

# Auctioneer

MAY 2014

The official publication of the National Auctioneers Association

## *Crystal clear*

**Your sound quality  
should drive bidders,  
not drive them away**

**- Commercial use  
of drones illegal?**

**- NAA, group wants  
ivory review**

**- Board meeting  
recap**



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A large, stylized graphic on the right side of the page. It features a bar chart with seven vertical bars of increasing height from left to right. Silhouettes of business professionals are placed on top of the bars: a person climbing the first bar, a person sitting on the second, a person sitting on the third, a person standing on the fourth, a person standing on the fifth, and a person standing on the sixth. The seventh bar is the tallest and has a large, white dollar sign (\$) on top of it. The background is dark with a pattern of faint, repeating dollar signs.

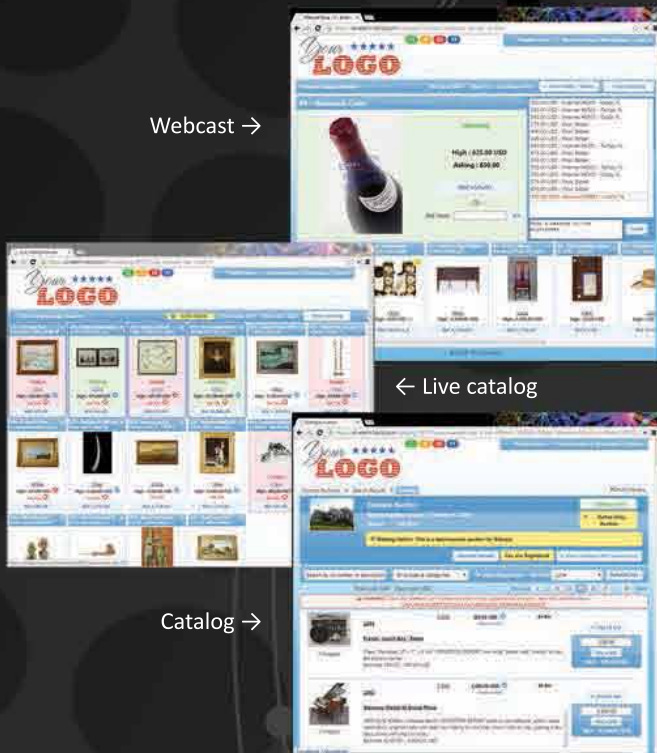
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**Paul C. Behr**  
CAI, BAS, NAA President

National Auctioneers Association President Paul C. Behr, CAI, BAS, joined NAA in 1981. A three-time World Champion Auctioneer, Behr was the first IAC Champion in 1988 and has conducted over 8500 auctions in his 42-year career. Behr is President of both the World Wide College of Auctioneering and the World Automobile Auctioneers Championship. Also, he has served on the CAI Board of Governors. Behr makes his home in Denver, Colo., with his wife, Suzanne.

## NAA's future is in your hands

As you open *Auctioneer* this month, you will see that a large part of the magazine is devoted to the upcoming election to be held during the annual meeting Thursday, July 10, in Louisville, Kentucky, as part of the 65th annual International Auctioneers Conference and Show.

As a former candidate and as a current leader, I want to make sure you understand how important it is for you to vote. NAA has developed a process that allows you to vote, regardless if you are attending the Conference and Show in Louisville. To start this process, you simply need to request a ballot by Friday, May 30.

Many people have asked why we require a person to reach out to NAA for a ballot instead of just sending them. Voting is a right, but it is also a privilege of being in an organization. By having people request a ballot, it shows they have that interest — they have skin in the game, if you will.

Requesting a ballot is simple: Send an email to [hcombest@auctioneers.org](mailto:hcombest@auctioneers.org) starting May 1 and by May 30 at 5 p.m. Ballots will be sent out by U.S. Postal mail Monday, June 2. Please mark your ballot and return it by U.S. Postal mail by June 30. It is very important that you make sure you add your name and NAA member number to the outside of the envelope. Why? This is how we verify that an NAA member has cast that ballot.

In addition, this allows you as a member to change your mind. How? If you are currently not planning to attend Conference and Show but then find you can go, you can request that your ballot be returned to you Thursday, July 10. You will need to give the Election Committee chair your name and member number. They will then be able to locate the ballot and return it to you to be destroyed. At that point, you may pick up a new ballot and vote in person.

Since ballots must be requested in May and returned in June, we also have included some candidate information on page 39. Make sure that you read these profiles. If you need to contact the candidates, it is your responsibility to ask your question; just as it is their responsibility to answer your question!

The future of NAA is in your hands. Research has

proven that one of the key elements in having a successful association is making sure the board of directors is competent and engaged in the organization. We can complain all we want about “the NAA.” But, the simple fact of the matter is this: You, I, we, all of us are the NAA, and it is important that we support its future. Since we can't run an organization effectively with 3900 members, we elect the board of directors to represent us.

This year, the Nominating Committee had a very difficult position; they had excellent candidates for all of the available positions. In fact, there were candidates that the Nominating Committee could not recommend as they are required by the Bylaws to only recommend two candidates per position — so, two candidates for Vice President and four candidates total for two Board of Director positions. The candidates who were not endorsed could still run, though none of them decided to do so. So, the slate of candidates has been set.

What a group it is. I am proud to be a member of an organization with people who want to serve their membership by running. It is hard to run a campaign; we as Auctioneers are known for our egos — we have to have egos to do the jobs we do. So, by running a campaign where someone wins a position and another candidate doesn't is difficult on the old ego (I know that firsthand!) But, I hope all of the candidates who don't win this year choose to run again next year. We have people who want to serve, and I for one appreciate that!

Please read the profiles on page 39 carefully. Seek out answers to your questions, and think for yourself if you are interested in running. This year, Vice President Tom Saturley, CAI, and CEO Hannes Combest, CAE, will be holding a session during the afternoon of Wednesday, July 9, to talk about how you can get involved in NAA. Plan now to attend.

Being president this year has been hard work, but it has also been a lot of fun. I would highly recommend this job to anyone.

Just think about it, will you?

*Paul C. Behr*



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**On the cover:** NAA members agree that a quality sound system is of the utmost importance. We agree.

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# Wisconsin puts ‘Spotlight on the Auctioneer’

**A**PPLETON, Wisc. — The temperatures outside may have been subzero Jan. 26-28, but it was hot with excitement about the auction industry as Auctioneers from throughout Wisconsin gathered at the Radisson Paper Valley Hotel and Conference Center for “Spotlight on the Auctioneer” Wisconsin Auctioneers Association’s Winter Conference.

The conference featured speakers, entertainment and competitions among countless other opportunities. Nationally known Auctioneer Mike Brandly, CAI, AARE, presented seminars on “Baby Boomers & Demographics” as well as a very interesting seminar on “Auction Verdicts.”

Another national speaker, Auctioneer David Whitley, CAI, CES, spoke on several auction industry-related topics. Dr. Jonathan Bock, along with speech-language pathologists Carrie Katata and Caroline Ziegler presented on Auctioneer voice health.

Highlights of the Winter Convention included the Monday evening Gala & Dinner, where some of the Association’s most

prestigious honors took place. Auctioneer Nellie Beland, of Superior Auction & Appraisal LLC, was inducted into the Wisconsin Auctioneer’s Association’s Hall of Fame.

Beland has demonstrated her dedication through her leadership in the industry, where she has held many positions, including President of the WAA in 2008. Family, friends and staff surprised Beland during the presentation as she received the award.

Additionally, Pam Teasdale, of Teasdale & Gill Auctions, in Shullsburg, was inducted into the Auxiliary Hall of Fame. Pam was noted for her generosity to the auction business and support to the WAA Auxiliary.

Newly-elected officers were also named during the event. Those results: president — Tim Miller; president-elect — Kathy Packard; vice president — Bryce Hanson; treasurer — David Koning; director — Jeff Hines, CAI, AARE; director — Sterling Strathe, BAS, CES. ❖

# Husband, wife take WVAA competition honors

ROANOKE, W. Va. — The West Virginia Auctioneers Association held its annual convention Feb. 22-23, at the beautiful Stonewall Resort. The event topped out with 115 attendees who were able to take in presentations by NAA President Paul C. Behr, CAI, BAS, and 2012 IAC men’s champion Justin Ochs, CAI.

Among 27 competitors, the 2014 bid calling championship was won by Mark Mazzie, with Tim Bennett taking the rookie bid-calling crown. Robin Mazzie won the inaugural ringperson com-

petition. Hall of Fame awards were presented to Bobby Stewart, III, and to Barbara Blake-Snelling, CAI.

Newly-elected officers were also named during the event. Those results: president — Robert Stewart, Jr.; president-elect — Darwin Plumlee; vice president — Bobby Stewart; executive director — Barbara Blake; board members — Tom Wolfe, CAI, CES; Mark Mazzie; Jason Miller; Craig Johnson; Susan Johnson; and Teresa Kee. ❖

# Paper is still king

**M**ore often than not, references to paper and print these days are wrapped around an underlying assumption: that they're things of the past.

Don't you believe it.

Paper and print are far from obsolete. In most cases, they're superior choices to digital text. And, now there's more evidence backing up that truth. An article in the April 2013 issue of *Scientific American* states that paper — not digital text — is what the brain prefers. People absorb information better when they read it on paper. The article cites studies done around the globe on the subject.

Two Sides U.S. Inc., a nonprofit organization that strives to promote the responsible production and use of print and paper, addressed the findings in a recent blog.

"Since the 1980s, there have been more than 100 comparative studies in the United States, U.K., Taiwan, Sweden, Norway, France and Japan to explore differences of how people read and comprehend on paper versus screens," the blog states. "While technology continues to improve, it still hasn't reached the comprehension level of traditional paper users."

"What we have learned from these studies is that readers prefer real paper over its electronic counterpart and achieve high levels of comprehension and retention with paper."

## No contest

The *Scientific American* article points out that reading from a screen is more mentally taxing than reading from paper. Paper reflects ambient light, but computer screens, tablets and other digital readers shine light on people's faces. Over time, reading on screens can cause eyestrain, headaches and blurred vision. The overall effect is a dimin-

ished ability to concentrate.

But, paper has more going for it than kindness to the eyes. As the Two Sides blog says, researchers have found that the very layout and form of a printed book helps the reader.

"When recalling a passage, people often picture it on the page," the blog explains. "An open book's many corners are landmarks that make such memories stronger."

The thickness of read and unread pages help, too, and give people a better-defined sense of space than a screen can provide.

The *Scientific American* article isn't the first source to make a case for the benefits of printed reading materials. An essay in "Paper Because: 28 Collected Essays," published in 2013 by paper manufacturer Domtar, covers the subject in detail.

"It has been proven that paper is a better tool for fully assimilating information," the essay states. "Researchers at Cambridge University based this conclusion on a number of factors ranging from the ease and speed of visually/spatially locating content on a printed page compared to a screen, to the distraction of reading online, and the functionality of a screen-based document compared to the printed version."

In the end, research on

the effectiveness of learning from paper sources compared to screens only helps strengthen the case that people in the printing and publishing industry have made for years.

As the Two Sides blog says, "(Paper) fills a key society role by helping readers create their own unique experience whether it is through learning and study habits or getting personally involved in a work of fiction."

Put another way, paper isn't going anywhere.

*This article first appeared in its entirety in the March 2014 edition of Print Matters — a product of Johnson Press of America. ❖*

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# NAA Board explores new member benefits

By Staff

At its recent meeting in April in Overland Park, the National Auctioneers Association focused its discussions on providing new benefits for members.

One such benefit will be a new website that will be ready for use by the first part of 2015. During discussions on Pathways to 2020, the multiyear business plan adopted by the Board last year, this new website was made the top priority for 2014.

The Board indicated at this meeting that it wants to make sure that this site provides members tools that will help them grow their business or make them more profitable. They also noted that they want to see the user experience on the site to be rated higher so that members will return for additional tools throughout their NAA membership experience.

The Board also directed staff to investigate the feasibility of developing a new community forum where NAA members could talk within like groups on issues of importance.

Several members will work with staff to assist in the development of this site. This task group includes: Brian S. Bendele; Janine Huisman, CAI, ATS, BAS, GPPA; Bill Menish, CAI, AARE, BAS; Justin Travis Ochs, CAI; John Thomas Rowell, AARE, GPPA; and Emily R. Wears, ATS, BAS.

Also during the meeting, the NAA Board reviewed the financial audit provided by Keith Hall, CAP and Ashlee Swearingen of Ifft and Co., PA. No issues were identified in the audit as significant. A complete copy of the audit can be found at [auctioneers.org/financials](http://auctioneers.org/financials).

As part of its fiduciary responsibility and policy requirements, the Board reviewed a report provided by Gail Meriweather of Arthur J. Gallagher & Co. Gallagher was hired to provide a comprehensive audit of the human resources policies and procedures at NAA Headquarters, to conduct a cultural survey analysis of the staff and a compensation study. She reported that there were



NAA President Paul C. Behr (left) and EI Trustees Chairman David Whitley (right) congratulate NAA Treasurer Chris Pracht as he holds a sketching done in honor of his service to NAA. Photo by Curtis Kitchen

two minor issues within the human resources area to rectify and that the overall culture and working environment was positive. According to NAA policy, a comprehensive human resource audit is conducted every five years. This was the first time that such an audit had been conducted.

Elsewhere, the Board also affirmed the selection of two new Education Institute Trustees: Janine Huisman, CAI, ATS, BAS, GPPA; and Andrew Imholte, ATS, BAS.

