service business center
- Executive lounge
- State-of-the-art fitness center and indoor pool
- Day spa service on request
- Multi-million dollar public art plaza
- Free valet parking
- Onsite Starbucks Cafe



INDIANAPOLIS CONVENTION CENTER

A recent \$275 million expansion has made the Indianapolis Convention Center and Lucas Oil Stadium a major destination for the largest events, trade shows and meetings in the country.

It is one of the largest convention centers in the U.S. and is connected by skywalks to more hotels and a four-story urban shopping mall.

Lucas Oil Stadium is a multi-purpose facility with a retractable roof, seating more than 67,000 people and featuring spectacular views of the downtown skyline. ❖

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It's available online anytime at www.auctioneers.org! If you don't have an NAA designation, you must take and pass the course as a prerequisite to the Certified Auctioneers Institute or any designation course at the NAA's Designation Academy beginning in 2013.

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Don't hesitate to call me any time!

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Thanks for great tips!

It was nice to meet you!



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

"I finished CAI in 1991. From the time I went through CAI and the changes that have been made from then to today are amazing. I have been able to sit in on some of the classes and the quality of education is unbelievable. I would encourage CAI graduates to come back and audit CAI."



Beth Rose,
 CAI

"What CAI meant to me was the relationships and mentoring. CAI gave me the tools to be able to succeed in my profession and to become one of the best auctioneers that I could possibly be. I truly enjoyed every minute of it. It was the best three years of my career."



Brad W. Wooley,
 CAI

"You're in there with industry leaders that are sharing all of their secrets with you and that is rare to find. CAI is a great resource about how to run and operate an auction business. I have learned things that have saved me money, that have made me money."

See you next year!

EARLY BIRD DEADLINE IS DECEMBER 31

www.auctioneers.org/education-calendar

Save me a seat at a Nick's

Demand increases for certified appraisers



Professionals say economic conditions have opened reports up to more scrutiny

By Nancy Hull Rigdon
contributing writer

ough economic times have altered appraisal work and increased expectations of professional appraisers, say National Auctioneers Association members.

Jim Severson, CAI, MPPA, of Appraisal One Auctions in Eau Claire, Wis., says he has seen a drastic increase in the need for appraisals tied to divorce.

“I have started doing two, three, sometimes more divorces a week,” he says. “I am going through the

contents of a shed right now for a couple splitting up.”

“People are fighting because they don’t have any money, which leads to divorce. This is a hard time of life for a lot of people.”

While Severson has seen an increase in demand for divorce appraisals, he says appraisal demand is slowing in areas such as high-end antiques, partnerships and buyouts.

“A lot of people don’t have a lot of money, and those who do have a lot of money are holding onto it,”

Severson says.

Severson, who has retired from auctioneering and now works solely in appraising, says the appraisal business has treated him well.

“The appraisal business always has been good — there has just been a big change in recent years because of our economy,” he says.

He also sees disparity in values based on geography.

“The value of machinery in the more populated, bigger areas where the standard of living is higher — Rochester, Milwaukee, Madison — runs much higher than it does in Northern Wisconsin, where the money just is not

“A lot of people don't have a lot of money, and those who do have a lot of money are holding onto it.”

Jim Severson, CAI, MPPA

Appraisal One Auctions, Eau Claire, Wis.

there,” he says.

Appraisal education

He says he also has seen an increase in demand for certified appraisers. The NAA offers appraisal education, including its designation program, Graduate Personal Property Appraiser.

The demand, he says, is due to a shift away from basing value solely on replacement cost and toward approaches using cost, market and income.

“It used to be that any loan officer at a bank or anyone with a Sears Roebuck catalog was an appraiser, and that is no longer the case,” he says.

While increased demand for certified appraisers certainly brings more business to auction appraisers, it also carries challenges.

Tough regulations

The state of the economy has brought tougher banking regulations, which has made appraising of personal property and business property more complex and difficult, says Ronald Dover, MPPA, of Southeast Equipment Appraisal Services Inc., Stone Mountain, Ga.

“The standards are greater than they ever have been,” Dover says. “Our clients are expecting a higher level of professionalism, and they are expecting a great deal more

credibility in our reports.”

Banks and attorneys are increasingly relying on appraisals, Dover says. In addition, he says he's seeing more appraisal reviews.

“Our reports are seeing more scrutiny, and at the same time, they are growing in utilization,” Dover says. “It's become quite sophisticated.

“It is alarming what demands are being placed on our industry.”

As a new Auctioneer, Jared Chambers, GPPA, of Chambers Auction & Appraisal Co. in Corydon, Iowa, considers learning the ways of the business from NAA members important.

For example, he took the GPPA course before the NAA's Conference and Show in Spokane, Wash, last July. He says the course left him feeling well prepared for appraising assets in the auction industry.

A Facebook page devoted to appraisals,

answering questions from those holding the GPPA designation, also has been beneficial, he says.

“The resources out there for a first-time, first-generation Auctioneer and appraiser are incredible,” he says. ❖



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Demographics crucial factor determining success at estate sales

By Nancy Hull Rigdon
contributing writer

While the value of common household goods has weakened at estate auctions, prices and demand are strong for some assets, say National Auctioneers Association members.

Montie Desai, of WHAM Auctions, Appraisals & Real Estate LLC, Greer, S.C., says his company's estate auctions have hit an all-time high.

"I see the aging population as the reason for the high volume of sales our company is handling — from deaths to simple downsizing by baby boomers," Desai says.

Desai's company has nearly eliminated live auctions and typically sells personal property through timed online auctions.

"We can safely say that they are bringing two to three times more money to our clients," he says of online auctions.

Desai says he used to send low-value, everyday household items to flea markets; however, with those items increasingly



struggling even at flea markets, he now donates the items.

He says true antiques are setting records, rare art remains strong and he's benefitting

from what he calls a "mindboggling" amount of baby boomers' belongings on the market.

Struggling market

However, other auction professionals report struggles with estate auctions.

"It's been a down year overall, and I don't look for any improvements," says Ralph Lesh Jr., CAI, of Lesh Auction Co. in Newport, Pa.

Lesh sells estate items solely through live auctions in his rural Pennsylvania community and says that while coins, guns and fine antiques do well, the plummeting value of furniture, appliances and basic household items has hurt his business.

"Some of this stuff that was bringing good money five years ago isn't bringing anything. And the things that weren't doing well in the 60s are worth all the money in the world," Lesh says. "And it can fluctuate from one auction to

“ We can safely say that they are bringing two to three times more money to our clients.”

-Montie Desai

WHAM Auctions, Appraisals & Real Estate LLC, Greer, S.C.

another. It certainly is not predictable.”

Despite the downturn, Lesh considers estate auctions worth his while. He does not charge a buyer's premium, which he believes helps him.

From what Lesh has heard from other Auctioneers, he knows things could be worse.

“Stuff is not bringing what it used to, but apparently we are doing better here than they are in some markets,” he says.

Getting busier

Mack Gibson II, CAI, of Gibson Realty & Auction in Providence, Ky., says the number of estate auctions he has per year has dropped from 60 to 40 in recent years. The good news, he says, is that his company was busier than usual this past fall.

“I think things are picking up a little bit, and prices are getting better,” Gibson says.

Gibson sells strictly through live auctions and says online advertising has expanded his market.

He believes he's receiving fewer estates in part because estates do not have as many assets as they once did. And he thinks the drop in the value of household goods could be tied to both the younger generations' lack of interest in antique items and senior citizens having less disposable income to spend at auctions.

Gibson also notes that when he settles estates, automobiles with low mileage, moderately priced homes and farm equipment sell well.

Robert Benchoff, an Auctioneer in Waynesboro, Pa., says estate auctions are bringing him good business. He works in an area with a significant elderly population, he says, which likely helps keep his number of estate sales high.

He works live auctions only and allows both email and phone bidding — a setup that he says benefits his business.

“I've been extremely busy the last two years with estate sales, and this year has been better than last year,” Benchoff says. ❖

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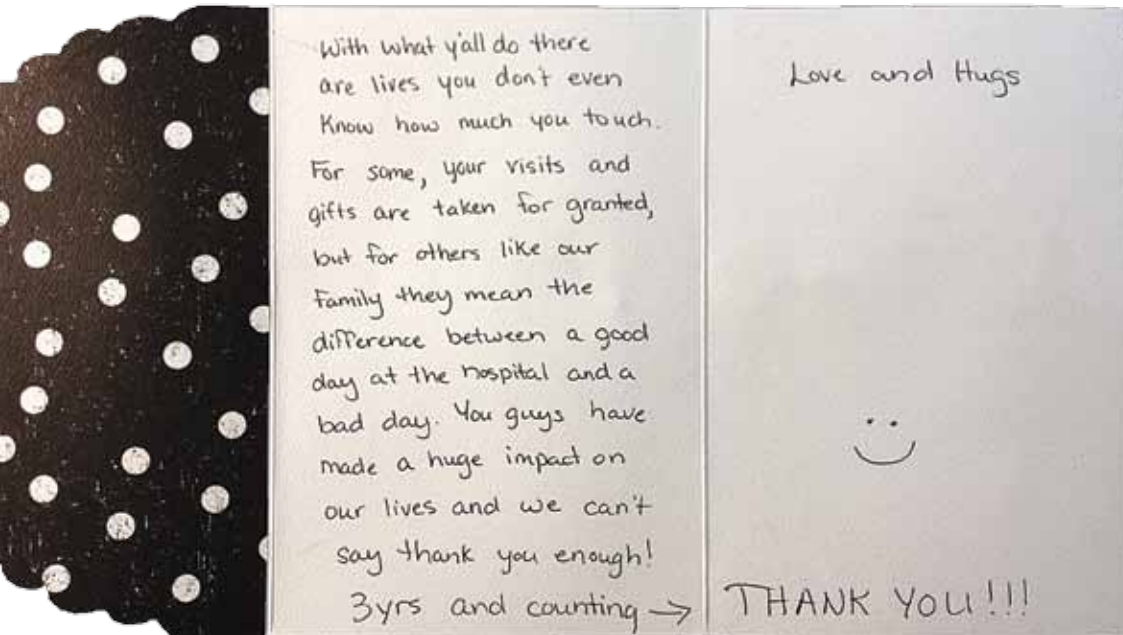
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2012 St. Jude CHILDREN'S AUCTION

Photos courtesy St. Jude



This card was presented to NAA President J.J. Dower, CAI, AARE, ATS, during the 17th annual NAA Toy Auction for St. Jude Children's Research Hospital in Memphis, Tenn. It was given to him by a boy who was diagnosed at seven months with bilateral retinoblastoma, which caused him to lose most of his vision. He has had more than 40 tumors and three extended visits to St. Jude in the past three years, regaining limited vision. He planned to spend the holidays with his entire family together for the first time in 2012. The family has attended the Toy Auction each of the past three years and presented the card to thank all NAA members for their support of St. Jude.



Emily Callahan, St. Jude's Chief Marketing Officer, welcomes St. Jude patients and their family members to the annual auction.



Penny Worley, CAI, assists International Auctioneer Championship winner Lynne Zink, CAI, BAS, CES, as she sells a basketball game.





International Auctioneer Championship winner Justin Ochs turns over the spotlight to a St. Jude patient.

Justin Ochs calls bids for a children's race car game.





NAA Director Terri Walker, CAI, BAS, CES, sells girls' items with the help of Penny Worley, CAI.



Sophie Nicholls, daughter of NAA Director John Nicholls, hands a toy to bidder No. 54.



NAA Director and IAC Chairman John Nicholls helps a three-year-old St. Jude patient with a toy helicopter he won during the auction.



Participating in the 17th annual NAA Toy Auction for St. Jude Children's Research Hospital in mid-November were Kelly Ochs; Lynne Zink, CAI, BAS, CES; NAA CEO Hannes Combest, CAE; Eileen Dreczka; John Nicholls; Justin Ochs; Addison Ayers Dower; NAA President J.J. Dower, CAI, AARE, ATS; Lance Walker, CAI, BAS, CES; Lisa Nicholls; Terri Walker, CAI, BAS, CES; Sophie Nicholls; Penny Worley, CAI; and NAA Membership Coordinator Brandi McGrath.





International Auctioneer
Championship winners
Justin Ochs and Lynne
Zink, CAI, BAS, CES.

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

Dawson is a comedian in training. He's the middle child and loves to make his family laugh. He tells knock knock jokes and likes Jim Carrey. But in April 2011, things turned serious for Dawson and his family.

An active child, Dawson liked to hike with his parents and siblings. But one day, he said he was too tired to join the others. Within days, he developed a fever he couldn't shake. Soon his abdomen and lymph nodes swelled.

Blood work at the doctor revealed an abnormality. Within hours, Dawson's family learned he suffered from acute lymphoblastic leukemia, the most common form of childhood cancer.

Dawson traveled by ambulance to St. Jude Children's Research Hospital®, where he began a St. Jude protocol of phased chemotherapy that will last two-and-a-half years. His cancer was soon in remission.

Dawson has a year left of treatment. He's able to receive much of it at the St. Jude affiliate near his family's home. He's in first grade and very outgoing and bright. Dawson likes playing video games and riding his bike.



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Dawson
7 years old
Tennessee
acute lymphoblastic
leukemia


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Bird hunt for two

Maui retreat

Seven-night stay in a two-bedroom, two-bath condo on the beautiful island of Maui, Hawaii, with a beach view in Kehei. Within walking distance of excellent restaurants. Golf, snorkeling and scuba diving are all available at an extra charge.

Mexico Beach, Fla., getaway

Three-night stay in a two-bed, two-bath townhome located on Pier Road. Included is a day of offshore fishing for a bountiful catch of red snapper, grouper and amberjack with Tommy Rowell, CAI, AARE. Townhome accommodates four people.

Two Green Bay Packers Tickets

Green Bay Packers game of your choice for the 2013 regular season.

1981 Hunter 33-foot boat

In honor of Ray Sims, a 1981 Hunter 33-foot boat. Owner just had it cleaned; oils and fluids changed; new battery. Based in Florida.

