



Auctioneer

March 2018

The official publication of the National Auctioneers Association

#auctionswork



ALSO INSIDE:

- | HOW 'SOUTH DAKOTA V. WAYFAIR, INC.' AFFECTS NAA MEMBERS
- | NAA CAS DESIGNATION CLASS TO BE HELD BEFORE WORLD AUTO AUCTIONEERS CHAMPIONSHIP, MAY 2-3
- | HOW TO RAISE A MILLION WITHOUT ASKING FOR A DIME



page 10

AuctionTime.com

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The screenshot displays the AuctionTime.com website interface. At the top, there is a navigation bar with the site logo and a banner that reads "CLICK HERE TO SELL YOUR EQUIPMENT" and "NO BUYER FEES NO HIDDEN RESERVES". Below the navigation bar, there are several menu items: "CONSTRUCTION", "NEW EQUIPMENT", "TRACTORS", "WHEELS", "ATTACHMENTS", "SERVICES", and "WANTED LIST". The main content area is titled "LIVE AUCTION BOARD" and is divided into two columns: "Ring 1" and "View Ring 2". Each listing in Ring 1 includes a photo of the tractor, the lot number, the year and model, the location, the current bid, the time remaining, and the starting bid. The listings include:

- Lot # 5710: 2015 MCCORMICK X5.50 Tractor, CA, Current Bid: US \$3,500, Time: 0:38, Bid: US \$3,600.
- Lot # 5825: 2014 VERSATILE 290 Tractor, CA, Current Bid: US \$250, Time: 0:39, Bid: US \$300.
- Lot # 1140: 2014 VERSATILE 4500T Tractor, NY, Current Bid: US \$150, Time: 0:42, Bid: US \$200.
- Lot # 2863: 2014 CASE IH MAGNUM Tractor, IL, Current Bid: US \$7,000, Time: 0:42, Bid: US \$7,100.
- Lot # 5826: 2014 CASE IH MAGNUM Tractor, IL, Current Bid: US \$7,000, Time: 0:42, Bid: US \$7,100.
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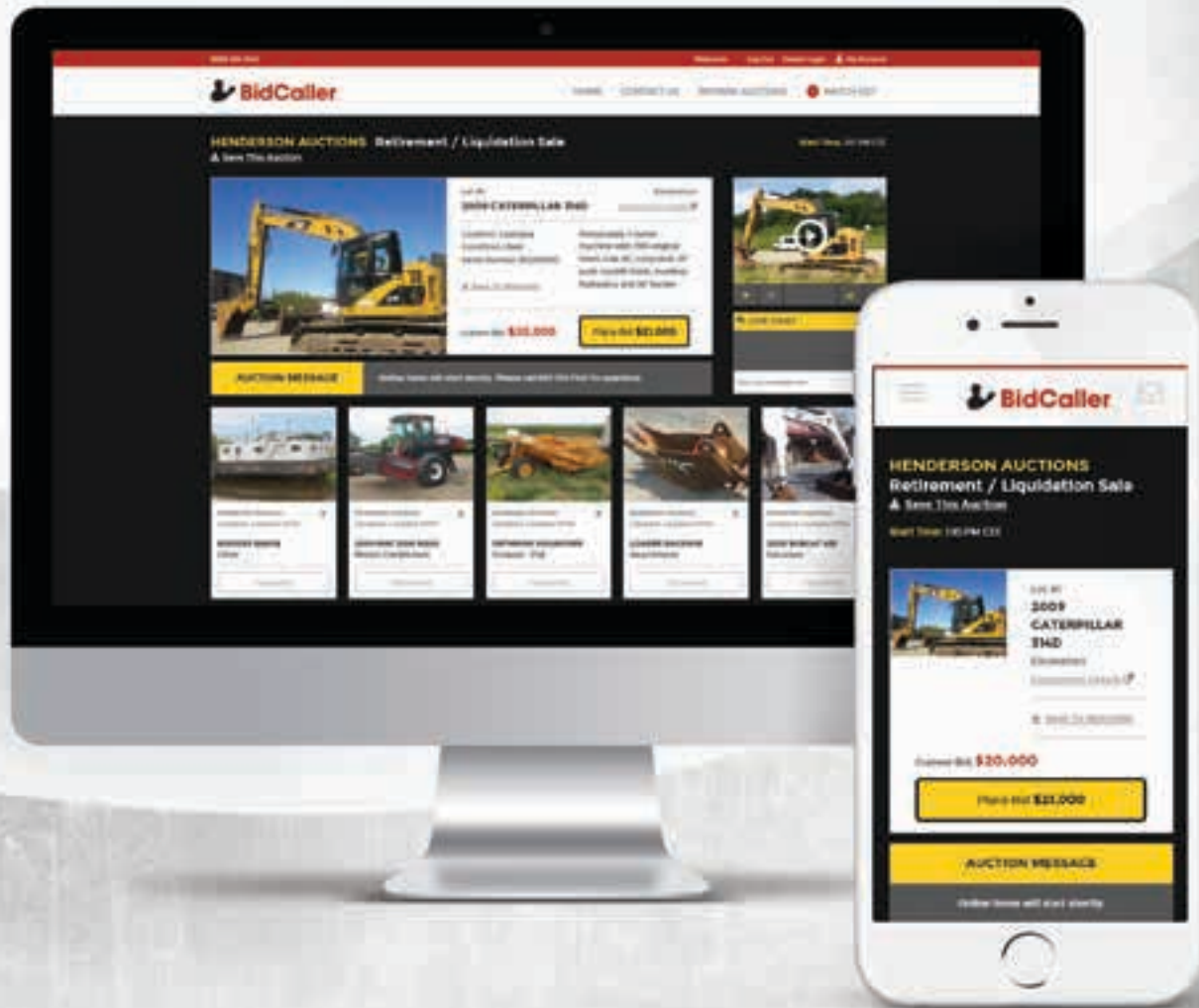
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Time to activate National Auctioneers Week!

One of the most memorable things I have been able to do in my tenure as NAA President is to sit in the gallery and listen to NAA member Congressman Jeff Duncan (R-SC) read a proclamation on the House of Representatives floor that states National Auctioneers Day is the first Saturday in May and that the week prior is National Auctioneers Week.

I was honored to hear this personally and know that we as auction professionals are being honored in this manner!

The proclamation that was entered into the Congressional Record on Sept. 6, 2017, was reproduced in the November issue of *Auctioneer* and is framed and hanging at the NAA Headquarters in Overland Park, Kansas. We owe Congressman Duncan and 2016 NAA Hall of Fame inductee Congressman Billy Long (R-MO), a lot of appreciation for making this happen.

Now, it is up to us as NAA members to activate National Auctioneers Week! The Promotions Committee met in January and has outlined activities for us to complete so that we can show our friends and family who we are and what we do.

We are continuing with the same “theme” as we had last year – “Success with our #NAAPro.” The blue banner we inserted into the magazine in 2017 again will be included with your April issue of the magazine. (We heard you last year say it was difficult to tear out the banner without it being damaged.) And for those of you who are reading *Auctioneer* online, we also have a way for everyone to download a banner (go to Thursday’s section at auctioneers.org/national-auctioneers-week-toolkit).

While we are keeping the same theme, the Promotions Committee is looking to hit our external public audiences. The messages being developed are helping the public understand why they should use a professional to sell their assets – why they should use an #NAAPro. We know from our membership survey last fall that you want tools that you can use to grow your business. We agree and want you to have time to develop and initiate your own campaign along with NAA.

That’s why all of this in the March issue. Read what the Promotions Committee wants you to do April 30-May 5 (see pages 12-14). Start your plans now. But don’t worry; we’ll also remind you with a daily email during National Auctioneers Week, just like we have for the last two years.

We know you get busy. However, we also know that you want to add business, which is something, simply, we can’t provide. We can, however, give you words to use and resources to help. And, that’s what we are doing!

We will be talking about this at the State Leadership Conference as well, helping your state association leaders understand how they can use this week to help their members grow their business. Many state associations have calendars on their websites. If you are a member of your state association (and you should be!), make sure that you post your auctions there. Make sure you are doing everything you can to get the word out about your successes!

That’s what this week is all about – but it won’t end there. We are going to be sending you content that you can use on your website – things that will help answer questions your clients and customers have. This content is being developed now and will begin to be sent out after Conference and Show in July.

Speaking of Conference – plan NOW to attend this event at the Hyatt in Jacksonville, Florida, July 17-21. Conference registration and housing opened March 1 – and, trust me on this – you are going to LOVE this location. Florida, yes, can be hot and a little humid, perhaps. But, being on the river might help cool things down, and the Hyatt is a beautiful facility with great meeting space. It will be a place you want to bring your family!

Lots happening with the NAA – and more to come! But for now, start planning for National Auctioneers Week: April 30 – May 5!

And the chant goes on!

Scott H. Shuman, CAI
NAA President

National Auctioneers Association President Scott H. Shuman, CAI, is a partner and Auctioneer for Hall and Hall Auctions. He has more than 31 years of auction experience after attending auction school in 1986 and opening an auction firm shortly thereafter.

Scott is the 2014 Colorado State Champion Auctioneer. He was awarded the 1997, 2002, and 2014 NAA Marketing Competition Auction Marketing Campaign of the Year awards from the NAA, as well as the prestigious Rose Award presented by the Certified Auctioneers Institute.

Scott has served as an instructor for the NAA Certified Auctioneers Institute and as a Trustee for the NAA Education Institute. He is a past Colorado Auctioneers Association Board member and currently resides in Eaton, Colorado, with his wife, Krista, and their three children.

Their hobbies include snow skiing and cheering on the Denver Broncos.



FEATURES/NEWS MARCH 2018

NAA members and "South Dakota v. Wayfair, Inc."

How does it affect you and the auction industry? Find out here.

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First-ever PCA Summit to feature Future of Online Auctions panel

Set for April 9-10, in Raleigh, North Carolina, the event also will include a session on selling across state lines.

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How to raise a million without asking for a dime

The fundraising lesson is to learn how to ask without asking.

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Understanding price, cost, and value

How an appraiser looks at each of those is sometimes different than traditional definitions.

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12 **2018 National Auctioneers Week campaign schedule announced!** Building on momentum of the past two years' major success, the National Auctioneers Association will again encourage members to celebrate their clients, community leadership, volunteerism, and business successes.

BUSINESS PRACTICES

Why is South Dakota v. Wayfair important to the auction industry?

The Supreme Court case deals with who has the authority to regulate interstate commerce in the United States.

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FACES OF NAA

75 years of "Hart"

Family-run Hartzell's Auction gallery credits long run to treating clients "as you would your mother or grandmother."

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Auctioneer issue 2 FEBRUARY 2018 (ISSN 1070-0137) is published the first of every month, with the exception of combined issues in June/July and December/January, which are published in mid-June and mid-December, respectively, by the National Auctioneers Association, 8880 Ballentine St., Overland Park, KS, 66214-1900. There are 10 issues printed annually. **Auctioneer** is a means of exchanging ideas that will serve to promote the auction professional and the auction method of marketing. The views expressed by columnists do not necessarily reflect the opinions of the National Auctioneers Association. Periodicals postage paid at Kansas City, MO, and additional mailing offices (USPS 019-504). POSTMASTER: Send address changes to **Auctioneer** magazine (NAA), 8880 Ballentine St., Overland Park, KS 66214-1900. Copyright © 2018 by the National Auctioneers Association. Materials may not be reproduced without permission.



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State watch

WYOMING

NAA member William "Bill" Weaver was inducted to the Wyoming Hall of Fame during the Wyoming Auctioneers Association convention held Jan. 11-13 in Casper. Also during the event, NAA members took the top two spots on the bid-calling championship podium as Brent Wears, CAI, AARE, ATS, CES, finished in first, followed by Harold Musser, CAI, AMM.

