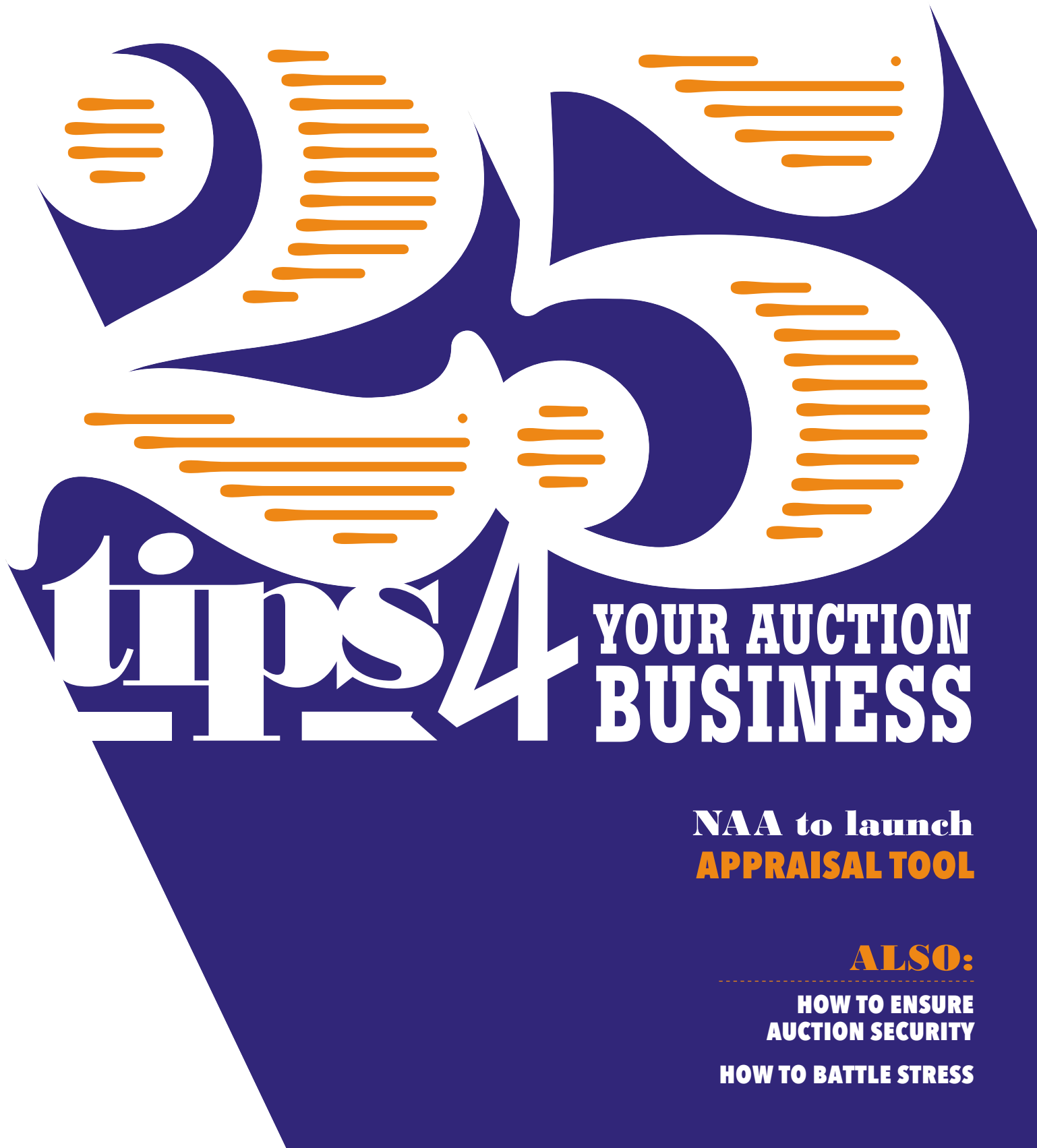


# Auctioneer

MARCH 2013

The official publication of the National Auctioneers Association



**tips 4**

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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.

# On the right track

**T**he National Auctioneers Association is starting the year off well!

We had a record-breaking Internet Online Auction Summit in Nashville, Tenn., focused on the professionals who are using the Internet to auction several types of assets. The nearly 200 people who attended the summit took away ideas that will help them make more money through business growth and efficiency. With more than two-dozen auction professionals involved in the planning, it was an outstanding example of Auctioneers Helping Auctioneers (AHA!).

The summit shows what we do best in the NAA — we help our colleagues. That is one reason why membership value is so hard to define for people who are not members of the association. It is hard to put value on the phone call you can make to an NAA friend who is thousands of miles away when you need information on a particular asset or how to market it to a specific group. It is hard to put value on the knowledge you gain from listening to one of your competitors talk about their business practices. It is hard to fully measure how valuable membership is when you need a partner to help you sell an asset in a state where you don't have a license.

## A community

The NAA is a community. That's the value its members bring to the table, and that is hard to communicate to people who are not part of that community. Can you get that connection in other places? Absolutely. But nowhere else can you be connected to almost 4,000 other auction professionals.

Since the first of the year, three task forces have been meeting to discuss their ideas on what the NAA should be doing in the future in terms of education, promotions and advocacy. Their final recommendations will be discussed in July at the preconference Board meeting. In order for us to move forward we have to consistently look at what the NAA is doing for us as auction professionals. Should we be working more in the area of advocacy? Should we be responsible for promoting auctions, our members or the organization? What does the future of NAA

education look like? The answers to these questions will help guide our plans for the NAA over the next few years.

Once we have these plans in place we need people to help us carry them out. Each year, more than 100 people volunteer in some capacity for the NAA. They write for *Auctioneer*, teach one or more courses, serve in leadership roles or help us with the Fun Auction at Conference and Show. We wouldn't be the NAA without all of these volunteers. They form the community that helps all of us. All of these volunteers will be recognized during a reception at Conference and Show on July 17.

## Conference and Show

And speaking of conference, this is where our community really comes together. Your conference registration brochure and forms book is included with this month's *Auctioneer*. Check it out, and plan now to be a part of something very special in Indianapolis from July 16-20.

Connections — they are what the NAA is about. Whether it is connections found at conference, through the website or through educational summits. We need each other to advance in this profession.

And to that end, a special "thank you" to the Internet Only Auction Summit Committee:

- Chairman Will McLemore, CAI
- Vice Chairman Aaron Traffas, CAI, ATS, CES
- Chris Rasmus, CAI
- Oren Klein
- Aaron McKee, CAI, AARE, ATS
- Joe Burns, CAI, AARE, CES
- Forres Meadows, CAI, ATS, BAS

It was an extraordinary event to start the year off well for the NAA!

I'm looking forward to more throughout the year!

*JJ Dower*

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# Auctioneer

MARCH 2013 VOLUME 65 NUMBER 3

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The official publication of the National Auctioneers Association

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## Four presenters plan to help Conference and Show attendees drive new business

By Nancy Hull Rigdon  
contributing writer

Speakers lined up for this year’s Conference and Show promise to improve auction professionals’ interview and photography skills, help benefit auctions thrive and spread some magic.

Here’s a look at the speakers set for the National Auctioneers Association’s 64th International Auctioneers Conference and Show scheduled for July 16-20 in Indianapolis.



Henderson

**Devin Henderson**  
*“Share Your Magic: Performing at your best to make a real difference, every day”*  
 8:30 a.m. to 10 a.m., Friday, July 19

Devin Henderson is a magician — one whose tricks often lead to positive changes in audience members’ personal and professional lives.

Henderson, who works as a keynote speaker and what he calls a corporate magician, seeks to help others find their own magic.

“What is it that you, as an Auctioneer, bring to the table that’s unique?” says Henderson, who lives in Shawnee, Kan.

An individual’s magic, he says, is most effective when shared with others. And that means helping business competitors.

“A good entertainer thinks, ‘How can I help others?’ When you help other people grow their businesses, you end up helping your own business,” Henderson says.

His presentation won’t be all serious magic. He promises



**JULY 16-20, 2013**

comedy and cool mind tricks.

**Andy Imholte, ATS, BAS**

*"Lights, Camera, Auction"*

1 p.m. to 2 p.m., Friday, July 19



Imholte

Andy Imholte hopes those in his audience walk away not only knowing what video and photography equipment to purchase, but also how to start using the

devices effectively.

"I want to give everyone the tools they need to change a few things to make their business better," says Imholte, a second-generation auction professional from Shakopee, Minn., who holds a degree in marketing and graphic design.

He'll give advice on shooting photos and video of auction items by giving details in areas including lighting, green screens, light boxes, megapixels and YouTube.

"These are the little things that are going to make you more competitive," he says.

In addition, he'll advise the audience on when it's time to hire out photography and videography.

"There comes a point when your time is better spent booking an auction than going after creative pursuits," he says.

**Kathy Kingston, CAI, BAS**

*"Death of a Benefit Auctioneer: How to avoid killing your auction career"*

8:30 a.m. to 10 a.m., Saturday, July 20



Kingston

Kathy Kingston has bright news for benefit Auctioneers.

"What we know is that

giving is up across America — studies are supporting that," she says.

The positive statistic can be met with mistakes, though.

"Too often, benefit Auctioneers are leaving money in the room," she says.

Kingston, an author, Auctioneer and consultant based in Hampton, N.H., seeks to use her presentation to help auction professionals avoid common mistakes.

Outside of avoiding pitfalls, Kingston says her interactive presentation will offer entrepreneur strategies, highlight ever-changing industry trends and ways to capitalize on the changes.

"There are so many services you can provide to grow loyalty, add value, and then you can raise your fee," she says.

"If you're just walking in, calling a benefit auction sale, eating your chicken dinner and leaving, you're not helping your clients or yourself?"

**Kelly Strauss**

*"The Interview Process to Seal the Deal"*

1:30 p.m. to 2:30 p.m., Thursday, July 18



Strauss

Auction professionals can often become a bit lax about interviewing clients, says Kelly Strauss.

"We need to remember that the client is interviewing us, too," Strauss says. "A lot of times, we get caught up in our daily

routine, and we forget to grab the shoe polish and wipe off our shoes."

Strauss, a King George, Va.-based Auctioneer with a 31-year sales career will seek to hone auction professionals' client interview skills.

Those in attendance will do the following:

- Analyze and compare attendees' interview approaches.
- Create and develop techniques for interview success.
- Distinguish between positive and negative interview techniques.
- Plan and organize the interview process.
- Value professionalism in all settings.

Interview preparation is key, he says.

"Do your due diligence before you go to your interview," Strauss says. ❖

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# NAA plans to offer appraisal technology in March

## Cloud-based software is for GPPA designation holders

By Nancy Hull Rigdon  
*contributing writer*

**T**he National Auctioneers Association has teamed up with a software company to develop an appraisal tool that could cut report preparation time in half and enable data input and access from any online device.

Appraisal Manager, the name of the new program, aims to replace appraisers' current report generation and data storage programs — such as word processing programs, spreadsheet software and computer hard drives — with what the NAA members guiding the project call a cutting-edge and revolutionary product.

The program is thought to be the first cloud-based database and report generation program for personal property auction appraisers. Cloud-based technology uses the Internet to access and store information.

“The bottom line is that this will make our lives as appraisers so much easier,” says Rich Schur, CAI, BAS, MPPA, adding he

expects it will cut his report writing time in at least half. “This streamlines the process. It will make me significantly more efficient, which means more dollars in my pocket.”



Schur

Schur, of United Country — Schur Success Realty & Auction LLC in Monument, Colo., and Tim Luke, MPPA, of TreasureQuest Appraisal Group Inc. in Hobe Sound, Fla., are Graduate Personal Property Appraiser instructors who worked with the association and SAM Auction Software to develop the program.

