

Auctioneer

OCTOBER 2012

The official publication of the National Auctioneers Association



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2	136	274	17	
3	110	322	18	
4	121	450	19	
5	121	480	20	
6	121	525	21	
7	121	535	22	
8	121	540	23	
9	121	540	24	
10			25	
11			26	
12			27	
13			28	
14			29	
15			30	

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Ray Sims**

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

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

The value of auction education

As many of you know, I wasn't born into an auction family. I married into one! I didn't start my career with an objective of being a part of its auction company.

But when it became apparent this was where I was headed, I went to auction school. I am a proud graduate of the Mendenhall School of Auctioneering, which this year celebrates 50 years of continued ownership by Betty and Forrest Mendenhall, CAI, AARE. Congratulations to them both!

That started my auction education, but I didn't stop there. I knew that I needed to understand the industry more thoroughly, and that's why I joined the National Auctioneers Association and started attending its annual Conference and Show. I learned a lot, and I became more involved as the years went on. My CAI years were some of the best I experienced. The classes were great, and the networking was outstanding. I met business associates at CAI that changed my life and my business.

Last year, I attended a Designation Academy and earned the Auction Technology Specialist designation. I spent three days learning how to incorporate new technologies to make my business more efficient. This wasn't a technology seminar. It was a fantastic business strategy class that happens to focus on the benefits of technology.

I had another enlightening experience last year as NAA Vice President when I served on the Education Institute. We spent time discussing NAA education of the future and how we could make our programs "world class."

The group developed a plan to begin the rewrite of all seven NAA designations; however, we kept facing one common dilemma voiced by instructors and students alike. Students would comment that the classes were "too easy" or "too far above my head." Instructors talked

about the different levels of experience among students and how to engage them in one classroom experience. An idea was born to develop an online program initially referred to as the Fundamentals Class. This program would take common content out of all of the programs and move it into an online program that would form the basis of curriculum.

New online program

The NAA is about to unveil that online program! This year, students new to CAI will be required to take it. We aren't trying to put hurdles in front of people. There will be a test, and if you have been in the industry for a while, you will be able to take the assessment and "test out" of the online program. The purpose is to offer a curriculum that is based on fundamental principles it takes to be a successful auction professional.

I couldn't be where I am today without education. There are almost 4,000 members in our association, and only about 1,400 have designations. A few members attend the classes but don't care about having the designation abbreviations after their names, and that's OK. The education is what is really important. I just know that having learned what I have over the past few years, I am proud of those designations that go after my name. I may even get more as time goes on!

Check out pages 20-21 in this month's *Auctioneer*. You'll find out what is happening in education. Also, make plans to attend a designation class in Las Vegas. That class might provide answers on how to improve your business!

JJ Dower

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14



22



Auctioneer

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NEWS & FEATURES

- | | | |
|---|--|--|
| 10 From the heart
Trip helps Auctioneer connect with charity | 14 Turning pages
Digital options, preferences push book market lower | 16 Practical ideas
Summit attendees put best practices to work |
| 20 Education overhaul
Fundamentals program to serve as prerequisite | 22 Sound strategies
Auctioneers reveal several secrets for silent auctions | 28 Finance a startup
Mix multiple methods to generate cash |

BUSINESS PRACTICES

- | | | |
|--|--|---|
| 6 Seller authority
Auctioneer may choose to let client make warranty | 8 Enforceable contract
Three elements must exist to create legal agreement | 24 Get there faster
Follow three simple rules for powerful promotions |
|--|--|---|

NETWORKING

- | | | |
|----------------------------------|---------------------------|------------------------|
| 26 In memory: Ray Sims | 33 Success stories | 40 Filler words |
| 32 State association news | 38 Auction schools | 42 New members |

DEPARTMENTS

- | | |
|----------------------------------|-----------------------|
| 46 Membership application | 51 Marketplace |
|----------------------------------|-----------------------|

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

Auctioneer may choose to hand microphone to seller for statement of warranty

QUESTION

Does an Auctioneer have authority to make an express warranty for a seller?

ANSWER

It depends generally upon the terms of the auction contract. Remember, an express warranty is a statement or promise made by a seller (or his or her agent) to a buyer that a property or good has certain characteristics and that representation may be relied upon by the buyer and becomes part of the bargain. Auctioneers are the agents of the sellers. Sellers give specific authority to Auctioneers in the auction contracts. In order to clearly establish the terms of the relationship and the scope of authority given to Auctioneers, and because it is required by law in some jurisdictions, the auction contract should be in writing. By specifically stating the authority in writing, both sellers and Auctioneers should understand the extent of the authority given.

A seller can give an Auctioneer authority to make express warranties or the seller can decide not to give the Auctioneer authority to make express warranties. When an Auctioneer is authorized to make a specific warranty, then the seller will generally be bound by the warranty. When an Auctioneer makes a warranty he or she is not authorized to make, the Auctioneer will generally be responsible for the warranty. The seller will not be responsible for the representation or warranty when the Auctioneer does not have authority to make the representation or warranty. Because of the potential liability for creating express warranties, Auctioneers should include provisions in their contracts that specifically grant them authority to make express warranties on behalf of sellers. While broad language may create the impression that Auctioneers have the authority, the better approach is to make the authority clear so both the seller and Auctioneer understand what the Auctioneer has the authority to do on the seller's behalf.

Provision example

An example of a specific provision may state the following: "The seller has provided or will provide the Auctioneer with written statements concerning the condition of the goods being sold and the Auctioneer is authorized to communicate those statements publicly prior to and during the auction." Another alternative, as long as the seller will be present, is to hand the microphone to the seller and allow him or her to personally make statements concerning the property being sold. This prevents the Auctioneer from making any expressions or giving any description concerning the property being sold. Some sellers, though, do not like this approach.

It is important that Auctioneers recog-

nize the difference between an express warranty and puffing. Puffing is viewed as salesmanship and is an expression of opinion about the item(s) being sold. An Auctioneer's or seller's statements of opinion about the goods being sold does not create an express warranty. Some common examples of puffing are "this tractor is in good condition" and "I would like a car like this." These examples are expressions of opinion that are not necessarily based on facts. Auctioneers should be careful because puffing in some situations can come very close to the line where an express warranty may be created.

Creating an express warranty may result in a civil suit for damages incurred by the buyer who relied on the express warranty. An additional claim for fraud may also be included in the suit. Auctioneers should be very careful about their representations so they avoid making any express warranties or misleading statements. For example, if an Auctioneer states that the product being sold "has never been used," then he or she has created an express warranty concerning the condition of the item being sold. It is a statement of fact that a buyer may rely on in purchasing the property.

In order to ensure Auctioneers are including provisions in their auction

contracts that include the proper language, they should meet with an attorney licensed to practice in their state. Each state has its own laws regarding contracts, professional regulation and business practices, so a licensed attorney will be able to address any specific requirements a state may have concerning express warranties. Written auction contracts that contain specific provisions concerning Auctioneers' authority are proof of the extent and type of authority granted. Auctioneers should either obtain authority to make specific representations or avoid making representations that could be considered an express warranty, such as by handing the microphone to the seller. ❖

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Steve Proffitt

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

Something called “contract”

Law gives all agreements same level of enforceability

Perhaps the most outstanding deficiency I have encountered in my years around auctions is the lack of understanding many people involved have about contracts. A lot of folks just don't comprehend what a contract is or what it means. I have both witnessed and many times had reported to me errors that are pretty appalling when it comes to basic contract principles and law. I am going to relate a story a reader shared with me to illustrate this point:

“Steve, about three weeks before an auction was to be held, I was at a lady's house to pick up some things she was donating to our local museum. She was moving to another city. While there, she showed me an old billing statement my grandfather had given from his plumbing business. I offered her \$20, and she sold me the paper.

“Later in the day, she called and said she needed the paper back, as it was listed in the auction bill and could not be sold. I told her I thought she had every right to sell it, as she was the owner. I got a copy of the auction bill, and it listed her as the owner of everything to be sold in the auction. She said she had called the Auctioneer and he told her the item must be returned, and I could come to the auction and buy it there. It was my position that I had bought the paper directly from the owner. She received what she considered a good price, and I got what I wanted.

“Subsequently, she sent me a check for \$20 and again asked for the item back. I returned it to her, but I did not go to the auction. Was she not able to sell the piece, and could I not buy it like I thought I did?”

This is a simple matter made difficult by people who apparently know little or nothing about

contracts. A contract is a legally binding agreement made by two or more parties to do or not do some thing. It can be oral or written. A contract for sale has three legal elements: (a) an offer, (b) an acceptance and (c) consideration. Like a three-legged stool, all three elements must be satisfied to support the existence of a contract. The absence of any element means there is no enforceable agreement. So what did the reader and this lady have between them?

The lady represented she owned the piece of paper. She wanted to sell it and was expecting to include it in an upcoming auction. The reader became interested in the piece when he learned it was a billing statement his grandfather had issued to a customer more than 100 years ago. He logically wanted it, and this gave the piece value for him.