The Board discussed other priorities listed in Pathways to 2020 (see [auctioneers.org/financials](http://auctioneers.org/financials) for the complete document) and approved the constitution of a new Council on Future Practices. The Council will investigate new trends within the auction industry and will issue a report to the membership in 2015.

Membership will continue to be a priority of the Board and various tactics were discussed, including the decision to make available the auto-renewal of membership dues. This benefit will be available to members by September. More information is forthcoming.

A complete summary of the Board meeting will be available in June under the Download section in the Member Resource area of [auctioneers.org](http://auctioneers.org). ❖





## McCurdy: Taking part in IAC will make you better

To my auction family,

**W**ow, how time flies! It seems as if we were just wrapping up in Indianapolis, but in fact the 65th Annual International Auctioneers Conference and Show is right around the corner.

As my year as IAC Women's Champion comes to an end, I can't help but reflect on how amazing this year has been. Traveling, meeting Auctioneers across the country and representing this industry are all among my favorite things to do.

I have traveled to Iowa, Missouri, Idaho and Tennessee. I've had the opportunity to judge contests, teach classes and have a life-changing experience at St. Jude Children's Research Hospital. I am amazed by what they do for patients and their families. I'm proud to be an NAA member that supports this organization.

I've been fortunate to share the year with the talented and kind-hearted Andy White. I couldn't have asked for a better person to share this experience with. We will both be missing out on preparing ourselves as competitors this year. Truly, I'll miss it.

Leading up, I was practicing, preparing and reading *Auctioneer* to make sure I was current on all the latest news and trends of the auction industry. The best advice I can give is to be yourself and enjoy every minute of it! Competing is challenging, but it is an incredible experience that I encourage every Auctioneer to try. It is an opportunity to challenge yourself to be the best that you can be. You will focus on your chant, presentation skills, industry knowledge and overall abilities as an Auctioneer. From this, you can only get better! The bonus is you will meet and build friendships that will last a lifetime.

The IAC honors Auctioneers who are outstanding bid-callers and also represent the industry as an ambassador to the NAA. They are looking for somebody just like you! I'm looking forward to seeing everyone in Louisville and getting excited to see who will be crowned as 2014 Champions. Good luck! If I can be of any assistance, please don't hesitate to reach out to me. After all, we come from an organization that promotes AUCTIONEERS HELPING AUCTIONEERS!

Sincerely,

**Megan McCurdy, CAI, BAS**

*2013 Women's International Auctioneers Champion*



## White on IAC: ‘One of your lives is about to change’

For five years, I sat in the roll call meeting before the International Auctioneers Championship competition, and each year the message was the same: “Someone’s life was going to change that day.”

Over the course of the last 10 months, I can attest that what these past champions told us is actually an understatement. Those first few weeks after last year’s championship are still a blur of video cameras, photographers, reporters, phone calls, friend requests and well wishes. A short time later, my wife Megan and I boarded a plane for what would be one of the most impactful events of our life at the St. Jude Children’s Research Hospital. We left Memphis knowing the good Lord has blessed us with more than we deserve, and that we all

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have the ability to make a difference in someone’s life each day.

Since then, I have traveled the country speaking at state conventions and have been fortunate to meet so many Auctioneers who share the same passion about our great industry. I hope I have made as much of an impact on these Auctioneers as so many of them have made on me.

At my first IAC, I quickly learned that the past champions weren’t champions because of the rings on their fingers, but rather by their steadfast passion to build a stronger NAA and aid each one of us in becoming successful. It was these past champions that made me realize the IAC isn’t about winning, but rather forging new friendships while improving yourself and each other so that we all might raise the tide together. Come with a desire to win, but don’t lose sight of the opportunities the IAC gives you to broaden yourself.

For those of you competing in the 2014 IAC, it is time you start fine tuning your skills. I found it extremely helpful in preparing for possible interview questions to have in-depth conversations with several of my friends about the direction of our industry, and how we as NAA members will lead the charge. Regardless of how you prepare, remember what is most important: Be yourself, have fun and smile.

I hope to see all of you in Louisville, where I look forward to telling you that one of your lives is about to change.

Best of luck,

Andy White

2013 Men’s International Auctioneers Champion

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# FAA says commercial drone use illegal; judge disagrees

By Staff

**E**specially in farm and other real estate auction settings, auction professionals increasingly have taken to using drones in commercial settings to help capture the full extent of a property and market it in a flashy, attractive manner.

On Feb. 26 of this year, however, the issued its “Busting Myths about the and Unmanned Aircraft” as it began to solidify its stance on drones and attempt to crack down on their use for commercial purposes.

The document’s issuance came a week and a half before Federal Judge Patrick Geraghty ruled against the in its case against Raphael Pirker, which essentially opened up commercial use of drones within the United States. The appealed the March 6 decision the next day, which stays the decision until the National Transportation Safety Board rules.

The case itself was and is interesting because it highlights the continued commercial use of drones despite the’s best efforts to stop the practice. In his geospatial-solutions.com blog, Eric Gakstatter examined the public’s “so what?” attitude toward the

“Forgive me for circling back on the the topic of drone use for commercial mapping in the U.S., but I’m drawn to it like a bee to honey,” Gakstatter wrote in a . 28 post. “Perhaps it’s because I used to fly airplanes, or because drone technology encompasses a lot of the technology I’m involved with: GNSS, inertial navigation, GIS, imagery.

“Be that as it may, the most intriguing aspect of this issue in the U.S. is that seemingly law-abiding citizens are knowingly (or unknowingly) disregarding the’s firm stance that no commercial drone operations are allowed.

“According to the , it doesn’t matter if the drone flies under 400 feet. It doesn’t matter if an operator only flies the drone above his/her own property. It doesn’t matter if the drone operator doesn’t charge for the service. If its business-related (such as mapping your fields), it’s illegal, according to the .

But, who cares?”

Gakstatter went on to explore where the defendant attitude developed and why it is strong , sharing that “there seem to have been very few enforcement actions taken by the .”

“In November 2013, I requested a list of enforcement actions from the regarding UAVs (Unmanned Aerial Vehicles). Despite giving me delivery dates, nothing has arrived and I’m told I won’t likely see anything from the agency.”

So, despite a shaky

enforcement history, things are tied up in court, and the story bears watching. ❖

*Eric Gakstatter is a GPS mapping/surveying/navigation, GIS and 3D visualization consultant in the , area. To see Gakstatter’s full posts, visit <http://geospatial-solutions.com/faa-commercial-drones-are-illegal-public-so-what/> and <http://geospatial-solutions.com/faa-enforcement-action-dismissed-against-commercial-drone-user/>.*

“It’s what you learn after you know it all that counts” – John Wooden



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# EXCELLENCE, REFINED

## CAI students were treated to the illustrious designation's extensive redesign

By Staff

**I**n March, more than 100 auction professionals from all over the United States and Canada attended the Certified Auctioneers Institute (CAI) in Bloomington, Indiana, and they were part of something not seen for a long time.

“CAI students were treated to the most extensive re-engineering of the designation in years,” according to CAI Committee chair Will McLemore, CAI.

McLemore noted that while has continued to make incremental changes to the curriculum throughout the years, the 38+ year old program was entirely reconstructed this year.

Aaron Ensminger, Director of Education, said the entire three-

year curriculum is now designed “to build on itself so that the skills learned in the first year of CAI form the broader concepts in CAI II, which in turn, change the overall strategic work completed in CAI III.”

As an example, Ensminger noted that this year's Class I students learned about valuing assets and qualifying sellers, two specific skills that lead directly to the auction proposal project, a requirement for students between Classes I and II for years. Additionally, Ensminger said, students learn marketing and business planning in Class 2, which will lead directly to their business plan project that must be completed between CAI II and CAI III.

This year, CAI III students learned from new and returning instructors about broad topics such as interpersonal communication skills, which can be used to broaden their work in pursuing

sales leads and negotiations from a strategic perspective. Ensminger said that students at this level also learned about how they could identify more capacity within their organization through a program on increasing productivity and increased efficiency.

The CAI Committee decided that this year was time for the overhaul, McLemore said.

“We have always sought to provide high-quality instruction to CAI candidates,” McLemore said. “We were at a point where all of the small revisions had necessitated this overhaul.

“We still have more work to do, but we feel very good about the progress we have made to date.”

Ensminger said that the numbers that lead to CAI this year were outstanding.

“We almost oversold the number of seats,” he said. “People really understand the value of CAI



El Trustees Vice Chairman Will McLemore presents the Pat Massart award to Steve Shuppard. Photos by Curtis Kitchen



Will McLemore poses with Brian Cooper, CAI, ATS, CES, GPPA, winner of the Rose Award.

continued »

### BRENT WEARS, CAI, AARE, CES, ATS Candidate for NAA Director

I feel honored to have been selected by the NAA Nominating Committee to represent the members of the NAA on the Board of Directors. I look forward to continuing my service to the industry and association. I ask for your support by exercising your right to vote, either by absentee ballot or at the convention & show in Louisville.



- Full time auctioneer
- 35 years in the auction industry
- Iowa Auctioneers Association (IAA)  
Hall of Fame 1999  
Bid-Calling Champion 2001  
Past President, Officer, Director, Chair of various committees
- Wyoming Auctioneers Association  
Director 2011-12, 2014 - present
- NAA life member
- NAA Designee CAI, AARE, CES, ATS
- NAA Volunteer  
Election Committee Chair, Mentoring and State Ambassador
- Active member of the Iowa, Colorado, Wyoming Auctioneers Associations
- Member MarkNet Alliance

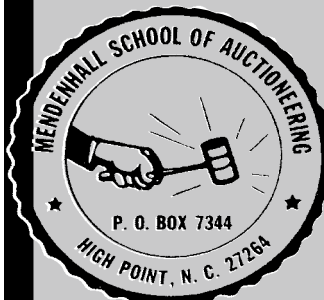
Thank you and I look forward to seeing you in Louisville in July!  
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CAI III students David Hudgins, CAI, AARE, (left) and Ted Pike, CAI, AARE, share a light moment at CAI.



Murry McCandless, BAS, CES, Amy Martin and Terri Walker, CAI, BAS, CES, (right) find a moment to chat.

in this industry, and they want that kind of high-level continuing education.”

Ensminger said that 57 students attended CAI I, 49 were in CAI II, and 41 in CAI III. In addition, three individuals who hold the CAI designation audited various classes. Ensminger said auditing the class is a benefit open for those who have completed CAI, have completed their continuing education requirement and paid their designation dues. Individuals who audit the course can do so for a \$50 fee.

In addition, they are responsible for their own travel and lodging expenses.

Ensminger noted that registrations for 2015 were already being accepted, and there will be a special price for people who attend the International Auctioneers Conference and Show for CAI I only during the Show: \$1000. CAI classes will begin Sunday morning, March 22, 2015, and will run through 4 p.m. Thursday, March 26.

McLemore noted that the Education Institute Trustees have made a commitment to having a strong curriculum for every designation. In fact, he said, rewriting curricula for AARE, ATS and CES is part of the 's new multiyear business plan, Pathways to 2020 (for a copy of this document, go to the Spotlight section on [www.auctioneers.org](http://www.auctioneers.org)). McLemore was elected chair of the EI Trustees at the spring meeting in Bloomington (see story on page XX).

Other committee members for CAI included: David Hudgins, CAI, AARE, (Vice Chair); Jack Christy, CAI, BAS, CES, MPPA; Whitey Mason, CAI; Justin Vondenhuevel, CAI, AARE, CES; Jimmie Dean Coffey, CAI, ATS, AARE, BAS, CES, MPPA; and Terri Walker, CAI, BAS, CES.

During closing ceremonies at CAI, Jarrod Hines, CAI, was named winner of the Pat Massart Scholarship. This award is voted on by members of CAI Class III and is given to an individual who demonstrates outstanding leadership qualities. The award is named after Pat Massart, a longtime adviser at CAI who passed away in 2008.

For more information on CAI or to register for the 2015 classes, go to <http://www.auctioneers.org/education-calendar>. ❖

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The 57 students in CAI I (top), 49 in CAI II (middle) and 41 in CAI III (bottom) combined with three class audits for a total of 150 participants in the 2014 CAI event. Submitted photos



# Google's

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# Industry prestige and promotion are among hopeful spinoffs from Google's modest investment into Auction.com.

By Nancy Hull Rigdon

**G**oogle Capital's recent \$50 million investment — a relatively modest figure according to some business analysts — in Auction.com is a compliment to the auction industry and raises the overall industry profile, members say.

