



Auctioneer

May 2018

The official publication of the National Auctioneers Association

ELECTION 2018

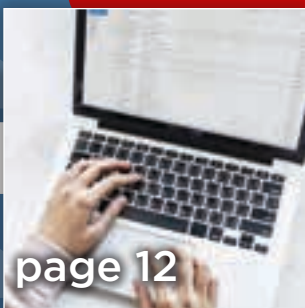


ALSO INSIDE:

| TIPS FOR WINNING THE EMAIL MARKETING GAME

| HURLEY, SWICEGOOD NAMED AS NEW EI TRUSTEES

| NEW PROMOTIONAL VIDEOS AVAILABLE ... FOR FREE!



page 12

AuctionTime.com

Powered by TractorHouse.com, MachineryTrader.com, TruckPaper.com & MarketBook.com

The screenshot displays the AuctionTime.com website interface. At the top, the logo and navigation menu are visible. The main section is titled "LIVE AUCTION BOARD" and shows "Ring 1" with a grid of tractor listings. Each listing includes a photo of the tractor, its model name, year, and current bid status. A "QuickBid" button is also present.

Lot #	Year	Model	Current Bid	Time	Final Price
Lot # 2016	2015	MCCORMICK X5.50	US \$3,500	0:38	US \$3,600
Lot # 2017	2014	VERSATILE 290	US \$200	0:39	US \$200
Lot # 2018	2014	VERSATILE 4500T	US \$100	0:42	US \$200
Lot # 2019	2014	CASE IH MAGNUM	US \$7,000	0:42	US \$7,100
Lot # 2020	2014	CASE IH MAGNUM	US \$500	0:43	US \$500
Lot # 2021	2013	HUBOTA	US \$10,900	0:43	US \$10,900
Lot # 2022	2012	CHALLENGER	US \$200	0:44	US \$300
Lot # 2023	2009	JOHN DEERE 6230	US \$500	0:45	US \$600

(800) 334-7443

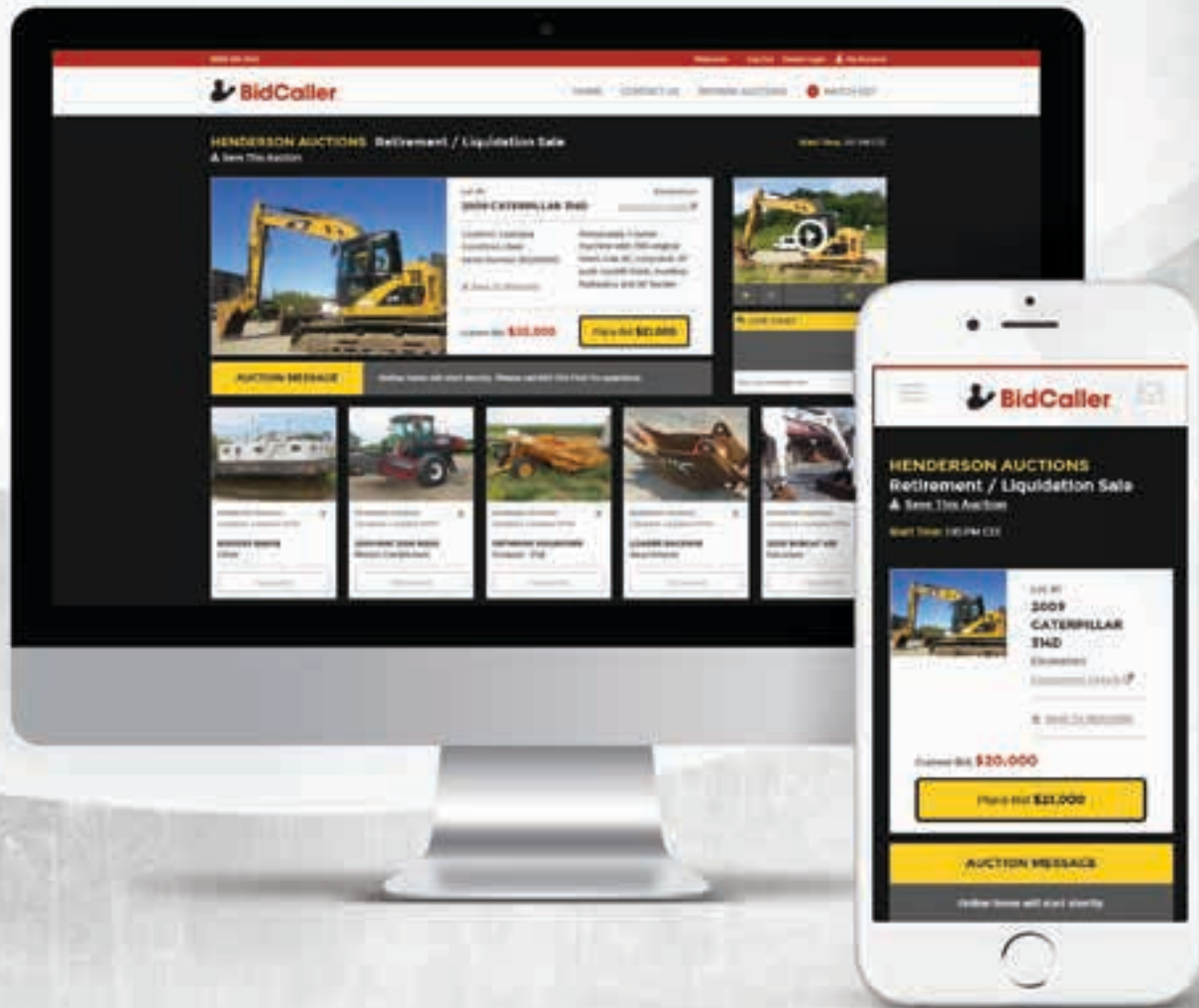
www.AuctionTime.com

INDUSTRY SPECIFIC MARKETING IN
TractorHouse®, *Machinery Trader®*
and *Truck Paper®*



Live Online Bidding Powered By

BidCaller.com.



**LEVERAGE THE
REACH & EXPOSURE
OF ONLINE BIDDING**

www.BidCaller.com



HiBid - ONLINE BIDDING ON THE NATIONAL, LOCAL AND COMPANY LEVEL.



Sign Up For Your State Portal Today

www.HiBid.com



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.

NAA Election Absentee ballots now available!

Absentee ballots are available now. Just go to the Member Area at auctioneers.org and download a ballot.

But, don't stop there.

Please make sure that you put it in an envelope addressed to 8880 Ballentine, and on the outside of the envelope – make sure to include your NAME and MEMBER NUMBER on it.

We are trying to accomplish two things:

- 1) We want as many members to vote in this important election as possible. Therefore, we have made it where you can simply download and print out a ballot and send it in. That isn't very difficult.
- 2) The member number and name are important so that we can verify you are a current NAA member, and if you decide you want to come to Conference and Show at the last minute, you can vote in person.

Why is voting in person important?

Let's say there is a tie. If you are voting in person, you can vote again. Perhaps you heard something from the candidates that made you want to change your mind. All you have to do on Thursday, July 19, is go to the election booth and provide your member number. You will be able to have your absentee ballot destroyed, and you will be given a ballot packet so you can vote in person.

At NAA, we take the election seriously. We know that if our organization is going to continue to advance and meet the needs of NAA members, we need the best people possible to serve on the NAA Board of Directors. So please check out the candidate profiles on pages 20-28, download a ballot, put it in an envelope, write your name and member number on the outside of the envelope, and have your voice heard.

Oh, where can you find your member number?

Log onto the Member Area of auctioneers.org. On the left hand side, click onto the button that says Member Services. Then, you can download your Member Card, which will have your member number on there. You can also call 913-541-8084 or email support@auctioneers.org, and one of our staff will help you.

So, why aren't we conducting this election online?

Two reasons:

- 1) We have wanted to preserve the ability for people to be able to vote on site and so far have not been able to locate a service that allows us to do that.
- 2) The timing is off as staff is in the middle of integrating a new software program into our association's database that will provide us greater flexibility in using our educational programs. However, we anticipate moving in that direction for the 2019 election.

Lastly, if you haven't made your arrangements for Conference and Show this year, please don't forget to do so.

Finally, I hope all of you had a wonderful National Auctioneers Day. We appreciate your membership at NAA. Your membership helps us help the industry, so that we all benefit. Thank you – you are awesome!

Chant on...

FEATURES/NEWS May 2018

Smarter, not harder

Attend #NAACS18, earn your designation, and compete in IAC ... all in one amazing week!

8

NAA CEO Combest selected as part of ASAE 2018 Class of Fellows

CEO Hannes Combest, FASAE, CAE, has been named in a class of five that joins just 260 other FASAEs in the world.

32

Army Ranger, Mogadishu survivor, to deliver leadership address at #NAACS18

Keni Thomas will explain how hard lessons learned at the worst times make each of us a better leader.

38

9 tips for winning the email marketing game

Want the best results from your email campaigns? Here are basic guidelines to follow.

12



40

ALSO SEE ...

- 7 State watch
- 10 iSeries: Cybercrime and small businesses
- 30 NAA Hall of Fame form
- 34 Auction industry-changing court cases
- 36 NAA Microlearning Library: quick instruction!
- 40 New NAA promotional videos available for FREE
- 41 New Designations
- 42 Branding: What consumers think (and say!) about you
- 42 Targeting & profiling customers
- 46 NAA Ambassadors
- 48 Working property tax liens to your advantage
- 50 Profile: Chip Pearce
- 52 In memory
- 54 New members
- 57 Success stories
- 62 Commitment
- 64 Filler words

DEPARTMENTS

- 16 Education Calendar
- 66 Marketplace
- 67 Index



22

2018 NAA Election: Get to know the candidates!

Three candidates for vice president and four more for two director seats. This is the time to read what each person has to say regarding five topics - including what they believe is the most pressing issue facing the industry.

BUSINESS PRACTICES

Auction professionals have to worry about cybersecurity?

Do you store information in a digital or electronic format? If yes, then yes.

18

FACES OF NAA

Family roots fuel E.R. Munro

The company began nearly 12 decades ago, has a strong family history, and is thriving today.

44

Auctioneer issue 5 MAY 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.

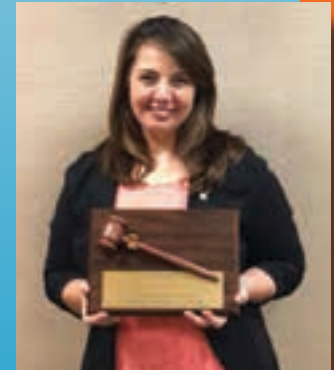
State watch

MISSISSIPPI

It was a double-whammy of great news for NAA member Courtney Jo Weaver during the 2018 Mississippi Auctioneers Association Conference, April 29, in D'Iberville. Weaver was crowned as State Champion Auctioneer before determining that her current tenure as MAA president would continue.

"I'm honored to have been given the chance to serve as President for another year!" Weaver wrote on Facebook.

Also during the Conference, NAA Board Member Will McLemore, CAI, presented "Focus and Make More Money" as a guest speaker.



NEW FOR 2018
by **SHETRON MFG**

AUCTION TOPPERS

CUSTOM BUILT

- ALL ALUMINUM
- Choice of colors
- LED lights
- Inverter
- Fits inside any pickup bed
- We will custom build your PA system

This unit \$11,000.00

Also available 8' long and 10' x 102" wide

Proudly fabricated in Carlisle, PA

www.shetronmanufacturing.com
(717) 422-3446

24 Hour Turnaround Time

PVC Post Kit

1-800-THE-SIGN .COM

Out the Door in 24!

4' x 4' SIGN **\$89⁹⁸** Full Color

PVC Post Kit - \$84.88 with flat caps

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

32'x48' Sign \$54.97

Podium \$99

UPS Shipping from \$15

Experience #NAACS18, earn a designation, compete in NAA IAC, all in one week

Think it isn't possible to get all of that done in a week?
Think again ... and register!

By Emma Dougherty, NAA Content Developer



Many auction professionals want to extend their industry education or branch out into a new learning experience, but struggle to find time to do so on top of their busy schedules.

However, if you are already planning on heading to Jacksonville, Florida, for this summer's NAA International Auctioneers Conference and Show, there is a simpler way to earn a designation and take other pre-conference classes.

Pre-conference education will be held July 15-17, when NAA will offer all designation classes except Graduate Personal Property Appraiser (GPPA). Additionally, NAA conducts one designation program concurrent with Conference and Show. This year, it will be Contract Auction Specialist (CAS).

"What's great about the designation classes is the obvious... you can save some travel costs, but the class concurrent with C&S is a great addition, particularly this year, and particularly for IAC contestants," says Aaron Ensminger, CAE, NAA Director of Education. "You can get nearly the full Conference experience, complete the designation course, and still compete in IAC."

CAS: Tuesday - Thursday

CAS will begin on Tuesday and run all day, then continue during the education hours on Wednesday and Thursday. Someone who registers for CAS will be able to attend Conference evening events both of those days.

Then, purchasing a one-day registration for Friday will open the opportunity to compete in the IAC. (By rule, IAC competitors must be registered for Conference in order to compete.) All three days (Wed.-Fri.) also include access to the tradeshow and general sessions.

Continuous education as an auction professional throughout a career is one of the many reasons that NAA members stand out. However, it is not just about the designations. Non-designation classes also are offered during pre-conference and are often overlooked by members. These classes offer additional opportunities for auction professionals to sharpen their skills and obtain critical industry information.

"Non-designation classes are great because they allow auction professionals to drill down and focus on a particular skillset, like internet only auctions in IAM and communication in ICAP," Ensminger said. "The instructors have more range, because there's less of a mandate with no designation to teach."

"It's a really great way to get some extra learning in without the commitment of a designation course." ❖

2018 #NAACS18 Pre-Conference non-designation sessions

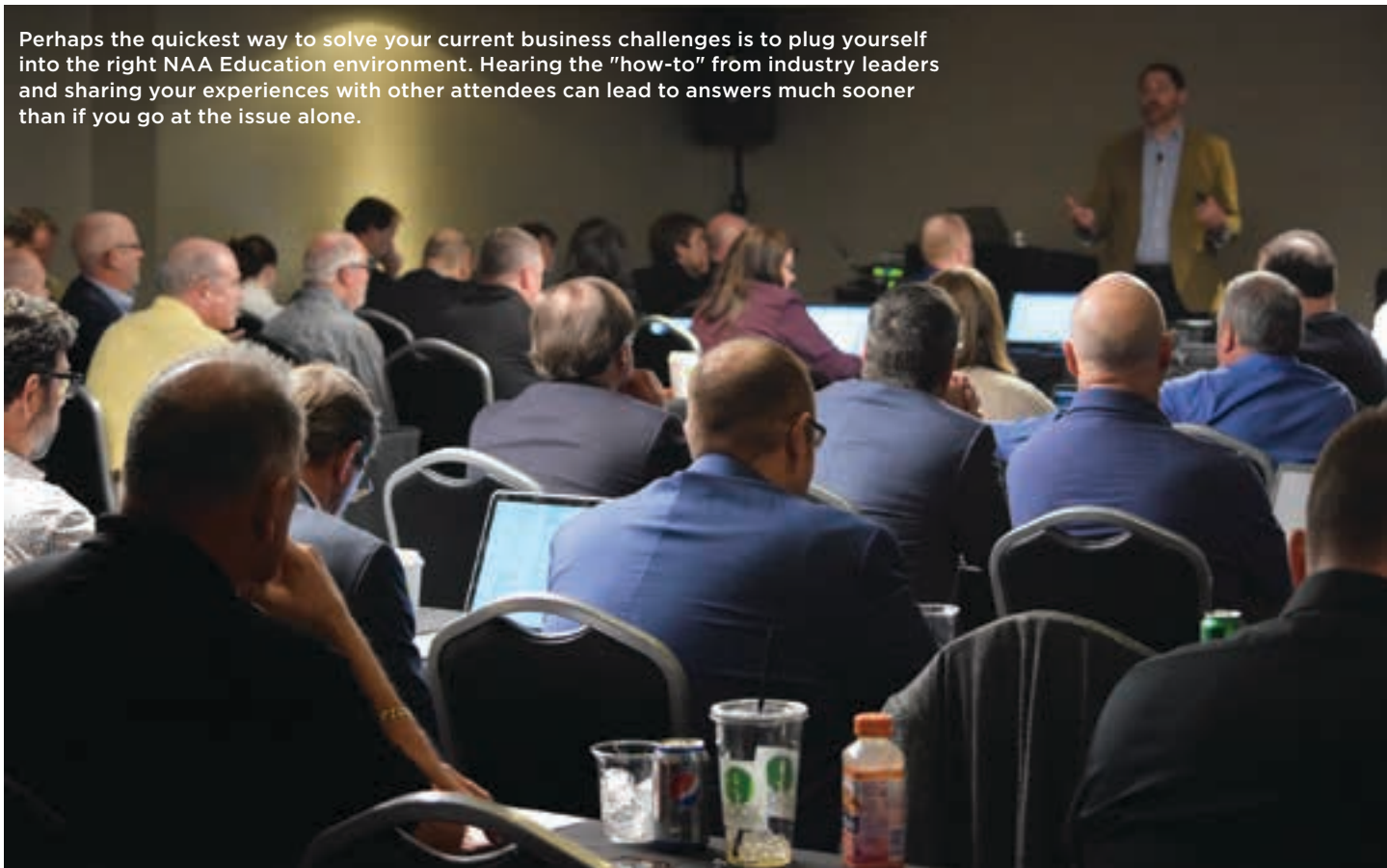
Uniform Standards of Professional Appraisal Practice

The week before Conference and Show, NAA offers both 7-hour and 15-hour USPAP classes. As a student, you may opt for the 7-hour class if you have previously taken USPAP within the last two years, or the 15-hour version if it has been longer than two years. Any members holding the Graduate Personal Property Appraiser (GPPA) designation will need to remain USPAP compliant.



REGISTER AT CONFERENCEANDSHOW.COM

Perhaps the quickest way to solve your current business challenges is to plug yourself into the right NAA Education environment. Hearing the "how-to" from industry leaders and sharing your experiences with other attendees can lead to answers much sooner than if you go at the issue alone.



Internet Auction Methods

Online auctions are no longer cutting-edge. You're already probably doing them, but are you doing them well? If you're starting out in online auctions, this class will teach you the most effective ways to catalog your inventory along with other best practices to warrant online success. This is a one-day class held on the Tuesday of pre-conference. It will be taught by one of the original authors of AMM, Aaron Traffas, CAI, ATS, CES.

Interpersonal Communications for Auction Professionals

Ever ask yourself: "How could I read people better and effectively communicate with them?" This non-designation class is essential for sales skills and better bid calling, students will learn how to build a

message, expand on it, and communicate faster and more efficiently. ICAP will be held over two days and taught by Tim Luke, CAI, BAS, MPPA.

Train the Trainer

This one-day class taught by Lynne Zink, CAI, BAS, CES, is for anyone, from sales professionals to instructors. This class will cover how to teach about auction methods and is a prerequisite for anyone to be considered as a designation instructor.

Not only will these classes increase your network, knowledge and value in the NAA, but it is the best way to gain the most value out of your conference and show experience. These classes can help enhance your career with new and relevant methods that will help increase your business.

Cybercrime and small businesses

(An excerpt from NAA iSeries)

Small and mid-sized businesses have become the favorite target for cyber criminals. A lot of that is through unsecured apps.

By NAA Staff

Cybercrime is not only something to worry about on desktops and laptops like in the past. Thanks to insecure mobile apps, there is a huge target on mobile phones as well.

