

Auctioneer



FEBRUARY 2013

The official publication of the National Auctioneers Association

The
**SPORTS
MEMORABILIA**
market

also inside:

Tax tips

*Insurance
advice*

*Credit card
surcharges*



**New Features
Coming Soon!**

Your Auctions, Your Bidders

- Internet absentee bidding
- Internet-only "timed" auctions
- Internet simulcast (coming soon)

Private-label branding to your website

Exposure on www.bidopia.com portal

Fully integrated with Auction Flex

- Integrated upload/download
- No import / export required

A More Engaging Bidder Experience

Real-time updates (no refreshing)

In-place bidding

Embedded videos, maps, etc.





Proven Results

The most powerful, flexible auction software ever created for the auction industry. Simple or complex, we have solutions to save you time and money.

Catalogued auctions
Non-catalogued auctions
Multi-parcel auctions

Fully integrated with Bidopia Internet Auction platform

New Cloud service (Windows, Macs, tablets)

Features including:

- Fastest, most versatile cataloging
- Drivers license check-in
- RF modem wireless clerking
- Eye-Fi wireless image capture
- Self check-in touchscreen kiosk
- Quickbooks integration
- Phone bid schedule generator
- Full inventory control
- and much, much more

Contact Us:

sales@auctionflex.com

352.414.1947





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.

Provide young auction professionals with the same opportunities you had

Membership is a hot topic these days at National Auctioneers Association headquarters.

The transition the Board approved last year in moving members from several categories to one general membership is underway. We made this move because it is much more difficult today for an Auctioneer to make his or her business successful in a solo venture. It takes a team. The NAA Board recognized this and opened membership to everyone who is an auction professional.

In making this transition, it became evident that one significant factor contributing to our membership decline is the number of representatives a company now has as members of the NAA versus what they have had historically.

Many companies, in an effort to be more efficient, have dropped the number of memberships they sponsor. It is not unusual for companies that used to have four or six members to now only have one or two members — these typically being the principals of respective companies. And what is the common denominator of most of these company executives? They are older.

Now, we are not saying that we don't want the principals of companies to be members of the NAA. We absolutely do want them as members. But when I started in this business more than 20 years ago, I was mentored to make sure I was a member of my state and national associations. Why? I was expected to make contacts and keep learning about efficiencies to bring back to our organization.

Mentoring members

Are we doing the same thing today? Are we really being good mentors to our younger auction professionals? Or are we saying to them, "I want you to work for me, but I'm going to be the NAA or state member, and I'm going to the Conference and Show or the educational program. I'll bring back this information (albeit somewhat filtered) for you to learn."

Many people say younger generations do not join organizations. Our research doesn't support that. But it does say that young people join in different ways, and they have different expectations.

The NAA now has about 2,300 companies represented in its membership. If every one of those companies would add one member, our total membership would be more than it was four years ago. But the even better news is that it would illustrate that we are mentoring those who are going to take over for us in the future.

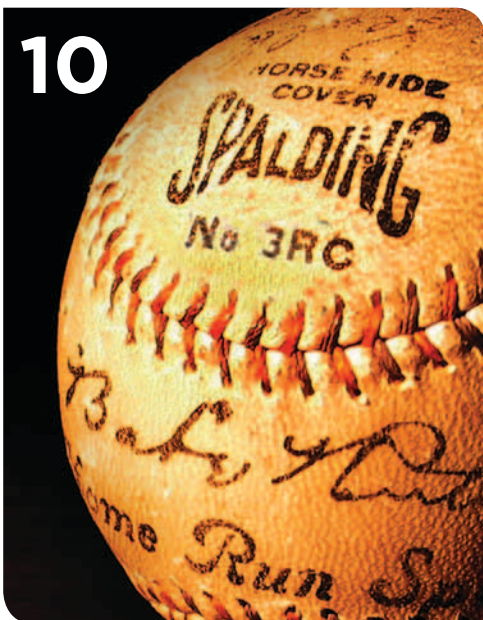
It is not without expense. And yes, it is possible to give your NAA website username and password to an office member when you want them to grab that presentation the NAA has built for you, find what media is available in an area where you have an upcoming auction, or find out if Alaska or Illinois has a license law and who to contact to obtain one if they do. But is that providing them the opportunity to make the contacts you made when you entered the business? Is that providing them the opportunity to bring something new to your business or to improve it?

Right now you have two Task Forces that are answering the questions: Should the NAA, with its limited resources, be responsible for advocating for the industry? And, should the NAA, with its limited resources, be responsible for promoting the industry or the professional? If the answer to these questions is "yes," numbers will matter. And yes, we need to expand past our own members to grow this organization. We are working on plans to achieve that goal, as well.

But just think about looking within your own company to see if there is someone who is not a member who should be. Both of you will benefit!

JJ Dower

10



Auctioneer

FEBRUARY 2013 VOLUME 65 NUMBER 2

www.auctioneers.org

The official publication of the National Auctioneers Association

NEWS & FEATURES

- 6 Idea architect**
C&S keynote to focus on strategies for innovation
- 28 Why CAI?**
Education program takes members to new heights
- 38 Essential education**
Academy builds network, foundation for success
- 10 Sports memorabilia**
Auction results vary, but buyers crave memories
- 32 Learn your ABCs**
Improve your appraisal business with these tips
- 40 Passing it on**
Settlement lets merchants charge for credit card use
- 20 Talking taxes**
"Cliff" compromise extends equipment deduction
- 34 Privacy protection**
Avoid costly consequences of losing client information

14



MEMBER PROFILE

- 8 Magnetic personality**
Hard-working Director will foster camaraderie

BUSINESS PRACTICES

- 22 Marketing plan**
Auctioneers should provide no selling price guarantees
- 24 Selling collectibles**
Specific laws exist for alcohol, firearms
- 26 Tips about reporters**
Give journalists what they want — local news

NETWORKING

- 14 State association news**
- 36 Thank you, NAF donors**
- 42 Auctioneers Day forms**
- 44 Hall of Fame form**
- 46 Success stories**
- 50 In memory**
- 52 Filler words**
- 54 New members**
- 60 Industry spotlight**
- 62 Trustee requirements**
- 63 Board requirements**

40



DEPARTMENTS

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

Auctioneer issue 2 February 2013 (ISSN 1070-0137) is published the first of every month, with the exception of combined issues in June/July and December/January, which are published in mid-June and mid-December, respectively, by the National Auctioneers Association, 8880 Ballentine St., Overland Park, KS, 66214-1900. There are 10 issues printed annually. **Auctioneer** is a means of exchanging ideas that will serve to promote the auction professional and the auction method of marketing. The views expressed by columnists do not necessarily reflect the opinions of the National Auctioneers Association. Periodicals Postage paid at Shawnee Mission, KS, and at an additional mailing office (USPS 019-504). POSTMASTER: Send address changes to Auctioneer magazine (NAA), 8880 Ballentine St., Overland Park, KS 66214-1900. Copyright © 2013 by the National Auctioneers Association. Materials may not be reproduced without permission.



ARCHITECT



OF IDEAS



Jeffrey Cufaude is scheduled as the keynote speaker for Conference and Show in Indianapolis. Photo courtesy Big Car

Keynote speaker says he will focus on identifying opportunities for change

By Nancy Hull Rigdon
contributing writer

The 64th International Auctioneers Conference and Show's theme, "Driving Innovation," takes Jeffrey Cufaude's mind to Heinz's "Dip and Squeeze" ketchup packet.

This handy product makes dipping food in ketchup, even while driving, more doable and also offers the traditional ketchup squeeze option — all while carrying three times more ketchup than the standard packet.

"By watching how people use ketchup packets, they took a problem that people had been experiencing for a long time and came up with a better way for people to use ketchup packets," Cufaude says of the product, which launched in 2011.

"So how do you become more innovative? It all begins with paying attention to human behavior. Look for opportunities where people are frustrated, where they've created a work around, or they want to do something but can't figure out how to do it."

Cufaude is scheduled as the keynote speaker at the July 16-20 Conference and Show in Indianapolis. He calls himself an architect of ideas and has an Indianapolis-based business, Idea Architects.

Ideas, innovation

Cufaude's past experience includes serving as Executive Director of two national associations and working as a student affairs staff member at two public universities. He now aims to build communities of ideas and idealists through his writing, facilitation, consulting and speaking.

Innovation, Cufaude says, is often misunderstood. People often think innovative is a synonym of creative, which he says isn't the case. Nor does innovation have to be revolutionary, like the iPhone, he says.



“Innovation is a change that improves value or performance,” he says, adding he learned the definition from the late business expert Peter Drucker.

Expect Cufaude’s keynote to explain why innovation is increasingly important for organizations to embrace, offer some simple habits that attendees can incorporate into daily life to foster innovative results, and show examples of what innovate organizations and individuals look like in action.

He asks that attendees bring their problems.

“Be looking for opportunities to innovate,” he says. “What is it that you would most like to change? Hopefully, my keynote will help answer that question.”

Many times, a popular innovative solution is something most people didn’t know they needed.

“Did you know you needed Swiffer before Swiffer was invented? We made it through all these years without Swiffer, and now we have all these different types of Swiffers in our homes,” Cufaude says.

“Proctor and Gamble discovered an opportunity by watching the way people do or don’t clean their homes.”

Anyone, not just big companies, can land a breakthrough.

“There are innovative opportunities around us all the time. We just have to slow down and watch,” he says.

And once the problem is identified, the hardest part is over, he says.

“Once you know what you are trying to solve, there are really simple processes that you can use,” he says. ❖



Getting to know Jeffrey Cufaude

- An “architect of ideas,” Cufaude’s areas of work include strategic think tanks, volunteer and staff development workshops and the content design and facilitation of leadership conferences.
- He has served two times on the Indiana Society of Association Executives Board of Directors and was named the association’s Meeting Planner of the Year.
- He designed the American Society of Association Executives’ global InnovationTalks campaign and designed and facilitated ASAE’s Future Leaders Conference from 1998 to 2007.
- The Professional Convention Management Association’s *Convene* magazine named him one of its 2006 Thought Leaders.

PVC Post Kit

1-800-THE-SIGN
8 4 3 7 4 4 6 .COM

Out the Door in 24!

4' x 4'
 SIGN from **\$68.⁸⁸**
 PVC Post Kit - \$84.88 with flat caps

1-800-843-7446
 www.1800TheSign.com

24 Hour Turnaround Time
 Next Day Delivery Available
 No Setup / Design Fee

UPS Shipping from \$15



Terri Walker, CAI, BAS, CES, of Walker Auctions, a MarkNet Alliance Member, with her husband, Lance Walker, CAI, BAS, CES, and her children, Caroline, 16; Conner, 27; and Eric, 18. Submitted photo

A magnetic personality

NAA Director wants to help members incorporate online auctions

By Sarah Bahari
contributing writer

Year after year, Terri Walker could not find time to attend the Certified Auctioneers Institute.

Raising a family and juggling a full-time career left little time for the training.

But in 2007, Walker finally made it to Indiana University to pursue her CAI designation. She fell in love with the training and built friendships that remain today.

She is now an adviser at CAI.

“You really learn how to grow your business,” says Walker, CAI, BAS, CES, of Walker Auctions, a MarkNet Alliance Member. “CAI is cutting edge. It stays on top of the latest and greatest trends in the industry.”

Recently elected to the National Auctioneers Association Board of Directors, Walker wants to give back to the NAA by helping other auction professionals build their businesses through improved

education and networking.

Helping auction professionals use social media and technology while incorporating online auctions into their businesses will be among her priorities, says Walker, who lives in Memphis, Tenn.

But Walker, the 2009 women’s division winner of the International Auctioneer Championship, says she will always love the live auction.

“I love bid calling. I love being in front of a crowd and reading the eyes of the bidders,” she says. “But there are many opportunities online we should be exploring.”

Love for auctions

Walker, who earned a master’s degree in educational administration, was teaching gifted and talented and learning disabled students when she started helping her father, Bon Turnage, run auctions on weekends in Missouri.

“I fell in love with the people,” she says. “Every time you did an auction, you were helping someone work through a problem or

“I want to help them see the bigger, nationwide picture. Belonging to a national organization offers enormous benefits.”

Terri Walker, CAI, BAS, CES

Walker Auctions, a MarkNet Alliance Member

handle a situation.”

In 1985, Walker quit teaching and decided to pursue auctioneering full time.

Walker and her husband, Lance, CAI, BAS, CES, a 32-year auction veteran, now own Memphis-based Walker Auctions, which specializes in benefit auctions across the country.

They have three children, Conner, 27, an Auctioneer who is married to Hannah, who helps run the company's online auctions; Eric, 18; and Caroline, 16.

On the side, Walker works as a consultant for benefit auctions, helping nonprofit organizations solicit items, select venues and navigate event logistics, such as the order of the evening and delivery of items.

Benefit auctions require a certain disposition, Walker says.

“The audience is there to have a great time, not to bid on a particular item. They want to see people and be seen,” she says. “So you have to keep the focus off of yourself. You have to work in a noisy crowd. You can't ask for quiet.”

Work ethic

In seven years, she helped one Memphis-based nonprofit go from making \$40,000 to \$192,000 at its annual benefit auction.

NAA Past President Christie King, a longtime friend, says Walker will bring that same work ethic to the NAA and Board of Directors. She will also help foster a sense of camaraderie.

“When I think of Terri, I think of true passion. She has a true passion and a love for our industry,” says King, CAI, AARE, BAS, owner of C. King Benefit Auctions in Gadsden, Ala. “People are drawn to Terri. She has such a magnetic personality.”

Walker, who has spoken frequently to state auction organizations across the country, says she hopes to increase participation at the national level.

“A lot of people see huge benefits in their state organizations,” she says. “I want to help them see the bigger, nationwide picture. Belonging to a national organization offers enormous benefits.” ❖

OUR focus is on...
**PROFESSIONALISM, QUALITY
and EXPERTISE.**



We also carry a full line of auctioneer's equipment and supplies at discount prices for auctioneers. Call for a brochure and prices.

336-887-1165
336-887-1107 fax




CLASSES HELD FEBRUARY, JUNE,
AUGUST AND NOVEMBER
CHAMPION AUCTIONEERS
ARE INSTRUCTORS

www.mendenhallschool.com
“AMERICA'S TOP QUALITY AUCTION SCHOOL”
since 1962

The Auction Marketing Solution




Satellite Prolink, Inc.®
The Auction Marketing Solution

Experienced Team Proven Systems Trusted Results

Budget Creation & Management	Internet & Mobile Marketing
Professional Design & HTML	Facebook & LinkedIn
Contract Rates & NAA Discounts	Google & Yahoo
Complete Accounting	Custom Email Blasts
Quality Assurance w/ Summary Data	Direct Mail lists & Brochures

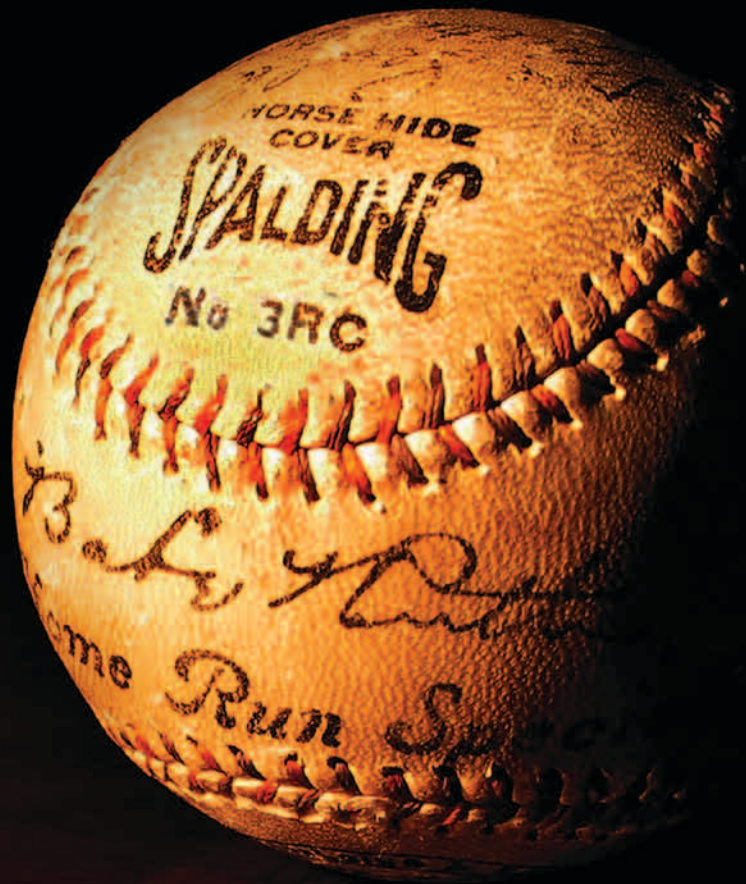
Scan for Savings

Helping our Clients and their Clients Succeed
#1 Choice for Marketing Services within the Auction Industry

Get your FREE Campaign Quote at www.SatelliteProlink.com,
Budgets2Go or call us at 800-510-5465



SPORTS MEMORABILIA: NOT BRINGING WHAT IT USED TO



OLDER COLLECTIBLES ARE BEST, BUT VALUES VARY WIDELY

By Nancy Hull Rigdon
contributing writer

While the sports memorabilia auction market isn't as strong as it once was, vintage items continue to perform well, according to National Auctioneers Association members.

"When you start getting into pre-1970 memorabilia, it's worth exploring," says Kenny Lindsay, of American Eagle Auction Co. in Livonia, Mich.