### How it works

To use the program, an appraiser will go to the program's website, [www.appraisalmanagerna.com](http://www.appraisalmanagerna.com), and log in with a private username and password. Then, the appraiser can store data and create reports.

The intuitive, easy-to-use features of the

comprehensive program will simplify the report process, Luke says.

For instance, he says appraisers will be able to use a phone to take photos of appraised items and then instantly upload those photos directly to a report — assuming the phone has Internet service. The program will automatically resize photos appropriately.

Luke says that in the past, he could easily spend a few hours transferring, resizing and placing photos on a report for, say, the contents of a four-bedroom house. Transposing written data and moving and formatting files were also time-consuming tasks, he says.

The program has a standard report template, although the fields are flexible, which Luke says should make it equally user-friendly for a fine art appraiser and a machinery appraiser.

Other highlights include spell check and the option to create report PDFs to email clients. Luke emphasized that the program is secure.



“ We’ve been dreaming of this for years ... We’ve landed on something that I think is really going to rock everybody’s world.”

**Tim Luke, MPPA**

TreasureQuest Appraisal Group Inc.  
Hobe Sound, Fla.

### Only GPPA holders

The program is expected to go live in March. It will be available to NAA members who are obtaining or hold the GPPA designation. The GPPA course before Conference and Show in July will include an overview of the program.

The NAA will offer a 30-day free trial. From there, the annual cost of the program is \$200 for those who continue to pay their annual GPPA designation dues.

Luke considers the program affordable, especially since he says there isn’t a competitor program.

The program will include report elements required by USPAP (Uniform Standards of Professional Appraisal Practice). It includes the NAA and GPPA logos, and reports will state that documents are NAA approved and meet USPAP and IRS standards.

The program will also track GPPA information, such as continuing education credits and class schedules.

Luke says the program will impress appraisers as well as their clients.

“The NAA has taken the lead in cloud-based, personal property programs. This technology will be fantastic for our members,” Luke says. “This makes me proud to be a member of the NAA.”

The end result, Luke says, was years in the making.

“We’ve been dreaming of this for years, and we’ve been actively working on it for a while,” he says. “We’ve landed on something that I think is really going to rock everybody’s world.” ❖

### Appraisal Manager at a glance

The NAA’s new Appraisal Manager tool is expected to go live in March. It’s for NAA members who are obtaining or currently have the GPPA designation. After a 30-day trial, the cloud-based software is available for \$200 a year.

The technology will do the following:

- Streamline the appraisal report process
- Save time in report assembly
- Provide users with industry standard value definitions
- Include machinery and equipment, personal property, and antiques and collectibles
- Include all USPAP (Uniform Standards of Professional Appraisal Practice) required report elements
- Provide secure, cloud-based storage of client and appraisal information plus unlimited storage of appraisal photographs
- Allow access to client and appraisal information from any web-based device
- Generate secure PDF appraisal report documents to email to clients
- Impress clients with advanced technology
- Provide users with an industry leading personal property appraisal manager

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# FORGING AHEAD

## *Veteran Auctioneer never afraid to try new things*

**By Sarah Bahari**  
contributing writer

**I**n 1967, Wayne Pike promised his father he would attend an estate auction to learn the ropes of the family business.

Weeks earlier, Pike had graduated from the World Wide College of Auctioneering in Mason City, Iowa, the same school his father attended in 1936.

Just 23 years old, Pike arrived on time to the estate auction, only to find his father, Al, was not there. He had no choice but to jump on the auction block and start selling.

“I was scared to death,” Pike says. “My father did not show up on purpose. He threw me right in.”

That early bout of nerves did little to deter Pike from building a successful and respected auction business in Minnesota and the Midwest.

### **Auctioneer royalty**

In a career spanning more than four decades, Pike, 69, has conducted thousands of auctions, selling everything from livestock and real estate to antiques and automobiles. In recent years, his business, Wayne Pike Auction Co., forged a niche in construction and heavy equipment sales.

“The Pikes are Minnesota Auctioneer royalty,” says Paul C. Behr, CAI, BAS, Vice President of the National Auctioneers Association.



Wayne Pike and his wife, Merridy, have been in the auction business since the late 1960s. Submitted photo

“When someone mentions the name Pike, you immediately think integrity,” says Behr, who is President and owner of the World Wide College of Auctioneering. “The family built a business from scratch and turned it into one of the premier heavy machinery and equipment auction companies.”

As a boy, Pike spent countless hours helping his father run livestock auctions in rural Minnesota, earning \$12.50 per sale.

After graduating from high school in 1961, he joined the U.S. Navy before returning home to Princeton, Minn., in 1967, ready to make a living.

### **Hard work pays**

Initially, Pike sold a bit of everything, including farm equip-

ment and machinery. He was drawn to the independence of the auction business and the opportunities it provided.

“You were in control. You were the boss,” he says. “The harder you worked, the more money you made.”

When the market for farm equipment began to dry up, Pike was among the first Auctioneers to move into heavy equipment, says LaDon Henslin, a longtime friend and colleague.

Years later, Henslin says, Pike was also one of the first to launch a website and add online auctions and bidding.

“Wayne always thinks outside the box. He is never afraid to try new things,” Henslin, of Henslin Auctions Inc., Bird Island, Minn., says. “He is truly a leader in our field.”

Those talents helped Pike expand his heavy equipment and machinery business from Minnesota to include Iowa, Indiana, Wisconsin, North Dakota and South Dakota.

In 1968, Pike married Merridy, and the two attended together their first Minnesota State Auctioneers Association Convention.

## Hall of Fame

Pike served as the President of the state association in 1977, and for 25 years, Merridy produced the association’s newsletter, as well as brochures for her husband and other Auctioneers.

Pike was inducted into the Minnesota Hall of Fame in 1995, an honor his father also received.

“You meet a lot of people and make contacts. You read about their stories,” he says. “Belonging to the association is an easy way to keep up on the news.”

Pike, who is now semiretired, and Merridy split their time between Princeton, Minn. and Mesa, Ariz.

The couple has two children, Cory, who graduated from World Wide College of Auctioneering in 2003, and Carrie, who works as a Correctional Officer in Minnesota.

“The auction business has been very good to us,” he says. “I don’t know of another field I could have had this kind of success.” ❖



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# AUCTION THEATER

## Community events more than quadruple auction attendance

By Nancy Hull Rigdon  
*contributing writer*

**T**ongue twisters, slow dancing, auction lessons and cock-a-doodle-dos have helped grow Patty Brown's monthly auction crowd from 17 to more than 100 attendees in five months.

Brown believes the success of her new business stems from mixing fun with a quality auction. The recipe, she's found, is a hit with a crowd that includes children and young adults as well as senior citizens.

"I am getting great reviews, especially from people who had never been to auctions before," Brown says.

Brown graduated from the Florida Auctioneer Academy in June 2012 and launched her business, Red Belly Rooster Auction Theater, in September 2012 in Fayetteville, Ga.

### Red belly roosters

The second Friday evening of each month, Brown, her husband, their 4-year-old and 8-year-old daughters and Brown's mother transform into the red belly roosters. Wearing black pants, white dress shirts and red bow ties, they run the crowd inside a retro theater.

General admission tickets are \$1, and a \$5 VIP ticket includes reserved seats, car-ryout service, water and mints.

Patty Brown, of Red Belly Rooster Auction Theater, Fayetteville, Ga., calls bids during one of her company's auction events for community members. Submitted photo

“A family of four can go out and have a fun Friday night for \$4. Of course, we hope that’s not all they’re spending.”

### Patty Brown

Red Belly Rooster Auction Theater, Fayetteville, Ga.

“There’s an old ticket booth, so you expect there to be a charge,” Brown says. “A family of four can go out and have a fun Friday night for \$4. Of course, we hope that’s not all they’re spending.”

The many giveaways include “auction bucks.”

At 6:30 p.m., newcomers can ease their anxiety with a class on auction basics. Patty and Terry Brown’s two daughters, Maddie and Addy, take the microphone at 7 p.m. and welcome the crowd with an energetic cock-a-doodle-do. The Browns have six children in all; the four oldest are in their 20s.

Outside of an auction that focuses on antiques, collectibles and household decor, the evening’s lineup includes a kids’ bid table, a tongue twister competition for children, and a time where all can dance the twist. The best twist moves win \$20 in auction bucks.

### Dancing away

“My husband, he’s an accountant, and he said, ‘No one is going to stand up at an auction and dance.’ But they do because they want to win those bucks,” Brown says with a laugh.

The event ends with a slow dance.

“While there’s a lot that needs to be done at that time, my husband and I always make the time to slow dance together,” Brown says. “Our whole family really loves working together. We feel like this pulls us together.”

Before starting the business, Brown focused on homeschooling her children. On the weekends, the family enjoyed heading to auctions. To get the good stuff, Brown says, they traveled more than an hour past Atlanta.

Today, the Browns pick the majority of the items they sell. Their finds include collectibles and furniture from estate sales and yard sales.

“We know we can’t just make this an entertainment night. This has to be a quality auction,” Brown says.

### Younger attendees

Brown’s plans for her business started to form during her time at the Florida Auctioneer Academy. Its instructor dresses as the “Kentucky Fried Chicken colonel” during auctions, which

inspired her to go down the show-auction path.

As Brown crafted her business plan, she says she prioritized what is often a challenge in the industry: attracting younger generations and others in the nontraditional auction crowd.

The reaction to what she has built has pleasantly surprised her. For instance, a local radio personality has raved about the events. Word-of-mouth has played a big role in growing the crowd, she says.

She’s thinking about expanding from one to two events per month.

The success has taught Brown a lesson.

“Don’t be afraid of going outside the box,” she says. ❖

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# Storage auction specialist enters Michigan Hall of Fame

The 25th anniversary of the Michigan Auctioneer Championships took place Jan. 23 at the Michigan State Auctioneers Association's annual conference in Lansing, Mich., according to a news release.

Nine contestants competed for the title. Among the five finalists were National Auctioneers Association members Laura Mantle, Gahanna, Ohio, and John Beechy, Nappanee, Ind. Beechy took second runner-up.

Also during the event, the association inducted Wayne Blair, CAI, of Blair Auction & Appraisal LLC, Jenison, Mich., into its Hall of Fame.

The former General Motors employee also was in the Army National Guard from 1971 to 1992, according to a new release.



Blair

He now conducts retail, estate and food auctions, as well as storage auctions for U-Haul across Michigan and 19 other states.

Another award winner at the conference was Leroy Yoder, of Yoder Bros. Auction Service, Clare, Mich. He became Michigan Ringman Champion on Jan. 23, according to a new release.

Seven contestants competed for the title.

Yoder, who sometimes works with his brother, Willis Yoder, CAI, of Shipshewana, Ind., is married to Lydia Ann. They have five children.

He also is the 1996 Michigan State Auctioneers Association Bid-Calling Champion and the association's 2011 Pennsylvania Dutch Bid-Calling Champion. ❖



Leroy Yoder, of Yoder Bros. Auction Service, Clare, Mich., was named Michigan Ringman Champion in late January. Submitted photo

## Maryland association names Officers

The Auctioneers Association of Maryland played host to its annual convention Jan. 24-27 in St. Michaels, Md., according to a news release. Fifty people attended.

Its newly elected Officers are as follows:

- President Lynne Zink, CAI, BAS, CES, of LynneZink.com, Joppa, Md.
- President-elect John Roop, of Roops Auction Service, Walkersville, Md.
- Vice President Larry Forman, of Chesapeake Auction House, Saint Leonard, Md.
- Director Sam Grasso Sr. of Baltimore
- Director Dennis Stouffer, of Stouffer's Auction & Real Estate Co., Smithsburg, Md. ❖

# Illinois Hall of Famer is youngest ever

The Illinois State Auctioneers Association named Cory Craig, of Edinburg Auction, Edinburg, Ill., to its Hall of Fame during its annual Conference and Show in Bloomington, Ill., on Feb. 9-11, according to a news release.