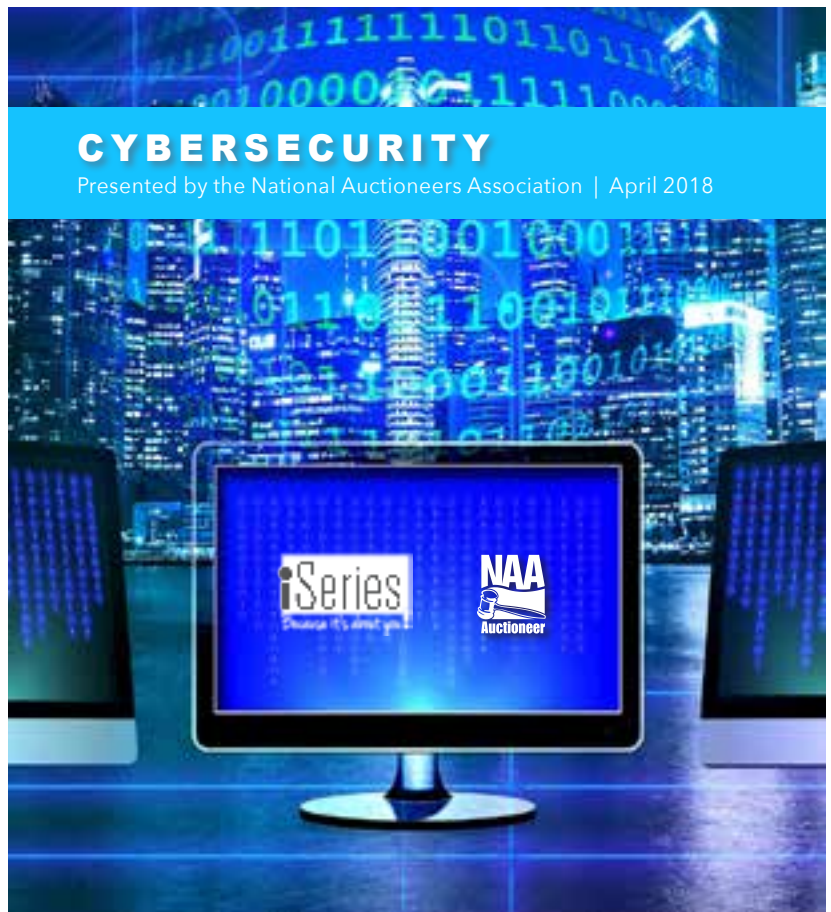
When you pair that with the growing targeting of small and medium-sized companies, the concern should be at the forefront of cyber discussions for many in the auction industry who are at risk to fall subject to such crimes.

“The average person has 30 to 75 apps on their mobile device, leaving them open to a multitude of security vulnerabilities” says Mark Laich, Vice President of Security Solutions, SnoopWall, Inc.

These unsecure apps can range from mobile banking, to something as simple as a free flash light app.

When users download a new app they much grant multiple permissions for accessing a device’s location, SMS capabilities, Wi-Fi, Bluetooth, camera and other device resources. Granting these permissions can make it easier from cyber criminals to commit identity theft and the hacking of sensitive personal and transaction data by cyber criminals who plan to commit fraud.

“Some of these resources are used for the apps to do their



Check out the latest NAA iSeries white paper!
View it at: auctioneers.org/series.

intended task, but often apps demand resources that can open up a device to security vulnerabilities. Unfortunately, when consumers install an app on their mobile devices, few of them read all the permissions the app requests to make sure it isn’t asking to use device resources that might be suspicious” says Laich.

According to a report from Gartner Inc., 75 percent of apps in the major app stores do not meet the basic security test standards. Apps are using mobile-device resources that have nothing to do with the intended function of the app, rather just used to collect data about the consumer, which is then used for targeted mobile advertising.

Cyber criminals are targeting smaller companies through their

Almost one in every 131 emails contains malware.

- Symantec, *Internet Security Threat Report, April 2017*

mobile apps and business email compromise (BEC). To avoid this happening to your auction company, President and CEO of Firefly Technology, Adam Jones advises auction professionals to:

- Stop relying on built-in spam filtering with their hosted email products. Companies of any size need to subscribe to a third-party spam service that sits between the internet and the mail host.
- “First check the actual email address that the email shows as coming from,” Jones advised. Many times, spam simply masquerade the name. If the email address does not match that which you would expect, it should be disregarded.
- If you are not expecting something from someone with an attachment, they should be viewed skeptically.
- If you click on something on an email and immediately realize it’s bad news, shut down that computer and go to another to change the password to that email account.
- Ensure that the mail server is set to reject emails that do not match someone’s Sender Policy Framework, or SPF, record.
- Enable a two-factor authentication, or 2FA. Basically, 2FA is a way to take steps beyond a password to gain access to your account. “Once you enter your password, you get a verification message, which will come over via text to your phone or through an app on your mobile device” says Jones.
- Many people list their email addresses in plain text on their website. This makes it easy for spammer to “identify the corporate hierarchy and then attempt to spoof users into actions of many types, such as wire transfers, login information, etc.” Instead of using plain text, Jones said you can replace symbols with actual words, such as replacing @ with “AT”, or users can also safely post their email address as an image. ❖



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.
- 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!

9 tips for winning at the email game

Want the best results from your email marketing campaign? Here are some basic guidelines.

By Emma Dougherty, NAA Content Developer



About 14.5 billion spam messages are sent every single day, even with Gmail's updated segmentation method. And although nobody likes spam, email is still the top way consumers prefer to communicate with businesses.

So, how do you keep your email marketing above the spam fray? Follow these nine tips for success:

Don't overcomplicate things

"An email doesn't have to be overcomplicated, it's merely a dialog with your customer," says Jessica Polmanteer, Media Director at Proxibid.

Add value to the conversation by listening to their feedback and only educating them on the things they want to know.

Encourage participation

Always include social media link buttons and encourage recipients to pass along via sharing on their profile or forwarding the email.

Make it easy to consume

It only takes three to five seconds for someone to decide whether to click through or not, so it's important that the navigation bar to draws attention to the main feature.

"People are really used to your website, what it looks like and know how to navigate on it, so just implementing the standard header and footer you have on the site with the same navigation is just more comfortable to them," says Polmanteer.

Leverage segmentation

Ask yourself: "Who is getting the email? Is it a new or longtime subscriber?" Focus on what they are interested in and their location to make sure that the email is relevant to what they want to hear.

Then ask yourself: "What are they doing with the email?" Are they downloading an offer, clicking on a link, or forwarding to a friend?

"Really start to know what actions they are taking, because then you can trigger additional emails after that," says Polmanteer.

Automation

Automating your campaign allows you to better focus on the overall strategy and creative messaging, which in turn will get you a cleaner list and better engagement. That said, consider setting up a workflow. That way, if a customer doesn't open anything for 50 emails, its will automatically put them into a re-engagement campaign.

Deliverability

When delivering an email, make sure that it doesn't come from a personal account. Set up a business email account and test deliver all emails beforehand. This will help ensure that all links are working and that the email looks professional and exactly how you want it to before sending to everyone.

Avoid common spam trigger words such as "free", "opportunity", "offer", and "click here" in the subject line. Staying away from these will help you stay out of recipient's spam inbox.

It only takes three to five seconds for someone to decide whether to click through or not.

Test, test, and test again

Once your strategy and layout is set, test different colors, subject lines, images, and copy edit to make sure you get the best looking email possible that will engage the largest amount of people.

Analyze and optimize

Email service providers will tell you what day of the week, and time of delivery gets the best results from your clients. Pay close attention to these along with seasonal influence and events.

Reengagement

If someone is trying to tell you "I have stopped listening," either try to reengage them or stop sending them emails. Continuously reaching out to these people will just frustrate them and make your open and click rates worse.

Tracking and monitoring performance through email service providers will easily display all your key email metrics, manage contacts, unsubscribes, and opt-ins. This makes it simple to focus on your strategy and how you want your emails to appear to clients. It also gives you the time to make sure you are providing the best possible material. ❖

This article was an excerpt from a presentation given at the 2015 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.

2018 NAA CAI

The Certified Auctioneers Institute again drew out the best in all three classes.

By NAA Staff



The 2018 NAA CAI III class. These graduates now possess the knowledge of not just knowing how to perform an auction, but how to develop and execute overall strategies for their auction businesses.

The three-year NAA Certified Auctioneers Institute is often hailed as one of the most rigorous and revered educational settings in the entire industry.

Auction business leaders are shaped and molded by the industry's best instructors, and they return to their companies feeling transformed and invigorated with a new perspective and heightened strategic planning skills.

And, of course, some of the networking that takes place during the week leads to lifetime friendships and, more importantly, business partnership opportunities.

All of that took place again in Bloomington, Indiana, as several individual highlights emerged in 2018.

1. Business plans continue to grow sharper. One of the true CAI treasures is the instruction on and eventual development of a proper business plan. Often, successful auction businesses can and will point to their plan as the source for their long-term, sustainable growth efforts. CAI III students are afforded the opportunity to put their plans in front of judges for invaluable feedback as they prepare to take those plans to the auction marketplace.

This year, David Whitaker, CAI, of Ames, Iowa, was awarded the annual Rose Award for having 2018's Outstanding Business Plan Presentation.

"As I sit on the plane with a new business award in my lap, I struggle to find an adjective to describe how it feels to represent



The 2018 NAA CAI II class. One more level to go!



The 2018 NAA CAI I class. Starting the journey is often the biggest hurdle.

the legacy that David Rose left,” Whitaker wrote later on Facebook. “I know that I aspire to leave a similar legacy for others in the auction profession. Thank you so much to the Rose family, CAI, and the NAA.”

2. The late Scott King, CAI, AARE, AMM, honored with the CAI Distinguished Faculty Award. After leaving a unique impact on the auction industry, NAA, and CAI that will not be duplicated, Scott King was posthumously awarded during the week. His sister, Christie King, CAI, AMM, BAS, accepted the award on the family’s behalf.

“I was honored to receive this award on behalf of our family,” she said. “Scott loved the CAI program.”

3. Newest award winners emerge. In addition to Whitaker’s receiving the Rose Award, two other NAA CAI students also took home deserved hardware.

Winner of the Pat Massart Leadership Award for being “Voted Outstanding Student Leader by your Class,” Connie Johnson, CAI, BAS, of Saint Paul, Minnesota, posted later on Facebook, saying it was a complete surprise.

“I had every belief that I would graduate, but I never saw this coming,” Johnson wrote. “My most sincere thanks to my amazing classmates and now extended family. Thanks also to the National Auctioneers Association, the Certified Auctioneers Institute, and to Damien Massart who spoke with me last night and provided a little window into his mother’s legacy.”

Elsewhere, Eli Troyer, of Beach City, Ohio, earned the Pat Massart Award for his “Outstanding Auction Proposal!”

For more information on how you can attend CAI and empower your auction business skills for long-term success, email Lois Zielinski at lzielinski@auctioneers.org. ❖

EDUCATION CALENDAR

Benefit Auction Summit

St. Pete's Beach, FL • Tradewinds Island Grand Resort • August 26-28, 2018

2018 Day on the Hill

Washington DC • Courtyard Washington, DC/US
Capitol • September 6, 2018

Auction Marketing Management (AMM)

Birmingham, AL • Doubletree by Hilton •
September 10-12, 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



Swicegood, Hurley tabbed as incoming EI Trustees

T. Kyle Swicegood, CAI, BAS, GPPA, and Matt Hurley, CAI, AARE, will begin their term in July.

During its April meeting, the NAA Board of Directors took an action vote of affirmation for Vice President Tim Mast's recommendation to select Matt Hurley and T. Kyle Swicegood as NAA Education Institute Trustees.

The pair will begin their three-year term in July.

Overall, seven candidates volunteered for the two vacancies, left by Jimmie Dean Coffey, CAI, AARE, AMM, BAS, CES, MPPA, and Tom Jordan, CAI, AARE, AMM, CES, MPPA, whose terms expire at the end of June. The current EI Trustees, at its meeting on March 16-17, in Bloomington, Indiana, then selected four names for consideration by incoming President Mast, who then made his selections. ❖



Swicegood



Hurley



#Memberbenefit: Content archive

Did you know that each weekday, the NAA staff highlights a #MemberBenefit in the NAA Auction Professionals Facebook Group? Now also at auctioneers.org/memberbenefit, Staff has collected some of our members' favorite benefits from each month. This page, which began in March, will be a growing archive where you can access some of the top resources, articles, Knowledge Center sessions, past webinars and more in one convenient place!

Did you see this from March 2018?

USE: Resource

National Auctioneers Week Toolkit: Even if National Auctioneers Week is complete for 2018, the toolkit members used still is a fantastic resource for logos, social media message templates, NAA Promotional Video downloads, and more!

READ: Articles

Making it as a first-generation auction professional: Being the first of anything is never easy. Here are some major pitfalls and

how to avoid them.

Do's and Don'ts of Public Speaking: These three steps can help you feel prepared and calm, which are key to effective public speaking.

WATCH: iSeries Webinar

Appraisals for Auctioneers: Here's your chance to learn from one of the absolute best in the appraisal world! Tim Luke, CAI, BAS, MPPA, crams tips on appraisal methodology and getting your appraisal business going into 20 minutes. Speed learning at its best!

LISTEN: Knowledge Center session

Do you want your content to be good ... or great?: Great marketing content is all the rage, and AMM instructor Robert Mayo, CAI, AARE, AMM, GPPA, walks you through the steps you need in order to move your content from ordinary to unforgettable. ❖



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

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

Auctioneers have to worry about cybersecurity?

Do you store information in a digital or electronic format? If yes, then yes.

Question: Is it necessary for Auctioneers to be concerned about cybersecurity?

Answer: Yes, Auctioneers should generally be aware of cybersecurity risks and take steps to reduce the risks of data breaches. Cybersecurity is protecting information that a business has stored in a digital or electronic format. Auctioneers, and other business owners, often state that they do not have much information to protect, but in reality all business owners do have valuable information stored in a digital or electronic format.

What Information do Auctioneers need to Protect?

The most common types of information business owners, including Auctioneers, have to protect are the following:

1. Sellers' information—this could include names, address, email addresses, date of birth, credit card numbers (or other financial information), or social security numbers;
2. Bidders' information – this could include names, address, email addresses, date of birth, credit card numbers (or other financial information), or social security numbers;
3. Employee's information – this could include names, address, email addresses, date of birth, financial information, or social security numbers;
4. Information about your business – business identity theft has been on the rise;
5. Vendor information – information about who your business does business with and account numbers;
6. Marketing or other strategic plans;
7. Trade secrets; and
8. Financial data and history such as information that may commonly be stored in Quickbooks.

What is a Cybersecurity Breach?

A cybersecurity breach is generally the unauthorized acquisition of computerized data that compromises the security, confidentiality, or integrity of business or personal information maintained by the business or person.

What Steps should a Business take when there this Cybersecurity Breach?

From a legal prospective, these are the most important steps to take after a cybersecurity breach:

1. Secure the business data -- The business must take immediate action to stop the breach and secure the data, computers, and network. It is essential to stop the breach and prevent additional data loss. This will generally require an investigation to determine how the breach occurred, determine the size of the breach, and evaluate what data was lost or exposed.
2. Fix Vulnerabilities – The business must take appropriate action to strengthen cybersecurity, this could include changing access codes, changing passwords, cutting off access where the breach occurred.

3. Mitigation – The business must take any steps to the extent possible to recover the data, limit further exposure, and reduce risks to customers, employees, and vendors.
4. Notify Appropriate Parties – Most states have enacted legislation requiring notification of security breaches involving personal information. The business should notify law enforcement, notify individuals who were affected by the security breach, notify individual who may have been affected by the security breach, and anyone else required by law.

What is the True Cost of a Cybersecurity Breach?

There are too many changing variables involved to come up with a good calculation of how much a data breach is likely to cost a business. The factors included to determine the true cost of a security breach include: investigate costs and stopping the breach, lost productivity, lost data, mitigation cost, lost business due to information about the breach (including damage to the reputation), what data was lost or exposed (how egregious the breach is), legal costs, any state or federal fines, and any lawsuits or judgments as a result of the breach.

When a breach occurs, there are several significant problems such as the complete loss of your valuable data, information about your business could be stolen in an effort to steal the identity of your business, and information about your employees

or customers in an effort to steal their identities. If you information is completely lost, how will you be able to operate your business? Your business

What should Businesses do to reduce the Risk of Cybersecurity Breaches?

There are several things that businesses can do to reduce the risk of a data breach. First, Auctioneers should take the risk of security breach seriously – too many people think it cannot happen to them. Second, Auctioneers should get frequent evaluations and assessments of the data, computer system, and network from an expert. Third, Auctioneers should update computers, servers, and networks as necessary. Fourth, talk with an attorney licensed in your state about the risk of security breaches and your obligation in the event of a breach. Fifth, appropriately train employees who use the computers and have access to the network. Finally, Auctioneers should consider putting together an incident response plan—this is a plan about what to do in the event of a security breach and shows that the business has taken steps to prepare for an incident.

In conclusion, Auctioneers must be aware of the risks related to a cybersecurity breaches and take reasonable steps to reduce the risk. ❖

Are You Interested In Becoming An Auctioneer? If So, This Is Your Opportunity!

Your Income Potential In The Auction Business Is Unlimited...

Mendenhall School Of Auctioneering Teaches You The Skills You Need.

- Open Your Own Auction Co.
- Be A Contract Auctioneer
- Establish A Family Business
- Work For A Established Auction Co. The Choice Is Yours!

14 Of America's Top Auctioneers & Instructors
The Best Training Facility In America



Enroll Today For The Class Date Of Your Choice. Classes Fill Rapidly. You Could Save \$100.00 Call For Information

2017 SCHEDULE

FEB. 4 - 12
JUNE 3 - 11
OCT. 7 - 15

Mendenhall School of Auctioneering
Since 1962
PO Box 7344 High Point, NC 27264
Phone: (336) 887-1165 Fax: (336) 887-1107
www.MendenhallSchool.com

AUCTION TOPPERS





Building Quality Auction Toppers Since 1985!
Call Lampi Auctioneers for a quote!
320-274-5393

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



MARKETING On Point

Helping Auctioneers and their Clients Succeed.
The #1 Solution for Marketing, Education & Service.



Simply, SPL.

SATellite PROLINK, INC.
863-606-0200 • SATellitePROLINK.COM

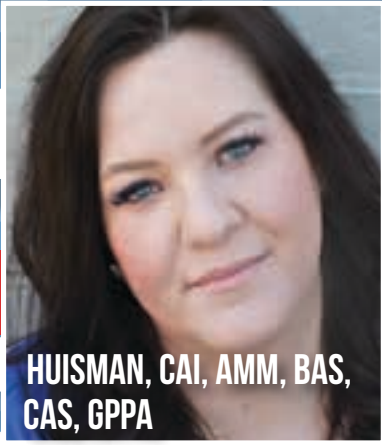





ELECTION

GET TO KNOW EACH OF THE
CANDIDATES WHO ARE RUNNING
FOR AN NAA BOARD POSITION.

2018



**HUISMAN, CAI, AMM, BAS,
CAS, GPPA**



BYERS, CAI, AMM, BAS



TERREL, CAI, AARE



LINDSAY, CAI



**WINTER, CAI, AARE, AMM,
CES**



STAGGS, CAI



STRAUSS, CAI

NAA VICE PRESIDENT CANDIDATE

JANINE HUISMAN, CAI, AMM, BAS, CAS, GPPA



JANINE HUISMAN

1. What spurred your decision to run for a position on the NAA Board?

Simply put, my desire to continue serving the membership. I have found through my previous positions on the Education Institute and volunteer positions that I truly enjoy working for the betterment of each member and the whole industry. I have a strong desire to be a part of the Pathways to 2020 completion and beginning the new document for the NAA direction that is yet to be named. I wish to serve in the capacity of Vice President because I believe that my generation is primed and ready to begin taking on responsibilities that have been previously left to the older and more established generation.