Binding agreement

The reader told the lady he would buy the paper from her for \$20. This satisfied the first of the three legal elements for a contract for sale — an offer to buy. The lady decided she wanted the \$20 in exchange for the paper and agreed to the sale. This satisfied the second legal element necessary for a contract — an acceptance of the offer. The reader handed her \$20 and she gave him the paper. This satisfied the third and final element necessary to establish a contract for sale between the parties — the passing of consideration (here, the money paid for the paper).

Upon the exchange of the consideration, the man's offer to buy and the lady's agreement to sell immediately became a valid contract for sale. This means they had formed a binding agreement that the law would enforce.

Why would this lady think she could reverse a

contract for sale that she had voluntarily and lawfully made with the buyer? Why would an Auctioneer advise her to breach this contract? And why would the man allow the contract to be voided? The only answer I can come up with is (a) she did not understand what a contract meant, (b) neither did the Auctioneer comprehend it and (c) the man also did not understand it, or he did not care to enforce the contract that he had made with the lady. Whatever the case, this was another instance of someone acting like a contract is nothing more than a whim subject to a party's unilateral decision to change. It is not.

Most of us form contracts for sale every day and oftentimes for the most incidental things, from penny candy to a burger

at lunch; but contracts also underlie our most important and valuable purchases, too — like cars and houses. The law gives them all the same level of enforceability, as defined by their respective terms. Nothing gave this seller the right to void this contract and the reader should have stood his ground. As I have said many times, contracts for sale are not made for fun, practice or make believe. They are made for real and should be accorded the level of respect that the law gives them.

I do not know whether the lady had a contract with the Auctioneer that she would not remove or dispose of anything scheduled for auction. If there was no agreement, the Auctioneer's position on her sale of the paper was meaningless. If she

had such an agreement with the Auctioneer, dependent upon the terms and their enforceability, she might owe the Auctioneer a commission. However, even if there was an agreement, the Auctioneer had no legal right to instruct her to void a contract for sale that she had made with the buyer. The auction contract could not trump her contract for sale with the man. At best, the Auctioneer had a claim against the lady for his auction-contract rate of compensation, as calculated on a \$20 pre-auction sale.

People involved with contracts need to learn the basic, legal principles for these unions, understand what they mean and how they work and respect and abide by the legally enforceable agreements that result — and that includes Auctioneers. ❖



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Stories from the heart

Benefit Auctioneer says trip will help her connect better with clients, contributors

By Sarah Bahari
contributing writer

The bus pulled up to the small military hospital in San Salvador at 6 a.m.

Auctioneer Gayle Stallings stared out her window and saw hundreds of people already standing in line. Mothers carried small babies. Older children waited quietly.

With no transportation, many families had walked for days from as far as Honduras, Nicaragua and Guatemala, in hopes of being chosen for surgery that would repair cleft lips and palates.

Stallings, CAI, BAS, owner of FUNauctions in Austin, Texas, tried to hold back tears.

“You realize immediately there’s no way we can help everybody,” Stallings says. “And you realize how much this means to these people, to have this opportunity.”



Gayle Stallings, CAI, BAS, traveled with Austin Smiles on a medical mission trip to El Salvador in June. The nonprofit, for which she conducts an annual fundraising auction, provides reconstructive surgery to children of central Texas and throughout Central America. Stallings took the trip, in part, to gain a better understanding of the organization’s mission. Photos by Kris Kennedy of Austin Smiles

She joined Austin Smiles, a non-profit that provides reconstructive surgery to children of central Texas and throughout Central America, on a medical mission trip in June to El Salvador. San Salvador is the country's capital city.

Seeing it firsthand

Stallings, who specializes in benefit auctions for nonprofit organizations, has presided over Austin Smile's annual fundraising auction since 2010. After last year's auction, two physicians approached her and asked if she would be interested in seeing the group's work firsthand.

"As an Auctioneer, it is very rare to see firsthand what a client organization does," Stallings says. "I knew this would be such an incredible opportunity."

For 25 years, Austin Smiles has performed nearly 5,000 reconstructive plastic surgeries, mostly cleft lip and palate repairs.

A cleft lip is an opening in the lip, and a cleft palate is an opening in the roof of the mouth. About one in 700 babies is born with the condition because parts of the face and mouth do not come together properly, according to Austin Smiles.

Cleft lips and palates can lead to feeding problems, speech difficulties and repeated ear infections.

Stallings' trip will help her effectively sell the organization's mission, says Kendyl Richards, Executive Director for Austin Smiles.

"Unless you witness it, you really can't understand what we do," Richards says. "The transformation we see is indescribable. There is nothing like seeing the faces of these children and their families after surgery."

Life changing

In San Salvador, Stallings set out to find stories and meet people. Every morning, she would grab two hand puppets and try to make children and families laugh and relax.

The auction professional spent most of her time in the recovery room, talking with families through a Spanish-language translator. She held the oxygen tube, transcribed information for nurses, comforted crying children and transported patients to the post-operation hospital room.



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But her favorite part was giving patients special gifts such as stuffed animals, baseball caps and soccer balls.

“Their faces just lit up,” Stallings says.

The organization repaired 52 cleft lips and palates in four days, working late every evening.

Stallings recalls sitting with one little boy who cried for his mother until he fell asleep on her chest. Even as her arms fell asleep, she did not dare to move.

She met another woman who had lost all of her other children but had come to give her only child a shot at the surgery that would change his life.

“Some parents did not even recognize their children after surgery. Children would see themselves in the mirror for the first time,” Stallings says. “This was life changing for the kids and adults.”

New perspective

Richards, who has worked as director of Austin Smiles for 16 years, says Stallings’ dedication to the organization is unique.

“She is a rock star. She gives 300 percent,” Richards says. “Never before have I seen someone to work so hard.”



Before becoming an Auctioneer in 2005, Stallings spent six years as Director of a nonprofit organization, where she developed an in-depth knowledge of nonprofit operations. The idea of becoming an Auctioneer struck while conducting research on benefit auctions.

Auctioneering, she discovered, allowed her to combine two loves: nonprofits and storytelling. The trip with Austin Smiles will further those storytelling abilities, she says.

“When I share stories, people will know they came from the heart. I think it will come across differently,” Stallings says. “I was part of this, and I’ll be able to connect on a different level.” ❖

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Only rare, trendy books catch collectors' interests as preferences change

By Nancy Hull Rigdon

contributing writer

Rare books in top condition continue to break auction records while run-of-the-mill books are increasingly hard to sell, according to National Auctioneers Association members.

“The book market in general is far from great, but if you have good, rare, high-end items, they will bring really tip-top money,” says Philip Weiss, of Philip Weiss Auctions, Oceanside, N.Y.

Due in large part to the rising number of electronic books available online, there is an abundance of paper books on the market, which has hurt the overall book auction market, Weiss says.

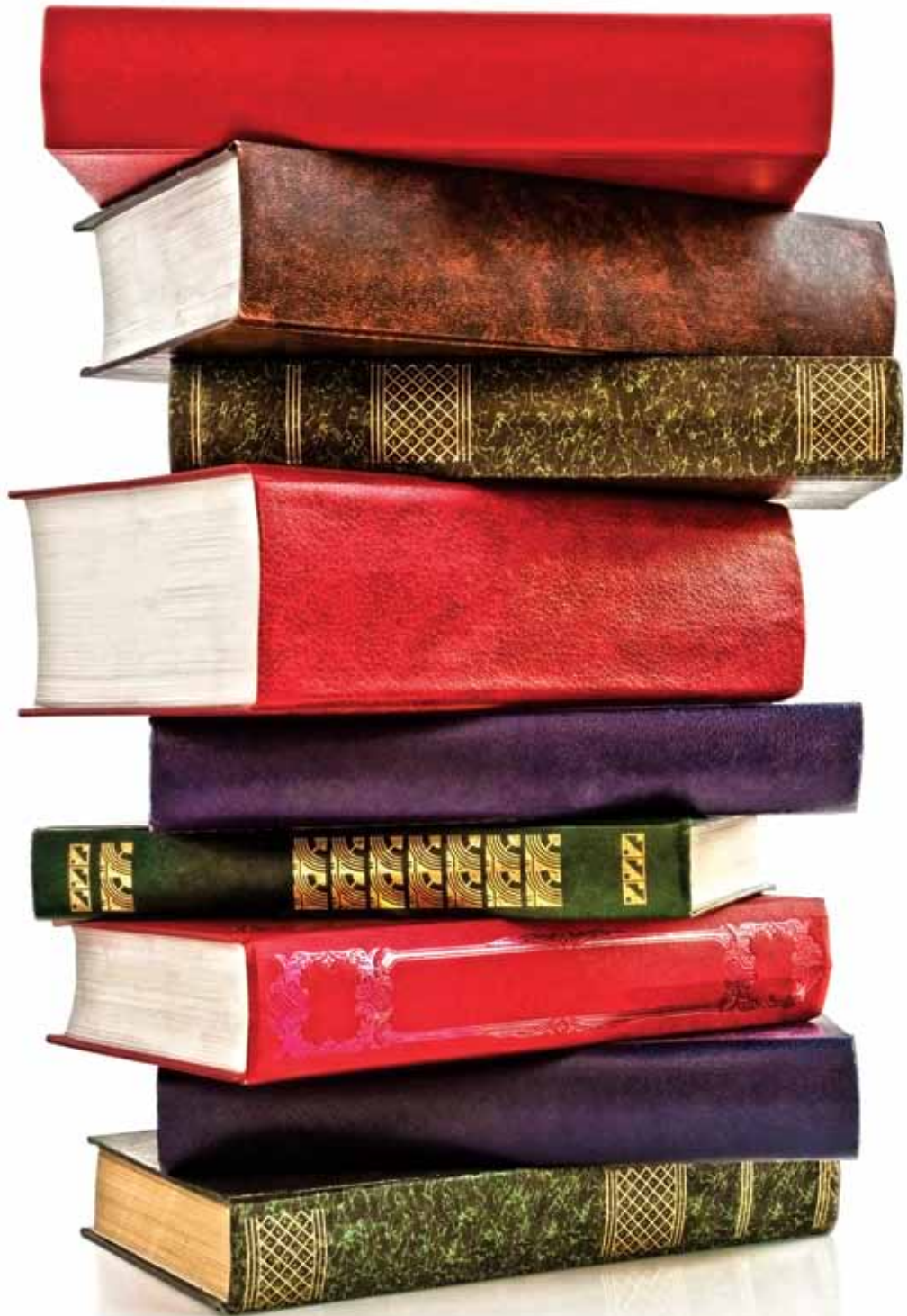
High-end literature is another story. A signed, first-edition copy of J.D. Salinger’s “The Catcher in the Rye” in excellent condition is rare and can go for six figures at auction, Weiss says. And the top sales price for such a book continues to climb.