"Twice a year, The Super Auction is held, which always features quality vintage sports memorabilia, and we're seeing historically strong prices coming from the floor bidders.

"Keep in mind we're seeing these results in one of the most economically depressed states in the country."

Flooded market

Pre-war sports cards, advertising and autographs of turn-of-the-20th century athletes are exceptionally strong, he says. Contemporary memorabilia — particularly sports cards from 1980 and beyond — do poorly because of what he describes as an over-production of sports cards that flooded the market.

Sports memorabilia, Lindsay says, is a complicated industry.

"I'm often asked, 'What's a Babe Ruth autographed baseball worth?' My answer is, 'Between \$2,500 and \$100,000.' There are a lot of factors involved in price discovery, but

the best way to sell really is at auction," he says.

John Hums, of John Hums Auctions in New Holland, Pa., says given the state of the economy, sports memorabilia is treating him well.

"The state of the sports collectors market today is not what it was in the '90s when it was an extremely strong market, but we're doing better than we were a few years ago," he says.

Older items

He says he's having success with older sports items. This spring, he plans to auction a Frank "Home Run" Baker decal bat from 1911-1916, and he thinks it will bring \$300 to \$500. His popular and common auction items include sports cards from the 1950s, 1960s and 1970s sold in groups of five to 10 cards that sell for \$20 to \$75 a group.

Hums' typical buyers and sellers are in their late 40s and older. Collectors, he says, are more particular than they were 20 years ago; quality is increasingly important to buyers.

"We're not seeing great increases in pricing or demand, but that runs along with what we are seeing with the rest of society," he says. "We have three auctions here a month, and people assemble here and spend money. I'm hoping it can stay this way."

Maggie Beckmeyer, CAI, AARE, BAS, CES, MPPA, owns Auctions by Maggie Inc., Cin-

continued »

MVPs

The top five auction results of all time for sports cards, by player, as reported by VintageCardPrices.com are as follows:

BASEBALL

- 1909 ▶ White Borders (Piedmont & Sweet Caporal) Honus Wagner, Pittsburgh **\$2.8 million**
- 1914 ▶ Baltimore News Orioles Babe Ruth, Pitcher **\$517,000**
- 1955 ▶ Topps Roberto Clemente **\$432,690**
- 1909 ▶ White Borders (Piedmont & Sweet Caporal) Joe Doyle **\$414,750**
- 1954 ▶ Topps Hank Aaron **\$357,594**

BASKETBALL

- 1948 ▶ Bowman George Mikan **\$218,550**
- 1986 ▶ Fleer Michael Jordan **\$82,000**
- 1961 ▶ Fleer Oscar Robertson **\$25,838**
- 1957 ▶ Topps Bill Russell **\$25,234**
- 1933 ▶ Goudey Sport Kings Nat Holman **\$24,926**

FOOTBALL

- 1935 ▶ National Chicle Bronko Nagurski **\$240,000**
- 1948 ▶ Leaf Sid Luckman **\$71,836**
- 1948 ▶ Leaf Charles "Chuck" Bednarick **\$38,561**
- 1948 ▶ Leaf "Slingin" Sammy Baugh **\$37,950**
- 1948 ▶ Leaf Bobbie "Blonde Bomber" Layne **\$35,952**

HOCKEY

- 1911 ▶ Imperial Tobacco Co. Georges Vezina **\$115,950**
- 1966 ▶ Topps USA Test Bobby Orr **\$70,703**
- 1979 ▶ O-Pee-Chee Wayne Gretzky **\$62,558**
- 1966 ▶ Topps Bobby Orr **\$47,593**
- 1951 ▶ Parkhurst Gordie Howe **\$24,619**

cinnati, and says she finds that baseball cards are not bringing what they once did — something she says results from a flooded market.

“I could have sold a Pete Rose card for \$500, and now I’m lucky to get \$25,” she says.

Buying memories

Beckmeyer’s company holds online and live auctions, and she says much of her company’s success boils down to marketing.

“One of our aces is that we’re open 9 to 5, and people can come in and inspect an item ahead of time,” she says.

Beckmeyer has success with local items, such as those collected by fans of the Cincinnati Reds and Cincinnati Bengals. The memories an individual associates with a particular item can drive prices, she says.

“They’ll be souvenirs that box seat holders at Crosley Field got for free in 1943, like a drinking glass with the schedule that year, and it will go for 30, 40, 50 bucks because someone remembers going to the games with their mom and dad as a kid,” she says. ❖



Turning Bidders Into Buyers for more than 45 Years!

We invite you to partner with us! Call now to discuss co-brokering opportunities.



REO
Residential
Commercial
Land



Atlanta

HudsonMarshall.com

800.841.9400

Dallas

HudsonAndMarshall.com

800.441.9401



Attention Auctioneers!

Don't miss the action on AuctionTime.com

AuctionTime.com complete package includes:

- **Timed Online Auction hosting through AuctionTime.com**
- **One low flat fee per machine**
- **Receive buyers information at the end of the auction**
- **Hosted website at no additional cost, including data backup**
- **Inventory Management system**
- **CRM (Customer relationship management)**
- **Free tech support**
- **And much more!**
- **Contact your AuctionTime.com representative for more information!**



(800) 334-7443 www.AuctionTime.com

**Agricultural Equipment ■ Construction Equipment
Trucks ■ Trailers ■ Attachments**

Auctioneer represents third generation of family to be inducted into Ohio Hall of Fame

The Ohio Auctioneers Association kicked off 2013 with a weekend of education and achievement during its Winter Convention on Jan. 11-13 in Dublin, Ohio, according to a news release.

The highlight of the weekend was the induction into the OAA Hall of Fame of Jerry Stichter, CAI, CES, of Jerry Stichter Auctioneer Inc., Troy, Ohio, and Lori Kiko, CES, of Kiko Auctioneers, Canton, Ohio.

Stichter has been a longtime OAA and National Auctioneers Association member, serving in numerous roles for the organizations.

Kiko is in the third generation of her family to be inducted into the OAA Hall of Fame. She also is the 1997 women's division winner of the International Auctioneer Championship and past member of the NAA Board of Directors.

The convention also featured educational offerings from Mike Brandy, CAI, AARE, of The Ohio Auction School, Groveport, Ohio; Stephen Karbelk, CAI, AARE, of National Commercial Auctioneers, Ashburn, Va.; and Paul Ramirez, of Ramirez Auction Service, Tucson, Ariz.



Jerry Stichter, CAI, CES, and Lori Kiko, CES, joined the Ohio Auctioneers Association's Hall of Fame in mid-January. Submitted photo

It also had a panel discussion on working with banks and institutional sellers, as well as a bid-calling seminar.

The convention played host to 15 auction-related vendors. The membership also received an update on the legislative efforts on behalf of all Auctioneers in the state.

Barry Baker, CAI, AARE, CES, of Ohio Real Estate Auctions LLC, Grove City, Ohio, took home Best of Show in the annual Advertising Contest. Also receiving honors were Beth Rose, CAI, of Beth Rose Auction Co. LLC/ Rose Auction Group LLC,

Maumee, Ohio; Richard T. Kiko, of Russ Kiko Associates Inc., Canton, Ohio; Kevin Wendt, CAI, of The Wendt Group Inc., Irwin, Ohio; Larry Wigton, CAI, AARE, of Wigton Real Estate & Auction Co., Ashley, Ohio; Maggie Beckmeyer, CAI, AARE, BAS, CES, MPPA, of Auctions By Maggie Inc., Cincinnati; and Nick Cummings, CAI, of Nick Cummings Auctioneer, Washington C.H., Ohio.

Erin Carr of Dublin, Ohio, received the apprentice scholarship award.

Jason Miller, CAI, of Kaufman Realty & Auctions, Quaker City, Ohio, was elected President of the OAA; Andy White, of Real Estate Showcase Auction Co., Ashland, Ohio, was elected President-Elect; and Ken Bonningson was elected Vice President. Newly elected Board members were the following:

- Director at Large Darren Bok, of United Country — Walton Realty & Auction Co. LLC, Hicksville, Ohio
- Northwest Director Kevin Frey, GPPA, of Frey & Sons, Archbold, Ohio
- Southwest Director Ric Moody, of Dayton Commercial Realty, Dayton, Ohio ❖

STATE AUCTIONEER ASSOCIATION UPCOMING EVENTS

FEBRUARY

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.

Young NAA member wins in Minnesota's rookie division

Cody Aasness, of Aasness Auctioneers, Dalton, Minn., won the rookie bid-calling contest during the Minnesota State Auctioneers Association's conference in St. Cloud, Minn., on Jan. 17-19, according to a news release.

In the Minnesota Champion Auctioneer contest, Bryce Hansen, CAI, of Hansen & Young Auctioneers, Prairie Farm, Wis., took home the Reserve Champion honor.

In the Marketing Contest, Mitchell-Przybilla Auction Co. LLC won Member's Choice, and AllianceBid Inc. got the Best of Show prize.

The association inducted National Auctioneers Association member LaDon Henslin, of Henslin Auctions Inc., Bird Island, Minn., into its Hall of Fame. Members of the association elected these leaders:

- President Rod Johnson, AARE, BAS, of Johnson Auctioneering, Cannon Falls, Minn.
- Vice President Chris Fahey, of Fahey Sales Auctioneers & Appraisers, Belle Plaine, Minn.
- Directors Austin Bachmann, of Bachmann Auctioneers, Ottertail, Minn.; Allen Henslin, of Henslin Auctions Inc., Bird Island; and Shelly Weinzetl, of AllianceBid.com, Annandale, Minn. ❖

Tennessee President will serve second term

The Tennessee Auctioneers Association named 2013 leaders during its Winter Convention on Dec. 2-3 at the Radisson in Nashville, Tenn., according to a news release.

Rick Hinson CAI, GPPA, of Hinson Auction & Real Estate Inc., Jackson, Tenn., is President. This will be his second term.

Hinson will lead a 13-member Board, including these members:

- President-Elect Marc Gravitt, CAI, AARE, GPPA, of Gravitt Auction Inc., Chattanooga, Tenn.
- Treasurer James Gary, of Gary Realty & Auction, Springhill, Tenn.

- Vice President-Middle Neal Trice, of Charles Woodard & Associates, White Bluff, Tenn.
- Vice President-West Mark Kennedy of Kennedy's Auction Service, Selmer, Tenn.
- Vice President-East Brian Ward, CAI, BAS, GPPA, of Ward Auction & Appraisals Inc., Greeneville, Tenn.
- Director Steve Holt, of Compass Auctions & Real Estate, Chattanooga, Tenn.

After the event's banquet dinner, Ed Knight, of EK Auctioneers LLC, Seymour, Tenn., won the Auctioneers Championship.

The TAA has more than 175 members and associates throughout Tennessee and the U.S. ❖

Inquiring Minds Want To Know...



Which Brings In More Money To APPRAISE Or AUCTION?

Answer: It depends on who you ask!

Just remember...Not all professional credentials are created equal.

Yes, a salt shaker has value as does a dozer. At NEBB Institute, who trains, certifies and supports Certified Machinery & Equipment Appraisers (CMEA) coast-to-coast and worldwide, we know from your colleagues that they are earning significant assignment fees appraising and auctioning all types of equipment that has nuts and bolts. Salt shakers are not putting money in their pocket or landing auctions.

Yes, there is a difference. We know that the CMEA professional credential is catapulting your colleagues to excell earning appraisal money, expand their business, open doors that were previously shut, and overcoming competition. Are you? If not, you're missing out!

Find out how you can capture the business you've been missing.

Request our FREE CMEA Preview Pak today!



**Toll Free (866) 632-2467
www.nebbinstitute.org**

NAA member is Reserve Champion in North Carolina

The Auctioneers Association of North Carolina's Winter Convention on Jan. 18-20 at Embassy Suites in Greensboro, N.C., was a memorable event, according to a news release.

The convention included the association's annual N.C. Grand Champion Bid Calling Contest, 10 hours of continuing education, an advertising award ceremony, a fun auction, real estate courses, a membership meeting and an AANC Hall of Fame induction ceremony.

Placing in the Auctioneers Grand Championship was Reserve Champion Will Lilly, CAI, AARE, of Iron Horse Auction Co. Inc., Norwood, N.C.

Walter House, CAI, AARE, CES, of House Auction Co. Inc., Marshallberg, N.C., became the 2013-14 President. He will lead an

11-person Board, including the following members:

- President-Elect Don Horton, CAI, of Asset Services Corp., Mooresville, N.C.
- Secretary/Treasurer John Loy Jr., of Greensboro
- Vice President Phil Burleson, of Johnson Properties Realtors & Auctioneers, Angier, N.C.
- Director Dale Young, CES, GPPA, a Realtor and Auctioneer from Angier
- Director David Bailey, CES, of Auction By Marshall, Newton, N.C.

The AANC has more than 450 members and associates throughout North Carolina and the U.S. The 2013 Summer Convention is slated to take place June 14-15 at the Doubletree in New Bern, N.C. ❖



**World Wide College
of Auctioneering**

Since 1933 Mason City, Iowa

The finest education in the auction profession!

Celebrating:

- 80 Years of Training Successful Auctioneers
- 40,000 Graduates
- World Champions & Leading Auctioneer Instructors
- Experience the Difference

"World's Largest Auction School"

Come Train With the Champions!

1-800-423-5242

www.worldwidecollegeofauctioneering.com

AmeriBid.com

Local Knowledge Global Auctions

**Join
our team!**

- Credibility of a National Company
- Leverage our Resources & Experience
- Teamwork/Training/Coaching
- Unlimited Earning Potential

918.895.7077 or tellmore@AmeriBid.com



Kansas event features panel discussion on technology

The Kansas Auctioneers Association had its 2013 Winter Convention in Manhattan, Kan., on Jan. 11-13, according to a news release.

The group inducted Don Hamit, of Don Hamit Land & Auction Co. Inc., Stockton, Kan., into its Hall of Fame.

Speakers for the weekend included Dan Kull, of Kull Auction & Real Estate Co. Inc., Topeka, Kan.; Michael Fine, CAI, AARE, of Hilco Real Estate Auctions LLC, Chicago; and Ryan George, of BiPlane Productions, Evingson, Va.

A panel discussion concerning technology and the future was led by Aaron Traffas, CAI, ATS, CES, of Purple Wave Inc., Manhattan; Robert Mayo, CAI, AARE, ATS, GPPA, of Mayo Auction & Realty, Kansas City, Mo.; Andy O'Hanlon, of Equip-Bid Auction, Kansas City, Mo.; and Braden McCurdy, CAI, of McCurdy Auction LLC, Wichita, Kan.

Elected to serve the KAA for 2013 were these members:

- President Richard Garvin, CAI, ATS, CES, GPPA, of RJ's Auction Service, Topeka, Kan.
- President-Elect Megan McCurdy, CAI, BAS, of McCurdy Auction LLC, Wichita, Kan.
- Chairman Bill Eberhardt, CAI, AARE, CES, United Country — National Realty & Auction, Augusta, Kan.
- Hall of Fame Adviser Rick Brock, CAI, CES, of McCurdy Auction LLC, Wichita, Kan.

Directors are Jim Schoen; Jeff Ruckert; Tom Lindsay Jr., CAI, of Lindsay Auction Services Inc., Shawnee, Kan.; Aaron Traffas; Kevin Ediger; Robert Mayo; and Rick James of LaCygne, Kan.

LaDonna Schoen-Gehring of Newton, Kan., retired following the convention. Cindi Ferguson is the group's new Executive Director.

The preliminary Auctioneer contest took place at the convention with the finalists selected to compete in Hutchinson, Kan., at the State Fair in September. ❖

SOUND MACHINE SM-4 PACKAGE

\$ 2905

1 wireless mic, tripod

\$ 3605

2 wireless mics, tripod

\$ 740

Companion speaker, 50' cord, tripod

Lithium Battery and AC Power
200 Watts 127 dB Output
Tone Controls
Built-in cd player with USB port
"Talk-Over" Feature
Shure 90 Channel UHF Wireless
Handheld or Headset Mics
Made in USA!
6 years warranty



VOICE MACHINE VM-1 PACKAGE

\$ 1562

1 wireless mic, tripod

\$ 1903

2 wireless mics, tripod

\$ 659

Companion speaker, 50' cord, tripod

10 Hour Battery and AC Power
50 Watt, 127 dB output
Shure 10 Channel UHF Wireless
Handheld or Headset Mics
Made in USA!
6 years warranty



Our Customers are
SPP OILED

Why not indulge in the GOLD STANDARD of sound systems?

We've already spoiled over 1000 auctioneers.



Now It's Your Turn!



Basinger Audio Systems

877-638-5816 | www.PortableSound.com

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

On a recent winter day, Camryn stood with the other cheerleaders rooting for the Tomcats football team. The little girls held purple and white pom-poms in their hands and waited eagerly for the moment their team scored. Moments later when the Tomcats made a touchdown, Camryn and the other girls shook their pom-poms wildly and jumped up and down.

Camryn's parents take special joy in watching their daughter cheer. Just two years ago, when they learned Camryn suffered from cancer, they worried that their little girl, who was so full of life, might never feel good again.

In January 2011, Camryn woke up one morning screaming and clutching her side. Her parents thought that she had appendicitis and rushed her to the emergency room. The doctors thought it was appendicitis, too, but a CT scan soon revealed that there were several tumors on Camryn's right kidney and one large tumor on her left kidney. A biopsy soon revealed that Camryn suffered from Wilms tumor, a type of kidney cancer.