Results of the annual election:

President – Mark Musser, CAI, AMM;
 President-elect – Jacob Gay; Secretary – Christen Gay; Directors – Brent Wears, Veldon Kraft



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NAA members and U.S. Supreme Court case *South Dakota v. Wayfair, Inc.*



What is *South Dakota v. Wayfair, Inc.*?

In March 2017, the State of South Dakota passed a law with the intent to collect South Dakota sales tax on any taxable item purchased outside the state if the buyer takes possession of the purchased item within the border of South Dakota, i.e., has the item shipped. This includes items purchased in person at brick-and-mortar stores or auctions, as well as online at sites like Amazon.com, Wayfair.com, or online auctions. This law has been challenged, and the U.S. Supreme Court chose to hear arguments.

Currently, a business must have a physical presence in a state for that state to require said business to collect sales tax. This is based on a ruling by the Supreme Court in *Quill Corp. v. North Dakota*.

How does this affect you and the auction industry?

Many auction companies currently have auctions with buyers from out of state. If it stands, auction companies that do business in South Dakota would be tasked with the enormous burden of determining the applicable sales tax, collecting it, and remitting it to the buyer's local taxing jurisdiction. In March 2014, there were 9,998 tax jurisdictions.

Each time you sold an item to a buyer located in a different state, you'd need to determine the applicable sales tax, collect, and then remit the tax to the buyer's local taxing jurisdiction. To do so, you will be required to hold a sales tax license in each state in which buyers purchase items from you, and in most cases a corresponding business license. By doing so, you will be subject to that jurisdiction's regulations and police powers.

More importantly, this case has many eyes on it. In fact, 25 other states have similar pending legislation. And, 35 states filed a brief in this case in support of South Dakota.

What is NAA's involvement?

In response, the National Auctioneers Association is working as part of a coalition that believes this proposed legislation would significantly and negatively impact the auction industry and small businesses. The coalition is in the process of filing an Amicus brief for the Supreme Court to consider.

We believe it is NAA's responsibility to contribute and help defend its members and the auction industry from such potential hardships.

What is an Amicus brief? Why is that important?

An Amicus brief is a legal document that advises the court of relevant, additional information or arguments that the court might wish to consider, including unforeseen ramifications.

HOW YOU CAN BE INVOLVED

Contact auctiontax.com through its website contact form.

OR, SUBMIT YOUR QUESTIONS

You can submit questions to David Whitley, John Schultz or Hannes Combest.

CALENDAR KEY DATES

April 2018: The Supreme Court will hear the case.
June 2018: Ruling expected.

On Feb. 16, NAA President Scott H. Shuman, CAI, released an official statement via Facebook in response to the news that the United State Supreme Court would be ruling on “South Dakota v. Wayfair, Inc.”.

You can read his full statement below:

NAA members,

If you have not seen, heard, or read recently, the United States Supreme Court will be ruling on a case in a few months that could have a tremendous negative impact on the auction industry.

The Court is expected to have its ruling as quickly as June, on a case brought forth from South Dakota.

In March 2017, the State of South Dakota passed a law. This law allows South Dakota to collect sales tax on any taxable item purchased outside of South Dakota if the buyer takes possession of the purchased item within the South Dakota border, i.e. has the item shipped to them. This law has been challenged, and the U.S. Supreme Court chose to hear arguments.

Many auction companies currently have auctions with buyers from out of state. If it stands, auction companies that do business in South Dakota would be tasked with the enormous burden of determining the applicable sales tax, collecting it, and remitting it to the buyer's local taxing jurisdiction. In March 2014, there were 9,998 tax jurisdictions.

More importantly, this case has many eyes on it. In fact, 25 other states have similar pending legislation. And, 35 states filed a brief in this case in support of South Dakota.

This potentially affects all of us in the auction industry. That point cannot be overstated.

In response, the National Auctioneers Association is working as part of a coalition that believes this proposed legislation would significantly and negatively impact the auction industry and small businesses. The coalition is in the process of filing an Amicus brief – a legal document that advises the court of relevant, additional information or arguments that the court might wish to consider, including unforeseen ramifications.

We believe it is NAA's responsibility to contribute resources, including monetary, to help defend its members and the auction industry from such potential hardships.

Watch for more information in the coming weeks from NAA, including updates, as the timeline progresses. Keep in mind the general key times as well:

- April 2018: The Supreme Court will hear the case.
- June 2018: Ruling expected.

In the meantime, also refer to www.auctiontax.com for an easy-to-follow, complete overview of all that has occurred to this point. You also can submit questions to David Whitley, John Schultz or Hannes Combest.

We will provide updates as they become available.

Scott H. Shuman, CAI, NAA President



Fundraising: How to raise a million without asking for a dime

The fundraising lesson is to learn how to ask without asking.

By Emma Dougherty,
NAA Content Developer

People give to people for things they care about.

“People don’t give to causes. They don’t give to things. They give to people.” says Kathy Kingston, CAI, BAS.

Asking without asking is an approach that can work well in obtaining optimal donations for auction professionals who struggle with confidence in this area.

Many Auctioneers have a phobia of asking for donations due to multiple reasons. Some feel like they aren’t skilled, others feel like they don’t know how to ask the right people and some simply have a fear of rejection. But, according to Kingston, most people do not realize that you can ask for anything, and most of the time you can receive more than you expect.

When selling the idea of giving, the first sale is to yourself. In order to sell something to another donor, you must first understand why you are involved, why you have contributed funds, and what impassions you personally about that cause. Understanding this will help build a relationship with potential donors.

Building a relationship with donors is essential when it comes to benefit auctions and there are multiple ways to do so.

Find a common interest that connects you to your donor’s passion and then communicate the impact of their gift. Remember that it’s not about you as an Auctioneer, it’s about what matters most to your supporters. When you know what impassions a donor, that is when you get exponential giving.

When it comes to asking for contributions, use the “magic question” says Kingston. The magic question is an extremely effective way of asking donors:

“Would you be willing to consider _____ (be specific) so that _____ (communicate impact)?” Then hold the silence.

Silence is golden

Holding the silence after asking for donations is key. In fact, one of the biggest mistakes you can make as a fundraiser is not holding the silence long enough. Although it may be uncomfortable, a fundraising Auctioneer must be willing to stay

quiet – even for periods that can stretch to five or 10 minutes.

Why is this important? Just like in a negotiation, the first person to say a number often loses. The client could be thinking about giving more or less, how their funds are going to be used, or waiting to see what other donors give. Give them the time to do this.

And, don't get discouraged if a donor is not willing to participate during the event at that specific time. "No" often has various meanings.

No is not a four-letter word

It is key to remember that objection often actually is a signal of interest. Listen more to what the potential donor is saying and ask if there is another dollar amount they would consider.

Regardless, communicating that you are thankful for their time whether they donate or not is important and shows that they matter to you as a donor. It can also encourage participation.

"The act of gratitude – immediate, true gratitude – is one of the greatest predictors of long-term donor retention," says Kingston. Auctioneers are the first level of gratitude, we are the second-to-last person to leave a benefit auction so take that time to personally thank clients.

Show gratitude for their time no matter what and follow up personally. Giving donors another future opportunity may be the push they need to give.

Do good, feel good

There is a lot of neurological research on giving, part of which has uncovered the "mimic effect." Donors buy into the mimic effect in that when they see a bid card go up they are encouraged to bid as well. This is because the act of giving sets off hormonal responses that make people feel good. People like to give, and giving feels good.

Proof of this comes from the University of Oregon, where researchers used functional magnetic resonance imaging to show which specific regions of the brain were activated during an experiment on giving.

According to National Institutes of Health, "19 women received \$100 and were told they could keep whatever money remained at the end of the session. They then lay in an fMRI scanner for about an hour, while a computer screen displayed a series of possible money transfers to a local food bank. About half of the proposed transfers were voluntary — participants could decide whether to accept or reject the donation. In other cases, the proposed transfers were required, similar to a tax."

Receiving the money, seeing the money go to a good cause, or deciding to donate money — all of them activate similar pleasure-related centers deep in the brain.

Auction fundraisers can use these simple lessons and techniques to engage with and inspire donors to give. To engage donors, you have to be an expert in listening, asking questions, communication impact, funding a need, and giving gratitude. Doing all of these things can help you treat the moment as an invite rather than an ask, which helps both the auction professional and donors feel more comfortable.

"It's an honor to invite someone to give to a cause that impassions them so that they can make a difference," says Kingston. ❖

This article was an excerpt from a presentation given at the 2016 NAA International Auctioneers Conference and Show. Want even more tips regarding this topic? NAA members can access the full audio of this presentation and many others in the NAA Knowledge Center at auctioneers.org/knowledgecenter.

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NAA unveils ‘Success With Our #NAAPro’ campaign calendar, events ahead of National Auctioneers Week (April 30-May 5)

Building on momentum of the past two years, the National Auctioneers Association will again encourage members to celebrate their clients, community leadership, volunteerism, and business successes.

By NAA Staff

OVERLAND PARK, Kan. (Feb. 22, 2018) – The National Auctioneers Association has announced its plans for 2018’s National Auctioneers Week (April 30-May 5). National Auctioneers Day is set for Saturday, May 5.

The goal is to seize upon and continue the momentum achieved by the “#auctionswork/#NAAPro” campaign in 2016 and 2017’s “Success with our #NAAPro” initiative. Those efforts saw an unprecedented engagement level from members that resulted in more than three-quarters of a million members of the general public seeing or hearing the message that auctions work, especially when managed by an NAA auction professional.

“NAA members really have done amazing work the past two years in taking the #AuctionsWork and #NAAPro messages to their buyers, sellers, and social media audiences,” said NAA President Scott H. Shuman, CAI. “Every bit of campaign success the NAA has had is a direct result of those efforts, and we are looking forward to another successful National Auctioneers Week campaign as we again ask members to proudly participate and celebrate our communities and the solutions we provide within them.”

Where the original message was to highlight the effectiveness of the auction method of marketing, members now are being asked to focus their efforts and messages on highlighting their clients’ and customers’ successes. Members also will use Facebook and other social media to show their commitment to their communities, to charitable causes, and to their industry.

The activities list employs an easy but comprehensive promotional approach that involves press releases, video, social media, and encouraging NAA members to take part in advocacy efforts locally, regionally and nationally. (In

Success with our
#NAAPro!



National Auctioneers Week

April 30 – May 5

#auctionswork



The goal in 2018 during National Auctioneers Week is for NAA members to make each day's message speak to the general public while discussing all that goes into being an #NAAPro.

preparation for the week, members can get ready early by visiting with their elected officials now and securing videos and images that can be shared during National Auctioneers Week.)

The week, which will feature a daily encouragement and reminder email from NAA leaders, will look like this:

"Logo Monday" - Post the NAA Logo as your social media profile pic. Write a post about how excited you are that it is National Auctioneers Week. Tag it with #AuctionsWork and #NAAPro!

"Teach 'em Tuesday" - Highlight your commitment to continuing education as an NAA member and how your commitment puts the "Pro" in #NAAPro! Also, if it applies to you, take this opportunity to explain your designations. Tell people what those letters behind your name mean!

"Walk The Talk Wednesday" - As an auction professional, you are an advocate for your community in many ways. Posting photos of you and your elected officials is always important, but this year, you also can clearly explain your community advocacy efforts and value through an NAA-supplied social media post!

"Banner Success Thursday" - Show your clients love! Post photos and videos of your clients holding your "Success with our #NAAPro!" sign. Social media post: #AuctionsWork when facilitated by an #NAAPro!

"Philanthropy Friday" - Nearly every auction professional is involved in his or her community's philanthropic activities in some way, and an NAA member's time, effort, and fundraising abilities are often sought after. Now, you can highlight your involvement and bring awareness to the groups you help throughout the year! Tag them in a post and tell your stories of how #AuctionsWork for so many great causes.