“We as professional Auctioneers need to grasp and take advantage of and really appreciate that significant investment entities have discovered what we have known for generations,” says Vice President Tom Saturley, CAI, of Tranzon Auction Properties. “We are an attractive profession. What we do is a needed

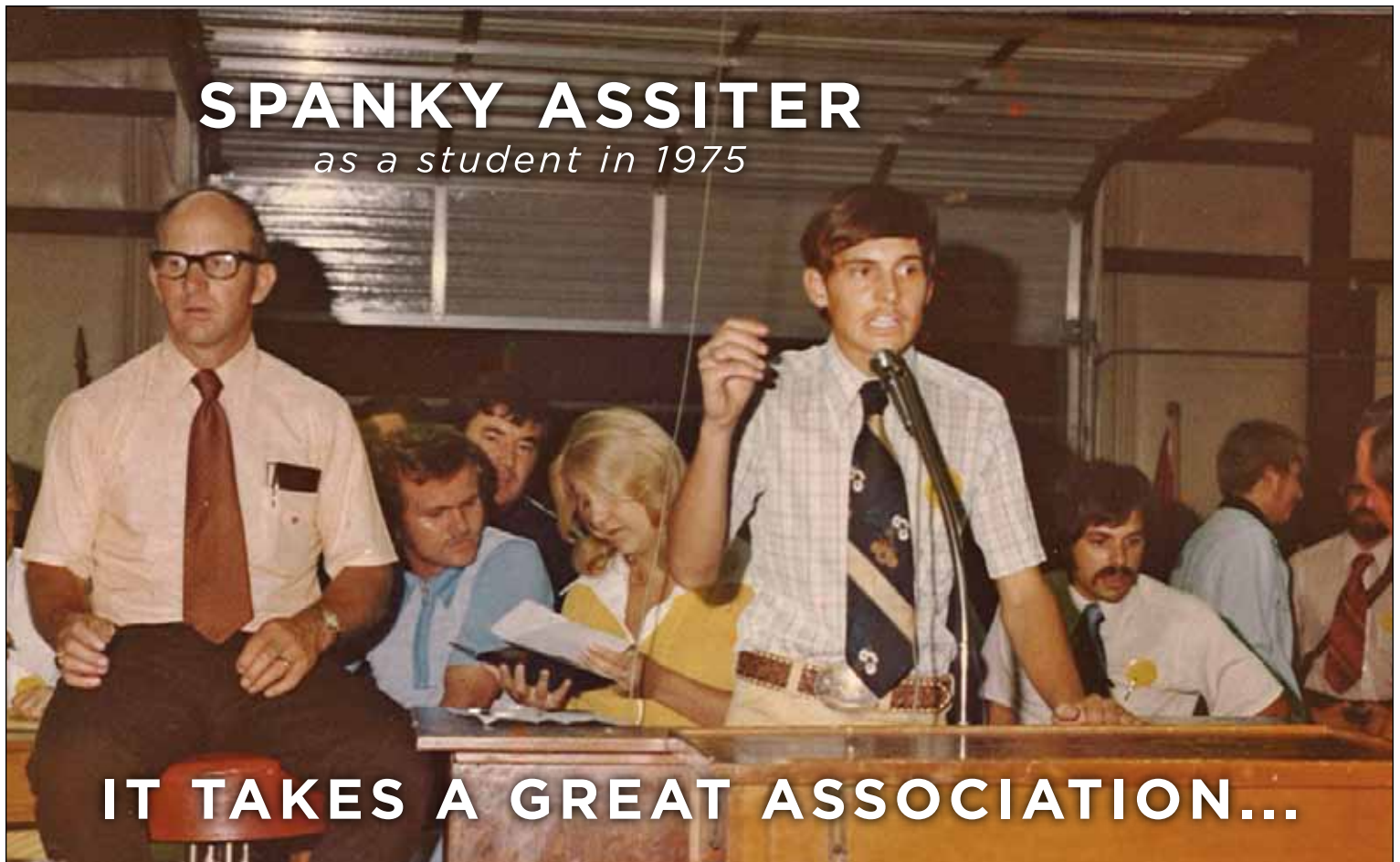
service in this society.

“Google recognizes the efficiency and productivity and excitement that auctions bring.”

In March, Auction.com — the nation's largest online real estate marketplace — announced the investment by Google Capital. The Google-backed growth equity fund's list of prior investments includes SurveyMonkey, Lending Club and Renaissance Learning.

As part of the deal, a Google Capital representative will join

*continued »*



“We’ll have Google, which is this massive communication platform, communicating that the auction method is for retail buyers, investors and individuals instead of just banks.”

Scott King, CAI, AARE  
*J.P. King Auction Co.*

Auction.com’s board, and a second Google Capital representative will serve as a board observer.

Jeff Frieden, Auction.com CEO and member, said in a press release that the investment will allow Auction.com to tap into Google’s “deep expertise in digital marketing and mobile, as well as in building world-class products.”

Frieden also said in the release that Google Capital’s support will allow Auction.com to carve out a bigger share of the global real estate market.

Google Capital Partner David Lawee said in the release, “We think Auction.com can fundamentally change how real estate, and particularly commercial real estate, can be bought and sold, leveling the playing field for smaller investors.”

Scott King, CAI, AARE, of J.P. King Auction Co., expects the deal will elevate Auction.com’s appeal to mainstream buyers and sellers seeking traditional real estate sales. King specializes in the sale of luxury real estate and considers the anticipated changes will spell positive news for Auctioneers.

“We’ll have Google, which is this massive communication platform, communicating that the auction method is for retail buyers, investors and individuals instead of just banks. And that is a major endorsement to the auction method of marketing,” King says. “As Auctioneers, we’re always looking for ways to

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promote the industry, and this will send the message that auctions are a viable method for real estate transactions.”

The move, he says, also signifies a bright future for the auction industry.

“It’s exciting that a technology company is investing in the future of real estate sales,” he says.

King likens the future of Auction.com to “the of real estate,” and he knows that may concern some Auctioneers. However, he says lessons learned from the birth of can ease the unknown.

“Many in the auction industry panicked when Google came along. But, what it has done is turn more people online,” he says, reiterating that Google’s investment in Auction.com stands to grow the client base for real estate auctions.

Saturley emphasizes that auction professionals should stay on course.

“The challenge is to continue to do what we do the best, and that’s solve people’s problems,” Saturley says. “We need to make sure we don’t get sidetracked by things that are happening around us but, in fact, make sure we are polishing our craft and using those skills to our advantage.” ❖

“We need to make sure we don’t get sidetracked by things that are happening around us but, in fact, make sure we are polishing our craft and using those skills to our advantage.”

**Tom Saturley, CAI**  
Tranzon Auction Properties



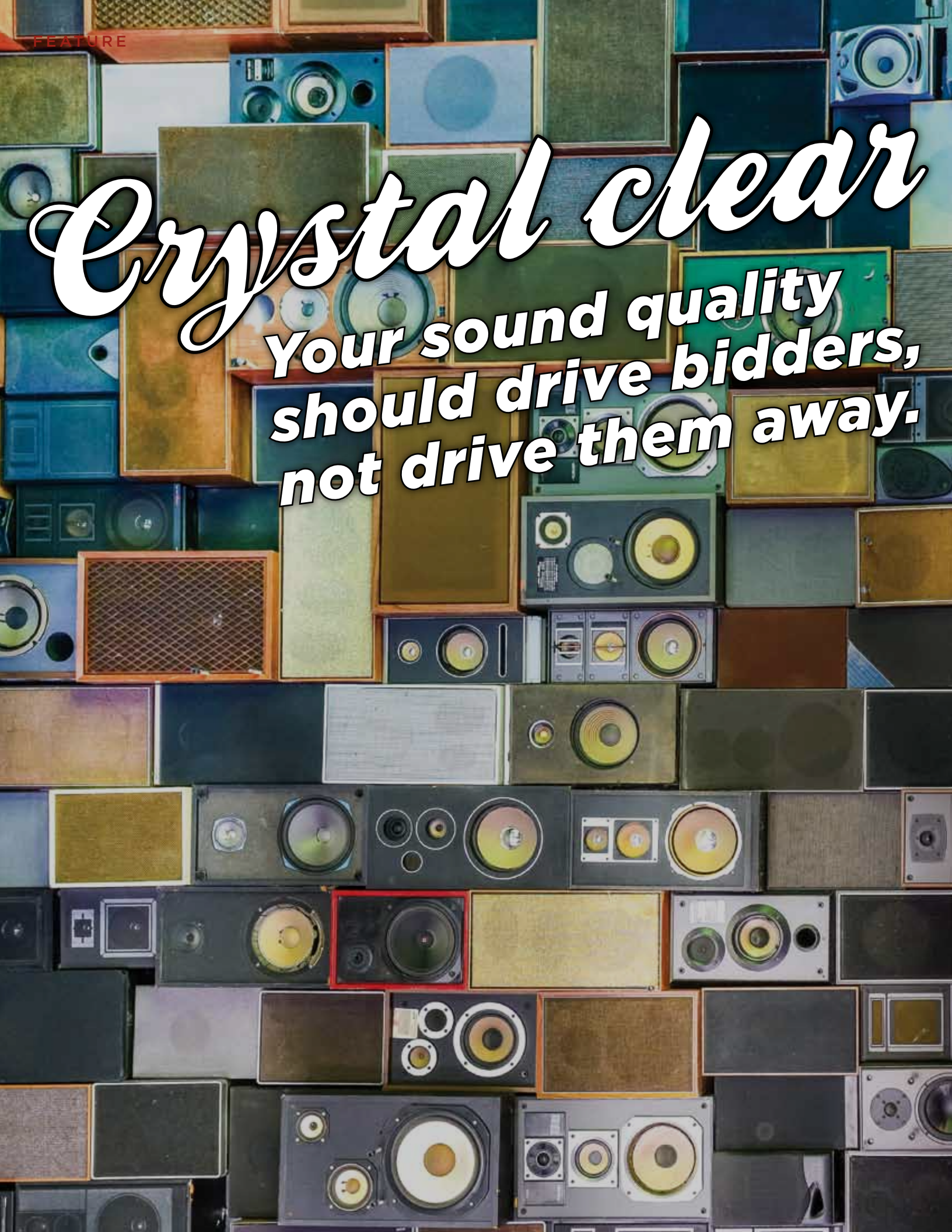
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# *Crystal clear*

**Your sound quality  
should drive bidders,  
not drive them away.**



By Curtis Kitchen  
editor

The bid call is a lullaby of sorts, meant to help pique crowd interest and lyrically lend a hand to creating a competitive bidding environment. Part of the fun behind the auction chant is the general public's inability to make out exactly what the bid caller is saying.

What isn't fun is if that unintelligible quality comes not from the Auctioneer, but from the sound products themselves.

Couldn't you just imagine? All that work — months of pinpoint marketing, weeks of meticulous cataloging and writing dynamite item descriptions, a mountain of man hours organizing and setting up the perfect venue — to make your auction event perfect on all fronts. And, it all amounts to bupkis because your buyers can't get past that annoying too-hot microphone in your hand or the ill-positioned speaker.

It might be an obnoxious, random "Screeeeeeeeeeee!" feedback issue. Perhaps it is the over-modulated "MMMMPPGGGHHH IZZZZ VSSSHHHHH" that made some attendees head to the door as they wonder if you ate the mic because, look, nobody likes to be VSSSHHHH'ed at.

At the least, it comes across as a little amateurish. At most, it drives annoyed people to their cars empty-handed.

A good auction professional knows the truth is unless you're holding a silent auction, sound quality matters. It matters a lot.

**Sounding off: Your response**

Last month, I took to Facebook to ask a formal question in an informal setting: On a scale of 1-10, how important is the quality of your audio system and sound to your business?

"If people can't hear me, they can't bid. They don't bid, client suffers," Forres Meadows, CAI, ATS, BAS, of Boerne, Texas, wrote. "Quality sound, including speakers, amps, (and) wireless mics, equal revenue. Plus is I'm clear and not fatigued from a bad sound system. I sell better, and our client benefits.

"I believe in you get what you pay for."

Tim Keller, CES, of Lancaster, Pennsylvania, also recognizes the effect a bad system can have on a crowd.

"Some people equate 'good sound' with 'loud sound,'" Keller wrote. "A sound system of quality can often be run at a lower

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*“The portable system should have a real ‘horn driver,’ not a tweeter, and preferably be bi-amped (two amps – one for horn, one for full range speaker). Having an electronic crossover to separate the frequencies and an independent amplifier for just the horn will give clean/clear sound to the bidders, and thereby increase the chance on “raising the bid.”*”

**Brian Stith**

*Sound Projections*

volume because it is equalized and mixed correctly. Poorly mixed sound can make people feel uncomfortable and uneasy.

“Poor sound distracts from the environment we are trying to create.”

Auctioneer Scott Gillespie, of Graceville, Minnesota, perhaps summed it up best.

“I think sometimes people don’t notice a premier sound system, but they sure notice a poor one,” he said.

That thought seems to indicate there might be a middle ground

when it comes to sound, but where is it, and what factors should auction professionals consider when investing into a system?

**Sound check**

As Keller mentioned, sometimes people mistake “loud” for “good” sound. Brian Stith, national sales manager for Sound Projections, performs seminars nationally that teach marching band directors about portable sound and what they should look for when looking at purchasing systems. He says the same information can be applied to auction professionals’ decision making also.

“To ask how loud a system is, typically somebody asks, ‘How many watts is it?’” Stith said. “But the correct question to ask is, ‘How many decibels does it produce?’”

“Watts simply tell how much power is needed/used to create the sound. Decibels (db) is what we actually hear.”

Stith suggests a sound system should have a db output of at least 10 db louder than any surrounding sound. Otherwise, “it could be difficult for the bidders to hear the calling, and therefore [they may] possibly not continue to bid,” he said.

In terms of clarity, Stith said it comes down to consonants.

“The proof is to look at any personalized license plate. Consonants are shown, we fill in the vowels,” Stith said. “The consonants are in the upper frequency range of what we hear, so a sound system should produce clear sound in that range, especially for Auctioneers.

“The portable system should have a real ‘horn driver,’ not a tweeter, and preferably be bi-amped (two amps – one for horn, one for full range speaker). Having an electronic crossover to separate the frequencies and an independent amplifier for just the horn will give clean/clear sound to the bidders, and thereby increase the chance on “raising the bid.”