2. What is the most pressing issue for the auction industry?

The most pressing issue is change. We've always had change, but the speed in which we are experiencing these changes are greater than we have previously seen. The traditions and experiences of the past are what got us here and are not to be easily dismissed or thrown out. Yet, we know that the future is here. We need to fully embrace the new ideas, new technology, new thinking, new partnerships and be open to what is to come. We need both the wisdom of those who have and are currently serving and the fresh eyes and opportunities of those who are just joining us.

3. What specific initiative would you like to see included as NAA looks toward 2025 and beyond?

We all know that all associations are facing membership depletion at a disconcerting rate. I believe that the member experience is key to gaining new memberships and retaining the current members. We need to be open to new avenues and access to member groups and interactions. It is vital that the NAA begin providing online education. The NAA is full of knowledge, experience and resources for the current membership. There is an incredible amount of value that many are not aware of or do not understand. We need to show why the NAA is crucial to an auctioneer's career. We can do this through our education, advocacy and promoting

that NAA auctioneers are the preferred auction professionals used in the marketplace.

4. How do you view the current climate for the auction industry? Is it good or bad? Is the future bright or not? Etc.

The climate and future for the auction industry is excellent. The future is very bright for the auction method of marketing. Those who are willing to take chances and think outside the box, as we've seen in the last few years, are steadily climbing in their successes. The opportunities and current circumstances are prime for auctioneers in all segments of the industry.

5. Why did you join NAA initially, and what can a member do to get the most out of their membership?

I was privileged to be a part of the auction industry since I was very young. When I went to auction school in 2008, there was not even a question if I was going to join. Members need to use the voucher that is given to new members for the first three years. Attend as many events as they can; including Conference and Show in July to designation classes. There are many free resources for members. Sign up for the free iSeries. They are exceptional! Members need to get in the website for all the resources available, from contracts to power point presentations to member discounts for many vendors. Lastly, get to know the experienced members. They will gladly give you their time and help.

NAA VICE PRESIDENT CANDIDATE

SHAWN TERREL, CAI, AARE

1. What spurred your decision to run for a position on the NAA Board?

Having served on the NAA board of directors as well as numerous NAA committees over the many years I have been a member, and at the encouragement of multiple past leaders in the NAA, I welcome the opportunity to share any professional auction and management related skillsets I have which may help lead, guide and direct the NAA into the future. My current profession enables me to provide auction marketing, technology and training solutions for over 4,000 auctioneers and brokers across America. I see this opportunity to run for vice president of the NAA as a chance to continue to give back to the professional auction industry and help implement long term growth strategies which will secure a bright future for all NAA members.

2. What is the most pressing issue for the auction industry?

The auction industry serves a variety of markets, so the most pressing issue for one market served like residential homes, may be different for heavy equipment auctioneers. On the macro, I believe the major threat to our industry over the next few years is the increased focus which is being directed towards an acute disintermediation of the “auctioneer” from the auction process. What I mean by that statement is a legitimate concern towards companies like Zillow or potentially Amazon to offer auction services through a consumer direct auction platform, which may not require the use or need of an auctioneer in the future. Similar systems are already being tested in certain sectors of real estate and systems are already in place for heavy equipment auctions.

3. What specific initiative would you like to see included as NAA looks toward 2025 and beyond?

The NAA has accomplished amazing things over the past 5-10 years, specifically with their educational courses of study. I believe a primary initiative which will positively affect the majority of NAA membership is continuing the focus on auction technology pertaining to online bidding platforms. The current behavioral changes we are

witnessing with various consumer groups across the country, all indicate the increased need for digital (internet) bidding platforms. The demand is high for a transparent and readily available auction environment on the internet and I believe the NAA will greatly benefit from leading the charge on this endeavor as related to proper training, education and delivery of these services to its membership.

4. How do you view the current climate for the auction industry? Is it good or bad? Is the future bright or not? Etc.

The auction industry has transitioned tremendously over the past 30 years I have been involved. I view various industries in blocks that surge forward at given times due to circumstances which are put into place well ahead of the next transition forward. The auction industry may be in a “very good” climate right now. Auctioneers can see the benefits from this as long as they are willing to ride the next wave forward when the industry transitions again. Look at residential auctions in Australia, their primary method for selling homes is at auction and if desired results are not produced, they list it traditionally. As we transition forward, our industry will continue to evolve and should emerge as the primary sales method across numerous markets.

5. Why did you join NAA initially, and what can a member do to get the most out of their membership?

A different point of view. I didn't initially have a choice about joining, but quickly learned the value of membership. Years ago, I was mentored by a long time professional auctioneer which taught me a valuable lesson about supporting any organization which represents the industry you are going to work in. In the first month, he asked me to join the National and State Auctioneers Associations. His generation believed that the responsibility to support the NAA and state associations was on the member's shoulders, not the other way around. I understand this philosophy of our fathers and grandfathers has changed over time, but in many ways we need to be mindful and thankful to have the “collective voice” of the NAA fighting for our profession.



SHAWN TERREL

NAA VICE PRESIDENT CANDIDATE

JASON WINTER, CAI, AARE, AMM, CES



JASON WINTER

1. What spurred your decision to run for a position on the NAA Board?

Being part of NAA Leadership has given me the opportunity to work with Auctioneers around the world to help better this great industry. My desire is to do my best to be the best, and I have that same wish for the NAA. Serving the NAA these past years on the Education Trustees, the Board of Directors and the Executive Committee has given me the desire to continue my service and take the next step as the Vice President of the NAA.

2. What is the most pressing issue for the auction industry?

Protecting the integrity of our industry. In an evolving economy, it can be both an incredible opportunity and an incredible threat. We must as an industry adapt to new methods at a rapid pace, and all the while safeguard the fundamentals of auction through our advocacy and legislative efforts. We must leverage our new tools that will enable us as auctioneers and auction professionals to educate and convince consumers of the importance of applying the basic auction principles with cutting edge data and technology to achieve maximum value.

3. What specific initiative would you like to see included as NAA looks toward 2025 and beyond?

Enhanced partnerships with parallel organizations in order to expand our reach, grow our advocacy and promotions efforts. We are a small and mighty group. NAA members, by rule, have a vast network that is virtually untapped. With this, we should work to leverage our connections that will in turn grow our brand.

4. How do you view the current climate for the auction industry? Is it good or bad? Is the future bright or not? Etc.

The current climate is volatile, with a lot of disruption of long-standing business models. With that being said, many of the principles of the auction remain the same. Auctioneers by nature are very adaptive, and this current cycle will require a mix of solid principles and forward

looking views. I believe I am uniquely qualified to help shape NAA policy by blending these two ideologies together.

5. Why did you join NAA initially, and what can a member do to get the most out of their membership?

Members have a wealth of resources available to them. It comes in the form of other members, who by nature want to share their knowledge and experiences. Now, it is much easier to communicate between members. NAA has done a remarkable job of creating communication channels and prompting discussion points. Whether a new or 25+ year member, ideas are flowing and ready to be seized. This, I believe, will only continue to improve our industry and NAA professional. Therefore, to maximize the value of your NAA membership, a member must only look as far as their nearest communication channel to benefit. That may be electronic, but it may be face-to-face.

NAA DIRECTOR CANDIDATE

AILIE BYERS, CAI, AMM, BAS

1. What spurred your decision to run for a position on the NAA Board?

I want to be able to use my unique viewpoint to help the NAA adapt to the changing situation in our industry as well as how business, in general, is rapidly updating its methodology. In my adult life, I have worked in a large variety of industries/sectors of the economy as well as being raised in this profession and feel my particular perspective would be of benefit to the association. Over the past few years, I have spoken to many members of the association, and it was pointed out to me that if I held such strong opinions, I should run for office to have a chance for my voice to be heard.

2. What is the most pressing issue for the auction industry?

In one-word technology. It is changing how, when, and where we do business, who can do it, and the cost of it. To quote Darwin: "It is not the strongest species that survive, nor the most intelligent, but the ones most responsive to change." We need to be that adaptable species that is willing not to disregard our past but see how we have adapted to the evolving markets previously and use that outside the box thinking to leapfrog again. Technology is only going to keep advancing, and we must keep up and develop with it or be left behind.

3. What specific initiative would you like to see included as NAA looks toward 2025 and beyond?

More educational offerings for mid-career and senior management members. Allow those members to share insights gleaned from their years of experience. The broader practical benefits would be the collaboration or potential creation of new partnerships between generations. As a bonus, this could be used to create possible mentorship opportunities for those who are newer and looking for constructive real-life knowledge to help them as they grow in our industry.

Member engagement and education are critical to our continued success. This means going beyond providing data and information. Instead, it means

gathering, analyzing, refining, and transmitting useful knowledge that impacts members' lives.

4. How do you view the current climate for the auction industry? Is it good or bad? Is the future bright or not? Etc.

I think that we are at the beginning of a rebirth of sorts for the industry. Yes, we are facing a significant number of challenges to our traditional format; however, the opportunities opening up are amazing. We have the chance to increase the diversity of asset classes we serve, locations of our sales, outreach to new buyers as well as potential sellers. We can seek out collaboration with industries that have never looked to the auction method, leverage technology to bring in new blood, create innovative educational scenarios, and increase our visibility to the general public. No longer are we restricted by geographical location. If we work towards these goals together, our future will be dazzling.

5. Why did you join NAA initially, and what can a member do to get the most out of their membership?

As a second-generation auctioneer, it was a fait accompli that I would join the NAA. Nevertheless, I think a more significant factor was seeing how the membership served my family to grow their business and make it successful. The number one thing any member can do to make their membership work for them is using the educational opportunities and networking events that the NAA seminars, designations, conferences, and groups create. Asking for help, seeking out advice, and just listening to those in the industry is some of the best advice I have ever gotten.



AILIE BYERS

NAA DIRECTOR CANDIDATE

KENNY LINDSAY, CAI

1. What spurred your decision to run for a position on the NAA Board?

It was a combination of factors including the encouragement from my family and fellow NAA members that contributed to my decision. For starters, throughout my auction career, the NAA has been a vital part of my professional growth and development. Beyond that, some of my best friends are NAA members, and we would not have met without NAA sponsored education and conferences. Another factor is my decade-long service in leadership with the Michigan Auctioneers Association. What we were able to accomplish was pretty incredible. When my term as President ended, I dreaded the thought of simply riding off into the horizon. I stayed on for 3+ years as Chairman of the Public Promotions committee. Serving on the national level seems to be a good fit.

2. What is the most pressing issue for the auction industry?

The most critical issue is the promotion of our industry and our professionals in that industry. Auctioneers have a special skill set – a mastery that is in increasing need. The NAA must partner with members and state associations to make the NAA Auction Professional the first and best option to sell assets of all kinds. We live in a do-it-yourself society, and far too many people don't understand the relevancy of the professional auctioneer and they're utilizing competing industries. Those looking to sell must be made aware of the power of auctions and the professionalism of NAA Auction Professionals.

3. What specific initiative would you like to see included as NAA looks toward 2025 and beyond?

Clearly promotion. The NAA and our partners must commit greater energy and resources to promotion. But this effort shouldn't be exclusive to NAA Directors and staff. Our greatest asset is the reason of our existence in the first place – our membership. In the 1950's and 1960's, the header on every page of the Auctioneer magazine was, 'In Unity There Is Strength.' We must resurrect this mindset and really work with our membership and state associations to

educate them on how to properly engage and be an integral part recapturing lost market share and grow as an association and industry.

4. How do you view the current climate for the auction industry? Is it good or bad? Is the future bright or not?

The auction industry is always changing at the margins but remains a largely local and regional business. As an industry, we are under siege from those within and outside of our industry. We also suffer greatly when under-educated and unprofessional individuals attempt to use auctions to make a quick buck. NAA members must be the port in the storm, bringing order to the chaotic world of sales.

5. Why did you join NAA initially, and what can a member do to get the most out of their membership?

I am a staunch believer in the following quote. "Every man owes a part of his time and money to the business or industry in which he is engaged. No man has the moral right to withhold his support from an organization that is striving to improve the conditions within his sphere." - Theodore Roosevelt.

I wrote an article for NAA's 'Auction World' publication titled, 'What Kind of Association Member Are You?' The purpose to this article was to help members identify what category they fall in and what they should expect. If a member wants to get the most out of their membership, it begins at www.Auctioneers.org. There isn't an auctioneer on the planet that cannot find something useful there. It's time to harvest.



KENNY LINDSAY

NAA DIRECTOR CANDIDATE

JUNIOR STAGGS, CAI

1. What spurred your decision to run for a position for the NAA Board?

I was encouraged to run for NAA BOD by a current BOD member. He and I were having a discussion 4 years ago about minor changes I'd like to see the NAA implemented. At the time, I didn't meet the minimum requirements to run, however, he encouraged me to run as soon as I had the opportunity. I put the idea on the back burner until about 18 months ago, when another NAAPro suggested that I consider running. I've had to opportunity to travel the country attending various state and regional conventions and competitions. Throughout those travels, I have had numerous round table discussions with fellow "small market" auctioneers who have also encouraged me to run. Katie and I discussed the pros and cons and made the decision to run and attempt to bring some of the concerns of small town America to the NAA BOD table.

2. What is the most pressing issue for the auction industry?

While South Dakota v. Wayfair and Live vs. Online gets most of the attention, I believe the most pressing issue is an internal, not external threat. In recent years, we have built walls to divide our industry. We have Live Auctioneers, Online Auctioneers, Cattle Auctioneers, Car Auctioneers, Country Auctioneers, Benefit Auctioneers and the list goes on and on. In building those walls, we have inadvertently driven a wedge in our industry. It's been said that a "rising tide lifts all vessels". It's time we put aside those things that divide us and "come together on common ground" for the good of the industry. TOGETHER, we can maintain and grow this great industry we all love.

3. What specific initiative would you like see included as NAA looks to 2025 and beyond?

One of the hot topics of late has been Member Benefits. As experienced members, we understand that NAA Education, Promotion, Advocacy and Networking are great member benefits, however those benefits aren't seen and understood out of the gate. I'd like to R&D from some of the other groups, clubs and associations I belong to and give members real tangible Member benefits immediately upon becoming a member. The MAA has a negotiated agreement with Office Depot that

literally pays for itself. Other associations have agreements with Hotels, Car Rentals, Airlines, Insurance Companies, etc. These benefits could be experienced on day 1 of membership.

4. How do you view the current climate of the auction industry? Is it good or bad? Is the future bright or not?

In my opinion, the climate of the auction industry is as good as it's ever been. Over the past decade, our industry has experienced outside promotion like it's never seen before. The popularity of TV shows that highlight the auction method has exposed an entire generation to the auction industry and for the most part, it has been positive promotion. Pair that with the viral potential of videos making their way through social media, and I'd say the climate isn't simply good but GREAT. Friends and followers are enamored by our "fast talking" skills and that gives each of us a Segway to talk more about our craft. I think the future of our industry is as bright as it's ever been.

5. Why did you join the NAA initially and what can a member do to get the most out of their membership?

To be perfectly honest, I joined the NAA for two reasons. First in 2013, prior to joining, I referred #NAAPro Renee Jones an auction lead. She and I had never met, but were friends on Facebook. Upon the conclusion of that auction, I received a referral check (that I did NOT expect). I immediately knew that I HAD to be part of the NAA. The check covered my Membership, TAA Membership, and the majority of CAI 1. I'll never forget that. I didn't "step" out of my comfort zone, I JUMPED. That's the key to getting the most out of your membership. New Member or 10-year Dues Paying Member; the NAA will be exactly what YOU want it to be. If YOU want a LOGO on a business card and a magazine 10 times a year, it will be just that. If YOU want it to be a place to make lifelong friends, experience industry specific education, grow as a professional auctioneer, serve as a mentor/ambassador or volunteer, it will be EXACTLY THAT.

The key isn't to simply knock, but rather open the door and take that first step; after that, the sky is truly the limit.



JUNIOR STAGGS

NAA DIRECTOR CANDIDATE

KELLY STRAUSS, CAI

1. What spurred your decision to run for a position on the NAA Board?

I truly feel the need and the responsibility to serve such a wonderful organization that has been good to me and my family. I have over 35 years of sales experience and 20 years in the auction industry, and I feel that I bring additional skills and viewpoint to the NAA board to keep the momentum heading in a positive direction.

2. What is the most pressing issue for the auction industry?

We need a concerted effort from every NAA member to be intentional in their promotion of our association and the auction profession. We all know that auctions shouldn't be a last resort, but we have to spread the word among our neighbors, associates and business contacts. It is critical that we step up our game in educating the public about what we do.

3. What specific initiative would you like to see included as NAA looks toward 2025 and beyond?

I would like to see the NAA work towards the implementation of a mentor program for new auctioneers. We do an excellent job at Conference & Show recognizing first-time attendees, but I feel we need to take it to the next level and immediately assign a mentor to them. First-time attendees would be matched with a willing seasoned approved member to shadow, ask questions to relieve fears and anxieties, share meals and create a network. I was very overwhelmed at my first conference, and feel having a mentor would build confidence and enhance our value for new attendees. This program would continue after Conference & Show with a bi-weekly call, text, or email to continue with that connection. I believe this type of program would also lead to higher retention of these new auction professionals, which would help NAA reach membership goals.

4. How do you view the current climate for the auction industry? Is it good or bad? Is the future bright or not? Etc.

With the baby boomers ready to liquidate their

personal assets and real estate, and with the millennial generation exploding and becoming a major factor with their purchasing power, I believe it is a great time to do what we do as auction professionals. Technology and immediate marketing is making our job much easier but rapidly changing. There is no other industry I can think of that creates the market and never chases it.

5. Why did you join NAA initially, and what can a member do to get the most out of their membership?

As an auction professional, it was never a question that I was going to get involved in both my state and national association. My personality is one that if I'm going to commit to something, I'm going all in. Going all in means being a NAA member and a volunteer to serve in any capacity. Of course, Conference and Show are a no brainer, but also participate in CAI, designations classes and be intentional about serving. It's an old adage, but we can't expect to reap if we don't sow.



KELLY STRAUSS



Expolence

the Possibilities

Save the Date

JULY 17 - 21, 2018

Register Today
ConferenceAndShow.com



HYATT REGENCY RIVERFRONT



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 _____

ASAE announces five association leaders to Class of Fellows

NAA CEO Hannes Combest, FASAE, CAE, among those honored.



HANNES COMBEST, FASAE, CAE

WASHINGTON, D.C. — Five association leaders have been selected for ASAE's 2018 Class of Fellows.

The Fellows program recognizes individual accomplishments and contributions to ASAE and the association sector, and it is a call to service for the profession.

“On behalf of the Selection Committee, congratulations to the new class of Fellows. These candidates embody the diversity and strength of the association profession, and I know they will continue to influence our profession and heed the call to service that is a hallmark of the Fellows,” said Jeff Morgan, FASAE, CAE, Chief Executive Officer, Club Managers Association of America and chair of ASAE's Fellows Selection Committee.

The FASAE Class of 2018

Lori Anderson, CAE
President and Chief Executive Officer
International Sign Association

Hannes Combest, CAE
Chief Executive Officer
National Auctioneers Association

C. David Gammel, CAE
Executive Director
Entomological Society of America

Peggy M. Hoffman, CAE
President
Mariner Management and Marketing LLC

Karyn Nishimura Sneath
President
NPower

The 2018 Fellows join 260 association industry professionals who have received this designation since the program's inception in 1986. Serving as role models and ambassadors for the association community, Fellows seek out opportunities to serve on boards and committees and participate as speakers, authors, reviewers, and mentors.

The Fellows selection process includes: endorsement by a peer; an in-depth application describing the individual's innovation, leadership, and commitment to the profession; an interview with two members of the selection committee; and selection from among a group of highly-qualified candidates. ❖

For more information about ASAE's Fellows program, asaecenter.org/about-us/leadership/fellows-recipients.