"Celebration Saturday" - It's National Auctioneers Day! Let's honor your clients and customers by sharing a heartfelt message to them on your page. NAA will supply you with an example! And, cap off your post with a call to action or invitation to an upcoming auction, to do business, or to tour your auction company. Open those doors!

For more information or questions, email communications@auctioneers.org. ❖

Download schedules, banners, logos, and get more information through the National Auctioneers Week Toolkit! Visit: <http://www.auctioneers.org/national-auctioneers-week-toolkit>.



NAA Director of Education Aaron Ensminger, CAE, (left) and Director of Communications Curtis Kitchen, CAE, (right) earned their credential in December.

NAA Staff pair earns Certified Association Executive credential

NAA Directors Aaron Ensminger and Curtis Kitchen obtain the association industry's highest professional credential.

WASHINGTON, D.C. (Feb. 12, 2018) – ASAE has announced that Curtis Kitchen, National Auctioneers Association Director of Communications, and Aaron Ensminger, NAA Director of Education, have earned the Certified Association Executive (CAE®) designation.

The CAE is the highest professional credential in the association industry.

To be designated as a Certified Association Executive, an applicant must have a minimum of three years' experience, complete a minimum of 100 hours of specialized professional development, pass a stringent examination in association management, and pledge to uphold a code of ethics. To maintain the certification, individuals must undertake ongoing professional development and activities in association and nonprofit management.

More than 4,200 association professionals currently hold the CAE credential. The CAE Program is accredited by the National Commission for Certifying Agencies (NCCA).

ASAE is a membership organization of 39,000 association executives and industry partners representing 9,300 organizations. Its members manage leading trade associations, individual membership societies and voluntary organizations across the United States and in nearly 50 countries around the world.

With support of the ASAE Foundation, a separate nonprofit entity, ASAE is the premier source of learning, knowledge and future-oriented research for the association and nonprofit profession, and provides resources, education, ideas, and advocacy to enhance the power and performance of the association and nonprofit community. ❖

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Auctioneers Week
– May 5

[Auctioneers-week-toolkit](#)

Maximize ROI through online best practices



Three keys can help you toward a winning online auction.

By Emma Dougherty, NAA Content Developer

Winning online is about drive. Demanding quality, using the right price, informing everyone, and using the appropriate vehicles to success are three ways you can ensure this.

“The internet buyer has changed over the years. Eight years ago, when I started in this, you could throw one picture up and people would be more than comfortable to buy something,” says Craig Taylor, International Operations Manager for Proxibid. “But today, it is just a different animal.”

This progression of the online buyer is vital to tuning attention to their growing needs.

Demand quality

When it comes to demanding quality, the three most important aspects to focus on are high-quality photos of the product, detailed descriptions, and search-friendly data.

First, it is essential to take more than one photo when possible. Highlight the features of the item and make sure you are choosing the best photos to showcase what you are selling. Image is everything, so make sure the camera is in focus and think about the positioning. Don't take pictures so close that the buyer can't see everything you are selling, but also don't take them too far away where surroundings become a distraction.

Next, detailed descriptions are fundamental. Online buyers do their research, and they find detailed descriptions valuable. Provide the basics such as make, model and year, and then expand on the highlights. Offer professional input or put a quote from the consigner to make it personal. Using manufacture specs and promotional materials can elicit trust in the buyer.

Then, make sure that everything you post online is search friendly. Use keywords and be concise in your descriptions. This will help search engines locate your item and populate buyer-initiated searches.

Right price

Make sure to list your product for an appropriate price. Overpricing and including an abundance of small fees will easily put off online buyers.

Online buyers compare prices significantly more than live auction buyers, so research the reserves and make sure your pricing is reasonable. If you are putting a reserve that mirrors retail value, make sure that buyers can't find that easily.

"You don't have to be the cheapest. I've never said that, and I never will," says Taylor. "But, be able to have value for your service, if you charge 25 percent to sell online, be able to have the content to back that up."

Watch for the small and hidden fees when charging for loading, storage, and shipping. Clients become untrusting when small fees start to stack up.

"When someone is going through a purchasing process and they see vague or unclear shipping information, they are 24 percent more likely to abandon the purchase," says Taylor.

Inform everybody

"The Internet consumes information, they love it. Make sure that your bidders have the ability to access your auctions, know what's coming up next, and see what you just did," says Taylor. That means putting information about your company, its sales, and its successes on your website.

In the bigger picture, tie all of your advertising together. Make sure that it is all one message driving to the same action.

"If you have one voice going out there and all of it is saying the same thing, people are going to pay attention," says Taylor. "People are more likely to follow through if they're being told again and again and again."

A general rule of thumb is that people need to hear something seven times before they can repeat the message. An audience needs to hear your message seven times before they will buy at your auction. Make sure that your in-house marketing takes this advice into consideration.

Vehicles to success

Different products call for different selling methods.

Live auctions are great, but sometimes for a lower-price estate or something small, it's not the best option. Think about selling online as a time-saving option. In a lot of cases, it is low overhead and high turnover.

Plus, online buyers are a different kind of buyer. They are used to just clicking "purchase," so they get sucked into the high energy of auctions.

Focus on these central ideas when preparing online auctions, and you will be helping your client reach their desired goals. The internet is no longer about slapping one picture on a website; there is a whole campaign behind selling these items to online buyers.

Focus on demanding quality, appropriate pricing, avidly informing the audience, and using the right vehicles, and you're on your way to a winning online auction. ❖

This article was an excerpt from a presentation given at the 2017 NAA International Auctioneers Conference and Show. Want even more tips regarding this topic? NAA members can access the full audio of this presentation and many others in the NAA Knowledge Center at auctioneers.org/knowledgecenter.

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EARN YOUR DESIGNATION!

Check out the Education Calendar for upcoming NAA education opportunities. You can also visit the full education calendar on the NAA website at www.auctioneers.org/education-calendar.

NATIONAL AUCTIONEERS ASSOCIATION
EDUCATION CALENDAR

Personal and Commercial Assets Summit

Raleigh, North Carolina • Hilton Garden Inn • April 9-10, 2018

Certified Auctioneers Institute (CAI)

Bloomington, IN • March 18-22, 2018

Contract Auctioneer Specialist (CAS)

Chicago, IL • May 2-3, 2018

Benefit Auction Summit

August 26-28, 2018

Women in the Auction Industry

November 12-13, 2018

Designation Academy

Las Vegas, NV
December 2-8, 2018

CONFERENCE & SHOW EDUCATION SCHEDULE

AARE • July 15-17 AMM • July 15-17 BAS • July 15-17 Internet Auction Methods • July 17

USPAP (15-Hour) • July 16-17 USPAP (7-Hour) • July 21

Interpersonal Communications for Auction Professionals • July 16-17 Train the Trainer • July 17

CAS • July 17-19

CES • July 15-17

Conference & Show: Jacksonville, FL • July 17-21, 2018

Please note the information above is subject to change as events approach. This calendar will be updated as information becomes available.

www.auctioneers.org



First-ever Personal and Commercial Assets Summit to feature Future of Online Auctions panel; session on selling across state lines



caption

A host of NAA and other experts will lead the information-packed, two-day event in Raleigh, April 9-10.

By NAA Staff

Focused on and built for the auction professional who sells non-real property of any kind, the first-ever NAA Personal and Commercial Assets Summit will be in Raleigh, North Carolina, April 9-10. Stuffed full of specifically targeted topics, the summit also embodies NAA's support for its growing Communities of Practice (see sidebar).

"Aside from some of the great sessions we've got (and, we've got a lot of them), we're really excited about what this summit represents: a full-on commitment to the Communities of Practice," said NAA Director of Education Aaron Ensminger, CAE. "When this initiative was introduced, we committed to holding events for each community and this is the first standalone event we've been able to hold for Personal and Commercial Assets.

"It's my hope that everyone who sells non-real property will find something of interest here to help their business."

Among the various topics, Kurt Aumann, CAI, ATS, CES, will speak on managing the growth of your business, while conducting a panel on the same topic. Also, The Future of Online Auctions Panel – with Chris Rasmus, CAI, Matt Hurley, CAI, AARE, and Sherm Hostetter, CAI, AARE, BAS, CES, GPPA – will talk about how more personal property is being sold online, how it changes almost daily, and what the future of online auctions may look like.

Elsewhere, there is an abundance of auction alternatives in personal property sales such as tag sales and donor management providers. NAA member Kenny Lindsay will go over the pros



How to choose your NAA Community of Practice!

In order to plug in fully and reap the benefits of hyper-targeted content and events, NAA members should choose the Community of Practice (or more than one!) that best applies to them. (What's an NAA Community of Practice? See below.)

To select the Community or Communities that fit your need, do the following:

- 1) At auctioneers.org, go to "Member Area" and then select the "Member Profile" link in the member profile link in member area.
- 2) Log in if you are prompted. Otherwise, select the "COP/Specialities" tab.
- 3) Under that tab, select the Community or Communities of Practice that you want.
- 4) Once the box (or boxes) is checked, hit save at the bottom left, and you're done!
- 4) For questions or more information, you can call 913-841-8084 or email support@auctioneers.org to communicate with NAA Staff. Let them know which Community or Communities you would like to join, and they can assist you!

NAA Communities of Practice

In 2017, NAA unveiled its five pillar Communities of Practice: Benefit Auctioneer (BA); Contract (CO); Marketing and Management (MM); Personal and Commercial Assets (PCA); and Real Estate (RE).

Each community has specific, targeted education and a designation program focused within them. All now have content tagged and provided specifically for them as well. Each sector also has, on a rotational basis, a dedicated summit or event such as the upcoming PCA Summit.

"It is NAA's opportunity to help you get the information you most need for your business to be successful," NAA CEO Hannes Combest, CAE, said when the Communities were announced.

Take advantage of the information and event opportunities that matter to your business most. Make sure to log in and choose your Community of Practice today!



Chris Rasmus (left image, standing) and Sherm Hostetter (above) will discuss personal property's online expansion as part of a "The Future of Online Auctions" panel.

and cons of bringing competitors into your loop versus staying away.

Another feature of this event will be discussion on multistate sale tax and escrow with Rhessa Hanson, CAI. Hanson will review how selling across state lines, either online or otherwise, is lucrative but can also bring danger along with its legalities.

Other topics: Lotting and sale order with Tim Pfister of Hilco; Transitioning from one asset class to another; and Closing Deals, with Kelly Strauss, CAI.

The information-packed event will be held at the Hilton Garden Inn in Raleigh, North Carolina. The cost for an NAA member to attend is \$490 before March 9 and \$590 after that date. For non-members, the cost is \$790 before March 9 and increases to \$890 after. ❖

To register for the 2018 NAA PCA Summit, visit auctioneers.org calendar and select the event. There is also link to reserve a hotel room at the bottom of that page.



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Why is *South Dakota v. Wayfair* important to the auction industry?

The Supreme Court case deals with who has the authority to regulate interstate commerce in the U.S.

Question: What is the *South Dakota v. Wayfair, Inc.* case? How will this case potentially affect members of the NAA?

Answer: *South Dakota v. Wayfair, Inc.* is a case currently pending before the United States Supreme Court. It relates to the nature of sales tax for purchases made over the internet.

This case could affect Auctioneers who sell goods on the internet as well as traditional live Auctioneers who broadcast their auction over the internet. South Dakota requests the Supreme Court to abrogate its 1992 decision of *Quill Corp. v. North Dakota*, which decided that under the “dormant commerce clause” states may not collect sales tax from businesses conducting sales online unless those businesses have a physical presence within their state or there is legislation from the United States Congress authorizing the states to collect taxes from others out-of-state.