Henry Golden Boy rifle

Henry Golden Boy .22 Caliber Magnum Lever Action Rifle, Serial No. GB075932M. Beautiful dark wood, new in box.

White water rafting in Salmon River, Idaho

Tranquility Bay, Toledo Bend Lake vacation

Three-days lodging provided at Tranquility Bay, Toledo Bend, in Zwolle, La.

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Three-days all-expenses paid visit to join Henderson Auctions in its Large Construction Equipment Sale. Includes hotel and travel.

Gulfstream travel trailer

2006, 8-foot-by-32-foot Gulfstream Cavalier Travel Trailer. One bedroom plus bunks, stove, refrigerator, bath with shower. Excellent condition.

Pennsylvania Auctioneers Association Conference

One full-paid registration during the 2014 Pennsylvania Auctioneers Association Conference (Jan. 15-17, 2014) plus three nights of lodging at the conference hotel, the Sheraton Harrisburg-Hershey. Seminar materials, six full meals, breaks, receptions, entrance to the trade show and more. Guest at the Presidential Banquet (Jan. 17, 2014). Travel not included.

Martin acoustic guitar with case

2008 Martin HD-28 Acoustic dreadnought guitar with hard-shell Martin case. This beautiful Martin HD-28 is in excellent shape and has been played very little. It features the classic dreadnought body style Martin is famous for with a beautiful herringbone design around the body's binding. The neck is player-friendly, whether finger picking or strumming hard. The sound is definitely Martin with strong bass, excellent volume and beautiful balance. This is a must for any guitarist.

Fiorella's Jack Stack (Kansas City special)

Includes top-rated pork spare ribs, pork burnt ends, hickory pit beans, cheesy corn bake, sauce and a rub. Serves six to eight people. Ships to your home anywhere in the Continental U.S.

Costa Rica beach condo

Two-bedroom, two-bath condo with full kitchen in private community (Los Almendros de Ocotol) on the ocean in northwest Costa Rica, near Liberia International Airport. Use by Dec. 31, 2013, on as available basis.

Lobster dinner for four

Includes four 1½-pound lobster, four pounds of steams, lobster crackers, picks and bibs, shipped fresh to your door.

Two-day ATV trip for two in the mountains of Wyoming

ATVs furnished. Lunch is included as well as the pickup, trailer, etc., necessary for the trip. Lodging and airfare not included. Will need to fly in to Cody, Wyo.

Gift basket of New England products

The essence of true New England products: Maple, cranberries, strawberries and of course Maine blueberries are in this coastal collection. This task basket comes filled with our strawberry balsamic dressing, farmhouse pancake and waffle mix, old farmhouse chutney, maple chipotle grille sauce, orange cranberry scone mix, maple syrup, Maine maple champagne mustard, strawberry jam, blueberry sour cream scone mix, wild Maine blueberry jam and wild blueberry mixer.

Purple Mountain Majesty

Enjoy a full day of guided tours to the Pikes Peak Region, including a trip to the top of Pikes Peak on the famous Cog Railway. Choose from additional attractions, including the Cheyenne Mountain Zoo, the Cave of the Winds, Air Force Academy Visitors Center and Chapel, Olympic Training Center and more. You may also elect to stay for two nights at the Casa de Schur, overlooking Pike's Peak and the Air Force Academy, and tour the region. Located 45 minutes south of Denver, you'll have lots of options. Enjoy the hot tub under the stars at 7,100 feet. One dinner is included ... bid high enough and maybe two! Kids welcome. All details are negotiable and subject to availability. Attractions based on winning bidder's interests and other local attractions are available as well. Discover the beauty of Southern Colorado with your hosts Shannon, CAI, BAS, GPPA, and Rich Schur, CAI, BAS, MPPA.

Lake-front cabin in Conway, Ark.

Three-day stay in lake-front cabin on Craig D. Campbell Lake Conway Reservoir. One-bedroom furnished cabin with 70 feet of shoreline on Lake Conway. Access to fishing pier and flat-bottom boat with five-horsepower motor. Additional days are available. Thirty-five minutes from Little Rock National Airport. Lake Conway is known for its seemingly endless supply of bluegills and redears. Bream, bass and crappie also abound.

Weekend passes to Billy's Sports Grill Club

Billy's Sports Grill Club at the 2013 Honda Indy Grand Prix of Alabama, April 5-7, 2013, Barber Motorsports Park. Package includes two Billy's Club Packages that include general admission, paddock access and Billy's club passes, one onsite parking pass. Must be redeemed by March 1, 2013.

Linda's Cabin near Colorado Springs, Colo.

Three nights in Linda's Cabin, a quiet getaway near Colorado Springs and Eleven Mile Reservoir. Great for easy access to great fishing as well as many other wonderful Colorado outdoor activities. For more information and pictures, visit lindascabin.com. Good May 1-July 30, 2013.

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Ad in The New York Observer

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Half-price tuition to Texas Auction Academy

Nine-day, 83-hour, general basic auctioneering course. Excludes travel, lodging and food.

Payne Stewart autograph

Shadow box picture and autographed golf ball of Payne Stewart wearing his WWJD bracelet (What Would Jesus Do?). The bag-piper in the background is from his funeral.

Trip for two to Hilton Head, S.C.

Marriott Hotel, including airfare and a food voucher.

Donations sent to the NAF as of late November ❖

what all the talk's about

strategy takes center stage in social media marketing efforts



By Bryan Scribner
editor

It's back to basics when it comes to social media marketing.

That might seem counterintuitive in a world bombarded with social media platforms, never-ending status updates and hundreds of thousands of smartphone applications, but those who are able to cut through the clutter might find it to be true.

In fact, arguably one of the best ways to reach new auction clients today, decades or even centuries ago — word-of-mouth — might be just as viable a method online as it is offline.

“What we’ve always known is that word-of-mouth is the most trusted form of marketing,” says Justin Goldsborough, Vice President for the Consumer Group at Fleishman-Hillard, Kansas City, Mo.

“Social media is a great way to a) watch that in action or b) put a little fuel to the fire and hopefully give people an opportunity to be talking about your (company).”

One thing that might provide auction professionals even more reassurance is the idea that they don’t have to use more than one or two of the social networks crowding the Internet.

Platforms like Facebook, LinkedIn, Pinterest and Twitter are emerging from the pack, which means auction companies can conduct effective marketing campaigns using only those they’re most familiar with, according to social media professionals.

The challenge is in doing things right.

Social marketing

One of the first things to keep in mind, Goldsborough says, is social media is just another tool in an auction marketer’s toolbox. It’s part of an overall communications mix — including traditional print and email marketing — that should help Auctioneers directly target buyers wherever they are.



Social media management tools

Check out these resources for social media marketing and analytics

- Offerpop (www.offerpop.com)
- Oracle Involver (www.involver.com)
- Salesforce Marketing Cloud (www.radian6.com)
- Simply Measured (simplymeasured.com)
- Spiral16 (www.spiral16.com)
- Sprout Social (sproutsocial.com)
- VerticalResponse (www.verticalresponse.com)
- Wildfire (www.wildfireapp.com)

Social media marketing should focus on brand building, engagement and creating loyal clients, says Valerie Jennings, CEO of Jennings Social Media Marketing, Overland Park, Kan. Then, auction marketers have the opportunity to monetize customer interactions.

A marketing campaign might follow this approach:

- 1. Evaluate** – Jennings says it’s important to first locate where on the Internet an auction company’s customers are hanging out, which most likely will be Facebook. She recommends marketers closely analyze their competition during this step.
- 2. Strategize** – Search-engine optimization is just as important in social media marketing as it is for a company website. Jennings recommends auction professionals check out Google Keyword Tool to get a report on popular keywords that might drive traffic to social media properties or spark content ideas. Auction companies should know whether they want to get “likes,” page views or customer data from their marketing efforts.
- 3. Plan** – For social media, Jennings says it’s important to build up a content library of posts and information that might last an auction company a few months. Marketers should curate content — gather and redistribute news from other sources — as well as produce original work that might appeal to customers. It’s important to develop timelines or editorial calendars to keep the plan in motion. She also recommends online press releases as part of the marketing mix.
- 4. Analyze** – As a campaign is in progress, Jennings recommends regular monitoring of performance metrics using Google Analytics, Facebook Insights or another third-party analytics tool.

Tips from the pros

Jennings notes that research shows **80 PERCENT** of consumers follow companies or brands via social media in search of deals, offers or promotions. This might be a boon for auction firms.

A lot of buzz now centers on Facebook contests or promotions, but those might only be in the best interests of companies with a minimum of 5,000 “likes” in order to be the most effective campaigns, Jennings says.

A request for user-generated content, she says, is more appropriate for companies with tens of thousands of followers. Plus, Facebook and other social media platforms have more stringent rules than in the past. For example, Facebook stipulates that promotions must use third-party apps, and the “like” button cannot be used as a voting mechanism.

Facebook will pull a company’s page from its platform if it does not follow Facebook rules for contests and promotions.

Auction marketers must respect the people in their communities, too, as consumers are now more attentive to online scams and spam, Jennings says.

“Social media is no longer the wild, wild West,” she says. “There are some strong parameters, and there is a culture that consumers and users have demanded.

“There are still a lot of options, and you have a lot of leeway, but there are some cultural norms that brands and businesses need to abide by before they take advantage of moving into that last monetization piece.”

Monitor conversations

Probably one of the most important functions of social media platforms is the opportunity they provide companies to monitor what’s being said about them, says Fleishman-Hillard’s Goldsborough.

“That sounds so basic and fundamental, and I’ve been saying that ever since I started working in social media,” he says. “But there are still so many brands that do not do that, and they just look at it as a straight-up marketing tool.”

Also, he says only about **20 PERCENT** of people who “like” a business’ page on Facebook actually see posts on their newsfeeds from that company. It’s all based on the algorithms Facebook uses to deliver content that it believes is most appealing to its users.

“People don’t go to brand pages on Facebook very often, if ever,” Goldsborough says. “But people do spend a lot of time on Facebook in the newsfeed.”

Goldsborough and Jennings are proponents of targeted Facebook advertising, which drives users directly to a company’s webpage or promotional page within Facebook.

Social advertising

Satellite ProLink Inc., Lakeland, Fla., specializes in social media advertising services for its auction company clients.

Julie Carter, CAI, describes the pay-per-click efforts as “event marketing.” The company focuses on attracting buyers to its clients’ auctions.

“We’re totally focused on making the auction perform,” Carter says.

On Facebook or LinkedIn, for example, Satellite targets social media users based on information they place in their profiles. So, the company can get auction advertising in front of potential buyers who might be in the market for equipment, real estate and other assets.



Valerie Jennings

CEO of Jennings Social Media Marketing

Overland Park, Kan.

“Social media is no longer the wild, wild West.”

Advertising typically points buyers to an auction company’s website or a special event landing page.

Event advertising can run from one week to four weeks, on average, and the typical cost of such advertising is about \$500 a week for optimal effectiveness, says the company’s Billie Jo Glisson, who is a certified professional in Google AdWords.

Satellite ProLink has offered pay-per-click advertising services, including search-engine ads through Google and Yahoo, for about five years. It employs many of the same proven techniques of search-engine advertising to its efforts in social media.

Engagement

Although Goldsborough says social media advertising is a good idea, he advises that the links auction marketers place in their ads take consumers to robust landing pages that have plenty of content. The pages should encourage users to get engaged and return for more.

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Courtesy Jennings Social Media Marketing

“Facebook ad campaigns generally are the best way to drive ‘likes’ on a page, and you can really kind of try to manage and control the budget,” he says, adding that “You can’t just have a marketing plan to drive ‘likes.’”

“You have to have an engagement plan, too, to continue the conversation once people get to your conversation online.”

One of the best ways to get this kind of engagement, he says, is to post regular content such as photos, which receive two times the engagement of other posts on Facebook.

An effective social media marketing campaign, he says, starts with in-depth planning sessions to identify goals and strategies. Like Jennings, Goldsborough recommends the creation of editorial calendars for social media posts.

Management

When it comes to the daily management of social media



Justin Goldsborough

Vice President, Consumer Group
Fleishman-Hillard, Kansas City, Mo.

“You can’t just have a marketing plan to drive ‘likes.’”

accounts — in support of marketing efforts or simply for monitoring and maintenance — social media professionals offer varied perspectives.

Carter, of Satellite ProLink, says internal company representatives are more likely to understand their potential buyers and should therefore lead social media conversations. Auction professionals are able to target the people, industries and groups that are in their companies’ best interests.

Jennings says it's possible to have a third-party entity manage a company's social media presence; however, she says it's best if an executive within the company take on the role, as he or she is a true subject-matter expert.

If an auction company does choose to place social media in the hands of an outsider, Jennings recommends a lot of collaboration.

She says the relationship will work if the third-party manager has a complete understanding of the business and its customers.

The biggest concern is making sure the content, which represents a company's goals, vision and strategies, matches what is trending online.

At Fleishman-Hillard, a client's decision to actively manage its social media presence often comes down to budget, Goldsborough says.

Sometimes, Fleishman will create editorial calendars, brainstorm ideas and monitor social media, but it will leave the day-to-day conversations up to its clients. ❖

Courtesy Jennings Social Media Marketing



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Summit to focus on best practices for online auctions, new media marketing

By Nancy Hull Rigdon
contributing writer

The last time a National Auctioneers Association summit focused solely on technology was 1999 — a time when Auctioneers were navigating the rise of eBay.

Fourteen years later, the NAA's first Internet Only Auction Summit comes at a much different, pivotal time.

"In the time since eBay began to hit its stride, consumers have become accustomed to conducting business online," says summit organizer Will McLemore, CAI, of McLemore Auction Co. in Nashville, Tenn.

The summit is set for Feb. 5-6 at the Holiday Inn Express in downtown Nashville. The main goal of the event, according to organizers, is to assist attendees in conducting better online auctions. The summit seeks to accomplish this with a structure that allows attendees to share best practices on topics such as marketing and conducting online auctions.