“The real collectors are still out there, but you have to get the quality of material they want,” Weiss says.

Cyclical market

The book market is trendy and cyclical, which makes it tougher than many other auction specialties, Weiss says. For example, a signed, first-edition copy from J.K. Rowling’s “Harry Potter” series in good condition is considered a coveted jewel in the book market, Weiss says, and that certainly wasn’t the case 15 years ago.

Weiss handles estates, and the extensive book knowledge he began acquiring as



a child allows him to quickly estimate a book's worth. More important than knowing what books are valuable, he says, is knowing what books aren't valuable.

He says books with little to no value include "Reader's Digest" books, "American Heritage" books, "Book of the Month" books and textbooks.

"Nine out of 10 books are not worth any money," Weiss says.

Cultural shift

Chris Davis, of Auction Ohio, Columbus, Ohio, says that because of the downturn in the book auction market, his company has not had a significant book sale in at least a year.

Davis points to a cultural shift as the biggest reason for the market change.

"The baby boomers are pushing product to the next generation, and that next genera-

tion doesn't really want it," he says.

As he sees it, those younger than 40 are not avid collectors and prioritize function and cost over quality, leading to tougher times for antiques, including books.

Davis says he's also seen the Internet's negative effect on the book auction market.

"You think something's rare, and then you get online and discover it is not so rare," he says.

Comics

In the specialty book auction market of comic books, sales remain strong as the types of comics that sell well change with the times, says Rob M. Weiman, CAI, CES, of Mound City Auctions, Hazelwood, Mo.

The older baby boomers are the main collectors of Golden Age comic books — comics from the 1930s to early 1950s — and Weiman says as that generation

continues to age, the market for those comics will contract.

At the same time, Weiman predicts the market for early Silver Age comics — comics from 1959 to 1965 — will strengthen.

The business Weiman and his father run recently made a cost-cutting auction format change. Live previews are offered, and then all comics are sold in timed, online auctions.

He says his company is always willing to partner with other Auctioneers on comic book sales.

He offers advice for Auctioneers who occasionally run across comic books.

"If the cover price is 10 cents, 12 cents or 15 cents, it's probably worth paying attention to," he says, adding that comics with those cover prices were printed between 1936 and 1969. ❖



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By Bryan Scribner
editor

Zack Krone missed the last hour of the Benefit Auction Summit.

It wasn't because he had to rush back home. He didn't have an auction, an appointment or a flight he had to catch.

Instead, he was on the phone with a benefit auction client — already putting to good use new skills and the ideas he had picked up from fellow National Auctioneers Association members Sept. 23-25.

"I've never had such practical application in anything that I've ever learned from any classroom," says Krone, of California Coast Auctions, San Clemente, Calif.

He says that in addition to being a wonderful networking experience, this year's summit might have helped him book an auction or two.

From Jim Nye, BAS, and Kathy Kingston, CAI, BAS, he says he learned how to book and retain more clients and how to get more money from auction attendees. He also says he learned how to improve pre-auction planning through intense preparation with clients.

Trainers also focused on presentation skills during the Denver summit.

NAA members say they got a lot of tips from Speech Pathologist Kathe Perez, of Exceptional Voice Inc., who taught voice control and care in "Your Voice is Your Personal Goldmine."

In addition to Perez' presentation, Barbie Doering, of W. Yoder Auction, Hubbard, Iowa, says ideas were effectively communicated during the Great Ideas Session, which was led by Kurt Johnson, CAI, BAS.

Two bid cards

An idea from the session she says she will implement in her auc-



Kathy Kingston, CAI, BAS, coaches Zack Krone, of California Coast Auctions, San Clemente, Calif., on story telling at benefit auctions. Photos by Tara Truitt

tion business is the value of using two bid cards — one for the benefit auction and one for the fund-a-need portion.

"The sharing of knowledge was very good," says Doering, a ringman who works with an Auctioneer who is starting to get more requests to conduct benefit auctions.

Like Krone, another attendee, Susan Johnson, BAS, CES, of

continued »

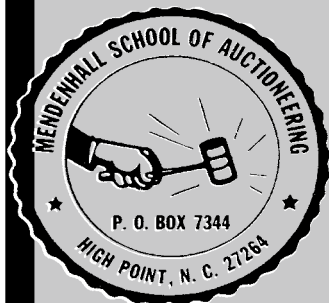


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Before he got sick, Keshawn could often be found playing ball. He would either be on the baseball field, where he played right field, or, if it was winter, he'd be on the basketball court.

But in November 2011, Keshawn started to slow down. He grew increasingly more tired and he didn't want to eat. His parents took him to the doctor, where tests revealed that Keshawn suffered from acute myeloid leukemia. His family was shocked. Arrangements were quickly made to send Keshawn to St. Jude Children's Research Hospital®.

At St. Jude, Keshawn underwent six rounds of chemotherapy. He handled his treatment much like he plays a game, with grace and determination. "We love St. Jude. It's an indescribable place, beyond words," said Keshawn's mother. "We're so grateful to God for sending us here."

Keshawn is now done with treatment. He visits St. Jude for regular checkups and his cancer continues to remain in remission. He's back to playing ball and he sings, too. It's not unusual for him to break into song, his voice light, joyful and sincere.

For more information about St. Jude and The Auction for Hope, visit stjude.org/naa.

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Keshawn
 11 years old
 acute myeloid leukemia




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Susan's Auction Service, Cincinnati, says she was already sharing an idea from the summit with one of her clients the day after the event, Sept. 26.

"I love the event," she says. "I'm so glad the NAA created this advanced training for us."

Sammy Hamblen, of Sammy Hamblen Auctioneers, Pierce, Colo., says he found a lot of value in an impromptu gathering that was led by JillMarie Wiles, CAI, BAS,

and Renee Jones, CAI, AARE, BAS, CES.

The two auction professionals provided individualized critiques for Hamblen and other attendees who wanted help improving their benefit auction bid-calling skills.

Hamblen also says he learned from the summit how to improve his storytelling when presenting a charity's story to bidders. He says he was impressed by the enthusiasm of Trisha Brauer, BAS, who presented "Powerful Presentations: Get-

ting Attention on You & Away from their Phone!"

NAA members also were thankful to NAA Vice President Paul C. Behr, CAI, BAS, who played host to a Welcome Party at his home Sept. 23.

They say it was an enjoyable barbecue — featuring horse-drawn carriage rides and ice cream — and a good way to start networking with fellow benefit auction professionals. ❖



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"JJ Dower, CAI, AARE, ATS, President of the NAA, will lead a data driven session that will showcase trends in the industry, allowing CAI students to view the 'visible future' as they plot their auction careers." - Michael Avery, Direction of Education

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AN OPEN LETTER FROM MIKE JONES TO THE MEMBERS OF THE NAA

Dear Fellow National Auctioneers Association member,

Upon our return from 63rd Annual NAA Conference and Show in Spokane, I was moved to write a formal letter of appreciation for my recent induction into the NAA Hall of Fame.

My sincere thank you to the members of the NAA Hall of Fame for this esteemed honor. I have been in awe of this group since I first joined our association upon graduating auction school in 1978.

Congratulations to my fellow inductees, Mr. Marvin Henderson, Mr. Sandy Alderfer and the family of Ms. Pat Massart. What a wonderful group of well deserving individuals that I am proud to call my friends.