A. What is this case about? South Dakota and several states adopted legislation to challenge the *Quill* decision. The legislation sought to allow these states to collect sales tax from out-of-state vendors in limited circumstances. The specific legislation required vendors who had sales of over \$100,000 or more than 200 different transactions with residents of the

state to collect taxes. The Supreme Court agreed to hear the case on January 12, 2018 and oral argument is scheduled for April. A decision is expected by the end of the Court's term in June.

The case deals with who has the authority to regulate interstate commerce in the United States? The “dormant commerce clause” refers to a constitutional principle that is inferred from the Commerce Clause. The Commerce Clause in Article 1, Section 8 of the Constitution of the United States gives express authority to the United States Congress “to regulate commerce with foreign nations, and among the several states, and with the Indian tribes.” The dormant commerce clause is the concept that exclusive power to regulate interstate commerce is granted to the United States Congress through commerce clause, therefore

the states do not have such authority. It prevents states from having trade wars and passing legislation that improperly discriminates against interstate commerce. For example, could Ohio charge a higher tax on goods from other states in order to encourage people to purchase goods from Ohio? The dormant commerce clause limits the power individual states to legislate on such matters. The dormant commerce clause is not an express clause in the U.S. Constitution. It is, rather, a doctrine developed by the U.S. Supreme Court.

- B. What are some of the arguments related to this issue? The battle lines have been drawn, in part, based on big businesses versus small businesses. South Dakota argues: “Today, advances in computing have made it easy for retailers to collect different States’ sales taxes. Implementing such technology poses a minimal obstacle for companies, like respondents here, that can instantly tailor their marketing and overnight delivery of hundreds of thousands of products to individual customers based on their IP addresses; these companies can surely calculate sales tax from a zip code. In fact, the record here shows that sales-tax collection is now uncomplicated for large-scale internet retailers ... and that asking today’s companies to undertake it when they do substantial business with a State’s citizens imposes no undue burden on interstate commerce.”

Wayfair, Inc. responds, in part, South Dakota “argues that software developments make tax collection easier for remote sellers. The truth is that sales tax collection has become more complex as the number of tax jurisdictions has more than doubled since 1992. Moreover, the integration of tax collection software is extraordinarily expensive. ... If Quill is overruled, the burdens will fall primarily on small and medium-size companies whose access to a national market will be stifled. Congress can address this issue in a balanced and comprehensive manner through legislation.” In addition, Wayfair points out “[t]he system of state and local sales taxes in the United States is highly complex. There are 45 states, plus the District of Columbia, that have a sales tax, and thousands of local taxing jurisdictions. This dizzying array of jurisdictions results in thousands of different tax rates, taxable and exempt products and services, exempt purchasers, shipping tax treatment, specialized tax rule (such as sales tax “holidays” and “thresholds” for different products), statutory definitions, registration and reporting regimes, record keeping requirements, and filing systems. In addition to compliance burdens, companies are exposed to potential audit by every state and locality with a self-administered sale or use tax. Remote sellers are only shielded from such inordinate burdens by Quill.”

- C. How will this case affect NAA members? That is uncertain right now. The Court could decide not to address the main issue. There are questions about whether the case is ripe and whether it is appropriate to decide the issue. The Court then has the option of following the Quill decision or changing direction. If the Court decides not to uphold the Quill case, it will have to give everyone some new standards or parameters. While the legislation as drafted primarily affects larger companies, the Court’s decision could open the door to taxation of all sales over the internet. If the Court agrees with South Dakota and allows states to require remote sellers to collect sales tax, states could potentially adopt legislation requiring all remote sellers to collect sales tax.
- D. Who will this case affect? This decision is likely to have an impact on a significant percentage of the NAA members. It will have an impact on members who sell goods exclusively on the internet. But, it will also have an impact on members who have live auctions that are simultaneously broadcast over the internet. It will also have an impact on those members who occasionally sell goods via the internet. Depending on the decision rendered, this case may also have an impact on everyone who purchases goods via the internet.

The NAA is getting involved in the case to make sure its voice is heard. The NAA plans to file an amicus brief (friend of the court brief) with the United States Supreme Court. An amicus brief is a legal document filed in appellate court cases by non-litigants with a strong interest in the subject matter. The purpose of the brief is to advise the court of relevant, additional information or arguments that the Supreme Court might wish to consider. In this case, the NAA wants to advise the Supreme Court of how abrogating Quill will affect its members.

Stay tuned. ❖

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The Do's and Don'ts of Public Speaking

Three steps can help you feel prepared and calm, which are key to effective public speaking.

By Emma Dougherty,
NAA Content Developer



Sure, auction professionals are comfortable behind a microphone when it comes time to call bids, and maybe even entertain. But, how about when you are simply asked to speak? Do you find yourself in a blind panic before a speaking in front of an audience?

You're not the only one.

Here are a few tips to ensure a smooth and successful presentation experience.

“When you're in a comfortable environment, you're going to be more confident in your presentation,” says NAA member Bill Menish, CAI, AARE, BAS. To become more prepared and calm, there are three basic steps you can follow: Show up prepared; rehearse your materials; and, find some peace and quiet before you come out on stage.

“Call it a moment of meditation before you get out there,” says Menish, a 15-time Emmy Award winning broadcast journalist turned Auctioneer. “I do the stretches. I do the vocal exercise. But, one of the best things to do right before you walk out on that stage is bring all that energy in so that when you get on stage you can hit them with it.”

The audience members' energy and engagement mirrors yours from the stage, so it is important to keep up the liveliness throughout, even if “throughout” isn't all that long.

The average attention span of an adult is about 20 minutes, so it becomes imperative to lead the audience in energy and keep things efficiently paced. It is more effective to get the audience excited and leave them asking questions and wanting more than it is to drag a presentation out longer than their attention span.

So, how do you do that?

Get their attention

Pacing and eye contact are magnets for catching the audience's attention. Menish recommends getting rid of the script and memorizing the key points so that you can exert all your focus on the audience.

Sometimes, engaging the audience's attention can be an even bigger challenge for natural introverts, but that doesn't make it impossible. A few of the following tips can help you focus throughout your presentation and keep audiences engaged:

- Accentuate the positives
- Know that the audience wants you to succeed
- Focus on the things you are good at
- Don't try to be something you are not
- Know that your audience wants to listen to you
- Give them a reason to listen
- Let others do the talking, you don't have to carry the whole load



More than stage presence

There is more to a great presentation than just stage presence. What you are actually talking about is also a crucial part. When it comes time to write your speech, remember that great writing is rewriting.

“Rewriting is crucial. You’ll get through that first [draft] nice and quick. Then, go back and make it better. And then, go back and make it better, and then go back and make it better again. That’s how you get a great presentation that wows people,” says Menish.

None of that includes just stating facts and figures. Tell a story that relates to what you are presenting. This will keep audiences intrigued by what you are saying.

Breaking down the do’s and don’ts of public speaking can help Auctioneers hone in on their strengths and what to focus on when speaking to an audience.

Actual words aside, your first impression is the most valuable mark you can make on a presentation. Take all things into consideration such as clothing, voice, passion and confidence.

“Don’t be fake but be strong” in your voice, Menish says. “Own your story, [because] we all suck at being insincere.”

Learning how to become a better public speaker also improves general communication skills. It creates better one-on-one speaking abilities as well and increasing confidence in conversation. These skills can be extremely valuable in many aspects of your professional career, and mastering these will increase your ability to not only speak publicly, but communicate in general with ease. ❖

This article was an excerpt from a presentation given at the 2016 NAA International Auctioneers Conference and Show. Want even more tips regarding this topic? NAA members can access the full audio of this presentation and many others in the NAA Knowledge Center at auctioneers.org/knowledgecenter.

DO’S of Public Speaking

- ✓ Have fun
- ✓ Make it fun for your audience
- ✓ Gauge your audience’s attention and interest and adapt accordingly
- ✓ Have great visuals
- ✓ Make sure to have a beginning, middle, and end
- ✓ Make the beginning great and attention grabbing
- ✓ The middle should be full of good takeaways
- ✓ Tie it all up with a bookend

DON’TS of Public Speaking

- ✗ Make the process miserable
- ✗ Say uh, um, etc.
- ✗ Be boring
- ✗ Talk over your crowd, make eye contact
- ✗ Make it all about you
- ✗ Although it is easier said than done, don’t be nervous
- ✗ Miss an opportunity to speak to a crowd

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Ambassador Spotlight



John John Genovese

NAA Ambassadors often put a ton of time and effort into promoting NAA through regular outreach and relationship building. Here's a great example, according to Hawaii NAA Ambassador John John Genovese, AMM, BAS, who seized opportunity with NAA member Dan Newman when he knocked...er...called!

"So, it was the coolest thing," Genovese said. "The night that Dan signed up with the NAA,

he was on vacation with his family on Kaua'i! He was looking through the website and *Auctioneer* magazine in the condo they were staying, and he found the list of ambassadors.

"He saw my name, saw my address, and called right away at 8:30 at night. We talked for a while, and I got to go to lunch with him, his wife, two handsome young boys, and his father-in-law. Dan is really cool, and it appears he will be joining us in Jacksonville and taking BAS."



Dan Newman

The 2018 NAA Marketing Competition, Presented in Partnership with USA Today, now accepting entries

The contest's top winners will receive their awards on stage at the 2018 NAA Conference and Show. Entries will be accepted until April 19.



USA Today representative Toussaint Hutchinson (right) presents Casey Roberson (center) and Lonny McCurdy, AARE, with the "Auction Marketing Campaign of the Year" award on stage during the 2017 Conference and Show in Columbus, Ohio.

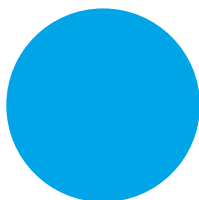
OVERLAND PARK, Kan. (March 1, 2018) — The 2018 National Auctioneers Association Marketing Competition, presented in partnership with USA Today, is now open for entries.

The highly competitive contest, which featured more than 850 total entries and winners from 22 states in 2017, will uncover and celebrate the best marketing pieces from NAA members over the past 12 months. The very best, as selected by a panel of judges, will earn "Best in Show" honors for Print, Digital and Photography. One will win the coveted "Auction Marketing Campaign of the Year" award.

Last year, the "Auction Marketing Campaign of the Year" was awarded to Lonny McCurdy, AARE, of McCurdy Auction Co., in Wichita, Kansas, for his company's campaign to sell current CIA Director Mike Pompeo's Kansas residence.

Rich Penn, of Rich Penn Auctions, in Waterloo, Iowa, won "Best in Show — Advertising & PR — Print" for the "Iowa Gas Auction" catalog. Chad Roffers, of Concierge Auctions, LLC, in New York, New York, received "Best in Show — Advertising & PR — Digital/Social" for the "Instant Gavel App" promotional video. Nic Smock, CAI, GPPA, of Don Smock Auction Co., Inc., in Pendleton, Indiana, took "Best in Show — Photography", for the entry titled "Follow Along."





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

All award recipients in the 2018 contest will be formally recognized during the NAA Marketing Competition Awards Reception in Jacksonville, Florida, during the 69th International Auctioneers Conference and Show, July 17-21. All sub-category winners and second-place finishers will be presented with their awards at that time.

Overall, the annual NAA Marketing Competition, presented in partnership with USA TODAY, continues its rise as the premier contest for NAA members to showcase their marketing efforts. The competition features 56 sub-categories in seven categories across three divisions. Categories included but weren't limited to: Postcards, Brochures & Catalogs; Newspaper/Magazine Print Advertising; Public Relations & Marketing; and Digital & Social Media.

The task of determining winners is given to a panel of marketing and advertising professionals outside of the auction industry who represent backgrounds in branding, promotion, media, public relations and graphic design. Judging criteria included considerations such as creativity, message, ad effectiveness, clarity and visual appeal.

For more information or questions, email communications@auctioneers.org ❖



Nic Smock, CAI, GPPA, (right) won the "Best in Show - Photography" award in the 2017 NAA Marketing Competition Presented in Partnership with USA Today.