Craig is the youngest Auctioneer to be inducted into the association's Hall of Fame.

He specializes in real estate, farm equipment, livestock, antiques, liquidations and estate auctions.

He was 2000 Illinois State Champion Auctioneer, and he made the top 15 at the 2001 International Auctioneer Championship in Boise, Idaho.

Craig has served the Illinois association's Board of Governors, and he has been on every committee. He was 2004-2005 ISAA President.



Craig

During his presidency and every year since, he has hosted a cookout at his home the night before the Illinois State Fair Championship Auctioneer Contest. He also has arranged free seminars open to all licensed Auctioneers.

As a member of the Edinburg Lions Club and President in 2006, he held a Lions Club Christmas Auction, donating his commission to help buy toys, coats, eyeglasses and hearing aids for the needy.

The Edinburg Lions Club no longer exists, but Craig has continued the Christmas auctions with proceeds going to a scholarship fund for high-school students.

Craig and his wife, Julie, have three children: Cody, Riley and Madison. His family is involved in the auction business, including ringing, cashiering, clerking, videography and foodservice. ❖

## NAA member wins People's Choice in Wyoming

Larry Forsberg, of All Property Brokers, Casper, Wyo., was second runner-up in the Bid-Calling Contest during the Wyoming Auctioneers Association's 18th annual convention in Casper, Wyo., on Jan. 10-12, according to a news release.

Larry Brannian, of Brannian Auction LLC, Buffalo, Wyo., won the People's Choice Award.

Forty-one people attended the WAA Convention, where National Auctioneers Association members Rich, CAI, BAS, MPPA, and Shannon Schur, CAI, BAS, GPPA, of United Country — Schur Success Realty & Auction LLC,

Monument, Colo., served as keynote speakers. Rich Schur is an NAA Director.

The speakers discussed customer service as well as their success conducting storage auctions.

The group's outgoing Board members are Hershel Pruitt, Eva Brannian and Brent Wears, CAI, AARE, ATS, CES, of Wears Auctioneering Inc., Solon, Iowa.

Its newly elected officers are as follows:

- Director Mark Musser, of Musser Bros. Inc., Cody, Wyo.
- Director Larry Brannian
- Director Larry Forsberg ❖

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# New York features seminar on selling guns at auction

**M**ore than 100 auction professionals from throughout New York State and Canada gathered Feb. 3-4 in Syracuse, N.Y., for the 58th-annual New York State Auctioneer's Association Convention, according to a news release.

The convention featured seminars on topics including selling guns at auction, presented by the New York State Attorney's General Office; motivating your staff and customer service, presented by National Auctioneers Association Director Rich Schur, CAI, BAS, MPPA; and "Crowd Control & Stage Presence," by Joseph Mast, CAI, of Millersburg, Ohio, who is an Auctioneer with Barrett-Jackson and the youngest International

Auctioneer Champion.

The Auctioneer of the Year award went to Laurie Bostwick, of Bostwick Auctions, Candor, N.Y. Rookie Auctioneer of the Year was Tyler Galloway, of Cobleskill, N.Y.

The purpose of the event is to provide continuing education that gives auction professionals the tools to better serve buyers and sellers.

Special events included the Annual Business Meeting, which includes election of Officers and members of the Board of Directors. The association's newly elected Officers are as follows:

- Chairman John Gokey, CES, of Gokey's Auction & Appraisal Service, North Hudson, N.Y.
- President James Mason, of R.G. Mason Auctions, Fillmore, N.Y.
- Vice President Laurie Bostwick
- Secretary Brenda Goldfuss, of PROAUCTIONRING, Port Crane, N.Y.
- Treasurer Jean Gokey

Board members are Jared Lambrecht; Larry Warfel, of J V Collectibles, Waterloo, N.Y.; Evan Goodrich; Robert Rowe; Joseph Hessney, of Hessney Auction Co., Geneva, N.Y.; and Carrie Hessney. ❖

## Iowa association names Hall of Famer

**T**he Iowa Auctioneers Association played host to its annual convention Feb. 1-3 in West Des Moines, Iowa, according to a news release. There were 175 attendees.

The association's Hall of Fame award went to Darrell Cannon, CAI, BAS, CES, of Cannon Auction Service, Palo, Iowa. Thirty-six contestants were in the association's bid-calling competition, which produced 21 finalists for its Aug. 13 competition.

The group plans its 2014 convention for

Jan. 31-Feb. 2.

Its 2013 Officers and Board Members are as follows:

- Chairman of the Board Larry Crow
- President Burton Prunty, of Wagner Prunty Auctions LLC, Allerton, Iowa
- President-elect Chad Shepard, of Cedar Falls, Iowa
- Vice President Jodi Sweeney-Egeland, CAI, BAS, of Sweeney Auction Service, Waukon, Iowa
- Secretary/Treasurer Joan O'Brien

- Director Matt McWhirter
- Director Jeff Webb
- Director David Whitaker, of Steffes Auctioneers, Ames, Iowa
- Director Ben Hollesen
- Director Trisha Brauer, BAS, of Taking Bids Benefit Auctions LLC, Roeland Park, Kan.
- Director Chris Richard, of Richard Realty & Auction Inc., Mount Pleasant, Iowa
- Director Tracey Bantz
- Director Leroy Hoffman
- Director Rick Van Donsler ❖

## NAA member a Hall of Famer in Kentucky

**T**he Kentucky Auctioneers Association named National Auctioneers Association member Tim Foley III, CAI, AARE, CES, of Foley Auction & Realty LLC, Georgetown, Ky., to its Hall of Fame during the association's annual convention Feb. 8-10 in Bowling Green, Ky., according to a news release.

More than 100 people attended the convention.

Another NAA member, Marcus Landers, of Mills Real Estate and Auction, Scottsville, Ky., was the state association's bid-calling champion. Paul Malone, of Malone Realty and Auction, Campbellsville, Ky., took first runner-up. The group's leaders are as follows:

- President Danetta Allen
- President-elect Jeff Gerald, of Big South Realty & Auction, Gamaliel, Ky.

- Vice President Rick Wardlow, CAI, BAS, of Wardlow Auctions Inc., Louisville, Ky.
- Director Steve Cherry, CAI, CES, of Progressive Auction Group, Bowling Green, Ky.
- Director Chris Wilson, CES, of Golden Rule-Wilson Realty & Auction, Columbia, Ky.
- Director Paul Playforth, CAI, AARE, CES, of Partners Realty Inc., Stanford, Ky.
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**J.J. Dower,**  
 CAI, AARE, ATS,  
 NAA President

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



**Beth Rose,**  
 CAI

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



**Brad W. Wooley,**  
 CAI

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

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# KEEPING THEM HONEST

*Members share several ways they ensure security at checkout*

By Nancy Hull Rigdon  
contributing writer

Auction professionals continuously alter procedures to ensure high-quality auction security.

And the controls in place vary, as what works for one may not work for another, according to National Auctioneers Association members.

Lisa Gay, CAI, of LL Auctions in Dickinson, Texas, realizes what's known as the Costco-style checkout — checking buyers at the door like membership-based retailers — is popular among Auctioneers, but it doesn't work for her.

Typically, with the “Costco checkout,”

winning bidders retrieve their items and take them to the front, where auction staff checks buyers at the door.

“We’ve found you can run into problems with bulk lots that way,” she says. “You may have a box full of items, but not each individual item is tagged. The box may say lot No. 100, but you may have put other stuff in there.”

## Staff chaperone

Her company doesn't allow buyers to pick up their items on their own. Instead, a staff member chaperones winning bidders to a table away from the merchandise.

The staff member leaves and gathers the buyer's items, brings those items back to the buyer, and then checkout proceeds.

Gay uses the system for both live and online auctions. Online

winning bidders must schedule a time to pick up their items.

The policies can sometimes initially aggravate winning bidders who want to immediately see and touch their items, Gay says.

“Once they see that we are doing this to make sure they get their stuff and get it in good condition, we find that bidders develop trust in us,” she says.

The procedures have minimized loss as well.

“Last year, we did a huge online auction that filled three big warehouses, a side yard and back yard. We had just one lot of less than \$20 that we couldn’t find, and it had fallen behind something,” Gay says. “To basically have no shrinkage was phenomenal!”

### Thorough registration

Tina Weiman, CES, of Mound City Auctions in Hazelwood, Mo., finds a thorough registration process avoids potential problems. To bid, an individual must first give a signature, driver’s license and allow a credit card authorization.

She does allow winning bidders to take lower-value items to their cars during an auction, prior to payment.

“If by chance someone didn’t come back, we’d have their credit card, driver’s license information and phone number,” Weiman says.

The business once combatted a theft scare with smart thinking. A man wrote what turned out to be a hot check for \$1,500 worth of toys at an estate sale. Weiman’s husband, Rob Weiman, CAI, AARE, ATS, CES, GPPA, paid \$35 for an online background check that led to contact information for the man’s brother.

“He called the brother and said, ‘Look, I’m sure this was a mistake. If your brother makes good on this, I won’t turn this over to the sheriff. If I don’t hear from him, I will call the sheriff,’” Weiman says. “We got paid the next day.”

### Surveillance video

David Roland, of D.R. Auctions and Frog Level Auctions in Weaver-ville, N.C., has an intense security system:

- His auction house has surveillance video that allows his cashier to keep watch on the parking lot and the inside of the building.
- Yellow caution tape surrounds a cashier stand that sits in the center of a pop-up canopy.
- A bright red ammunition box with a slit on the top serves as a cash box that sits under the register stand.
- An armed individual keeps close watch.
- Staff consists of a few family members who can exchange knowing looks.

“There are times where people look suspicious. Once we really start watching them and they see what we have going on, they seem to change their minds,” Roland says. ❖

“Once they see that we are doing this to make sure they get their stuff and get it in good condition, we find that bidders develop trust in us.”

Lisa Gay, CAI

LL Auctions, Dickinson, Texas

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# BATTLING stress

Alternative  
therapies might  
help Auctioneers  
maintain wellness

By Sarah Bahari  
*contributing writer*

Auctioneer Dave Webb knows the stress of standing and chanting for hours, microphone in hand.

That is in part why he regularly visits with a chiropractor and acupuncturist.

“We only get one body, so we need to take care of it,” says Webb, BAS, GPPA, of Webb & Associates in Stilwell, Kan. “I encourage people to explore all of the health care options available to us.”

Alternative health care therapies offer numerous benefits to Auctioneers, from helping to alleviate stress and physical pain, boosting digestive health, improving concentration, lowering blood pressure and more.

## Alternative therapies

More people are turning to alternative health care therapies. Roughly 38 percent of American adults and 12 percent of children use some form of alternative care,



according to a 2008 study by the National Center for Complementary and Alternative Medicine and the National Center for Health Statistics.

The most popular were deep breathing exercises, meditation, massage therapy and yoga, the study found.

Dr. Darshan Khalsa, of Reston, Va., a long-time practitioner of alternative health care, says he typically instructs new patients to employ deep-breathing exercises, which they can do on their own time.

Khalsa recommends patients practice long, deep breathing in five-minute intervals three times a day. He has even developed an iPhone application called “Long, Deep Breathing” to help people time their breaths.

“This makes a tremendous difference in overall stress level,” says Khalsa, who sees patients at Khalsa Integrative Medicine. “When we are stressed, our breathing becomes short and shallow. When we are relaxed, our breathing becomes slow and deep. So by making our breath slow and deep, we can actually induce a more relaxed state.”

### Back to wellness

Depending on the ailment, Khalsa also recommends herbal products and acupuncture, a traditional Chinese treatment that involves the insertion of thin needles on strategic points of the body. In recent years, numerous studies have shown acupuncture — which aims to restore the body’s energy flow — can help relieve physical pain.