That may all sound somewhat complicated, and you’re right, it is. However, the good news is that audio professionals are never too far away (your vendor is usually very helpful), and neither are some neat, new pieces of audio technology that eliminate a lot of potential guesswork in trying to make your audio clarity the best it can be.

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## The EZ-MCP1 compressor

In early April, I attended the annual NAB Show in Las Vegas — a massive gathering of the world's top broadcast technology companies and vendors. Only there for a day, I met with representatives from about 15 companies while exploring the latest broadcast industry tools and trends.

Of those visits, I stumbled upon the Radio Design Labs trade show booth, which held the RDL EZ-MCP1 mic compressor. The nifty, simple-looking box works brilliantly to pull mic levels down from over-modulated thresholds and reins them in to provide a comfortable sound without sacrificing audio quality.

I was provided a demonstration of this as the representative walked several feet away, turned away from me and screamed into the mic. As the sound traveled from the mic through the compressor and then to the speaker, output lev-



els never pushed above green LED levels. The audio clarity never wavered, and I could clearly make out what the rep was yelling above the trade show floor's din without having to raise the speaker's volume.

You can imagine how helpful this technology might be in your own environment.

## Remember ...

In closing, remember, volume is key, but so is keeping your audio from becoming unbearable. It should help drive the bidders, not drive them away. There are audio professionals

and tools out there to make auction professionals sound their best. Invest your time and money wisely with your audio products, and you won't be sorry you did. ❖

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# Letters of credit

## Can they be used for both real and personal property?

**Question:** Recently, I was reading a magazine article that contained an advertisement for investment property. One of the terms referenced in the advertisement was the presentment of a letter of credit from a bank to the Auctioneer. I have never been involved in a transaction in which a letter of credit was required. Will a letter of credit aid me in my auction sales of real property? Can a letter of credit be required for the sale of personal property also?

**Answer:** *The National Auctioneers Association defines "Bank Letter of Credit" as "A letter from a bank certifying that a named person is worthy of a given level of credit. Often requested from prospective bidders or buyers who are not paying with currency at auctions." (See , Glossary of Auction Terms.) In the auction context, letters of credit provide assurance to sellers regarding the financial ability of bidders. The letter of credit serves as a guarantee to the seller that it will be paid, regardless of whether the buyer ultimately pays, as long as the seller does what he or she agreed to do. The risk that the buyer will fail to pay is transferred from the seller to the letter of credit's issuer. In other contexts, such as international trade, letters of credit are common to facilitate transactions where multiple currencies are involved or various complex requirements and stages must be completed.*

Auctioneers should be aware that if they are accepting letters of credit, then their advertisements should disclose that letters of credit will be accepted. As a practical matter, disclosing the requirement for letters of credit will increase the base of bidders who are qualified to bid on the day of the sale.

Selling expensive items and real property can present financing challenges for some bidders. A letter of credit is a form of financing, where the seller is the beneficiary and the buyer is the account party. The buyer will generally approach his or her bank to request a letter of credit. The bank will issue a letter of credit that will include certain transaction documents the seller is required to deliver to the issuing bank. These documents might include a bill of lading, a commercial invoice or a certificate of insurance, or other such documentation. Once the seller provides these documents, the issuing bank will make the promised payment to the seller.

For example, consider a manufacturer located in Michigan that decides to sell its machinery, including industrial presses, extruding machines and other large equipment, and each piece of equipment will be extremely expensive. Bidders from multiple states and countries may attend the auction sale. The Auctioneer and the seller will not likely know any of the bidders personally and it is unlikely each bidder will have the ability to tender cash or obtain credit on the date of sale. Since the letter of credit is the obligation of the issuing bank, the letter of credit will likely have a maximum amount associated with the buyer and there will be an expiration date. This limits and minimizes the issuing bank's risk and obligation for the letter of credit.

While the theory of a letter of credit seems enticing, there are some risks that Auctioneers and sellers should consider. First, letters of credit can be

fairly expensive. While the costs will vary based on the circumstances, it generally will be between 1 percent and 3 percent of the contract amount. Second, Auctioneers and sellers should consider the quality of letters of credit. Letters of credit are only as good as the bank that issued them. Auctioneers and sellers will need to evaluate any bank that issues a letter of credit. If the bank issuing a letter of credit is unfamiliar to the Auctioneer or seller, then they may want to consider the risk associated with accepting a letter of credit from that bank. One suggestion is to have the Auctioneer or seller obtain confirmation from a different bank regarding the letter of credit. The confirmation from another bank provides an additional level of protection. If the issuing bank of the buyer does not pay its obligation, then the confirming bank may have to do so.

In most traditional auctions, Auctioneers and sellers can operate with traditional lines of credit. When the property being sold is of such a nature that traditional forms of financing are not available, then a letter of credit can assist in the transfer of those properties. In real property sales, the issuing bank may

require information related to the title, survey or environmental condition and other issues concerning marketability of title. If an Auctioneer is conducting international auctions, then a letter of credit may be appropriate even when smaller items are being sold. However, unique situations that require the use of a letter of credit will likely be uncommon for most Auctioneers. For those Auctioneers who routinely sell industrial and manufacturing equipment or conduct international auction sales, a letter of credit may be an option to assist in the financing of the sale.

If an Auctioneer decides to make letters of credit a part of their auction practice, he or she should seek licensed counsel to review the terms of each letter of credit issued on behalf of a bidder. Each letter of credit is unique and an attorney should review the conditions to ensure that the Auctioneer and seller can deliver the documents required by the issuing bank and to investigate the credit worthiness of the issuing bank. Also, the bidder's registration agreement should note that letters of credit are accepted or required. ❖

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By Carl Carter, APR

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



# Media's loss is Auctioneers' gain

Traditional news is shrinking.  
Auction companies can fill the void.

**A**s soon as I finish writing this column, I'll head to a reception that will "celebrate" the relocation of the local newspaper's staff to a much smaller, older building so that its beautiful headquarters built just a few years ago can be sold. Their staff has now shrunk to such a small size that they just don't need that big fancy building. And while that is sad for the news industry, it points to a situation that may create opportunities for auction companies.

The Birmingham News was one of the most respected in the South when I began my career there as a reporter. Now it publishes print editions only three days a week (though news goes on its website daily). The journalists still working there are doing the best they can, but they can't match the quality and quantity of news they published until recently. The same scene is being played out all over the country, in cities like New Orleans, Cleveland, Portland, Newark and scores of smaller towns.

And yet, the dwindling force of reporters continues to make up 54 percent of the reporting power

nationwide. And all those vaunted "digital" news media that get all the attention? They employ a mere 7 percent of journalists in the United States. They carry a lot of content, but most of it is created by others — specifically, newspaper reporters.

That translates into a content shortage that's constantly getting worse. Less news is being created more so now than even a couple of years ago. It looks like more on the surface, but that's because the shrinking body of original content is being recycled over and over again by wire services and "viral" sites like BuzzFeed, Reddit and Upworthy. We recycle it as well when we post links to stories on our Facebook and Twitter accounts.

Underneath all of that is a shrinking source of real, new content. It comes precisely at a time when our society has a huge appetite for interesting stuff to read, share, link and discuss on Facebook, Twitter and other social media.

Here lies the newly created opportunity for auction companies. When people are looking for content to share and talk about, why shouldn't we provide



some of it? Few industries have so many compelling stories and interesting characters. Our auctions are jam packed with good stories just waiting to be told and sold.

A baseball signed by Babe Ruth. A historic inn. A million-dollar painting. A family leaving its farm after generations. You can make up your own list. We are surrounded by compelling stories.

I realize you're skeptical. How are you going to get your content in front of people? Unlike news media, we don't have subscribers. People don't come to our websites looking for news.

Maybe not, but I'll tell you a secret: News sites have the same problem. Less and less of our news reading begins with a specific news site (e.g., CNN.com, NJ.com). Rather, more people are getting it topically by clicking on links that interest them in their tablet news readers, (e.g., Feedly, Flipboard), on Google News searches and through social media. News organizations now train their reporters to post content to Facebook and Twitter. Auction companies can use those same channels.

There are all kinds of ways to create content. Your website probably lets you set up RSS feeds, which enable visitors to "subscribe" to your content – getting all your new content in their email client or news reader, for example. A blog is a great way to provide commentary and tell stories that can be linked, shared and consumed well beyond your website. Press releases are also effective for this. I post every release I issue on my company's website and provide links to it on Facebook and Twitter. When I publish an article like this one, I post it there as well if I have the publication's permission.

As a bonus, all that added content can do wonders for your site's search engine rankings.

Sure, it's a lot of work. It takes time. You'll need to promote your content at every opportunity — in your email blasts and in your email signature. Enlist your agents and employees to do the same. Stay with it even if you're not seeing immediate results. I believe it will pay off in the long run. ❖

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**Steve Proffitt**

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

# One way to go

## In estate auctions, avoid the invalid seller.

Auctioneers fret so much about trying to find prospects to consign valuable assets to auction that when someone steps forward to sign up, the resulting relief and joy can be disarming.

This is no time for a celebration, however. Instead, the Auctioneer's "smoke detector" should be turned to "high sensitivity" to ensure there is no wisp of trouble in the air that might indicate the Auctioneer should reject and not accept the matter. Unfortunately, many prospects fall into the latter category due to a simple and longstanding rule — a prospect with invalid authority can never make a valid contract from which an Auctioneer might gain a good auction.

Let's consider this issue in the context of a decedent's estate.

### Ring-ring ...

An Auctioneer received a telephone call from a woman who needed to liquidate her deceased mother's estate. Her father had predeceased her mother (his wife) several years earlier and the woman and three siblings are the heirs of their mother's estate. The woman and Auctioneer discussed the types of items that were to be sold and the Auctioneer was very interested in handling the matter. Then the wheels ran off the road.

The Auctioneer inquired as to where the mother had died in order to obtain some information from the court regarding the estate. The woman then dropped the "trouble" bomb — her mother did not have a will

and had simply told her daughter that, upon the mother's death, the daughter should sell the mother's house and contents and equally divide the proceeds between the daughter and her siblings. The woman volunteered that she had enjoyed a nice relationship with her siblings but, since her mother's passing, these relations had become "a little strained."

### Invalid seller

The woman had no attorney advising her on estate issues and she had not been appointed, or otherwise qualified, to serve as a legal representative for the estate. This required the Auctioneer to inform her that he could not sell any of the estate's property until she or someone else qualified through the court to serve as the estate's representative and gained the legal authority needed to enter into an auction contract for the sale of estate property. A seller without this authority is an invalid seller.

### Common issue

It is not uncommon for an Auctioneer to encounter a prospective seller with an interest in a decedent's estate who views the property as fair game for parceling up and disbursing, however that person sees fit. This is neither what the law provides for nor will allow.

Decedents' estates fall in one of two categories: (a) those with valid wills ("testate") and (b) those without valid wills ("intestate"). The answer as to which category a particular estate is in will determine the path for

settlement of the estate.

### Testate

A person who makes a legally valid will is called a "testator." The purpose of a will is to record the testator's final wishes regarding the distribution of the testator's estate assets. A well-planned and drafted will names a representative that is authorized to act on behalf of the estate in handling all issues and working toward settlement. If this representative is a man or an artificial person (such as a bank), the representative is called an "executor." In some jurisdictions, an executor who is a female is called an "executrix." Those who are beneficiaries under the will are referred to as "devisees" or "legatees," and the will designates the property, or interest in it, which they are to respectively receive.

### Intestate

When a decedent dies intestate, there is no valid will to provide a disbursement scheme for the estate's assets. Nevertheless, these assets will be disbursed according to a strict formula. This is called "intestate succession" and it will be provided for by the statutory law of the state in which the decedent was domiciled.

An intestate's estate will be administered by an "administrator." A female administrator is referred to as an "administratrix" in some jurisdictions. Those who inherit under this scheme are known as "heirs." Intestate succession laws have no ability to divide certain assets, such as who

is to receive the decedent's dining room furniture, or the tract of land that fronts a certain lake. Instead, these laws divide an estate by designating which heirs are to receive what shares of the assets.

### Sources of authority

The authority for an estate representative to sell assets by auction must come from one of three sources. First, where the decedent dies testate and there is a will, the terms can vest the executor with the authority to sell some or all of the assets at auction. Second, where all of the beneficiaries (in the case of a testate decedent) or heirs (in the case of one who dies intestate) are joined, these parties can jointly consent to an auction of estate assets for their mutual benefit. Third, the representative can petition the court with jurisdiction over an estate to order an auction of the assets.

### Search for authority

An Auctioneer considering an auction

for a decedent's estate must ensure he or she is dealing with an authorized representative possessed with valid authority. This is the person that the law designates to act on behalf of the estate in handling all issues and distributing all assets. This person should be able to provide an Auctioneer with a court-provided certification to attest to this authority which mere beneficiaries and heirs lack.

This brings us to the crux of the matter that the Auctioneer described. The subject decedent died intestate and the Auctioneer was contacted by an heir of the estate. The Auctioneer recognized that the heir had not qualified to serve as the administratrix of the estate and, therefore, lacked authority to engage him to conduct an auction. He advised the woman accordingly. To cure this deficiency, she would have to go to the court and seek appointment as the estate's administratrix.

### Bad signs

The compass in this matter already points

to trouble, however. When the Auctioneer asked about the woman's relationship with her siblings, she answered that their relationship had become "a little" strained. Between the time an auction contract is executed and the settlement of that sale made, these relationships will have ample opportunity to become "a lot" strained ... which can lead to as much trouble.