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NAA CAS course to be held ahead of World Auto Auctioneers Championship

In just three days' time, attendees can both attend an NAA designation course and also compete in a major competition

By Nancy Hull Rigdon, contributor

The CAS (Contract Auction Specialist) course enters its second year as an NAA designation in May – and it's strategically timed right before the World Automobile Auctioneers Championship.

CAS takes place in Chicago on the Wednesday and Thursday ahead of this year's WAAC, May 2-3.

"We've made a real commitment to the contract auctioneering community, and the World Automobile Auctioneers Championship is one of the places where we can reach some of the most influential members of this community," says NAA Director of Education Aaron Ensminger, CAE.

This year's course is taught by two International Auctioneer Champions: Peter Gehres, 2015 IAC Men's Division Champion, and Dustin Rogers, 2017 IAC Men's Division Champion. The two-day lineup aims to take Auctioneers from successful bidcallers to successful auction business owners, showing them: 1) how to turn contract skills into a sustainable, thriving business; and, 2) ensure Auctioneers protect their skills and assets in the industry.

"Contract Auctioneers often rely on themselves and their own skills to build and shape a business. However, there's a lot more to it than that. There's planning, strategy, insurance and learning to take this thing you can do well to another level so it can be a business beyond you," Ensminger says.

Rogers expands on that point and says the course he's helping teach is built to assist class attendees so that they can develop their brand.

"While the course is primarily built for the Auctioneer that gets paid to sell for someone else, it does offer something for every business owner that has an auction business," says Rogers, CAI, CAS. "It goes far beyond helping Auctioneers increase contract work or get into contract work."

The lineup includes instruction and collaboration on how to treat what contract Auctioneers do as a business, and the session topics that apply to those throughout the auction industry include marketing, sales, professionalism, and money management, including tax and insurance implications.

"This course is part of an effort to raise the bar for every Auctioneer making a living behind the mic," Rogers says. "There is no question that there's still a strong demand for people to bid and participate in live auctions, and we're doing all we can to ensure Auctioneers are best prepared to continue to thrive with live auctions well into the future."

Rogers is looking forward to the two days of fast-paced learning.

"I'm excited – I know I'll take something away from it," he says. "Everybody stops and takes time to share experiences and realize that what's working for one person may work for someone else."

"The interaction among attendees outside of the agenda can bring so much value." ❖

HOW TO EARN YOUR CAS:

The requirements to register for CAS are standard: Pass the prerequisite exam or hold another NAA designation. After that, here's what you could expect as you work toward your CAS:

- Register for the CAS class.
- Before the class starts, attendees will receive a link to the designation course and exam.
- Attendees must pass the exam before the class begins.
- Attend both days of the designation class.
- After the class, to obtain the designation, candidates must submit four evaluations from a contract auction.



Climbing real estate's Mt. Ego

Auction professionals and realtors both bring ego to the table. Move past that by tactfully showing auction is the best method of sale.

By James Myers, contributor

Jason Winter says auction professionals have to be careful not to step on the passion that realtors bring with them.

Can realtors and brokers have a symbiotic relationship with auctioneers, or vice versa?

It is not a question some Auctioneers will consider, nor would a realtor. However, given the changing landscape in today's real estate market, it is a partnership that has to be taken seriously now more than ever.

Jason Winter, CAI, AARE, AMM, CES, has a unique position on the matter as he graduated from World Wide College of Auctioneering in 1993 and completed his pre-licensing real estate sales education in 1996.

"Relations with realtors have been good and not so good," said Winter, who has been the owner/Auctioneer of West Central Auction Company in Harrisonville, Missouri, since 1993 and a real estate broker since 2006. "Realtors have a different mindset ... first and foremost, realtors are realtors and Auctioneers are Auctioneers."

The divide is quite apparent with some real estate professionals whom Winter said will only use auction professionals as their last resort. However, other realtors will jump on a chance to work with Auctioneers to push a sale with which they need assistance.

"We all have kind of an ego," Winter said of Auctioneers, realtors and brokers. "We're salespeople, and we're excited about our sale. When we book a contract, it gives you a kind of euphoria."

Winter said that ego is the biggest challenge Auctioneers and realtors face in working together.

"We might think the broker is a bad guy because they don't want to give us any business," Winter said. "They've got the same feeling in their gut and their heart that we do when they list that house. Why would they want to give that up, right?"

Auctioneers, Winter said, have to be careful not to step on that passion as they approach realtors about collaborating. However, the only way to "cross that bridge" is by educating realtors and brokers, establish a relationship with them, and convey, tactfully, information about the auction process, because in some cases, it's the best method.

Winter said during the Great Recession he read in a real estate association publication something to the effect that "the auction way is going to be the way to go" for selling real estate. However, despite the fact that he would like to see more realtors working with Auctioneers, not every property is going to be a good match for the auction method.

"Not every seller can sell at auction," he said.

Finding allies

Realtors can be a big asset for Auctioneers, Winter said, because they have “file cabinets” full of properties, and information about past and current buyers and sellers. The task is to establish a relationship with these realtors and let them know Auctioneers aren’t “monsters [or] huge evil people” who are going to take their business away.

“A zero-percent commission is how much money?” Winter asked rhetorically about situations where a realtor could still make a commission by turning over a listing to an Auctioneer. “We have similar goals out there. If we list an auction property, what’s our goal? Sell it/close it ... we have to come alongside our fellow realtors and work with them and hope they work with us.”

One of the barriers to the auction process is that realtors and brokers work around an MLS listing price. The topic of reserve prices came up during Winter’s presentation with one participant asking if a reserve should ever be revealed.

Winter said revealing the reserve can be a problem. A buyer, he said, might think the reserve is too high and not show up,

missing out on a chance to make the purchase should the seller agree to let it go for less than the reserve. Conversely, the buyer might think the reserve is too low and believe there is something wrong with the property.

“The challenge for the auction industry is that it’s price based,” he said of MLS listings, which is the norm for real estate agents. He also said that a potential buyer who asks “what will you take for that piece of real estate,” should be met with an answer of, “all I can get.”

“Don’t say any price,” Winter recommended when questioned about reserves.❖

This article was an excerpt from a presentation given at the 2017 NAA International Auctioneers Conference and Show. Want even more tips regarding this topic? NAA members can access the full audio of this presentation and many others at auctioneers.org/knowledgecenter.



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Put your stamp on it

Stamps offer a variety of unique challenges for auction professionals when it comes time to sell.

By Sarah Bahari, contributor



You are preparing for an estate sale and find an old album of stamps. The family members you are working with think the stamps could be worth something.

What should you do?

Steve Schofield, of Centennial Auctions in New Hampshire, offers a few tips and suggestions for navigating a stamp sale.

“There is nothing easy in this profession, and there are curves that will be thrown at you every day,” said Schofield, CAI, BAS, who has extensive experience in stamp and coin sales. “You never know what you’re going to find or what you’re going to see.”

First, an Auctioneer must determine what he or she has in a given piece. If they do not know, seeking the expertise of a fellow professional is key. Conducting an auction the auction professional does not understand is not fair to the customer, Schofield said.

“It’s a really simple concept,” Schofield said. “If you walk in and don’t think you’re qualified to sell this at an auction, walk away or reach out to somebody who does these kinds of sales. Get a partner.”

Waning interest

Today, stamp-specific auctions are rare as knowledge and interest in stamps have waned in recent years, Schofield said.

Customers who enjoy philately, the study of stamps, tend to be members of the Greatest Generation or older Baby Boomers. Younger people are not embarking on stamp collecting, causing the hobby to dwindle.

Schofield said he prefers in-person sales and does not sell stamps online.

“I want people on the floor,” he said. “We wouldn’t fill our room if we had an online sale.”

At his stamp auctions, Schofield said he eventually widened the aisles to accommodate for the large number of walkers and wheelchairs for the aging customers.

“Stamps are absolutely a dying commodity,” Schofield said. “There are young people in the Millennial generation who do not even know what a lick-and-stick stamp is.”

Selling stamps as part of a larger personal property auction is more than likely the best bet for sellers and customers.

Smells and mildew

Even then, Auctioneers must evaluate the condition of stamps.

Paper absorbs smells, so if they have been in the home a smoker, they are difficult to sell. Mildew is also common.

Some stamps have hinges, a small piece of transparent paper coated with a mild adhesive that collectors use to mount the stamp to the page of an album. Collectors favor stamps without hinges, known as NH stamps.

To examine stamps, collectors and dealers will use tongs and lighter fluid, which reveals any watermarks.

Stamp collectors are not known for deep pockets, said Schofield, who suggests starting with a minimum opening bid of \$25. They would be willing to pay \$300 for a \$200 item but are afraid to bid \$2,000 for a \$20,000 item.

Some buyers will ask Schofield to wait to cash a check, which Schofield said he will do if he knows them well.

“But never, under any circumstances, accept a post-dated check from a customer,” he said. “If something happens or they die before the date of that check, you are out of luck.”

For customers, it is important to do a proper inventory before leaving their home, he said, but he always waits to catalog the stamps, which can take hours.

Find an expert

If fellow Auctioneers come across some old stamps, he said, they can call him for advice.

“Knowledge is king, plain and simple,” he said. “Be confident in your abilities. Be sure you know what you’re doing.”

Schofield recalled once finding a rare and valuable “Jenny” stamp underneath a bed in someone’s home. Although the market is small, he said, stamp collectors are passionate, and Auctioneers should be prepared to find a hidden jewel.

“Stamp collecting is certainly a small niche. It’s fun to find a valuable stamp. That’s why we do it.” ❖

This article was an excerpt from a presentation given at the 2017 NAA International Auctioneers Conference and Show. Want even more tips regarding this topic? NAA members can access the full audio of this presentation and many others at auctioneers.org/knowledgecenter.



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Understanding price, cost, and value

How an appraiser looks at each of those is sometimes different than traditional definitions.



By Megan Mahn Miller, MPPA

Price, cost, and value all likely call to mind certain definitions. An appraiser's understanding and definition of these words is very specific and may vary from a common definition.

An illustration: A person walks into an antique shop and finds the perfect item only to look at the \$15 price tag and suspect the proprietor is a crazy person. The person surely will not pay \$15, but would the shop owner take \$10, they wonder? This is an illustration of price versus cost.

The asking price was \$15, while the actual cost – the actual amount of money the person has to spend to purchase the item if the shop owner agrees to the negotiation – is \$10. A price is always negotiable. Cost is a fact; it is what a person actually spends.

Another example is to think of a used car salesroom. The price the dealer would like to get is emblazoned on the windshield of each car. But you and I, and the dealer, know better. I suspect the buyer will leave having paid a lower cost than the asking price.

Value, however, is an altogether different animal, and the following must be stressed: value must be justified. For appraisers, value is determined by the purpose of the valuation. That means, yes, the value of an item can change based on what the purpose of the valuation is.

Appraisal purpose affects value

Many factors can affect a value, and the purpose of an appraisal assignment is the first thing an appraiser needs to understand before beginning an appraisal. If the purpose of the appraisal is to find a value for retail replacement, that value is likely going to be much higher than if the purpose is for a liquidation value. Next, in order to justify a value, the appraiser inspects the property and considers factors affecting value. Those factors can include but aren't limited to condition, age, desirability, provenance, use, etc.

Once an item's characteristics are reviewed and understood, then comparable sales of similar property are investigated in the appropriate market, sales data is reviewed, anomalies are

identified, and market trends are considered. All of this is important for several reasons, including:

- As sellers and buyers, we are confronted with false or unsubstantiated information.
- When you understand the concepts of price, cost, and value, you bring clarity to the conversation.
- By asking the right questions, you will not only show yourself as knowledgeable, you will also ensure that whether selling or buying you have a transparent and intelligent conversation about the transaction.