At the Center for the Healing Arts in Fort Worth, Texas, practitioners sometimes recommend rolfing, a type of deep tissue bodywork, says Kim Perrone, owner of the center and a trained pharmacist. The theory behind rolfing is that aches and pains in the body arise from basic imbalances in posture and alignment.

The center also offers occasional meditation classes and Thai yoga, which is basi-

cally assisted stretching.

“In Eastern medicine, we look at the person as a whole. Mind, body and spirit,” Perrone says. “And then we try to coach the body back to wellness, rather than just treating symptoms.”

Long-term, chronic stress, if untreated, can result in numerous health problems, Khalsa says, including acid reflux and heartburn, fatigue, physical pains, high blood pressure and high cholesterol. More clients are seeking alternatives to Western medicine, he says.

“Western medicine is wonderful for treating trauma and life-threatening disease,” Khalsa says. “But it does not offer much to battle long-term, chronic stress. It does not really pay attention to issues until they become extreme.”

### Helping the Auctioneer

Webb, who has been an Auctioneer since the mid-1980s, grew up around alternative medicine. His mother was the first woman chiropractor in Kansas, and he began seeing a chiropractor as a child. He started acupuncture about 20 years ago.

Regular visits with a chiropractor and acupuncturist help keep his body in shape, while relieving the

physical stress of auctioneering and even occasional tinnitus, or ringing in the ears. They also help keep his breathing strong, important for maintaining a chant.

“We all know that after a long day of standing in the cold that your muscles tend to tense up,” Webb says. “This just helps relieve some of that stress. It’s like a tune-up.” ❖

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# tips for your auction business

Panelists, technology experts provide advice at the Internet Online Auction Summit

By Bryan Scribner  
*editor*

**T**he Internet Only Auction Summit provided cutting-edge tips and best practices for auction businesses.

The sold-out event, Feb. 5-6 in Nashville, Tenn., featured panel discussions with National Auctioneers Association professionals, round-table discussions and presentations from technology experts.

On the first day, Chris Rasmus, CAI, and Will McLemore, CAI, led panel members on these online auction topics: pre-contract activities, event preparation, promoting events and assets, communication and closing, removal and reconciliation.

NAA members might be able to improve their businesses by incorporating the following advice:



The NAA thanks Internet Only Auction Summit sponsors Vortex Solution, Wavebid, AuctionTime.com, AuctionMethod, AuctionServices.com, K-Bid, Proxibid, Auction Flex/Bidopia, MarkNet Alliance and the National Auctioneers Foundation.





Internet Only Auction Summit attendees share ideas during a round-table discussion. Photo by Bryan Scribner

## 1 Offer sellers a financial program

Terry Howe, of Terry Howe & Associates, Taylors, S.C., now consolidates multiple sellers' assets into single monthly events. The company's goal is to further consolidate its auctions into five to six events per year, a move Howe says will improve cost efficiencies.

Howe & Associates also offers its sellers a financial aid program, Howe says, which provides funds up front to sellers who need their problems solved before auctions occur.

Although fees to the sellers are higher if they take advantage of the aid, Howe says it can be a good way to ease their minds and earn their business. It's especially important that auction professionals know the prices assets will bring before offering such a program.

## 2 Offer sellers different options for up-front costs

Penny Worley, CAI, of Worley Auctioneers & Appraisers Inc., Maineville, Ohio, told summit attendees she uses online auctions because they allow her to conduct multiple sales simultaneously. She still uses traditional marketing and public relations to market the online events.

Similar to Howe, Worley offers her clients unique financial options before auctions.

Her approach involves sellers' responsibilities for paying presale marketing costs. She offers them two options: 1) An agreement that her company will take on all advertising and labor costs in exchange for a higher commission structure; or 2) An agreement that sellers will pay advertising and labor costs in exchange for a lower commission structure.

## 3 Embrace specialization

Sid Miedema Jr., CAI, told attendees his company, Miedema Auctioneering Inc., Byron Center, Mich., runs several online auction companies with unique URLs because the company has found more success with multiple business units.

It is able to specialize its online auctions to better penetrate individual

markets, he says. Its eight companies can focus on different auction items and business practices in order to achieve optimal results.

In addition to Miedema's companies having separate goals, they have different sales staffs to handle myriad assets.



## 4 Consider multiple profit centers

Aumann Auctions Inc. — MarkNet Alliance Member, Nokomis, Ill., which auctions collectible toys, conducts business liquidations and sells real estate, has started to incorporate multipar bidding for more than just real estate auctions.

"What you see is buyers migrating from machine to machine or item to item," says Kurt Aumann, CAI, ATS, adding that the approach helps improve prices achieved at auction.

As a profit center, the company now offers shipping services. Its strategic alliances with shippers have made purchases at Internet auction more convenient for buyers, Aumann says.

The company's Jodi Reynolds, CAI, is in charge of its shipping division. She says the value-added service has now become a money maker.

Reynolds says shipping helps the company compete with online retailers such as Amazon and eBay. She told summit attendees that Aumann might charge about \$25 for a shipment that costs it \$18.



## 5 Don't ignore "traditional" marketing

Although the Internet Only Auction Summit focused largely on technology, Aaron Traffas, CAI, ATS, CES, of Purple Wave Inc., Manhattan, Kan., recommended auction companies continue to use traditional marketing, in addition to electronic advertising.

He says the best way to tell a story about assets is sometimes through traditional marketing, which might include direct mail, flyers and print advertisements.

Howe says his company continues to target buyers with "tens of thousands" of pieces of direct mail.

continued >>

# 6

## Use employees more efficiently

When it comes to event preparation, specifically lotting auction items, Chris Rasmus, of Rasmus Asset Advisors, Alexandria, Va., recommends company principals not be the ones who identify assets and take photos. He says this is a job for entry-level employees or college graduates.

Hansen & Young Auctioneers, Prairie Farm, Wis., brings in college students over their school breaks. Bryce Hansen, CAI, says they are helpful and hardworking employees for big auctions.

Forres Meadows, CAI, ATS, BAS, of TexasBid.com, Boerne, Texas, can sometimes be faced with lotting as many as 400 items in one day. A three-person team usually takes on the challenge.

For the best efficiency, Meadows, like Rasmus, equips his employees with iPads. Information is transmitted via cloud-based computer software throughout the lotting process.

# 7

## Skip preview when possible

Rob Doyle, CAI, CES, of United Country — Absolute Auction & Realty Inc., Pleasant Valley, N.Y., conducts some estate auctions in a unique way.

For some auctions, he has two-person teams go into clients' homes to assess the value of their belongings. They place items together into lots with minimum values of \$100 per lot.

Then, the team photographs items in a house, room by room, without assigning lot numbers. Description and organization of items follows this process.

Using this procedure, the company can get the contents of a three-bedroom house ready for auction in about three hours, Doyle says.

The company offers no preview to potential bidders; however, the company provides preview time for items that are in



Chris Rasmus, CAI (sitting left), and Will McLemore, CAI (standing right), lead panel members during the sold-out Internet Only Auction Summit in early February. Photo by Bryan Scribner

its auction center.

Because the company offers no preview in some estate sale situations, it is able to lot items more efficiently, skip the tagging process and provide better security.

Doyle's fellow panel members agreed there is less need for preview when it comes to lower-value items, while preview is still necessary for high-value assets.

# 8

## Use social media to form brand ambassadors

To promote auction items electronically, Susan Rasmus, of Rasmus Asset Advisors, says auction professionals should look at Facebook as a cocktail party.

Here, marketers should make small talk and start "liking" what others write and post to the social network. She says it's important not to talk business in the cocktail party but rather to become "real" friends

with people in online communities.

Then, to engage friends in the auction process, she recommends telling stories about auction items as they move through the process of being marketed and sold.

Over time, she says this approach will help social network friends better understand the auction company for which a person works, and ultimately, they will become brand ambassadors.

# 9

## Develop rich conversations through social media

Similar to Susan Rasmus, Robert Mayo, CAI, AARE, ATS, GPPA, of Mayo Auction & Realty, Kansas City, Mo., talks about business very little on his personal social media presence.

He has a company page for business; however, he says sellers still reach out



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to him on his personal Facebook page because he has developed genuine friendships through the site, even if he hasn't met some of his "friends."

On his personal profile, Mayo talks about the things that are important in his life, and his friends talk about what's important to them. This helps him develop richer conversations in the aforementioned "cocktail party" of social media networks.

## 10 Get more "likes," find more buyers

Also on Facebook, Jason Hanks, ATS, GPPA, of Cal Auctions, El Cajon, Calif., says he tries to get as many of the social network's "likes" as possible on his company's page.

The more eyes he can get on the merchandise he's selling, the more likely the items will catch the interest of potential buyers or future sellers, he says.

As an example of how he gets "likes" on his company page, Hanks shared with attendees how he marketed a gun auction. Instead of solely focusing on marketing the auction or auction calendar, Hanks

**continued >>**

purchased promoted posts and Facebook advertising. He also picked certain items from the auction and promoted them individually — sometimes targeting potential buyers.

He says Facebook promotions allow his company to get in front of potential buyers and sellers because his messages are more likely to appear in their news feeds.

This method earned him as many as 400 to 600 likes per day during his marketing campaign. The company had nearly 20,000 likes in late February.

## 11 Establish yourself as an expert

In the world of LinkedIn, Susan Rasmus says auction professionals should establish themselves as thought leaders in the auction industry. She says LinkedIn is just as important as Facebook.

LinkedIn is where high-level executives and decision makers hang out, and therefore it should be used as an important social media marketing tool. The conversations are more professional in nature, and auction professionals have the opportunity to join specific groups related to the industry.

## 12 Simplify your website

For an auction company's own online presence, Daniel West, of West Auctions Inc., Woodland, Calif., recommends auction professionals keep websites as simple as possible.

He says the registration forms he sees on auction websites are often unnecessarily complex. The whole point of these forms, he says, should be to gather basic client information.

Bidders appreciate simplicity and convenience, giving up limited details such as name, email, address, phone number and credit card information.

And when it comes to website content, West recommends publishing auction results, as this content is often what's of most interest to visitors.

## 13 Give registrants a phone call

West says once bidder information is collected via website forms, auction professionals should call all new bidders to welcome them to the company and verify their information.

It's important to establish a relationship with clients right away, as this method dramatically reduces buyer back out and default.

Will McLemore, of McLemore Auction Co. LLC, Nashville, also recommends keeping in touch with online registrants via telephone. Phone calls establish closer relationships with buyers, which in the end can make for smoother auctions from start the finish.

## 14 Cater to buyers' needs to solve pick-up problems

Once an auction has ended and it's time for buyers to pick up their items, panelists offered a few best practices to ensure orderly processes.

LL Auctions, Dickinson, Texas, now has online buyers schedule their own pick-up times, though it still allows nonscheduled buyers to get their items on pick-up day, says the company's Lisa Gay, CAI.

The difference is LL Auctions gives scheduled customers priority over those who don't set up times. This allows the company to more adequately staff for pick-up, and it eliminates long lines.

Another panelist, Kurt Mingerink, of Orbitbid.com, Byron Center, Mich., talked about his company's decision to provide customers with a three-day pick-up window.

Three days allows Orbitbid.com customers to verify purchases, arrange transportation and not feel rushed by the pick-up process.

## 15 Separate payment from pick-up

McLemore's company separates the payment and pick-up processes, which has made removal more efficient and secure, he says.

After concluding a sale, McLemore Auction has a day for payment during which no one is allowed on the property to pick up their items. A lot of money changes hands on these days.