After being a member for almost 35 years and witnessing some great induction speeches, my dear friend Benny Fisher took his mastery of the English language and whimsical imagination to an all time high level. Never has a man given so little detail but told such a moving and telling story. The Man of La Mancha will never have the same meaning for me. Thank you Benny and Barbara for the Lladro Don Quote figurine presented to us from your personal collection to commemorate the occasion.

It was my grandparents Ted W. and Cleo Graham who took me to my first auctions, but it was my parents Charles and Yvonne Jones who helped me secure my first auction job in Houston and suggested I consider attending auction school, for that I will be eternally grateful. Upon returning from auction school we started Mike Jones Auctioneers and for almost twenty years worked side by side. I appreciate their hard work and support. My Mother has had many health challenges over the years, thankfully she was in attendance in Spokane and we are blessed to have her in our lives today.

Being twelve years older than my sister Renee, meant we had a different kind of brother sister relationship. She was running tickets and clerking auctions at the age of nine. It was at the insistence of Dick Deweese, that I chaperon her to auction school in 1984. I've had a front row seat watching her excel as a great auctioneer and industry leader.

No thank you would be complete without thanking NAA Hall of Fame member Mr. Joe E. Small who gave me my first auction position upon returning from auction school and for being my voice of reason. He and his lovely wife Joann remain two of our closest friends today.

A special shout out to our friends with the Texas Auctioneers Association for their many years of support and the hundreds of other State Association members who helped elect me to the NAA Board of Directors back in 1999. Without all of you, none of this could have come to fruition.

Thanks to everyone who ever taught or attended the Texas Auction Academy. Your support is immeasurable. Thank you to the other auction school owners for their friendships and for always playing



fair in the sandbox and being classy competitors. I learned a long time ago, you raise your own standards when you help others raise theirs.

Thank you to Mr. Dan Duffy and our team at United Country for supporting the NAA whenever I have requested it and for believing in the value of professional association membership. Our United Country auction affiliates support is never taken for granted and being a good corporate auction industry partner means a great deal to me.

I would be remiss if I did not take special notice of the recent passing of a true auction industry legend, NAA Hall of Fame Member Mr. Ray Sims. We could all learn a lot from this gentle man who not only helped establish a unique style and method of sale but also left an indelible mark as being the prototypical auctioneer in our friend Leroy Van Dyke's iconic song "The Auctioneer". God bless Ray Sims and those who served and passed before him.

Thank you to my daughter McKenzie for sharing her Dad with the world. You don't understand it all now but hopefully you will someday.

And I saved the best for last, in life as in love, the average person has challenges. Some of you know that I am a very average man. It is rare to find that special someone to share your life who is selfless, giving, smart, hardworking, authentic and beautiful. My friend Steve Proffitt calls her "Ms. Texas". I call her the "Redhead". She changed my life forever for the better.

I was amazed to learn that Lori carried the Hall of Fame secret with her daily for almost a year. She would do well to work for the CIA. So to my "Redhead" Lori Jones, I say thank you for everything you do, everything you've done and for being the great person you are. I love you very much.

Unfortunately not everyone attended our Spokane event so I'm asking you to please block out July 16-20, 2013 now for next year's NAA Conference & Show which will be held in Indianapolis.

At the end of the day, our personal accolades and awards are directly related to our individual effort and other peoples support and belief in us. You will often hear me say, "90% of life is showing up", I hope you will join us in Indianapolis next July.

"Let's Make It Happen!"

Mike Jones, CAI, GPPA, BAS
2012 NAA Hall of Fame

NAA to offer new online education course

Auction fundamentals program has seven modules

Designation classes get significant overhaul

By NAA staff

The National Auctioneers Association plans to launch a new online educational course, “Fundamentals of the Auction Business: How to Market It, Brand It & Do It,” this fall.

The NAA Education Institute Trustees decided to create the new class following a comprehensive review of the

association’s educational designations — Certified Auctioneers Institute, Accredited Auctioneer Real Estate, Auction Technology Specialist, Benefit Auctioneer Specialist, Certified Estate Specialist and Graduate Personal Property Appraiser.

The group determined these programs offered redundant content that would more appropriately belong in a separate online learning platform. For the past several months, the NAA’s Director of Education, Michael Avery,

and the Trustees have been pulling this content out of the designation courses for the new fundamentals class.

Trustees Chairman Marc Geyer, CAI, AARE, BAS, CES, says the change allows the NAA to add new content to all

of its designation courses.

“The new fundamentals course will serve as a prerequisite for all the designation courses going forward,” he says.

“Fundamentals of the Auction Business” is completely online. It includes an assessment that participants must pass in order to take any of the designation courses.

The online course has these seven modules:

- Auction history and ethics
- Business analysis and marketing
- Prospecting
- Negotiation skills
- Contracts, legal and financial concerns
- The auction process
- Technology

An online assessment follows each module. Students must take and pass each of the seven modules to complete the fundamentals class and become eligible for designation courses. Should a student fail a particular module, they will be allowed to re-take that assessment.

Designation improvements

Designation courses are now new or improved. The Education Institute has added fresh content to keep each class packed with relevant and up-to-date business practices.

The Certified Estate Specialist designation, for example, now provides more training on senior transition planning from larger estates to smaller homes or assisted living, as well as the legal aspects of managing estates.

In Graduate Personal Property Appraiser, students immediately get “into personal property appraising, having students appraise something on day one,” says GPPA copresenter and member of the designation’s rewrite team, Rich Schur, CAI, BAS, MPPA.

The new fundamentals course will serve as a prerequisite for all the designation courses going forward.”

Marc Geyer, CAI, AARE, BAS, CES
NAA Education Institute Trustees Chairman

NAA designation holders can now audit any of the newly updated designation classes for \$50 each at the Las Vegas Designation Academy on Dec. 9-15. Visit www.auctioneers.org/education-calendar to sign up for the event.

“Every time we run the class, we constantly tweak the content to keep it current and to meet the changing needs of our students,” he says.

Other notable changes to the designation courses include the following:

CAI - The designation is now modeled after an executive master’s in business administration, focused toward the auction professional. It includes fully updated and cutting-edge business curriculum, as well as introductions into benefit auctions, real estate auctions and online-only auctions. It also features advanced training in communications, presentation skills, finance and marketing.

AARE - The new AARE 100 will focus more on selling real estate at auction and building an advertising budget/plan for real estate auctions.

ATS - The designation will now focus more on how auction professionals can use technology to enhance their auction businesses.

GPPA - An updated course is more hands-on but still focuses on how to write a Uniform Standards of Professional Appraisal Practice compliant appraisal with new information suggested by the Appraisal Foundation (USPAP is not a designation class but is required to obtain the GPPA).


“Every designation committee has worked tirelessly to make the classes relevant and world class,” says Avery, the NAA’s Director of Education.

NAA designation holders can now audit any of the newly updated designation classes for \$50 each at the Las Vegas Designation Academy on Dec. 9-15. Those who hold their CAI designation can audit that program’s courses in March.

The NAA has not set a cost for the fundamentals course; however, the association has created it to be as affordable as possible. More details will be released in marketing materials and official NAA communications through the end of 2012.

Please e-mail questions to education@auctioneers.org or call (913) 563-5432. ❖

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secrets of SILENT AUCTIONS

Events help build attendance, increase prices and promote socialization among bidders

By Nancy Hull Rigdon
contributing writer

Auctioneers who execute sound strategies at silent auctions often seem to find success before and after they use the sales method, according to National Auctioneers Association members.

Take Frederick Walz' creative approach, for example.

Members of his staff at Walz Auction Services LLC in South Haven, Minn., arrive an hour early to silent auctions. The employees set up participants with bid number cards that carry the auction company's contact information, and they distribute material promoting the company's services and upcoming sales.

Using the silent auctions — typically benefit auctions in Walz' case — as a marketing opportunity has led to attendees hiring the company for sales ranging from real estate auctions to household auctions.

"You can't buy an ad like that," Walz says.

While Walz works the auctions to his advantage, he also uses technology to protect against fraud. To assign a bid number, Walz' company scans a bidder's driver's license to collect details, including name and address.

"That way, if a winning bidder takes off or writes a bad check, the charity can turn around with a full record on the individual and find a way to get the payment," Walz says.

Referee approach

Jack Hamblin, of Jack Hamblin Auctions in Swiftwater, Pa., has found success by taking what he calls a "referee" approach at bid-board auctions.

He conducts this type of silent auction on a regular basis at two antique co-ops. During a set length of time — a month at one shop — bidders place bids any day during business hours, in pencil, on forms attached to each lot.

On the final day of the sale — the closing — Hamblin stands on a three-foot stool, where he doesn't call, but makes announcements, directing bidders around the room to make final bids in each section. Occasionally he has to keep the crowd in line.

Hamblin says the auctions are well attended and have become a Sunday afternoon tradition for attendees. The format of the event can drive up prices, he says.

It's often hard to predict which items will bring the big money.