Consider the following statements:

“I was told this was worth \$X.”

There are a few questions to ask about this statement. Who provided the dollar figure? When did they provide it? Was the item valued by a qualified appraiser using a specific approach to value? If the item was desirable five years ago but did not hold its value, then this statement is unfounded.

“I have seen this advertised for \$X.”

As discussed earlier, a price is simply a figure, not a cost and definitely not a value. The advertised price does not mean a customer will pay it.

“I paid \$X.”

There are a number of reasons why a past purchase may have lost its value. A good salesperson may have influenced the purchase, or a desire to own something immediately at any price. Additionally, changing tastes and technologies can make an object obsolete.

Buyers and sellers need to give weight to each of the preceding statements; however, all that matters is what a person will pay at present. Fully understanding price, cost, and value can lead to smoother transactions, reduced disappointment, and appropriate expectations for all parties.

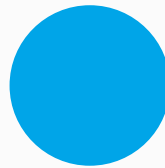
Megan Mahn Miller is an NAA member, appraiser, and owner of a consulting and appraisal business. ❖

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Rules and Procedures

1. Entry Fee: All members will receive one complimentary entry into the 2018 Marketing Competition. Each subsequent entry must be accompanied by a \$10 entry fee. Failure to include full payment will result in disqualification.
2. Submit a brief, one-page, professional, typed summary of your auction campaign. Additionally, please organize the following in a binder, with title pages dividing major sections. Entry summaries may include any or all of the following: - Important information on why the auction was noteworthy. - Marketing strategy and tactics used. - Goals for the auction (i.e. monetary, notoriety, etc.) - Copies of press releases and news coverage about the auction. - Copies of photographs, advertisements and any other promotional materials. - Innovative marketing or techniques employed. - Online marketing. - Target markets. - Summary.
3. Submit one copy of the event materials.
4. Only auctions between 4/19/17 and 4/18/18 are eligible.
5. Each entry must be accompanied by an official and completed entry form and entry fee.
6. All entries must be received at NAA Headquarters (8880 Ballentine, Overland Park, KS 66214) no later than 4 p.m. Central Time, on Wednesday, April 18, 2017.
7. Entries may be judged on any of the following: innovativeness and creativity; technological enhancements; promotional elements; auction items sold; satisfaction of client(s); satisfaction of bidders; event atmosphere; and whether the total event met or exceeded overall expectations.
8. Inclusion of the NAA logo is required on all print materials and should be included if possible on all other entries (TV/web/radio/giveaway items/ other materials). All elements of the logo must be identifiable.
9. One entry will be selected as "Campaign of the Year."

PHOTOGRAPHY DIVISION

Rules and Procedures

1. Entry Fee: All members will receive one complimentary entry into the 2018 Marketing Competition. Each subsequent entry must be accompanied by a \$10 entry fee. Failure to include full payment will result in disqualification.
2. Photos may be produced either in-house or by outside professionals.
3. Entries must be reflective of the auction industry in some capacity and must have been created between 4/19/17 and 4/18/18.

4. All entries must be received at NAA Headquarters (8880 Ballentine, Overland Park, KS 66214) no later than 4 p.m. central time, on Wednesday, April 18, 2018.
5. Late entries will not be considered.
6. The member whose name appears on the entry form must be a current member of the NAA, or the entry will be disqualified. Forms must clearly list the member name and official company name as this cannot be changed once submitted.
7. The same photo may be entered in more than one category, with a maximum of three categories for each image.
8. Photos must measure 8x10 inches. Entries may be printed on in-house printers. (Keep in mind that the quality of the print will be taken into consideration by judges.)
9. Two (2) copies of each photograph must be submitted.
10. No e-mailed photos will be accepted. Hard-copy prints only, please.
11. The NAA reserves the right to move an entry to another section if it does not clearly meet the criteria for the category in which it was entered.
12. Category winners will be determined through a point system. Entries must attain an established point minimum in order to qualify. Winners may not be determined if no entries meet minimum point requirements.
13. Submissions will not be returned. Do not send original copies.
14. Images submitted for this contest may be used in future Auctioneer editions or for other NAA promotional and marketing purposes.
15. All entries are eligible for a "Best of Show - Photography" award.

PRINT AND DIGITAL DIVISIONS

Rules and Procedures

1. Entry Fee: All members will receive one complimentary entry into the 2018 Marketing Competition. Each subsequent entry must be accompanied by a \$10 entry fee. Failure to include full payment will result in disqualification.
2. Entries must be reflective of the auction industry in some capacity and must have been created between 4/19/17 and 4/18/18.
3. All entries must be received at NAA Headquarters (8880 Ballentine, Overland Park, KS 66214) no later than 4 p.m. central time, on Wednesday, April 18, 2018.
4. Late entries will not be considered.

5. Inclusion of the NAA logo is required on all print materials and should be included if possible on all other entries (TV/web/radio/giveaway items/ other materials). All elements of the logo must be identifiable.
6. The member whose name appears on the entry form must be a current member of the NAA, or the entry will be disqualified. Forms must clearly list the member name and official company name as this cannot be changed once submitted.
7. One Marketing Competition registration form is required per contestant. Each entry also must have a separate entry form.
8. Digital (e-mail) or faxed entries will not be accepted.
9. Original work only. PDF files okay. Photocopies of printed materials will not be accepted.
10. Entries will not be mailed back or otherwise returned.
11. The NAA reserves the right to move an entry to another section if it does not clearly meet the criteria for the category or division in which it was entered.
12. Categories 1, 2, 3 and 4 must include two (2) printed samples of each entry. (Category 3: Entry must include two (2) full tear sheets showing the entire page on which the advertisement is found. Full-page PDFs are acceptable.)
13. Category 5: One (1) copy of entry (screenshot or PDF, preferably) is required for each submission. - Entries should include as many visual elements and details as possible (e.g. theme, timeline, goals, objectives, etc.) - Multimedia/Radio/TV entries must be submitted via thumb drive or other similar portable file device, in either Quick Time or Windows Media format. - For company website entries, please include URL on the entry form in place of printed copies.
14. Category winners will be determined through a point system. Entries must attain an established point minimum in order to qualify. Winners may not be determined if no entries meet minimum point requirements. Any first-place ties will be broken through an additional round of judging.
15. All entries are eligible for the Best of Show award. A "Best of Show" award will be given for: 1) Print, 2) Digital, 3) Photography.

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March 1, 2018

50
years
later:



March 1968

Needless to say, much has changed over the past 50 years with regard to how auction professionals conduct auctions. But, that's not to say everything has changed.

In fact, back in the March 1968 issue of *Auctioneer*, NAA member Bill Podell, of Grand Rapids, Michigan, commented about the importance of proper planning and pre-auction activity.

“Proper and complete preparation prior to sale day can make that day the easiest one in liquidating plants,” he said.

That certainly holds true today just as much as it did then. No sale just “happens,” as both live and online auction professionals can tell you. There are so many moving parts to an auction that have to come together perfectly to make an auction run smoothly, and adequate (or superior) preparation is the only way for that to happen.

Bill, who eventually became an NAA Life Member, understood that at the age of 36 (his age at the time of the article), and he leveraged that knowledge throughout his career.

He passed away in October 2016, but his wisdom is something every auction professional definitely can carry forward.



75 years of “Hart”

Family-run Hartzell’s Auction gallery credits its longevity to giving back, enjoying the work, and treating clients “as you would your mother or grandmother.”

By James Myers, contributor



Left: The Hartzell team.
Above: Melvin Hartzell.

Not many auction companies can boast 75 years in business with the same family at the helm, but that’s something Hartzell’s Auction Gallery can tout, as 2018 marks that milestone for Hartzell family.

Melvin Hartzell was born and raised where his auction company still resides today in Bangor, Pennsylvania. He got into the auction industry part time at first, says grandson Raymond D. Hartzell, but decide to get out of the livestock feed business and into auctioneering full time.

Melvin’s son, Raymond M. Hartzell, also leaned into the industry as a part timer, splitting his time between a printing job and auctioneering before choosing to go full time in his father’s company in 1962.

The company has conducted thousands of sales and has a diversified knowledge of the antique auction and appraisal industry. They conduct auctions on site, at their facilities in Bangor and through gallery sales.

Hartzell, like many multi-generational Auctioneers, has fond memories of working the auctions. He was a runner during their Friday night auctions back in the day (they now do Monday auctions). In his senior year of high school, Hartzell had “work study,” which allowed him to leave school around lunchtime and go to the family business to work. It was also in his senior year that his grandfather suffered a stroke, prompting Melvin to sell him 25 percent of the company, bringing the third generation on board full time in 1977.

It has truly been a family affair: Hartzell’s brother, Richard, has been an Auctioneer, appraiser and real estate agent for the company since 1983. His sister, Karen, has served as executive assistant, clerk and cashier since 1989.

“How many people get to see their family every day?” said Hartzell, whose son, John, joined the company in 2003, making him the fourth generation to join the company. “Everybody has their different ideas. Sometimes you have to merge them all together.”

The evolving industry

Hartzell says that even though they've picked up more prestigious auctions lately, particularly in big lots of ironwork, they still run a lean operation with six employees.

"Everybody has more than one job they have to do," he said of the family business.

Asked what some of the biggest changes have been since he got into the business, Hartzell immediately recalls a person who passed away years ago, but was with the company at the very beginning and into the next 40 years – Frank Shover.

He served as the company's clerk, using two tablets when he worked an auction. In one tablet, he logged the items being sold, how much they sold for and who bought it. He kept a running total of the sale as it went on. In the other tablet, he would keep a list of all the buyers, their contact information and a tally of everything each of them bought.

"To find somebody that could do all that and keep running totals ..." Hartzell said, trailing off. "Now it's all computerized. He was our computer years ago. He was just one of those people that was just a perfect gentlemen."

Speaking of computers, Hartzell said the internet has been another massive evolution in the way they do business. Years ago, he said, the people at the auction would have been alerted to it through local advertising.

"Rather than a 50-to-75-mile radius, it's worldwide," he said of the location of their buyers. "There aren't many places we don't send stuff."

One of the company's claims to fame is that they sold a painting by an artist named Fern Coppedge for a world record price for that artist. Coppedge lived and worked an hour-plus from Bangor, though she had studied at art schools in Chicago, Philadelphia and Manhattan. She won many awards for her landscape impressionist work before her death in 1951.

The situation occurred when Hartzell's father was asked to appraise a number of items at a client's house, one of which was a painting above a couch that the owner didn't think much of and had even offered to give it away at one time to a family member who rejected it. The Hartzells researched the painting and found that it had an estimated value of around \$70,000. The owner decided he wanted to sell it, which the Hartzells did for \$73,000, making it a world record for that artist at that time.

Her work is still in demand and has sold for \$300,000-plus since the Hartzell sale, but the way the sale was handled is an indication of how the Hartzells approach what they do.

"He raved about the job we did," Hartzell said of the gentleman who owned the painting. "That's the key – personalized service."



The first sign for Hartzell's company was produced back when phone numbers were three digits.

Treat the customer like you would your mother or grandmother."

Personalized service is important, but so is giving back to the community. It's something that's been part of every generation of the business and it continues today with benefit auctions, of which they do about 20 a year for area organizations. It's rewarding work that they know makes a difference in the lives of people around them.

"This is just a fun business," Hartzell said. "You meet a lot of great people and you have to enjoy what you do, just like any profession. If you don't enjoy it, you're not going to stay for 75 years and four generations." ♦

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From bucket list to booming

Linford Berry did auction school as a life goal. His auction bucket is now filling with 150+ auctions, NAA education, and a better business model.

By Nancy Hull Rigdon, contributor



Linford Berry attended NAA's AMM program and saw instant positive results in his marketing efforts.

In 2016, Linford Berry signed up for auction school with the goal of knocking an item off his bucket list. Two years later, he's worked more than 150 auctions in seven states and has developed a great passion for auctioneering and the NAA.