"We are pleased to offer this ground-breaking educational program for people who are conducting these kinds of auctions," says NAA CEO Hannes Combest, CAE. "Historically, the NAA has not provided events specifically for this sector of the industry. However, as auction professionals begin to use this option more, we need to ensure people are educated on best practices."

Proactive learning

This year's event takes a more forward-thinking approach to the market.

Online auction education

The Internet Only Auction Summit, planned for Feb. 5-6 at the Holiday Inn Express in downtown Nashville, Tenn., will focus on these topics:

Pre-contract activities

- Promoting and differentiating online services from competitors
- Structuring deals and commissions
- Managing sellers expectations and responsibilities
- Avoiding traps in booking new projects

Event preparation

- Selecting the proper venue for a successful sale
- Streamlining the identification and lotting process
- Maximizing the effect of photos, video and multimedia
- Representing condition in descriptions

Promotion of the event and items

- Telling a story to promote events
- Promoting the method of sale, including through new media
- Using permission-based marketing
- Harnessing the power of syndicated auction calendars
- Implementing best practices in social media and conventional marketing

Closing sales

- Using cashless events and online-only payment
- Communicating with buyers to assure active participation
- Managing seller expectations

Removal

- Educating the new buyer to assure a positive removal experience
- Implementing techniques and efficiencies to assure a smooth removal
- Selecting effective shipping, security and inventory control tools

Reconciliation

- Delivering information and money back to the seller
- Following up with buyers using surveys and feedback that turns them into salespeople
- Landing praise from sellers and selling auction services



Parker



INTERNET ONLY AUCTION SUMMIT
NASHVILLE, TENN. | FEB. 5 - 6



Arnold

“This summit is proactive. We understand the trends in place and are anticipating the future. So how do we continue to get better?” McLemore says.

Discussions during the summit will range from attendees’ experiences with social media and new media to a six-point deconstruction of the online auction process.

Chris Rasmus, CAI, of Rasmus Asset Advisors in Alexandria, Va., says the first day of the summit will focus on the six steps of an online auction: pre-contract activities, event preparation, promotion, closing, removal and reconciliation. A panel of successful auction professionals will discuss each step.

“We’re going to get down to the nuts and bolts of what we’re doing and how we’re doing it,” Rasmus says. “We’ll talk about how we differentiate ourselves from other auctions. How do we compete with eBay and Craigslist or the local dealer who wants to bid one price for everything? We’ll talk about what makes us better, what gives us the competitive edge.

“This is about learning from each other. We are all blazing the trail together.”

Speakers

In addition to auction professionals who are serving on discussion panels, the summit will feature two speakers — Silicon Valley technology executive Kent Parker and author and online marketing expert John Arnold.

Parker has spent 13 years as a senior-level executive in the technology industry and is known for improving business efficiency by capitalizing on technological advancements.

Parker spoke during the 2012 Indiana Auctioneers Association Annual Convention, where he discovered many Auctioneers weren’t taking advantage of opportunities to know more about their customers. In turn, he encouraged the attendees to consider how the auction industry might tap cloud technology that tracks buyer and seller behaviors and preferences.

“As an Auctioneer, imagine what it could mean for you if you knew exactly what each buyer had bought at previous auctions, their bidding patterns and behaviors, and when prospective buyers might be interested in upcoming auction events,” Parker says.

Mobile media

Arnold, a former salesperson, has more than 10 years of experience driving profit and market share growth through training programs for Fortune 500 companies and has authored several online marketing books.

He helps businesses effectively use social media and mobile media — Facebook, Twitter, apps for mobile devices, text messages, mobile bar codes and mobile websites.

“You have to get a consumers’ attention in three seconds. It is the smallest attention span in history,” Arnold says.

If you do capture your audience’s attention, the tools can be powerful.

“Since mobile technology is always with people, if you make your message engaging, people will spend a significant amount of time with you in their down time — in the elevator, at red lights, waiting in line,” Arnold says. ❖

Where do we go from here: REPLICATION OR REINVENTION?



Pam McKissick, CAI

*Williams, Williams & McKissick
Tulsa, Okla.*

McKissick is author of the book "Auction Your Home? Absolutely!" She will be teaching a CAI III course in March 2013 titled "Where Do We Go from Here: Restructuring Your Auction Business for the Future."

The auction industry's centuries of survival can be largely attributed to the patriarchs ... strong, charismatic, risk-taking men who taught their children how deals should be cut and auctions conducted.

The infinitely persuasive head of the clan fed his family in the toughest times by keeping the "squirreliest" sellers and the "flakiest" buyers "in the deal." These men were not only Auctioneers but also entertainers, psychologists and market makers.

The seasoned Auctioneer is the first to admit he's made all the mistakes known to man and learned all the lessons the hard way. He'll remind a son, nephew, younger brother and occasionally a daughter that they might have a chance to be successful in the business if they stick to the road he's worn as smooth as it's worn him.

Thanks to him, auction lives: still the most exciting, entertaining, efficient way to trade.

And times have changed. In addition to everything these veteran Auctioneers have untiringly delivered for decades, buyers and sellers are demanding even more: live, remote-bidding options, smartphone apps with cool user interfaces, rich Web content, and instant tech support alongside their live-auction experience.

On good days he laughs at people's obsession with social media and tech toys; on bad days he complains that it's ruining the industry.

How to succeed

So how can the next generation of Auctioneers live up to the high standards set by the men who came before them and still serve the millennials, techno-geeks and soccer moms with more hi-speed connections than the Kardashians?

Many new Auctioneers believe the answer lies in replicating the business models, strategies and styles of their parents and mentors. That's certainly a choice and a direction. The irony is that a second-generation anything is never quite as powerful as the original. In the days of videotape, a second-generation dub was always a little fuzzier, and third generation was often downright unwatchable.

Today, even if Madonna had a daughter who looked and sang exactly like her, the most we'd say is, "She's good, but she'll never be her mother."

Clones rarely make headlines unless they're sheep.

Replicating is the opposite of reinventing. Why do we seldom see break-out auction

companies? Because “breaking out” or reinventing the family business can make you the topic of conversation at family dinners, if not the entrée.

Familial pressure can either force auction protégées out of the business or back into alignment with the family, leaving the door open for people outside the industry to step in, learn the business and reinvent it. While non-auction family folks may not be as savvy and may make more “mistakes,” they have more freedom to create and discover.

Moving forward

Which brings us to *where we go from here*, which oddly enough isn't so much an industry question as a personal one. Where do you personally go from here?

Restructuring your auction business to thrive over the next 40 years isn't about tweaking someone else's dream but constructing one of your own. It's a mindset, a haunting, that won't let you rest until you determine who you are as an Auctioneer apart from your family or your current business, what you envision for your future and what you expect to have accomplished when you finally lay down the gavel.

The challenge for the next generation of Auctioneers, whether you've been in the business 20 years or 20 minutes, is to acknowledge and honor what the industry was, participate in what it is, and fearlessly commit to what it will become because of you.

Is specialization dangerous or smart? Can a three-person shop effectively compete? Have you determined your own litmus test for a successful auction? Have you transitioned from labeling sellers to understanding seller psychology? How will you cut deals that meet your brand's criteria for a successful auction? What will your legacy be to the auction industry? What do you intend to contribute to the industry that will make a difference? What do you want from the auction industry?

Auction is changing as a result of a new generation of tech-savvy, information-hungry, internationally in-tune buyers and sellers. Your vision surrounding the auction industry is now equally as important as your knowledge of it. What auction will become in the future, you have yet to imagine. You only have to keep its joyful soul alive. ❖

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Attract new auction buyers by adapting to changes in the way consumers shop

Chris Rasmus, CAI
Rasmus Auctioneers
 Alexandria, Va.

Rasmus is a CAI instructor who plans to lead technology courses during the March event in Bloomington, Ind.

At the end of the day, Auctioneers are in the selling business, and most would agree that consumer behavior is rapidly changing.

According to ComScore, a leading research company on e-commerce, online purchases have averaged double-digit increases each quarter since 2007. Mature adults in rural towns are as likely to shop online as young people in big cities. Consumers are looking for convenience, choices, efficiency and value when making purchasing decisions.

For Auctioneers, shifting buying habits come with opportunities and challenges.

The good news is that it is easy to attract new consumers. Through social media, Web search and online advertising, we have seen a surge in new auction registrations. This is true for traditional outcry auctions as well as Internet bidding. Shopping online is just as much about searching and browsing as it is buying.

Buyer expectations

The challenge is that non-auction consumers come to us with high expectations, demanding a quality user experience that is familiar. Buyers want information, value and predictability.

Consumers want the stuff we sell. When they see our stuff, they are comparing us not to other Auctioneers but to other sellers of the stuff they want to buy. Think eBay, Craigslist, Overstock.com and Amazon. Auction items go head-to-head with resellers of new and used items from

across the country.

Most will agree that the future of our industry is in converting general consumers to our competitive method of sale. The days of red and white auction signs and newspapers crowded with auction announcements are fading.

There are more selling opportunities than ever before and attracting new buyers using Internet tools will become critical. Fortunately, attracting new buyers is affordable and efficient online.

Buyer experience

What do consumers want? Buyers want information. Buyers want a user experience that is familiar. Buyers want to trust what they are buying and who they are buying it from.

To assist auction professionals in attracting new consumers who will become comfortable with their auctions, here are some important tools:

Online visibility - Newspaper ads, direct mail and signage are tried and true methods of marketing, but they are not the way that most consumers get information about the things they want to buy today. Traditional advertising pushes the message to the buyer. New media, such as search engines and social networks, allow the buyers to find you and your stuff themselves.

Email - Most information is sent to homes and businesses by way of email. Don't be fooled into thinking it's not important in your area. Always ask for

an email address from every bidder. Do a raffle at each auction and pick emails out of a hat. It is the most affordable and direct means of communicating auctions and auction items to your bidders. Collect emails on every page of your website, and make email sign-up simple and prominent.

Then, use a powerful, cheap and effective application to manage your emails. MailChimp and Constant Contact will get you up and running, sending professional announcements and newsletters to your buyers within hours. Don't forget to add every buyer for every auction to your email list. Emails are perishable. Buyers will come and go as your list grows then falls back. Be diligent and collect, collect, collect.

Syndicate your auctions - Take advantage of the numerous free and low-cost auction calendar sites such as those from the National Auctioneers Association and your state Auctioneer association. The more places your content appears, the better the chance your auctions and auction items will come up on search engines.

Use video - There is a huge push toward video content, and now that Google owns YouTube, much more weight is given to videos in search-engine results. You can produce videos about each auction, about auction items, about your company and about your services. You also can prepare training videos ... the ideas are endless. To get a quick start in making professional quality videos, take a look at Animoto. It is free to get started. With a handful of photos and its self-guided setup, you will have professional quality videos online in less than an hour.

LinkedIn - LinkedIn is fast becoming the digital version of the phonebook for business professionals. Take the time to complete your profile for you and all your staff. Join groups and get clients to give you online references. Detailed information about you and your company is valuable content,

which is searchable and increases your visibility. LinkedIn has provided an enormous amount of awareness for our company.

Social media - It is difficult to implement social media properly without assistance from professionals. In fact, it's easier to get it wrong then to get it right. We have a full-time Social Media Director who is constantly updating our posts, profiles and content. If you're unfamiliar or intimidated by social media, consider using young people to get you started. Facebook, Twitter, Pinterest, Foursquare and other applications are second nature to them. Social media is an excellent way to introduce young people into your business. Most people have Internet-savvy grandsons, daughters, nieces or nephews who can introduce you, your events and specialty assets to the Web using social media. Remember, content is king. The greater your online presence, the larger your footprint — buyers will find you.

Feature unique items online - Regardless of if your auctions are live or online, buyers are attracted to unique and interesting items. Feature individual items in social media posts and emails to draw attention to you and your auctions.

Detail your sale items - Make detailed catalogs and post them online so they are searchable. Include the entire catalog in Web postings right after your terms of sale. This will ensure that the catalogs get indexed and people will find you and your auction when searching an item's description. Feature complete descriptions of your items. Prominently feature manufacturer, model and dimensions to support your

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item's description. It is absolutely true that buyers rely as much on photos as they do on descriptions. The trend in online sales and promotions is moving away from onsite inspections. Buyers who are confident and comfortable with what they are bidding on will not hesitate to bid real money on items from afar. Be generous with your photos. Make them numerous and expandable as part of your online catalog.

Collaborate - Buyers are not commercial buyers or antique buyers, they are auction buyers. Consider co-branding your auctions with complementary Auctioneers. We have found that restaurant guys buy home furnishings and stamp collectors buy riding lawn mowers. Leverage your relationships with Auctioneers in your area to extend the reach of your events. My best partners are my competition. These Auctioneers do estates, I do commercial; they sell live, I sell online. We now share deals, book deals together and refer each other business. Each of us is a tool in the other's toolbox.

Chris Rasmus, CAI, is CEO of Rasmus Auctioneers, Alexandria, Va., which conducts about 550 online auctions each year. Rasmus is currently syndicating his method of sale, assisting other like-minded Auctioneers in their transition to online auctions. ❖



Steve Proffitt

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

Strength underlies success

Winners in business must face challenges with courage

When Paul Bryant was the head football coach at the University of Alabama, he was best known for winning football games — a lot of football games. Coach Bryant always emphasized that the victories and championships his teams earned came as a result of the good character of his players. He made it an important part of his mission to work toward turning boys into men and building good character along the way. Part of the process that Coach Bryant focused on involved replacing fear and indecision with courage and resolution.

Awhile back, I wrote a column on how to deal with bullies in business. One of my points was that Auctioneers should refuse to be intimidated by blowhards. That column triggered a contact from an Auctioneer who had recently been entangled with a seller that was a bully.

The Auctioneer had been suffering a series of issues with this guy. Unfortunately, he made a mistake that deepened his problem. His error turned on courage — actually the lack of it. I want to share some of that situation to impart a valuable lesson.