Then, a separate day for pick-up allows buyers to focus on one thing: acquiring their items by showing a paid invoice. ❖

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NAA President J.J. Dower, CAI, AARE, ATS (writing), leads a group during the round-table discussion portion of the Internet Only Auction Summit in early February. Photos by Bryan Scribner



Technology guru John Arnold, a featured speaker during the Internet Only Auction Summit, talks in this video clip at [youtube.com/naaauctioneers](http://youtube.com/naaauctioneers) about RFID technology. Video by Bryan Scribner

**continued >>**

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## 25 tips continued

# MEDIA fragmentation

Auction marketers must now reach customers across many online platforms

By Bryan Scribner  
editor

Primetime is no longer prime time.

The fragmentation of media, according to marketing expert John Arnold, means that 5 p.m., 7 p.m. and 9 p.m. are not as important as they once were when it comes to reaching consumers.

Arnold, who was a featured speaker during the Internet Only Auction Summit in early February, says primetime is now all the time.

For example, four members of a family can all be sitting together in the same room at night while consuming separate media from four separate screens.

Consumers now spend more time with digital media than print media, and therefore, Arnold told summit attendees there is a huge opportunity available to auction companies in the form of electronic marketing.

One of the biggest challenges, he says, is consumers now create their own spaces online — email, social networks, photo and video sharing sites, etc. — making it difficult for marketers to track down their potential customers in different venues.

### Fragmented consumer

Arnold describes today's consumer as "fragmented," which means auction marketers must cast a wide net for electronic marketing to be successful. It's no longer effective to have a website that uses advertising to drive traffic to itself.

Instead, he says marketers today must invest in a much larger footprint across multiple media platforms. Content should be



John Arnold talks about new media marketing during his Internet Only Auction Summit presentation. Photo by Bryan Scribner

placed on blogs, on YouTube, on Facebook, in emails and in several different places across the Internet.

Auction marketers must focus on three forms of media: 1) Earned media, including crowdsourced photos and ratings and reviews; 2) Paid media, including search-engine marketing and targeted online display advertising; and 3) Their own media, including websites, database contacts, videos, blogs and social media.

### Online advertising

Online advertising now targets people based on their interests and their online behaviors. So, if someone goes to a gun website, an auction marketer's ads for an upcoming gun auction might show up.

Arnold recommends repetitive advertising in multiple online venues to create optimal awareness about auction companies and their services.

He says it takes seven to 10 communications before customers realize companies are advertising products to them. Therefore, it takes constant communications to get across the advantage of a company's business model.

Auction marketers are charged with teaching consumers about

**continued on Page 32 >**



***Innovation is a change that improves value***

***or performance ...***

***There are innovative opportunities around us***

***all the time. We just have to slow down and watch.”***



Cufaude

**-Jeffrey Cufaude**



**JULY 16-20, 2013**

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

important for organizations to embrace, offer some simple habits that attendees can incorporate into daily life to foster innovative results, and show examples of what innovate organizations and individuals look like in action.

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what their companies do. So, he says, it's the communicator's job to educate, differentiate and ask for the sale.

### Customer interaction

To reach customers, Arnold provided these tips:

**16** **Collect ratings and reviews** on testimonial websites such as Yelp.

**17** **Collect inbound links** to web properties as well as social media "likes" and followers, who will learn about businesses over time and provide referrals.

**18** **Use display, search and text advertising**, and market a company with email and instant messaging. ❖

## Mindshare, not market share

Technology expert John Arnold, who spoke during the NAA's Internet Only Auction Summit in early February, says today's advertising environment is less about gaining market share and more about getting into a consumer's head.

To accomplish that, he offers this marketing advice:

**19** **Advertise messages** to groups of consumers seven to 10 times in order to get their attention. This is the most expensive marketing method, though, and the return on investment can often be low.

**20** **Communicate messages** via social media, targeted online advertising, email and text messaging. Once customers are attained, the next step is creating desire.

**21** **Create relationships** through social media and build buyer experiences. Marketers who accomplish this

build trust with consumers, and therefore marketing costs go down. Trust brings buyers and sellers back and spurs referrals. At this point, a marketer achieves mindshare.

**22** **Give consumers the opportunity** to join email lists and become the first to find out about upcoming auctions or items.

**23** **Deliver messages** in several ways, including on blogs, in video and through email – wherever your clients consume media. Test subject lines and pay attention to the analytics of online communications in order to track return on investment and segment customer lists.

**24** **Make communication relevant** and valuable. Eighty percent of communications should be informational and 20 percent should be promotional. Don't simply ask clients to buy and sell items. Make the content worth reading and worth your clients' time to share online.

**25** **Use the cloud:** Technology executive Kent Parker gives a presentation during the NAA's first Internet Only Auction Summit in Nashville, Tenn., in early February. He told attendees cloud technology — data sharing and management over the Internet — will be a game changer in business. "The cloud is the new enabler," he says. "It's transforming all aspects of our lives, and we are clearly living in exponential times." The "cloud" might solve the nation's energy problems. It might boost online shopping and could further promote sharing over owning. Data, he says, is no longer a factor that places businesses in a position of power. He says companies will be most successful if they focus on sharing data instead of hoarding it. Community offers a path to success because it spurs innovation and lets companies know exactly what consumers want. The challenge is in properly managing these communities, as community opinion drives business decisions. Photo by Bryan Scribner







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# Collectible and modern guns meet, beat estimates

A collector's edition Browning Centennial set realized \$7,500 and a name-inscribed Remington New Model Army Conversion saw \$5,500 in Harrisburg, Pa.-based Cordier Auctions & Appraisals' Firearms & Militaria auction Dec. 2, according to a news release.

About 150 bidders were registered onsite, and more than 725 bidders were registered online. The sale featured more than 375 lots, including antique and modern firearms, collectible and military firearms, edged weapons and other military collectibles.

Other highlights included the following:

- A Civil War Soldier inscribed Colt model 1851 Navy sold for \$3,250.
- A German Luger with holster and two magazines hammered at \$1,300.
- Two 6-inch, engraved Diamondbacks in .22 caliber sold for \$3,500 each (one with a nickel finish and the other with a blued steel finish).
- A Colt Python revolver spurred aggressive bidding, selling for \$2,100.
- A 1976 Bicentennial set with display case hammered for \$2,600, while a 1986 Double Diamond set with display case brought \$4,200.

Representing another significant portion of the auction were antique, military and modern collectible and sporting long arms, including a rare collectible set from Browning that was the top lot of the sale.

Called The Centennial Set, it included the Centennial O/U rifle/shotgun, a Hi-Power pistol, a B92 lever-action rifle, a flintlock Mountain rifle and three knives, all of which were in presentation cases. A bidder in the room won the set with a bid of \$7,500 against an estimate of \$6,500 to \$8,500.

Browning dominated the long-gun category. A High Grade Model 71 rifle sold at the high estimate of \$1,200, while an Auto-5 Classic Light 12-gauge shotgun with engraving sold within estimate for \$1,700.

The Browning B-SS shotgun series was well represented. A B-SS Sidelock in 20-gauge hammered at \$3,700, while its 12-gauge counterpart sold for \$3,000. An engraved German Drilling with 12-gauge barrels over a .30-06 rifle barrel was



\$7,500



\$5,500



\$3,500



\$3,500



\$4,200



\$3,700



\$1,100

also popular, bringing \$2,800.

Some highlights of the Edged Weapon category were the following:

- A Pre-Civil War "N STARR" marked Calvary Saber went for \$1,100.
- A US WWI M-1 Trench Knife hammered above estimate at \$700.

Military collectibles were popular, including a WWII 65 Mission Decorated A-2 Flight Jacket that sold for \$1,200.

Other highlights included a WWII German Battle Uniform that realized \$1,500 and two Japanese uniforms that each sold for \$1,000. Another item that brought spirited bidding was an Imperial German Napoleonic Era Standard that smashed the estimate of \$200 to \$300, selling for \$2,000.

Finally, a Civil War Trunk from the 10th Regiment, West Virginia, hammered at \$800.

Cordier also had a two-day, 881-lot Antique & Fine Art auction Nov. 10-11, according to a news release.

Highlights of the sale included the following:

- A 48-light Baccarat chandelier went for \$26,000.
- An 18th-century Chinese Hu cloisonné vase sold for \$9,000.
- A Hubley Harley Davison cast-iron motorcycle, estimated at \$200 to \$400, received \$1,000.
- A large, 24-inch English sterling nef, hallmarked for Edwin Thomson Bryant of London circa 1891, sailed past its \$5,000 to \$7,000 estimate to hammer at \$12,000.
- A figural diamond sword pin set with 4.74 total carats of clear, yellow and brown natural diamonds set in gold and platinum sold for \$5,600 against a \$3,000 to \$6,000 estimate. ❖



\$1,200



\$800



\$2,000



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# “Big Bang” watch ticks past \$10,000

**K**aminski Auctions, Beverly, Mass., condensed a two-day sale into one day-long auction Feb. 10 because of winter storm Nemo, according to a news release.

Paintings were among the most successful lots of the auction.

Brian Coolé’s “Ships in Boston Harbor” was the top grossing painting, selling within estimate for \$8,000. A beach scene titled “Noordwijk,” from the renowned German Impressionist painter, Max Liebermann, fetched \$7,000. Also highly sought after by many bidders was a luminist painting signed “S. R. Gifford,” titled “Evening at the Campsite,” which sold for \$6,500.

A number of well-known portraitists were also represented at the auction. One piece by Emilio Grau Sala was among the top-selling lots of the auction. “Portrait of a Young Girl Reading” sold for \$3,750.

A number of desirable pieces of estate jewelry also commanded high prices at the auction. A gentleman’s Hublot “Big Bang” chronograph watch was one of the most



\$11,000



\$5,500



\$4,750

highly anticipated items, bringing in more than five phone bidders to join the in-house and online bidding. The watch brought \$11,000.

Highlights of the furniture and decorative items included a taxidermy African Leopard, which sold to an Internet bidder for \$5,500, and two Continental chargers, which brought \$4,500.

Also, at Kaminski Auction’s Fine Asian Art and Antiques sale Jan. 26, more than 400 lots reached the Auctioneer’s podium over the course of the six-hour sale, according to a news release.

The top lot, an antique zitan wooden throne, sparked a frenzy of bidding that drove the price above the original estimate of \$6,000 to \$8,000. It sold for \$29,000.

A green jadeite bangle from the 19th century also sold above estimate. The elegant, gold embellished piece carried an estimate of \$600 to \$900 but received \$5,500.

Many ceramic pieces also sold above estimates. Particularly

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noteworthy were the few fine examples of famille rose and famille vert ceramics among the top lots of the sale. One such lot was a famille vert vase in the gu form with four dragons and a floral scrolling pattern. This piece captured significant interest to reach \$4,750, above its presale estimate of \$800 to \$1,200.



\$6,435



\$7,800

A famille rose figure of a reclining happy Buddha got \$2,100, and a famille rose candleholder that carried a Jia Qing mark on the base and scrolling flower designs sold for \$3,250.

Finally, a set of 10 collectible Chinese one Jiao bank notes rounded out the top 10 lots of the sale. The 1960 bank notes were marked with the serial number IV IX 9412164-9412171, and they sold for \$3,250.



\$3,250

During another Kaminski auction Jan. 13, its Twentieth Century Decorative Arts and Design Auction, a Richmond Barthe Plaster Bust took the top spot, according to a news release. The sculpted piece carried an estimate of \$2,000 to \$4,000, and it sold for \$7,800.

Two other works of fine art, the David Hostetler sculpture "Girl in Red Stockings" and a sculpture of a flapper by Demetre H. Chiparus, joined Barthe's plaster bust as the three highest-selling lots of the auction, fetching \$6,435 and \$3,900, respectively. ❖

## Montana ranch sells to Texas executive

**H**all & Hall Auctions, Eaton, Colo., sold the 60,000-acre Dana Ranch to chief executive of Killam Companies, David Killam, in early February, according to a news release.