NAA members see Supreme Court in action

“My biggest takeaway is how informed the Justices are on the individual case.”

By NAA Staff

After months of buildup and preparation – including the NAA and 38 State Auctioneer Associations working together to file an Amicus Brief – the United States Supreme Court heard arguments in the South Dakota v. Wayfair, Inc. case.

While a ruling isn't expected from the Court until sometime in June, several NAA members watched and left the experience with a deeper appreciation for how the Court approaches its docket.

John Schultz, AMM, was one of the first NAA members to draw attention to the Wayfair case and its potential impact for the auction industry. Working with Andy Imholte, AMM, BAS, the two created auctiontax.com – a website dedicated to providing detailed information, explanations, and updates regarding the case.

Both, along with Billie Jo Glisson, CAI, AMM, were in Washington, D.C., to see and hear firsthand both sides present their arguments.

“My biggest takeaway is how informed the Justices are on the individual case, and the type of questions were very in tuned to the unintended consequences of the Court's decision,” Schultz said. “Also, I find it fascinating that all parties big or small are on equal footing because of the brief process and intentionally limited oral argument time.

NAA member Kurt Johnson, CAI, BAS, also attended and took note of the Justices' preparedness. Additionally, the back-and-forth discussions were, according to Johnson, something to behold.

“At times I thought one Justice was for us, the next minute I thought the other way,” Johnson wrote on Facebook. “In a time of such division in politics and the willingness to attack our institutions, I was inspired to see the court in action.”

The feeling of seeing the Court in action resonated with Schultz as well. “It was fascinating,” he said. “Definitely goosebumps.”

To read the official hearing transcript, read the Amicus Brief, or see other information regarding the Wayfair case, visit auctioneers.org/auction-tax. ❖

2018 NAA Day on the Hill: You need to be there!

By NAA Staff



If 2017 has proven anything, it definitely proved the importance of taking part in advocating for the industry and for auction professionals.

Building relationships over the past several years with elected state and national leadership allowed NAA and state auctioneer associations the ability to mobilize quickly and take part in the South Dakota v. Wayfair, Inc. case.

More importantly, depending on the Court's June decision, relationships NAA members have at the state level may come into play if state legislatures are allowed to explore and potentially implement internet sales tax initiatives.

That's why the NAA Day on the Hill event – held each September – is vital. The organized event provides an opportunity for auction professionals to meet with their state officials and discuss – before crisis situations develop – agenda items related to the auction industry.

Those no-pressure, face-to-face conversations strengthen key relationships that can be used in actual times of need.

Whether you ever have taken part in NAA's Day on the Hill or one in your state, that's why your participation is so crucial. Without you in those meetings, relationships aren't developed. Key agenda items aren't discussed. Thought isn't given to how pending legislation might harm (or help) the auction industry.

It can't happen without you!

So, mark your calendar now for September 5-6. Join NAA leaders and members in Washington, D.C., for a reception, training, and meetings. Help grow the auction industry's voice and influence.

Check out auctioneers.org/event/2018-day-hill for more information.

Cases that changed the auction industry

South Dakota v. Wayfair, Inc. is in the news, but other cases also played a major role before that.

By Sarah Bahari, contributor

The auction industry is one of the oldest professions. Over the last decades, however, a handful of court verdicts have addressed auctions and helped shape the industry in the United States.

Longtime Ohio auction professional Mike Brandly, CAI, AARE, who studies auction law, explored several of them in a 2015 Conference and Show session.

Veazie v. Williams (1850)

In 1836, Nathaniel Williams and Stephen Williams decided to sell their mill privileges and enlisted the help of Auctioneer Henry Head.

On the day of the sale, Samuel Veazie sent a man named Samuel Foster to bid on the privileges for him. During the sale, Veazie showed up and ordered Foster to “bid it off,” meaning make sure to place the winning bid.

Head, who apparently overheard the comment, then ran up the bidding from \$20,000 to \$40,000 with fake bids, without the knowledge or consent of the Williamses.

The case eventually made it to the U.S. Supreme Court, which ruled that Auctioneers cannot legally use fictitious bids.

Damages can include voiding the sale, or paying back the difference between the last good faith bid and the final sale price.

Mottram v. United States (1926)

Following World War I, the United States prepared to sell a surplus of steam packing material manufactured by Garlock.

It hired J.G. White & Co. Limited, of London, to handle the sale in 1919. The auction advertised it would be selling all material “as is.”

The plaintiff made the winning bid and agreed to purchase 278,000 pounds of Garlock steam packing material, which was described in the catalog. But, it turned out the catalog incorrectly identified the amount of material. Mottram sued the government, arguing that he had only agreed to pay for 278,000 pounds.

The case went to the U.S. Supreme Court, which found in favor of the United States. It said that as long as Auctioneers provide an open and reasonable opportunity to inspect items before a sale, the buyer is bound to the “as is” specifications.

Drew v. John Deere of Syracuse (1963)

John Drew defaulted on a financing agreement for a tractor, which was repossessed by John Deere Co. of Syracuse and put up for auction.

Drew attended the auction and bid \$1,500 for the tractor, but he was soon outbid when the Auctioneer declared John Deere had bid \$1,600.

Drew sued John Deere, claiming that the company had no right to bid on the tractor and that Drew was entitled to it as the highest other bidder. Drew argued that Deere never publicly stated it would participate in the auction, which meant the auction was held without reserve.

The New York Supreme Court found in favor of Deere, saying no law prevented the company from offering the high bid. It also said Drew had no standing as he was not the highest bidder.

Kearney v. J.P. King (2001)

Merrill Kearney owned 80 acres of undeveloped waterfront land in Lubec, Maine, for which he had paid \$90,000. He entered into an informal agreement to sell it to an acquaintance for \$1.8 million.

Soon after that, he was approached by J.P. King Auction Company, which instead convinced him to sell at an auction. According to records, J.P. King Auction thought it would bring in at least \$3 million and upward of \$10 million.

The auction, however, did not go well. Only two bidders showed up, and the property sold for \$8,000.

Forced by the Maine Superior Court to convey the land for \$8,000 to the bidder, Kearney sued King Auction alleging breach of contract, negligence, breach of fiduciary duty, negligent misrepresentation, fraudulent misrepresentation, punitive damages, negligent infliction of emotional distress, intentional infliction of emotional distress and unfair trade practices.

The United States Court of Appeals found in favor of J.P. King, saying that an opinion does not constitute a promise. It also said an Auctioneer cannot change an “absolute” auction to a “with reserve” auction once bidding has begun.

Udall v. T.D. Escrow (2007)

William Udall purchased property in a foreclosure sale. Auctioneer Donna Hayes gave Udall a receipt but not the deed of trust for the property. When trustee T.D. Escrow Services discovered the auction had opened the bidding \$100,000 lower than T.D. had authorized, it refused to deliver the deed to Udall.

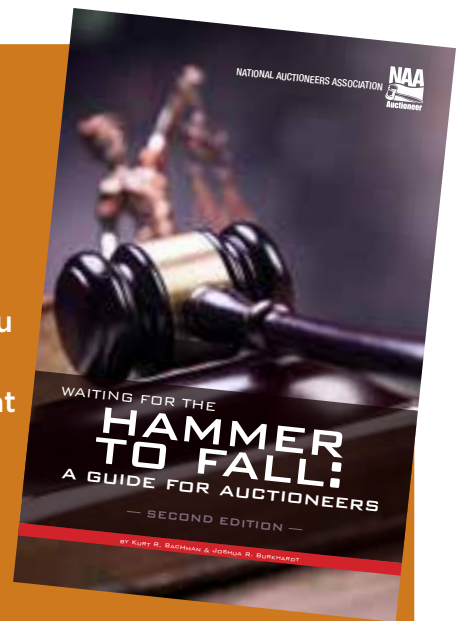
In its ruling, the Washington State Supreme Court decided that the buyer cannot be denied due to a mistake by an Auctioneer. ❖

Member benefit: Legal info!

NAA members, you have even more legal information at your fingertips as a member benefit!

Email support@auctioneers.org to receive your

one, free copy of the revised edition of “Waiting for the Hammer to Fall”. Also, check out Mike Brandly’s archived iSeries on “Legal Issues in Real Estate Auctions” at bit.ly/iseriess-legal-brandly. ****



Kelly Strauss, CAI for NAA Board of Directors

I would really appreciate your Vote and Support for the Position of NAA Board of Directors.

- Over 35 Years of Sales and Leadership Experience.
- 20 years as a Full Time Auctioneer.
- Auction Coordinator for Nicholls Auction Marketing Group.

Please plan to vote by absentee ballot or at Conference and Show in Jacksonville, Florida. July 16-21, 2018. Thank you.

“We Are Family”

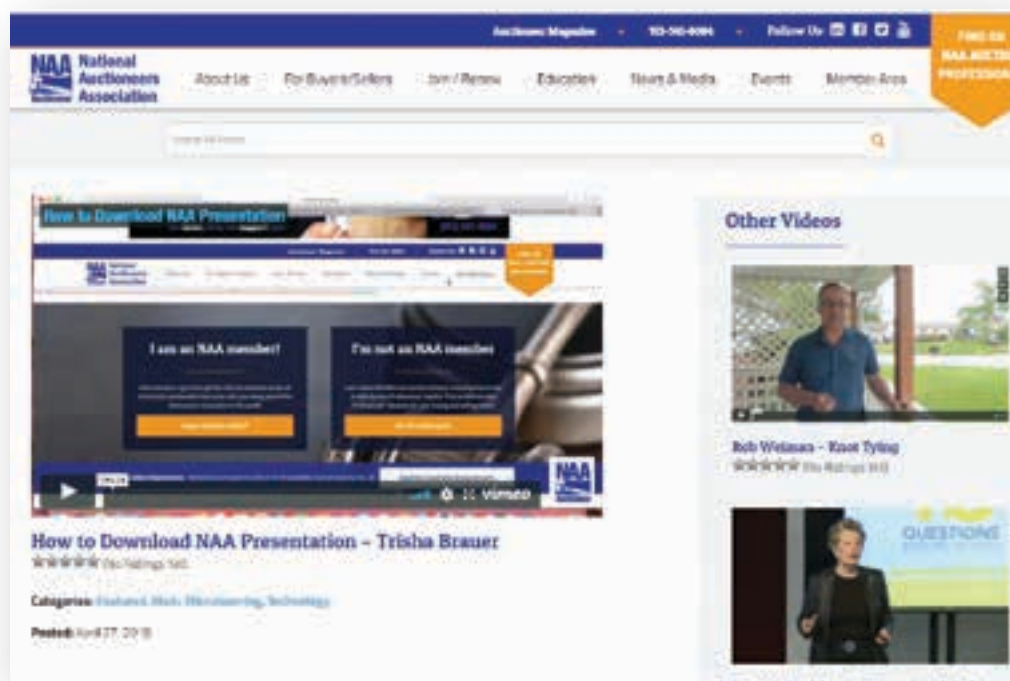
Kelly D. Strauss
540-226-1279
kelly@nichollsauction.com



NAA Microlearning Library offers quick instruction

Not only a learning resource, but NAA members also are encouraged to upload submissions.

By NAA Staff



The NAA microlearning library offers members quick-hit instruction on a variety of relevant topics. Members can choose what they learn and do it at their own pace.

As marketers, NAA members are fundamentally strong content creators. They also know how to “do things” in that problem-solver kind of way. Those skills are perfect for producing peer-to-peer microlearning videos.

Microlearning videos are short in length (usually 3-5 minutes and no longer than 10 minutes) that address a specific topic. Examples may be the best way to tie a specific knot; the best way to warm up your voice; how to edit images in Photoshop; or how to upload a logo to your social media account.

The NAA has created a microlearning library – one that seeks to provide “just-in-time” video resources on skill-based topics related to the auction industry. The videos will be tagged and searchable by topic.

And, NAA would like you to submit! If you would like to do so, please adhere to the following standards:

- The NAA logo must be contained on a title card, along with the title, at the beginning of the video.
- The submission must contain a verbal synopsis (i.e., “This video is about...”)



The NAA has created a microlearning library – one that seeks to provide “just-in-time” video resources on skill-based topics related to the auction industry.

- The submission must have clear, audible volume.
- Videos must be at least 720, but 1080 is preferred
- Videos may be anywhere from 2 – 10 minutes in length, but 4-6 minutes is ideal. Videos may be in multiple parts, if you’ve got a longer process that can be broken into discrete tasks.
- Content should be about specific, concrete tasks.
- Videos must be in a horizontal aspect (16:9)
- All submissions must be educational in nature; not sales oriented.
- The NAA reserves the right to delay posting of videos.
- It is recommended when creating your video to use these resources:
 - <https://tinytake.com/> (for screen capture)
 - Windows Movie Maker
 - iMovie

To see examples, visit <http://bit.ly/naa-microlearning-examples>.

Please upload your videos to: <http://bit.ly/NAA-microlearning-videos-upload> or email aensminger@auctioneers.org for more information on how to use or take part in the NAA Microlearning Library project.

NAA Facebook Group Advice of the Month – Liquor Licenses

“Does anyone have a purchase agreement and a set of terms and conditions you would be willing to share for selling a Liquor License?”

This question appeared in April in the NAA Auction Professionals Facebook Group ([facebook.com/groups/naaauctioneers](https://www.facebook.com/groups/naaauctioneers)). Part of that discussion is shown below through responses from other NAA members:

“I would also get the terms from you state liquor board and add that to the Terms and Conditions, too. The last liquor license I sold we did it in a sealed bid format.

Just something to think about. Really depends on how many are interested and perceived value.”

“A State by State issue. You have the correct approach, but you really need to check your State’s requirements prior to drafting a sales contract.

Example: I have done almost the exact transaction that you are proposing. You will need language that fits whatever your State requires. Offer your State’s application documents in your PIP. I have gone as far as having an LCB experienced attorney consult. My State (PA) is very complicated, while others are not.” ❖

Army Ranger, Mogadishu survivor, to deliver keynote on leadership at #NAACS18

Keni Thomas will explain how hard lessons learned at the worst times make each of us a better leader.

By Nancy Hull Rigdon, contributor

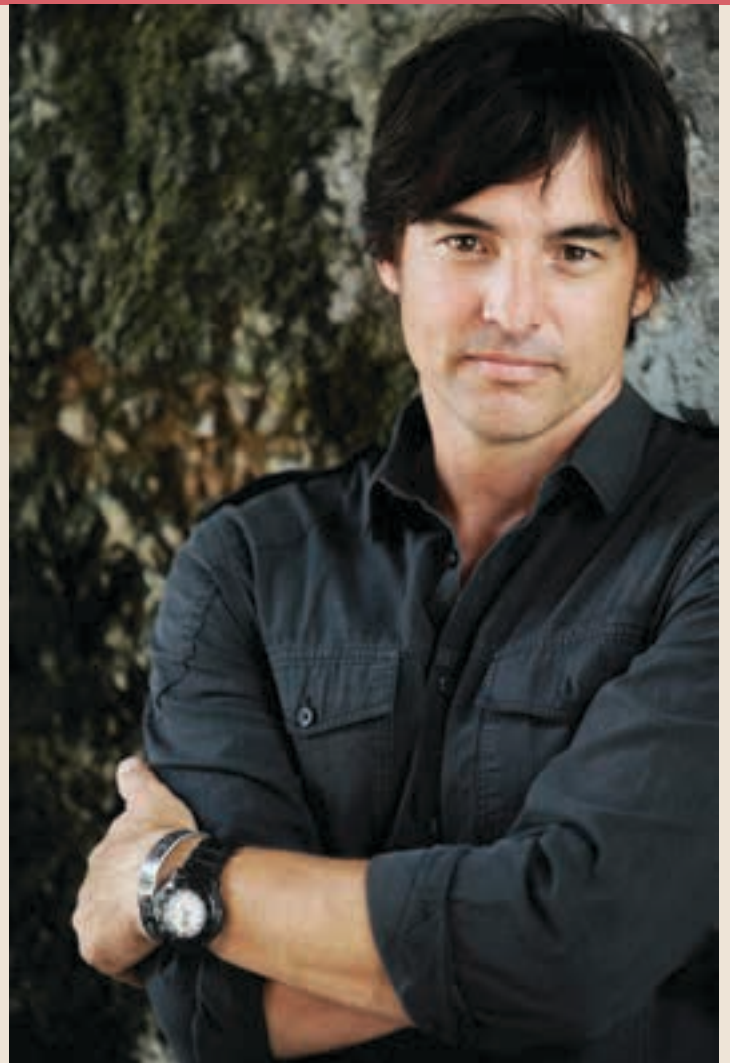
Keni Thomas's defining moment was extraordinary: As a U.S. Army Ranger, he served in the 1993 Battle of Mogadishu – the devastating combat mission immortalized in the book, and eventual movie, "Blackhawk Down." Yet his takeaway applies to all: The hard lessons learned during the worst times can make each of us a better leader and capable of greatness.

Thomas will drive this message to auction professionals as the keynote speaker at this year's NAA International Auctioneers Conference and Show, July 17-21, in Jacksonville, Florida.

Not only is Thomas known as a gifted storyteller and motivated speaker, he's also a country singer. He started a country music band called Cornbread, which was in the movie "Sweet Home Alabama" and regularly toured with the USO. The band released the albums "Flags of our Fathers," "Gunslinger" and "Give It Away."

He served seven years in the Army before retiring from service. When he speaks to professional audiences such as the NAA, his experience in the military translates into a mission: Motivate a team to train as they fight, fight as they train, and create leaders at every level.

"When lives are on the line, and so much is at stake, all we really fight for is each other," Thomas says.





#NAACS18

This reflection intertwines with that pivotal moment in October 1993. Thomas had been deployed to Somalia, where he and his fellow soldiers were charged with finding and capturing a criminal warlord, resulting in an 18-hour firefight. The devastation: 19 Americans died, and 78 were wounded. It was the worst urban combat seen by U.S. troops since World War II.

When he speaks, Thomas gives a heart-wrenching personal account of the ordeal, and he explains how the experience led to leadership lessons and left him with a sense of greater purpose.

The battle has inspired Americans for many years, and hearing the story straight from someone who was there can translate to business success on many levels. For example, audiences discover first-hand what makes soldiers willingly put their lives on the line for each other – and then they begin to understand what it takes to do the same.

For those that prioritize leading by example, Thomas’s story is especially meaningful.

When Thomas’s audiences follow him through the battle, attendees begin to see themselves in Thomas’s fellow soldiers. They begin to understand how important they are to their own colleagues and family members. They discover a new understanding of what it really means to be counted on and to set an example for others to follow.

When professionals leave one of Thomas’s speeches, they go back to work and their families feeling a little more remarkable – and a lot more capable of being the leader they’ve always known they could be.

To register for the 2018 NAA Conference and Show, visit www.conferenceandshow.com. ❖

ROLLER AUCTIONS 7500 York Street • Denver, Colorado 80229 • (866) 515-1668
www.rollerauction.com

READY TO JOIN SOMETHING SPECIAL?

Available Openings Include:

...ion Equipment Specialist
...Storage, etc.)

See our full page ad on page 65.