Camryn's family was quickly sent to St. Jude Children's Research Hospital®, where her treatment included chemotherapy, surgery to remove the tumors and radiation. Camryn is now done with treatment and visits St. Jude for regular checkups. She loves cheering, dancing and singing. Camryn, who is in first grade, has even started to write her own songs. When she grows up, Camryn wants to be a dance teacher.



Sponsored by:
NAA

Auctioneer

Camryn
6 years old
Tennessee
Wilms tumor

©2013 ALSAC/St. Jude Children's Research Hospital (13608)



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

NAA members get top awards in Virginia

The Virginia Auctioneers Association played host to its 55th-annual Educational Convention at the Omni Hotel in Richmond, Va., on Jan. 11-13. More than 140 auction professionals attended the event, according to a news release.

The VAA was pleased to welcome National Auctioneers Association President J.J. Dower, CAI, AARE, ATS, to speak at a seminar on the advantages of live and online auctions to sell property in different situations.

Several members received

awards at the Saturday evening banquet.

The award for Auctioneer of the Year went to Ben Yoder, of Enlisted Auctions, Stuarts Draft, Va. The Jake Horney Memorial Award went to J.T. Clark, of J.T. Clark Auctioneers, Mechanicsville, Va.

One of the Hall of Fame awards went to the women of the VAA Auxiliary.

The Virginia Auctioneers Association plans its mid-year Convention and Auctioneer Championship for Aug. 3 in Midlothian, Va. ❖

South Carolina President wins bid-calling contest

The South Carolina Auctioneers Association enjoyed a successful annual convention Jan. 11-13 at Sands Resorts in Myrtle Beach, S.C., according to a news release.

Outgoing SCAA President Randy Ligon CAI, BAS, CES, of The Ligon Co. Inc., Rock Hill, S.C., helped lead the festivities, which included the association's annual South Carolina Bid Calling Championship, eight hours of continuing education, an advertising award ceremony, a fun auction and a membership meeting.

Darron Meares CAI, BAS, MPPA, of Meares Auction Group, Pelzer, S.C., won the bid calling competition. Also placing in the contest was first runner-up Paul Yoder, BAS, of Tranzon Holiday Auctions,

Seneca, S.C.

The SCAA also elected Meares as its President. He will lead a 12-member Board, which includes these newly elected members:

- Vice President Paul Yoder
- Secretary/Treasurer Rafe Dixon CAI, AARE, CES, of J.R. Dixon Auctions — A MarkNet Alliance Member, Sumter, S.C.
- Director Bryan Hope
- Director David Yoder, of Yoder & Yoder Auctioneers, Fair Play, S.C.

Marshall McAbee Jr. of Greer, S.C., will serve as Director through 2015. Ligon is now Immediate Past President.

The SCAA has more than 110 members and associates throughout South Carolina and the U.S. ❖

NAF Trustee is named to Pennsylvania Hall of Fame

Nearly 300 Auctioneers, apprentices, auction students, support personnel, vendors, presenters and guests attended and participated in the 65th-annual Conference and Trade Show of the Pennsylvania Auctioneers Association on Jan. 9-11 at the Sheraton Harrisburg-Hershey, according to a news release.

Conference Chairman Matthew Hurley, CAI, AARE, of Matthew S. Hurley Auction Co. Inc., Greencastle, Pa., noted that there were events to appeal to the novice Auctioneer as well as the seasoned professional. There was a specific real-estate-only track presented on Friday that drew a lot of interest.

Attendees had a choice of 17 educational seminars, including a total of 14½ accredited continuing education units.

Several Pennsylvania Auctioneers came up winners during the event.

Matthew Hostetter, CES, of Hostetter Auctioneers, Beaver Falls, Pa., earned the prestigious Pennsylvania Auctioneer Champion award Jan. 9 at the Pennsylvania State Farm Show. He competed against 29 other Auctioneers in a sold-out competition.

The top prize comprised cash, a prestigious silver trophy and paid registration to the International Auctioneer Championship set for July 2013 in Indianapolis.

There was an unprecedented situation in the Pennsylvania competition, as three individuals tied as runners-up. National Auctioneers Association member Patrick Kent Morgan, of Martin Auctioneers Inc., New Holland, Pa. was among the three.

A majority of the proceeds from the contest and benefit auction went to the Farm Show Scholarship Fund to support students entering the agricultural field. Auctioneers and guests bid on classified advertising, trips, services, antiques and other items during the fun auction.

Champion of Champions

Out of the 33 Auctioneer champions chosen since the competition began in 1980, the PAA selected its second "Champion of Champions" this year, something it does only once every five years. The coveted title went to Matthew Hurley, CAI, AARE, of Matthew S. Hurley Auction Co. Inc., Greencastle, Pa.

One special Auctioneer, Harry Bachman, of Harry H. Bachman Auctioneer, An-nville, Pa., was selected by his peers as PAA Auctioneer of the Year. Bachman showed excellent leadership, high ethical standards, a willingness to share with others, participation in community affairs and outstanding contributions to the PAA and the auction profession in 2012, according to the release.

Two of the three Auctioneers named to the Pennsylvania Auctioneers Association Hall of Fame were NAA members. This award is given to individuals based on integrity, honesty, high moral character, acute fairness and distinction.

Hall of Fame

The winners were Sandra Brittingham, CAI, GPPA, of Rittenhouse Auction Co., Uniontown, Pa.; and Sherman Hostetter Jr., CAI, AARE, CES, GPPA, of Hostetter Auctioneers, Beaver Falls, Pa.

Hostetter continues his family auction business, started by his parents in 1955, as a full-time Auctioneer and real estate broker. He is Chairman for the State Board of Auctioneer Examiners for his third term.

Since 2003, he has served on the Pennsylvania State Board of Auctioneer Examiners. He carries the titles of Past President of the Auction Marketing Institute, Past President of the Pennsylvania Auctioneers Association and Past President of the Northwest Chapter of the PAA.

Hostetter also is a past Board member of

the National Auctioneers Association and a past Board member of the National Association of Realtors Auction Committee. He is now a Trustee for the National Auctioneers Foundation.

In 1992 he won the Pennsylvania Auctioneers Association Bid Calling Championship, and in 2010 he won the West Virginia Auctioneers Association Bid Calling Championship.

Marketing contest

Eighteen Auctioneers and auction companies garnered awards in the traditional first-place categories in the PAA Advertising/Marketing Contest. They included Hostetter Auctioneers; Hurley Auctions; Harry H. Bachman; Barry S. Slosberg, CAI; Max Spann Real Estate and Auction Co.; and Michael Fortna Auctioneers and Appraisers.

Two separate, special awards were created for this year's contest. Hurley Auctions was chosen as Auctioneer's Choice, and Hunyady Auction Co. of Hatfield, Pa., got the Katherine E. "Sparky" James Award, given in memory of Ms. James, an active PAA member who streamlined and improved the marketing competition.

Best of Show went to Hurley Auctions.

The 2013 conference marked the end of three decades of PAA administration by Jeanie M. Crowl. Kimberly Hemingway is now PAA Administrator.

Officers for the PAA are the following:

- President Matthew Hurley
- President-Elect Mark Ferry, of Mark Ferry Auctioneers Inc., Latrobe, Pa.
- Vice President Patrick Morgan
- Treasurer Robert Ensminger, of Robert Ensminger Appraisers & Ensminger Auctioneers, Harrisburg, Pa.
- Immediate Past President Randy Betton ❖

IT'S TIME TO TALK TAXES

Professionals advise equipment purchases, considering capital gains in 2013

By Sarah Bahari
contributing writer

Tax time is fast approaching, and the American Taxpayer Relief Act of 2012 will have big consequences for some taxpayers, Auctioneers and accountants say.

While the “fiscal cliff” was averted, the coming year will bring a few things to watch for.

Auctioneers need to be knowledgeable on tax policy not only for their own businesses, but also for their clients’ interests, says Chris Pracht, longtime owner of Chris Pracht Auctioneers Realty in Anderson, S.C.

“It is imperative Auctioneers understand changes in tax law and policy and how it affects their clients,” says Pracht, CAI, AARE, CES. “We solve clients’ problems, and we need to know about any major tax ramifications they face. Information is invaluable.”

Pracht suggests members of the National Auctioneers Association purchase and read a tax manual, and that they include a Certified Public Accountant in a networking circle to discuss ideas and provide referrals.

“Educate them on what we do, and listen and learn about what they do,” says Pracht, who is also an instructor for the Certified Auctioneers Institute. “The more we learn the better we can serve our clients.”

Here are a few highlights regarding the American Taxpayer Relief Act of 2012 and what it means to Auctioneers:



CAPITAL GAINS

The act raises the top rate for capital gains and dividends to 20 percent, up from 15 percent during the Bush era.

Some clients might consider delaying large auctions to avoid the higher rates, says Kurt Kiefer, owner of Kiefer Auction Cos. in Fergus Falls, Minn. But the delay should not last long.

"They might put a three- to six-month light freeze on some auctions while people work through this in their heads," says Kiefer, NAA Treasurer. "But overall, this was a good break for Auctioneers. Capital gains taxes are still low."



BUSH TAX CUTS

The compromise permanently extends the 2001 and 2003 income tax cuts for individuals earning less than \$400,000 and families earning less than \$450,000. Taxable income above those levels will now be taxed at the top rate of 39.6 percent, effectively a tax increase of 4.6 percentage points.



EQUIPMENT

Auctioneers who need to purchase equipment should consider doing so this year.

That is because Section 179 was extended for 2012 and 2013. The provision allows small business owners to deduct a half-million dollars of qualified equipment purchases.

The threshold dipped to \$125,000 in 2012 and was scheduled to drop to \$25,000 in 2013, but it will now remain at a half-million dollars for both years as part of the fiscal cliff compromise.

"That's a good deal for small business owners," Hatter says. "They would be wise to make any large equipment purchases in 2013." ❖



ESTATE TAX

The measure provided a permanent fix to the estate tax by raising the maximum rate from 35 percent to 40 percent with a \$5 million exclusion, which will be indexed for inflation.

Many small business owners feared the maximum rate would revert to 55 percent with a \$1 million exclusion, the level prior to 2001 tax reform, says Walt Hatter, a Certified Public Accountant and managing partner of Hatter & Associates in Fort Worth, Texas.

"That is absolutely great news for small business owners," says Hatter, a member of Texas Society of Certified Public Accountants. "It turned out better than many of us expected."



PAYROLL TAX REDUCTION

The bill did not extend the 2 percent reduction in worker's Social Security payroll tax that was enacted two years ago on employees' portion of the payroll tax. For 2013, the employee tax rate for social security increases from 4.2 to 6.2 percent.

Employers should implement the 6.2 percent tax rate as soon as possible, but no later than Feb. 15, according to the Internal Revenue System.

Small business owners should remember a few simple tax tips:

- Taxes must be submitted or **postmarked by April 15, 2013**
- Plan ahead, says Kiefer. Do not save retirement planning for the end of the year. Auctioneer salaries can fluctuate, so it is particularly important to **have a solid retirement fund**
- Never combine personal and business expenses, Kiefer says, which can cause **big headaches during audits**
- Keep good records, according to the Small Business Administration. **Proper record-keeping** is the first step to ensuring taxes are filed accurately and that you have the necessary paperwork in case of an audit
- **Understand your deductions**, the SBA says. Tax credits and deductions change each year, so keeping up with new policies is important
- **Avoid common audit traps**, warns the SBA, such as classifying employees as independent contractors or falsely claiming a home office deduction



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.

Plan for marketing

Auctioneer should let sellers know the results of auctions are not guaranteed

Some Auctioneer's disgruntled consignor telephoned me.

"Mr. Proffitt, you'll understand why I'm calling when I tell you what an Auctioneer did to my husband and me. We hired this man to sell some of our things and the prices he got are ridiculous. This is the most outrageous situation"

I have had a lot of on-the-job training to handle calls like this. I have seven children. Over the years, when one of my kids started talking nutty and refused to listen to reason, I learned to just tune it out — like I quickly did this caller. I have more important things to do than waste my time listening to nonsense, and sellers' complaints about sale prices are often just nonsense.

Right up front, we need to focus on an important point: an Auctioneer cannot generate selling prices beyond what a market will pay. Bidders alone dictate how much they will give for the assets offered. Auctioneers are not magicians that can make selling prices whatever sellers wish them to be. If they could, they would, but they cannot.

I have long advised Auctioneers to tell sellers who complain about selling prices the following: "I proposed a marketing plan designed around the amount of money you wanted to spend. You agreed to the plan, and we made it part of the auction contract. I fully executed the plan. I also prepared and conducted the

auction, just as I contracted to do. You haven't made a single complaint about the marketing I did or my conduct of the auction. Your sole complaint is with the prices your things brought. I can't control selling prices and our contract says so. The prices you got were the best the market we reached would give at the time and under your terms. I can't make bidders pay more than they will bid."

Five steps

All of that is true, if the Auctioneer completed the following five steps:

1. Designed a marketing plan that the seller approved
2. Made the plan part of the auction contract
3. Included a provision in the contract that the Auctioneer does not warrant or guarantee any certain selling price or other outcome
4. Timely and fully executed the marketing plan
5. Conducted the auction in accordance with the contract

The auction industry refers to what Auctioneers do for sellers as "auction marketing." This is an accurate descriptor because every auction must be marketed in some manner to alert prospective bidders to what will be offered, when and where. A plan is a logical first step for any marketing effort and Auctioneers should create one for every auction, whether

the event will be a Friday-night box-lot sale or a large real estate offering. A marketing plan should detail the promotional efforts that will be made, including the media where ads will be placed, the types and numbers of flyers or brochures to be produced and distributed, direct mailings, other types of advertising, public relations efforts, signage, etc.

A seller's interest is to have assets offered in an auction that will likely produce the result the seller is seeking. The Auctioneer's duty is to serve the interests of the seller. Not only does the seller have a right to know how the assets are going to be marketed, the Auctioneer has a strong interest in sharing this information with the seller. There are three reasons why. First, if the seller is paying for some or all of the marketing, the seller is entitled to know where the money will be spent. Second, if the seller requests revisions to the marketing plan, the Auctioneer needs to work with the seller to accommodate these changes. Third, the Auctioneer needs the seller to approve the plan. Failure to obtain approval is an invitation for the criticism and attacks that Auctioneers frequently suffer when market response in an auction is less than what a seller wants.

"Why didn't you advertise my things in The Boondock Times?"

“Why didn’t you pass out flyers in all the surrounding counties?”

“Why didn’t you do radio advertising?”

“Why didn’t you”

Approved plan

My question to Auctioneers who do not prepare and share marketing plans with their sellers is this: Why do you want to be second-guessed by upset sellers and have to answer such questions when a pre-approved marketing plan would have mooted all of this?

Once the seller approves the plan, it should be incorporated into the auction contract. There are two ways this can be done. First, the details of the plan can be written directly into the contract. Second, if the plan has been drafted as a separate document, that document can be incorporated into the contract by reference. Either way the Auctioneer should make the marketing plan part of the contract to evidence the

parties’ agreement to it. The process of creating the marketing plan, sharing it with the seller and gaining the seller’s approval serves to bring the seller and Auctioneer into alignment on this critical aspect of “auction marketing.”

The Auctioneer also needs to include an additional term in the auction contract. The contract should provide that the Auctioneer does not represent or warrant any certain outcome from the auction. Here is an example: “Auctioneer cannot and does not represent, warrant, or guarantee any certain bid amount, selling price, or other financial result from the auction.”

By taking these steps, the Auctioneer has properly positioned herself with the seller. She has created a marketing plan for the auction that the seller has endorsed. The

plan has been made part of the auction contract, and the contract provides the Auctioneer is not responsible for achieving any certain selling prices. When the Auctioneer timely and fully executes the plan and then properly conducts the auction, a seller’s disappointment with an auction’s result is not the Auctioneer’s fault. Instead, lower-than-hoped-for selling prices would be what they are — a reflection of how the market valued the assets at the time and under the terms and circumstances of the auction. ❖

KIEFER
Auction Supply Co.
America's Largest Supplier to Auctioneers
417 W Stanton
Fergus Falls, MN 56537
(Free Catalog)
(218) 736-7000
www.kieferauctionsupply.com

148
AUCTIONEER

E. R. MUNRO & COMPANY

Licensed in all 50 states
Member,
National Auctioneers Association

BONDS & INSURANCE

Unbeatable service and competitive prices on the coverage you need.

- ▶ Liability Insurance
- ▶ Workers Compensation
- ▶ Consignment Property
- ▶ Errors and Omissions
- ▶ Bonds to support your license
- ▶ Bankruptcy Bonds

We can place coverage in as little as 7 to 21 days.

877-376-8676

Bonds

Extension 146, Stevi or sdell@ermunro.com
Extension 128, Diane or dseit@ermunro.com

Insurance

Extension 157, Greg or gmagnus@ermunro.com

VISIT US AT WWW.ERMUNRO.COM



Kurt Bachman

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

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

Research, expertise is essential for auctions of specialized collectibles

Question: Several clients have expressed an interest in selling their collections of baseball cards, miniatures and other memorabilia. Are there any specific laws that regulate the sale of collectible merchandise?

Answer: Generally, no. Auctions of collectible items such as baseball cards, stamps, and other things are regulated by state law. So for these auctions they are no different from the sale of other items of personal property. Auctioneers who engage in the sale of collectible items are subject to the same licensure laws, generally the same standards of care and the same duties as though they were conducting an auction of other items.