The key issue involved the expenses associated with marketing the seller's assets and preparing them for auction. The Auctioneer claimed the auction contract made these costs the seller's responsibility. The Auctioneer had advanced this money and expected to recoup it after the auction when settlement was made with the seller. The seller either did not understand his responsibility for these costs or was attempting to ignore it and manipulate the Auctioneer

into absorbing them. The amount at stake was considerable.

The Auctioneer said he and the seller had previously discussed what kind of marketing campaign and auction the seller wanted. The Auctioneer told the seller what the costs to the seller would be and the seller objected. The seller then backed out for about six months before returning and declaring he was ready to go to auction.

The mistake

The Auctioneer prepared a contract and included the costs originally discussed for the seller's account. The seller executed the agreement and neither the Auctioneer nor the seller mentioned the costs. The Auctioneer told me that he avoided doing so because he thought it was best not to agitate the seller on the issue.

He also felt the seller's execution of the contract meant the seller had accepted this obligation. That was a mistake. An important term like this should have been discussed and explicitly agreed upon. It is not enough to have a term inserted by a party into a written contract. All parties should understand and agree on the terms that define their respective rights and responsibilities therein.

Soon after the contract was executed, the seller became pushy and demanding. He also began complaining about the Auctioneer's work. During a telephone discussion, the seller said he was glad he had not agreed to be responsible for the costs to market the assets and prepare

for the auction because he was totally dissatisfied with the Auctioneer's efforts. This statement alone should have set off the alarm in the Auctioneer's firehouse. Apparently, the bell was not loud enough.

The extent to which the seller had succeeded in intimidating the Auctioneer became clear when the Auctioneer suffered this barrage just as he had several previous ones — with almost no substantive response. That was a grievous error for several reasons, including the issue of the costs. The seller succeeded in going on record that he was not going to pay these costs and he understood the Auctioneer would pay them.

Eating costs

While the auction contract appeared to state otherwise, the language was not rock-solid clear. What is more, if this is what the parties understood and had agreed upon, why would the Auctioneer sit silently and allow the seller to disavow this important term without rebuttal?

That question would arise in any litigation about the issue, and the Auctioneer had no good explanation for his inaction. When I asked why he did not correct the seller, he answered, "I didn't want more trouble with him before the auction, so I figured it was best to leave it alone and handle it at settle-

ment." You could add to that sentence this likely ending for the Auctioneer: "That's when I was going to wind up eating these costs for the seller."

The Auctioneer made a big mistake. You cannot shy away from a hot issue when it arises and allow it to grow into an inferno. That is what this issue became when the Auctioneer deducted the costs from the settlement money and then told the seller this is what the contract provided. The bully-seller immediately launched into being a ballistic-seller, and the Auctioneer ended up ruining the day he had allowed his timidity to cook up this explosion. Putting issues like this off only causes them to become worse.

There are going to be times in business when you will be confronted with thorny matters and your stomach urges you to give in or be quiet. What you are feeling is the easy course to failure. The hard road to success demands that you address these matters head-on. Yes, that can be plenty uncomfortable. Yes, it can lead to conflict. Yes, it can de-

volve into a miserable situation, but facing challenges courageously is the only way to overcome them.

Coach Bryant was never known for eloquence, but everyone who heard him speak knew exactly what he meant, such as when he bluntly stated "There's a lot of blood, sweat and guts between dreams and success."

Business is a tough game. Like Coach Bryant, you play it to win. Face weakness and build inner strength and resolve into your character so you can rise to the challenges that would deny you victory. Winners are tough — they have to be to win. ❖

Bonus Proffitt column on next page »

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Avoid auction duds

Auctioneers must manage sellers and their expectations

By Steve Proffitt

You cannot put a square peg in a round hole. We know that. Auctioneers should likewise know they cannot conduct successful auctions for sellers for whom an auction is not the right answer for their needs. While this seems fundamental, too often Auctioneers bring sellers to auctions that end in trouble for everyone involved. This is because these sellers were not suitable candidates for auctions. Consider a letter that I received from an auction-goer.

“After more than 40 years of auction patronage, my husband and I have experienced a first. We traveled to an auction we saw advertised and found a large crowd that was interested in bidding on a number of lots. The bids may have been called by the Auctioneer, but the owner of the property was conducting the sale. Every item put up for bid first had to be ‘okayed’ by the owner. The Auctioneer would actually ask, often several times, before an item was announced whether the owner wanted to sell it. In response, the owner would say ‘yes’ or ‘no’ before any bid was called. The owner also had a nasty attitude, since the items weren’t bringing what he thought they should.

“At one point, a member of the owner’s family shouted to the crowd, ‘Did you all come here to bid or just to look? Come on people!’

“I was aghast. The owner then directed the Auctioneer to stop selling. When he was asked why the Auctioneer wasn’t selling any longer, the owner replied, ‘I’m giving this stuff away, so I’m shutting it down.’

“I had never seen anything like this. The crowd was shocked, and we left. We will

never attend another auction that lists any of the names that were associated with this one. What do you think of this?”

Auction debacle

I think the same thing as the writer of the letter. She and her husband wasted a lot of time and money to travel to an auction that was not spectacular but, instead, was a spectacle. For their efforts and expense, their sole reward was a bad experience. Certainly they were not the only ones who left that auction with a bad taste and numerous others likely did, too.

So who is to blame for this debacle? It would be easy to blame the seller. He is the one that had to give an approval of every item before it could be offered. He is the one that complained about selling prices. He is the one who finally pulled the plug on the auction. Nevertheless, blaming the seller is the wrong answer. The person to blame for this mess is the Auctioneer. That is because the Auctioneer was in charge of both booking and conducting this auction — an auction that never should have been. All the Auctioneer did was tarnish his image with that crowd by bringing a seller to auction that never should have been there. Two points of failure by the Auctioneer are apparent.

The failure

First, there was the Auctioneer’s failure to communicate completely and clearly with the seller about the auction process. The Auctioneer obviously did not explain that an auction offers a seller the ability to quickly sell a large quantity of varied goods in a non-contingent sale. He also did not explain how an auction should be structured to allow for the fast and uninterrupted sales of the lots to capture and hold

the bidders’ interest. He did not explain that selling goods of this sort at auction is not about price maximization; rather, it is about turning hard assets into liquid cash through an expedited selling process. If the Auctioneer had explained these points to the seller, he would have learned that the seller had no intention of pursuing this course. Instead, the seller saw the auction as a slowpoke, pick-and-choose presentation, with his sole objective being satisfaction with each item’s selling price. When the seller did not get the prices he wanted, he became disappointed and frustrated with the auction and bidders — and surely the Auctioneer, too.

Second, it is true that an Auctioneer works as an agent for a seller and an agent works under the direction and control of the principal (i.e., seller). However, it is also true that an Auctioneer is supposed to be a professional and in charge of the auctions that he or she conducts. This means an Auctioneer must be able to manage a seller during the auction process. No one was managing this seller and that is why this debacle occurred — a disgruntled seller, angry attendees, a disorganized mess for an auction, and both a public relations and financial setback for the Auctioneer.

The letter’s writer did not share any particulars about the Auctioneer. If he is a beginner, he is on the wrong path for success and has a lot to learn. If this fellow has been around the auction block for a while, he should have known better than to take this kind of seller to auction and subject his bidders and himself to such a miserable dud. Whatever the case, life is a learning experience and we all make mistakes. The key is to learn from our and others’ missteps and not repeat them. We can all learn a lesson from this fellow’s errors, and hope that he does, too. ❖



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Elements of proof

Legal claims can be proven, but Auctioneers should carefully weigh expenses

Question

Is it possible for a bidder at an auction to commit breach of contract and fraud? Why is it important to distinguish between a breach of contract claim and fraud claim?

Answer

Yes, but it is important to distinguish between a breach of contract claim and fraud. The elements of proof necessary are different. Auctions typically involve multiple contracts. For example, an Auctioneer prior to the auction should enter into an auction contract with the seller. In addition, there may be a bidder registration agreement. There could also be additional documents or agreements signed after the sale of goods or real estate (a writing is required to satisfy the statute of frauds). At the close of a real estate auction, for example, the highest bidder is usually required to sign a purchase agreement with the seller in order to satisfy the statute of frauds. All of these contracts could potentially be breached.

The facts of a recent case decided in the U.S. Bankruptcy Court for the Northern District of Texas provide a context for discussing the breach of contract claims and the potential fraud claims. See *In re: Caprock Wine Company, LLC v. Devalmont Vineyards, Inc.*, 2012 WL 123230 (April 3, 2012). Simply stated, the facts of that case involved an individual who attended an auction and submitted the winning bid in the amount of \$6.5 million for the assets of a business, which included real estate. Prior to attending the auction, the individual had not attempted to arrange any form of financing, and he was also aware that he did not have the sufficient assets to pay the purchase price. After the sale failed to close, the seller then sued the bidder for breach of contract and fraud.

Breach of contract

The terms of the auction required the successful bidder to make a 10-percent earnest money deposit on the day of the sale and that

amount would be applied to the purchase price. Thereafter, the successful bidder had 30 days in which to close or he would forfeit the earnest money. At the conclusion of the sale, the winning bidder signed the purchase agreement and then informed the Auctioneer that he did not have the ability to make the earnest money deposit, but that he would meet with his banker and other potential investors to arrange for the earnest money payment. Rather than making the \$650,000 earnest money deposit, the buyer made payments totaling \$100,000 toward the deposit. Thereafter, the buyer informed the Auctioneer and seller that he would travel outside of the country to raise the funds or arrange for financing for the balance of the deposit. The buyer was unable to raise the funds and informed the seller that he would not be able to complete the purchase.

The seller brought suit against the buyer for breach of contract, including attorney fees, and claims for statutory fraud and common law

fraud. In the breach of contract claim, the court found in favor of the seller and stated the following: “In Texas, a binding contract is formed between an auctioning party and a high bidder after the ‘fall of the hammer’ or the end of the bidding in an auction in any ‘other customary manner,’ that must satisfy the statute of frauds.”

Damages

After the seller was notified that the buyer would not be able to complete the purchase, the seller conducted a second sale in order to mitigate the seller’s damages. At the second auction, the business assets sold for only \$2.5 million. The difference in the sale price from the first auction to the second auction was \$4 million. However, the buyer’s deposit was applied to reduce the breach of contract damages by \$100,000. Therefore, the damages for breach of contract were calculated to be \$3.9 million. The breach of contract claim was fairly simple, and the court entered judgment on the claim for the seller.

Attorney fees

The purchase agreement also contained a provision for attorney fees. The seller submitted that he incurred attorney fees and expenses associated with representation in this case in the amount of \$425,467. The attorney fees and expenses included representation for the breach of contract claim and the fraud claims. The court awarded attorney fees to the seller in the amount of \$141,822.33, which the court found the seller spent on the breach of contract claim. The balance of the seller’s attorney fees were spent prosecuting the claims for fraud.

The seller’s allegations of fraud are important to consider for a few reasons. The general rule is that a breach of contract claim does not generally create a fraud claim. The primary claim was for breach of contract. But, a fraud claim can be made in some circumstances. A claim for fraud may arise if a party promises to perform a contract that he has no intention of performing. In re: Nix, 92B.R.164, 172 n.11 (Bankr. N.D.Tex. 1988). Second, a judgment for breach of contract is generally dischargeable in a bankruptcy, while judgments for fraud may be non-dischargeable.

Fraud claims

In the Caprock Wine Company case, the seller pursued claims against the buyer for statutory fraud and common law fraud. In the statutory claim for fraud, the seller alleged that the buyer (i) made a material misrepresentation; (ii) to induce the seller to enter the contract; (iii) involving real estate in Texas; (iv) that the seller relied upon the misrepresentation; and (v) that caused injury to the seller. It is clear that the buyer misrepresented his ability to pay the winning bid price and that the seller entered the purchase agreement to sell the real estate due to the buyer’s misrepresentation and the seller incurred damages. However, the Texas statute has an additional component when the fraud is based on a false promise.

Even though the buyer did not attempt to arrange financing prior to the auction, the court took into account the buyer’s efforts to raise the money after the auction. For example, the seller did attempt to obtain financing from his bank, and he traveled outside of the country to obtain or arrange financing. The court stated that the buyer’s “conduct and statements—bidding at the Auction, his promise to wire the Deposit, his trip to France to raise the necessary funds—indicate his intent to purchase the [business] assets.” In re: Caprock Wine Company, LLC v. Devalmont Vineyards, Inc., 2012 WL 1123230. The court used the same reasoning with respect to the seller’s allegation of common law fraud, “[F]or a party to have an actionable fraud claim regarding a false promise of future performance, the party must prove that, at the time the promise was made, the counterpart made the promise

with ‘no intention of performing it.’” Id. This reasoning of the court demonstrates the difficulty of prevailing on a claim of fraud. It is difficult to prove that when the bid was made that the bidder had no intention of performing it.

Auctions involve several contracts — all of which are subject to being breached. While a judgment for fraud may be important when the bidder is likely to seek bankruptcy protection, the burden and expense of proving a fraudulent act should be considered. As the Caprock case illustrates, pursuing a claim for fraud can be expensive. The seller in that case spent more than \$400,000 on attorney fees, with approximately \$280,000 attempting to prove fraud. Auctioneers should consider the expense of pursuing the claim and the chance of prevailing on the claim before they make the allegation. It is possible to prevail on a fraud claim, but Auctioneers need to appreciate the burden the law imposes to prove fraud and the corresponding expense of pursuing such claim. ❖

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By Carl Carter, APR

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

Best long-term communications strategy? Be who you are.

Years ago, I saw a Volkswagen Beetle on which someone had installed a Mercedes hood.

It made me laugh, but the image has stayed with me because it strikes the balance we all need as we brand and communicate ourselves and our businesses. The guy wasn't trying to be somebody he wasn't, but he was signaling to the world that he intended to be something bigger. I never actually met the owner, but I wouldn't be surprised if he ended up driving a real Mercedes.