Send RESUME and COVER LETTER TO:
employment@rollerauction.com

WELCOME TO COLORFUL COLORADO

CAREER

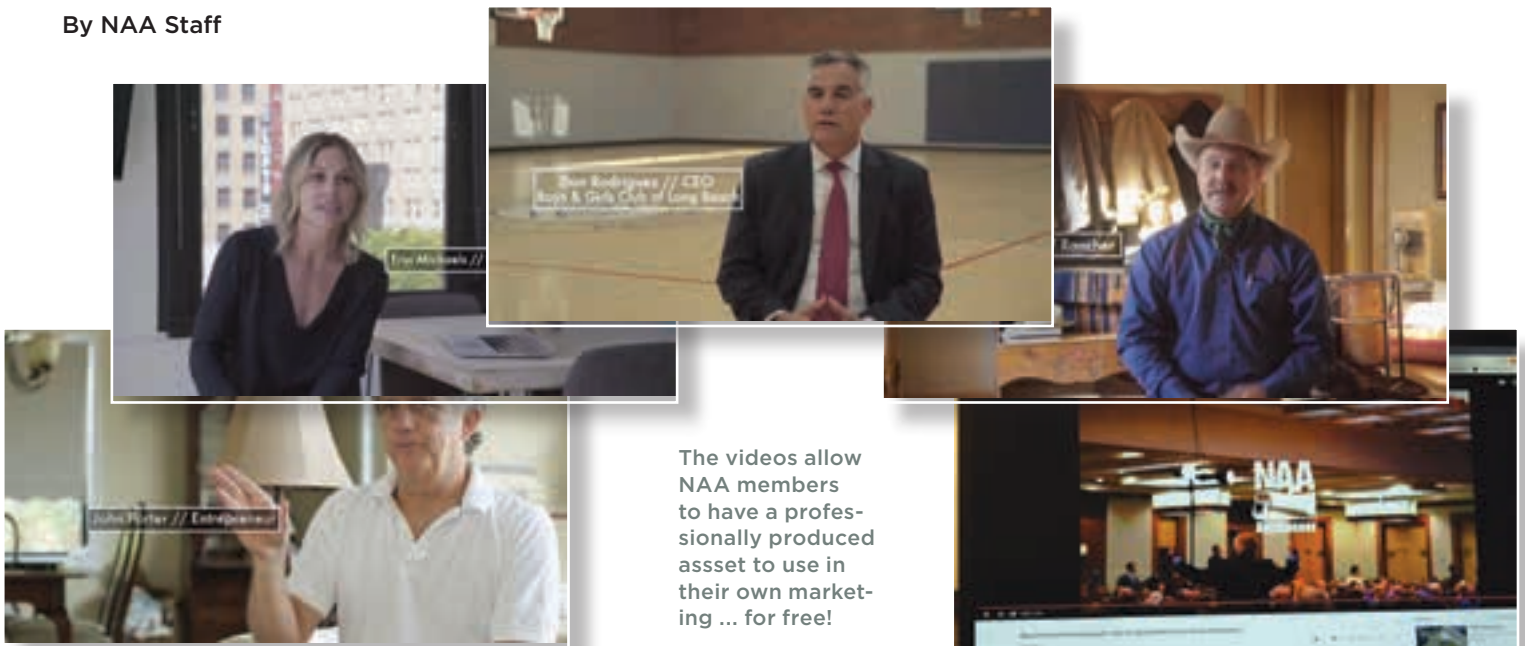
Denver

JOIN OUR TEAM. REALIZE YOUR FULL POTENTIAL.

NAA promotional videos now available

NAA members can download the videos and add their own information as part of their marketing strategy.

By NAA Staff



The videos allow NAA members to have a professionally produced asset to use in their own marketing ... for free!

A brand new member benefit hit the digital environment in April as NAA unveiled a new set of promotional videos for members to use as part of their own marketing strategies.

The set of five videos is highlighted by a 2:30 mix of seller success stories – as told in the sellers' own words. The clients' needs include: selling a mother's home; raising money for a local Boys and Girls Club; executing a major livestock sale; and helping a commercial real estate developer stay on schedule in a booming market.

The remaining four videos are 30 seconds each, all focused on one of the specific needs: residential real estate; commercial real estate; benefits/fundraising; and livestock.

Collectively, the set brings to life the message that auctions work, especially when managed by an #NAAPro. And, more deeply, the seller-focused perspective drives home the great experience and success that comes from working with an NAA Pro regardless of challenge or need.

While all of the videos highlight the benefit of working with an NAA Pro, a great example of the power in a referral statement

comes from John Porter, who needed help selling his mother's home.

"I've never considered an auction," Porter said. "It's a hidden gem in a way to sell real estate."

NAA members currently can download the videos by accessing the Thursday section of the National Auctioneers Week toolkit at auctioneers.org/national-auctioneers-week-toolkit.

The NAA Promotions Committee, co-chaired by Matt Corso, CAI, CES, and Trisha Brauer, CAI, BAS, spearheaded the video project direction, and NAA staff then worked with Daniel Ramirez and Jamaa Productions for production.

With these videos available, NAA members now have the ability to use them on their own websites, on social media, or as produced television spots, for example. Once downloaded, members are encouraged to attach their own contact information to the end of the videos. Members can watch a quick microlearning video (see page 36) on how to do so. Or, instructions on reaching out for professional help can be found at auctioneers.org/national-auctioneers-week-toolkit. ❖

CONGRATULATIONS!

NAA Designations earned:

AARE

Darcy Tabor, CES

AMM

Eric Edmonds

Jordan Estes

Eric Smeltzer

CAS

Patrick “Doc” Breen,
BAS

David Meares,
CAI, GPPA

Trey Morris, CAI, BAS

CES

Ron Taylor, CAI, AARE

Willis Yoder, CAI

GPPA

Jacob Gay

William Wormer



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.

Branding: What consumers think (and say) about you

Use visual and content consistency to help shape public experience with your company's brand.

Emma Dougherty, NAA Content Developer



Jenelle Taylor, CAI, BAS, says that the two key details to remember when considering your company's brand are to attract attention and stay at the top of the consumer's mind.

"When it comes to marketing your company, you first need to define your brand," Taylor says. "Then focus on what visual and message branding options will work best for you.

So, how do you define your brand? One of the most recognizable companies in the world says brand definition isn't up to you. Amazon founder Jeff Bezos has said your personal brand isn't what you say it is, but what others say about you when you leave the room.

That said, you can control factors that help form impressions for customers. Ask yourself who you are as a company and team, and work on creating content that will instill that idea in the minds of consumers. Are you fun? Serious? Exclusive?

Clarify who your ideal client would be and work around that goal. Like attracts like, so promote the kind of events that you

want more of. Then craft a strategic advantage that you can offer this type of client to solidify your uniqueness.

After that, the execution of building your brand comes with embodying your visual and message branding. But how do we do this?

Visual Branding

Visual branding includes an abundance of materials that many professionals don't even think about. For instance, website, social media, printed materials like bidder cards, logo, event photos, and even reusing colors and themes. It all falls under the "visual" category.

Make sure people recognize you and your brand immediately by using the same color across the board on your material or wearing a specific item of clothing at every auction such as a bowtie or large hat. This not only shows that you are fun, but also provides something for people to easily remember you by.

Post awards, articles written about you, and contests you have won on your social media accounts. This shows what you are doing rather than just telling the audience.

When creating social media posts, remember to ask yourself: Is my post funny, useful, beautiful, or inspiring? If it is one of these, it will leave a lasting impression on your consumers and keep your brand top of mind.

All of this combined – visual branding, awards, articles about you, etc. – begins to form and define your company's story through content – something known as content marketing. In its infancy, content marketing primarily was used to show consumers what you know through blogs, posts, etc. While that is still important, content marketing has evolved and become more

about instilling an emotional experience in the consumer's mind.

"Marketing is telling the world you are a rock star; content marketing is showing the world you are one," says Taylor.

Message Branding

Not only does visual branding make an impact on consumers, but so does the messaging. Influence flows from input, so it is important to get your message out there.

Your company's website is one of the main places to display message branding. This is where prospective clients go to learn about your company, so present your brand message through blog posts, whitepapers, services, success stories, and compensation options.

Explain to clients through the messaging on your website who your team is, why they are the best option, and how to hire these auction professionals. This can be shown in many ways through Auctioneer profiles and testimonials – just make sure that these pieces are personal and consistent with desired brand image to ensure you get those ideal clients.

"Show that you're not going to take every client. Show that there

is something great that people get by coming [on board] with you," says Taylor.

Part of that "great" includes productizing your content assets. Create a vault where clients must log in for that extra payoff bit of information. This makes them feel like they are getting information exclusively for them.

All these seemingly small details play into the larger picture of how people perceive and remember your company. A brand that is true to who you are as a company will attract the kind of clients that best fit you and your auctions. ♦

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.

Sound Machine SM-5
by
Sound Productions

The standard of excellence in the auction industry! References Nationwide!

Uses 2 built-in Shure wireless for dual wireless operation (300' range)

Battery powered for up to 7 hours using high end Lithium Iron batteries (rechargeable)

3 band tone controls for perfect voice control

Built-in media play center

Wireless companion speakers available

Includes 2 wireless mics and tripod stand

\$3785

FREE UPS GROUND SHIPPING

877-638-5816
PortableSound.com

Basinger audio systems

World Wide College of Auctioneering
Advanced Bid Calling Seminar
"Become a Champion"

2 1/2 PACKED DAYS!

Saturday, Sunday & Monday, May 19, 20 & 21, 2018
Best Western, Clear Lake, Iowa

Get Ready for the 2018 Contest Season!

Learn what it takes to become a **CHAMPION** – From the **CHAMPIONS!**
Your "Dream Team" Instructors

 Shane Ratliff World Champion Auto Auctioneer International Champion Auctioneer	 JillMarie Wiles International Champion Auctioneer Benefit Fundraising Auctioneer	 Matt Lowery World Champion Livestock Auctioneer Winner of Livestock Auctioneering Triple Crown	 Shannon Mays International Champion Auctioneer	 Paul C. Behr 3-Time World Champion Auctioneer
--	---	--	---	--

\$1,495
Whether you want to improve your bid calling skills or become a champion, this course is for you!

This Seminar Has Produced Proven Results – Don't Miss It.

100+ Years Combined Experience
20+ Combined Championships
Limited Seating - 4 to 1 Instructor Ratio
Reserve Your Seat Today!


World Wide College of Auctioneering
For More Information Call **1-800-423-5242**
www.worldwidecollegeofauctioneering.com

Family roots fuel E.R. Munro

The company began nearly 12 decades ago, has a strong family history, and is thriving today.

By James Myers, contributor



Greg Magnus wants auction professionals to heed warnings about cybersecurity.

It was 118 years ago that Tod Aronson's grandfather, S.I. Aronson, began working for E.R. Munro and Company in Pittsburgh, Pennsylvania.

S.I.'s job was to manage manuscript bonds, which he handwrote to suit the needs of the client. While the old Farmers Bank Building that housed the business for many years is gone, the business is still in the family and regularly works with NAA members.

Tod Aronson is the president of the company, which still

holds the name of its founder who passed away in 1927. S.I. bought the company from Munro's widow and brought his sons on board in the 1940s. Aronson joined in 1978.

"I said to my father, 'Can I have a job?'" Aronson said after graduating college in the middle of a recession when jobs were scarce. "He said, 'I thought you'd never ask.'"

In the mid-1980s, the company began working with auction professionals, getting them insurance coverage. They had a good rapport with the Pennsylvania Auctioneers Association, which led to the company getting a call from the NAA inquiring if the organization could recommend E.R. Munro to members. It happened to be the same year the NAA Conference & Show was in Pittsburgh, so Aronson and his staff set up a booth and

got to meet people they had been doing business with and NAA members they'd never met.

"To use a tired expression," Aronson said, "the rest is history."

Greg Magnus, an agent at E.R. Munro, was there for that first Conference & Show, and he now makes it a point to attend up to six auction professional conventions around the country every year. He also teaches a four-hour class up to twice per year to college students about how to become an Auctioneer as well as insurance and surety bonds.

"Not all of the Auctioneers can attend the national conference," Magnus said, "so we go to the state ones as well. We build relationships by showing our faces."

There are some interesting parallels between the insurance business and the auction industry, Aronson noted, in that it's often a family business and an all-consuming way of life.

"You live it 24/7/365," he said of the insurance business. "Auctioneers are no different. You don't just think about an auction for two or three days."

Magnus sees similarities in how each industry markets and communicates to pull in clients, but also in how they work to pass on the business to the next generation.

Face time is critical

So, why make so much effort to get face time with auction professionals? As it turns out, getting insured isn't something a lot of Auctioneers think about, yet it's vitally important.

"I would say, to some degree, there is a reluctance to buy," Aronson said. "But the best insurance is the one that is never used."

Magnus said he tries to paint a picture for Auctioneers and at local auction schools about why insurance has to be part of their



business plan. Someone trips over an extension cord or falls through a trap door that was mistakenly left open; a lightning strike wipes out a security system; slip and fall liabilities – they're all something that can cause a great deal of damage to an uninsured Auctioneer.

“You can have one simple claim that wipes out your business,” he said. “An insurance policy protects you. That alone can save your business.”

Aronson said Auctioneers will find out the hard way that they're liable for injuries. For example, an Auctioneer has a friend helping him out with an auction. The friend, who is not an employee, gets injured. Guess who is going to be responsible for the medical bill?

“Probably the hardest sell is telling Auctioneers they need to buy workers compensation insurance,” Aronson said. “If they work

under your direction, they become an employee. You become responsible for lost wages, medical bills and even rehabilitation services out of your own pocket.”

Insurance: For accidents and hacking protection

If that wasn't enough, insurance isn't all about accidents anymore.

As cybercriminals find new ways to hack into systems – including those of auction companies where clients' data is stored – Magnus said that's increasingly part of the discussion he has with Auctioneers today.

“It's always in the news – someone's getting hacked,” he said. “I try to warn them about that, and it's on their radar.”

However, the problem is that many people think because they're operating a small business, they won't be a target.

“Anyone can get hit,” he said. “With cyber liability, it protects the Auctioneer, protects the third party.” ❖

TRAVELER QUEST

ALL-INCLUSIVE BATTERY OPERATED PORTABLE PA SYSTEMS



TQ8

- 150 Watt Amplifier
- 2 XLR/Line Inputs
- Up to 2 Wireless Mics
- Runs up to 24+ Hours

Handheld or Headset Mic System only
\$299.99

Built-in
Bluetooth

Rechargeable
Built-in MP3 Player
Built-in Handle
Speaker Pole Mount






TQ6

- Easy to Transport
- 30 Watt Amplifier
- XLR/Dual RCA Inputs
- Runs up to 15+ Hours

Battery Powered PA System
\$99.99



Scan for more on the Quest Series

Auctions • Presenters • Theatre • Live Stage • Schools • Overfill Rooms









Speaker stand not included

FAMILY OWNED SINCE 1977

800-369-7768
GalaxyAudio.com

*See website for warranty details

NAA AMBASSADORS

Alabama

Christie King, CAI,
AMM, BAS
Gadsden
(256) 467-6414
cking@ckingbenefits.com

Alaska, Hawaii

John Genovese, III, AMM, BAS
Kapaa, Hawaii
(808) 634-2300
col.johnjohn@malamaauctions.com

Arizona

Bobby D. Ehlert, CAI,
AMM, BAS
Phoenix
(480) 212-6916
bobby@calltoauction.com

Arkansas

Brad W. Wooley, CAI, AMM
North Little Rock
(501) 940-3979
bradwooley@bidwooley.com

California, Nevada

Christopher Vaughan,
AARE, AMM
Escondido, Calif.
(858) 382-6030
NationalAuctionTeam@gmail.com

Colorado, Utah, New Mexico

Bryce Alan Elemond, BAS
Aurora, Colo.
(720) 229-5832
affordableauctioneering@gmail.com

Connecticut

Sara Adams, AMM, GPPA
Norwich
(860) 884-8930
sara@adams.bid

Delaware, New Hampshire, Vermont

Michael J. Chambers, CAS
Atkinson, N.H.
(603) 770-5180
chambersauctions@gmail.com

Florida

Robert Patrick Almodovar,
AMM, GPPA
Hollywood
(954) 821-8905
robert@stamplerauctions.com

Georgia

Patty Brown, GPPA
Fayetteville
(678) 815-5687
patty@redbellyrooster.com

Idaho

Rodney Elson, CAI, GPPA
New Plymouth
(208) 278-1772
rod@rodelson.com

Illinois

Jodi K. Reynolds, CAI
Nokomis
(217) 563-2523
jodi@aumannauctions.com

Indiana

Russell Harmeyer, CAI
Richmond
(765) 561-1671
rdharmeyer@netzero.net

Iowa

David Whitaker, CAI
Whitaker Marketing Group
info@wmgauction.com
515-460-8585

Kansas

Daniel Gutierrez
Wichita
(620) 937-1488
danielg@mccurdyauction.com

Kentucky

Matt Ford, CAI, AMM
Somerset
(606) 271-1691 (cell)
matt@fordbrothersinc.com

Maine

Ruth L. Lind, CAI, BAS, GPPA
Stockton Springs
(207) 751-1430
moxielady@me.com

Maryland

Lynne Zink, CAI, BAS, CES
Joppa
(410) 852-6925
lynne@lynnezink.com

Massachusetts

Nichole Pirro
Lunenburg
(508) 331-6254
pirroauctionservices@gmail.com

Michigan

Sheila Howe
East Lansing
(517) 204-4553
sheila.epicauctions1@gmail.com

Minnesota

Isaac Michael Schultz
Upsala
(320) 232-0855
isaac@schultzauctioneers.com

Mississippi, Louisiana

Courtney Jo Weaver
Forest, Miss.
(601) 469-2705
courtney@
cwauctionsandrealty.com

Missouri

Jeffery S Pittman, CAI
Rosendale
(816) 262-8753
pittmanauctions@live.com

Montana

James E. Logan, CAI,
CES, GPPA
Clyde Park
(406) 686-4728
loganauction@yahoo.com

Chris Logan, CAI, CES

Clyde Park
(406) 686-4728
loganauction@yahoo.com

Nebraska

Courtney A. Nitz-Mensik, CAI
Fremont
(402) 727-8800
courtney@nitzauctions.com

New Jersey

Robert Dann, CAI, AARE
Ambler, Pa.
(908) 735-9191
rdann@maxspann.com

New York

Jennifer A. Mensler, CAI, ATS
Pleasant Valley
(845) 635-3169 x102
jennifer@arauctions.com

North Carolina, South Carolina

T. Randolph Ligon, CAI,
BAS, CES
Rock Hill, S.C.
(803) 323-8146
randyligon@theligoncompany.com

North Dakota, South Dakota

Jonathan R. Larsen, CAI, BAS
Sioux Falls, S.D.
(605) 376-7102
jonathan@larsenauctioneering.com

Ohio

Susan L. Johnson, CAI,
BAS, CES
Guilford, Ind.
(513) 403-6734
bidcaller@etczone.com

Laura M. Mantle, CAI, CAS
Gahanna
(614) 332-7335
laura@lmauctioneer.com

Oklahoma

Morgan E. Hopson, CAI
Oklahoma City
(903) 271-9933
mhopson@bufordresources.com

Pennsylvania

Mike Keller, CAI
Manheim
(717) 898-2836
mike@kellerauctioneers.com

Tennessee

Jeremy Robinson, CAI
Lafayette
(615) 633-8071
jeremy@SoldByRobinson.com

Texas

Jacquelyn Lemons-
Shillingburg, CAI, AMM
Tomball
(281) 357-4977
jackie@lemonsauctioneers.com

Phillip L. Pierceall, CAI, BAS
Plano
(972) 800-6524
ppierceall@gmail.com

Virginia

Anne Nouri, AARE,
BAS, GPPA
McLean
(703) 889-8949
anneauctioneer@gmail.com

**Washington,
Oregon**

Camille J. Booker, CAI, CES
Eltopia, Wash.
(509) 297-9292
camille@bookerauction.com

West Virginia

Andrew Yoder, Jr., CAI
Bridgeport
(304) 931-1185
jryoderauctioneer@yahoo.com

Wisconsin

Damien R. Massart, CAI,
AMM, BAS, GPPA
Green Bay
(920) 468-1113
damien@massartauctioneers.com

Wyoming

Harold Musser, CAI, AMM
Cody
(307) 587-2131
Harold@mbauction.com



FREE

AUCTION ARENA
Safety Training for Auctioneers

auctioneer.naaa.com

Look for  sign up!