If the collectibles are very specialized, the Auctioneer should be familiar with the market before agreeing to handle the sale. By agreeing to sell special items at auction, Auctioneers could in some instances be deemed to have accepted a higher standard of care. This is particularly true when an Auctioneer holds himself or herself out as an expert.

There may be issues regarding maintaining and storing the collectibles until the day of the sale. There can also be issues regarding the temperature or humidity where the items are held. In addition, the Auctioneer should carefully consider what type of marketing should be done to attract the best bids and be aware of any obligations relating to advertising in other jurisdictions.

Specific laws

There are a few types of collectibles, though, that do have specific laws that regulate sales. For example, many people collect liquor decanters. While some decanters may contain alcohol, the value is generally in the decanter and not the alcohol remaining inside. When an Auctioneer sells decanters with an intact seal, he or she is selling the liquor and decanter. The liquor cannot be ignored.

Therefore, an Auctioneer should make sure that he or she is complying with all applicable federal,

state and local laws relating to the sale of alcohol. State and federal law may require that an Auctioneer be licensed, or have a permit, to sell alcohol or liquor. In addition, an Auctioneer selling decanters or bottles of wine would need to have a system in place to verify the age of each purchaser. Selling alcohol to minors is illegal and can potentially expose Auctioneers to criminal liability.

Firearms

If an Auctioneer is asked to sell a collection of firearms, he or she should consult with an attorney licensed in the state where the sale will take place. The sale and ownership of firearms is regulated by federal and state law.

Before agreeing to conduct the auction, the Auctioneer should consider whether he or she will need to obtain a federal firearms dealer license. There may also be complicated issues regarding background checks, the transfer of the firearms, transportation and antique firearms. Therefore, it is important for an Auctioneer considering the sale of firearms to act cautiously and obtain legal advice on how to conduct the sale to avoid civil and criminal liability.

Taxidermy

Many people collect taxidermy or parts of dead animals. The sale of certain species, even their remains, is regulated by federal law such as the Endangered Species Act. Possession and sale of certain animals, even dead animals, can expose sellers and Auctioneers to certain criminal liability. The list of species contained in the Endangered Species Act is relatively exhaustive, so Auctioneers will want to confer with their state department of natural resources and the U.S. Fish and Wildlife Service. These two agencies can assist the Auctioneer in identifying the species and complying with the complex regulatory laws for the sale of these types of collections.

The three examples above are collectibles that are commonly sold at auction with additional regulation and/or possible licensing requirements. There are other items that may have additional regulation or licensing, as well. The sale of baseball cards and several other collectibles, though, generally do not require additional licensing and are not subject to additional regulation. The sales of these types of items are generally regulated by state law in the same manner as other personal property auctions.

Contract considerations

Finally, there are a few specific issues to think about when you are considering selling collectibles. First, the auction contract should be clear and state whether the whole collection is being sold together or sold in pieces. Second, watch for fakes. Several people

will try to sell fakes as originals. Third, become familiar with the market. When dealing with collectibles, some items can be very valuable. If an Auctioneer does not recognize the value of an item and the reserve is set too low, he or she could be sued for breach of fiduciary duty. ❖

Hall and Hall Auctions

FARM AND RANCH/AUCTION SERVICES



Working with auctioneers across the country. Contact us to find out how we can work with you. We have offices located in MT, ID, WY, CO, KS & TX.

SCOTT SHUMAN
800.829.8747 • 970.716.2120

SINCE 1946





HALLANDHALL.COM

OUTSTANDING TRAINING OPPORTUNITIES FOR CURRENT AUCTION PROFESSIONALS

Internet Auction Course

Fridays: May 3 or September 27, 2013

Class conducted by  **WAVEBID**

Bid Calling Session

Monday, November 11, 2013

Led By:

Joseph Mast 2011 IAC Champion	Mike Berger 2004 Indiana Champion	Dennis Jackson 1988 Indiana Champion
-------------------------------------	---	--

Classroom Training Held at
Reppert Auction School
6851 Madison Ave.
Indianapolis, IN 46227



SCHOOL OF AUCTIONEERING

www.ReppertSchool.com

317.300.1075

Visit website for auctioneer course offerings



Open to All Auctioneers



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.



DO YOU WANT MEDIA TO TREAT YOU BETTER? REMEMBER THESE FOUR THINGS ABOUT REPORTERS

I rarely meet an Auctioneer who doesn't have a story (or 10) about a reporter who misquoted him or garbled the story of a high-profile auction.

I just smile, shake my head and say something like "unbelievable." I'm sympathetic because there are a lot of ways an incorrect story can

hurt an auction or a company — just as a "good" story can help bring in bidders or future sellers.

At the same time, I can usually see what went wrong. There are a lot of potholes to step in when talking to journalists (I've stepped in a lot of them).

You can avoid the most common mistakes simply by letting your common sense guide you and by understanding, about reporters, these four basic things:

HE DOESN'T WANT TO HURT YOU – OR HELP YOU

The single-most helpful thing to keep in mind is that a reporter is just a guy doing a job. He's not controlled by corporate advertisers or political bosses.

At the same time, he's not looking to do you any favors, either. If he's a competent reporter (and believe it or not, most reporters are), he just wants to do a good job. That means getting a good story that meets the needs and standards of his publication.

He wants to get his byline, get home to see his children and collect his paycheck at the end of the week. So follow the old Dale Carnegie advice and think in terms of his interest. He needs a good story, so tell him one!

2 HE'S OVERWORKED, UNDERPAID AND PROBABLY SCARED

From the New York Times to your “Mom and Pop” weekly, newspapers have been shedding reporters at alarming rates. So that reporter you're talking to is likely looking around at a lot of empty chairs.

According to the Paper Cuts blog, more than 1,850 newspaper jobs disappeared in 2012, and that's been going on for more than a decade. The reporters who still have jobs are often expected to write more stories, take their own pictures and promote their stories on Facebook and Twitter.

Some are even being handed camcorders and told to post videos. And many have taken pay cuts, as well. He doesn't want your sympathy, but he'd appreciate you being cooperative and making his job a little easier. In short, he's human.

3 HE'S THINKING LOCAL – VERY LOCAL

When I first started publicizing auctions in the 1990s, local media were still making money hand over fist. A mid-sized daily newspaper would typically cover news from a city 80 or 100 miles away, or more.

But as readers have turned to the Internet for their national and regional news, local media have realized that the only thing they have to sell is strictly local news. And that usually translates to news about a single city, county or metro area.

An editor in Memphis, Tenn., probably isn't going to even glance at a news release about that property you're selling two hours away in Little Rock, Ark.

If there's a solid “local” angle that directly affects his readers — for example, if the seller is a prominent Memphis business leader — you have a chance. But if your pitch for the Little Rock sale is that “we're hoping to attract bidders from Memphis,” you may want to just back off and try again another day.

Show respect for his needs, and you'll score points that will earn you the benefit of the doubt in the future.

4 HE WANTS THE BASICS, BUT NOT MUCH MORE

You live with the details of the auction business. You write contracts to cover all the things that could go wrong because the wrong language can turn into a no-sale or a lawsuit.

The reporter lives in a very different world — one where his editor is expecting two more stories before quitting time. And his story needs to be short.

He has no time for your detailed explanation of the difference between a sale that's “reserve” and one that's “subject to confirmation.”

He doesn't want to know the sale price with and without the buyer's premium. He just wants a number. The simpler you make things for him, the more likely he is to get it right.

Trying to explain too much just opens the door to confusion and problems.

Reporters are people, too. If you remember that, your dealings with media will go a lot better. ❖

CUS Puts It All Together For The Professional Auctioneer



CUS business systems

Our clients speak louder than words
www.cus.com • info@cus.com • 954.680.6545

WHY CAI?

Two members share how the NAA's education program took their careers to new heights

Larry Don Suckla, Suckla Auction Service, Dolores, Colo., plans to attend CAI III in March. In the Q&A below, he shares how the Certified Auctioneers Institute helped him further his auction business and contributed to his win in a local election.



Suckla

WHY DID YOU DECIDE TO ATTEND THE CERTIFIED AUCTIONEERS INSTITUTE?

Merle Booker (CAI, GPPA, of Booker Auction Co., Eltopia, Wash.) talked me into going to the CAI program at the Greensboro, N.C., Conference and Show in July 2010. Once I got to CAI and saw what it was all about, I was hooked. Where else could you go and listen to some of the world's best and build this kind of camaraderie with people like me?

IN WHAT WAYS HAS CAI HELPED YOU PERSONALLY/PROFESSIONALLY?

Absolutely No. 1 is to be a better negotiator. Not knowing it, at the time, that I would be campaigning to become Montezuma County Commissioner, it taught me how to better present myself in front of a group. What I've come to value the most are the friends I made. We are different from most people – we like to get to the point, move fast, we have lots of energy. It was a lot of fun to have that all in one room. With advice from instructors and friends at CAI, we made a lot of changes in our auction business, including these: We changed our company name, started using smartphone apps and tweaked our advertising strategy, focusing on the use of more photos.

HOW DID CAI HELP YOU IN YOUR CAMPAIGN TO BECOME MONTEZUMA COUNTY COMMISSIONER?

We made history by being the first Independent Party to win in Montezuma County. Everyone was saying it couldn't be done, even the newspapers. This was sort of an unplanned endeavor. In fact, when I talked to my family about running for office, my dad joked, "Son what are you thinking? You only have two friends. You run for office, and you won't have any." It turned out to be a great achievement. So many people throughout the community stepped up in support, especially my family. CAI was one of the guiding forces in our campaign strategy. I networked with friends. I took tools I learned from CAI and implemented them in my campaign. The connection between negotiating for a business and negotiating for the people of the county made sense to people.



4 IN WHAT OTHER WAYS DID CAI HELP YOU WIN THE RACE?

We took the advice of Ryan George (BiPlane Productions, Evington, Va.) and eliminated the words "vote for" or "elect." We made our signs lime green instead of the seas of red and blue signs you see everywhere. People thought we were crazy, but we stood out. Our advertising used pictures, not many words. I would run from my home in the country through town, about 10 miles, with a lime green shirt that said "Larry Don Suckla, County Commissioner." It was one of the best advertising tools that we used, plus, I lost 25 pounds. We set up social networking sites that exploded the awareness of our campaign. Friends from CAI posted comments for me. People were impressed that I was continuing my education. People love the enthusiasm and energy that Auctioneers exude. The power of networking I learned from CAI included meeting with the surrounding county commissioners. At every event or forum, I made a point to talk to everyone. At CAI, we had to sit by somebody different every day. There was such a strong emphasis on getting to know everyone and making connections.

5 IS THERE ANYTHING ELSE YOU WOULD LIKE TO SHARE?

I've been an Auctioneer for 26 years, but it wasn't until I was at a Superior Livestock Auction and sat down at that table with Jim Odle (Odle Cumberlin Auctioneers, Brush, Colo.), Ralph Wade and John Korrey (Ritchie Bros. Auctioneers, Iliff, Colo.), that I realized the importance of belonging to the Colorado Auctioneers Association. After that, I joined the CAA, and there I met friends talking about the upcoming National Auctioneers Association Conference and Show. These organizations bring together such a diverse group of extraordinary people from around the world. They become lifetime friends. Anyone in this business that isn't taking part of that isn't taking their business to the highest level.

continued »

AUCTION TOPPERS



Building Quality Auction Toppers Since 1985!

Call Lampi Auctioneers for a quote!

320-274-5393

LAMPI
AUCTIONEERS

To view Inventory visit LampiAuction.com & Click on Auction Equipment

He didn't think it was for him, then something clicked

Fellow NAA members:

I want to share with you how the Certified Auctioneers Institute gave me the confidence and knowledge to pursue, full-time, my passion as a professional Auctioneer.

I began my auction career in 1993 as a clerk and later attended the Missouri Auction School in 1995. I was a contract Auctioneer until launching my own company in 2001.

I had been working for, and still do to this day, Tom Berry, of Tom D. Berry Auctioneers/Brokers, Stillwater, Okla. My mentor over the years, Tom has guided me to become a businessman, to secure my real estate license and to accomplish much more in the profession.

He told me I should go to CAI, but I was reluctant. He remained persistent, and I gave in after he said he would pay my tuition if I would take care of the rest.

I give credit, first, to God for putting people in my life to help me. Many of these people, like Tom, are members of the NAA, CAI instructors and CAI classmates.

CAI I

When I got to CAI I, I felt the class was above my head because I'm not a big fan of technology. But God placed me in class with Rob Weiman, CAI, AARE, CES, GPPA, of Mound City Auctions, St. Louis, who helped me then, and who continues to help me today.

Still, I didn't feel CAI was for me, as it seemed my priorities at home were much more important. In addition to auctioneering, I was working 40 hours a week in the trucking industry, raising cattle, farming and working as a salesman in the agriculture industry. My auction business was not getting to where I wanted it to be — wonder why?

Moving on

I went back for CAI II and CAI III because I've never been a quitter, and other CAI graduates told me it would all come together at CAI III. They were right.

During the last day, last class of my CAI education, Kurt Aumann, CAI, ATS, of Aumann Auctions Inc. — MarkNet Alliance Member, Nokomis, Ill., said many of the students in CAI wouldn't make it in the auction business. Whether they did, or did not, depended on them making the decision — the commitment — to making their dreams reality.

I had been afraid of quitting my secure job and a lot of other side jobs for a number of years for fear of failure as a full-time Auctioneer. But at that moment, I made my decision in class and drove all the way back to Oklahoma thinking about it.

I walked into my day job Monday morning, quit it, scaled

back the other stuff and went to work promoting my auction business.

I failed miserably.

The change

I had no more success than before because I didn't implement what I learned at CAI. I had one auction in four months. Determined to make it, I decided to scrap everything that I had been doing and sell firearms. I finally tried some things suggested at CAI, such as cold calling and presenting an auction proposal.

During one of those calls, God placed a person on the end of the line who had been looking for a "me" to get rid of a few guns he had.

From there, I started implementing as many things as possible that I learned at CAI, such as best practices for advertising, marketing, technology and networking.

I hired a marketing and Internet business guru with 20 years of experience. He completely overhauled my branding, website and marketing.

I now average more than 400 guns per month. I have sold every kind: from antique/collectible guns to modern sporting, tactical and defense guns.

I would encourage anyone wanting to improve their auction business to consider CAI. In the words of my mentor, "It will teach you best practices from the nation's best."

Sincerely,

Richard Branch, CAI
Richard Branch Auctioneers
Goldsby, Okla.



Branch

TEACHING TOMORROW'S CHAMPIONS...TODAY!

Learn Auctioneering From America's Top Industry Leaders and Champion Auctioneers



HAVE FUN WHILE LEARNING THE ART OF AUCTIONEERING.

Texas Auction Academy™

School Director, Mike Jones;
School Vice President & Administrator, Lori Jones

Texas Workforce Commission Approved

Bid Calling
The Auctioneer Chant
Ringwork & Bid Spotting
Improve Your Presentation Skills
Business Practices • Fundamentals
Public Speaking
Professionalism & Ethics

info@texasauctionacademy.com

972-387-4200 | TexasAuctionAcademy.com





Don't hesitate to call me any time!

CERTIFIED AUCTIONEERS INSTITUTE
 BLOOMINGTON, INDIANA
 MARCH 17-21, 2013

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!

Save me a seat at a Nick's

THE ABCs

of a personal property appraisal business

By Tim Luke, MPPA

Multiple streams of income are important components to any successful auction business, and one important tributary is an appraisal business.

Qualified appraisal reports by skilled appraisers are needed in all areas of personal property, ranging from machinery, equipment, cattle, cars, boats, antiques and collectibles.

As with any business, there are liabilities to appraising, so be mindful to identify the pitfalls before embarking on an appraisal business. This column focuses on some basic areas to consider for starting or improving your personal property appraisal services.

A Appraisal reports

Think of the reports produced for clients as the products of your appraisal business. Just like any other business, quality products are what separate the competition.

To stand out, make sure the reports are the highest quality and contain all the necessary components. One

major component is being USPAP compliant. USPAP, or Uniform Standards of Professional Appraisal Practice, provides the framework and quality control for appraisal reports and appraiser's qualifications.

It is important to remain current with USPAP classes offered by the

National Auctioneers Association or other sanctioned providers.

USPAP updates every two years on the even year, so we are currently in the 2012-2013 version. A new set of changes will be introduced in 2014.

B Branding

Make the appraisal business brand as strong and recognizable as your auction business. Clients may know about the auction business but not about the subtleties of appraisal services.

Current clients are already familiar with your services and feel comfortable participating in the auction side of the business. Chances are they will also participate in

the appraisal side, too.

Define your areas of personal property specialty and types of appraisal reports your clients may need. Insurance and estate appraisal reports are the most common. Existing clients are a built-in pond to fish for business, plus it will lead to new clients to help boost your bottom line.

C

Contracts

Contact an attorney to assist with all the necessary elements of the document. The contract is an instrument to spell out all the terms and expectations for both sides.

Be sure to include the client's information, the scope of work for the appraisal, the services provided (insurance appraisal, estate appraisal, etc.), the fees involved for the

project, travel and report assembly and time period of the contract for the appraisal service.

D

Five D's

A successful appraisal business is made up of the five Ds, so concentrate your business on these areas to find clients. Examples of appraisal reports include the following:

1. **Death** – Estate appraisals, equitable distribution between heirs or guardianship appraisals
2. **Debt** – Bankruptcy appraisals, market value appraisals

3. **Divorce** – Equitable distribution appraisal between spouses or business partnerships

4. **Downsizing** – Liquidation appraisals, market value appraisals

5. **Damage** – Insurance appraisal, damage claim, replacement value, salvage or repair appraisal

E

Education & expertise

Continuing education coupled with an Auctioneer's expertise and experiences provides a unique market advantage.