### Conclusion

An Auctioneer should always ensure that he or she is dealing with a lawful estate representative with the authority to contract for an auction. This is the only way to go for a successful outcome, because valid authority must exist for the representative to enter into a valid auction contract. Anything less and the Auctioneer runs the risk of legal jeopardy from acting improperly. While this rule will preclude an Auctioneer from taking some auctions, the ones accepted will not be doomed to trouble from the start and, hopefully, can be turned into good sales. ❖



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# ACROSS AMERICA FOR WOUNDED WARRIORS

## A Florida Auctioneer tractors cross-country to raise awareness.

By Nancy Hull Rigdon

C. Ivan Stoltzfus wasn't sure what to expect when he posted a message on the National Auctioneers Association Facebook page about his plans to drive a vintage John Deere tractor coast to coast while raising funds for the Wounded Warrior Project.

Within 40 minutes, more than 20 Auctioneers were eager to help.

"I was so humbled at the support," says Stoltzfus, CAI, of Coast-line Auction & Realty in Sarasota, Fla.

His fellow Auctioneers kept their word. Days before his journey was set to begin in April, a few Auctioneers throughout the nation were planning benefit auctions and other events along his path, and a handful of other Auctioneers had donation plans.

Support for Stoltzfus' mission has extended well beyond the

auction industry, and his trip is attracting significant national attention. Stoltzfus' journey was born out of his lifelong dream of making a cross-country trip, and he's staying focused on a substantial goal: raise \$1 million as well as awareness for the Wounded Warriors Project — an organization that supports injured military veterans.

In mid-April, Stoltzfus had raised close to \$17,000 and prepared for his adventure to begin 26 in Manasquan, N.J. A send-off parade was in the works, and there was a good chance Gov. Chris Christie would ride on Stoltzfus' tractor during the celebration.

Stoltzfus plans to explore the back roads of America atop a retrofitted two-cylinder tractor — a 1948 John Deere Model A. The tractor will tow a 24-inch camper decorated with American flags and the words, "Across America for Wounded Heroes: Changing Lives At A Time." He expects to complete his 3,000-mile journey in Crescent City, Ore., this fall.



*“My dad looked me straight in the eyes and said, ‘Ivan, I did a lot, but I wish I would have done more. If you have a dream, just do it. Don’t waste any time.’”*

**Ivan Stoltzfus, CAI**

*Coastline Auction & Realty*



Stoltzfus

Stoltzfus, who splits his time between Honey Brook, Pa., and Sarasota, is a semi-retired farmer, real estate broker and Auctioneer. The inspiration for the trip dates back to 1937. That’s when Stoltzfus’ late father spent a year traveling from the East Coast to the West Coast. His father made the trip, and Stoltzfus listened with fascination as his father told of the dirt roads and kind people he encountered along the way.

Stoltzfus’ interest in auctioneering is also tied to his father. As a child, Stoltzfus and his father enjoyed attending auctions together.

“I loved to hear Auctioneers. I was always intrigued by them,” says Stoltzfus, who focuses on real estate auctions. “While I was out plowing in the field, I would be practicing auctioneering.”

A conversation Stoltzfus had with his elderly father prompted him to start planning his own journey.

“My dad looked me straight in the eyes and said, ‘Ivan, I did a lot, but I wish I would have done more. If you have a dream, just do it. Don’t waste any time,’ Stoltzfus says.

He took his father’s advice to heart, and as he planned his dream adventure, he searched for a mission.

“The Wounded Warrior Project has always tugged at my heart

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strings,” he says. “The older I’m getting, the more I’m realizing that I’ve taken my freedom for granted.”

He continues, “There’s nothing political about me choosing this cause. I just feel like America is one big family, and it is our responsibility to take care of each other. This is about helping our fellow Americans.”

He plans to visit veterans hospitals along the way, and veterans groups are planning rallies, parades and other events on his path. Prior to his trip, he’d already experienced many emotional moments related to the cause. For instance, the family of a fallen veteran asked him to carry a photo of their son during his journey. A veteran from Wyoming planned to drive 150 miles to see Stoltzfus in Colorado.

“If I can put a smile on one veteran’s face, to me, it will all be worth it,” he says.

For updates on Stoltzfus’ cross-country journey and details on giving toward his Wounded Warrior Project fundraising, visit [helpamericanheroes.com](http://helpamericanheroes.com) or the “Across America for Wounded Heroes” Facebook page. ❖

## VETERAN THANKS MEMBER FOR WORK OPPORTUNITY

*Ed. note —Recently, I received a letter from Catherine, who simply wanted to say thank you to her employer for giving her and other veterans a chance to work. It came before I knew about Ivan Stoltzfus’ journey, but not too much before, and it made me think there couldn’t be a much better accompaniment to a story reporting on Ivan’s worthy cause. For space considerations, the letter has been shortened some, but hopefully you’re still able to feel Catherine’s gratitude. - ck*

**By Catherine Britt**

I would like to thank John Dixon and Associates for hiring me — a 24-year Air Force veteran. My training in the military was the inspection and transportation of hazardous cargo of all kinds. The requirements for my military job were to be a very detailed and, of course, very accurate individual.

I was first hired by Kathy “KJ” Otis, the Chief Financial & , as a fill-in for the who was on sick leave for an extended period of time. I knew the first day that I worked at John Dixon & Associates that it was a unique company. , my job became full time, and I am now in my second year as an .

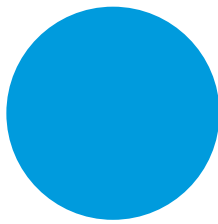
I might add that I am not the only veteran associated with JDA. Approximately one-third of the staff has served in our military. John Dixon himself served two tours of duty with the Navy Seabees in Vietnam.

I am sincerely thankful this company took a chance on me and for the respect and patience I have been shown every day since I came to work here. I urge all members to remember and employ the veterans of the United States military.

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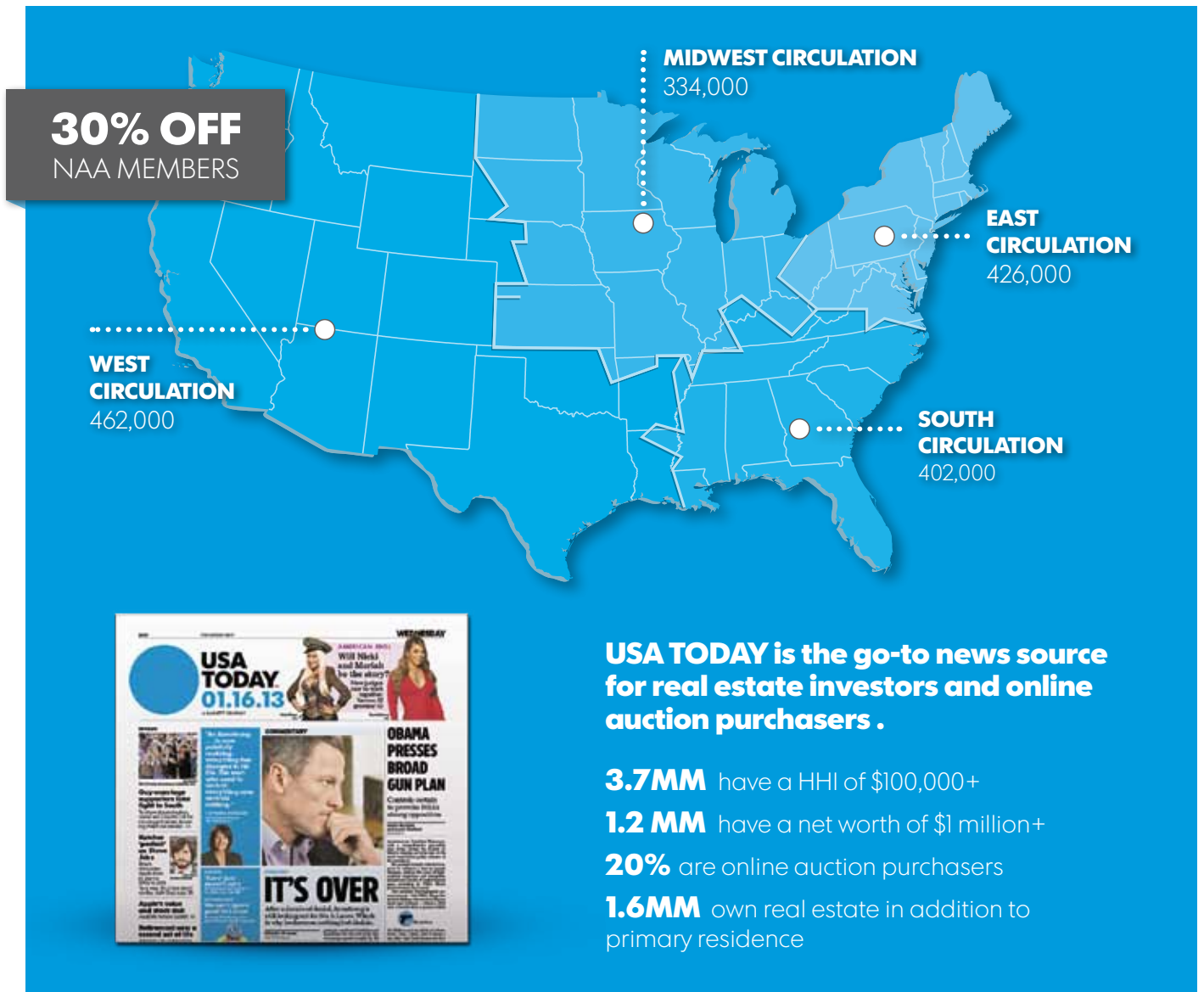
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Sources: 2012 Mendelsohn Affluent Survey, adults 18 or older, HHI \$100,000 or more; September 2012 ABC Publisher's Statement (print copies only)



"Cracker" Johnson and his wife, Angela, are building a family business in the Sunshine State.

Submitted photo

# Florida family auction team is snap Cracklin

## Chad "Cracker" and Angela Johnson have turned a son's interest into a family affair.

**C**racker Auction Services might have the nickname of its founder in the title, but it's turning into a family affair.

Chad "Cracker" Johnson, CAI, BAS his wife, Angela, are a team who continually look to improve and branch out. The fifth- and sixth-generation Floridians have four children, all of whom have a hand in the business to one degree or another. In fact, if it weren't for their eldest son, Tyler's, initial interest in auctioneering, Chad might never have stumbled into it.

Tyler, 23, loved accompanying his father, who works in the livestock medical industry, to sales barns. Even if it meant climbing out of bed in their Chiefland, Fla., home at 4 a.m., Tyler was raring to go. On a return trip one day, Chad heard his son, who was around four or five at the time, mimicking the bid call he'd heard at the sale barn. It was clear that Tyler was enthralled, which prompted dad to learn how to do the auction chant so he could teach his son.

Not long after Chad had learned the chant, the local Future Farmers of America chapter put together a fundraiser for travel expenses to the national convention in Washington, D.C. Chad was recruited to run the cake auction. He didn't really think he was that good at it, but he gave it a go. A cattleman in attendance gave Chad a slap on the back after the event and told him he might have missed his calling.

"It was that vote of confidence that gave me the boost to at least pursue it further," Chad said.

He began taking auctioneering more seriously and came in contact with National Auctioneer Association members who took him under their wing and made him "feel at home." In particular, he is extremely grateful to Benny and the late Barbara Fisher, whom he said offered "kindness, ambassadorship and inclusive hospitality that always made us feel important and part of and ." He got his Florida Auctioneer license in 2002, but didn't start

actually making a business out of it until 2005.

Angela has a degree in education and spent several years teaching elementary school. When things really started getting serious with Chad's Auctioneer career, she stepped in and became the bookkeeper.

In all their years together, she's noticed a string of hobbies that pop into her husband's life before they start fading away. The life span of the average hobby or passion is around seven years, she's noticed. However, auctioneering isn't going to fade away.

"He has a very natural, charismatic stage presence," she said. "He just walks in and takes over. He's just good at it. I said 'if this is what you want to do, I'm game.'"

Angela continues to work part time as the director of education foundation for the Levy County School District while pursuing her Certified Auctioneers Institute certificate. She's also a on the Auxiliary Board.

"She's the string on my balloon," said Chad, referring to his wife as the details and task oriented force in the business. "I get up onstage, and I look like I'm all that, but truth be told, it's Angela that gets it all done."

The Johnsons specialize in purebred cattle auctions, real estate and charity auctions. They are in the process of developing a parent company for their charity auction services called Affinity Auctions. If the children, including sons Quin, 16, Bryden, 15 Maddilyn, 13, hold on to their interest in auctioneering, it will remain a family business.

"It's a budding family affair," said Chad. "What the future holds for them, I don't know ... they can come into it and help expand and grow, or we can liquidate in 20 or 30 years."

Chad, who is also a Levy County Commissioner up for re-election this fall, has won awards for his auctioneering, including the 2008 Florida Champion Auctioneer crown. He's received the Professional Ringman Institute designation and is CAI certified. He's also a principal real estate Auctioneer and broker associate for United Country Smith & Associates.

As for the name of the business and Chad's nickname, it comes from a couple of different sources. First, Chad said original settlers to Florida were referred to as "Crackers." Since his family tree dates back to the first Floridians, and his grandfather was known as an "ole' Florida Cracker Cowman," the name holds some significance. Also, Chad earned the nickname in college due to his ability to crack a whip.