Only 24 miles from Great Falls, Mont., the ranch boasts wildlife and fishery resources. It was assembled almost 100 years ago by the reputed "cattle king of the Northwest," Edwin L. Dana.

The ranch has elk herds, water fowl, pheasant, mule deer, whitetail deer and antelope. ❖

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# Necklace nearly clasps \$145,000

**T**homaston Place Auction Galleries, Thomaston, Maine, sold a single strand of graduated natural pearls for \$143,750 in a Feb. 2-3 auction, according to a news release.

The necklace included 75 ivory-colored pearls and a Tiffany & Co. white-gold clasp with three European-cut diamonds.

Other pieces of estate jewelry also attracted strong interest in the sale. An antique pearl brooch containing old mine-cut and rose-cut diamonds, plus a 2.03 carat briolette diamond, exceeded its \$6,000 to \$8,000 presale estimate, selling for \$35,650.

A Belle Epoch period platinum brooch by Cartier, with sapphire, beryl, pink tourmaline and rose-cut diamonds, brought \$14,375 against a \$2,000 to \$3,000 presale estimate.

Finally, an Edwardian period marquise shaped platinum ladies ring with apple-green cabochon jade, diamonds and channel-set rubies got an \$11,500 result.

There were also some impressive results in the fine art category, with an oil-on-canvas painting by British artist Sir John Lavery (1856-1941) titled "Mrs. Rosen's Bedroom," from the New York estate of Anne Bigelow

Stern, achieving \$115,000.

Five 1969 color lithographs by Marc Chagall (Russia/France, 1887-1985), all signed and numbered artist's proofs from a Bangor collection, attracted bidder interest. "Le Cirque Ambulant" sold for \$16,100, "Le Bouquet Rouge" fetched \$13,800, "Passage du Midi" and "La Famille au Coq" each brought \$9,200, and "La Baou de Sainte Jeannet II" achieved \$6,900.

"These results reconfirm the fact that rare items continue to attract interested buyers and high prices at auction," says Thomaston Place owner Kaja Veilleux, in the release. "It's also encouraging that we are now seeing some renewed interest in furniture."

A strong performer in the furniture category was a Federal period mahogany two-part breakfront secretary that sold for \$12,650.

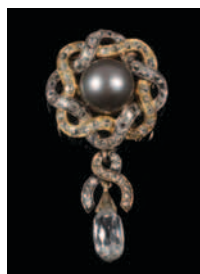
An early four-part copper engraved map of the Americas and West Africa by Henri Abraham Chatelain brought \$12,650, and a

framed, circa 1870-80 Centennial-made stars and stripes dress in a custom shadow box frame achieved \$7,763.

Early American silver was well represented in the sale, with a standout performer from this group being an 18th-century coin silver bell shaped tankard by Philadelphia silversmiths Joseph and Nathaniel Richardson. The piece surpassed presale expectations of \$2,000 to \$3,000 and brought \$5,750. ❖



\$143,750



\$35,650



\$7,763



\$5,750

## Toys among top lots in estate sale

A standard glaze portrait vase showing a cocker spaniel sold for \$2,640 on the last day of a three-day auction Feb. 15-17 from Matthews Auctions LLC, Nokomis, Ill., according to a news release.

The 13-inch vase, signed "M. Timberlake," was in good condition, with no chips, cracks or repairs. It was the top achiever of the 1,200 lots.

Headlining the event was a group of antique toys and signs from the Joe Russell estate of New York City.

About 70 people attended the auction live, while another 450 registered to bid online. Additional highlights from the auction include the following (including a 10-percent buyer's premium):

- A Roseville Rozane vase showing a man wearing a hat and artist signed "A. Williams," with no chips, cracks or repairs, changed

hands for \$1,265.

- A Husky Tri-Power porcelain pump plate sign with dog graphics got \$2,310.
- A Pacer 400 porcelain pump plate sign with ethyl logo made \$1,815.
- A Strauss "Ham and Sam the Minstrel Team" tin litho wind-up toy received \$660.
- A Japanese X-5 tin litho friction-drive space ship went for \$495.
- A Sports Land Japanese tin litho wind-up Cardinal ride changed hands for \$440.
- An All-Stars Mr. Baseball Jr. tin litho battery-operated toy, showing Mickey Mantle, went for \$413.
- An Arnold "Mac 700" tin litho wind-up motorcycle with rider hit \$468. ❖



\$495

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By Ryan George

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

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# FIVE

## TIPS FOR LONG-DISTANCE MARKETING

**O**n a regular basis, I talk to Auctioneers who are proposing and contracting auctions across state lines — in some cases across multiple time zones. Whether these Auctioneers are selling for distant estates with local heirs or for banks with holdings in multiple states, they are faced with the same dilemma: how do we find buyers in geographic areas outside of our expertise?

I hear that question a lot on the other end of the phone and read it in emails on a regular basis. While specific geographic areas and specific assets often require a custom plan when it comes to long-distance situations, here are five general tips:

### 1

#### JOIN THE LOCAL CHAMBER OF COMMERCE

Competing now with online social networking, chambers of commerce are often struggling to gain new members and retain the financial inflows that help them serve current members. I've found the organizers of these groups to be very welcoming to out-of-state firms. Almost all will allow you access to their membership list for direct mail — some even for free with membership dues. Some even offer email blasts, publication inserts and event promotion. Reaching these member roles is an efficient way to introduce your brand and your auction to an area's leading business people (many of whom are also community investors) and to get community buzz generated for an auction.

### 2

#### SATURATE BROKERS, DEALERS AND/OR CONSULTANTS WITH DIRECT MAIL

If you want to get the word out to buyers, you'll benefit from reaching out to their agents and consultants. It's fairly easy and relatively inexpensive to grab direct mail lists of brokers, dealers and consultants within a radius of your auction. A side benefit to reaching this audience is that they might have sellers down the road. Making a good first impression here will help you compete for business against their local options — for auctions that you would not have been otherwise considered. Some Auctioneers I know also include a radius of lenders for real estate auctions, as they regularly have prequalified clients looking for properties.



# 3

## PARTNER WITH A LOCAL AUCTIONEER, BROKER, DEALER OR CONSULTANT

Not all pies are big enough for sharing. When they are, their expertise can enhance yours and help you reach movers and shakers within their social sphere. This doesn't have to be an Auctioneer. It could be a consultant, dealer or broker. And it may not be someone local to the auction. It could be a national entity with a narrow specialty and a national database for a specific kind of asset. With the rising number of affiliate and referral groups in the auction industry, finding a reputable partner is getting easier. And don't forget that auctions like these prove part of the value for attending National Auctioneer Association education events — to establish relationships with people who might someday enable you to have a successful sale far from home.

a huge success in an area that had recently seen similar auctions fail.

Sometimes, extending your brand into a new geographic area is a gamble, but you can make it less of a risk by establishing rapport with the local movers and shakers.

Ask yourself, "What would give me confidence in an out-of-state vendor conducting business in my town?" Then make sure your marketing plan includes tactics based on the answer to that question. ❖

# 4

## LOOK FOR ASSET-BASED AND TRADE PUBLICATIONS

When researching new geographic markets, it's easy to just grab the local daily and weekly editorial publications in an area, overlooking real estate inserts, tabloids and total market coverage (TMC) publications. Google search the type of asset and the state or city. The ensuing search results can lead you to websites and/or print publications that reach a more targeted audience than the shotgun targets of metro papers. Don't forget business journals and trade publications — for the same reason you'd reach out to chamber of commerce members. While the deadlines and publishing dates of some trade publications often make it difficult for auction marketing to be a good fit, these organizations often offer email blasts and/or direct mail lists for more immediate access to their membership.

# 5

## LOOK FOR COMMUNITY EVENTS

Almost all cities and counties list online their community events. It's good to know these so that you don't schedule inspections or auctions during perennial staples. These gatherings also make for great times to promote your auction as an insider by attending them and/or advertising your auction at the event or in its materials.

One auction company I know obtained permission to post giant posters of its brochure cover (of a waterfront lots auction) at the checkout line of a famous, annual Tennessee fish fry and gave water taxi tours from the dock over to its property, where it had signs facing the boat traffic. The auction was



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.

# Careful is the word

## Strengthen safeguards against upset sellers in tough economy

**C**onsider this an alert for Auctioneers about an increased danger that comes with the stress of current economic conditions.

A lawyer called me. He ended up getting mad. Gee, I was really sorry about that. Nah, not really. His call did spur me to bring this warning to you, though.

I was sitting in my office working under a pressing contract when this guy telephoned out of the blue. He was from another part of the country, and an Auctioneer had suggested he call me. The lawyer wanted advice to aid him in suing another Auctioneer.

"Mr. Proffitt, I'll try not to take too much of your time ... at least not yet."

What did that mean? This was not starting good.

I politely listened as he described how many auctions he has attended and how many Auctioneers he knows. If he knows so much, why is he taking my time, I wondered, but I did not interrupt. Then he told me about the auction that caused him to call me.

"This auction turned out really bad," he said, "because prices were ridiculously low."

### Not magicians

That is where he lost me. This guy was calling for advice on how to go after an Auctioneer for conducting an auction that resulted in selling prices below what his client (the seller) and he deemed to be acceptable. This lawyer who knows so much about auctions apparently did not know that Auctioneers cannot control what bidders will bid. If they could, they would not be Auctioneers. They would be magicians.

I told this fellow that I was not in a position

to assist him. He said he understood, but he kept talking. It was important, he said, for me to know that the Auctioneer who had referred him to me was "shocked" at the results of the sale. That was not important to me, and I was not the least bit shocked that some Auctioneer was "shocked" at the result of some other Auctioneer's auction. I have heard that line many times over the years.

I wanted to get back to the contract that I had been working on, but I now knew that this fellow did not know nearly as much about auctions as he claimed. What he had not said told me all I needed to know about this matter.

### Breach of duty?

I informed the lawyer that the Auctioneer would only be responsible for what he was charged with doing. The scope of that responsibility is commonly defined by a written auction contract. I added that I saw this as a simple matter that turned on principles of agency and contract law and the lawyer had not alleged one breach of duty or other thing that the Auctioneer had done wrong. Instead, his sole focus was on his client's price disappointment.

"Have you considered the sharply declining state of the economy and the impact that is having on the sale of many assets?" I asked.

He replied that he did not view the economy as a factor because the Auctioneer who had advised him to call me said that the sale should have produced higher prices. I could not suppress a chuckle at that. I informed the lawyer that it is not unheard of for one Auctioneer to have such a view of an auction conducted by another, but that is not evidence that anything was done wrong.

I asked how the Auctioneer had breached the auction contract. That question yielded noth-

ing. I asked what the Auctioneer had done in variance with the terms of the auction. The result was the same. I shifted gears.

I asked the lawyer if he had ever been a bidder and buyer in any of the many auctions he said he had attended. He answered that he had. I asked if he tried to bid and buy low, or did he voluntarily offer to pay premium prices for what he wanted. The answer was obvious and the lawyer had to agree that he bid no more than what he felt was necessary to get what he wanted. I asked if he thought that is what all auction bidders do. He reluctantly agreed. I was sure even he could now see where this was going.

It was clear to me that the selling prices in this auction were the result of the same dynamic as in most all other auctions — market conditions. I said so and thought that would end this guy's inquiry.

“So you're not willing to help me?” he asked with a hint of consternation.

I wondered if he had listened to anything I had said. I replied that I could not help any more than I had.

“Do you know anyone to refer me to who can help me?” he asked.

### Market conditions

I told him I did not. He was quite peeved and hung up without saying another word. He is probably still looking for someone to support a lawsuit against the other Auctioneer. From what he told me, that search could go on forever and never net anyone qualified.