Everyone is Responsible for Safety

Auctioneer Safety Certification

 Provided by the National Auto Auction Association

Working property tax liens to your advantage

Understanding what tax liens are, how they work, and how to work them offers potential rewards.

By James Myers, contributor

Let's face it – most property owners pay their taxes not so much out of a sense of civic duty; the motivation comes from the fact that if they don't pay, they can lose their property.

Nobody likes paying taxes, but we like our roads and bridges, parks, public libraries and schools – and that's what taxes pay for. When a property owner fails to pay taxes, however, the city or county can place a lien on the property. A lien is a legal claim against the property in the amount of the unpaid taxes. For some real estate professionals and auction professionals, buying these liens is a business model that can be quite profitable, but it's not without risk.

Timothy Gray, a broker and real estate agent with The Chicagoland Real Estate Auction, spoke on this topic at a recent Conference & Show. He's had years of experience buying liens and shared some tips with other NAA members.

When someone like Gray or his associates purchase a lien, they're not purchasing the property – just the tax debt owed to the county or municipality. The property owner has 2.5 to 3 years to pay the tax debt, plus interest. If they owner doesn't pay, the person holding the lien can take possession of the property.

For example, of the 1,500 tax liens Gray bought in 2011, he took possession of around 100 properties, most of which were residential homes. He said 15 of them were in "awful" condition, five were "amazing" and the rest average.



"It's a little bit like a lottery ticket," Gray said. "When you buy a tax lien, you're not buying the home – just the chance that you might get the home."

Sale times vary by state

Newspapers are a great source of information for what liens are up for auction and when. However, the process counties and municipalities use in their

tax liens or tax deed process can differ from state to state. In some states, the sale only goes on for one day, while in others it's a four-day process.

If a county has a property owner that owes \$20,000 in back taxes, they won't start a bidding war because they can't take more than what is owed. Rather, Gray explained, the bidding is based on the interest rate the buyers want to have on that lien. So, it could start with one bidder looking to get an 18 percent interest rate and another trying to get it at 10 percent.

The lowest interest rate someone can have on a lien in Florida – one of the more profitable states to get into this business – is five percent. In Gray's home state of Illinois, bidders can offer a zero percent interest rate to get a lien, which works out great if they actually take possession of the property. If multiple bidders try to buy a lien at zero percent, Gray said a computer will randomly select buyers.

"The more you get, the better," Gray said of liens, but it takes a lot of research to be profitable.

For instance, you can file a freedom of information request to find out who else is bidding on liens. You'll also know other bidders' collateral that they posted with the treasurer.

"By doing these things you kind of get that competitive advantage," he said.

Tax lien buyers must also do their due diligence to make sure they're not working with a property that is already a total loss, which can happen quite easily if you don't see the property with your own eyes.

Evictions

One of the unfortunate aspects of this business model is that evictions do occur. It's a devastating process for the people who used to own the home, and an eviction can take up to 12 weeks to conduct. When it comes to the actual day of the eviction, Gray recommends having the Sheriff's department assist because it can be a dangerous situation.

Gray offers cash to the former owners to ease them out of the property, but that doesn't always work.

"Evictions can be adversarial," he said.

However, there are also good stories to go along with the bad ones. For example, Gray has bought properties being used by drug dealers, so when he took possession of the home, he pushed the dealers out of the neighborhood, which delighted area residents. He also had a situation where a former homeowner was a 90-year-old woman who had no heat and "wasn't living well at all." Gray was able to get her into a better situation.

"Tax liens are always going to be out there," Gray said of his job security. "People will always need to pay taxes, and they will avoid paying taxes." ❖

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.



BONDS & INSURANCE

Unbeatable service and competitive prices on the coverage you need.

- ▶ Liability Insurance
- ▶ Property Coverage
- ▶ Consignment Property
- ▶ Errors and Omissions
- ▶ Bonds to support your license
- ▶ Bankruptcy Court Auctioneer Bonds

We can place coverage in as little as 7 to 21 days with a completed and signed application.

877-376-8676

Bonds	Insurance
Ext. 146, Stevi or sdell@ermunro.com	Ext. 157, Greg or gmagnus@ermunro.com
Ext. 152, Melissa or mbromley@ermunro.com	

VISIT US AT WWW.ERMUNRO.COM

Table ... and the farm

NAA member Chip Pearce learned early that being able to sell personal property, and the real estate it came with, was a great way to go.

By Nancy Hull Rigdon, contributor



Chip Pearce's company has sold more than 250,000 automobiles. It also focuses on helping downsize seniors' and retiring business owners' assets.

Chip Pearce's auctioneering career began without intention 37 years ago.

The year was 1981, he was fresh out of high school and in the U.S. Coast Guard. A friend had just graduated from the Missouri Auction School.

"He was impressing me with his chant – I was enamored with it," says Pearce, AARE, ATS, CES. He is now president and founder of Pearce & Associates Auction Company, a national auction and appraisal firm based in Alabaster, Alabama. "I always had this

voice talent, and my friends had thought I would be a disc jockey. But I ended up picking up the auction chant fairly quickly and never looked back."

Pearce became an apprentice of sorts under his auctioneering friend, and soon started his own auction company – his focus was selling antiques. Soon, he partnered with an experienced auctioneer that specialized in high-end estate appraisals and liquidations. Pearce excelled at building a team of ringmen for what grew into a statewide auctioneering success.

He decided it was time for auction school and headed to the Missouri Auction School.

“I was real anxious to be around successful Auctioneers,” he says.

There, he was encouraged to join the NAA. And while attending an NAA event, he was steered toward real estate.

He remembers the words of a veteran auctioneer: “If you’re there selling everything in the estate, you need to be in a position to auction the farm.”

Soon after, he earned his real estate license and began working toward his Accredited Auctioneer Real Estate (AARE) designation with the NAA.

“I realized that it took just as long to sell the coffee table and end table as it did the farm, and the commission on the farm sure was better,” he says.

Pearce has a long list of career achievements. He’s sold more than 250,000 automobiles – a feat rooted in his love of hot rods and other collector cars – and millions of dollars in assets by public auction. He’s a two-time Alabama State Champion Auctioneer. His company, which focuses on helping estate executors, downsizing seniors and retiring business owners sell their assets, is well known in Alabama and has a global reach through online auctions.

His career turning point, he says, was about 10 years ago – when he landed a client that transformed his business.

Leading up to the business move, he remembers attending an NAA convention where Joe Wilson, CAI, presented on “How to run a one-man auction accompany and compete with the big boys.” Pearce’s takeaways: Confidence is key, building a large network is crucial, and customer service makes all the difference.

Through his NAA connections as well as his membership with MarkNet Alliance, he studied several successful auctioneering businesses and worked to emulate them. He knew that business was shifting toward online auctions, although he was not yet in that space.

The client opportunity was with engineering company KBR, formerly a subsidiary of Halliburton. Pearce, along with many Auctioneers throughout the country, bid on a construction liquidation. He tapped into his network as he crafted his proposal for an online auction. He won the bid, the auction was a great success, and he’s now proud to call KBR a loyal client.

“When we won that bid, we didn’t just celebrate. KBR can hire



Confidence, having a large network, and customer service all play key roles for NAA member Chip Pearce.

anyone they want, and we knew we had to start working harder to continue to earn their business,” he says. “We service our clients to death. Whatever they want, we go above and beyond.”

He adds: “We don’t win business by being the cheapest – that’s not our approach. We charge a strong commission. We focus on earning business with the trust factor and bending over backwards for our clients.”

Down the road, Pearce aspires not to retire, but to slow down and focus on the work he enjoys most: auctioneering hot rod cars.

“That’s my passion,” he says. “I want to expand my hobby into my business. I see retirement as a time to fit in some online car auctions while focusing on spending time with family.” ❖

Auctioneer loved setting up auctions to “his perfection”



Andrew S. Kaye, 75, of Manitoba, passed away after a lengthy illness on Friday, Nov. 10, 2017, with family by his side.

Andy graduated in 1973 from Reisch Auction College in Mason City, Iowa. His ambitious dream of having his own auction building was realized in March of 2000. He was tireless in setting up auctions to his perfection. He truly loved his job and everyone associated with the auctions.

Andy enjoyed his many hunting and fishing trips, some golfing, camping, and his trip to Atlantic Canada. His grandchildren were the light of his life, and his spirit will live on in them.

Andy was predeceased by his parents, Stephen and Helen; five brothers: Andrew, William, Tony, John, and Wayne, and his daughter, Jennifer. He leaves to cherish his memory his loving wife, Karen; daughter, Susie; son, Jason (Tracy); grandchildren; a brother, Ron; sisters Angel and Anita (Tony); and many nieces and nephews. He will also be missed by his many friends in the auction community. ❖

Auctioneer capped nearly five decade career by working into his 80s

Oreon M. "Odie" Adcock, 91, of East Petersburg, Pennsylvania, died peacefully at home surrounded by his family on Wednesday, March 28, 2018.

Born in Unionville, Tennessee, he was the son of the late Robert T. and Virginia E. Russell Adcock. Odie was the loving husband of the late Carmella M. "Carmie" Bonelli Adcock who died in February of 2001.

Odie served in the U.S. Navy during World War II. Earlier in his life he enjoyed working on the farm and caring for the horses. Odie had a life-long passion for Tennessee Walking Horses, and his English Pointers and Setters. That love of horses led him to be an expert in raising and training Tennessee Walking Horses.

From a very early age, Odie had a love for auctioneering, and his involvement began with the auctioning of horses and rapidly moved to the auctioning of automobiles. For more than 47 years,

he was a devoted Auctioneer at the Manheim Auto Auction, working into his eighties. He was the third person in the state of Pennsylvania to officially receive a license from the state for auctioneering.

Through Odie and his extended family, auctioneering has grown within the Adcock family. They currently have eight licensed Auctioneers in the family who have followed in his footsteps. Odie was a member of the Pennsylvania Auction Association, and he received the highest honor from the National Auto Auction Association.

Surviving are three sons: Robert J. (Deborah); Michael "Scott" (Susan); David P. (Elizabeth), a daughter-in-law, Kim Sponaugle of Hershey, 13 grandchildren: 12 great grandchildren; two brothers; and a sister. ❖

NAA Auxiliary Hall of Famer Mary Jo Butts passes away

Mary Jo (Roberts) Butts, 82, of Brazil, Indiana, passed away at home, surrounded by her family, on April 12, 2018, following a brief illness.

Mary Jo was born on August 13, 1935, in Terre Haute, Indiana,

the daughter of Everett and Norma (Kight) Roberts. Mary Jo graduated from Glenn High School in 1953 and attended St. Anthony School of Nursing. On August 13, 1955, she married the love of her life, Virgil Wayne Butts. They celebrated over 60 years together before he passed away in 2016.

She worked very hard along the side of her husband in their businesses – Butts’ Enterprises and then later Butts’ Auction and Realty. She obtained her Indiana Real Estate license in the 60’s. At the young age of 49, she earned her bachelor’s degree in Journalism from ISU.

For several years, she worked for the Terre Haute Tribune, and then the Brazil Times, while still assisting Virgil in their business. They loved attending State and National Auctioneer Conferences for continuing education, and had made hundreds of lifelong friends all over the United States. Mary Jo served as president of the Indiana and National Auctioneer Association Auxiliary and was inducted into the Indiana Auctioneer Association Auxiliary Hall of Fame in 2004 and National Auctioneer Association Auxiliary Hall of Fame in 2006.

Mary Jo loved entertaining with dinner parties for her family and friends. She also spent countless hours volunteering with various groups within the community.

Mary Jo was preceded in death by her parents Everett and Norma Roberts, her husband Virgil Butts, her sister-in-law Monique Roberts and sister and brother-in-law Louise and Hubert Fagg.

She is survived by her son, Jerry Butts (Elizabeth); daughters: Debi Sullivan (Dale Bohnenkemper) of Terre Haute and Susan Treash (Bob, Sr.); 10 grandchildren; 20 great-grandchildren; siblings: Dan Roberts and Dick Roberts (Lois); as well as several nieces, nephews and extended family members and friends. ❖

Kansas Auctioneer operated sale barn for 45 years



John W. Brazle, 73, of Winfield, Kansas, passed away Sunday, July 2, 2017, in Wichita.

Born January 1, 1944, in Winfield, he was the son of Clarence T. and Helen E. (Radcliff) Brazle.

He was raised and received his education in Dexter, graduating from Dexter High School in 1961. After high school, he attended Cowley County Community College for a semester before attending

World Wide College of Auctioneering in Mason City, Iowa. He then returned to live in Dexter and went to work at the Wichita Stock Yard.

While working at the Stock Yard, he joined the National Guard and in 1966 was called to active duty and stationed in Colorado Springs, Colorado. In 1968, John received an honorable discharge and returned to Dexter once more.

In 1966, John married Leta Fresh. To this union, two children were born. The couple later divorced. In the late 1960’s, John

partnered with Ed Durbin and the two ran the Winfield Livestock Auction. In 1978, John became the sole owner of Winfield Livestock Auction.

In 1990, he was proud to have his son, Justin, join him and he continued operating the sale barn for over 45 years. In addition to the Winfield Livestock Auction, he also worked as an Auctioneer at the sale barns in Moline, Kansas; Joplin, Missouri; Texhoma, Oklahoma; and numerous other locations. He was united in marriage to Diane Rahenkamp on April 7, 2016, at Avon Park, Florida. The couple made their home in Winfield.

John was a member of the Kansas Auctioneer Association and the National Auctioneer Association. He enjoyed camping, boating, hunting, fishing, attending the Walnut Valley Festival and meeting friends at McDonald’s for coffee.

His family includes his wife, Diane Brazle, of Winfield; his children and spouses, Justin and Leslie Brazle, of Winfield, and Jayna and Dave Bertholf, of Winfield; his brothers, Gary Brazle, of Pennsylvania, and Frank Brazle, of Chanute; his sisters, Mildred Snyder, of Winfield, and Reba White, of Hoxie; and his grandchildren, Zane Brazle, Cutter Brazle, Sam Bertholf, Abby Bertholf and Elly Bertholf.

In addition to his parents, John was preceded in death by a brother, Elbert W. Brazle. ❖

ALABAMA

Shalon H. Steed
J.P. King
407 Hughes Ave.
Attalla, AL 35954
www.jpking.com
ssteed@jpking.com
(256) 439-1116

ARKANSAS

Katie Jo McGehee
2241 E. Highway 96
Ozark, AR 72949
katie.mcgehee1@gmail.com
(479) 209-1920

COLORADO

Maria King
P.O. Box 1032
Buena Vista, CO 81211
www.UCLegacyProperties.com
Mariaking.yourhome@gmail.com
(719) 207-0278

FLORIDA

Aaron L. Brown
Aaron Brown Enterprises
5227 N. Socrum Loop Rd., Ste 445
Lakeland, FL 33809
aaronbrown_00@hotmail.com
(863) 450-8493

Michele Torres
10445 SW 78th Street
Miami, FL 33173
micheletorres46@gmail.com
(305) 772-1162

Timothy Weeks
4851 West Highway 40
Ocala, FL 34482
weeksuauction.com
tim@weeksuauction.com
(352) 351-4951

IDAHO

Michael Hoernke
6550 Upper Pack River Rd.
Sandpoint, ID 83864
www.7bauction.com
mike@7bAuction.com
(208) 217-8070

INDIANA

Sarah Pugh
104 N. Main St. P.O. Box 212
Farmland, IN 47340
wagnerauctionandrealstate.com
wagnerauctioneering@gmail.com
(765) 468-8463

Andrew Blake Wagner
United Country: Wagner Auctioneering & Real Estate
104 N. Main St. P.O. Box 212
Farmland, IN 47340
www.wagnerauctionandrealstate.com
wagnerauctioneering@yahoo.com
(s765) 468-8463

IOWA

Tom Frey
Creston Livestock Auction
201 N. Cherry St.
Creston, IA 50801
talltom@iowatelecom.net
(641) 782-7025

Robert Hugh Sinclair
2188 560th Ave.
Melrose, IA 52569
hughsinclair1@outlook.com
(641) 932-8191

MARYLAND

Charles Billig
6500 Falls Road
Baltimore, MD 21209
www.ajbillig.com
charles@ajbillig.com
(410) 296-8440

Todd Eugene Easterday
TAM INVESTMENTS LLC
21454 Greensbrier Road
Boonsboro, MD 21713
taminvestmentsllc.com
tamauctions@gmail.com
(301) 800-5600

MICHIGAN

Laura Joy Kaptein
Auctioneer Software
P.O. Box 806
Grandville, MI 49418
http://www.spectrumnetdesigns.com
laura@spectrumnetdesigns.com
(866) 773-2638

Chip Thornton
Asset Management Group LLC,
(AMG)
20501 Hoover St.
Detroit, MI 48205
www.amgrouponline.com
chip@amgrouponline.com
(313) 839-9300

MISSOURI

Charles Keller
901 Woodswether Road
Kansas City, MO 64105
circleauction.co
charles@circle-auction.com
(816) 289-5400

NEBRASKA

Kristen Kraupie
Kraupie's Real Estate & Auctioneers
P.O. Box 632
Bridgeport, NE 69336
www.farmauction.net
kristen@farmauction.net
(308) 262-1150

NEVADA

James Lovett
3651 Lindell Rd., Ste. D506
Las Vegas, NV 89103
www.globalluxuryauctions.com
Blovett.liquidations@gmail.com
(775) 430-4981

NORTH CAROLINA

Karen C. Jordan
Carolina Auction & Realty
4932 Birchleaf Dr.
Raleigh, NC 27606
www.carolinaauctionrealty.com
jordankc@nc.rr.com
(919) 832-8005

Carol Ward Parker
Parker Benefit Auctions
272 Ring Rd.
Carthage, NC 28327
www.parkerbenefits.com
tracademy@hotmail.com
(910) 639-3969

Kimberly Raymond
4442 Halstead Drive
Charlotte, NC 28209
NCLuxury Living Homes.com
kim@krbroker.com
704) 451-3322

OHIO

Aaron D. Brown
 Aaron Brown Auctions
 7450 Old Troy Pike
 Saint Paris, OH 43072
 aaronbrownauctions.com
 aaron@aaronbrownauctions.com
 (937) 869-0584

Ryan Starr Ruble
 1202 Co. Rd. 1
 Bryan, OH 43506
 ryan.ruble@kfyllc.net
 (419) 212-3900

OKLAHOMA

Debbie Crissup
 Wiggins Auctioneers
 P.O. Box 122
 Helena, OK 73741
 debbiecrissup@gmail.com
 (580) 541-9246

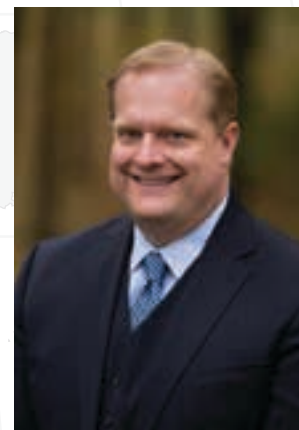
OREGON

Casey Read Moore
 Moore Auctioneering LLC
 325 Cabbage Lane
 Phoenix, OR 97535
 caseymooreauctioneering@gmail.com
 (541) 821-8529

TEXAS

Patricia B. Kramer
 3424 Briggs Rd.
 Killeen, TX 76549
 roddgersranch@centurylink.net
 (512) 635-0767

Laura Lacy
 Lacy's Auction Co.
 4901 Bending Trail
 Killeen, TX 76542
 lk.lacy@gmail.com
 (410) 652-9416



Brian Brockman

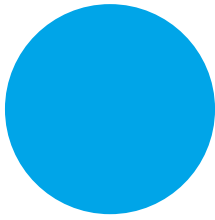


Being a first-generation Auctioneer, the NAA will have a pivotal role in my company's development. The NAA will help me establish a network of fellow Auctioneers and learning from the experiences of other Auctioneers will be crucial for my company's success."