"We once had an early lamp that wasn't totally original, and it brought \$900. I was astounded at the price," Hamblin says.



"It proves there are people with money to spend who frequent these events and who are trying to scope out something the average person might overlook."

Michael Nuzzo, CAI, has realized the importance of working closely with the organization putting on a benefit auction before the event.

To ensure strong prices at auction, he recommends never printing values of items before the sale and always having bid minimums. Since these

auctions are almost always benefits, he recommends the organizations receive the items as donations.

Live follows silent

Nuzzo, of Strategic Auction Solutions LLC, New Haven, Conn., follows the silent auction with a live auction.

Knowing which items to pull from the silent auction to the live auction is key, he says. For instance, he says a basket of wine does well in a live format.

He'll often begin the live portion with a wine basket, as they typically are middle-of-the-road-priced items at the auctions. They attract competition and build excitement.

"If you can get the first three or four items going in the live portion to where people are engaged early on, you can have a great live auction," Nuzzo says.

The silent auction portion of the benefits are essential because of the socializing they bring, Nuzzo says. It is crucial

to make sure the socializing revolves around the auction tables.

"I have seen waiters serve Hors d'oeuvres only in the silent auction area.

"The idea was to keep people in that area rather than people go bid, then go get their food and forget about the auction," Nuzzo says.

"Those type of details may seem small, but they go a long way." ❖



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One of the most frequently asked questions relating to the topic of Christian Fellowship is, "Why should I participate in a Christian Fellowship, anyway? After all, it makes no difference...I can still go to church, watch television evangelists, etc. and without feeling committed."

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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.

Give your communications supersonic power with “SST”

About a decade ago, I issued a news release that was as close to a sure thing as they come. Big, championship golf course. Houses. Resort hotel. Big marina. Waterfront home sites.

I got the release approved, sent it to the reporters and waited for the phone to ring.

And waited. And waited.

Impossible! How can a reporter see a release with that much stuff and not see a story in any of it? I retraced my steps and viewed it like I would have in my days as a newspaper editor. I eventually saw the problem: It was too much.

Journalists — like prospective bidders — are in a hurry, and they can't focus on more than one or two things at a time. I packed up my photos, maps and other information, hopped in the car and went to visit some reporters to talk specifics.

We ended up with great publicity. Stories ran in media statewide and on the Associated Press wire. But only because I got a do-over after bungling it the first time.

It was a mistake I see Auctioneers make all the time. I got so wrapped up in my own story, I forgot three principles that lead to results. To prevent the same mistake, I've since shortened those principles to “SST.”

It's easy to remember because like the original Concorde supersonic transport airplane, they can help you get where you need to be a lot faster.

The Concorde quit flying in 1999, but this kind of transport still works. To use it, force yourself to make everything you say simple, specific and targeted. It's harder than it looks, though.

Simple

Nothing matters more than this. If you ever

catch yourself saying, “Well, it's hard to explain,” stop right there. Go back and try again. Strip it down. If you absolutely have to talk about six things, at least find a way to weave them into a single story line. If you have to leave something out, do it. It's better to successfully communicate one thing than to miss the mark on a mishmash of stuff. There's power in simplicity.

Specific

Sometimes I want to scream when I see Auctioneers' ads using vague terms when there's a perfectly good specific one. One that sends me into orbit is “residence.” I have no idea what a residence looks like. Is it a big mansion with 28 bedrooms? A cottage by the sea? A condominium? A student apartment? Nobody buys a residence! Often, this kind of mushy writing grows out of laziness and unwillingness to choose. It can be fatal to your ad — and your sale!

Targeted

If you don't have your reader in your mind, you're blowing it. If you're selling “something for everybody,” you're selling nothing to nobody. Picture the most likely buyer and imagine you're meeting him for coffee. Now tell him about it. Simple as it sounds, this can give us fits. We're scared to death we'll “miss” somebody.

But here's why it works: People like to “listen in.” And the more personal the conversation, the more they perk up. “Psst. Weren't you looking for a Stickleby sideboard? Take a look at this one.” Nobody can resist. So by targeting, you're not missing the others. You're getting more of them. And if they want what you're selling, they'll come and bid. (Here's a real-time example: In my first draft, I said they'll “respond.” But what the heck does that mean? “Bid” is far more specific!)

Give the SST framework a try and let me know how it works. You can e-mail me at carl@newmediarules.com. ❖



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Livestock Auctioneer helped shape industry

By Bryan Scribner
editor

Longtime National Auctioneers Association member Ray Sims was a gentle person who deeply cared for family, friends and all of those involved in the auction business, NAA members say.

“But he could grab a microphone at a sale and just take complete control of that crowd ... not in an abrasive way ... but he just had such a commanding presence on that sale block,” says Doak Lambert, who looked up to Sims as a mentor for many years.

Sims, the inspiration for well-known Auctioneer song, “The Auctioneer,” died Sept. 18. He was 90.

Lambert, of Lambert Auction Co. Inc., Coppell, Texas, says Sims’ coaching helped him understand how important speed was in conducting a cattle auction. The faster the chant, the more money an Auctioneer could expect to achieve for his customer, Sims told Lambert.

Lambert also says he remembers Sims as a gentleman who practiced his craft with a high level of professionalism.

A friend of Sims for about 50 years, Bill Gaule, agrees with Lambert and adds that Sims was an excellent salesman as well as a fast and accurate bid caller.

“He left a stamp on the auction business that will be there forever,” Gaule says. At one time, Gaule says Sims was considered the No. 1 cattle Auctioneer in the country.

Had he been in the Army, Gaule says Sims would have been a four-star general.

“He thought before he said anything, and he meant what he said,” Gaule, of William L. Gaule Auction Service/Realtor, Chatham, Ill., says. “He was one of the greatest Auctioneers ever.”

Industry leader

Sims became a member of the National Auctioneers Association in 1955 and entered the association’s Hall of Fame in 1990. He also served on its Board of Directors.

Doris Todd, wife of late NAA Hall of Fame member J.L. Todd, says her husband thought of Sims as one of the best NAA leaders of his time.

“He has quite a legacy,” Todd, of J.L. Todd Auction Co., Rome, Ga., says. “He had such a great reputation in the business. So many people really looked up to him and tried to emulate him in their businesses.”

In a more than 45-year career, Sims was largely responsible for helping shape the modern cattle auction. He was one of the nation’s most prominent purebred cattle Auctioneers, as in the 1950s and 1960s he made the auctions fast-paced, efficient and exciting events.

When Sims began in the business, Auctioneers sold 50 head of cattle in about four to five hours. Sims sold the same amount in about half the time.

Sims, of Raymore, Mo., conducted an estimated 7,000 auctions in his career. He sold livestock in front of Presidents Harry S. Truman, Dwight D. Eisenhower and John F. Kennedy.

Award winner

For his contributions to the livestock industry, he was awarded the Saddle & Sirloin Club’s Portrait Award, one of the profession’s highest honors, during its North American International Livestock Exposition in Louisville, Ky., in 2010.

Sims was the first Auctioneer in more than 55 years to receive the award, which began in 1903 and is now located at the Kentucky State Fair and Exposition



Sims

Center in Louisville.

Sims was the inspiration behind Leroy Van Dyke’s hit song, “The Auctioneer.” NAA Auctioneer Van Dyke, of Leroy Van Dyke Enterprises, Smithton, Mo., is Sims’ second cousin.

Sims is survived by his wife, Melva; children, Virginia Daye Sims and Tullis Ray Sims (Carla); step children, Lee Sankey (Susan), Chris Sankey (Sharee) and Hal Sankey (Ann); and one granddaughter, Hanna.

Memorial contributions may be made to the following:

- Haiti Home of Hope, c/o Red Bridge Baptist Church, 4901 E. Red Bridge Rd., Kansas City, Mo., 64137
- Child Evangelism Fellowship of the Greater Kansas City Area, P.O. Box 561, Grandview, Mo., 64030
- Ray Sims Angus Scholarship Endowment Fund, c/o Angus Foundation, 3201 Frederick Ave., St. Joseph, Mo., 64506. ❖

Minnesota Auctioneer was ambulance driver

National Auctioneers Association member Cleon Lange, 63, of Lange Appraisals & Auctions, Sanborn, Minn., died Sept. 9, according to his obituary.

In addition to being an Auctioneer, Lange was a farmer and seed corn dealer. He also drove an ambulance and school bus.

Memorials may be made to Pheasants Forever, Ducks Unlimited or the Redwood Animal Shelter. Survivors are his wife, Diane; daughters, Shari and Kristi; sister, Lonnie Leske; and brother, Larry.

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HOW TO FINANCE A STARTUP

Entrepreneurs might be able to combine a variety of options to fund small businesses

By Sarah Bahari
contributing writer

Starting a new auction business can be hard but rewarding work, filled with countless hiccups and obstacles along the way.

But even the best business idea cannot succeed without a solid financing plan. Options abound for financing a startup, from traditional routes such as personal assets and bank loans to newer methods like microloans and crowd sourcing.