"The name just stuck," he said.

Look for the Johnson crew (minus Tyler, who is working full time) at the Conference and Show in Louisville this July. They have attended as a family since 2010 and really enjoy meeting other auction professionals and enthusiasts from around the country. ❖

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

One weekend, little 2-year-old Reese started throwing up a lot, so her mother took her to their local pediatrician that following Monday. But Reese continued to get sick and was rushed to the family's local hospital where she was admitted. On her fourth day at the hospital, Reese had a seizure. Almost immediately, she was taken to have a CT scan and an MRI. It revealed that the little girl had a deadly brain tumor. Reese's mom said, "I was determined to find the best place for her to go and get treatment. I was terrified. I didn't want to lose my child."

She did some research and discovered that there was a place that could help Reese—so she obtained a referral from her doctor to come to St. Jude Children's Research Hospital. "Once we were here, I definitely knew we were in the right place," said Reese's mom. St. Jude doctors placed the little girl on a treatment plan that includes four months of chemotherapy and 30 rounds of proton radiation therapy, followed by six more months of oral chemotherapy.

Families like Reese's will never receive a bill from St. Jude for anything—not for treatment, travel, housing or food—because all a family should worry about is helping their child live. And this is all possible because of Partners In Hope like you. Thank you for giving from within so these precious children can receive the care they so desperately need. God bless your good heart.

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**SPANKY ASSITER**

CAI, AARE

ASSITER AUCTIONEERS  
CANYON, TX

## Why are you seeking a position on the NAA Board of Directors?

With 39 years in the auction industry, I have experienced firsthand the importance of strong leadership in the NAA for all genres of the industry. It is imperative that we provide the education and support needed for every Auctioneer, from the seasoned professional to the person just starting out, as we brand the NAA Auctioneer. I believe my own experience in a variety of genres including: real estate, storage units, livestock, equipment, benefits, collector cars and more, lends itself to a unique perspective in helping to guide the NAA in these endeavors. As a direct recipient of the benefits of NAA membership, I have a passion for ensuring that those Auctioneers who desire it can receive those same benefits under my leadership.

## If elected, how will you make a difference?

First, if we are to increase membership, we must break through barriers and reach other venues of Auctioneers that haven't typically been NAA members. As licensing and technology become increasingly important to these groups, our sources of education can and should be of significant value to them. I believe the position of leadership and my career background will enable me to help bridge the gap within some of these venues to encourage membership. Second, with the changes and challenges to our industry, motivating the incoming generation of Auctioneers to utilize the tools the NAA provides is imperative to their success. They must be shown that the opportunities the NAA offers are an investment in their future. I consider it my calling to lead the charge.

## What are your plans for strengthening the NAA?

"It works if you work it," has always been a mantra that I strongly believe in and apply to my own life daily. My plan is to use where I am in my own career to help reach and encourage members to take advantage of the opportunities before them as an NAA member. In order to increase and retain membership, but more importantly, to strengthen the overall

auction profession, I will build upon the work of the leaders before me by adding value to membership with the "Pathways to 2020" program. By continuing to implement the programs and develop additional educational opportunities, we will help and encourage our members to "work it" for their own success and as a result strengthen the NAA.

## Please provide feedback on how the NAA's "Pathways to 2020" can best serve the Association moving forward.

In summation, the initiatives are education, promotion and advocacy. Research concludes the most sought-after benefit from education is economical. Specialized knowledge and technical skills, for example, lead to higher incomes, greater productivity and generation of valuable ideas. Providing education is vital, and many of us joined the NAA for these educational opportunities but also to combine our individual limited resources. There is strength in numbers. We all believe in and promote the auction method of marketing everyday as individuals, but not nearly as effectively as we can as a group. We aren't competing with each other but with other methods of selling. This association, our industry and each of us individually are best served to promote not only our methods but also the NAA.

## What else should NAA members know about you?

Believe it or not, it took eight years before I earned a paycheck in the industry after graduating from auction school in 1975! As a first-generation Auctioneer, it seemed impossible to find employment. Small free benefits, calcuttas, and our family reunion fundraiser were all I could find. Auctioneers from 200 miles away would use me for free on a regular basis. Again, "it works if you work it" became my mantra. It was the education and contacts through the NAA that developed me and kept me motivated to continue in the profession I love. I owe a pretty amazing ride in this industry to my involvement with the NAA. Now, I would love the opportunity to lead others to experience the NAA as I have.





**TIM MAST**

CAI, AARE

TRANZONASSET ADVISOR  
SELMER, TN

### **Why are you seeking a position on the NAA Board of Directors?**

The NAA and the auction profession have had a positive impact on my family, and I would like to do what I can to give back with what talents I have as a steadfast member, advocate and leader. Service to the industry is not new to me, nor is the interest in serving at the national level; I have served at all levels of our state association and as NAA ambassador. I have a passion for the auction profession, and enjoy being involved with our professionals, understanding their needs and concerns and being in a position to make a difference. I believe now is the right time to take the next step in serving the NAA membership.

### **If elected, how will you make a difference?**

I will listen to the concerns of our members with an open mind and use my best efforts as a solutions oriented problem solver to address concerns as they arise. I will also strive to be proactive in helping leadership recognize and address issues before they become problems. I believe my unique set of life and professional experiences allow me to see issues from alternative perspectives and therefore contribute to the discovery of solutions. Additionally, as a first-generation Auctioneer, one who started from the bottom, I understand the struggles of young Auctioneers and would like to explore ways to make participation in our programs and events more accessible to new members while maintaining and building upon the exceptional level of programming that we currently enjoy.

### **What are your plans for strengthening the NAA?**

I believe it is important that we strive to bring a larger percentage of Auctioneers on board as members. This will strengthen the NAA and the industry as a whole through increased professionalism and access to the finest education programs. One of the ways that I believe we can achieve this goal is by implementing a plan for better member retention. I also believe that we have to continue to explore ways to serve our current membership even better and thereby foster organic growth.

### **Please provide feedback on how the NAA's "Pathways to 2020" can best serve the Association moving forward.**

Pathways to 2020 was written to set specific goals that clarify what needs to be done to grow and strengthen the association over the next several years. The three areas of focus are education, promotion and advocacy. The strategies and goals set forth in the document are well thought out and will serve us well if we implement them; implementation will be the challenge. I'm prepared to meet that challenge and, if elected, will work with the board and staff to make sure that we realize those goals to the greatest extent possible.

### **What else should NAA members know about you?**

I am a dedicated family man with a drive to be a contributing member of my community and profession. The auction profession has given me the opportunity to travel and do business in all regions of the country and select markets abroad. Furthermore, I have lived in a foreign country, and, in addition to English, I am fluent in German and Spanish. These experiences influence the way I approach problem-solving and have taught me to listen carefully and see all angles before making important decisions.



**RICH SCHUR**  
CAI, BAS, MPPA

UNITED COUNTRY - SCHUR  
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## Why are you seeking a position on the NAA Board of Directors?

This Association has done more for me than words can express. I have been blessed to serve the NAA in various roles for the last several years, and wish to keep serving. I am a Board Member, volunteer on the speaker's bureau, teach at CAI and at the Designation Academy, and serve on several committees. The more I serve and contribute, the better I become as an Auction Professional, and the more I'm able to give back.

In my travels to the various State Associations, I met professional and passionate members willing to share with me their ideas for a better NAA. I consider serving more than a duty. I consider it a privilege and an honor to continue serving the members and the Association.

## If elected, how will you make a difference?

First, I'm already up to speed on Pathways 2020 as a sitting Board member. Secondly, I bring a variety of industry experiences with me into the boardroom. My background as a business owner also distinguishes me as well as my experience in the world of professional training and development (in both private and public sectors), and in Human Resources. I hold a master's degree in Continuing Adult Education.

Another advantage is my leadership experience on various community and professional boards. I'm a Past President of the Colorado Auctioneers Association and the Pikes Peak Chapter of the American Society of Training and Development (ASTD). I was the Chairman of both the Lake County (Ill.) Traffic Safety Task Force and the Lake County Gang Prevention Task Force.

## What are your plans for strengthening the NAA?

The NAA Board I serve on, and the Boards that have served before us, have placed the NAA on a solid footing. We're in great shape! I firmly believe in continuous improvement, and though we're good, there's room to get even better.

I plan to keep advocating and working toward both more and higher quality educational

offerings. We must find alternative delivery methods to make our education more accessible to all members. I want to see our strategic plan continue to evolve, looking for ways to make NAA members the preferred choice for consumers. We need to improve public awareness of who we are.

We need to continue to work both nationally and on the state level to ensure legislation favors our members and industry.

## Please provide feedback on how the NAA's "Pathways to 2020" can best serve the Association moving forward.

Pathways to 2020 is an evolution of planning by the board I serve with, and the boards before us. Developed with input from membership, it's designed to provide us with the tools we need to be the preferred auction professionals in the marketplace.

This means giving us the education and training we need to better our skills and abilities. It means creating awareness of the NAA and our members in the marketplace. It means keeping the NAA and our profession ahead of legislation rather than catching up to it.

I believe these are not only important goals, but are attainable. We can do this. We have been making progress. If elected, I'll continue the efforts we started and work hard toward these three valuable goals.

## What else should NAA members know about you?

I married up, and I married well! I am blessed to have the support of an incredible partner and an awesome team. I wake up every day looking forward to going to work. Thanks to this great team, I'm able to travel and dedicate my time to the NAA without worry about my business (but, I'm grateful for access to my smartphone!).

I want our members to know that this election isn't about me. This is about the continuing success of the NAA. It is about choosing the right team of experienced leaders, who have a good grip on the present and future of the NAA and the industry. I believe I have what we need to keep the momentum moving in the right direction.



## **BRENT WEARS**

CAI, AARE, ATS, CES

WEARS AUCTIONEERING, INC.  
SOLON, IA

### **Why are you seeking a position on the NAA Board of Directors?**

The NAA has always been helpful to me in my business. It is currently in a great position with a highly functional Board and Executive Committee and Staff on-site in Overland Park. The goals for the organization are set and attainable, and as those goals change and get reviewed, I would like to be able to provide my insight and ideas and help chart the course for the next several years and for the next generation of Auctioneers to come. I feel I owe it to the organization that has helped me grow and become better in my business.

### **If elected, how will you make a difference?**

I think of myself as a forward thinker, and I enjoy looking and planning ahead. I think change is often times good, and I want to help plan and look ahead for this organization to keep it on its present course of providing a strong organization to the members when they need it.

### **What are your plans for strengthening the NAA?**

The NAA is strong now, and by looking and planning ahead, it will continue to gain strength. I think it needs to continue to serve the membership. While we will never be able to get all Auctioneers to join our organization, I think we can strengthen the members who do belong and help them continue to grow their businesses. By doing so, others will soon see that the Auctioneers that continue to grow and are vital in their communities are members of the NAA. When they realize this, they, too, may join our organization.

### **Please provide feedback on how the 's Pathways to 2020 can best serve the association moving forward.**

I think by establishing and implementing the Pathways to 2020 plan, the NAA has positioned itself with a general plan to follow in the future. The plan also has the ability to change as we continue to focus on where the industry is and where it is going. The NAA leadership is given the flexibility to manipulate, manage and mold the Pathways 2020 plan into a continually viable document for charting the NAA's course. The key feature is to be able to watch closely and see what direction needs to be taken to remain in the forefront for the members.

### **What else should members know about you?**

I am a first-generation Auctioneer. I am full time in the auction profession. I have a small operation and serve clients in Eastern Iowa. I am dependent on my daily work to pay the bills, therefore I do not like being idle. My work ethic has gotten me where I am today. When a job needs to be done, I expect to do whatever I can to help get it done. I am at the auction early to help carry out and set up, and usually spend the end of my day in the office wrapping up the loose ends after the crew has gone home. I enjoy keeping busy, love the outdoors and love the auction profession. I welcome the opportunity to do anything I can to help this organization and the members it serves. I intend to work for the membership to help guide the National Auctioneers Association into the future, and with your vote I can follow through.



**DAVID WHITLEY**  
CAI, CES

ROCKY MOUNTAIN ESTATE  
BROKERS, INC. WHITLEY AUCTION  
MONUMENT, CO

### **Why are you seeking a position on the NAA Board of Directors?**

I seek an NAA director position so I can continue to serve you, the member. I want to continue to work to increase the professionalism of the auction method of marketing, allowing NAA members to get more, better work and make more money. The auction profession has been my chosen profession my entire adult life. I believe it's my duty to support the only national, professional association we have, any way I can. Right now, I can best do that as a director. Due to the hard work of many, the NAA is now on firm financial footing. We can now look at ways to deliver new and more valuable member services. We have come a long way. We still have further to go.

### **If elected, how will you make a difference?**

I will go right back to work on plans we are currently following. I will keep my eyes and ears open for opportunities we haven't yet considered. I have served as an NAA Education Institute <Trustee> for four years. This year, I serve as its Chairman. I serve as an NAA director and as a member of the NAA's executive committee. I am keenly aware of where we are, challenges we face and opportunities presented to us. I will not need time to get "up to speed." I am ready to continue with our work while always looking for new ways to better serve our members and remain relevant to the auction profession. We have come a long way. We still have further to go.