Brian Brockman
 Cincinnati, Ohio



Join, Like, and SHARE the NAA Facebook page!

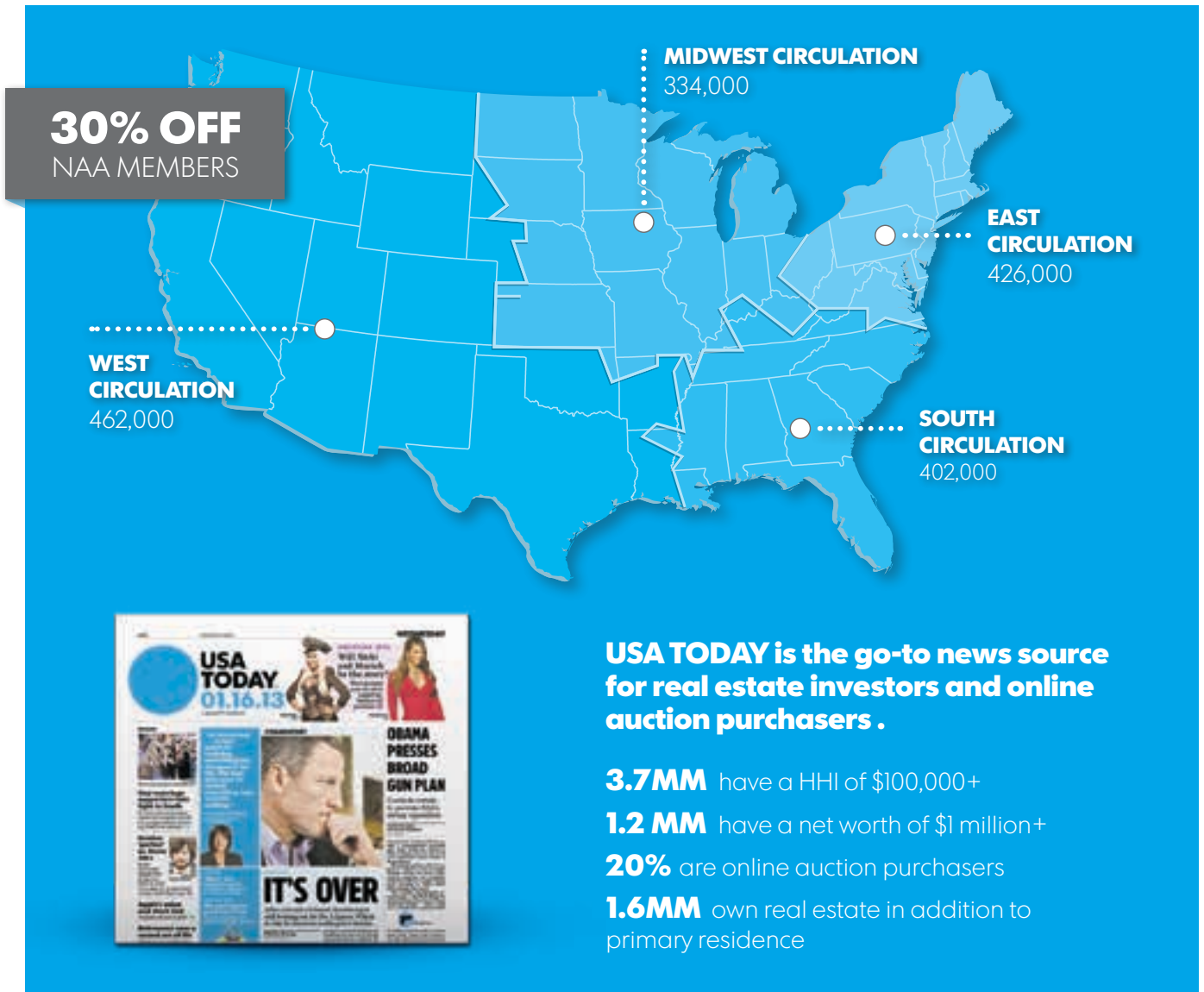


**USA
TODAY™**
A GANNETT COMPANY

AUCTION SHOWCASE

**REGIONAL
NATIONAL**

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



RESERVE AD SPACE TODAY

1-800-397-0070 | auctions@russelljohns.com



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

Bidders hunt for collectibles at spring firearms auction



\$1,680



\$1,560



\$1,920

HARRISBURG, Pa. – A distinct trend toward the collectible was observed at Cordier’s March 25 Firearms and Militaria Auction, with top lots including a vintage Case Knives display showcase as well as commemorative and vintage military firearms.

The display case, featuring 68 different Case cutlery samples, sold for \$1,920 and was part of a Case Knives collection spanning over 90 lots. Altogether,

the collection realized more than \$28,500, with a store counter display with samples (\$780), and a set of 5 Case XX Dots folding knives (\$660) among other highlights.

Bidders also drove up prices of a single owner collection of commemorative and limited edition firearms. Many of these pieces were finely engraved with scenes from military and American history, and came from quality makers such as Colt,

Browning, and Uberti. Top lots included a Colt Roy Rogers and Dale Evans Tribute Revolver (\$1,680), and a Winchester Gambling Tributes Rifle (\$1,560), which was decorated with scenes of Calamity Jane, Wild Bill Hickok, and Bat Matson.

Models of classic firearms were included among the limited edition offerings, highlighted by a USMC commemorative Thompson (\$1,320), and a Thompson model of a 1927 Tommy gun (\$1,320), the iconic weapon used by American gangster outlaws during Prohibition.

Antique and military firearms remained strong, exemplified by the \$1,800 sale price of a Norwegian 11.25mm automatic pistol model 1914. A 19th-century Kentucky flintlock musket with powder horn (\$1,440) and a Turkish Ottoman Empire flintlock pistol (\$1,200) were standouts among the antique offerings.

In edged weapons, the stand out lot was a circa 18th-century Indian Pata sword with a long gauntlet hilt in the form of a cat. Created during the Mughal period, the pata was a type of sword used largely in the 17th and 18th centuries during the Marathas rise to prominence. This particular example of the legendary weapon sold for \$1,560.

Bidders were not just drawn by collectibles and history however; dozens of modern firearms also crossed the block, including a Beretta 686 Silver Pigeon 12 gauge, which brought \$1,560.



\$1320

The sale was the first of three Firearms and Militaria Auctions Cordier plans to hold in 2018. The popular sales draw bidders both locally and internationally, with participation both live and online. ❖

Studio fine art realizes strong prices in March 12 auction

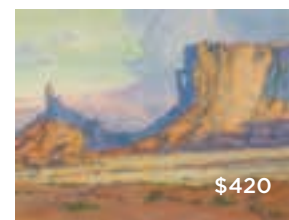
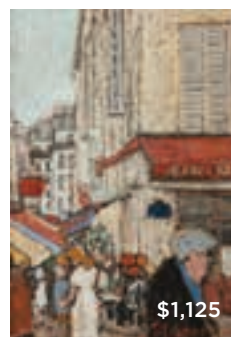
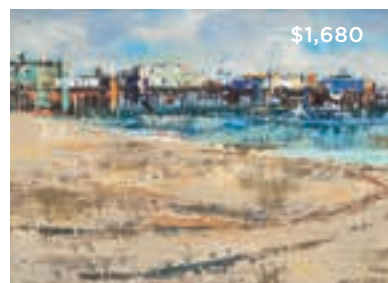
MONROVIA, Calif. – John Moran Auctioneers’ second Studio Fine Art Auction of the year realized strong prices throughout the auction.

With 215 lots at approachable price points under \$3,000, the Studio Auctions have proved to be popular with collectors looking for quality on a budget.

California has once again proven a winning subject at auction. The first lot in the sale, a lively Ben Abril (1923-1995 Los Angeles) oil on canvas of Santa Monica pier soon eclipsed its \$600-\$900 estimate going home with a floor bidder for \$1,680. A stunning Curtis Chamberlin (1852-1925 Laguna Beach, Calif.) oil on board of “Crescent Bay” painted in the bright afternoon light quickly outstripped its \$300-\$500 estimate, also selling for \$1,680 at the block.

American and European artists gave the California artists a bit of competition at the auction, with several works inspiring strong bidding. An atmospheric coastal by artist Arthur Parton NA (1842-1914 New York, New York) went home with one determined floor bidder for \$1,680 (est. \$800-\$1,200). Texas folk artist Darlene Jellerson’s (1927-2002 San Antonio, Texas) “A Winter Day”, depicting figures in a snow-covered town, skated to a cool \$1,560 at the block (est. \$400-\$600). A lively Parisian market scene by artist Marko Stupar (1936-* French) was one of the more popular lots leading into the auction, hammering for \$1,125 at the block (est. \$400-\$600).

The quality of the works on offer from women artists was not lost on the audience, with works by women artists earning the highest prices of the day. A stunning portrait titled “Girl in Black” from New York artist Constance Curtis (1869-1959 New York, NY) was one of the most popular lots on view in the days leading



up to the auction. The subject’s warm beauty inspired heated bidding between phone and internet bidders, with a phone bidder ultimately taking the painting home for \$6000 (est. \$400-600) (PHOTO 3).

The auction’s top-lot status belonged to Anna A. Hills’ (1882-1930 Laguna Beach, Calif.) “The Pink Cloud-Laguna Coast”.

Painted in 1918 in the artist's imitable Impressionist style, the oil on canvas board went to the block with a full phone bank and heavy audience bidding, with one persistent floor bidder proving successful in winning the painting for \$11,400 (est. \$2,500-\$3,500). The good showing by these and other female artists in the sale is fitting for Women's History Month.

Over the past several months, Moran's has been fortunate to include several works by noted watercolorists Yervand

Nahapetian (1916-2006 Armenian) and Albert Thomas De Rome (1885-1959, Carmel, Calif.). Nahapetian's masterful watercolor of a mosque exterior with pigeons, rendered in stunning detail, soon exceeded its \$1200-\$1,800 estimate, selling for \$1,920 at the block. The several works by De Rome sold within their estimates at the block, including a dramatic Southwest scene titled "The Rooster, Monument Valley" which hammered for \$420 (est. \$300-\$500).❖

Three tracts of Illinois farmland top \$1 million mark

PULASKI CO., ILL. – Three tracts containing a total of 292.5 acres of crop and timberland in the very southern part of Illinois sold for \$1,095,008, an average of \$3,745 per acre, thanks to the efforts of the Kurtz Auction & Realty Co. team.

A 24.6-acre tract of mostly all gently rolling cropland sold for \$5,880 per acre. An adjoining 107.88-acre tract with 92 acres of cropland sold for \$2,966 per acre and a 163.78-acre tract with 81

acres of creek bottom cropland and the balance in wooded land sold for \$3,853 per acre.

There were no buildings on any of these tracts. Mineral rights were included in the sale. The sellers were a family trust and the buyers were regional farmers and investors.❖



**To Be The Best . . .
 . . . Learn From the Best.
 Launch Your Auction Career Today!**

- Interaction with over 30 instructors per session
- Learn cutting edge auction technology
- Class sizes less than 50 students

Now Scheduling 2018 Classes
 Call or Go Online Today for Registration
 Tuition: \$1,295.00. All sessions are 10 days

(260) 927-1234 • ReppertSchool.com

CLERKING AUCTIONEERS SUPPLIES
 America's #1 Suppliers

- Tags, Labels & Markers
- Clerk Sheets & Forms
- Signs & Banners
- PA Systems

Over 3,000 Products

KIEFER AUCTIONSUPPLY.COM
 America's Largest Supplier to Auctioneers
 417 W. Stanton Ave.
 Fergus Falls, MN 56537
 (Free Catalog)
218.736.7000
 www.kieferauctionsupply.com
 Kurt Kiefer, CAI. President. NAA Life Member.

CUS business systems

The Auction Industry Software Authority For 30 Years

info@cus.com • 954.680.6545

World's only known cased civilian Colt Walker earns record \$1.84 million at auction



ROCK ISLAND, ILL. – The Rock Island Auction Company 2018 April Premiere Firearms Auction was the largest grossing in company history with a realized total of \$17.7 million after an incredible seven new world records.

The most impressive of which was the new record set for a single firearm at auction at \$1.84 million, the second time the company has sold a single firearm over the \$1 million mark in the last three years. Containing 17 named collections in a single sale and numerous collector firearms with “the finest known” or “the only known example” in their headlines, perhaps this performance should come as no surprise.

The auction started with a bang when lot 60, the world's only known cased civilian Colt Walker. Flagship of the entire auction, it spurred a lengthy and good-natured bidding battle between two bidders in the auction hall.

Normally, the auction hall begins to buzz as the bids climb to exciting levels, but on that Friday you could have heard a pin

drop. The atmosphere was surreal and the audience in attendance was happy to burst into laughter as the two bidders shared a few amicable exchanges. At the end, the Walker would go home with a new steward for \$1.84 million dollars – a world record price for a single firearm at auction.

Numerous highlights came out of the Allan Cors Collection as well as the Robert Berryman Bowie Knife and Push Dagger Collection, such as the well-photographed Will & Finck push dagger and its silver sheath in lot 67 that sliced its \$25,000 high estimate to ribbons for a \$37,375 realized price.

Day 2 of the auction opened to a packed house and featured excitement in numerous genres. Leading the way on Saturday was the fresh-to-market and finest known deluxe Winchester 1876 in lot 1017, which brought an enviable \$747,500. A fine Singer M1911A1 pistol from the Allan Cors Collection in lot 1755 brought an outstanding \$172,500, a total that would have smashed the old world record had RIAC not already broken it last December.

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

In 2016, because of Ewing sarcoma, Abi had tumors in her pelvis, femur, shoulders and skull.

At St. Jude Children's Research Hospital®, she received chemotherapy and proton therapy at no cost, because families never receive a bill from St. Jude for treatment, travel, housing or food. Abi finished treatment and returned to school.

But in November 2017, scans at St. Jude showed her cancer was back. Abi is again in treatment. Her mom said, "As tough as this is, Abi defied the odds from the get-go. St. Jude is going to be the reason why we succeed in finding better cures."

It is another fine indicator of the rising market for not only Singer pistols, but also U.S. military arms as a whole. Also, of note from the Cors Collection was the extremely rare early prototype of the FN 49 semi-automatic rifle, a design which would later evolve into the ubiquitous FN FAL. Housed in lot 1633, this developmentally significant arm smashed its \$30,000 high estimate for \$74,750.

Other highlights abounded in the Frank Pachmayr Collection of fine sporting arms, Colt semi-autos, machine guns, and U.S. military arms. Saturday also showcased the popularity of RIAC Live to all in attendance.

Hopping with activity all weekend long, the auction house's own live, online bidding software accounted for nearly 10% of all sales on the day, an impressive feat for launching only six short months ago. More and more bidders are discovering how easy it is to bid live online and enjoying numerous other features as well that interact with their account on www.rockislandauction.com.

The third day of auction brought concerns of incoming severe weather, but bidders braved the elements and made a fine final day.

The top item of the day was the earliest recorded, factory engraved Winchester 1873 in lot 3012, which surpassed its \$140,000 high estimate for a \$195,500 final price. Not far behind was a stunning, factory engraved Colt Super 38 pistol in lot 3256 that bewitched several bidders to nearly double its high estimate and sell for \$149,500. Representing the success of high art antiques in the sale was the 1594-dated, engraved, and gilded wheellock holster pistol in lot 3123.

Recognized for the museum worthy piece it is, it found a new home for \$46,000, more than double its high estimate.

The sale of the "Danish Sea Captain" Walker in this auction approximately doubles the previous record for a Colt Walker. Not only is the Walker the highest selling single firearm of all time at auction, it is the second highest selling firearm ever in any category at auction.

The list of world records broken by RIAC in this sale are:

- World Record Price for a single firearm at auction
- World Record Price for a Colt
- World Record Price for a Winchester Model 1876
- World Record Price for a Colt Super 38
- World Record Price for a martial Henry rifle
- World Record Price for a Savage Navy pistol
- World Record Price for an FN
- World Record Price for a Colt Police Positive
- World Record Price for a Winchester Model 42 ❖

Abi, 9 years old
Ewing sarcoma



© 2018 ALSAC/St. Jude Children's Research Hospital (85163)



stjude.org/naa



THANK YOU for Your Renewals!