The following summarizes some of the most common options for financing your small business.

PERSONAL ASSETS

Using personal assets is the most common way people finance startups, says Dorothy Browning, Director of the Kansas Women's Business Center, which helps women develop and execute business plans.

That can include home equity loans, personal savings or even credit cards. Each has advantages and drawbacks.

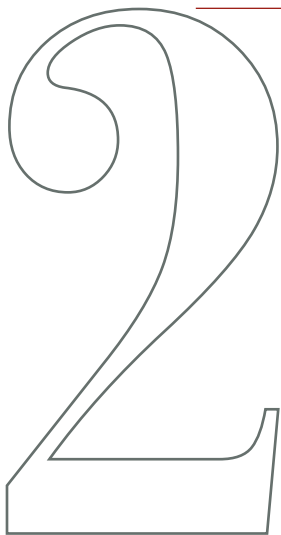
Home equity loans are based in the equity potential borrowers have in their home. They come with low interest rates and flexibility, which makes them an attractive option.

"The risk is you are putting your home on the line," Browning says. "If things go south, you could lose your home."

Some turn to personal savings or 401K plans, which experts say is a sound option if those accounts are healthy. But they warn people should not drain their entire accounts.

Credit cards also are a popular option, but business experts urge borrowers to practice extreme caution. Roughly 44 percent of small businesses surveyed by the U.S. Small Business Administration say they used credit cards to finance their ventures.

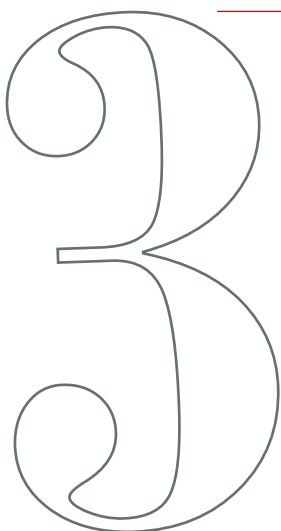
"Credit cards are so easy. It's like an invisible line of credit," Browning says. "Some people can rack up a lot more debt than they plan to. But frankly, for a lot of people, it's their only option to start a small business."



FRIENDS & FAMILY

Next to personal assets, loans from friends and family are the most common method for funding a startup. These loans tend to be informal with no business plan, but Browning still recommends drawing up a contract.

“If you think you can show up and face everyone on Thanksgiving, friend and family loans are great,” she says. “Just make sure everyone is aware that most businesses do not turn profits for the first year or two.”



THE BANK

Traditional bank loans are a long shot for most startups, says Whitney Peake, an Assistant Professor of Business Management at the University of North Texas in Denton. Banks typically require collateral for loans, she says, pushing them out of reach for most new business owners.

“Startups are too risky for the majority of banks,” Peake says.

The Small Business Administration does offer banks and private institutions some loan guarantees, which means the agency will cover defaults in case of business failure.



MICRO LOANS

New businesses can try to secure a micro loan, which is run by the Small Business Administration.

Under this program, the SBA works with intermediaries, or nonprofit lenders around the country. The intermediaries receive money from the SBA. They use it to make small loans, no larger than \$50,000, to businesses in their geographic area.

The average loan size is \$13,000, according to the SBA, and interest rates vary between eight and 13 percent.

continued »

5

CROWD FUNDING

Crowd funding, or social lending, is one of the newest and most creative ways to fund a startup, and business experts say the practice could help redefine small business financing.

Websites like www.kickstarter.com, www.prosper.com and www.lendingclub.com allow entrepreneurs to list loan requests and details about their business plan. Investors can lend as little as \$25.

Projects posted on Kickstarter range from a musician's first full-length album to technology inventions. One recent client received \$15,000 from lenders for her high-end cookie baking company, Browning says, and she sent investors samples of her product.

"This is the newest innovation and a great, low-risk way for entrepreneurs to secure funding," Browning says.

6

THE MIX

Funding a small business can be challenging, so many people take a "layered" approach, which means money is brought in from several sources, Peake says.

"Perhaps a small business owner needing \$100,000 would use \$50,000 in personal savings, \$20,000 in loans from a local lender and \$30,000 from family and friends."

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Jeff Crissup, of Wiggins Auctioneers, Helena, Okla., won the Kansas Auctioneers Association bid-calling contest in mid-September. Lenny Mullin, of Generations Real Estate, Lenexa, Kan., was Reserve Champion, and Aaron Traffas (right), CAI, ATS, CES, of Purple Wave Inc., Manhattan, Kan., took fifth. Below, the NAA's Director of Education, Michael Avery (left), and Rob Hart (right), of AmeriBid, Tulsa, Okla., judge the contest. Submitted photos



NAA Auctioneer takes top spot in Kansas contest

National Auctioneers Association member Jeff Crissup, of Wiggins Auctioneers, Helena, Okla., won the 21st Kansas Auctioneers Association Auctioneers Championship Contest, according to a news release.

The mid-September event took place during the 100th Kansas State Fair. Ten Auctioneers qualified for the competition at the group's winter convention in January.

NAA Auctioneer Lenny Mullin, of Generations Real Estate, Lenexa, Kan., was Reserve Champion; and another NAA member,

Aaron Traffas, CAI, ATS, CES, of Purple Wave Inc., Manhattan, Kan., took fifth.

Jeff Temme, of Covered Wagon, Petersburg, Neb., who also is an NAA member, was among the 10 finalists who competed on the Bretz Law Firm Arena Stage.

Each contestant was interviewed on stage and sold three items to the State Fair crowd. In addition to the interview, the judging criteria included presentation, chant and effective auctioneering. ❖

Proceeds of New Jersey bid-calling contest go to support military

The New Jersey State Society of Auctioneers has donated \$2,385 to Operation Shoebox New Jersey following its 4th-annual bid-calling contest, according to a news release.

The event took place at the TD Bank Ballpark, which is the Bridgewater, N.J., home of the Atlantic League Somerset Patriots.

The donation represents the proceeds from the mid-August auction of sports memorabilia and artwork by New Jersey sports artist James Fiorentino.

Joe Bodnar, GPPA, of Bodnar's Auction Sales, New Brunswick, N.J., won the bid-

calling contest. This was his second win in four years.

Auctioneers stood on top of the first-base dugout with bidders seated in front of them. The auction was shown live on the ballpark's video screen in right field.

Harrie Copeland III, of Copeland Auction Co., Sergeantsville, N.J., was runner up.

Other National Auctioneers Association members in the contest were Alfred Finocchiaro, of Alfred's Auctions Inc., Hightstown, N.J., and Robert Dann, CAI, AARE, of Max Spann Real Estate & Auction Co., Ambler, Pa.



Joe Bodnar, GPPA, of Bodnar's Auction Sales, New Brunswick, N.J., won the New Jersey State Society of Auctioneers' 4th-annual bid-calling contest in mid-August. Photo by Jamie Bodo Photography

Dann presented Bodnar with a commemorative gavel in appreciation of Bodnar's two years of serving as NJSSA President.

Operation Shoebox New Jersey sends care packages to U.S. military personnel based overseas. ❖

Mansion owned by Archdiocese exceeds \$4 million at auction

On Sept. 15, Max Spann Real Estate & Auction Co., Clinton, N.J., sold Villa St. Joseph by the Sea, a 19-room beachfront mansion owned by the Archdiocese of Philadelphia, for more than \$4.5 million, including a buyer's premium, according to a news release.

During the preview period, more than 1,200 people attended open houses. Nearly 100 people registered for the auction.

The house also features numerous covered porches and decks with views of the ocean, beach and boardwalk.

The Ventnor, N.J., property went to new owners in an auction that lasted about 20 minutes. There were a dozen bidders — with \$100,000 cashier's checks required to bid — for the 9,800-square-foot mansion with 11 bedrooms and 11 baths.

The Archdiocese owned the home since 1963 and had used it as a vacation retreat for elderly priests.

The half-acre property spans a full beach block with 125 feet of beach frontage. ❖



Max Spann Sr., CAI, AARE, at Villa St. Joseph. Submitted photo

Ranch gets more than \$10 million

Hall & Hall Auctions, Eaton, Colo., partnered with a Laramie, Wyo., real estate firm to sell 15 of 17 tracts of the Snowy Range Ranch for more than \$10 million Aug. 23, according to a news release.

The ranch has four homes, a horse breeding facility, two hangars, a 2,200-foot landing strip, a concrete helicopter pad, updated barns, corrals, shipping facilities and other operational buildings.

About 50 registered bidders from four states participated in the sale. The tracts ranged from 25 to 7,624 acres.

The property also features trout fishing and a large elk, deer and antelope population. ❖

Bidders thirst for farmland in multiple tract auction

Halderman Real Estate Services, Wabash, Ind., sold 303 acres of productive farmland for \$2.7 million July 23, according to a news release.

The farm was divided into multiple tracts, allowing bidders the opportunity to bid on individual parcels of land, whole farm or any combination of tracts.