The news remains full of stories about the hard, downward tumble the economy has taken. Market conditions are placing a

lot of pressure on sales across numerous sectors and auctions continue to feel the pinch. Sadly, the mindset of our society is that whenever there is disappointment or damage, someone else must be responsible for it. Of course, this is ridiculous. Nevertheless, it is how many people look at things — like plenty of sellers do when they are upset with what they perceive to be low sale prices.

Here is a word to the wise — careful. Be very careful. Auctioneers should understand that all of the things they normally do to protect themselves against claims need to be bolstered during this hard and protracted downturn. Some sales will be tougher to make; some sellers will be disappointed; and many lawyers will be looking for business. Auctioneers need to do all they reasonably can to be well shielded and stay out of their crosshairs. ❖



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**Kurt Bachman**

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

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# Going online

## No federal legislation exists, but some states have Internet auction laws

### Question:

**I have been thinking about increasing my business through online auctions. Are there any specific federal or state laws that I need to be aware of if I am conducting online auctions?**

### Answer:

Online auctions have increased over the past several years and can represent a good way for Auctioneers to increase their business. While the federal government has not enacted legislation regarding online auctions, some states have passed laws regulating online auction sales. Some of those states include Georgia, Illinois and Pennsylvania. These states are simply examples of states that have passed legislation to address online auctions and the laws are not uniform laws between these states.

In Georgia, Auctioneers and apprentice Auctioneers are required to file an application for license with the Georgia Auctioneers Commission. The statute further defines when companies engage in auctions to mean, "offer or negotiate, by auction, the sale or exchange" of property. This definition includes auction sales conducted online or via the Internet. Companies in Georgia that desire to conduct online auctions or penny auctions need to register with the Georgia Auctioneers Commission to be a licensed auction company.

In Illinois, each Auctioneer who conducts Internet auctions must register with the state. Specifically, the Illinois statute provides: "Internet Auction Listing Service" means a website on the Internet, or other interactive computer service that is designed to allow or advertise as a means of allowing users to offer personal property or services for sale or lease to a prospective buyer or lessee through an online bid submission process using that website or interactive computer service and that does not examine, set the price, or prepare the description of the personal property or service to be

offered, or in any way utilize the services of a natural person as an auctioneer."

Further, in Illinois, "It is unlawful for any person, corporation, limited liability company, partnership, or other entity to provide an Internet auction listing service in the State of Illinois for compensation without being registered with the Department when: (1) the person, corporation, limited liability company, partnership, or other entity providing the Internet auction listing service is located in the State of Illinois; (2) the prospective seller or seller, prospective lessor or lessor, or prospective purchaser or purchaser is located in the State of Illinois and is required to agree to terms with the person, corporation, limited liability company, partnership, or other entity providing the Internet auction listing service, no matter where that person, corporation, limited liability company, partnership, or other entity is located; or (3) the personal property or services offered for sale or lease are located or will be provided in the State of Illinois."

In Pennsylvania, online auction sites require the

employment of an online trading assistant. These persons are required to register with the Pennsylvania Board of Auctioneer Examiners. Their function is to provide assistance to those bidders using the Internet bidding platform. Online trading assistants earn a commission or fee by “accepting personal property to sell on behalf of another through an online Internet bidding platform.” (Penn. S.B. 908)

### Collecting sales tax

In addition to the various state licensing issues auction companies may encounter, some states are seeking to collect sales tax when an online purchaser is the resident of their respective state. The traditional approach to a state having the authority to collect sales tax was based on minimum contacts a company had within the state. For example, a manufacturing company in a state owns or leases real estate in that state and has employees in the state; the company would also use the state’s roads and the local government’s fire and police protection. In other words, it is clear that the manufacturing facility has sufficient

contacts in the state in which it is located.

In comparison, an Internet auction company that is located in Michigan and sells to people throughout the U.S. may have minimal contact with the state in which a buyer resides. Consider an online auction company with operations in Indiana selling items to purchasers in California and Rhode Island among many other states. If delivery of the item sold by the online auction company is made by a courier, did the online auction company have sufficient contacts with California and Rhode Island? The possible contacts with Rhode Island, for example, would be advertising to bidders in Rhode Island, allowing bidders from Rhode Island to register and participate in the auction, and the final sale contract with any bidders in Rhode Island.

The increase of sales occurring on the Internet has caused some states to seek to collect sales taxes from Internet sales sites, which may include auction websites. Since 2000, the Streamlined Sales Tax Governing Board has been addressing the issue of developing a uniform sales tax system in

response to increased volume of Internet sales. The issue has been debated for several years because historically states did not have the authority to collect sales tax if the seller did not have minimum contacts within the state. In the era of Internet sales, many online companies contend that they do not have sufficient contacts with a state to subject them to that state’s sales tax. This debate will continue to grow as Internet sales volumes continue to increase. Whether the issue will affect auction companies and/or Auctioneers will be determined as this matter is discussed by the various state legislatures.

Regardless of what states do with their licensing laws and sales tax collection, it appears that Internet and online auctions will continue to grow. If an Auctioneer is interested in getting specific legal advice regarding specific state’s Internet sales laws, they are encouraged to contact a licensed lawyer in that state for further consultation. The above discussion is not an exhaustive list of the states that may have legislation concerning online auction companies and sales tax. ❖

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# SAMPLE PRESS RELEASE

[Day, 2013]

## For Immediate Release

Contact: [Name]  
[Organization]  
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## Auctioneers “Sold” on National Auctioneers Day

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

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

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

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

###

### About the National Auctioneers Association

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

# SAMPLE PROCLAMATION

## National Auctioneers Day

April 20, 2013

### A PROCLAMATION

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

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

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

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

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

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

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

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

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

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

**Date:**

**Signature:**

# HALL of 2013 FAME



nomination form

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

### BUSINESS INFORMATION

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

### PERSONAL AND FAMILY INFORMATION

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

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

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

### GENERAL PERSONAL INFORMATION

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



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

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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 than June 7, 2013. Mail nomination form to:**

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

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

## IN THE RING

PAGE

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*"We've been dreaming of this for years ... We've landed on something that I think is really going to rock everybody's world."*

**Tim Luke, MPPA**

*TreasureQuest Appraisal Group Inc.  
Hobe Sound, Fla.*

PAGE

13

*"We know we can't just make this an entertainment night. This has to be a quality auction."*

**Patty Brown**

*Red Belly Rooster Auction Theater  
Fayetteville, Ga.*

PAGE

21

*"He called the brother and said, 'Look, I'm sure this was a mistake. If your brother makes good on this, I won't turn this over to the sheriff. If I don't hear from him, I will call the sheriff.'"*

**Tina Weiman, CES**

*Mound City Auctions  
Hazelwood, Mo.*

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23

*"We all know that after a long day of standing in the cold that your muscles tend to tense up," Webb says. "This just helps relieve some of that stress. It's like a tune-up."*

**Dave Webb, BAS, GPPA**

*Webb & Associates  
Stilwell, Kan.*

## AROUND the BLOCK

- The National Auctioneers Foundation **raised about \$81,000 during its 2013 Online Fun Auction Extravaganza.** That's about \$40,000 more than last year. The NAF thanks everyone who donated and purchased items.
- The first online education course from the National Auctioneers Association is set to launch this month. **"Fundamentals of the Auction Business" can be accessed at [www.NAAeducation.org](http://www.NAAeducation.org)** and [Auctioneers.org](http://Auctioneers.org).
- The February graduating class of the Texas Auction Academy, which comprised 39 students, **raised \$32,645 for a group of charities, including St. Jude Children's Research Hospital, Texas Scottish Rite Hospital for Children, the National Auctioneers Association Auxiliary and Fellowship of Christian Auctioneers International,** during its class fun auction Feb. 15 near Dallas. The previous school benefit auction record of \$30,633 was set by the September 2009 class, according to a news release.
- National Auctioneers Association member **Chuck Yarbro Sr., CAI, AARE,** of Chuck Yarbro Auctioneers — a MarkNet Alliance member, Moses Lake, Wa., recently lost his home and most of its contents to a fire, according to a news release. During a recent MarkNet Alliance member meeting, **member companies helped raise money to go toward expenses related to the fire.** Spanky Assiter, CAI, AARE, of Assiter Auctioneers, Canyon, Texas, sold a pair of tickets for a VIP Barrett-Jackson experience at any location. As the bidding approached \$5,000 for the pair of tickets, Assiter gave the back-up bidder the opportunity to purchase a pair at the same amount. Assiter then added two more tickets to each package. Many other members also reached out directly to the Yarbros with monetary donations.
- **Matt Holiday, CAI, BAS,** recently joined Tranzon LLC to form Tranzon Holiday Auctions in Spartanburg, S.C., according to a news release. Holiday has served as President of the South Carolina Auctioneers Association.
- **The Colorado Auctioneers Association** is now offering **free memberships to Colorado and New Mexico Auctioneers** their first year after graduating from auction school. In addition, they will receive \$25 discounts to the association's next scheduled conference, according to a news release.
- **Dave Kessler,** of Dave & Bruce Kessler Auctioneers, Richmond, Ind., recently **received the Realtor Emeritus designation** from the National Association of Realtors, according to the *Palladium-Item*. The Indiana Auctioneers Association Hall of Famer has been selling real estate for 55 years.

# MEMBERS' CORNER



The North Dakota Auctioneers Association inducted National Auctioneers Association members Lowell Rau, of Fessenden, N.D., and Dale Haugen, of R & D Auction Inc., Lisbon, N.D., into its Hall of Fame during its 61st annual convention in Mandan, N.D., on Feb. 1. Submitted photo

The Advocacy Task Force, which met in early February in Nashville, Tenn., comprises (sitting) Chairman Tom Saturley, CAI; NAA President J.J. Dower, CAI, AARE, ATS; Homer Nicholson, AARE, CES; (standing) Chris Pracht, CAI, AARE, CES; Braden McCurdy, CAI; Dave Webb, BAS, GPPA; Andrew Wilson, CAI, CES; David Whitley, CAI, CES; Larry Benton, CAI, AARE, CES; Devin Ford, CAI, CES; and Sherm Hostetter Jr., AARE, BAS, CAI, CES, GPPA. Not pictured is Tommy Rowell, CAI, AARE. Photo by Bryan Scribner



## CAI designation holders have opportunity to quickly earn “expert” land designation

By Grant Degarmo  
staff writer

Some National Auctioneers Association members are now on a faster track towards earning a designation denoting expertise in land sales.

The Realtors Land Institute has accepted the NAA's Certified Auctioneers Institute designation program as an equivalent base for its Accredited Land Consultant designation.

The RLI was founded in 1944 and originally named the Farm & Land Institute. Its main purpose is to connect professionals who lease, sell, broker, manage and develop land. RLI is an affiliate organization of the National Association of Realtors.

“The advantage of receiving the ALC designation is that you are held as an expert in land sales. It is the highest accreditation a professional can receive,” says Bill Sheridan,

CAI, AARE, GPPA, President of Sheridan Realty & Auction Co., Mason, Mich.

NAA members who have earned their CAI designations need to only complete the following classes:

- Land 101: Fundamentals of Land Brokerage (16 hours)
- Land Investment and Analysis (24 hours)
- Tax Deferred 1031 Exchanges (16 hours)

Those with active CAI designations are exempt from taking the required 48 hours of elective courses.

“The education required will teach professionals the unique properties of land and how to get the best price for that land,” says Michele Cohen, Executive Vice President for the land institute.

Some elective courses CAI designation holders are exempt from include Agri-

cultural Land Brokerage and Marketing, Essentials of Negotiations, Ethics in Real Estate, Legal Aspects of Real Estate and Tax Implications of Real Estate.

There are now 461 active ALC designation holders.