### **What are your plans for strengthening the NAA?**

"Build it, and they will come." I believe we have a strong core of around 3,800 NAA members. We need to serve you first. We must deliver excellent education, business and technology advice, and marketing ideas to our members. We must also advocate for the auction profession on local, state and national levels. We must do our best to give our members what they want and need. Happy, educated, successful members lead to new members. If we give you, what you want and need, you will be more successful. I believe that if we take care of you, the current NAA member first, membership numbers will take care of themselves. We have come a long way. We still have further to go.

### **Please provide feedback on how the NAA's "Pathways to 2020" can best serve the Association moving forward.**

Some may not be aware of what "Pathways to 2020" really is. It's a well thought-out, long-term business plan for the NAA. It gives us a plan to follow that does not change with each year's election. It brings continuity to the NAA not seen before. It can best serve the NAA by being the road map we follow each day. It allows us to prioritize our current plans while leaving room for new ideas. It helps us truly spend our time and resources on things we can accomplish and succeed at. "Pathways to 2020" will best serve the NAA by leadership following it; leadership that is open to change and opportunity. We have come a long way. We still have further to go.

### **What else should NAA members know about you?**

The NAA is in a good place right now. I have enjoyed serving you the last four years, and I ask for your vote so I may continue to serve you and my chosen profession. I'm proud of what we accomplished the last four years with NAA Education. We have an online designation pre-requisite class that gets top marks. We have rewritten designation programs and conducted hugely successful Benefit Auction and Internet Only Auction Summits. We have worked to make education at this year's Conference and Show better than ever. We have plans for more high-level auction programs yet this year. We have come a long way. We still have further to go. Your vote for Whitley allows me to continue the work. Thank you!



**LYNNE ZINK**

CAI, BAS, CES

LYNNE ZINK PRODUCTIONS, LLC  
JOPPA, MD

### **Why are you seeking a position on the NAA Board of Directors?**

Working in the auction profession full time as a first generation Auctioneer could not have been realized without the support of the Auctioneers Association of Maryland and the NAA. Both associations have offered mentoring and educational opportunities, and I want to continue to give back. In many endeavors throughout my life, I have always been actively involved and held leadership positions. Making a difference matters to me, and now that I am the immediate Past President of the Auctioneers Association of Maryland, continuing to serve on the national level will give me that opportunity. My experience and strong passion for the auction profession will be an asset to the team that will work hard to keep our association proactive through the Pathways to 2020 plan.

### **If elected, how will you make a difference?**

I will make a difference because I am not only an idea person; I get the job done. Our association and members will benefit from my background in leadership and education. The vision of NAA is that NAA members will be the preferred auction professionals used in the marketplace, and I will be a strong team member that will work hard striving to accomplish goals. My diverse experience in real estate, benefit and personal property auctions, contract auctioneering, and educational background will help the NAA with planning and preparing for our future.

### **What are your plans for strengthening the NAA?**

If we want to succeed as auction professionals, education and networking opportunities are two important factors that will help strengthen our members. The stronger we are as auction professionals, the stronger the NAA will be since our members are what make this a successful association. My degree in Secondary Education and English will prove helpful as we strive to meet the objectives of providing educational opportunities that will enhance our members' business goals and professional development.

### **Please provide feedback on how the NAA's "Pathways to 2020" can best serve the Association moving forward.**

The Pathways to 2020 business plan can best serve the association as a guide to direct us with objectives and specific strategies to help us move forward. It is important that we revisit the plan to evaluate our progress and adjust direction, if needed.

### **What else should NAA members know about you?**

Visit my page at [Facebook.com/VoteLynneZink](https://www.facebook.com/VoteLynneZink) to learn more. Please do not hesitate to reach out to me now or at Conference and Show. We all share a love for this industry and I want to hear your ideas on how we can continue to improve and meet the needs of membership. Also, my husband, Bill, and I have been married for almost 30 years, and we have two children, Anna & Jake. Anna is a physical therapist and professional bid assistant, and Jake is a journeyman electrician working as a foreman. We all love to work auctions together.



The NAA supports the FWS in its work on finding a reasonable solution to end poaching and the illegal ivory trade without hurting innocent, law-abiding Americans who own pre-ban ivory.

# NAA among group asking for ivory review

By NAA Staff

As reported in the April issue of Auctioneer, the United States Fish and Wildlife Service is tightening controls on the sale of el-

ephant ivory. If the proposed ban is enacted in its present form, any item that contains ivory would not be eligible to be sold, traded or auctioned in the United States unless it is more than 100 years old and the owner has the required documentation to prove that age.

In order to communicate the impact this will have on auction professionals, the National Auctioneers Association has signed onto a letter with 20 other organizations asking officials to review this part of the regulation.

“... the undersigned organizations respectfully request that you continue to work on a reasonable solution to end poaching and the illegal ivory trade without hurting innocent, law-abiding Americans who own pre-ban ivory,” the letter reads. “Thank you for your consideration, and we stand ready to work with this Administration to combat poaching and the illegal ivory trade.”

A copy of the full letter can be found in the Spotlight section of [auctioneers.org](http://auctioneers.org). ❖

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Marketing Contest Reception



Special thanks to the National Auctioneers Foundation for the support of various education speakers throughout Conference and Show.

# SDAA founding member was in three state halls

**C**harles “Charlie” J. Fischer, 79, passed away Feb. 7, 2013, at St. Alexius Medical Center in Bismark, North Dakota.

Charlie attended and graduated from Reich Auction School in Mason City, Iowa. On Dec. 2, 1956, Charlie opened Charles J. Fischer Auction Company-Real Estate and Insurance. On Feb. 14, 1957, Fischer Auction Co. held their first farm auction. Lucy Hoffman joined Charlie in clerking and cashing that first sale, and

everyone that followed for the last 55 years.

In 1962, Charlie acted as a founding member of the South Dakota Auction Association; he was inducted into the Auctioneers Hall of Fame(s) in South Dakota, North Dakota and Minnesota. He was an active member of the National Auction Association and received the Certified Auction Institute designation. ❖



Fischer

# First NDAA Auxiliary president passes away

**W**inona Lavonne (Logsdon) Penfield, 78, of Bowman, North Dakota, died Friday,

March 21, 2014, at the Southwest facilities in Bowman.

In late August 1958, her husband, Bob, and Winona purchased Home Base Auction Market in Bowman and moved there to begin their life as partners in the auction

business as well as start their family. Bob and Winona were married 56 years.

Winona was active in the auction industry, serving for years on the Auxiliary Board of both the National Auctioneers Association (NAA) and the North Dakota Auctioneers Association. She was the first NDAA Auxiliary President in 1961, and was inducted into the NAA Auxiliary Hall of

Fame. She worked alongside Bob in their auction business as head auction clerk and office manager at Home Base Auction and Penfield Auctions. She folded millions of auction bills and rode alongside Bob millions of miles as his partner in life and work. Winona was also a licensed real estate broker and a graduate of the Bismarck Business College. ❖

# Third-generation Auctioneer loved career

**J**esse Albert Heaverlo, of , passed away March 20, 2014, after a short battle with cancer. He was 64.

Jess, a third generation Auctioneer, truly loved his career and work for him was always fun and exciting, never a job. He was a year member and past president of the Washington State Auctioneers Associa-

tion and also a member of the National Auctioneers Association. Alongside his dad and brother, selling the stock sale at the West Valley Fair has been a Heaverlo tradition for the last 40 years. Jess believed that a man's life stood behind his handshake and his word was as good as money in the bank.

He was a leading force in preventing (for 10 years) the subsequent demolition of the Tin Shack and Bull Buck cabins and was influential in the design and building of Willow Tree Camp, Crow Lake Way, Fish Lake Way, White Pass, Mesatchee Creek and McCall Basin horse trailheads and camp. In total Jess volunteered for the U.S. Forest Service for 43 years. ❖



# Respected Auctioneer served cities for 45 years

Jack W. Peoples, 81, passed peacefully March 7, 2014, surrounded by family.

He had a respectable career as a farmer and Auctioneer, and for 45 years, Peoples served as Auctioneer for the cities of Virginia Beach and Chesapeake Chamber of Commerce 4-H Livestock Show and Sale, always giving generously of his time.

He was a member and past president of the Virginia Auctioneers Association, a member of the Auctioneers Association of North Carolina, a member of the National Auctioneers Association

and a member of the International Society of Personal Property Appraisers. He also served as chairman of the Virginia Auctioneers Regulatory Board for the Commonwealth of Virginia from 1989-1997. ❖

# Indy auction pro loved family

Jeffery B. Doner, 51, of Indianapolis, died Monday, March 31, 2014, in Indianapolis.

He was employed for 20 years by Kruse International, Auburn, and had been vice president and principal broker for Key Auctioneers in Indianapolis since 2009. He was a Certified Commercial Investment Member, and was a member of National Association of Realtors, and the National Auctioneers Association.

He enjoyed golf, auto racing, was an avid Indianapolis Colts fan, and loved his family. ❖

# Haley was past CAI president; in Kentucky Hall of Fame

Robert "Bob" D. Haley, 70, of , died Wednesday, March 19, 2014, in Sacred Heart Hospital in Destin, Fla. He was born Jan. 19, 1944, in Chicago, the son of Robert Harold and Edna Mae Davis Haley.

He married Kay Kollehner 19, 1965, in Kornthal Lutheran Church in Jonesboro.

Through his life, his career path took many turns from hospital business administrator to accomplished auctioneer of more than 40 years. He was a board member of the National Auctioneers Association and past president of the Certified Auctioneers Institute and also was inducted into the Kentucky Auctioneers Hall of Fame. ❖

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## Unusual farm items spur Michigan event

**O**n March 29, Art Smith Auctioneers had several firsts during a live public auction in Greenville, Michigan, that drew 585 registered bidders from four states despite chilly weather.

The “firsts” came in the form of some items not found at every farm auction and were the first ones ever seen in this area. Among the items:

- Advance Rumely “Universal” 18HP steam traction engine: \$15,000.
- 1960 Favorite threshing machine sold for \$6,250.
- 1922 Advance Rumely threshing machine went to Indiana for \$1,700.
- 5HP stationary steam engine sold to a man from Wisconsin for \$7,250.
- IHC 7’ grain binder sold for \$4100 to a Michigan buyer.
- Moore 4HP hit & miss gas engine went to Wisconsin for \$9,250.
- 1948 Wabash # 2747 RR caboose is headed to northern Michigan at a price of \$17,000.

Other prices realized on some nice farm equipment:

- 1981 IHC 3788, 2+2 tractor sold for \$17,000
- Donahue goose neck grain trailer with hoist went to eastern Mich. for \$11,500
- Case IH #496 DH 24’ folding disc sold for \$ 17,750.
- Pneumatic grain moving system sold for \$5,250. ❖

## Moran sale nets more than \$1.7m

John Moran Auctioneers amassed more than \$1.7 million in sales during Moran's first California and American Fine Art Auction of 2014, conducted March 25 at the Pasadena Convention Center, in Pasadena, California.

Attracted by an exceptionally and consistently strong selection of works by top tier artists, including two works by top California Impressionist Guy Rose, bidders from all over California filled the large room to capacity. A number of works sold above their high estimates, and several artists' world records were broken within the span of an hour.

The first work by Guy Rose (1867 – 1925) to go on the block was "Windswept Trees, Laguna," aptly described in a note in Moran's catalogue by well-known California art expert Will South, PhD, as "by every measure, a signature example of his mature aesthetic, an aesthetic that defines the highest cultural achievement of his time and place." Rose painted the 40" x 30" oil-on-linen "en plein air" in 1917, and was so pleased with the result that he kept it in his private collection, and reproduced it in a larger studio version which now belongs to the Irvine Museum.

Purchased from Stendahl Galleries at the Guy Rose Memorial Exhibition by members of the same family who consigned it to Moran's, this important work made its reappearance on the market with aplomb, realizing \$480,000 (estimate: \$500,000 – 700,000).

Sweeping Southern California landscapes in general performed quite well at Moran's. A bidding war broke out for a massive (40" x 60") canvas by Hanson Duval Puthuff (1875 – 1972) depicting a wide view of Big Tujunga Canyon (estimate: \$60,000 - \$80,000). Puthuff's impressive work renders the California scenery in true-to-life hues of yellow, brown and green, skillfully capturing the arid-meets-verdant landscape.

Bidding did not top out until the price reached the \$96,000 mark, the work going home with a delighted phone bidder. John Frost's (1890 – 1937) electrically colored oil on canvas, "San Jacinto, Palm Springs", executed in a feathery, painterly hand, earned an impressive \$85,750, well over the expected \$50,000 - \$70,000. ❖

## Irish sale realizes millions in 30 minutes

A total of €1.7 million (~ U.S. \$2.35 million) was transacted in just 30 minutes at the Resolve auction in early April.

Auctioneer Denis Barrett, who conducted the multi-property sale on behalf of a number of Cork city and county Auctioneers, said he was very pleased with this round of results:

The remarkable element of the sale was that most of the bidders were serious investors, who were represented by agents or solicitors, says Barrett, which side-steps overbidding, he suggests.

Two apartments in Killarney sold for €47,000 (~ U.S. \$65,000) and €50,000 (~ U.S. \$69,200) apiece, while four apartment units at Cois Coille, Tivoli made €706,000 (~ U.S. \$977,360) in total.

"This auction had a very different demographic in that it involved more professionals," says Barrett, "these investors want new and relatively good spec properties... We had six individual bidders with in excess of €750,000 (~ U.S. \$1.04 million) to spend."