Most of us face tough choices in communicating our businesses, but my most reliable guide over the years has been a bit of advice I got from my dad as a kid: Be who you are. We want to present our best face to the world, but it still has to be our face, or we may regret it later.

It's not an easy principle to follow. We see a piece of business that would really put us on the map, and we worry that "who we are" won't be enough to get it. We're tempted to re-invent ourselves, even if that means turning away from what's always worked. Don't get me wrong, I'm all for evolving, growing and updating our images. But I've learned over time (sometimes the hard way) that the best way to build an identity is to make sure it reflects the reality.

Here are a few checkpoints to help you put the "be who you are" principle into practice:

Know who you are. Step back and get the big picture to understand what you do best, how you're perceived, what works for you and what

doesn't. Being an SEC football fan, I've enjoyed watching the rivalry in recent years between LSU coach Les Miles and Alabama Coach Nick Saban. Between them, they've won three out of the last five national championships. But their styles differ markedly. Miles earned his nickname of the "Mad Hatter" because he loves to run trick plays and fake kicks. He's good at it, too. Saban, on the other hand, has little patience with that sort of thing. He'd rather have his guys run straight at you, and when he tries a gadget play, it frequently has a tragic outcome. They are two great coaches — each doing what he does best — winning a lot of football games by being who they are.

Check your alignment. Once you have a handle on who you are, assess whether you're communicating that or something else entirely (you may be surprised). Spread your brochure, website content and other marketing pieces out on a big table and ask, "Is this me?" I've even been known to scatter them all around the floor of a big room and walk around until I was convinced I had grasped what areas needed to be addressed.

Don't fake it. I've never seen a company prosper over the long run by misrepresenting itself. I've seen quite a few make a big splash and vanish into thin air. Folks do some funny things to try to match the swagger of a competitor. I've seen them rent fancy cars (locally) and hire temporary workers to look busy when a prospect is coming to visit. I even knew of one who chartered an airplane just so he could say he "flew private." Give your prospective seller a little credit. If he sees through the fakery, you're

probably dead in the water. On the other hand, if you're up front about your track record and resources, he may be just wise enough to take that into account.

Don't let your reach exceed your grasp.

You don't want to end up looking like a cocker spaniel that's caught himself a truck, so don't promote capabilities you don't have. If you're going after a piece of work and you're not really sure you can pull it off, consider letting somebody else have it. But if you've done the homework and you're sure you're up to the task, don't

be afraid to step up in class and go for it.

Don't worry too much about your competitor. Of all the mistakes I've seen — and made — one of the easiest is to get off the playbook by overreacting to what we perceive as a competitor's advantage. When we do that, we're letting the competitor dictate the rules of the game, and that's a good way to lose. Play your game, and let him play his. If you're better, you'll win more often than not.

Make a commitment. Expand the "be

who you are" principle to your entire business, even beyond your communication. If "flash and dash" is your style, don't try to be the buttoned-down executive type. By contrast, if your success comes from low-key hard work, make sure your brochures, website and proposals reflect that. If who you really are isn't enough to sell the prospect, he's probably not going to be happy with you, anyway, and you're better off moving on to more fertile ground.

Be who you are. ❖

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Mike Ostrem, of Rugby, N.D., calls bids at sale barns when he has time away from college. The 20-year-old plans to continue auctioneering on a part-time basis when he gets out of school. Submitted photos

ALL
WARRANTIES
BETWEEN
BUYER &
SELLER

A bright future

Young Auctioneer grateful for mentors in the auction business

By Nancy Hull Rigdon
contributing writer

At age 6, Mike Ostrem was known as the cute boy who sometimes babbled on a Rugby, N.D., auction block after barn sales.

Now 20, the Auctioneer often surprises crowds with his youthful appearance and then wows with his talent.

Ostrem laughs as he tells the story of the woman who approached him after he sold guns with Dennis Roaldson, of Roaldson Auctioneering, Jamestown, N.D., in February 2012.

“She came over to me and said, ‘How old

are you?’ I said, ‘19.’ She said, ‘Oh my gosh, bless your soul. You look like you’re 12.’ Then she said, ‘I wondered why Dennis was letting some kid sell our gun collection. But then you did such a good job. Congratulations,’” Ostrem says of the encounter.

As a child, the sale barn was like a second home for Ostrem. His parents, Lynne and Rick Ostrem, had cattle along with a cropping operation on their farm outside Rugby.

On the weekends, his father ran the yard at the Rugby Livestock Sales Ring. Mike Ostrem would sort cattle out back, talk to the buyers inside and intently watch the Auctioneer, who put Ostrem on the block for fun from time to time.

Not just work

Ostrem went to Western College of Auctioneering in Billings, Mont., on his 18th birthday, which fell the summer before his senior year of high school.

Soon after, the Auctioneer at Rugby Livestock called Ostrem to the microphone during a household sale.

“I was so nervous,” he says. “I think I sounded like a 12-year-old selling my first item,” Ostrem says of auctioning items, including box fans and stepladders. “I started in, and I sold that whole line.”

He auctioned cattle the next week and has sold guns, coins and many household items since.



"I enjoy auctioneering enough that it takes the work aspect out of it," Ostrem says. "And that's because of the people that surround the industry."

Auctioneering is clearly a passion for Ostrem, although it's hardly his only interest. In fact, he envisions auctioneering as a side business down the road.

Ostrem is a sophomore in animal science at North Dakota State University in Fargo, N.D. While his father has sold out of the cattle business, Ostrem now has his own cow herd.

After graduation, he plans on running a feedlot while also working on the cropping side of his family's farm business. Along the way, he hopes to sell cattle at three sale

“ I enjoy auctioneering enough that it takes the work aspect out of it. And that's because of the people that surround the industry. **”**

Mike Ostrem
Rugby, N.D.

barns each week.

Learning the ropes

As a younger Auctioneer, his lack of experience can be challenging. For instance, he doesn't have the cattle value knowledge of longtime Auctioneers, he says. However, he says he's grateful for the Auctioneers who have shown him the ropes of the industry.

"These guys have been doing this longer than I have been alive, and they have no problem sharing their advice and ideas," he says.

Ostrem points to Roaldson as someone who has willingly and patiently mentored him.

"I took a chance on him, and I am so glad I did because he has proven himself big time," Roaldson says.

Ostrem assists Roaldson in selling personal property.

"They'll be listening to me, and then this young lanky guy comes up. And his chant is very, very good. I have a lot of people that come up to me after and say, "That guy is impres-

sive. He would be a great cattle salesman," Roaldson says.

Roaldson praises Ostrem's character.

Ostrem is straightforward, honest and hardworking.

"He is a true-blue, sincere person — the kind of kid that you'd like your daughter to meet," Roaldson says. "He has quite a future." ❖

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Subject of paranormal investigations didn't scare bidders away

A vaunted piece of Delaware City, Del., history, recently the subject of paranormal investigations, is now in the hands of a private buyer after an auction by Max Spann Real Estate & Auction Co., according to a news release.

The former Central Hotel on Delaware City's waterfront sold for \$473,000 following bids from six suitors. Bidding started at \$150,000 and quickly rose to the final sale price.

"That is the first haunted hotel I've ever sold in my life and probably the last," says Bob Dann, CAI, AARE, Executive Vice President and Chief Operations officer for the firm.

"We know about the paranormal activity, but the buyers loved the prospect of re-establishing retail activity along the

waterfront, as well."

The property, located at 85-93 Clinton St. in Delaware City, is listed on the National Register of Historic Places and was investigated recently by a local paranormal research team. While some think the property is haunted, others remain skeptical. Nevertheless, Dann says the property was available to any potential buyers, earthly or otherwise.

"We looked for bids from other auras, but we couldn't find them," he joked.

The property was sold by order of the city. Delaware City Council unanimously approved the sale immediately following the auction.

The circa-1840, three-story, hip-roof, Flemish bond brick building served a

variety of uses over the years as Delaware City developed around it. Located at the Delaware Bay entrance to the original Chesapeake & Delaware Canal, it is a prominent attraction on the revitalized historic Delaware City waterfront.

Also known as the Van Amringe building, it was built by Samuel Van Amringe to store grain.

In 1834, New Castle County took possession of the building, selling it at sheriff's auction for \$2,500 to merchant Robert Polk.

For the rest of the 19th Century, the building was used as a store and warehouse. Beginning at the turn of the 20th century, it began its life as a hotel and tavern, first as the Central Hotel and later as Sterling's Tavern. ❖

NAA member helps bring in \$1.7 million to battle homelessness

Mike Grigg, AARE, of Elite Auctions & Mike Grigg Auctions, Bakersfield, Calif., helped raise \$1.7 million for North San Diego County Solutions For Change in late September, according to a news release.

Former New York City Mayor Rudy Giuliani, along with more than 700 other people, attended the event at the La Costa Resort in Carlsbad, Calif.

In addition to a live fundraising auction, Grigg conducted a fund-a-need, which brought the group \$700,000.

The 2012 auction exceeded last year's donations by \$400,000.

Solutions For Change works to help fight homelessness. ❖



Mike Grigg (right), AARE, with a ringman and Former New York City Mayor Rudy Giuliani at the Solutions For Change fundraising auction. Submitted photo



Art Wilkens Truck and Trailer



Rollie Rebers



Schuchardt Collection

Photos courtesy
VanDerBrink Auctions

Automobile collections include diamonds in the rough

VanDerBrink Auctions, Hardwick, Minn., conducted the Art Wilkens Truck and Trailer Auction in late October, according to a news release.

Bidders from more than 15 states were in attendance for the Stockton, Kan., event. The auction also took place online, with about 103 Internet bidders from around the world.

The auction featured the following:

- An 830 John Deere project that sold for \$5,750
- A Diamond T Model 201 pickup project that brought \$7,100
- A 1935 Dodge Air Flow Fuel truck, one of seven left known to exist, which garnered \$30,000
- A 1958 Cadillac project that sold for \$5,000
- A 1975 Dodge Big Horn Semi, which went to northern Minnesota for \$40,000

VanDerBrink Auctions also sold Rollie Rebers' Ford Collection at auction in late September.

The event had more than 500 registered bidders from more than 12 states. They traveled to a small Southwest Minnesota Farming Community for their chance to buy a little piece of Ford history.

Rebers had purchased most of the cars in the 1950s and 1960s. There was something for everyone, including antique tractors, memorabilia, motors, hood ornaments and even rare stainless steel 1936 hubcaps.

Top results included the following:

- A Survivor 1934 Ford coupe that achieved \$54,000
- A 1940 Ford Survivor Coupe that sold for \$21,000
- A 1951 Ford two-door custom, six-cylinder, three-speed with heater delete that brought \$21,000

In mid-September, VanDerBrink Auctions sold the Schuchardt Collection at auction in Spearfish, S.D.

The lifelong collection of early Brass vehicles and parts was offered with no reserve and no buyers' premiums for onsite bidders.

Bidders from 23 states and five foreign countries were on site to bid for a piece of automotive history. There were also more than 150 online bidders.

The auction started with selling parts and castings and then went into the memorabilia and vehicles.

Highlights included the following:

- A 1909 Ford rear end that got \$4,500
- A Model T weather vane that brought \$925
- A vintage gumball machine that sold for \$1,100
- A 1913 Harley Davidson motorcycle that received \$25,500
- A 1903 Ford A, which brought \$101,000
- A 1904 Ford Model AC, which sold to bidders from England for \$103,000
- A 1934 Ford coupe that remained in South Dakota for \$62,000
- An International High Wheeler that sold to an Australia buyer for \$46,000 ❖

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Collectibles exceed pre-sale estimates

Adam A. Weschler & Son Inc., Washington, D.C., conducted a mid-November Capital Collections Estate Auction, which presented an array of jewelry, decorative arts and fine art, including paintings by William Frederick de Haas and Wolf Kahn, according to a news release.

A Chinese "Famille Rose" pink graffito ground "Medallion" bowl, which carried a pre-sale estimate of \$1,000 to \$2,000, garnered \$29,500. A second pair of Chinese blue and white "Lotus Scroll" bowls, estimated at \$1,000 to \$1,500, sold for \$18,000.

Other standouts from a dominant Asian artwork selection included a Chinese pale lavender and apple-green jadeite figure of Guanyin (\$4,956) and a Japanese cloisonne enamel blue ground floor vase (\$5,760).

A set of eight Paul Evans directional sculptured bronze dining chairs went for \$21,600, and a matching glass-top dining table fetched \$8,400. Other decorative arts standouts included a Chippendale shell-carved walnut balloon-seat side chair, which sold for \$4,956, and a Federal brass mounted inlaid mahogany tall case clock that brought \$11,210.

A Cartier wristwatch drew the highest jewelry bid at \$10,030. The silver offerings included a 137-piece Tiffany & Co. sterling flat table service (\$7,200); a 35-piece Borgia pattern Buccellati sterling flat table service (\$6,000); and a late 19th-century Austro-Hungarian filigree silver-enamel and jewel-decorated singing bird box (\$6,490).

The auction concluded with a selection of fine art, including "The Coach" by Hugo Scheiber (Hungarian 1873-1950), which sold for \$4,560, and "Dartmouth" by Thomas Luny (British 1739-1837), which sold for \$9,600. The two standout paintings, "Maine Coastal Scene" by William Frederick de Haas (Dutch-American 1830-1880) and "Hidden Pond in Early Spring" by Wolf Kahn (American-German b. 1927), fetched \$47,200 and \$18,000, respectively. ❖

Estate with orchard gets \$1 million in Michigan

Miedema Auctioneering Inc., Byron Center, Mich., sold the Hubert Estate for more than \$1 million in early November, according to a news release.

The property has 109 acres of apple trees of several varieties. Despite poor growing conditions last season, there was a lot of interest in the estate, which also included several acres of unfarmed land.

There were 150 people at the auction. The property went to a local orchard operator/packer. ❖

There's no place like auction for Judy Garland dress

Julien's Auctions, West Hollywood, Calif., was able to get \$480,000 for Judy Garland's blue gingham dress from "The Wizard of Oz" during an early November auction, according to a news release.