The knowledge gained from years of selling items and watching the ever-

changing market trends provides a firm foundation to build an appraisal practice.

The Auctioneer's experience provides the necessary market knowledge required to produce relevant

opinions of value. Continuing education classes provide opportunities to expand the network of professionals, increase product knowledge, teach techniques on reporting market trends and improve report writing skills.

F

Facebook

Social media has leveled the playing field in a cost-effective way for getting the word out about a new product or business venture.

Create an appraisal page and invite all your clients to "Like" the page.

The key to a fan page on Facebook is consistency. Post

articles, photographs or interesting comments all pertaining to appraisals.

Clients may want to know what things are worth, so posting information about trends or examples of high and low selling items help to educate your audience. This practice keeps your brand and business in the minds of your clients, plus, it attracts new ones.

G

GPPA

Rich Schur, CAI, BAS, MPPA, and I have updated and revamped the Graduate Personal Property Appraiser course to focus on the appraisal report, understanding the assignment, types of personal property, market research and analysis.

The class is geared to provide stu-

dents with the necessary elements to include in all appraisal reports and address potential liabilities in doing appraisals. We focus on the research of the objects, research of the market trends and the necessary reporting elements.

The class is designed to provide

students with the tools necessary to create a compliant and defensible appraisal report. The next offering will be in July during the Designation Academy before Conference and Show in Indianapolis. Existing GPPA designees can audit the class at a discounted rate. ❖





PRIVACY PROTECTION

Losses could be significant if bidder information vanishes

By Nancy Hull Rigdon

contributing writer

Technology and current events are among the factors affecting insurance for Auctioneers, according to insurance agents who offer specialized coverage for auction businesses.

Larry Harb, of IT Risk Managers, Okemos, Mich., says that while slips and falls of auction attendees are the most common type of auction-related claims he sees, he believes privacy could be the biggest exposure for Auctioneers.

“If you scan drivers’ licenses and take credit cards, you now have personally identifiable information on all these people,” he

says. “And if you lose that — maybe lose a laptop — you have to notify all those people, by law.”

“Most states say you have to provide victim’s assistance, which can be \$194 a person. And if you do the math, that could easily put 97 percent of Auctioneers out of business.”

The potential losses are covered under privacy and loss of personal and private information insurance, a type of coverage Harb says most Auctioneers don’t think about.

Selling firearms

He’s also noticed that insurance providers are growing increasingly concerned about

insuring auction professionals who sell firearms.

“It is an extremely hot topic right now,” Harb says, adding that the December shooting at Sandy Hook Elementary School in Newtown, Conn., intensified the scrutiny.

“If you are the insurance company, and someone gets hurt with a firearm bought illegally from an Auctioneer you insure, the Auctioneer is going to get nailed with it. And the insurance company becomes the deep pockets.”

Also, Harb says theft claims at auction have been on the increase. Coverage for personal property in the care, custody or



Most states say you have to provide victim's assistance, which can be \$194 a person. And if you do the math, that could easily put 97 percent of Auctioneers out of business. ”

Larry Harb, IT Risk Managers, Okemos, Mich.

control of an Auctioneer covers these instances, he says, and Auctioneers' policies typically include the coverage.

Showing proof

While general liability insurance, which covers injuries and property damage during auctions, has always been a main insurance request from Auctioneers, Greg Magnus, with E.R. Munro & Co. in Pittsburgh, says he has seen even greater demand for the coverage recently.

He says it seems venues where auction professionals conduct sales are increasingly requiring the coverage.

“I have Auctioneers who say, ‘I’ve been using this fire hall for auctions for 20 years, and now all of a sudden they are asking me to show proof of insurance,’” Magnus says.

He attributes the increase to a few factors: 1) auction venues becoming more savvy to the fact they could be held liable; 2) Auctioneers becoming more educated on the risks; 3) a more litigious society.

Magnus says other areas where he’s seeing a need for Auctioneers to have coverage include errors and omissions and worker’s compensation.

Magnus likens errors and omissions coverage to malpractice coverage for Auctioneers.

“You may be talking to a client and say you think you can get him \$100,000 for a house. When that doesn’t happen but that is sticking in the client’s head, you shouldn’t be held to that. But that’s not always going to stop him from suing you,” Magnus says.

In that case, Magnus says, errors and omissions coverage would cover an Auctioneer’s attorney fees.

He says auction professionals who are sole proprietors often think worker’s compensation coverage doesn’t apply to them.

“They’ll say that they don’t need it because they don’t have any employees and the only people who help out at auctions are their wife, brother, neighbor and maybe an independent contractor,” Magnus says.

“That’s all fine and good, but you could be best friends with someone and all of a sudden he’s lifting up a dining room hutch for you, pulls his back out and files for worker’s comp. And that opens a can of worms.” ❖

Thank You

NAF FUN AUCTION DONORS

For making donations to the 2013 National Auctioneers Foundation Online Fun Auction Extravaganza, the NAF and National Auctioneers Association would like to thank the following people and organizations:

Sandy Alderfer, CAI, MPPA
 Traci Ayers-Dower, CAI, AARE
 Paul C. Behr, CAI, BAS
 Chuck Bohn, CAI, GPPA
 Mike Brandly, CAI, AARE
 Jimmie Dean Coffey, CAI, AARE, BAS, CES, MPPA, and Phyllis Coffey, BAS
 Hannes Combest, CAE
 Melissa Davis, CAI, AARE, BAS
 John Dixon, CAI
 Don Erler, CAI, AARE
 Barbara Fisher
 Kristine Fladeboe-Duininck, BAS
 Devin Ford, CAI, CES
 Peter D. Gehres, CAI, CES
 Marc Geyer, CAI, AARE, BAS, CES, GPPA
 Rich Haas
 Richard Hart, CAI, BAS, GPPA
 Marvin Henderson
 Jack Hines, CAI, AARE, GPPA
 Sherman Hostetter, CAI, AARE, CES, GPPA
 Rod Johnson, AARE, BAS
 Mike, CAI, BAS, GPPA, and Lori Jones
 Kurt Kiefer
 Christie King, CAI, AARE, BAS
 Dennis Kruse, CAI
 Stephen Lewis
 Robert Mayo, CAI, AARE, ATS, GPPA
 Forest Mendenhall, CAI, AARE
 Jennifer Mensler, ATS
 Harold Musser, CAI
 Homer Nicholson, AARE, CES
 Dennis Noonan
 Chris Pracht, CAI, AARE, CES
 Gladys Raney, CAI
 Deidre Rogers, CAI

Tommy Rowell, CAI, AARE
 Randy Ruhter
 Tom Saturley, CAI
 Rich, CAI, BAS, MPPA, and Shannon Schur, CAI, BAS, GPPA
 Erin Ward and Jill Doherty
 Dave Webb, BAS, GPPA, and Wendy Web
 Johnna Wells, CAI, BAS
 Randy Wells, CAI, AARE, BAS, CES, GPPA
 Lynne Zink, CAI, BAS, CES

ORGANIZATIONS

Auction X-Press
 Belhorn Auctions
 CNG Publications
 Colorado Auctioneers Association
 Huisman Auctions Inc.
 Indiana Auctioneers Association
 J.P. King Auction Co. Inc.
 Kansas Cosmosphere & Space Center
 Kentucky Auctioneers Association
 LoopNet Inc.
 Mid Atlantic Real Estate Journal
 NAA Auxiliary
 Nemaocolin Woodlands
 New York Press Service
 Ohio Auctioneers Association
 Pennsylvania Auctioneers Association
 Proxibid
 Texas Auctioneers Association
 The New York Observer
 Tranzon LLC
 United Country Auction Services
 Wisconsin Auctioneers Association
 World Wide College of Auctioneering
 Wyoming Auctioneers Association



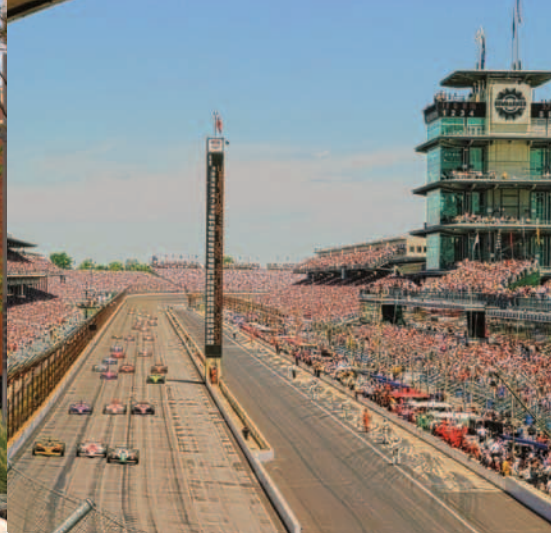
STEPS FROM THE HOTEL

Just outside the conference hotel, the JW Marriott Indy, is White River State Park, with 250 acres of green space, trees and trails. The park includes numerous attractions, including the Eiteljorg Museum of American Indians and Western Art, Indiana State Museum, NCAA Hall of Champions, Indianapolis Zoo and Victory Field, home of the Indians minor league baseball team.



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. 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 miles per hour with a professional driver. For the tame, a bus tour around the track is also available.



ESSENTIAL EDUCATION

Designation Academy is critical first step for start-ups, new specialties

By Bryan Scribner
editor

The National Auctioneers Association's Designation Academy provides auction professionals the foundation they need to start building a business, says Craig Fleming, of Tired Walls Inc., Orlando, Fla.

Fleming, who took the Auction Technology Specialist and Certified Estate Specialist courses at the Las Vegas Designation Academy on Dec. 9-15, says there were several takeaways he would be able to put to use in his auction company.

From CES, he says he learned how to be more sensitive to the emotional states of potential sellers, who might be going through personal tragedies. He also picked up examples of auction forms — postcards, contracts, checklists — that he says he would benefit from immediately.

ATS provided good examples of the key elements that make up successful online auctions, Fleming says. Although live auctions will never go away, he says he believes online auctions are the way of the future.

“If you want to stay relevant over the next 25 years, you need to embrace technology as a way of doing business,” he says. “If you don't, you will get left behind. Not only will your business suffer, the clients that you serve will also suffer.”

Appraisal education

Another Designation Academy attendee, Amy Beatty, of Amy J. Beatty Valuations LLC, Fort Wayne, Ind., took the Graduate Personal Property Appraiser course.

Beatty is new to auction educational designations and a relatively new auction professional, having graduated from

auction school last summer. She brings a 25-year background as a coin dealer to the auction business.

She says she took GPPA because many of her clients request appraisals, and she wants to ensure the reports are as accurate as possible.

Instructors Rich Schur, CAI, BAS, MPPA, and Tim Luke, MPPA, were an excellent combination for the designation, Beatty says. Schur has a teaching style that makes things easy to understand, and Luke is a dynamic speaker.

She also was happy to be learning alongside a diverse group of classmates who brought with them myriad perspectives from different locations across the country.

The GPPA course gave Beatty more confidence to perform thorough appraisals, she says. She now has a better understanding



Robert Mayo, CAI, AARE, ATS, GPPA, teaches a portion of the Auction Technology Specialist designation course during the Las Vegas Designation Academy in mid-December. Photo by Tara Truitt

of appraisal structure, process, research, documentation and ethics.

“By the time we left, I think we all had that confidence that we could really succeed in presenting a good USPAP-compliant appraisal, no matter what it was that we were given,” she says.

“This is such a great opportunity to enhance the skill set you already have and put the full weight of the NAA behind what you know.”

Beatty says she now feels confident in her abilities to defend appraisal work, whether in court or in a situation where an insurance company or the Internal Revenue Service might be involved.

In early January, Beatty was redesigning marketing materials for her company, letting clients know about the education she received from the NAA.

“ *This is such a great opportunity to enhance the skill set you already have and put the full weight of the NAA behind what you know.* **”**

Amy Beatty
Amy J. Beatty Valuations LLC
Fort Wayne, Ind.

“I’m so excited to be able to put initials after my name,” she says, referring to the GPPA designation. “I feel like I’ve gone back to college 25 years later.”

Video Testimonials



www.youtube.com/naaauctioneers



www.youtube.com/naaauctioneers

BAS

Ailie Byers, of Scofield Auctions Inc., North Conway, N.H., attended the Designation Academy to earn her Benefit Auctioneer Specialist designation.

She says the Las Vegas location was great, as education, lodging and meals were all in one convenient location. A class of about 20 students, she says, was ideal for sharing experiences and ideas.

Other auction professionals talked about unique items to sell at benefit auctions, as well as best practices for marketing several different types of fundraising auctions. Byers says it was good to hear about real-life stories of success and failure.

She recommends the BAS designation to anyone who wants to add the specialty to their auction business. ❖

Settlement allows merchants to pass on costs of credit card transactions

Auction professionals have several options, should consider competition

By Nancy Hull Rigdon
contributing writer

Most auction professionals now have permission to pass credit card surcharges onto their buyers.

The change stems from a lawsuit settled between retailers and the payment industry, but sources say it won't necessarily lead to a significant shift in the way auction companies do business.

Although businesses in 40 states are now allowed to have credit card surcharges, Randy Bregman recommends Auctioneers stick with offering a discount to buyers who pay with cash or check.

A discount incentive is better received than an additional fee, says Bregman, of the National Auctioneers Association's Credit Card Program.

The details

The settlement was reached in a lawsuit between retailers, nine major banks and Visa and MasterCard. According to nonprofit Consumer Action, as part of the agreement, retailers now have the option to charge a surcharge when a customer uses a credit card — also referred to as a checkout fee or swipe fee.

The fees cannot apply to debit cards and are not allowed in 10 states: California, Colorado, Connecticut, Florida, Kansas, Maine, Massachusetts, New York, Oklahoma and Texas.

The change was effective in late January.

Bregman, though, says the new rules aren't altering the advice he has provided to auc-

tion professionals for years.

Before the change, businesses couldn't charge buyers a fee for paying by credit card. Therefore, Bregman says he recommended, for example, that auction professionals use a 13 percent buyer's premium that was discounted by 3 percent when buyers paid with cash.

The 3 percent generally covers what credit card companies charge merchants for credit card transactions.

Passing it on

Merchants that charge a new credit card transaction fee must provide signage or other clear disclosure of the fee at their entrance, the point of sale and on customer receipts, according to Consumer Action. The fee must be disclosed at the point of sale for online transactions.

Bregman says it is important that Auctioneers recover the fees they pay to credit card companies in some way. While he supports collecting the money from the buyer, he also suggests Auctioneers consider adding the fee into the seller's costs.

"I always felt that the seller should cover credit card fees because it is part of the Auctioneer's overhead costs, and the sellers always cover overhead," Bregman says.

A battleground?

Steve Proffitt, Vice President and General Counsel for J.P. King Auction Co. Inc., Gadsden, Ala., refers to the situation that brought the lawsuit and the settlement that



followed as "fertile ground for the old unintended consequence."

He says Auctioneers pass their credit card expenses on to customers with the intention of recouping costs they incur from credit card companies, yet consumer backlash sometimes results.

Allowing cash payment incentives and now credit card fees, he says, changes the Auctioneer competition picture.

Some pass the costs onto buyers and sellers. Some don't.

Fee and discount amounts vary. Some will go with fees, while other will stick with the discounts. What sits well with one customer won't for the next, he says.

And larger companies may have an easier time absorbing the hits from credit card companies than smaller ones, he says.

"This is the new battleground of competition," he says. ❖

FUNDAMENTALS OF THE AUCTION BUSINESS: *How to Market It, Brand It & Do It*

1 WHAT IS IT?

Online-only education from the National Auctioneers Association available FREE to members and nonmembers.

2 WHAT DOES IT COVER?

Basic information about the auction business pulled from the NAA's designation courses and put into one comprehensive online course.

3 WHO SHOULD TAKE IT?

Anyone wanting to learn more about the auction profession! Starting in 2013, it will be the entry requirement for any auction professional who does not hold an NAA designation and wants to earn one. If you already hold an NAA designation, enjoy the free course as a basic refresher.

4 WHEN SHOULD I TAKE IT?

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.

5 WHAT DOES IT COST?

The information is free, but the exams at the end of each of the course's seven modules cost \$25. Or pay \$125 upfront for all seven exams and save \$50.

6 BONUS!

Those who take and pass the course receive a one-time \$125 discount to put toward an NAA designation course.

COURSE OUTLINE:

Module One

- » 1.1 The History of the Auction Profession
- » 1.2 Ethics

Module Two

- » 2.1 Goal Setting
- » 2.2 Mission and Vision Writing
- » 2.3 SWOT Analysis
- » 2.4 Business Plan Writing
- » 2.5 Writing Your Business Marketing Plan
- » 2.6 Marketing Your Business

Module Three: Prospecting

Module Four: Negotiations Skills

Module Five

- » 5.1 Contracts
- » 5.2 Legal Issues for the Auction Professional
- » 5.3 Fiduciary and Financial Concerns for the Auction Professional

Module Six: The Auction Process

- » 6.1 Pre-Auction
- » 6.2 During the Auction
- » 6.3 Post Auction

Module Seven: Auction Technology

Take the course at www.auctioneers.org

For more information, contact Tara Truitt at education@auctioneers.org or (913) 563-5432.