“When I received my ALC designation, it increased the volume of my land sales and also the amount of auctions that I booked,” Sheridan says. “This is directly due to the RLI networking and perception of being an expert in land auctions.

“The future for land Realtors is very bright. The economy coming out of the hole it has been in will lead to a rise in land development, which will reward those who know how to sell the land itself.”

For more information on the RLI classes as well as a full course schedule, go to [www.RLILand.com](http://www.RLILand.com). ❖

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Twenty-five people from eight states graduated from the Mendenhall School of Auctioneering on Feb. 10. Submitted photo



Twenty-nine people from four states and Canada graduated from the Reppert School of Auctioneering on Dec. 9. Submitted photo

Thirty-nine students were in the February graduating class of the Texas Auction Academy. Pictured are (bottom row) B. Scott Smith, El Paso, Texas; Russell Wilkins, Aledo, Texas; Bob Morris, South Haven, Mich.; Zig Ziegenhagen, Forney, Texas; Mary Cooper, McKinney, Texas; Jennifer Cooper, Winchester,



Ky.; Amy Cawthon, Kerrville, Texas; Debbie Zubillaga, Grapevine, Texas; Andrew Cooper, Winchester, Ky.; Daniel Guinn, Jennings, La.; Mike Kropp, Kerrville, Texas; and Robert Adams, Longview, Texas. In the middle row are Instructor Troy Lippard, CAI, Enid, Okla.; Instructor Montie Davis, Keller, Texas; Jason McLaughlin, Greenwood, La.; Jeff Person, Gainesville, Texas; Heath Vaughan, Lee's Summit, Mo.; Andy Gabehart, Coppell, Texas; Kevin Rembert, Baton Rouge, La.; Arden Jackson, Jay, Okla.; Steve Whatley, Madison, Miss.; Phillip Hodges, Valley View, Texas; Doug Turnau, San Antonio, Texas; Rob Taylor, Arlington, Texas; Casey Fransisco, Broken Arrow, Okla.; John Reaves, Conroe, Texas; Nick Nelson, Hutchinson, Kan.; School Administrator Lori Jones, Dallas; and Director Mike Jones, CAI, BAS, GPPA, Dallas; In the top row are Sergio Marquez, Sunland Park, N.M.; Troy Scalco, Katy, Texas; Charles Brannon, Roanoke, Texas; Richard Jones, McKinney, Texas; Milton Dailey, Texarkana, Texas; Blake Hartman, New Braunfels, Texas; Jeff Burnett, Rio Rancho, N.M.; Ronny Blake, Howe, Texas; Randy Dowers, Arlington, Texas; Tommy Mills, Natalia, Texas; Trigg Moore, Hico, Texas; Jason Simon, Elk City, Okla.; Mark Sommerfield, Houston; and Bruce Prestidge, Rosser, Texas. Submitted photo

# NATIONAL AUCTIONEERS FOUNDATION

## Trustee Candidate Application and Profile

**Due: April 1, 2013**

**Name:** \_\_\_\_\_ **Daytime Phone:** \_\_\_\_\_

**Number of years in the Auction Profession:** \_\_\_\_\_ **As an NAA Member:** \_\_\_\_\_

**Member of state association(s):** \_\_\_\_\_

**Number of auctions conducted annually:** \_\_\_\_\_

**Auction specialty:** \_\_\_\_\_

**Briefly describe your career in the auction industry (how it began, how it has evolved to your current position/status.)**

**Briefly describe why you would like to serve on the NAF Board of Trustees:**

I certify that I am a current member in good standing of the National Auctioneers Association/Foundation and that I:

- Have been a member of the National Auctioneers Association/Foundation for at least 10 consecutive years.  
*OR*  
 Have served a full three-year term on the National Auctioneers Association Board of Directors.

**Signature:** \_\_\_\_\_

**Send:** 1. Completed Candidate Application  
2. Color Photograph

**To:** National Auctioneers Foundation  
Attn: Lois Zielinski  
8880 Ballentine  
Overland Park, KS 66214  
lzielinski@auctioneers.org

**Must be received by: April 1, 2013**

“ I joined the NAA to be an informed and active participant in the auction industry. Everyone that I have met in the industry are very proud members of NAA, and I am honored to have an opportunity to join them.”

**George Smith**

Willow Park, Texas

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“ I have attended NAA events in the past and appreciate the classes and seminars. They are very educational.”

**Duane Mingerink**

Byron Center, Mich.

Michelle Lynn Canny  
The Canny Team, Assoc Of Swenson  
Real Estate & Auction  
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continued »

“ I joined NAA because auctioneering is a profession, and the need to maintain a high standard of professionalism is clear. I see the NAA as the tool necessary to maintain those high professional standards.”

**Milton Green**

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

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

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



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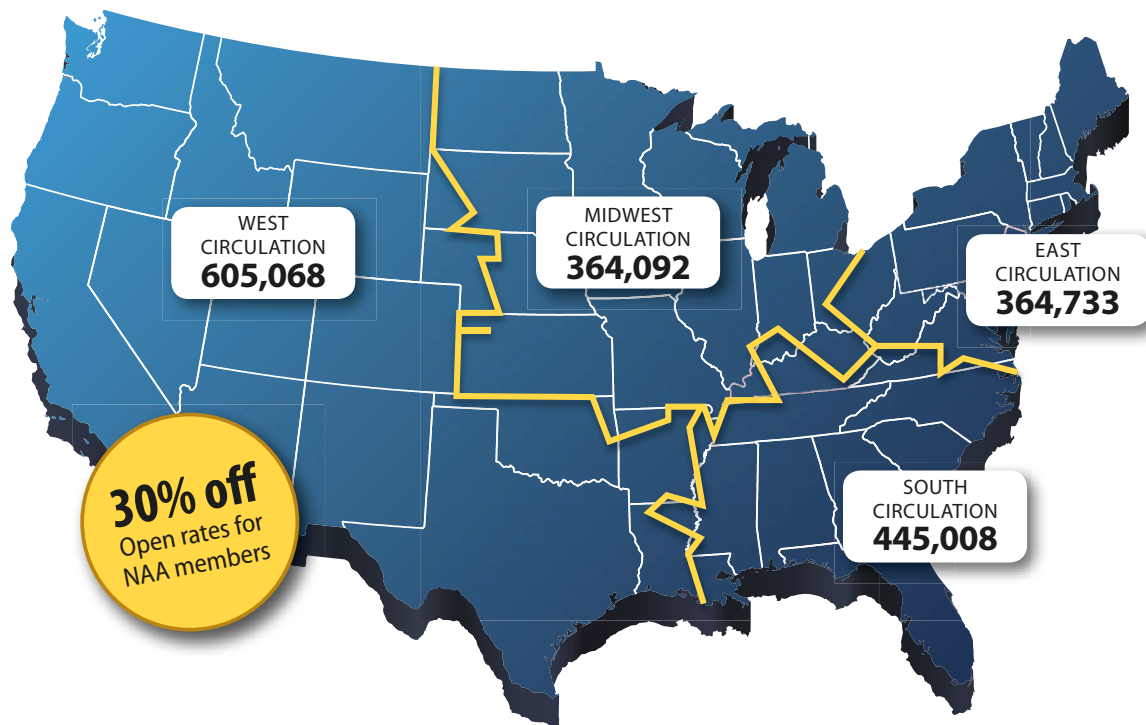
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Please complete all four sections of this form.

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  
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## 1

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

| MEMBERSHIP TYPES  |   |   |
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| MEMBER  | An active auction professional that subscribes to the NAA Code of Ethics and embraces the NAA Mission and Vision.<br><b>RECEIVE PRINTED MAGAZINE.</b>   | <input type="checkbox"/> \$300 (1 Year)<br><input type="checkbox"/> \$535 (2 Year)<br><input type="checkbox"/> \$725 (3 Year) |
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| <input type="checkbox"/> SPOUSE                                   | An active member can add his/her significant other for an additional fee. Spouse members subscribe to the NAA Code of Ethics and embrace the NAA Mission and Vision. <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  |
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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.*

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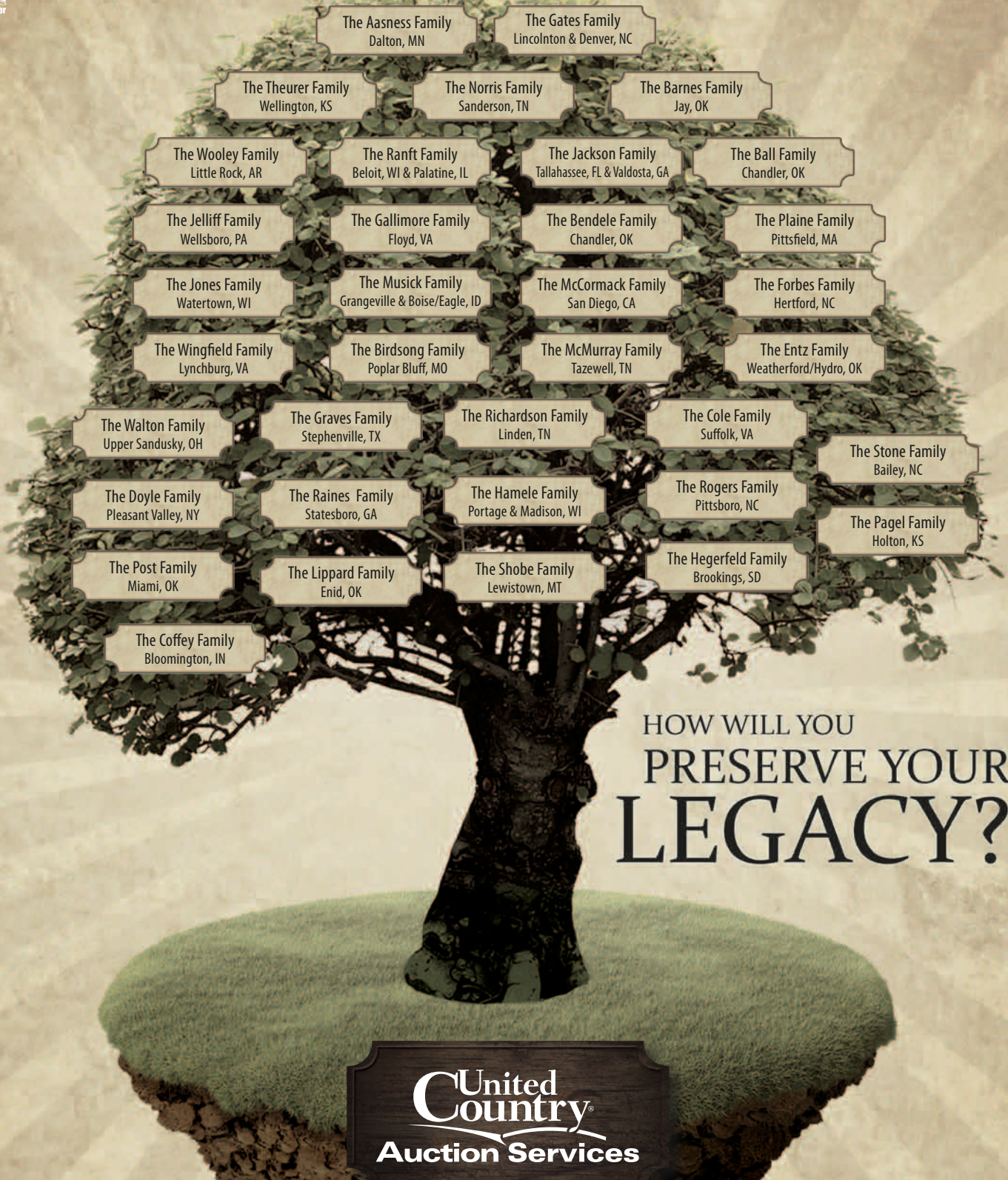
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