Crowds gathered early during the two-day auction, and phone bids from around the world remained constant throughout the day and evening.

Other highlights from the event included the following:

- Steve McQueen's Racing Jacket, which sold for \$50,000
- Jaelyn Smith's "Charlie Angels" dress that got \$15,000
- Johnny Depp's "Dark Shadows" sunglasses, which garnered \$3,250
- "The Blues Brothers" John Belushi prop watch that got \$15,000
- "The Blues Brothers" John Belushi sunglasses, which sold for \$16,640
- A Jayne Mansfield Cat Print Jumpsuit that hammered for \$16,250
- A Julie Andrews "The Sound of Music" dress that brought \$38,400
- A group of five Marilyn Monroe copyright and negatives that sold for \$6,500
- A Marilyn Monroe purple skirt worn by the actress in Canada while filming "River of No Return," which soared to \$50,000
- A Marilyn Monroe Gold Ensemble that sold for \$43,750

Finally, cake from royal weddings took in high prices. The Prince Charles and Princess Diana wedding cake sold for \$1,375 and Prince William and Kate Middleton's wedding cake exceeded its estimate to bring \$7,500. ❖

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United Country supports FFA at annual convention

United Country Auction Services lent its support to the National Future Farmers of America's 85th National Convention & Expo by conducting its annual FFA Alumni Benefit Auction and Tailgate on Oct. 24 in Indianapolis, according to a news release.

The auction offered 10 items and raised more than \$63,000 in less than 40 minutes.

Among the 10 items were a 2013 Ford F-150 truck, a tractor/bailer lease package and a Holland "Rustler" 4x4 ATV. The funds raised during the auction will be awarded to FFA members across the country to help defray registration costs to attend leadership and personal development training in 2013.

"At United Country, we are extremely proud and honored to have the Future Farmers of America as our partner," says Shawn Terrel, CAI, AARE, Auctioneer and Vice President of United Country Auction Services, in the release.

The theme of the 85th convention, which had about 56,000 attendees, was "We Engage." This advocacy focused convention had many new firsts, but continued its focused goal of supporting and sustaining FFA and agricultural education. ❖



Shawn Terrel, CAI, AARE, serves as Auctioneer for the FFA's Alumni Benefit Auction and Tailgate on Oct. 24. Submitted photo

Buyers of \$6.6 million in New Orleans properties have one year to make improvements

The New Orleans Redevelopment Authority (NORA) sold 132 homes and lots in one of its largest auctions Oct. 27, according to a news release.

More than 500 people attended the sale, which brought more than \$6.6 million. National Residential Auctioneers LLC and AmeriBid LLC conducted the auction.

"We are proud to work with NORA in getting these properties back into the hands of the community," says Paul Lynn, CCIM, Regional Director and Broker for National

Residential Auctioneers LLC and AmeriBid LLC, in the release.

Buyers competed for properties located throughout the city of New Orleans. Winning bids ranged from \$2,000 to \$200,000.

Auction participants included first-time home buyers, developers and investors.

Buyers are required to build on or rehabilitate the purchased properties within 365 days in accordance with all required building ordinances and codes.

National Auctioneers Association members who participated in the auction were Larry Latham, CAI; Whitey Mason, CAI; Craig Meier; Steve Mathis and Rob Hart.

"We had an outstanding auction day team running this sale," says Stephen Karbelk, CAI, AARE.

"It gave us a chance to showcase how a professionally run absolute auction process works for both the buyers and the seller. It was a good day for the auction industry." ❖

Hall of Fame member gets \$1 million for filly

National Auctioneers Association Hall of Famer Keith Babb, CAI, AARE, GPPA, of Keith Babb & Associates Inc., Monroe, La., was the Auctioneer when A Dash of Sweet Heat became only the second American Quarter Horse in the breed's history to bring \$1 million at public auction, according to a news release.

The two-year-old filly, sired by Mr. Jess Perry and out of three-time champion and 1997 Broodmare of the year Corona Chick, was part of nearly 400 horses seized after a federal indictment charged numerous individuals with money laundering June 12.

Some 390 of those horses were consigned to the Heritage Place Fall Mixed Sale in Oklahoma City, Okla., on behalf of the U.S. Department of the Treasury.

Babb had previously sold the filly as a yearling at the Ruidoso Select Sale in Ruidoso, N.M., in September 2011, for what was then

a record \$650,000 for a yearling filly.

A Dash of Sweet Heat had started just once and is expected to join the Cross Triangle broodmare band and not race again.

The only other quarter horse to sell for \$1 million or more, according to the release, was Queen for Cash, which Babb sold for \$1.125 million during the Phillips Ranch Dispersal at Frisco, Texas, in 1982.

Babb, Chief Auctioneer for Heritage Place Inc., reported the fall mixed sale grossed \$15.9 million. NAA member Jeff Tebow, CAI, of Oklahoma City, is Manager and CEO of Heritage Place.

Track Magazine contributed to this release ❖

Timber land rakes in \$5 million

Hall & Hall Auctions, Eaton, Colo., sold more than 28,000 acres of Oklahoma and Texas land at auction in early November for nearly \$12 million, according to a news release.

The Nov. 2 auction of Pecan Creek Ranch in San Angelo, Texas, and the Nov. 8 auction of Eastern Oklahoma timber land in Wilberton, Okla., were well attended, with 120 individuals at Pecan and 38 at the Oklahoma event.

Pecan Creek is one of the largest ranches in west-central Texas, with hunting and grazing lands. The final sale was for nearly \$7 million.

The Eastern Oklahoma land auction got almost \$5 million. Per-acre valuation ranged from \$174 to \$853.

“The Eastern Oklahoma timber land auction presented an excellent opportunity to bid on a premier hunting property and an abundance of pre-merchantable and merchantable timber,” says the company’s Scott Shuman, CAI, in the release. ❖

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Contractor had no idea what he had stumbled upon

A chess table designed by Isamu Noguchi for Herman Miller in the 1940s — discovered by a contractor renovating a home outside Newark, N.J. — sold for \$109,250 at a multi-estate auction Oct. 22 from S&S Auction Inc., according to a news release.

“The contractor found the table, in sections,” says Glenn Sweeney, GPPA, of S&S, Aldan, Pa. “Someone suggested he bring it to our auction, which he did, along with four other modern pieces. He had no idea of the table’s importance until he saw it featured on the homepage of our website.”

The table was by far the top lot in a two-session auction that featured uncataloged items in the daytime and cataloged lots in the evening. About 500 people attended the auction live.

In addition, more than 250 people registered to bid online. Most lots were sold via phone and Internet.

The following are additional highlights (including 17½-percent buyer’s premiums):

- An original, unsigned study of a New Year’s baby for a 1938 cover of *The Saturday Evening Post* by J.C. Leyendecker (\$6,463)
- A 44-inch-tall stone carving of an African woman, unsigned (\$3,819)
- A 19th-century oil painting of cyclists, framed, with remnants of an artist’s signature visible (\$3,231)
- A carved African elephant tusk with elephants (\$2,233)
- An Asian carved ivory and wood figure with mother of pearl inlaid robe (\$2,644)
- A pair of Chinese carved ivory vases (\$1,763)
- A 55-piece Gorham Vermeil flatware set with heads on handles, monogrammed “Lois” on the back (\$4,700)
- A carved Black Forest wall clock (\$2,938)
- A 19th-century John Moore Clerkenwell (London) mahogany key and pendulum clock (\$1,410)
- A French Empire bronze and marble clock in cornucopia form (\$1,763)
- A 19th-century continental marble inlaid vitrine (\$2,350)
- An antique French carved Aubusson sofa with a finely carved



\$109,250

- frame (\$2,233)
- A pair of Italian-style Cerule stools with distressed paint (\$1,998)
- An unsigned French bronze console bowl (\$2,644)
- A 10-foot antique iron reproduction of the Eiffel Tower in Paris (\$2,233)
- A large German porcelain figural grouping (\$1,565)
- A pair of late 20th-century French-style gilt mirrors (\$1,565)
- A 19th-century Adams-style American over-the-mantel mirror (\$1,293)
- A Victorian brass and crystal chandelier (\$1,880)



\$3,400

The uncataloged session of the auction also did well, especially 20th-century design pieces. Star lots included a pair of Dunbar tile top side tables (\$3,400); a Paul McCobb console (\$1,700); a Paul McCobb “Mr. and Mrs” chest (\$1,400); and a pair of Dunbar nesting tables (\$1,350). ❖

World War II commemorative rifle shoots past \$1,000

Matthews Auctions LLC, Nokomis, Ill., got \$6,050 for a rare Oldsmobile double-sided porcelain "Rocket" sign, the one that hung under the regular Oldsmobile sign to advertise the auto maker's "rocket" engines, at an auction Nov. 23-25, according to a news release.

The sign was the top achiever of more than 2,000 lots that came up for bid in a wide array of categories: toys, firearms, petroliana, antique advertising, country store collectibles, soda and breweriana.

About 200 people attended the auc-

tion live and 735 people registered to bid online.

Additional highlights from the auction, including 10-percent buyers' premiums, included a Whippet and Willys-Knight double-sided porcelain sign that gaveled for \$4,125; a Wrigley's Doublemint/Spearmint Gum double-sided porcelain sign that hit \$3,740; a 1920s Winchester Flashlight five-piece cardboard window display poster that rose to \$2,090; and a World War II commemorative Thompson 45-caliber semi-automatic rifle that made \$1,430. ❖



\$2,090



\$1,430

Auction completes buyer's collection

Kaminski Auctions, Beverly, Mass., sold a pair of rare, 19th-century English glass decanters for \$46,215 during its annual Thanksgiving Sale, according to a news release.

The consignor knew little of the history of the decanters, only that they belonged to his grandmother and had been in the family for years. An unusual feature of the decanters was the transparent enameling depicting classical women on each, later determined to represent the continents of Europe and America.

They were purchased by a collector from the United Kingdom who believes they are part of a four-piece dinner set. The two decanters were missing from his collection. ❖



\$46,215

Graduates of the 15th class of the Carolina Auction Academy in November were (seated) Chris McManus; (front row) Charlie Killian, Catherine Long, Ireland Ellison and Pamela Dunn; (second row) Kathie Turner, Kelly Wilson, Tim Sebert, Tanya Ryan, Randy Svitak and Chip Senn; (back row) Zach Sneed, Roger Stanly, Cheryl Ritchie, Kyle Starnes, Tom Barron, Kenny Durham, Chase Lunsford, Donald Rickman and Alex Watkins. Not pictured was Jim Welker. Submitted photo



Eighteen people from five states graduated from the Mendenhall School of Auctioneering on Nov. 11. Submitted photo



Graduates of the November class of the Texas Auction Academy were (bottom row) Kim Duncan, Mt. Vernon, Ill.; Victoria Lippman, Round Rock, Texas; Natalie Lederle, Huntington, Ind.; Shelby Fullenwider, Austin, Texas; Sheri Reading, Albuquerque, N.M.; Selena Lott, Purvis, Miss.; Michelle Faucon, Houston; (row No. 2) Joseph Mulcahy III, Poway, Calif.; Chris Ann Lee, Lindale, Texas; Maggie Thomas, Sulphur Springs, Texas; Bill Burch, Arlington, Texas; James Minix, Henderson, Tenn.; Johnny Horton, Amarillo, Texas; Ron Ayres, Tyler, Texas; Instructor Montie Davis, Keller, Texas; School Administrator Lori Jones; School Director Mike Jones, CAI, BAS, GPPA; (row No. 3) Gregg Taylor, Brandon, Miss.; Bruce King, Webster, Texas; Micah Dene, Houston; Steve Berry, Granbury, Texas; Duane Swenk, Sparta, N.C.; Del Robinette, Prosper, Texas; Jay Palmisano, Annapolis, Md.; Matthew Clark, Golden, Colo.; (top row) Richard Jumper, San Angelo, Texas; Scott Drodgy, Silsbee, Texas; Monty Long, Capron, Okla.; Roger Ward, Crosby, Texas; Dallas Denson, Fresno, Texas; Lyn Bogle, Center, Colo.; Dillon Trammell, Mountainburg, Ark.; Brady Hill, Arp, Texas. Graduates raised \$1,475 for the NAA Auxiliary Scholarship program by selling "Unsung Heroes" prints by Joani Mangold, CAI, CES, GPPA. Submitted photo

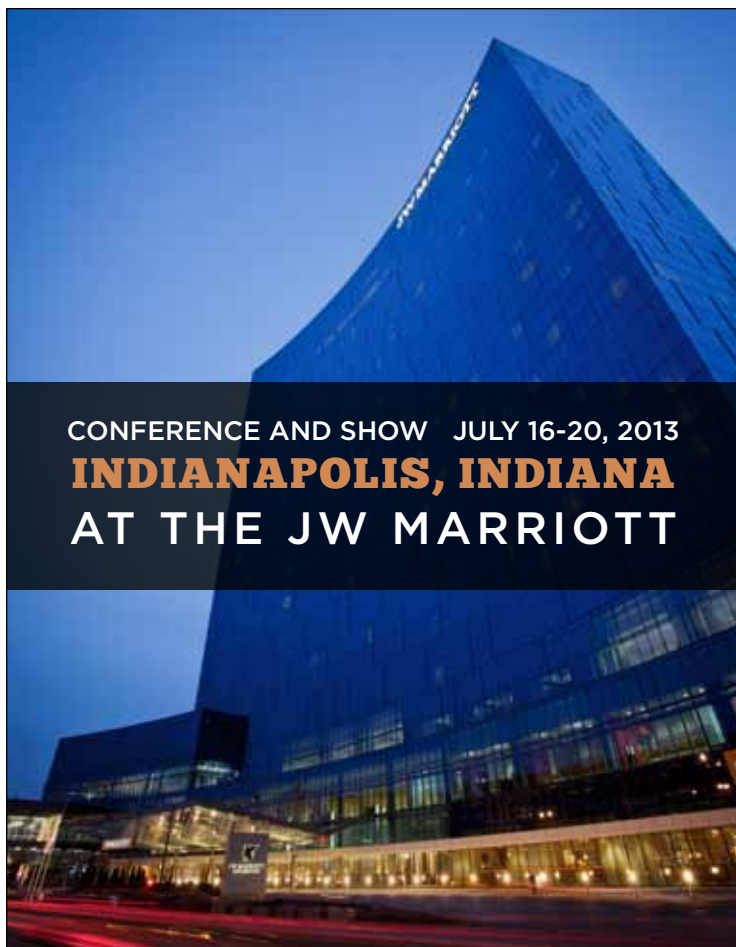




Nearly 20 people graduated from the Auction School of Real Estate in November. Submitted photo



Twenty-six people graduated from the Continental Auctioneers School in November. Submitted photo



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What Will Your Picture Look Like?