More than 100 bidders and spectators packed into the Rus-siaville Lions Club. Two buyers paid \$9,002 and \$8,868 per acre for their respective pieces of the central Indiana farm.

Four tracts in Clinton County covered 265 acres of tillable land and 10 acres of woods. The remaining tract was made up of 38 acres in Howard County. ❖

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\$3,300



\$22,800



\$2,700

Brooch, modeled as a hand, gets applause

In its Aug. 28 fine jewelry sale, John Moran Auctioneers, Altadena, Calif., attracted nearly 500 online bidders and hundreds more floor bidders to 300 lots from private collections or estates, according to a news release.

An antique, silver-topped and gold diamond and pearl pendant brooch realized \$2,700, while a gold Cartier brooch, modeled as a hand with a ruby manicure, brought \$22,800 against an estimate of \$2,000 to \$3,000. The sale earned a round of applause from attendees.

A pair of French 1950s platinum and diamond ear pendants went to an online bidder for \$13,200, above the estimate of \$6,000 to \$8,000.

Also, a Louis Vuitton suitcase in signature monogram canvas sold for \$3,300, and a Hermes "Avalon" wool and cashmere blanket brought \$1,100. ❖

Heron painting flies to more than a quarter million dollars

Thomaston Place Auction Galleries, Thomaston, Maine, played host to a successful auction of artwork, Americana, estate jewelry, Russian antiques, Chinese items and Native American pieces Aug. 25-26, according to a news release.

More than 200 bidders were on the floor, and more than 1,100 registered phone, absentee and Internet bidders from 31 countries took part in the auction.

N.C. Wyeth's oil on canvas painting, "The Great Blue Heron," flew to the top of the results column, surpassing its \$100,000 to \$125,000 presale estimate to sell for \$253,000.

Paintings created on Monhegan Island also were a key feature of the sale, and many examples delivered sale prices significantly higher than presale estimates, including "Happy Lobstering Ground" by Andrew George Winter, which sold for \$54,050.

Modern art also attracted strong interest. "Femme Assise au Chignon," a signed and numbered linocut print by Pablo Picasso, sold for \$29,900.

There was aggressive bidding for several lots of imperial Russian objects. A set of six 19th-century clear glass goblets by the Imperial Glass Works of St. Petersburg sold for \$21,850. Three fine pieces of medieval art also exceeded expectations. A limestone statue of a standing female saint with remnants of its original polychrome paint, most likely of French origin, brought \$23,000.

Bidder interest in Chinese antiques was robust. A circa 1750 Chinese Export gilt silver lidded box, identical in form to seven examples now in the Hermitage, sold for \$10,925. ❖



\$10,925



\$253,000



\$54,050

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Cars sell big in Dallas

Mecum Auctions, Walworth, Wis., completed its second-annual Dallas Auction on Sept. 5-8 with total sales exceeding \$31.5 million, according to a news release.

The four-day sale packed more than 1,200 vehicles into the Dallas Convention Center, with 808 vehicles getting a sell-through rate of nearly 70 percent.

In its second year, the sale doubled in size. The top five sales are as follows:

1. 1967 Chevrolet Corvette Convertible 427/435 HP at \$285,000
2. 1969 Chevrolet Yenko Camaro at \$240,000
3. 1967 Chevrolet Corvette Coupe 427/435 HP at \$200,000
4. 2005 Ford GT at \$187,500
5. 1969 Pontiac Trans Am Ram Air IV at \$185,000 ❖



\$285,000

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Major leaguer's former possessions top \$40,000

Kaminski Auctions, Beverly, Mass., recently sold a World Series memorabilia collection once owned by former Major League Baseball player John "Stuffy" McInnis for \$46,800, including a buyer's premium, according to a news release.

The company achieved more than 10 times the presale estimate.

McInnis played for the Philadelphia Athletics, which with his help won the World Series in 1911 and 1913. He was traded to the Boston Red Sox and played with them from 1918 to 1921. He won his fourth World Series title in 1925 with the Pittsburgh Pirates.

Included at the auction was a gold pocket watch and a gold-filled pen knife, both of which were inscribed with the World Series logo from 1910, 1911 and 1913; a sterling silver presentation trophy; four photographs from the New York Giants vs. Chicago White Sox game in Liverpool, England; and a collection of vintage programs, photographs and newspaper clippings. ❖

Beatles painting rocks the auction

Philip Weiss Auctions, Oceanside, N.Y., recorded strong prices in a Sept. 13-15 auction that featured several items from The Beatles, according to a news release.

The top lot was a painting done collaboratively by the band in 1966 in Japan. It fetched \$155,250.

In their VIP suite in Tokyo's Hilton Hotel, the four rockers passed the time creating 30-inch-by-40-inch "Images of a Woman." Each Beatle decorated his quarter of the canvas with oil paints and watercolors, and the white center was signed by all the band members.

When done, the group presented the painting as a gift to Tetsu-buro Shimoyama, the Beatles' fan club President in Japan.

The painting was the headliner in a three-day event that saw 1,460 lots come up for bid and grossed nearly \$800,000. About 150 people attended the auction, and about another 1,500 registered online.

Additional highlights include the following (with 13 percent buyers' premiums):

- A 1964 photograph signed by all four of The Beatles, taken by Robert Whitaker and showing the group holding teacups, soared to \$22,200.
- An original watercolor collage painting by progressive rocker Frank Zappa, signed lower right "FZ" and depicting a man



\$22,200



\$155,250



\$7,188

- playing the drums with the words "Drum Shop" in the top right corner, garnered \$10,925.
- An original life preserver ring recovered the day after the sinking of the ocean liner Andrea Doria in 1956 hammered for \$7,188. The Andrea Doria sank off the coast of Nantucket Island, Mass., when it collided with another ship, the MS Stockholm. To this day it is one of history's most infamous maritime disasters.
- A Bassett Lowke 3½-inch gauge model toy train of the unique Great Western Pacific class "Adamas" No. 60 and tender, 52 ½ inches long by 6 inches wide by 9 inches tall, chugged away for \$4,255. ❖

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Thirty-one people from 11 states graduated from the Mendenhall School of Auctioneering on Aug. 12. Submitted photo

Mendenhall School of Auctioneering celebrates 50 years

In September, the Mendenhall School of Auctioneering celebrated its 50th year, becoming the oldest continuously owned and operated auction educational institution in North America, according to a news release.

National Auctioneers Association member Forrest Mendenhall, CAI, AARE, established the High Point, N.C., school bearing his name on his family's farm half a century ago with an initial quartet of students who became the first of more than 7,000 men and women who have gone through the school.

The school has attracted students from around the world.

"My students learn that success in the auction business is a never-ending education about people, products, items and situation," Mendenhall says in the release.

Over the decades, the school's

graduates have started auction companies or joined existing organizations, with many attaining national recognition in the industry as leaders, educators and highly accomplished Auctioneers.

"It (the school) provides a good basis to get started, a realistic preparation for the profession with a strong foundation of practical knowledge from an eager staff of instructors and legendary leader," says former student and 2012 International Auctioneer Championship winner Lynne Zink, CAI, BAS, CES.

In 50 years leading the school, Mendenhall assembled a cadre of accomplished instructors — some former students — who share his passion, integrity, ethics and the joy of fostering one of the oldest commercial professions in the world.

"Simply, Forrest demands excellence, pushing me to push my students and requiring all

of us instructors to remain current and relevant,” says Instructor Kim Hagen, CAI, AARE, CES. “Not only do I teach, I learn thanks to Forrest whose breadth of experience showed me how to gain valuable insights for my business that I impart to my students needing to know about real estate auctioneering.”

With 50 years of awards, photographs of every class, testimonials, auction memo-

abilia and mementos covering virtually every wall at the school, its comprehensive curriculum covers every aspect of auctioneering: product knowledge, methods, techniques, procedures and law.

“When students are graduated, they have been thoroughly tested, adequately learning the basics to develop and enhance their careers,” Mendenhall says in the release.

NAA member Frank Hackett attended the school in 2010.

“Of all the training and schools I’ve attended, what I learned from Forrest has placed me above others, and I consider it the best I have experienced,” Hackett, Chief Executive Officer for the National Auto Auction Association, says. ❖



Forty-four people from 12 states and two people from Ontario, Canada, graduated from the Reppert School of Auctioneering on Aug. 12. Submitted photo

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MEMBERS' CORNER

Auctioneer serves as Chairman three times for town's anniversary celebrations

Jack Hines, CAI, AARE, GPPA, of Hines Auction Service Inc., Ellsworth, Wis., was Chairman of his hometown's 150th anniversary celebration, which came to an end July 4.

Wisconsin State Senator Sheila Harsdorf presented Ellsworth's Hines with a plaque recognizing his volunteer contributions in the community. He was Chairman of the town's

100th anniversary in 1962 and its 125th anniversary in 1987.

Hines says the town will have to find someone else for the next anniversary.

Hines is pictured at right wearing a beard he grew for the celebration's beard-growing contest.