SAMPLE PRESS RELEASE

[Day, 2013]

For Immediate Release

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



Auctioneers “Sold” on National Auctioneers Day

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

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

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

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

###

About the National Auctioneers Association

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

SAMPLE PROCLAMATION

National Auctioneers Day

April 20, 2013

A PROCLAMATION

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

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

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

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

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

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

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

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

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

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

Date:

Signature:

HALL of 2013 FAME



nomination form

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

BUSINESS INFORMATION

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

PERSONAL AND FAMILY INFORMATION

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

Children:
Name: _____ Age: _____
Name: _____ Age: _____
Name: _____ Age: _____
Name: _____ Age: _____

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

GENERAL PERSONAL INFORMATION

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

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

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

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

Name: _____ Contact Info: _____
 Name: _____ Contact Info: _____
 Name: _____ Contact Info: _____
 Name: _____ Contact Info: _____

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

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

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

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



\$140,000

Mecum gets close to \$300 million for the year

Walworth, Wis.-based Mecum Auctions' collector car auction in Kansas City, Mo., brought \$11.5 million in sales, according to a news release.

The auction added to the year-end total, which knocks at the door of the \$300 million mark.

The auction at the Kansas City Convention Center had 520 lots sold, with a sell-through rate of 65 percent.

The top five sales results for Kansas City, Mo., were the following:

1. 2012 Chevrolet COPO Camaro at \$140,000
2. 1970 Ford Mustang Mach 1 Twister Edition 428 CI at \$140,000
3. 1970 Ford Mustang Mach 1 Twister Edition 351 CI at \$130,000
4. 1969 Chevrolet Camaro Pro Touring at \$125,000
5. 1968 Shelby GT500 Convertible at \$120,000 ❖

Auction keeps with theme of company's blog

Kaminski Auctions, Beverly, Mass., played host to its annual New Year's Auction and the premiere of its DéCoR Auction in late December, according to a news release.

More than 2,300 bidders registered online and 200 placed bids by phone in the New Year's Auction. A large live audience filled the Kaminski gallery for the sale, which included jewelry, fine art and furniture.

A Russian St. Anne medal, which features a painted enamel image of St. Anne at the center of a red guilloche cross, was the highest selling lot of the auction. It sold for \$59,000.

In addition, a Cartier watch got \$5,500, and a

platinum ring set with a three carat round diamond sold for \$12,000.

The first-ever DéCoR Auction, which keeps with the theme of the DéCoR blog, offered antique furniture and decorative objects.

A Sino Tabriz oriental rug was one highlight of the auction, selling for \$14,000. A Lucius B. Bradley mantle clock commanded \$5,000, over a \$400 to \$500 estimate.

The auction also included smaller decorative items for the home, such as a sterling cocktail shaker that takes the shape of a golf bag with clubs. It sold for \$9,000 against its \$4,000 estimate. ❖



\$9,000

Bidders gulp fine wine for more than \$7,000

Leland Little Auction & Estate Sales, Hillsborough, N.C., conducted a three-day winter estate auction Nov. 29-Dec. 1, selling more than \$1 million in fine art, jewelry, antiques, fine wine and other collectible objects, according to a news release.



\$7,375

The company had more than 500 floor bidders and 2,700 absentee and telephone bids. In addition, more than 1,000 bidders participated in the auction online.

In the rare and fine wine session, 12 bottles of 2002 Chateau Lafite Rothschild sold for \$7,375.

Fine jewelry offerings dominated the sale, led by a loose round diamond that climbed to \$30,680.

Photogravures were led by works from Alfred Stieglitz (Am. 1864-1946), with "The Terminal" selling for \$82,600 and "The Steerage" selling for \$23,600.

Regional pottery demonstrated strength, with an N.C. Pottery Chester Webster Stoneware Jug (c. 1870) selling for \$23,600. North Carolina furniture got some attention, as a North Carolina China Press (18th century) achieved \$35,400. ❖

Two groups grab former property of Texas school

AmeriBid LCC sold Lon Morris College property, in Jacksonville, Texas, at auction for nearly \$2.2 million in January, according to a news release.

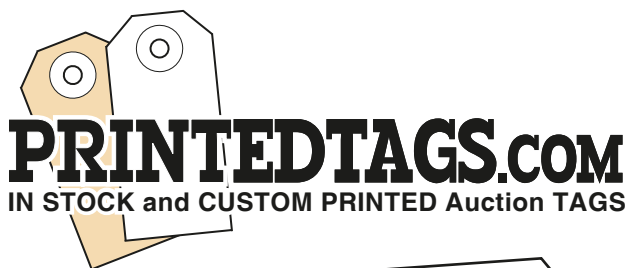
The Jacksonville Independent School District and office supply company 11 x 17 Inc. made major purchases.

The district agreed to purchase the Wilson Administration Building and the Lon Morris College gymnasium, swimming pool and athletic fields. Office supplier 11 x 17 agreed to purchase most of the school's academic buildings, its Memorial Chapel and student residences.

The sale was subject to the approval of the bankruptcy court, which scheduled a hearing Feb. 4 to review the auction results.

Proceeds from the sale will be used to pay creditors and the school's former employees, according to the release. ❖

THE TAGS YOU NEED FOR:
AUCTIONS, ESTATE SALES
TAG SALES & MORE!



PrintedTAGS.com
IN STOCK and CUSTOM PRINTED TAGS
SHIPS IN 5 - 7 BUSINESS DAYS!

Cartier vanity set gets more than \$15,000

Thomaston Place Auction Galleries, Thomaston, Maine, conducted a more than 1,800-lot auction Nov. 3-5, according to a news release.

A bound volume of 58 Old Master pen and ink drawings depicting mythological and allegorical subjects from the Marvin Sadik Collection, with a presale estimate of \$1,500 to \$2,500, got \$48,300.

Antiques were led by a Greco-Roman bronze figure of a standing champion athlete that brought \$34,500. Luxury names attracted intense bidder interest, as, for example, a 14-piece gold vanity set by Cartier brought \$18,500.



\$18,500

formed well in the sale. A pair of Meiji Period Japanese bronze temple urns by Seikoku sold for \$28,750.

A Civil War officer's coat and shoulder boards, once belonging to a member of the 10th Regiment Kentucky Volunteer Infantry, Army of Cumberland, sold for \$4,255.

Finally, a selection of autographs, portraits and ephemera created significant interest. Among a large group of wax portraits from the Marvin Sadik collection, a circa 1810 portrait of a gentleman by German-American artist John Christian Rauschner (b.1760) exceeded expectations by selling for \$4,370.

Many examples of fine Chinese and Japanese art also per-

All prices include 15-percent buyers' premiums. ❖

Auction company finds success at home

John Moran Auctioneers, Altadena, Calif., concluded 2012 with something new — a series of sales dubbed "HQ Auctions," which were conducted at the company headquarters rather than its usual venue of the Pasadena Convention Center, according to a news release.

The inaugural "HQ" sale, Dec. 6, focused exclusively on jewelry, timepieces and luxury accessories.

More than 330 lots were offered to a large audience of floor bidders, as well as telephone bidders and 400 Internet bidders.

The sale achieved a sell-through rate of 95 percent.

Diamond pieces took center stage, with an antique rose-cut diamond necklace, featuring 349 diamonds, taking \$54,000

against a presale estimate of \$20,000 to \$30,000.

Another highlight was a gold bangle superbly modeled as a fierce dragon, set with cabochon jadeite, which made \$5,700. A ruby, emerald and diamond turtle pendant realized \$1,920.

Continuing in the category of accessories, an Italian evening bag crafted almost entirely of gold and embellished with 19 full-cut round diamonds on the push piece found a buyer at \$24,000.

Finally, a Chinese medal denoting the Order of the Double Dragon found an online international buyer for well above the initial estimate, bringing \$9,600.

John Moran Auctioneers also had another successful sale, including silver, clocks, art glass and fine art, Nov. 13.



\$9,600

Early in the sale, a pair of late 19th century marble garden statues depicting Cupid and Psyche exceeded the \$2,000 to \$3,000 estimate to earn \$13,475.

Later, a Jerome Massier (of the famed house Massier in Vallauris) turquoise-glazed ceramic jardinière and stand, modeled by Pierre Perret, sold for \$19,200. ❖

NAA members raise nearly \$10,000 for St. Jude

United Country — Massart Auctioneers Inc., Green Bay, Wis., raised \$9,797 for St. Jude Children's Research Hospital this year, according to a news release.

The company conducted its 17th-annual Auction for Hope, with all proceeds going to St. Jude, on Dec. 21. An energetic crowd placed bids on many different items donated by local area businesses and generous individuals.

Items included reserved parking and reserved seating at Mas-

sart's auction house for 2013. Homemade candy, liquor, wine, gift certificates and more crossed the auction block.

The Bellevue East Town Optimist Club served food at every auction conducted by Massart, with a portion of the proceeds going to area children and a portion to St. Jude. This year, the optimists presented a \$750 check to Massart Auctioneers for St. Jude. ❖



Auctioneers sell family's assets for nearly \$2.9 million

National Auctioneers Association members Harold Musser, CAI, Randy Musser, Merton Musser, CAI, AARE, BAS, MPPA, and Scott Musser, CAI, BAS, of Musser Bros. Inc., were familiar with the kind of gathering they attended in August — they met to decide whether or not to sell their parents' real estate holdings.

As Auctioneers, they've met with heirs scores of times.

This time, they decided to put their money where their mouths were and auction Bob and Lillian Musser's and the family corporation's commercial buildings, farm land and residential lots — some of which had been in the family since the 1950s, according to a news release.

"I didn't mind managing the properties for my four siblings, but we didn't want my son having to manage all of them for his 12 cousins," Harold Musser says. "And with real estate offering return rates higher than savings accounts — especially on the cash flow properties — we felt this was a good time to sell."

The Mussers set an auction date of Nov. 27. Not only would the public be invited to bid, but each of the siblings would be free to purchase any of the six properties in the auction.

"Once the public realized that this would be a transparent process, I think everybody felt it was a fair way to dispose the assets," Musser says.

On auction day, it was standing-room only in the Club Room of Cody Auditorium in Cody, Wyo., with 45 bidders among the 100 or so attendees in the room. The auction was conducted in rounds of bidding with each property being offered individually.

When the final hammer fell, each of the half-dozen properties sold to different buyers for a combined total just shy of \$2.9 million. ❖

Bring Internet Bidders To Your Next Auction

Affordable, Proven Complete Unlimited Live Web Site



Live real time internet bidding
Live audio & Live video
Online silent auction system
Complete clerking software

Runs on your web site
Unlimited auctions
No per auction fees
No per auction commissions
24 hour support

ALREADY HAVE A WEB SITE?

Let LUJOHNS add the tools you need to bring more bids for more profits.

Choose what you need now and add more later or take it all and have the most powerful auction web site available.

LUJOHNS ENTERPRISES

800 243-4420
413 443-2500
INFO@LUJOHNS.COM

www.BidderCentral.com

Hall of Famer was Kansas association's President

A 1996 inductee into the National Auctioneers Association's Hall of Fame, Earl Brown, of Junction City, Kan., died Jan. 7. He was 89.

As a young farmer and rancher, Brown received many awards for his progressive soil conservation practices, according to his obituary. He ran a cattle operation and raised and trained horses for 20 years.

Brown also was an insurance agent and real estate agent who served on the Kansas State

Board of Realtors for six years. A successful Auctioneer, Brown was elected President of the Kansas Auctioneers Association in 1981-82, and he also was a member of that group's Hall of Fame.

He was an active member of the Junction City United Methodist Church for 45 years. Other memberships included the Dwight Masonic Lodge, Orient of Kansas Scottish Rite of Freemasonry and Royal Order of Jesters Court 94.

Brown is survived by his wife, Ruth; his brother, Bill; a son, Jay; a daughter, Joleen; grandchildren and great grandchildren.

In lieu of flowers, memorials may be made to The Junction City First United Methodist Church, 804 N. Jefferson, Junction City, KS, 66441; Shriner's for Crippled Children's Hospital, c/o JC/Ft. Riley Shrine Club, P.O. Box 112, Junction City, KS, 66441; and The Geary County 4-H Foundation, P.O. Box 28, Junction City, KS, 66441. ❖

Longtime member served on South Carolina Commission

Longtime National Auctioneers Association member George Martin, of Pelzer, S.C., died Jan. 3. He was 68.

He was an active member and had numerous leadership positions at Guthrie Grove Church of God of the Abrahamic Faith. He was founder of Martin and Martin Auctioneers Inc. and Martin and Martin Cattle Co. Inc., according to his obituary.

Martin had served on the Board of the South Carolina Auctioneer's Commission and was Past President and a Hall of Fame member of the South Carolina Auctioneers Association.

In addition, he was a producer of purebred registered Black Angus cattle and an active member of the South Carolina Angus Association. He was a longtime Board member of First Citizens Bank Ad-

visory Board and served 14 years in the South Carolina National Guard.

He also was a former John Deere dealer and active member of the Tennessee Walking Horse Association.

He is survived by his wife, Debbie; sons, Joey Martin (Jennifer) and Jeff Martin (Kellie); special niece, Jennifer Martin Upton; brothers, David Martin and Paul Martin; and four grandchildren.

The family requests in lieu of flowers that donations be made to St. Jude Children's Research Hospital, checks made out to St. Jude, c/o National Auctioneers Association, Attn: Brandi McGrath, 8880 Ballentine St., Overland Park, KS, 66214, or to Meals on Wheels, P.O. Box 285, Anderson, SC, 29622. ❖

Auctioneer was Vietnam veteran

National Auctioneers Association Ambassador Harry Mullis, of Reidsville, N.C., died Jan. 4. He was 73.

A 1961 graduate of North Carolina State University, Mullis earned a degree in nuclear engineering. He was commissioned into the U.S. Army in 1962, serving 21 years, including two tours in Vietnam, according to his obituary. He retired in December 1982 as a Lt. Colonel.

He completed the Missouri Auction School in Kansas City, Mo., in 1976 and earned his real estate broker license in 1983. He established his auction and real estate business in Reidsville in 1983.

In May of 2008, he joined NAA member John Evans to form Manitou Auctions.

He is survived by his wife of 52 years, Judy Tate Mullis; sons, Derek Mullis and Terrel

Mullis; grandchildren; and a brother, Leon Mullis and wife, Ruth.

Memorial contributions may be made to the Red Cross, 1501 Yanceyville St., Greensboro, NC, 27400; Draper Christian Church, 1116 W. Fieldcrest Rd., Eden, NC, 27288; or the Vietnam Veterans Memorial Fund, 2600 Virginia Avenue NW, Suite 104, Washington, DC, 20037. ❖

Michael Cratty

National Auctioneers Association member Michael Cratty, of Galesburg, Ill., died March 12, 2012. He was 57.

He owned and operated Cratty Insurance along with his wife, Karen. He had been an Auctioneer for 30 years and recently began working with NAA member LeRoy Shoop, according to his obituary. He owned Cratty Auction Service.

Cratty also was a Realtor and two-time President of the West Central Illinois Area of Realtors. He was a member of Galesburg Noon Rotary Club and a 4th Degree Member of Father J.O. Hunt Knights of Columbus. He was a member, usher and past parish council member of Corpus Christi Catholic Church.

He is survived by his wife, Karen; his mother, Pat Cratty; two sons, Sean (Emerald) and Mark; a daughter, Debbie; three brothers, John P. (Darla), Dave

(Bess) and Stephen (Sharon); and a granddaughter, Hailey Catherine Cratty.

In lieu of flowers, memorials may be made to Costa Catholic Academy, Corpus Christi Catholic Church or Lombard Middle School Positive Behavior Intervention Support.

Daniel Neal

National Auctioneers Association member Daniel Neal, of Plano, Texas, died Dec. 1. He was 68.

In addition to being an Auctioneer, Neal was an active Rotarian and retired civil engineer who had recently penned a short story, "Kansas Championship Rodeo in Fall 1951," according to his obituary.

He is survived by his children, Dan, Teresa, Catherine and Denton; six grandchildren; his siblings, Tony, Bonny and Kyle; and his mother, "Dusty" Jones.

Please remember Neal with donations to North Texas Pioneers Rotary Club, P.O. Box 161552, Plano, TX, 75086, or Plano-Richardson Elks Lodge BPOE #2485, 610 Presidential Dr., Suite 102, Richardson, TX, 75081.

Miles Zimmerman

National Auctioneers Association member Miles Zimmerman, of Chandler, Okla., died Dec. 26. He was 63.

An attorney, Zimmerman was a member of the AF&AM Masonic Lodge, loved coaching little league football and was passionate about ranching, according to his obituary.

Survivors include his wife of 24 years, Stephanie Mather; son, Matt Zimmerman and his wife, Cari; daughter, Keri Zimmerman-Standlee and her husband, Aaron Standlee; brother, Marc Zimmerman; sisters, Kim Supernault and Christine Zimmerman; and grandchildren.

the most exclusive products in the world are sold at **AUCTION**



1957 Ferrari Testa Rossa prototype sold at auction for \$16.39 million

YOU can be the one who gets paid to sell them.

Learn how to become an **AUCTIONEER** at

AUCTIONEERS & APPRAISERS ACADEMY

Hands-on learning in a working Auction House • Intensive 7Day program taught by Industry Leaders
Small class size creates personalized education • Learn to sell Online & Live Auctions

ENROLL NOW! MARCH 10-16, 2013

auctionANDappraise.com • Call Toll Free (800) 801-8880 • 951 W. Watkins, Phoenix, AZ 85007

NCFL#7452

Leland Little AUCTION & ESTATE SALES
With Fidelity And Dispatch LTD



Rare & Fine Wine Auction Department
Working nationwide to bring fine wine collections to auction.