Auction veteran earns California's State Champion title

Brett R. Thomas, of Red Dot Auctioneers, Beaumont, Calif., became California State Champion Auctioneer during the California State Auctioneers Association's annual convention in Reno, Nev., on Oct. 12, according to a news release.

Thomas is a 36-year veteran of the auction industry and has competed in bid-calling contests at state and national levels in previous years. He specializes in real estate, farm, equipment, auto,

livestock and liquidation auctions.

"I am proud to be an Auctioneer and very honored and blessed to be awarded the title of California State Champion Auctioneer," Thomas says in the release.

He plans to represent California at the National Auctioneers Association's International Auctioneer Championship in July in Indianapolis. ❖



Thomas

Indiana association names 50th President

The Indiana Auctioneers Association played host to its convention Nov. 1-4 in New Harmony, Ind., according to a news release.

More than 150 attendees were at the convention, where Melissa Davis, CAI, AARE, BAS, of Reppert Auction School, Indianapolis, became the group's 50th President. She is the second female President in the association's history.



Davis

- President-Elect Tom Freije, of Freije & Freije Auctioneers, Monrovia, Ind.
- Vice President Jonathan Kraft, of Kraft Auctions, Valparaiso, Ind.
- Secretary/Treasurer Mike Berger, of Berger Auctioneering Inc., Bremen, Ind.
- Director Jonathan Baker, CAI, CES, of Baker Auction & Realty, Evansville, Ind.
- Director Seth Seaton, AARE, of Key Auctioneers, Indianapolis

Jimmie Dean Coffey, AARE, BAS, CAI, CES, MPPA, of United Country — Coffey Realty & Auction, Bloomington, Ind., was reserve champion in the bid-calling contest. ❖

Other newly elected officers are as follows:

Iowa conference, contest set for early February

The Iowa Auctioneers Association's annual conference, scheduled for Feb. 1-3 in West Des Moines, Iowa, will provide quality speakers and a competitive bid-calling contest for Auctioneers in the state and those living nearby, according to a news release.

The conference agenda is packed with education, professional development and entertainment.

Speakers include these professionals:

- David Brown (IPE 1031 – Closings)
- Aaron Traffas, CAI, ATS, CES (Technology for Auctioneers)

- Larry Harb, of IT Risk Managers Inc.

In addition to education, the association plays host to the preliminary round of its annual bid-calling contest during the conference. All members of the association are encouraged to participate.

The top 20 finalists will compete in the final round, which is set for the Iowa State Fair in August. The winner of the bid-calling contest takes home a top prize of \$1,000.

Other contests at the conference include the Rookie Bid Calling Contest, Advertising Contest and Ring Men Contest. ❖

Ontario association plans seminars, contest for annual convention

The Auctioneers Association of Ontario plans its annual Convention and Bid Calling Championship for Feb. 14-17, according to a news release.

The business portion of the event is set to take place at the Beacon Harbourside Inn and Suites, Jordan Harbour, Ontario.

The Ontario Bid Calling Championships are set for Feb. 16 at Peninsula Liquidators Auction facility, with competition com-

mencing at 10:30 a.m.

The President's Banquet is at 6:30 p.m. Feb. 16 at the Beacon.

The convention promotes continuing education, networking and camaraderie among the association's group of professionals. Highlights are to include the following:

- Local history
- Social networking for business

- Selling real estate through auction
- Selling estates and other items online
- A demonstration of the association's new website
- A motivational seminar on staying enthused about the auction business
- A fun auction

Special room rates are available until Jan. 1. ❖

STATE AUCTIONEER ASSOCIATION UPCOMING EVENTS

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
- 1-3» Iowa Auctioneers Association West Des Moines

- 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
- 14-17» Auctioneers Association of Ontario Jordan Harbour

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*, email information to bscribner@auctioneers.org.

Hall of Famer attended Conference and Show 50 years in a row

National Auctioneers Association Hall of Fame member Warren Collins died Oct. 12. He was 99.

Collins owned a livestock trucking business and excavation business. He was a farmer most of his life, according to his obituary.

An auction school graduate in 1940, he became well known for his auctioneering skills. He was Iowa State Champion Auctioneer in 1967 and a member of the Iowa Auctioneers Association, for which he served as President in 1959.

He served on the NAA's Board of Directors and attended Conference and Show for 50 consecutive years, according to the obituary. He entered the NAA Hall of Fame in 1984.

He was awarded Iowa Man of the Year in 1981.

Collins also was part-owner of the Independence Livestock Market for 14 years.

He was an active member of the Jesup Lions Club for 65 years, and he had memberships in Siloam Lodge No. 222, El Kahir

Shrine and the American Lutheran Church in Jesup, Iowa.

He is survived by his wife, Stella; three sons, Roger (Sheila) Collins; Virgil (Mitzi) Collins; and Clark (Maggie) Collins; one daughter, Connie (Lester) Ott; a daughter-in-law, Kay (Zuck) Collins; 10 grandchildren; 20 great-grandchildren; and two great, great-grandchildren.

Memorial donations may be directed to the Cedar Valley Hospice. ❖

Longtime member was honored by quarter horse associations

National Auctioneers Association member Gordon "Gordy" Hannagan died Oct. 19. He was 81.

A graduate of the Reppert School of Auctioneering, he traveled across the U.S. and Canada selling American Quarter Horses at auction, according to his obituary. In his lifetime, he sold more than 80,000 acres of land in Champaign County, Ill., and surrounding areas.

He and his wife, Janice, owned and operated Gordyville, an equine auction and event center.

Hannagan was an American Quarter Horse Association and Illinois Quarter Horse Association Hall of Fame inductee. In

addition to the NAA, he was a member of St. Lawrence Church, the Illinois Auctioneers Association, the National Reining Horse Association, the American Quarter Horse Association and the National Cutting Horse Association. He originally joined the NAA in 1955.

His wife and six children survive. His children are Mary Hannagan; John G. "Bud" (Hillary) Hannagan; Patty (Randy) Frerichs; Eddie (Lisa) Hannagan; Jody (Jay) Quiram; and Jimmy (Angie) Hannagan. Other survivors include a sister, Margaret Wheeler, and 11 grandchildren.

Memorials may be made to the American Quarter Horse Association Foundation or St. Lawrence Church. ❖

Member's wife contributed to the success of auction business

Nancy Buchner, the wife of National Auctioneers Association member Lonie Buchner, of Estate Broker Of Florida, Osprey, Fla., died Nov. 5. She was 68.

Nancy Buchner played a significant role in her husband's auction business, notably contributing to the success of the 2006 North Port Lot Auction in Sarasota

County, Fla., says Doug Dennison, of Rowell Auctions Inc., St. Augustine, Fla.

She is survived by her husband, Lonie; daughter, Justina (Jason) Wagner; son, Mitchell Seward; grandchildren and stepchildren.

Buchner enjoyed being with her family

and friends, going to the beach, tending to her orchids and spending time with her beloved dogs, Mia and Karma.

In lieu of flowers, please make donations in her name to Tide Well Hospice, 5955 Rand Blvd., Sarasota, FL, 34238. ❖



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USA TODAY publishes stories to educate auction buyers, sellers

By NAA staff

The National Auctioneers Association uses advertorials in USA TODAY to educate consumers about auctions.

In September 2010, the association partnered with the newspaper to expand its weekly feature, "Auction Showcase." Each month, the paper publishes a new story from the NAA.

USA TODAY published "Caveat Emptor: Penny auctions wrought

with hidden costs" on Aug. 3, and "Hiring an auctioneer 101: What to expect and think about" on Oct. 5.

Visit the Information/Resources page at naaauction.com to view and read these and other articles. ❖

AUCTION SHOWCASE

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Hiring an auctioneer 101: What to expect and think about

J.J. De Simone
Special to USA TODAY Auction Showcase

Hiring an auctioneer to help sell your assets or property does not need to be a difficult process. However, there are several considerations any person interested in using the auction method to sell his or her possessions needs to know.

Perhaps the most important thing to think about is whether an auctioneer provides a clear and straightforward contract. A written contract details the nature of the business relationship between an auctioneer and client. Mike Brandy, CAI, AARE, an auctioneer in Groveport, Ohio, said if an auctioneer is unwilling to provide documentation of a possible transaction, then that might be a problem.

"Any hesitation on the part of the auctioneer to put something in writing — memorializing the contract — it's time to look for another auctioneer," Brandy said. "If he or she is willing to make you promises, then he or she must put it into writing. If not, that's a red flag."

Often, the first question any consumer asks him- or herself before a business transaction is "How much is this going to cost me?" While this is an important consid-

eration before purchasing most assets and services, it is not as important when securing the services of an auctioneer. Kansas City, Mo. auctioneer Robert Mayo, CAI, AARE, ATS, GPPA, said deciding to hire an auctioneer based on price of his or her services alone is problematic.

"The first thing we get asked when we're called is how much we charge," Mayo said. "It always varies by the asset or property. At the end of the day, you want an auctioneer that will be able to solve your problems. You want to know whether they're a good fit."

Mayo said people interested in selling their assets or properties via the auction method of marketing should consider an auctioneer's selling experience and relevant references. Reference contact information can be obtained from an auctioneer directly.

Doing a quick search via the National Auctioneers Association website at naaauction.com or other online search engines are resources that can provide some background information on auctioneers. Attending a local auction also allows a person to see firsthand how an auctioneer conducts

himself or herself. Brandy said hiring auctioneers within one's geographic area is important, as they will be informed on how to properly market the asset or property to the local clientele.

"They will know your market much better rather than calling someone across the country," Brandy said. "Search the NAA website for an auctioneer by state. Also, naaauction.com lets you search for auctioneers by zip code."

Many auctioneers are members of the National Auctioneers Association. Mayo said hiring someone who is a member of the NAA is a good idea, as NAA auctioneers tend to be more connected to the industry and more aware of technologies compared to auctioneers not associated with the organization.

"The NAA provides a lot of educational resources," Mayo said. "NAA auctioneers are people who are constantly sharpening their knives and are staying on the cutting edge of trends." To learn more about hiring an auctioneer and to locate an auctioneer in your area, please visit naaauction.com.

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National Auctioneers Association

Caveat Emptor: Penny auctions wrought with hidden costs

J.J. De Simone
Special to USA TODAY Auction Showcase

Consumer groups oftentimes apply the Latin term "caveat emptor," which means let the buyer beware, to business transactions when there is a certain level of risk to the buyer.

However, one type of transaction the term is especially applicable to is the bidding fee auction, otherwise known as the penny auction.

The penny auction became popular in the mid-2000s with the growth of e-commerce. Penny auction sites require users to buy credit packages. Users can then bid on an item, which is usually some high-end electronic like an iPad. However, bids cost 50 cents or \$1. Each bid increases the item price by a penny, while simultaneously adding several seconds to the countdown clock. The auction ends when the countdown clock reaches zero, and the high bidder is able to purchase the item for the final bid price.

For example, a penny auction site could have a 2012 Nissan Altima listed for \$1,000. Each penny bid costs \$1, and the countdown clock is extended by 20 seconds. If an individual wins the auction, he or she will pay the final item cost, plus the cost of all the bids that he or she made. The penny auction companies also make money on the non-winners' bids. If the final price of the car reaches \$2,000, the company made \$102,000 on the sale of the car, which is listed at \$21,500.

Penny auctions, which are not really auctions, differ from traditional auctions in one key way. Live auctions and online auctions run by reputable auction professionals are transparent and fair, said Ohio auctioneer Mike Brandy, CAI, AARE.

"In live auctions, you can see the item you're bidding on, see the other bidders — it's all out in the open, and there are no tricks," Brandy said. "Penny auction sites are quite the opposite. Things are hidden or not disclosed."

The lure of the bidding fee auction is that websites use the words "penny" and "auction" to describe the transaction. Both words tend to be associated with deals. But penny auctions, which does not necessarily result in a good deal for the winning bidder, usually means big money for the online company.

Although not necessarily considered gambling, the parallels between penny auctions and gambling are uncanny, Brandy said.

"It's very similar to going to Las Vegas and sticking a dollar bill into a slot machine," Brandy said. "You pay, even if you don't win."

Hannes Combest, CEO of the National Auctioneers Association said penny auctions are far from a traditional auction.

"Penny auctions are not auctions," Combest said. "They are a form of gambling,

but they are positioned to the public as if they are a real auction. Consumers are misled to believe they are participating in an auction, but unfortunately, they find themselves wrapped in the purchasing of credits to continue bidding on items they might not even win."

According to the Better Business Bureau Top Sales Scam of 2011 website, not every penny auction site is a fraud. However, attorneys general are investigating several sites as illegal online gambling. The BBB recommends that penny auction consumers set a limit prior to bidding and be ready to walk away with nothing.

NAA president Christie King, CAI, AARE, BAS, said consumers need to be careful before bidding on a penny auction.

"Bidding in a penny auction is another form of gambling. Consumers get wrapped up in the excitement of bidding and purchase credit after credit to bid on items in hopes of winning and forget about the money they've invested in bidding credits and many times aren't the winning bidder and lose both the item they wanted and the money they invested in bidding on the item," King said.

For more information on bidding fee auctions, visit Mike Brandy's site, at mikebrandy.auctioneer.wordpress.com and search for "penny auction."