"I have been a member of other associations through my other business ventures, and I can say without a doubt the NAA is far and away the best association I have ever been a part of," says Berry, who has attended courses for BAS, CAS, and AMM. "The education I have received and the connections I have made through the NAA have been very beneficial as a new auction professional."

Berry has spent his career in the automotive industry. He owns Mountain Valley Motors, a used car dealership and auto service center near Harrisonburg, Virginia, and last year he added Mountain Valley Auction Group, which specializes in live simulcast auctions and online only auctions.

While he is new to auctioneering, he began considering the career move in 2005. That's when he started attending wholesale auto auctions as a dealer.

"I was blown away by the skill of the Auctioneers," he says. "I had never been around Auctioneers with that level of proficiency, and I began to wonder if it was something that I could do."

His interest in auctioneering dates back to childhood.

"While I am a first-generation Auctioneer, I have been fascinated by auctions most of my life," Berry says.

The entrepreneurial spirit has also been a constant for him. He was raised next door to his grandparents' dairy farm, and his parents grew produce for side income. After seeing his parents and grandparents find self-employment success, he's always been self-employed himself.

With his current priority of growing his auction business, he's focusing on the public auto auction. Additionally, he's planning semi-annual equipment auctions in addition to auctions of collections and other asset-specific auctions that work well in a simulcast environment. For instance, his company recently auctioned a large O-gauge model railroad collection with more than 2,000 pieces.

Technology, digital marketing and the auction method of marketing have always been critical to his automotive business and auction business.

"When I started Mountain Valley Motors in 2005, our whole business model revolved around selling cars on eBay. And while eBay isn't an auction platform in the truest sense of the word, the skills necessary to sell on eBay parallel what is necessary in our current online auction experience," he says.

In January, Berry attended the NAA's AMM (Auction Marketing Management) event in Richmond, Virginia.

"I knew that although I had picked up a lot of techniques and understood a fair amount about the how and why of digital marketing, there was a whole lot more that I didn't know. So when I heard that AMM was coming to Virginia, I signed up right away," he says.

"I had never been around Auctioneers with that level of proficiency, and I began to wonder if it was something that I could do."

The decision paid dividends, as he says applying what he learned at AMM to his work has allowed him to more effectively and efficiently market his business. Additionally, he learned how to track data.

"Specifically, I learned how to write and publish better content and then how to target it in a more efficient way. The results were almost instantaneous," he says. "Traffic to our websites went up, and costs per click and per engagement dropped. In the model railroad auction that we just completed, I had posts with more shares, likes, comments and website clicks than I ever even thought possible."

He encourages Auctioneers considering the course to commit.

"AMM is one of the best investments you can make in your business," he says. "If you put into practice the principles taught in AMM, your advertising costs will go down and your effectiveness will go up. I promise you." ❖



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2018 NAA HALL OF FAME NOMINATION FORM

PAGE 1

Name of Nominee		
Residence Address		
City	State	Zip code
Phone		

BUSINESS INFORMATION

Name of Firm		
Position in Firm	Number of Associates or Partners in Firm	
Business Address		
City	State	Zip code
Phone		

PERSONAL AND FAMILY INFORMATION

Spouse's Name
Does spouse participate in the auction profession? <input type="checkbox"/> yes <input type="checkbox"/> no
If yes, please explain:
Number of Children
Do any participate in the auction profession? <input type="checkbox"/> yes <input type="checkbox"/> no
If yes, please explain

PROFESSIONAL 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? ____%
Number of years this nominee has been a member of NAA? ____ years.
Does the nominee specialize in any particular field of auctioneering? <input type="checkbox"/> yes <input type="checkbox"/> no
If yes, please explain
State Association(s) of nominee

NAA ACTIVITY

List NAA involvement of the nominee, including – offices held, current and past; designations earned; committees; instructor at CAI, Conference and Show, designation classes, summits, seminars; etc.:

STATE ASSOCIATION ACTIVITY

List state association involvement, offices held, etc.:

COMMUNITY INVOLVEMENT

List any notable community activities:

Please reflect your personal assessment of the nominee and opinion of why he/she should be elected to the NAA Hall of Fame:

Nominations must be postmarked no later than June 1st of each year. Mail to:

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

NOTE: Nominee will remain on the ballot for five (5) years. If not elected, they will be removed from the ballot and are eligible to be nominated again after one year.

Submitted by (please print) _____

Address _____

City _____ State _____ Zip _____

Phone _____

Basquiat, Warhol share spotlight in private art collections and estates event



\$37,500

FRANKLIN, Mass. – It's fitting that the top two lots in Woodshed Art Auctions' internet only fine art auction held Feb. 1 were claimed by Jean-Michel Basquiat and Andy Warhol.

Not only were the two arguably the kings of the New York Pop Art scene of the 1980s, they currently occupy first and second place for most ever paid for an artwork by an American artist at auction.

Warhol held the record for several years when his 1963 canvas titled *Silver Car Crash (Double Disaster)* sold for \$104.5 million at an auction held in 2013 at Sotheby's in New York. But in May of last year, Basquiat's enormous and powerful untitled skull painting sold for a staggering \$110.54 million, also thru Sotheby's. The buyer was the Japanese billionaire Yusaku Maezawa.

Those nosebleed prices weren't attained in the Woodshed auction, but they were respectable for attributions. The Basquiat, coincidentally, was also an untitled skull, similar to its larger, more famous cousin, but diminutive (12 inches by 22 inches, unframed). The signed oil on canvas sold to a bidder in Greece for \$37,500. Basquiat died from a drug overdose in 1988. He was only 27.

The Warhol was a gouache on paper of the iconic Apple Macintosh logo, done around 1985 and signed front and back, verso marked with reference numbers and framed. It was possibly a color study for an Apple advertising commission. The playful and vivid painting, 16 ½ inches square, sold to a bidder in China for \$36,000. Warhol died following gallbladder surgery in 1987, at 58.

"Several websites for Apple fans spread the news about the Warhol Apple Macintosh study, and to our pleasant surprise many of the bidders on that piece bid on other lots too," remarked Bruce Wood of Woodshed Art Auctions. The Private Art Collections & Estates Discoveries Auction consisted of 142 lots of modestly priced artworks from consignors in many countries worldwide.



\$36,000

Andy Warhol appeared more than once in the sale. A mixed media (acrylic, silkscreen and ink) on paper of the famous Coca-Cola Bottle, attributed to Warhol and signed front and back, rose to \$25,200. Also, an ink on buff-colored drawing paper attributed to Warhol, revealing his quirky ongoing preoccupation with ladies' shoes in his earlier 1950s illustrations, topped out at \$9,600.

Finally, a mixed media painting on white mould-made paper attributed to Warhol, depicting the actor Dennis Hopper, pencil signed, 16 ¼ inches by 11 ½ inches, unframed, fetched \$5,700. And who doesn't love Banksy, the anonymous British graffiti artist and political activist? A spray paint on cardboard attributed to Banksy, titled go back to bed, signed in stencil, realized \$10,200.

An oil on canvas mounted onto board, signed by and attributed to Jane Peterson (Am., 1876-1965), titled Boats in Gloucester Harbor, in a frame, was the sale's third top lot, selling for \$26,400. An abstract composition, gouache and graphite on paper attributed to Stuart Davis (Am., 1892-1964), signed in

graphite under the 18 inch by 25 ¼ inch image, garnered \$9,600.

An oil on canvas abstract black and white painting attributed to Sam Francis (Am., 1923-1994), the profound Abstract Expressionist, signed lower left, 22 ½ inches by 21 inches framed, breezed to \$9,600. Also, an oil on canvas painting attributed to Cuban artist Wifredo Lam (1902-1982), signed upper right and verso, framed in a three-inch gold frame with black liner, sold for \$6,875.

Salvador Dali (Sp., 1904-1989) also made multiple appearances in the sale. Artworks done in the manner of the irrepressible Surrealist included an ink and gouache drawing on paper, unframed, titled Figures in Landscape, signed front and back (\$2,400, to a Belgian bidder); and an oil on linen canvas titled Dream, unframed, 13 ¾ inches by 11 ¾ inches (\$4,062, to a Florida bidder).

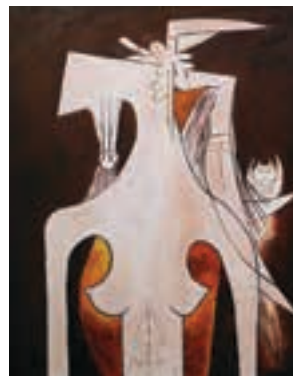
A study for the painting La Pastorale attributed to Henri Matisse (Fr., 1869-1954), the original of which was stolen by a lone thief from the Musee d'Art Moderne in Paris in 2010, went for \$4,200.



\$10,200



\$9,600



\$6,875



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\$6,000



\$4,200

Also, an unframed painting attributed to the Russian artist Wassily Kandinsky (1866-1970), 8 inches by 10 inches, with a COA from Gallery 64 in Belfast, Ireland, rose to \$3,600.

An untitled oil and acrylic on paper attributed to Mark Rothko (Am., 1903-1970), signed verso and measuring 14 inches by 11 inches, went to a determined bidder for \$6,000. Guy Carleton Wiggins (Am., 1883-1962), famous for his snowy New York City streetscapes, was represented in the sale by an oil on paperboard titled Washington Square Winter, signed and titled (\$4,687).

An untitled painting attributed to the renowned American artist Norman Rockwell (1894-1989), likely a work for an unpublished story and capturing the poses, facial expressions and good-natured humor that made him famous, realized \$5,000; while a watercolor and pencil on paper done in the manner of Agnes Martin (1912-2004), titled Geometric Composition, made \$4,375.

An oil on canvas Interior Scene attributed to the noted African American artist H.O. Tanner (1859-1937), signed lower right

and framed, 25½ inches by 24¾ inches, sold to a bidder in Tennessee for \$3,750. Also, Study for a Woman Reading, an oil on canvas attributed to the American post-impressionist painter John Whorf (1903-1959), signed, commanded \$1,140.

A tempera on paper signed and attributed to the Belgian artist Georges Remi (1920-1983), who wrote under the pen name Herge, brought \$5,000. The work, titled Tintin and Milou (Snowy), was for The Adventures of Tintin, the beloved children's series of 24 comic albums created by Herge. Also, an abstract oil painting on paper attributed to Dutch artist Karel Appel (1921-2006), signed upper right and in a white gold gilded frame, was sold to a bidder in Portugal for \$2,500. ❖

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Strong fine art prices realized in California



\$7,800

MONROVIA, Calif. – John Moran Auctioneers rang in the new year with strong prices realized for quality fine and decorative art in their Jan. 23rd Studio Auctions.

With approachable price points under \$2,000, the Studio Auctions have proved to be popular with collectors looking for quality on a budget.

The first sale of the day was the Studio Decorative Art auction, filled with 290 lots of furniture, rugs, art glass, pottery, and much more. Desirable art glass ruled the day as the auction began with a selection of beautiful iridescent glass shades from such makers as Quezal and Steuben. The second lot of the auction, an early 20th-century pair of variegated green stripe and white floral shades from Steuben, sailed past its \$200 to \$400 estimate to hammer at \$840.

Not to be outshone by American makers, French mainstay Lalique realized strong prices for its classic designs throughout the day. The company's relief-decorated "Bacchus" vase sold well beyond its \$300 to \$500 estimate, going home with one lucky bidder for \$1,376. Not all the attention went to art glass at the auction; bronzes, including Mark Rossi's sculpture depicting a resting jackrabbit scratching his ear, earned respectable prices. Rossi's jackrabbit realized \$3,900 at the block (estimate: \$4,000-\$6,000).