(Information courtesy of irishexaminer.com) ❖



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## Tiffany vase scores \$60k in Kansas

**I**n Wichita, Kansas, a museum-quality Louis Comfort Tiffany art glass vase, pastel white and green with finely engraved calla lily décor and numerous beetle and spider highlights, soared to \$60,000 at part one of a planned five-part series of auctions to sell the lifetime collection of mostly porcelain and fine art glass gathered over 50 years by the late Dr. Ernest Rieger and his wife Karin.

The vase, 8 inches tall and signed by the maker, was the top lot of the March 20 auction that grossed \$1.3 million and was described by Auctioneer Jason Woody, of Woody Auction, as “by far the finest art glass auction ever held in Kansas.”

Exactly 400 lots came up for bid at the Doubletree Airport Hilton in Wichita. More than 100 bidder numbers were issued to the

in-person crowd, while another 955 people registered to bid online, via LiveAuctioneers.com. Also, 35 bidders participated via absentee bid.

Bidders seemed powerless to resist anything that carried the Tiffany name. A monumental and signed Tiffany decorated art glass vase having an iridescent aqua green background with pulled feather design, 15 ½ inches tall, brought \$39,000.

Breezing to an impressive \$44,000 was a 20-inch signed Tiffany art glass gladioli paperweight vase, boasting a green and lavender background with white blossom décor. It was signed “Louis C. Tiffany Favrele. This very vase (or one identical to it) was pictured sitting on a mantel in the Tiffany home in Robert Koch’s book titled *Louis C. Tiffany Art Glass*. ❖

# South African company sets new records

**G**oIndustry DoveBid South Africa's property division has broken all records in its recently held live and online auctions throughout South Africa.

Under Kim Faclier, Managing Director, Property for GoIndustry DoveBid South Africa, the company implemented a series of exciting and record-breaking auctions.

“With over R120 million rands (~ U.S. \$11.3 million) worth of properties sold at the fall of the hammer this past week, the auction industry has turned a new corner and proved that properties can be sold and

confirmed in a transparent and authentic manner, providing the authenticity and corporate governance required,” Faclier said.

GoIndustry DoveBid's experienced personnel, Auctioneer, national footprint and proprietary cutting-edge IT platform provided the successful mechanisms for all the real estate auctions for parastatal Telkom. A huge amount of planning, preparation, media placements, marketing, advertising, print as well as online via our global IT platform went into ensuring that this project was an unprecedented success.

All properties on offer in Cape Town, Johannesburg and Bloemfontein last week were sold on the fall of the hammer — a first for an auction house on behalf of a parastatal.

The sale mandate included vacant land and residential buildings, as well as some high-value commercial and industrial properties. Altogether, more than 50 properties went under the gavel. The properties are situated all over South Africa, from the Western Cape to KwaZulu-Natal, Gauteng, North West and Mpumalanga — and almost everywhere in between. ❖

## Chinese panels hammer down at \$121k

**A**n important 19th-century Chinese porcelain screen consisting of four large panels mounted in a carved wooden frame and depicting mountain scenes with elders soared to \$121,000 at a Fine Artwork, Porcelain & Decorative Arts Auction held March 29 by Elite Decorative Arts in Boynton Beach, Florida.

The screen was by far the top lot of the sale and the final hammer price caught the Elite team, which had assigned it a modest pre-sale estimate of just \$1,400-\$1,800, a little by surprise.

A blue and white Chinese footed wash cup from the Ching-Lung dynasty (circa 1736-1796), measuring 5 inches in height and signed to the base, changed hands for \$10,030. This lot was intriguing because it became lost some years ago and again resurfaced just after World War II.

A large oil on canvas painting by the Lithuanian-born American artist Max Band (1900-1974), titled *Butcher Boy* and imposing in size at 24 ½ inches by 39 inches, garnered \$8,260. The work is artist signed lower left and framed. Band studied at the Berlin Academy, authored the book *History of Contemporary Art* (1935) and lived a good portion of his life in Hollywood, Calif.

A bronze sculpture depicting a beautiful, partially nude woman by the French artist Jean-Baptiste Clesinger (1814-1883), 29 inches tall, fetched \$5,082. The 1857 work was highly detailed, with the woman's hair bound to the back with grape leaves. Clesinger was also known as Auguste. He learned from his father, a sculptor and stone mason, and maintained studios in Paris and Rome. ❖

## Auctioneer bags \$77,500 for mule deer tag

**T**he Wildlife and Habitat Improvement of Nevada (WHIN) held its 22nd Annual Fundraising Banquet at the Gold Coast Hotel and Casino in , March 15, 2014.

President Bill DeJuncker indicated it was a successful event in raising funding to restore habitat in the State of Nevada. But,

the highlight of the evening was when Auctioneer Vern Ratzlaff, BAS, held the Live Auction in which he auctioned a Nevada Mule Deer Heritage Tag for \$77,500. This tag allows the successful bidder to hunt statewide, during the entire hunt season, for his trophy deer.

All proceeds for this tag went to the Nevada

Department of Wildlife to be put in the Heritage Trust where it is used for the “protection, propagation, restoration, transplanting, introduction and management of any game fish, game animal, game mammal, game bird or fur-bearing mammal and the management and control of predatory wildlife in the State of Nevada. ❖



# MEMBERSHIP APPLICATION

Please complete all four sections of this form.

To apply for membership in the NAA, choose one of these application methods:  
 Complete this form with credit card information and fax to (913) 894-5281  
 Complete this form and return with payment to: NAA Membership, 8880 Ballentine, Overland Park, KS 66214

## 1

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

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

## 2

**MEMBERSHIP INFORMATION** (Please Print)

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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

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Payment in Full (One Payment Total):  Check  Credit

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## 4

**AUCTION SPECIALITIES**

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

- |   |   |
|---|---|
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| <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       |
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# NAA Member Benefit Highlights

NAA Member Services: (913) 541-8084 — Fax: (913) 894-5281  
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## 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.

## NAA Logo

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

## Constant Contact

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## Auctioneer magazine

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

## Auction E-News

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

## NAA Media Directories

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

## Online Mentoring and Networking Forum

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

## Auction Calendar

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

## NAA Education Institute

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

## Buyers' Guide

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

## NAA Credit Card Program with 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.

## 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).

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

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

## **Mission**

*The National Auctioneers Association exists to provide critical resources to auction professionals that will enhance their skills and success.*

## **Vision**

*National Auctioneers Association members will be the preferred auction professionals used in the marketplace.*

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

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



# EDUCATION CALENDAR

---

## **GPPA & USPAP (15 HOURS)**

*Charlotte, North Carolina • DoubleTree by Hilton Charlotte • May 11-18, 2014*

## **DESIGNATION ACADEMY @ CONFERENCE & SHOW**

*Louisville, Kentucky • The Galt House Hotel • July 5-12, 2014*



# CONFERENCE AND SHOW

*Louisville, Kentucky • Galt House Hotel • July 8-12, 2014*

## **BENEFIT AUCTION SUMMIT**

*Nashville, Tennessee • Embassy Suites Vanderbilt • September 14-16, 2014*

## **DESIGNATION ACADEMY**

*Las Vegas, Nevada • Hotel to be announced • December 7-14, 2014*





# CONGRATULATIONS! NAA Designations earned: Feb. 2014

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St. Croix is the largest of the U.S. Virgin Islands with a population of just over 53,000 people. It's wondrous landscapes, ocean vistas, and downtown areas tell a story of rich in cultural history, with influences from Denmark in the architecture and windmills.

**ST. THOMAS, US VIRGIN ISLANDS**  
St. Thomas is a melting pot of Caribbean, American, Danish, French, Indian and Asian residents. Charlotte Amalie is the capital of the U.S. Virgin Islands. It is the most popular cruise port in the Caribbean.

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## EARN YOUR DESIGNATION!

Check out the Education Calendar on page 64 for upcoming NAA education opportunities. You can also visit the full education calendar on the NAA website at [www.auctioneers.org/education-calendar](http://www.auctioneers.org/education-calendar).

# HALL of 2014 FAME



## nomination form

Name of Nominee: \_\_\_\_\_

Residence Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_

State Association of Nominee: \_\_\_\_\_

### BUSINESS INFORMATION

Name of Firm: \_\_\_\_\_

Position in Firm: \_\_\_\_\_ Number of Associates or Partners in Business: \_\_\_\_\_

Business Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_

### PERSONAL AND FAMILY INFORMATION

Spouse's Name: \_\_\_\_\_

Does spouse participate in the auction profession?  Yes  No

If yes, explain how: \_\_\_\_\_

Children:

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

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

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

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

Does spouse participate in the NAA Auxiliary?  Yes  No

Does spouse participate in the State Axiliary?  Yes  No

### GENERAL PERSONAL INFORMATION

How long has the nominee been associated with the auction business?: \_\_\_\_\_ years.

What percentage of the nominee's time is actively spent in the auction business?: \_\_\_\_\_ %.

How long has the nominee been a member of the NAA?: \_\_\_\_\_ years.

Has the nominee specialized in any particular field(s) of auctioneering?  Yes  No

If yes, what field(s)?: \_\_\_\_\_

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

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

-----  
-----  
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-----

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

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

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

-----  
-----  
-----  
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Nominations must be postmarked no later that June 6, 2014. 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): \_\_\_\_\_

## IN THE RING

**PAGE** 11 *“Regardless of how you prepare, remember what is most important: Be yourself, have fun and smile. I hope to see all of you in Louisville, where I look forward to telling you that one of your lives is about to change.”*

**Andy White, 2013 IAC Men’s Champion**

*Real Estate Showcase Auction Co.  
Ashland, Ohio*

**PAGE** 19 *“We are an attractive profession. What we do is a needed service in this society. Google recognizes the efficiency and productivity and excitement that auctions bring.”*

**Thomas Saturley, CAI**

*Tranzon Auction Properties  
Portland, Maine*

**PAGE** 33 *“My dad looked me straight in the eyes and said, ‘Ivan, I did a lot, but I wish I would have done more. If you have a dream, just do it. Don’t waste any time.’”*

**C. Ivan Stoltzfus**

*CAI Coastline Auction & Realty,  
Sarasota, Fla.*

## AROUND the BLOCK

- Sam Williamson, CAI, AARE, GPPA, president and CEO of Williamson Bros. Realty & Auction Co., announced March 25 that he **has been awarded the 2013 Athens Area Association of Realtors® “Good Neighbor of the Year” Award.**
- A graduate of **Harrisburg (Pa.) Area Community College’s Auctioneering program**, Erika Cordier earned her Auctioneer’s license in March and has joined on staff at Cordier Auctions, in Harrisburg.

The purpose of the award is to recognize an individual for their extraordinary commitment to their community.

Williamson is past president of the Georgia Auctioneers Association.

- Ron Long, of Charlton Hall Galleries, Inc., in West , **was invited to speak in Beijing at China’s International Auction Conference.**

In a release, Charlton Hall said “4.3 billion consumers in Asia have already shown extraordinary buying power in their own cultural field, and now show increasing interest in European and American arts.”

“The curriculum of HACC’s Auctioneering program prepares students for the state exam in a matter of months,” Cordier said. “We can now take that knowledge and apply it to real life scenarios as Auctioneers and personal property appraisers.”

- **Mecum Auctions presented MidAmerica Motorcycles in mid-April** immediately following its classic and collector car auction and achieved outstanding results with a 72 percent sell-through rate and \$1,337,965 in sales in just a four-hour time span.

The motorcycle-exclusive auction featured a total offering of 174 vintage and antique motorcycles, 125 of which successfully hammered sold.



# DON'T FORGET!

Conference registration is now open. See the Conference ad on page 12 for more details.

Visit [www.conferenceandshow.com](http://www.conferenceandshow.com).

**SOCIAL MEDIA TAG: #NAACS14**

## MEMBERS' CORNER

George R. Brown, an apprentice Auctioneer, submitted a piece recently that outlined what he has learned from his sponsor, Joel T. Wilson, AARE. In “Three Qualities that will Guarantee Success as an Auctioneer,” Brown wrote:

“My sponsor, Joel T. Wilson, has taught me that being a successful auctioneer includes much more than simply being a good, or even a great, bid caller. In a word, Service is the most important quality of a successful auctioneer – and this includes quality service for both your sellers and bidders.”

The second quality, Brown said, centers on professionalism. The way an auction professional dresses, conducts themselves and their overall demeanor all matter. It’s also important, Brown wrote a professional gets engaged with the state and National Auctioneers Associations.

The last piece to success, according to Brown, “is simply relax and Have Fun.” Brown surmised that last bit of perspective may have to do with his age. He attended auction school at age 66.

“Maybe it is because of my age that I understand the importance of this quality (at age 66 I was clearly ‘the old guy’ in my class at The Ohio Auction School); but the simple fact is, auctioneering is a profession that is tailor made for having fun.” ❖



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Rhinehart



*I joined NAA to stay informed within the auction industry. As a partner of Beahm Auction Group, it is important to us to have a strong understanding of what's going on in the auction industry as well as being part of a great networking community. I have been involved in the auction community since 2001 and love the excitement of auctions."*

**Nicole Beahm**  
Rocklin, Calif.



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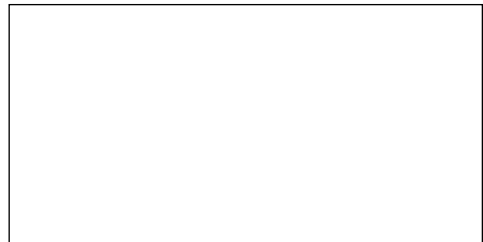
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