Dedicated Wine Director ♦ 8,000 Bottle Wine Cellar ♦ International Reach
Leland Little, CAI, NAA - leland@llauctions.com

919.644.1243 WWW.LLAUCTIONS.COM

FROM THE FORUM

www.auctioneers.org/forum

	trending topics	views
1	Sealed-bid auction assistance	104
2	Greetings from a new member	104
3	1099 forms	137
4	Ringmen needed for benefit auctions in Southern California in 2013	18

AROUND the **BLOCK**

NAA introduces new staff members

The National Auctioneers Association has three new staff members.

Aaron Ensminger is now Director of Education. He has a background in associations, having worked in communications, education, membership, corporate relations and certification.

Ensminger, who started in January, says he would like to build a base of knowledge and skills within the NAA.

“Like any good organization, it’s the members that make your job worthwhile and fulfilling, and the NAA has been no exception,” he says. “The few members I’ve had the good fortune to meet have been genuine, welcoming and a joy to work with.”

Ensminger has a two-year-old son and a five-year-old son.

Kari Preston is the NAA’s new Marketing



Aaron Ensminger, Kari Preston, Susan Geren and Sales Coordinator. She recently earned her bachelor’s degree in public relations and has a minor in advertising and promotions.

Her professional experience includes roles in sales, public relations, customer service and recordkeeping. She joined the NAA in December.

“At the NAA, I like having the opportunity to work with people with a number of backgrounds and experiences,” she says.

In her free time, Preston enjoys reading,

spending time with family and friends and playing with her dog, Mila.

In addition, Susan Geren joined the NAA as Administrative Assistant/Project Manager in December.

“It is an honor to work with NAA members, and I look forward to helping the association with future goals,” she says.

Before the NAA, Geren worked as an Executive Assistant for a company specializing in lithium ion batteries and green energy storage technology. In her early professional career, she worked in telecommunications.

She has two grown sons and enjoys spending time with family, as well as yoga, ballroom dance and music.

Finally, Bryan Scribner, Editor of *Auctioneer*, is now the NAA’s Director of Marketing and Communications. ❖

■ **The 2013 World Automobile Auctioneers Championship** is scheduled for April 5 at Alliance Auto Auction, Waco, Texas, according to a news release. This 25th-anniversary event will comprise automobile Auctioneers and ringmen vying for the title of World Champion Automobile Auctioneer, World Champion Automobile Ringman and World Champion Team. Contestants from the U.S., Canada and around the world are invited to compete for \$12,500 in prize money and the title of “the best in the business.” The 2013 WAAC will again

be broadcast live starting at 9 a.m. central time on niada.tv, niada.com, waacnet.net and autoconsumer.com. For more information or an entry form, visit www.waacnet.net or call Paul C. Behr, CAI, BAS, at (303) 807-1108.

■ **Schur Success Auction & Appraisal Inc.**, Monument, Colo., and its buyers helped raise \$2,000 for the Starlight Children’s Foundation in the fourth quarter of 2012. Similar efforts have raised more than \$13,000 for various charities, accord-

ing to a news release. In the first quarter of 2013, the company plans to raise money for St. Jude Children’s Research Hospital. St. Jude, the National Auctioneers Association’s official fundraising partner, announced in mid-January its research has identified a possible lead in the treatment of two childhood leukemia subtypes known for their dramatic loss of chromosomes and poor treatment outcomes, according to a news release. The findings also provide the first evidence of the genetic basis for the high-risk leukemia.

IN THE RING

PAGE
34

"Most states say you have to provide victim's assistance, which can be \$194 a person. And if you do the math, that could easily put 97 percent of Auctioneers out of business."

Larry Harb
IT Risk Managers
Okemos, Mich.

PAGE
39

"I'm so excited to be able to put initials after my name. I feel like I've gone back to college 25 years later."

Amy Beatty
Amy J. Beatty Valuations LLC
Fort Wayne, Ind.

MEMBERS' CORNER

Free website hosting no longer available

The National Auctioneers Association was informed in early January that AuctionZip, which previously hosted member websites for the NAA's Free Website Design & Hosting member benefit, is discontinuing its current website hosting product.

As a result, AuctionZip will no longer offer

a website hosting program as of June 3, 2013, therefore ending the NAA Free Website Design & Hosting benefit. Members who use the benefit were informed of the change in late January.

AuctionZip plans to turn off websites under the NAA's program on June 3, but it

encourages members who use the benefit to transition to new hosts sooner to avoid a rush before the deadline.

Users may contact AuctionZip at (617) 746-9800 Monday through Friday, 9 a.m. to 5 p.m. EST, or at websupport@auctionzip.com. ❖



Tina Weiman, CES, and Robert Weiman, CAI, AARE, CES, GPPA, of Mound City Auctions, St. Louis, visited NAA headquarters in December.



Ethel and Louis Monfils, the parents of late NAA Hall of Famer Pat Massart, CAI, stopped by NAA headquarters in early January. Education Program Specialist Lois Zielinski holds Massart's Hall of Fame award.

**Find
the
NAA
online**



www.facebook.com/NAAuctioneers • NAAnews.wordpress.com • www.twitter.com/NAAuctioneers • www.youtube.com/NAAuctioneers

California

Cody Dawson
C. Dawson Auctioneer
966 Leff St.
San Luis Obispo, CA 93401
cdawson805@yahoo.com
(805) 801-5470

Joseph Michael Mulcahy III
Desertview Auto Auctions
2025 Heller St.
San Diego, CA 92104
joey@desertviewauto.com
(858) 208-8506

John A. Wright
Wright's Auction Company
2307 N Hayes Ave.
Fresno, CA 93723
www.wrightsauctioncompany.com
auctioneerjohn@comcast.net
(559) 930-5591

Raynette B. Wright
Wright's Auction Company
2307 N Hayes Ave.
Fresno, CA 93723
(559) 930-5591

Colorado

G. Lyn Bogle
2720 County Rd. 50
Center, CO 81125
lbogle000@centurytel.net
(719) 850-0146

Matthew G. Clark
1300 Golden Cir. 302
Golden, CO 80401
mgclark_co@comcast.net
(303) 349-6426

Florida

Rachel Lee Froncek
2661 Mercy Dr.
Orlando, FL 32808
brf11-06@hotmail.com
(440) 225-0950

Georgia

Christopher Steed Kilby
329 Van Dell Drive
Rock Spring, GA 30739
chris.kilby@comcast.net
(706) 483-1582

Idaho

Cameron Rasmussen
Prime Time Auctions
3400 S 5th
Pocatello, ID 83204
www.primetimeauctions.com
cameron@primetimeauctions.com
(208) 390-3087

Illinois

Kimberly Duncan
12069 E Beal Rd.
Mount Vernon, IL 62864
k.duncan@hotmail.com
(618) 521-7818

John Gacek
2029 N 73rd Ct.
Elmwood Park, IL 60707
aliamenta@att.net
(708) 453-5727

Indiana

Roger Alan Park
5964 Pennekamp Ct.
Plainfield, IN 46168
red_diamond55@rocketmail.com
(317) 430-5727

Kevin H. Pinkerton
2062 W Scratchgravel Rd.
Liberty, IN 47353
pinkertonfarms@gmail.com
(765) 458-7205

Rae Ann Roberts
3232 S Crestview Dr.
New Castle, IN 47362
raerob71@comcast.net

Stephen L. Rouse
511 Elmhurst Pl.
New Whiteland, IN 46184
srouse11@yahoo.com
(317) 603-6246

John Sowers
Town Crier Ink
251 S Bridgeton Rd.
Rockville, IN 47872
checkerboardsquare@yahoo.com
(765) 505-0769

Kyle J. Stepnoski
10735 Sherman St.
Crown Point, IN 46307
(219) 776-8045

Iowa

Halie K. Behr
101 N.W. 14th Street
Grimes, IA 50111
rytracie@msn.com
(515) 402-1971

Kentucky

Gregory K. Johnson
3393 Scottish Trace
Lexington, KY 40509
gregkj1@insightbb.com
(859) 445-5110

Maine

Thomas Hill
P.O. Box 217
Kittery Point, ME 03905
tom@shanleyrealtors.com
(207) 439-6497

Maryland

Philip J. Palmisano Jr.
Century Auction Group
1606 Trawler Lane
Annapolis, MD 21409
jaypalmisano5963@gmail.com
(443) 891-3800

Massachusetts

Melanie Collard
P.O. Box 230842
Boston, MA 02123
www.bostonbeautifulhomes.com
melanie@bostonbeautifulhomes.com
(617) 767-6362

Mississippi

Aaron M. Lott
Gallery 13 Auction House LLC
P.O. Box 974
Purvis, MS 39475
(601) 520-5472

Selena Fay Lott
Gallery 13 Auction House LLC
P.O. Box 974
Purvis, MS 39475
www.gallery13auctionhouse.com
selenalott@aol.com
(601) 520-5472

Ronnie Gregg Taylor
4012 Asbury Trail
Brandon, MS 39042
sommusgroup@yahoo.com
(601) 502-5051

Missouri

Jeff Gorber
19085 Zion Church Rd
Lincoln, MO 65338
(660) 723-5272

Denesa O'Hanlon
1501 W 12th Street
Kansas City, MO 64101

Darlene Simpson
Mayo Auction & Realty
4901 Wornall Rd., # 805
Kansas City, MO 64112
www.auctionbymayo.com
darlene@auctionbymayo.com
(816) 213-5856

New York

John Santiago
United Country Absolute Auction & Realty
P.O. Box 1739
Pleasant Valley, NY 12569
www.aarauctions.com
spike0101@aol.com
(845) 635-3169

Laura Schneck
United Country Absolute Auctions & Realty
P.O. Box 1739
Pleasant Valley, NY 12569
www.aarauctions.com
laura@arauctions.com
(845) 635-6169

Ohio

Erin Leigh Carr
5992 Myrick Rd.
Dublin, OH 43016
erinleigh183@hotmail.com
(859) 274-6422

Oklahoma

Trudy Williams
11409 S 66th E Place
Bixby, OK 74008
trubw3@yahoo.com
(918) 607-2339

Pennsylvania

Charlotte Pyle
Joe R Pyle Complete Auction & Realty Service
271 Gas Company Rd.
Mt. Morris, PA 15349
ccaachar@aol.com
(724) 998-5051

Tennessee

Keith McGregor
McCarter Auction Inc
3140 Newport Hwy
Sevierville, TN 37876
sold@mccarterauction.com
(865) 453-1600

James W. Minix
437 Second St.
Henderson, TN 38340
james_minix@yahoo.com
(817) 937-9655

Jake Wegner
McLemore Auction Company, LLC
470 Woodycrest Ave.
Nashville, TN 37210
www.mclemoreauction.com
jake@mclemoreauction.com
(615) 517-7675

Texas

Steve F. Berry
3201 Weatherford Hwy.
Granbury, TX 76049
berry-patch@itexas.net

William Paul Burch
WorldCrest Auctions Inc
P.O. Box 201583
Arlington, TX 76006
billburch454@yahoo.com
(817) 919-4853

Andrew R. Cooper
Benefit Bidding LLC
407 Redhead Ct.
Mc Kinney, TX 75070-4169
www.benefitbidding.com
andy@benefitbidding.com
(214) 726-1745

New members compiled by Brandi McGrath

continued »



Kerlin

“ I joined to network and learn from the influential members of the NAA. I look forward to the opportunity of learning from the best.”

Jacqueline Kerlin
Atlanta, Ind.



Brown

“ After a 40-year career in the administration of services for senior citizens, I wanted a second career that would be fun but not interfere with my “day job” of camping and hiking. Networking and training are keys to success. I’ll see you in Indy next July with my sponsor, Joel T. Wilson (AARE).”

George Brown
Batavia, Ohio

Dallas Wayne Denson
P.O. Box 783
Fresno, TX 77545
dallasdwd@gmail.com
(832) 922-2291

Scott Droddy
Scott Droddy Auction Company
1656 Lee Miller
Silsbee, TX 77656
sdroddy711@gmail.com
(409) 656-2847

Michelle A. Faucon
Texas Restaurant Equipment
12922 Hempstead Hwy.
Houston, TX 77040
texasre@yahoo.com
(713) 690-1231

Johnny M. Horton
UC 44 Auction
4423 SW 45th Ave.
Amarillo, TX 79109
www.uc44auction.com
johnny@uc44auction.com
(806) 242-7653

Richard Allan Jumper
3371 Knickerbocker Rd., Ste. 10
San Angelo, TX 76904
rjrabilene@aol.com
(325) 669-8785

Bruce S. King
200 Water St., Apt. 8104
Webster, TX 77598
bsk45@sbcglobal.net
(281) 221-7484

ChrisAnn Lee
15787 CR 4191
Lindale, TX 75771
chrisannlee@suddenlink.net
(903) 881-5954

Roberta Victoria Lippman
Central Texas Coins and Collectibles
8501 Fern Bluff Ave.
Round Rock, TX 78681
victoriawelhouse@hotmail.com
(512) 922-6248

Del Wayne Robinette Jr.
1433 Palestine Dr.
Prosper, TX 75078
delrobinette@yahoo.com
(972) 281-7555

Roger M. Ward
16411 Seven Waves Court
Crosby, TX 77532
rmward1954@aol.com
(832) 309-1651

Wisconsin

Rick N. Hagenau
Hagenau Auction Service
S44 W 33140 Connemara Dr.
Dousman, WI 53118
rhagenau@wi.rr.com
(262) 490-7107

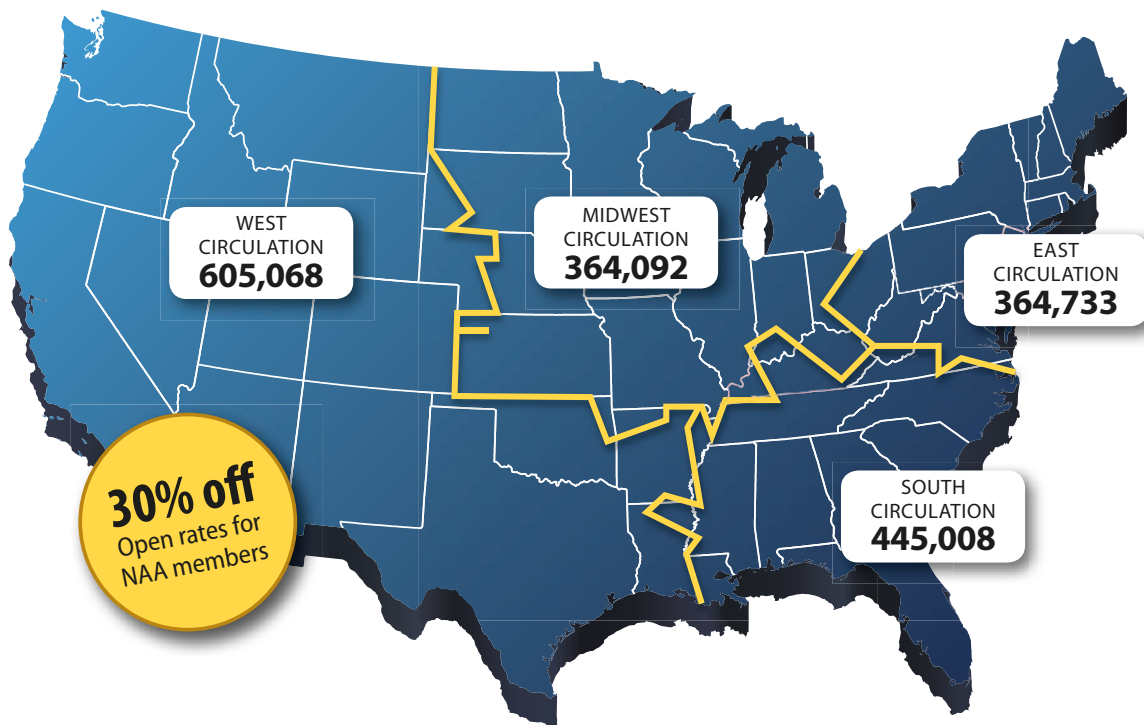
South Africa

Qaunteng

Jonathan Hilton Terespolsky
Tirhani Auctioneers
10 Starfield Dr.
Sandton, Qaunteng 2056 South Africa
jonathan@tirhani.co.za
27828503100

Auction Showcase

USA TODAY and the National Auctioneers Association have partnered to bring you a weekly advertising feature that allows you to reach your target audience on a National or Regional scale.



USA TODAY has a daily national circulation of 1.8 million

- 3.1 million own a principle residence
- 3.3 million have a household income of \$100,000+
- 1.6 million have a household asset value of \$1 million+
- 1.4 million own real estate in addition to primary residence
- 5.8 million adults made purchases from an online auction in the last 6 months

Sources: September 2011 ABC Publisher's Statement, 2011 Ipsos Mendelsohn Affluent Survey, HHI \$100,000 or more, comScore December 2011

To reserve your ad space in USA TODAY's Auction Showcase
or for questions please contact:
Auctions@russelljohns.com | 1-800-397-0070





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)
	RECEIVE DIGITAL MAGAZINE ONLY.	<input type="checkbox"/> \$275 (1 Year) <input type="checkbox"/> \$490 (2 Year) <input type="checkbox"/> \$660 (3 Year)
<input type="checkbox"/> SPOUSE	An active member can add his/her significant other for an additional fee. Spouse members subscribe to the NAA Code of Ethics and embrace the NAA Mission and Vision. (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)

TOTAL AMOUNT DUE \$

 First Middle Last

 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)

Payment in Full (One Payment Total): Check Credit

Payment Plan (Three Payments Total - See Reverse): Check Credit

_____ Credit Card # Exp. Date (MM/YYYY)

_____ Card Holder Name (Print) Card Sec. Code (CVV)

_____ Signature

4

AUCTION SPECIALITIES

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

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

NAA Member Benefit Highlights

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

NAAuction.com

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

OfficeMax Discounts

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

Shipping & Freight Discounts

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

Constant Contact

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

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.NAAuction.com.