Asian art objects were some of the most popular lots of the sale, with several lots selling above the high estimate. A bright yellow silk pleated apron with skillfully done embroidery of butterflies and flowers inspired fierce bidding before realizing \$720 at the block (estimate: \$300-\$500). A lot of eight carved jade items earned the status of top lot during the Studio Decorative Art auction thanks to frenzied bidding from online, phone and floor bidders, one of whom ultimately succeeded in taking home the lot for \$7800 (estimate \$200-\$400).

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Kurt Kiefer, CAL. President. NAA Life Member.



\$6,000



Facebook Group Advice of the Month

“Wondering if anyone has a lead on an outdoor mobile checking cart?”

This comment appeared in February in the NAA Auction Professionals Facebook Group ([facebook.com/groups/naaauctioneers](https://www.facebook.com/groups/naaauctioneers)). The answers provided by other NAA members were resourceful!

Here are some of the replies:

“We use a golf push cart. Our current one is a 2-wheel cart. We did use a 3-wheel cart in the past, too.”

“I have a friend that makes them out of jogging strollers.”

“I bought one that had its former life as a nursing clerk cart. Works great. On sidewalks and pavement. Not so much on grass.”

“We use a walker with the seat, the ones with large wheels works great with some small modifications.”

“Have one of those that I purchased when the JBS or whatever system was. Sit computer on top Battery or power supply on bottom has three wheels. Swivel in front, two non-steer in rear. Solid about 12” wheels, folds down for hauling.”

“I bought one that had its former life as a nursing clerk cart. Works great. On sidewalks and pavement. Not so much on grass.”

Are you an active member of NAA and haven't yet joined the NAA Auction Professionals Facebook Group? Join us!

Head to [www.facebook.com/naaauctioneers!](https://www.facebook.com/naaauctioneers)



Collectors of American and California fine art flocked to the first Studio Fine Art auction of the year, resulting in many lots in the auction realizing exceptional prices. The first lot of the sale, a woodblock print of a figure paddling an outrigger canoe under a warm yellow sky from artist Charles William Bartlett (1860-1940 Honolulu, HI) set the tone for the strong sale by realizing \$4,200 (estimate: \$1,200-\$1,800).

From sun to snow, mountain landscapes once again inspired strong interest from collectors. A Sydney Laurence (1865-1940 Anchorage, Alaska) watercolor of a craggy, snow-dusted mountain set against an evergreen forest showed the strength of the artist's market by selling for \$3,300 at the block (estimate: \$1-500-\$2,000).

For collectors of landscapes, none proved as inspiring as the several works by California artist Albert De Rome (1885-1959 Carmel, Calif.). The first of twenty artworks by the artist in the sale, “Three Sisters, Monument Valley, Navajo Hogan” shows off De Rome's strong composition skills, achieving a balance between the earthy tans of the monuments and dwelling place with the delicate blues of the cloudy sky. The landscape realized \$480 at auction, squarely within the \$400-\$600 estimate.

All of the twenty works sold at the sale but fans of De Rome need not worry if they missed the Studio Art Auction; more works by this notable talent will be offered throughout the coming months.

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

When four-year-old Shekinah was found to suffer from a type of brain cancer called medulloblastoma in early 2017, her family turned to St. Jude Children's Research Hospital® for her treatment and care. Families never receive a bill from St. Jude for treatment, travel, housing or food – because we believe all they should worry about is helping their child live. "St. Jude is a blessing," said her dad, Jaimes. "It doesn't matter who you are or where come from, St. Jude will take care of you."

St. Jude patient Shekinah, age 4, medulloblastoma



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Female artists had a strong presence in the auction with more than thirty artists represented. A group of Nell Brooker Mayhew (1875-1940 Los Angeles, Calif.) woodblock prints of California missions were popular with the online audience, selling for \$4,062 (estimate: \$1,000-\$2,000). Several works by Orange County artist Mary Zarbano (20th-century Fullerton, Calif.) sold well at the Studio Fine Art Auction, with a monochromatic oil on paper of a mother and child capturing the most attention.

The stark black background and figures outlined in white with flushes of yellow and red highlights garnered strong interest before the sale, ultimately hammering for \$540, within the \$500-\$700 estimate. ❖

390 acres over 13 tracts uses three rounds of bidding in Georgia

BULLOCH CO., Ga. – NAA member Rusty Lane, of South Auction and Realty, in Swainsboro, Georgia, recently conducted a live auction of 309 acres in Bulloch County.

The property was offered in 13 tracts and as a whole.

"We used a unique format for our multi-par auction," Lane said. "We had three different rounds of bidding. After the first round the cumulative high bids on individual tracts was \$770,000. During the second round the bids increased to \$930,000. In the third round the property was combined as a whole for a total of \$977,000."

The approach was used with 38 registered bidders. ❖

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TEXAS AUCTION ACADEMY

The most recent class of the Texas Auction Academy graduated 35 students from seven states, including: Arizona, Colorado, Louisiana, Nebraska, New Mexico, Oklahoma, and Texas.

WESTERN COLLEGE OF AUCTIONEERING

The Western College of Auctioneering, in Billings, Montana, graduated Class No. 244 in February. Students represented Colorado, Idaho, Iowa, Montana, North Dakota, Oregon, South Dakota, Utah, Washington, Wyoming, and British Columbia (Canada).



MENDENHALL SCHOOL OF AUCTIONEERING

Located in High Point, North Carolina, the Mendenhall School of Auctioneering graduated its most recent class in February 2018. The class contained 13 students from four states: New York, North Carolina, Tennessee, and Virginia.

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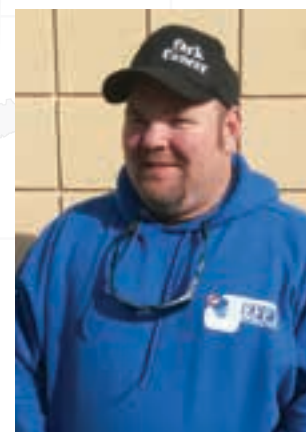
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Jeff Noser



I've been buying in auctions for some time, but just recently became a licensed Auctioneer and opened my own auction company in Brunswick, Georgia, The Golden Isles Public Auction & Estate Services Inc. I joined the NAA to broaden my professional network and stay up to date on the national auction scene."

Jeff Noser
Brunswick, Ga.

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Anthony Mangini



I joined the National Auctioneer Association, on behalf of a complementary membership that I won from attending the Massachusetts Auctioneer Association Convention. I'm looking forward to networking with other Auctioneers throughout the country and making lifelong friendships during the journey. I've heard so many good stories on how the National Auctioneer Association helped many fellow Auctioneers with their career. I can honestly say I am very humbled to be a part of a great organization of professional auctioneers and just can't wait to see what's in store."

Anthony Mangini

Worcester, Ma.

IN THE RING

PAGE 9 *“If you have not seen, heard, or read recently, the United States Supreme Court will be ruling on a case in a few months that could have a tremendous negative impact on the auction industry.”*

NAA President Scott H. Shuman, CAI

Opening words in a written statement to NAA members about “South Dakota v. Wayfair, Inc.

PAGE 22 *“Aside from some of the great sessions we’ve got (and, we’ve got a lot of them), we’re really excited about what this summit represents: a full-on commitment to the Communities of Practice.”*

Aaron Ensminger, CAE

*NAA Director of Education, on the upcoming PCA Summit
Overland Park, Kansas*

PAGE 45 *“You meet a lot of great people and you have to enjoy what you do, just like any profession. If you don’t enjoy it, you’re not going to stay for 75 years and four generations.”*

Melvin Hartzell

*Hartzell’s Auction Gallery
Bangor, Pennsylvania*

AROUND the BLOCK



• **Reppert Auction School was reacquired by the Auburn, Indiana-based Dennis Kruse family** in September 2017. The school will continue providing its core services

of training Auctioneers, with an emphasis on running a business, and will offer continuing education.

“We are passionate about education, and auctions, as they are the purest form of marketing and sale known and are a foundation to the free market,” said new Reppert’s Owner and President John Kruse.

- **NAA CEO Hannes Combest, CAE**, recently was featured in an *Associations Now* article on microlearning. The piece referenced NAA’s coming launch of a microlearning site, and Combest said the project was the result of NAA continuing to meet members’ needs.

“What we have to do in order to continue to be healthy [as an organization] is make sure we’re paying attention to what their needs are,” she said.

- **NAA Hall of Fame member Hack Ayers** received the 2018 Boy Scouts of America Campbell County Good Scout Award. He has been owner and operator of Ayers Real Estate and Auction for more than 60 years.
- **The 1973 pre-Apple job application belonging to Steve Jobs** was set to be sold at auction in mid-March. The document – a handwritten, one-page document – is full of errors.

MEMBERS' CORNER

Where do you read *Auctioneer*?

From time to time, NAA members like to show some of the places where they like to read their Auctioneer magazine. Those places range from offices, to airplane seats and car rides, and sometimes from the beach!

So, where do you normally like to read your magazine? Shoot a quick scene with your magazine in the image and send it to Communications@auctioneers.org! ❖

Here are a few other recent images showing members and/or the magazine, including an office shot taken last fall during NAA Day on the Hill. That office belongs to U.S. Representative Billy Long (R-MO). Thanks, Congressman!



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thank you

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Coming up in April ...

We're only a few months away from NAA Conference and Show 2018! We'll take an in-depth look at Jacksonville, Florida, so that you can start planning your (and maybe even your family's) to-do list while attending Conference and Show. And, National Auctioneers Week (April 30-May 5) is quickly approaching. Be ready to participate!

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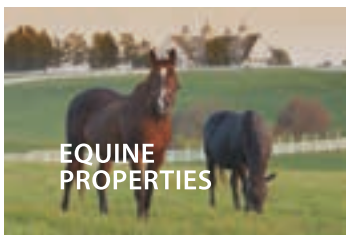
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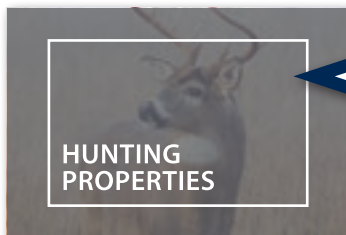


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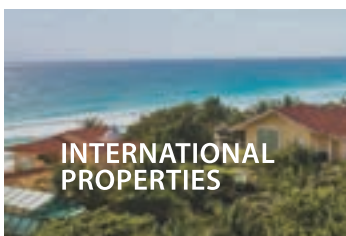


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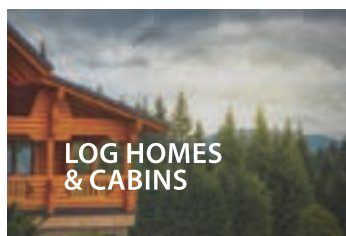


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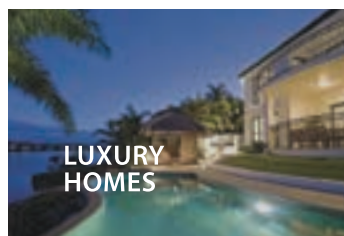
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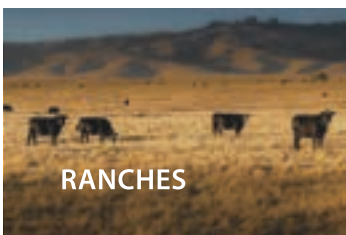
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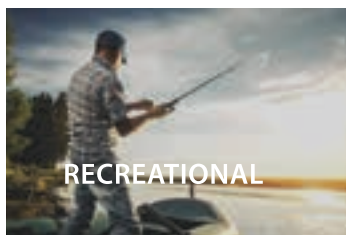
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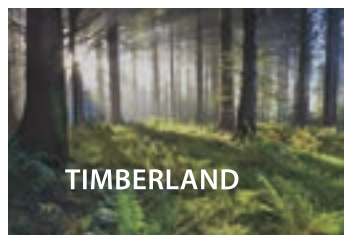
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