Hines



The NAA represented its members Sept. 5-9 in Colorado Springs, Colo., at the National Association of Bankruptcy Trustees' annual fall convention. Bryan Scribner, the NAA's Director of Publications and Trade Show, pointed NABT members toward the NAA's online membership database as a source to find Auctioneers. NAA members Oren Klein (left), of AuctionAdvisors, Montclair, N.J.; and Kent Henderson (right), of Henderson Auctions, Livingston, La., represented their respective companies. Photos by Bryan Scribner

INDUSTRY SPOTLIGHT

The NAA congratulates its new designation holders

AARE

- Eric Gabrielson, AARE
- David Levy, CAI, AARE
- Mark Mommsen, AARE
- Justin Vondenhuevel, AARE, CES

BAS

- Mike Hogan, BAS
- Dan Kesten, BAS
- Brent La Ponsey, BAS
- Dan Stall Jr., BAS

Rita Collins, GPPA

- Jeff Koehler, CAI, AARE, GPPA
- Barbara Masterson, CES, GPPA
- Carl Naylor, GPPA
- Marcus Shively, GPPA

ATS

- J.J. Dower, CAI, AARE, ATS

GPPA

- Robin Brabander, CES, GPPA

MPPA

- Emilie Daye, CES, MPPA

IN THE RING

PAGE *“You realize immediately there’s no way we can help everybody. And you realize how much this means to these people, to have this opportunity.”*

10

Gayle Stallings, CAI, BAS

PAGE *“The baby boomers are pushing product to the next generation, and that next generation doesn’t really want it.”*

15

Chris Davis

PAGE *“The new fundamentals course will serve as a prerequisite for all the designation courses going forward.”*

20

Marc Geyer, CAI, AARE, BAS, CES

PAGE *“It proves there are people with money to spend who frequent these events and who are trying to scope out something the average person might overlook.”*

23

Jack Hamblin

AROUND *the* BLOCK

St. Jude study shows technique is best way to find cancer cells

A study from St. Jude Children’s Research Hospital published in the Sept. 10 online edition of the Journal of Clinical Oncology shows that a technique called flow cytometry is the best way to find remaining cancer cells in patients with acute myeloid leukemia (AML), according to a news release.

St. Jude led the effort to develop the test

about 15 years ago. Flow cytometry can identify a single cancer cell among 1,000 normal cells in bone marrow and is a much more precise tool than microscopic evaluation — a method that scientists have relied on for decades.

St. Jude has helped push overall survival rates for childhood cancer from 20 percent in 1962 to 80 percent today. At St. Jude,

the survival rate for children with AML is about 71 percent.

To take part in St. Jude Auction for Hope and help the National Auctioneers Association reach its goal of raising \$100,000 this year, visit www.stjude.org/naa or e-mail bmcgrath@auctioneers.org.

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Warrington

“ *I joined the NAA to become part of an elite group of professionals who enjoy the fine art of auctioning, as well as to stay connected with the ever-changing environment to help advance my new second-phase-of-life career.* **”**

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Brandywine

“ *Being new to the industry, this is my go-to tool to learn how to further my education, stay up with current trends and business practices — and knowing that the NAA is managed by Auctioneers, I know my best interests are truly in mind.* **”**

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Tampa, Fla.

Missouri

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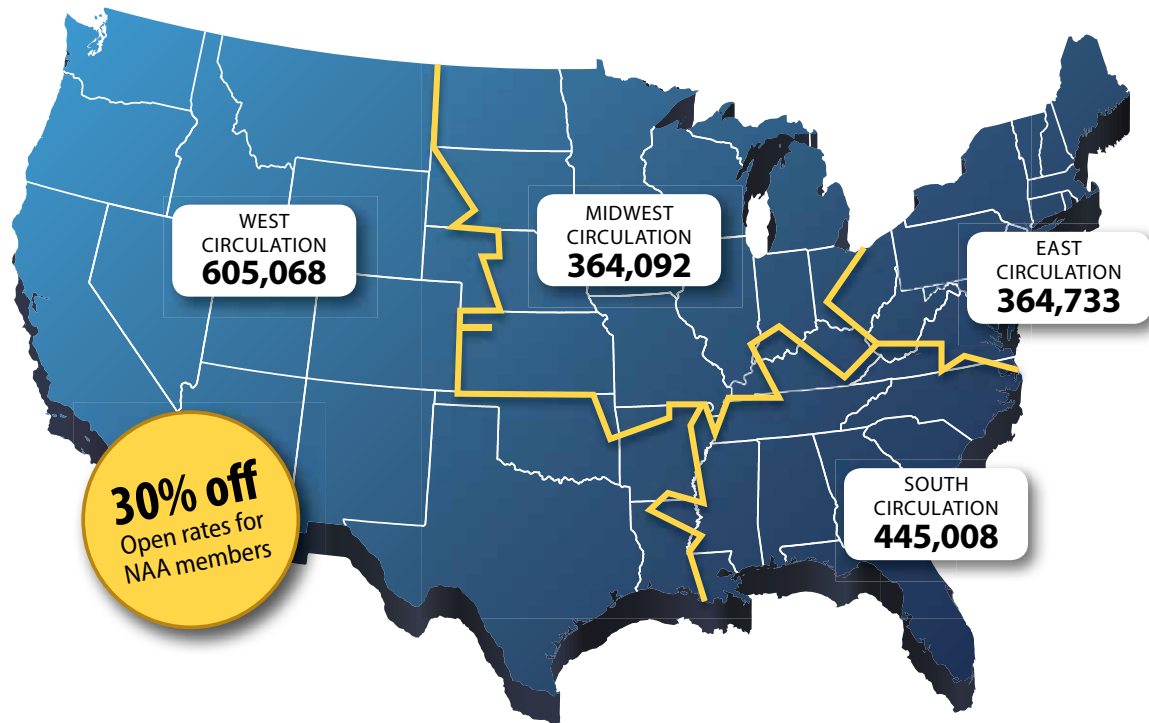
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1

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Mission

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

Vision

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

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

www.auctioneers.org



MarkNet Alliance continues to grow with auction industry leaders

MarkNet Alliance (www.marknetalliance.com) has continued to have strong growth in the auction industry expanding to 52 auction companies throughout the United States and South Africa.

The uniqueness of the growth of MarkNet is not just the number of companies, but rather the quality of companies that see the value in joining MarkNet.

MarkNet Alliance currently has nine members who have held the office of

“When all of our companies get in a room together and openly share how they are conducting business and what is working to make money for them it can help change anyone’s business.”

J.J. Dower
CEO MarkNet Alliance



SOME COMPANIES ARE DOUBLING COMMISSIONS IN ONE YEAR

President of the National Auctioneers Association. There are also numerous members who currently serve or have served as Director on the NAA Board; several current or former Education Institute Trustees; National Auctioneers Foundation Board members; CAI committee members and many who are currently in or were formerly in state association leadership. There are also three NAA Auxiliary past presidents as members as well as one NAA Auxiliary Hall of Fame member.

MarkNet Alliance also boasts 10 past International Auctioneer Champions and four NAA Hall of Fame members.

“One of the great things about our group is the quality of the people involved,” said MarkNet Alliance CEO J.J. Dower. “When all of our companies get in a room together and openly share how they are conducting business and what is working to make money for them it can help change anyone’s business.”

MarkNet is constantly working on innovating new technology for its members and working everyday to help them attain new business.

“We are launching some great new products this year,” said MarkNet COO Matt Corso. “We have a fantastic group of members who share their ideas with us everyday and we are able to put those in to practice. Our new technology released this year will be like no other on the market. It will not only help members in their business, but will help them attain new business.”

Another reason that the MarkNet leadership attributes to their growth is the growth of their companies.

“We obviously have a tech focus, but we have really become a full backend support system for our companies. We are doing whatever it takes from proposals to help on auction day to make them successful and we are really seeing some exciting things happen,” said Dower. “Some companies have taken their web traffic from 4,000 unique visitors a month to 100,000 unique visitors a month, while others have experienced gross commissions more than doubling in one year’s time. To see companies achieve those levels of success makes our efforts well worth it.”

www.marknetalliance.com | info@marknetalliance.com | 888-307-6545

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AmeriBid.....	36
Auction Flex.....	IFC
Auction Systems Auctioneers and Appraisers.....	33
Auction Time.....	27
Basinger Audio Systems.....	9
CUS Business Systems.....	38
E.R. Munro and Company.....	15
Fellowship of Christian Auctioneers....	23
Hall and Hall Auctions.....	18
Hudson and Marshall.....	12
Hyper Graphics.....	35
Kiefer Auction Supply.....	37
LuJohns Enterprises.....	11
Marknet Alliance.....	48
Mendenhall School of Auctioneering.....	17
Mike Jones.....	19
Nashville Auction School.....	18
National Auction Supply House.....	30
NEBB Institute.....	34
PrintedTAGS.....	21
Reppert School of Auctioneering.....	35
Satellite ProLink.....	30
St. Jude.....	17
Texas Auction Academy.....	37
United Country Auction Services.....	BC
UPS.....	31
USA TODAY.....	45
World Wide College of Auctioneering.....	23

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