NAA Education Institute

The NAA is dedicated to providing professional development opportunities for the auction industry. Members enjoy discounts on all educational events, seminars, designation and certification programs. Designation programs include: CAI, AARE, ATS, BAS, CES, GPPA and MPPA. Learn more at www.auctioneers.org 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.

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





The NAA Education Task Force includes Mike Jones, CAI, BAS, GPPA; Mark Manley, CAI, AARE, CES, MPPA; Michael Fine, CAI, AARE; Rich Schur, CAI, BAS, MPPA; NAA President J.J. Dower, CAI, AARE, ATS; Kurt Aumann, CAI, ATS; and (front row) Cindy Soltis-Stroud, CAI, BAS, and Lynne Zink, CAI, BAS, CES. Photos by Nathan Brunzie



The NAA Promotions Task Force includes (back row) NAA President J.J. Dower, CAI, AARE, ATS; Carl Carter; Matt Corso, CAI; Kevin Oldham; Brian Bendele; Kim Hagen, CAI, AARE, CES; and (front row) Julie Carter, CAI; Chairman Jimmie Dean Coffey, CAI, AARE, BAS, CES, MPPA; Stephen Shupperd; and Terri Walker, CAI, BAS, CES.

Task Forces take look at future of NAA member services

Each of three Task Forces, appointed by National Auctioneers Association President J.J. Dower, CAI, AARE, ATS, has met or is planning to meet to discuss member services provided by the NAA.

The Education Task Force, charged with looking at the future of NAA education, met in late January, as did the Promotions Task Force, which is charged with determining if the NAA can be effective in promoting the auction industry and NAA members.

The Advocacy Task Force, which planned to meet in early February, is charged with determining if the NAA can be effective in advocating for the auction industry on a state or federal level.

Task Force members are as follows:

Education

- Chairman Marc Geyer, CAI, AARE, BAS, CES, GPPA
- Sandy Alderfer, CAI, MPPA
- Kurt Aumann, CAI, ATS
- Melissa Davis, CAI, AARE, BAS
- Michael Fine, CAI, AARE
- Mike Jones, CAI, BAS, GPPA
- Mark Manley, CAI, AARE, CES, MPPA
- Darron Meares, CAI, BAS, MPPA
- Rich Schur, CAI, BAS, MPPA
- Cindy Soltis-Stroud, CAI, BAS
- Jason Winter, CAI, AARE, CES
- Lynne Zink, CAI, BAS, CES
- Ex Officio:
- J.J. Dower, CAI, AARE, ATS

Promotions

- Chairman Jimmie Dean Coffey, CAI, AARE, BAS, CES, MPPA
- Brian Bendele
- Carl Carter
- Julie Carter, CAI
- Matt Corso, CAI
- Kim Hagen, CAI, AARE, CES
- Bill Menish, CAI, AARE, BAS
- Justin Ochs
- Kevin Oldham
- John Schultz, ATS
- Stephen Shupperd
- Terri Walker, CAI, BAS, CES
- Ex officio:
- J.J. Dower, CAI, AARE, ATS

Advocacy

- Chairman Tom Saturley, CAI
- Larry Benton, CAI, AARE, CES
- Devin Ford, CAI, CES
- Sherm Hostetter
- Braden McCurdy, CAI
- Homer Nicholson, AARE, CES
- Chris Pracht, CAI, AARE, CES
- Tommy Rowell, CAI, AARE
- Dave Webb, BAS, GPPA
- David Whitley, CAI, CES
- Andrew Wilson, CAI, CES
- Ex officio:
- J.J. Dower, CAI, AARE, ATS



CALLING ALL CONTRIBUTORS!

Auctioneer magazine needs your help.

- 1** Do you have auction best practices you would like to share?
- 2** Did you learn something new from an auction?
- 3** Have you recently conducted a successful auction?
- 4** Do you have legal, financial or operational questions?

Auctioneer is looking for your SUCCESS STORY.

Did you recently conduct a good auction? Did you move into a bigger office? Did you have a stellar 2012? Have you or one of your colleagues received special recognition? A success story doesn't have to have big dollar signs attached to it. What's your story?

Please contact bscribner@auctioneers.org if you would like to contribute.

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

NATIONAL AUCTIONEERS ASSOCIATION
UPCOMING EDUCATION

BENEFIT AUCTION SUMMIT

DENVER, COLORADO

September 23-25, 2012



denver

DESIGNATION ACADEMY

LAS VEGAS, NEVADA

December 9-15, 2012



las vegas

INTERNET ONLY AUCTION SUMMIT

NASHVILLE, TENNESSEE

February 5-6, 2013

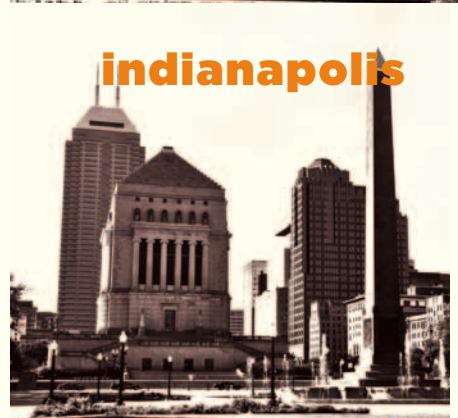


nashville

CERTIFIED AUCTIONEERS INSTITUTE

BLOOMINGTON, INDIANA

March 17-21, 2013



indianapolis

DESIGNATION ACADEMY

INDIANAPOLIS, INDIANA

July 10-15, 2013

CONFERENCE AND SHOW

INDIANAPOLIS, INDIANA

July 16-20, 2013

BENEFIT AUCTION SUMMIT

ROSEMONT, ILLINOIS (CHICAGO)

September 15-17, 2013



chicago

DESIGNATION ACADEMY

LAS VEGAS, NEVADA

December 8-14, 2013



— thank you —

ADVERTISERS

1-800-The-Sign.....	7
AmeriBid.....	16
Auction Flex.....	IFC
Auction Systems Auctioneers & Appraisers.....	51
Auction Time.....	13
Basinger Audio Systems.....	17
CUS Business Systems.....	27
E.R. Munro and Company.....	23
Hall and Hall Auctions.....	25
Hudson and Marshall.....	12
Kiefer Auction Supply.....	23
Lampi Auctioneers Inc.....	29
Leland Little Auction Supply & Real Estate Sales.....	51
LuJohns Enterprises.....	49
Mendenhall School of Auctioneering.....	9
NEBB Institute.....	15
Printed Tags.....	47
Reppert School of Auctioneering.....	25
Satellite ProLink.....	9
St. Jude.....	18
Texas Auction Academy.....	30
United Country Auction Services.....	BC
USA TODAY.....	57
Vortex.....	67
World Wide College of Auctioneering.....	16

Want to advertise in Auctioneer?

Contact: Kari Preston
(913) 563-5421
kpreston@auctioneers.org

CLASSIFIEDS

INTERNET AUCTION SOLUTION

Sell by timed online auction from your own website. No need to share your commission or your users. Auction-Method offers a complete solution. We take care of the technology so you can focus on sales.
(413) 489-1389 or
info@AuctionMethod.com.

CASH FOR INVENTORY

Need new consumer goods, paper, art, craft, sewing, etc. Manufacturers, warehouses, distributors. Confidential. We buy truckloads...FAST! Anywhere in USA. Kurt Kiefer, Fergus Falls, MN
(218) 233-0000
www.thecloseoutchannel.com

PRINTEDTAGS.COM
paper tags and attachments
custom printed, any size
937-609-2768
tags@printedtags.com

The #1 Source for Marketing Services Within the Auction Industry

800-510-5465
www.SatelliteProLink.com
The Auction Marketing Solution
Established in 1995
Helping Our Clients & Their Clients Succeed


design
development
photography
copywriting
illumoscommunications.com
a creative collaborative for small businesses

YOUR AD HERE

YOUR AD HERE

YOUR AD HERE

NAA STAFF

Administration

Chief Executive Officer

Hannes Combest, CAE
(913) 563-5423

hcombest@auctioneers.org

Conference and Show Manager

Joyce Peterson
(913) 563-5439

jpeterson@auctioneers.org

Administrative Assistant/ Project Manager

Susan Geren
(913) 563-5438

sgeren@auctioneers.org

Accounting

Director of Finance & Administrative Services

Rhonda Truitt
(913) 563-5422

rtruitt@auctioneers.org

Accounting Associate

Ruth Richardson
(913) 563-5435

rrichardson@auctioneers.org

Accounting Associate

Carol Bond
(913) 563-5434

cbond@auctioneers.org

Membership

Membership Specialist

Heather Rempe
(913) 563-5425

hrempe@auctioneers.org

Membership Coordinator

Brandi McGrath
(913) 563-5429

bmcgrath@auctioneers.org

Education

Director of Education

Aaron Ensminger
(913) 563-5426

aensminger@auctioneers.org

NAF Administrator & NAA Education Program Specialist

Lois Zielinski
(913) 563-5428

lzielinski@auctioneers.org

Education Coordinator

Tara Truitt
(913) 563-5432

ttruitt@auctioneers.org

Publications

Director of Marketing & Communications

Bryan Scribner
(913) 563-5424

bscribner@auctioneers.org

Designer

Nathan Brunzie
(913) 563-5430

nbrunzie@auctioneers.org

Marketing & Sales Coordinator

Kari Preston
(913) 563-5421

kpreston@auctioneers.org

NATIONAL AUCTIONEERS ASSOCIATION INDEX

NAA Board of Directors 2012-2013

Officers

President

J. J. Dower, CAI, AARE
(423) 569-7922
jjdower@highland.net

Vice President

Paul C. Behr, CAI, BAS
(303) 680-1885
paulc.behr@comcast.net

Treasurer

Kurt Kiefer
(218) 736-7000
kurtkief@aol.com

Past President

Christie King, CAI, AARE, BAS
(256) 439-0113
cking@ckingbenefits.com

Education Institute Chairman

Marc Geyer, CAI, AARE, BAS, CES
(602) 722-7028
geyerma@gmail.com

Chief Executive Officer

Hannes Combest, CAE
(913) 563-5423
hcombest@auctioneers.org

Directors

Terms expiring 2013

Bryan Knox, CAI
(800) 662-5464
bryan@bckenterprises.com

John Nicholls
(540) 898-0971
john@nichollsauction.com

Terms expiring 2014

Jimmie Dean Coffey, CAI, AARE, BAS, CES, GPPA
(812) 824-6000 x15
jcoffey@unitedcountryln.com

Rich Schur, CAI, BAS, GPPA
(866) 290-2243
rich@success-auctions.com

Terms expiring 2015

Devin Ford, CAI, CES
(606) 878-7111
Devin@fordbrothersing.com

Terri Walker, CAI, BAS, CES
(901) 322-2139
terri@walkerauctions.com

NAF Representative

Sandy Alderfer, CAI, MPPA
(215) 393-3000
sandy@alderferauction.com

Presidential Appointee

Tom Saturley, CAI
(207) 775-4300
tsaturley@tranzon.com

National Auctioneers Foundation Board of Trustees 2012-2013

Officers

President

Randy Ruhter
(402) 463-8565
auctions@ruhterauction.com

Vice President

Sandy Alderfer, CAI, MPPA
(215) 393-3000
sandy@alderferauction.com

Chairman of the Board

Benny Fisher, CAI
(954) 942-0917
benny@fisherauction.com

Finance Chairman

Tommy Rowell, CAI, AARE
(229) 985-8388
trowell@rowellauctions.com

Trustees

Terms expiring 2013

Jack Hines, CAI, AARE, GPPA
(715) 273-3377
hinesauction@sbcglobal.net

Mike Jones, CAI, GPPA
(214) 906-5265
mikejones@unitedcountry.com

Terms expiring 2014

Sherman Hostetter Jr. CAI, AARE, CES, GPPA
(724) 847-1887
auction2@verizon.net

Homer Nicholson, AARE, CES
(580) 767-1236
nicholsonauction@cablone.net

Marvin Henderson
(225) 686-2252
marvin@hendersonauctions.com

Terms expiring 2015

John Dixon, CAI
(770) 425-1141
john@johndixon.com

Lon McCurdy, AARE
(316) 683-0612
lonny@mccurdyauction.com

Randy Wells, CAI, AARE, BAS, CES, GPPA
(208) 699-7474
randy@rasnw.com

NAA Board Representative

NAA Treasurer

Kurt Kiefer
(218) 736-7000
kurtkief@aol.com

NAF Staff

Executive Director

Hannes Combest, CAE
(913) 563-5423
hcombest@auctioneers.org

Foundation Administrator

Lois Zielinski
(913) 563-5428
lzielinski@auctioneers.org

NAA Auxiliary Board of Trustees 2012-2013

Officers

Chairwoman

Cindy Soltis-Stroud, CAI, BAS
(210) 380-1587
cindy.bluefox@gvtc.com

Vice Chairwoman

Kim Ward
(423) 528-4043
kim@wardauction.net

Past President

Lori Jones
(972) 395-0049
info@texasauctionacademy.com

Secretary

Phyllis Coffey, BAS
(812) 824-6000 x 17
pc Coffey@jdcgroup.com

Treasurer

Susan Hinson
(731) 267-5281
shinson@mindspring.com

Historian

Lucinda Terrel
(816) 873-0239
lrterrel@hotmail.com

Directors

Hannes Combest, CAE
(913) 563-5423
hcombest@auctioneers.org

Sheila Jackson
(317) 797-2117
sjackson1947@aol.com

Angela Johnson
(352) 490-9160
Annette McCurdy
(316) 683-0612

amccurdy@mccurdyauction.com

Scholarship Chairwoman

Kim Ward
(423) 528-4043
kim@wardauction.net

NAA Education Institute Trustees 2012-2013

Officers

Chairman

Marc Geyer, CAI, AARE, BAS, CES
(602) 722-7028
geyerma@gmail.com

Vice Chairman

Aaron Traffas, CAI, ATS, CES
(785) 537-5057
aaron@auctioneertech.com

Trustees

Terms expiring 2013

Michael Fine, CAI, AARE
(312) 953-9534
michael@fineandcompany.com

Aaron Traffas, CAI, ATS, CES
(785) 537-5057
aaron@auctioneertech.com

Terms expiring 2014

Marc Geyer, CAI, AARE, BAS, CES
(602) 722-7028
geyerma@gmail.com

David Whitley, CAI, CES
(970) 454-1010
david@whitleyauctions.com

Terms expiring 2015

William McLemore, CAI
(615) 517-7675
will@mclemoreauction.com

JillMarie Wiles, CAI, BAS
(503) 263-4747
JillMarie@JillMarieWiles.com

Terms expiring 2016

Darron Meares, CAI, BAS, MPPA
(864) 444-5361
darron.meares@mearesauctions.com

Jason Winter, CAI, AARE, CES
(816) 884-5487
jasonbwinter@me.com

NAA Board Representatives

NAA Vice President

Paul C. Behr, CAI, BAS
(303) 680-1885
paulc.behr@comcast.net

NAA Treasurer

Kurt Kiefer
(218) 736-7000
kurtkief@aol.com



8880 Ballentine St.
Overland Park, KS 66214-1900
Phone: (913) 541-8084 Fax: (913) 894-5281
www.auctioneers.org

NAA advertising notice to readers

Auctioneer accepts advertisements from a variety of sources but makes no independent investigation or verification of any claim or statement contained in the advertisements. Inclusion of advertisements should not be interpreted as an endorsement by the National Auctioneers Association or *Auctioneer* of any product or service offered through the advertisement program. The NAA and *Auctioneer* encourage you to investigate companies before doing business with them. Furthermore, *Auctioneer* is designed to provide information of general interest to Auctioneers. The reader's use of any information in this publication is voluntary and within the control and discretion of the reader. Finally, the NAA does not mediate disagreements that may arise between buyers and advertisers.

we broadcast
**YOUR
AUCTIONS**

**LIVE VIDEO AND AUDIO
SIMULCAST**

**NO COMMISSION
ON YOUR SALES**

**FOR A FREE DEMO CALL US AT
1-866-469-7575**



Vortex Solution
40, boul. Jean-Talon Est
Montréal, QC H2R 1S3
T 514 278-7575

Vortex Solution New-York
44 West 28th Street
New-York, NY 10001
T 866 469-7575

Vortex Solution Florida
500 Three Islands Boulevard
Hallandale, Florida 33009
T 866 469-7575

THANK YOU

FOR A RECORD YEAR!



2012: A RECORD YEAR BY ANY STANDARD

Total assets auctioned up 13%

Total network commissions up 12%

Total web traffic up 6% (1,250,000+ visitors monthly)

Total leads generated up 6% (8,000+ monthly)

Total number of marketing projects up 55%

Awards for marketing excellence up 20%

Secured highest valued real estate auction to date

JoinUCAuctionServices.com | 800-444-5044