- Frank Alexander
Trunzo, CAI, BAS,
CES
- Norman Joe
DuMouchelle
- Barry F. Gordon, CAI,
AARE, CES
- Julian E. Howell, III,
CAI, AARE
- Phil T. Burlison
- William R. Hall, CAI,
AARE
- Lowell Rau
- Robert J. Hagemann
- Larry E. Downs
- Louis M. Dakil
- Stephen Grove
- Damien R. Massart,
CAI, AMM, BAS,
GPPA
- Gary A. Littrel
- Jill R. Daviero, CAI
- Larry Makowski, CAI,
AARE, CES
- Tony Deloache, CAI
- David G. Helmer, CAI,
CES, GPPA
- Walter E. Partridge,
BAS
- Scott Lonkart
- Trey Gallaway
- Jerry Wallace, CAI,
AARE, CES
- E. Bruce Tingle
- Gordon Henry Van
Ash, Jr.
- Aaron McColm
- James Willard, CAI,
AMM
- Elizabeth Monarch,
CAI
- Carol T. Wagenson,
CAI
- Penny L. Worley, CAI
- Bruce E. Sutter
- R. Johan Graham, CAI
- Frederic L. Wiese, CAI
- John H. Clements,
ATS, GPPA
- Keith A. Jones
- James E. Bramblett,
CAI
- Randy H. Owen
- John A. Robillard, CAI
- Reeder Don Behel,
CAI, AARE
- Jimmie Dean Coffey,
CAI, AARE, AMM,
BAS
- Dwight D. Butler, CES
- Scott H. Shuman, CAI
- Daniel W. Andrews
- Stephen Nelson
- Wayne G. Blair
- Taylor Michael Jessup
- Josiah Lynn Coblentz
- Quin Dell Rutt
- Brian David
Zwerneman
- Cal L. Casey
- John Damon Folmar
- Kylyn C. Hedrick
- John Glen Bowman
- Sherri J. Enroth
- David Wayne Born
- Samuel C. Thomas, III
- Rodney Laningham,
CAI
- James H. Cooper,
GPPA
- Doug Dandro
- Kelly D. Strauss, CAI
- Steven Hunt, CAI,
AARE
- Larry Marshall
- Kevin Herron
- Kyle T. Hause, Jr.
- Philip P. Amaradio
- Mark Whalen
- Jeffrey D. Shedden
- Ronald G. Moore
- Jason A. Bates
- Timothy H. Narhi,
CAI, CES, GPPA
- Andrew Nash
- Todd Robertson
- Col. Jeffrey M. Olin
- Col. Jeffrey M. Olin
- David W. Thornhill
- David W. Thornhill
- Dennis A. Turmon
- Paul J. Wagner
- Robert A. Olson
- Roxane Casto
- Richard D. Ranft, CAI,
AARE, AMM, GPPA
- Donald B. Cotton,
CAI, CES
- Kristine A. Fladeboe-
Duinick, BAS
- Robert B. Webb, CAI,
AARE
- Robert E. Quillen
- Robert E. Quillen
- J. Kent Scott
- Stuart Waldman
- Jack Lawson
- Nevin E. Tasto
- Mark Esber, AARE
- Matthew A. Pedersen
- Matthew A. Pedersen
- Erin Doherty Ward,
CAI, BAS
- Richard Hart, CAI,
BAS, GPPA
- William P. Grist
- Dusty Thornhill
- Gerard Thibodeaux
- Mary N. Staples, BAS,
CES
- Mark E. Bradstreet,
CAI
- Tye Rex Casey
- Michael J. Koons
- Roger E. Koons
- Darwin Kent Plumlee
- Dan M. Stall, Jr., BAS
- Carl D. Carter, AMM
- Kevin King
- Russell Berning
- Courtney A. Nitz-
Mensik, CAI
- Jeffrey L. Luggen
- R. Dal Payne
- Stephen J. Hummel
- David E. Warren
- Ray Krakowski, CAI,
AARE, GPPA
- Christopher Vaughan,
CAI, AARE, AMM
- Susanna Elizabeth
Grobler, CAI, AARE,
ATS, BAS
- Justin Delyea Timm,
BAS
- Earl L. Boeko
- Robert C. Hart, CAI,
AMM
- Ryan Allyn Smith
- James W. Comly, CAI
- Elton Baldy
- Cissy Lyn Tabor, CAI,
BAS
- Victor J. Feijoo
- Stephen John Bartkus,
CAI
- David Lee Wesely
- Terrance Jacobs
- Jared R. Chambers,
CAI, BAS, GPPA
- Whitney R. Nicely
- Bradley Dudley
- Jordan Gilkerson, CAI
- Junius F. Johnson, Jr.,
ATS
- Megan R. Mahn Miller,
MPPA
- Kevin Troutt, BAS
- Wayne Scott Long,
AMM
- Justin Wayne
Biesheuvel
- Nathan S. Weyenberg
- Timothy J. Peters, CAI
- James W. Alban
- Timothy P.
Weinheimer
- Michael W. Murry
- Joe D Sherwood
- Charles Joseph Wood
- Mark Sorenson
- Mark Darrell Putney
- Jason Harold Clark
- John B. Jones
- Christopher Wade
- Rod Caborn
- Keya Davis
- Douglas A. Fenbert
- Keith A. Jackson
- Lewis Reuer
- Kevin P. Bunte, CAI
- Kevin McAlester
- Ian M. Liebgott
- David Dangerfield
- Lucas D. Skinner
- Don Hamit, CAI
- Kenny A. Lindsay, CAI
- Eugene R. Kiko
- James R. Mason
- Selma Triplett, CAI
- Donald W. Streeper,
BAS
- Marcy Pompei
- Gregory Dennis
Bancroft
- John E. Cline
- Daniel Scott O'Reilly
- Monty Bowman
- Chris W. Gravid
- Howard Elliott Dascal
- Douglas B. Chesley
- Robert F. Brittain, CAI,
AARE
- Gwyn Besner, CAI,
AARE
- Kirk Dove
- Marc A. Geyer, CAI,
AARE, BAS, CES
- Brandon K. Lawson,
CAI, CES
- Larry L. Teasdale
- JillMarie S. Wiles, CAI,
BAS
- Wendy Walsh
- Jeff L. Oberling, CAI,
AARE
- Dale F. Fulk, CAI
- David F. McLaughlin
- Amon Ringemann
- Louis Murad, BAS
- Gary M. Goldsmith,
CAI, CES, MPPA
- Larry Batton, GPPA
- Dwayne Leslie, AMM
- Shayne Fili, CAI, BAS
- Greg M. Highsmith
- Troy D. Novak
- Bradley Mutz, GPPA
- Lonnie R. Gann, CAI
- John Boyd, CAI,
GPPA
- Frank A. Ronne
- Mark E. Williams
- Dennis D. Ridgeway
- James Russell Seneff
- David W. Thornhill
- David W. Thornhill
- Michael J. Knudsen,
GPPA
- Darron J. Meares, CAI,
BAS, MPPA
- Tanna Guthrie, AARE
- Daniel Walsh, BAS
- Jane Ziehm, GPPA
- Mark G. Schroeder,
CAI, BAS, CES
- Larry Garafola
- Leslie Stanley Angles
- Alfred T. Stone
- Kelly E. Russell, CAI,
BAS, CES
- Karin A. Costa, AMM,
CES
- Jodi K. Reynolds, CAI
- Bart Darfler
- Donny F. Lee
- Samantha J. Smock
- Yvette Mutz, GPPA
- Marty A. Hill
- Emily R. Wears, CAI,
ATS, BAS
- Dale B. Haugen
- Richard James Moody
- Ariel Renee Mutz
- Larry Edward Luzinski
- Glen R. Brooks, CAI
- Reid L. Thompson
- Billy Henry Birney
- Bradley T. Cecil
- Walter G. Seidenglanz
- Amy S. Whistle, CAI
- Erich Emil Gabriel
- Patrick J. Tully, BAS
- Jay W. Temchack
- Gregory Thovald
Johnson, BAS
- Bryan D. Pence
- Alex Grovenstein,
CAI
- Val A. Luckett
- William B. Winecoff,
GPPA
- Michael Paul
Whitfield, GPPA
- Jeremy Rubinoff
- Nathaniel M. Scalf,
AARE, GPPA
- Courtney Jo Weaver
- Ben Gonzales, BAS
- David Collins
- Scott Jones, CAI
- Ronald Charles
Reuwer
- Dawn Hash, ATS
- Chelsea Wilson
Kearns, AMM
- William Hayward
- John Namoff, BAS
- Mervin H. Lehman
- Jerri Glover
- James Wells
- Ronalea Allen
- Monty Carlton, III
- Richard A. Ehmer
- Joseph Kane
- Robert W. Haag
- Michael G. Whitebread
- Aaron Traffas, CAI,
ATS, CES
- David W. Nelson
- Tyghe J. Richardson
- Chad A. Bals
- Daniel Gutierrez
- Joel M. Gavaletz
- Si Harbottle, CAI
- Michael F.
Cunningham
- Cathy L. MacPherson
- David G. Erickson
- Linda Makowski
- Maureen Boyd, GPPA
- Joani Mangold, CAI,
CES, GPPA
- Michelle L. Massart,
CAI, AMM, BAS
- Mark Beacom, CAI,
GPPA
- Patricia Ranft
- Britni J. Rogers, AMM
- Krista Shuman, AMM
- Jennie Wolff, AMM
- Patricia Johnson, BAS
- Randy Kincaid, CAI,
GPPA
- Hedley Harris
- Wayne A. Weishaar
- Joseph A. Cooper, CAI
- Bob L. Cunningham
- George A. Daniel, CAI
- Thomas Lampi
- Curtis M. Sword
- Sam L. Hardy, Jr.
- Delma L. Webb
- James E. Stevenson
- Thomas D. Wolfe, CAI,
CES

Announcing

IT'S OFFICIAL!
TEXAS AUCTION ACADEMY
IS NOW...

America's Auction AcademySM

Dallas, Texas

Formerly Texas Auction Academy

80 HOURS
— *in* —
8 DAYS!



- Recognized as the Leader in Teaching "General Basic Auctioneering" to Future Auctioneers
 - Instructors are Champion Auctioneers and Industry Leaders
 - Limited class sizes to ensure an optimal classroom experience
 - Graduates include International, World and State Auctioneering Champions
- Conveniently located in Dallas/Fort Worth, Texas – Just minutes from both DFW and Love Field Airports
 - United Real Estate Group Strategic Partner
 - States requiring additional hours available upon request
 - Texas Workforce Commission Approved

The Auctioneer Chant • Salesmanship • Ethics and Professionalism • Bidder Psychology • How to Operate An Auction Company
The Voice • Auction Contracts • Sale Preparation • Online Auctions and Auction Technology • Auto Auctions • Real Estate Auctions
Business Liquidations • Industrial and Commercial • Estates • Selling Firearms • Antique Gallery and Auction House Operations
Farms and Livestock • Benefit and Fundraising Auctions • Bankruptcy and Government Sales • Marketing and Advertising including
Social Media • Appraisals • How to Prepare For Your State Test, Professional Associations and so much more!

Enroll Today!

UPCOMING COURSE DATES:
JUNE 8-15 | SEPTEMBER 21-28



AmericasAuctionAcademy.com • 972-387-4200



IN THE RING

PAGE 33 *“My biggest takeaway is how informed the Justices are on the individual case, and the type of questions were very in tuned to the unintended consequences of the Court’s decision.”*
John Schultz, AMM
 Grafe Auction Co.
 Spring Valley, Minnesota

PAGE 45 *“Probably the hardest sell is telling Auctioneers they need to buy workers compensation insurance.”*
Tod Aronson
 E.R. Munro & Co.
 Pittsburgh, Pennsylvania

PAGE 51 *“If you’re there selling everything in the estate, you need to be in a position to auction the farm.”*
Chip Pearce, AARE, ATS, CES
 Pearce & Associates – Marknet Alliance Member
 Alabaster, Alabama

AROUND the BLOCK

- NAA Pro John Korrey was featured in a recent article that **highlighted his attention to his voice’s health**. According to the article, Korrey regularly works with the Colorado Voice Clinic to keep his voice sharp. The Clinic does everything from voice exercises to regular checks with a camera that watches Korrey’s vocal chords.
- Sometimes, the clothes make the man ... rich. Or, they at least help raise funds. NAA Pro Scott Robertson, CAI, BAS, illustrated that recently **when he sold the tuxedo jacket he wore** while facilitating the SWFL Children’s Charities, Inc.’s 10th Annual Southwest Florida Wine & Food Fest auction.



The silver jacket fetched an incredible \$20,000, and the event raised \$2.9 million to support pediatric health care and education in Southwest Florida.

“The craziest, often most rewarding things happen during a live auction,” said Robertson. “That’s why the auctioneer must be at the top of his or her game; constantly aware of their surroundings, the bidder’s interests, the avenues that could bring in more revenue, and be willing to do whatever it takes to increase the charity’s bottom line – even if it means a personal sacrifice.”

- **Layne the Auctionista recently received some major ups** from a client on social media. St. Joseph’s Hospice wrote: *“Whether our gala series or Handbags for Hospice – we always have a record-breaking night with our #NAAPro! A big shoutout to Layne, @The_Auctionista as we recognize her during National Auctioneer’s Week. #idnont #partner #fundraising”*





7500 York Street • Denver, Colorado 80229 • (866) 515-1668
www.rollerauction.com

JOIN OUR TEAM. REALIZE YOUR FULL POTENTIAL.

Active Nationwide Search For The Following:

CREATIVE MARKETING DIRECTOR

CONSTRUCTION EQUIPMENT SPECIALIST

AUCTION PROFESSIONALS (SET, CATALOG, MANAGE, ETC.)

OTHER SPECIALITIES? WE WANT TO HEAR FROM YOU!

Send RESUME and COVER LETTER to:

employment@rollerauction.com



READY TO JOIN SOMETHING SPECIAL?

CLASSIFIEDS

thank you

ADVERTISERS

1-800-The-Sign 7
 America's Auction Academy..... 63
 AuctionTime/Auction Flex..... IFC/3
 Basinger Audio Systems 43
 CUS Business Systems..... 59
 E.R. Munro and Company 49
 Galaxy Audio..... 45
 Hi-Bid 4
 Kelly Strauss, Candidate Ad 35
 Kiefer Auction Supply..... 59
 Lampi..... 17
 Mendenhall School of Auctioneering17
 NAAA.....31
 Reppert School of Auctioneering 59
 Roller Auction..... 65
 Satellite ProLink, Inc.17
 Shetron..... 7
 St. Jude Children's Research Hospital.....61
 United Country Auction Services BC
 USA TODAY 40
 World Wide College of Auctioneering ..43

Want to advertise in Auctioneer?

Contact: Adam Kenne
 (913) 563-5421
 akenne@auctioneers.org



design
development
photography
copywriting

illumoscommunications.com
 a creative collaborative for small businesses



Chinese Stamp Buyer
 Pay top \$ for Asian Stamps
Jonathan Fenn
 President, JSF Holdings, Inc.
 jon@chinesestampbuyer.com
 www.chinesestampbuyer.com
 307/690-0925
email images for a cash offer

Pay Finder's fee to collectors/dealers who make me aware of estate auction collections

MARKETING On Point
 Helping Auctioneers and their Clients Succeed.
 The #1 Solution for Marketing, Education & Service.



Simply. SPL
 863-606-0200 • SATELLITEPROLINK.COM

ONE OF A KIND

14K yellow gold with 18K gold nuggets on flanks.
 Total 2.25-carat brilliant cut diamonds. All matched GIA color and SL 1-2 clarity. Total gold weight 29.7 grams, size 13. Never worn.
 jseverson1944@yahoo.com **\$12,000**

10K yellow gold .50 carat brilliant cut diamonds with GL A grade G-H color, VS-1 clarity. Gold weight 17 grams, size 12-1/2. Has been worn.
 jseverson1944@yahoo.com **\$5,000**




ABSOLUTE AUCTION
HAGER FARM & RANCHES
 33,667 ± Acres in 54 Tracts or Custom Combinations

NOV. 7TH & 8TH AND DEC. 4TH
WESTERN KANSAS

Exceptional Auction Properties
 WWW.HALLANDHALL.COM | AUCTIONS@HALLANDHALL.COM | 800.825.8747

Coming up in June/July ...

Auction companies are some of the best marketers in the world, and it's again time to honor those marketing efforts! Winners from among nearly 800 entries will have been announced in late May, but we'll unveil all first and second-place winners from this year's 2018 NAA Marketing Competition Presented in Partnership with USA Today!

NAA STAFF

Administration

Chief Executive Officer

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

Conference and Show Manager

Joyce Peterson
(913) 563-5439
jpeterson@auctioneers.org

Accounting

Director of Finance & Administrative Services

Rhonda Truitt
(913) 563-5422
rtruitt@auctioneers.org

Accounting Associate

Cherie Ashton
(913) 563-5434
cashton@auctioneers.org
Becky Pepin
(913) 563-5432
bpepin@auctioneers.org

Membership

Membership Manager

Brandi McGrath Kong
(913) 563-5429
bmcgrath@auctioneers.org

Membership Coordinator

Laina Gunsallus
(913) 563-5425
lgunsallus@auctioneers.org

Membership Assistant

Marilyn Wyatt
(913) 563-5431
mwyatt@auctioneers.org

Education

Director of Education

Aaron Ensminger, CAE
(913) 563-5426
aensminger@auctioneers.org

NAF Administrator & NAA Education Program Specialist

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

Education Coordinator

Cynthia Malone
(913) 563-5438
cmalone@auctioneers.org

Communications

Director of Communications

Curtis Kitchen, CAE
(913) 563-5424
ckitchen@auctioneers.org

Sales Coordinator

Adam Kenne
(913) 563-5421
akenne@auctioneers.org

Content Developer

Emma Dougherty
(913) 563-5430
edougherty@auctioneers.org

NATIONAL AUCTIONEERS ASSOCIATION INDEX

NAA Board of Directors 2017-2018

Officers President

Scott H. Shuman, CAI
(970) 716-2120
Scott@HallandHall.com

Vice President

Tim Mast, CAI, AARE
(731) 934-4331
tmast@tranzon.com

Treasurer

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

Chair of Education Institute Trustees

Janine Huisman, CAI, AMM,
CAS, BAS, GPPA
(209) 745-4390
janine@huismanauction.com

Past President

John S. Nicholls, CAI, AARE,
AMM
(540) 898-0971
john@nichollsauction.com

Chief Executive Officer

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

Foundation Representative

David Huisman, CAI
(209) 745-4390
david@huismanauction.com

Directors

Term expiring 2018

Matt Corso, CAI, CES
(888) 307-6545
matt@marknetalliance.com
William T. McLemore, CAI
(617) 517-7675
will@mclemoreauction.com

Directors

Term expiring 2019

Jason Winter, CAI, AARE,
AMM, CES
(816) 884-1987
jasonbwinter@me.com

Directors

Term expiring 2020

Trisha Brauer, CAI, BAS
(913) 481-8280
trisha@takingbidsbenefit
auctions.com
David Whitley, CAI, CES
(970) 454-1010
david@Whitleyauction.com

Presidential Appointee

Scott Stump
(800) 280-7272 ext. 713
sstump@vivayic.com

National Auctioneers Foundation Board of Trustees 2017-2018

Officers President

Mike Jones, CAI, BAS, GPPA
(214) 906-5265
mike@United-SCS.com

Vice President

David W. Huisman, CAI
(209) 745-4390
david@huismanauction.com

Immediate Past President

J.J. Dower, CAI, AARE,
AMM, CES
(423) 569-7922
jjdower@ayersauctionrealty.com

Treasurer

William L. Sheridan, CAI,
AARE, GPPA
(517) 676-9800
bill@sheridanauctionservice.com

Trustees

Terms expiring 2018

John Dixon, CAI
(770) 425-1141
john@johndixon.com
Lonny McCurdy, AARE
(316) 683-0612
lmccurdy@mccurdyauction.com
Scott Steffes, CAI, CES
(701) 237-9173
scott.steffes@steffesgroup.com

Trustees

Terms expiring 2019

Barbara Bonnette, CAI,
AARE, GPPA
(318) 443-6614
barbara@bonnetteauctions.com
Christie King, CAI, AMM, BAS
(256) 467-6414
cking@ckingbenefits.com
Lance Walker, CAI, BAS, CES
(901) 322-2139
lance@WalkerAuctions.com

Trustees

Terms expiring 2020

Jay D. Nitz, CAI, MPPA
(402) 727-8800
jaynitz@omni-tech.net
Scott Robertson, CAI, BAS
(239) 246-2139
scott@thevoe.com
Kim Hagen, AMM
(770) 838-0552
kim@hrsgold.com

NAA Board Representative

NAA Past President

John S. Nicholls, AARE, AMM
(540) 220-8848
john@nichollsauction.com

Executive Director

Hannes Combest, CAE
(913) 563-5413
hcombest@auctioneers.org

Foundation Staff

Lois Zielinski, Administrator
(913) 563-5427
lzielinski@auctioneers.org

NAA Auxiliary Board of Trustees 2017-2018

Officers Chair

Terri Walker
(901) 413-9738
terri@walkerauctions.com

Vice Chair

Krista Shuman
(970) 978-5928
krista@hallandhall.com

Past Chair

Debra Brock
(316) 641-0748
djbrock2@cox.net

Secretary

Britni Rogers
(336) 528-0511
britni@rogersrealty.com

Executive Secretary

Lucinda Terrel
(816) 830-7001
lrterrel@hotmail.com

Trustees

Kay Kruse

(260) 645-0205
kaykruse@gmail.com
Angela Johnson
(352) 672-2038
johnsonsix1994@gmail.com
Hannes Combest, CAE
(913) 541-8084 ext 13
hcombest@auctioneers.org

Member at Large

Peg Imholte
(320) 250-1200
peggyimholte@gmail.com

NAA Education Institute Trustees 2017-2018

Officers Chair

Janine Huisman, CAI, ATS,
BAS, GPPA
(209) 745-4390
janine@huismanauction.com

Vice Chair

Thomas C. Jordan, CAI, AARE,
ATS, CES, MPPA
(919) 832-8005
bid007@nc.rr.com

Trustees

Through July 2018

Jimmie Dean Coffey, CAI,
AARE, ATS, BAS, CES, MPPA
(812) 822-3200
jcoffey@unitedcountryin.com

Trustees

Through July 2019

Beth Rose, CAI, AARE
(419) 534-6223
beth@bethroseauction.com
Philip Gableman, CAI,
ATS, GPPA
(845) 635-3169 x100
Philipg103@gmail.com

Trustees

Through July 2020

Sherman Hostetter, CAI,
AARE, BAS, CES, GPPA
(724) 847-1887
sherm@sherm.biz
Wendy Lambert, BAS
(817) 946-2114

NAA Representative

Tim Mast, CAI, AARE
(731) 934-4331
tmast@tranzon.com



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

NAA advertising notice to readers

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

**Helping people
Find Their Freedom for
more than 90 years.**

There is a reason why United Country Real Estate continues to grow after more than 90 years in business. Our longevity provides a solid foundation for a thriving future.

FIND YOUR FREEDOM[®]

**Invest in your future and grow your business.
Contact us today!**



**Auction
Services**

800.444.5044 | JoinUCAuctionServices.com