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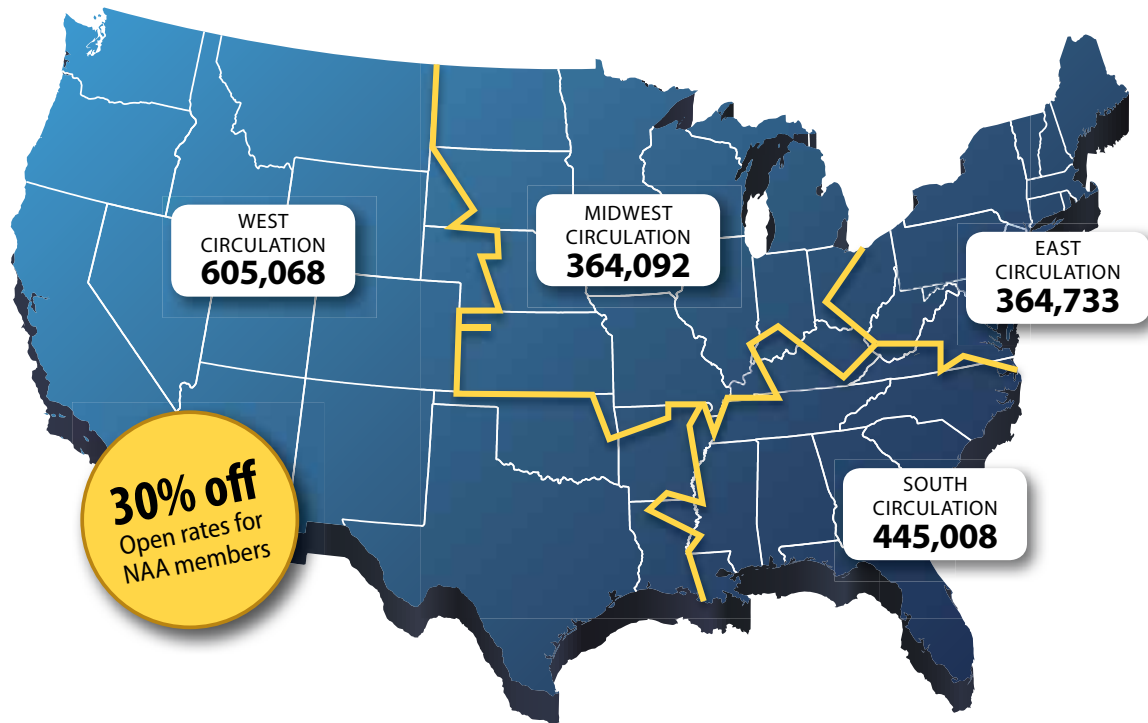
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The NAA congratulates members who recently earned new designations

AARE

Seth Seaton, AARE

ATS

Chad Ehli, CAI, ATS, MPPA

Janine Huisman, CAI, ATS, GPPA

Jennifer Mensler, ATS

Michael Powers, ATS, BAS

Brent Wears, CAI, AARE, ATS, CES

Emily Wears, ATS, BAS

BAS

Chad Carvey, BAS

Allen Craven, BAS

Letitia Frye, CAI, BAS

Michael Powers, ATS, BAS

Greg Quiroga, BAS

Sterling Strathe, CES, BAS

CES

Terry Mangum, CES, CES

Murray McCandless, BAS, CES

Matt Wiggins, CES

GPPA

Jared Chambers, GPPA

Marc Geyer, AARE, BAS, CAI, CES, GPPA

Susanna Grobler, CAI, AARE, ATS, BAS, CES, GPPA

Marietjie Keet, CAI, AARE, ATS, BAS, CES, GPPA

William Scott Roberts, GPPA

Tim Roy, GPPA

Rick Utley, CES, GPPA

Sid Voorhees, GPPA

MPPA

Jimmie Dean Coffey, AARE, BAS, CAI, CES, MPPA

Patrick Smith Sr., MPPA



Seaton



Strathe



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McCandless



Powers



Geyer



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AROUND the **BLOCK**

- NAA staff won three MarCom Awards for its communications and marketing efforts in 2012. One Platinum Award recognized Conference and Show Promotional Materials, and the June/July and August editions of **Auctioneer** each won a Gold Award. The annual MarCom competition is administered by the Association of Marketing and Communication Professionals.
- The Colorado Auctioneers Association is now offering a free one-year membership to Colorado and New Mexico Auction-



- eers following their graduation from auction school. New members also will receive a \$25 discount to the next scheduled CAA conference, according to a news release.
- Research led by the St. Jude Children’s Research Hospital — Washington University Pediatric Cancer Genome Project has identified a fusion gene responsible for almost 30 percent of a rare subtype of childhood leukemia with a poor prognosis. The finding offers the first evidence of a mistake that gives rise to a significant percentage of acute megakaryoblastic leukemia (AMKL) cases in children. AMKL accounts for about 10 percent of pediatric acute myeloid leukemia (AML). The discov-

- ery paves the way for treatment advances, according to a news release.
- *The Morning Call* newspaper recently awarded Hahn Auction Co., Bath, Pa., as “Best of Readers Choice 2012.” The award is the result of its readers voting for their top choice in business categories, according to a news release.
 - AmeriBid LLC has acquired National Commercial Auctioneers LLC and its sister company, National Residential Auctioneers LLC. AmeriBid has a marketing office in Tulsa, Okla., and other real estate and auction professionals located nationwide, according to a news release.

IN THE RING

PAGE 18 *“We can safely say that they are bringing two to three times more money to our clients.”*
Montie Desai
 WHAM Auctions, Appraisals & Real Estate LLC
 Greer, S.C.

PAGE 31 *“There are still a lot of options, and you have a lot of leeway, but there are some cultural norms that brands and businesses need to abide by before they take advantage of moving into that last monetization piece.”*
Valerie Jennings
 Jennings Social Media Marketing
 Overland Park, Kan.

PAGE 50 *“She came over to me and said, ‘How old are you?’ I said, ‘19.’ She said, ‘Oh my gosh, bless your soul. You look like you’re 12.’”*
Mike Ostrem
 Rugby, N.D.

MEMBERS' CORNER

■ NAA member and third-generation Auctioneer Michael Garner, GPPA, of Garner & Associates Auctioneers Inc., Bartow, Fla., recently won the Florida Auctioneers Association's Lewis C. Dell Award, according to *The Polk County Democrat*. The Hall of Fame award is the group's highest honor, recognizing service to the association and the auction profession throughout an Auctioneer's career. The 1978 graduate of the Missouri Auction School specializes in auctions of government surplus automobiles and equipment. The Garner family was instrumental in starting the association.

■ The Ohio Auctioneers Association has named NAA member Kathy Baber, owner of KJMB LLC, as its new Executive Director effective Feb. 1, according to Farm and Dairy. She plans to retain her role as Executive Director of the Indiana Auctioneers Association. The Ohio association looks to Baber for leadership in online auctions and membership recruitment.



Baber



John Thomas Rowell Jr., the son of John Thomas Rowell, AARE, GPPA, finds a comfortable place to rest under a podium as his grandfather, Tommy Rowell, CAI, AARE, of Rowell Auctions Inc., A MarkNet Alliance Member in Moultrie, Ga., calls bids. The company was selling a 500-acre farm in Tift County, Ga., in early November. Tommy Rowell says the auction company is family oriented. "We have brought our children to auctions with us at a very early age, teaching them the work ethic required to accomplish our clients' needs and goals."

Submitted photo

New members



Phan

"After attending The Ohio Auction School, I was even more attracted to the level of high standards placed on being an Auctioneer and that made me want to be part of this industry."

Thanh Phan

Fairborn, Ohio



Benalcazar

"I joined the NAA and am seeking my auction license to provide auction services to my commercial real estate sellers."

Benton Benalcazar

Columbus, Ohio

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MEMBERSHIP APPLICATION

Please complete all four sections of this form.

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

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

1

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

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

2

MEMBERSHIP INFORMATION (Please Print)

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Nickname

Company Name

Address

City State Zip

Phone Fax

E-Mail

Website

Check here if you are a previous NAA member. Male Female

Number of Years in Industry _____ Year of Birth _____

Highest Level of Education Completed

Name of auction school attended if applicable

Referred By (Optional)

3

METHOD OF PAYMENT (PLEASE CHECK ONE)

Check Enclosed (\$USD) Credit/Debit Card

Payment Plan (See Reverse For Details): Credit/Debit Check (\$USD)

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Signature

4

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

- Antiques & Collectibles
- Appraisals
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- Boats & Water Sports
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- 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
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- 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.

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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.

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Auctioneer magazine

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

Auction E-News

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

NAA Media Directories

NAA Auctioneers have access to media directories for all 50 states. Access these online directories at www.auctioneers.org/directories.

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 for more information.

Auction Calendar

Members can post their auctions for free on the exclusive NAA Auction Calendar hosted at www.NAAauction.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 or e-mail 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.

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.

NAA Logo

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

Publications

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

NAA Payment Plan

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

Membership - Printed Magazine (\$300)

\$100/month for three consecutive months

Membership - Digital Magazine (\$275)

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

Member and Spouse Membership (\$450)

\$150/month for three consecutive months

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

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

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

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

Mission

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

Vision

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

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

www.auctioneers.org



NAA EDUCATION INSTITUTE

TRUSTEE CANDIDATE REQUIREMENTS

NAA 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 the educational activities of the NAA, including designation programs such as CAI, AARE, ATS, BAS, CES, GPPA and MPPA, 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 meetings 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 5 P.M. CENTRAL ON 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 5 p.m. central time on Feb. 15, 2013. Please email the requested information to: education@auctioneers.org

BOARD OF DIRECTORS

DIRECTOR/OFFICER REQUIREMENTS

An NAA member who wishes to be elected as an Officer or Director of the association at the 64th International Auctioneers Conference and Show in Indianapolis, Indiana, in July must announce his or her candidacy by **5 p.m. central time on March 1, 2013.**

NAA POSITIONS AVAILABLE

Vice President: One-year term. Will ascend to the presidency the next year. Must have served a full term on the Board of Directors, Education Institute Trustees, National Auctioneers Foundation Trustees or NAA Auxiliary.

Treasurer: Two-year term. Must have served a full term on the Board of Directors, Education Institute Trustees, National Auctioneers Foundation Trustees or NAA Auxiliary.

Directors: Two are elected to three-year terms.

Board responsibilities: Expected to attend three scheduled face-to-face meetings, monthly conference calls and serve on committees as requested by the President. Board members may be requested to attend and speak at various state association conventions as NAA representatives and attend social and other functions sponsored by the organization when schedules allow. In addition, it is expected Directors communicate the work of the organization and show support for the NAA.

APPLICATION PROCESS

Complete position descriptions for Vice President, Director or Treasurer can be obtained by emailing NAA CEO Hannes Combest, CAE, at hcombest@auctioneers.org.

The application process is outlined at www.auctioneers.org. It also can be obtained by sending an email to Combest.

Once an NAA member has reviewed the aforementioned information, he or she may run for election by first submitting a letter of intent answering these questions:

- Why are you interested in serving?
- How many years have you been a

member of the NAA?

- What committees have you served on?
- What have you learned from serving on a volunteer board, if applicable?
- What state Auctioneer association(s) do you belong to?

Candidates must then submit two to three sentences indicating how they demonstrate the characteristics of each of the competencies of the "Characteristics and Attributes of an Ideal NAA Board Member," which can be obtained by request to Combest. They also must provide the Committee three references and a profes-

sional photo of themselves.

After the Nominating Committee receives the above information, it will then interview the candidates and nominate up to two candidates for each position.

Candidates will be notified if they are being nominated by March 18.

Candidates who are not nominated by the Committee but still choose to run must notify the Committee of their intentions by April 1 in order to appear on the ballot.

Contact Combest at hcombest@auctioneers.org for questions.

2013 NOMINATING COMMITTEE

- Vice President Paul C. Behr, CAI, BAS, Chairman
- 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
- Jason Miller, CAI, President of the Ohio Auctioneers Association

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

To qualify for a scholarship packet, please email Kim Ward, CAI, BAS, CES, at kim@wardauction.net or via mail at 1775 Fodderstack Mtn. Loop, Greeneville, TN, 37745. Call with questions at (630) 740-5860.

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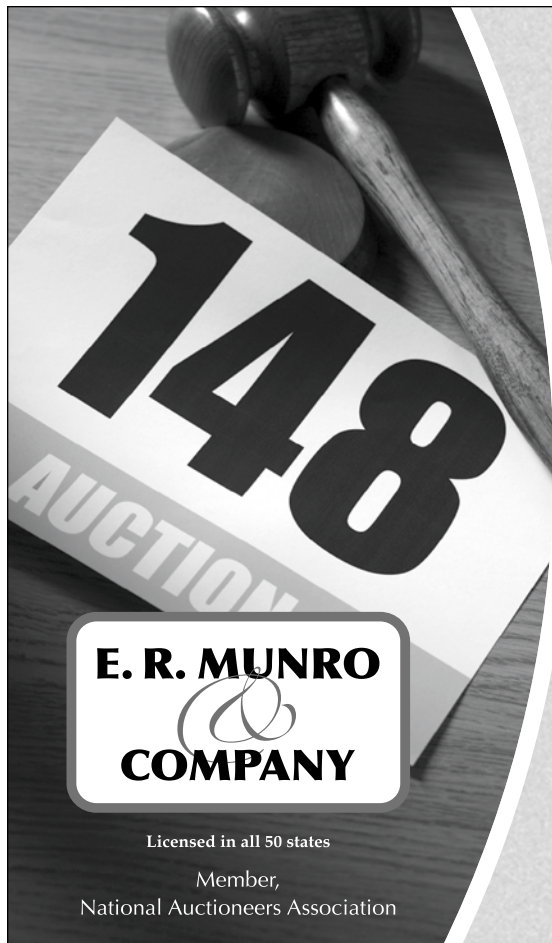
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