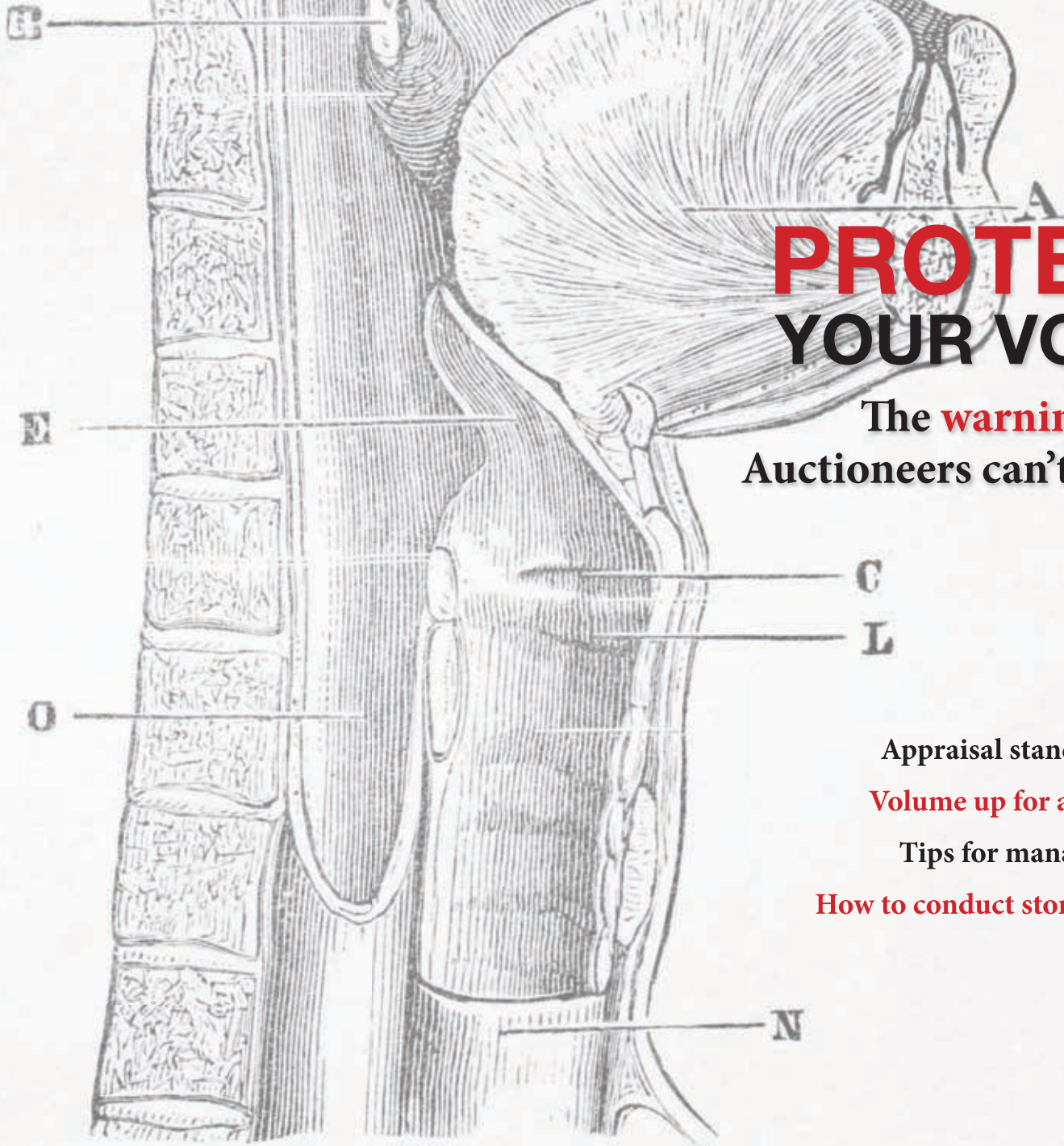


# Auctioneer

MARCH 2011

The official publication of the National Auctioneers Association



## PROTECT YOUR VOICE

The **warning signs**  
Auctioneers can't ignore

Appraisal standards update

**Volume up for auto auctions**

Tips for managing change

**How to conduct storage auctions**

FIG. 28.—SECTION OF MOUTH AND THROAT.

A, The Tongue.  
B, The Uvula.

C, Vocal Cord.  
E, Epiglottis.  
L, Larynx.

N, Trachea.  
O, Œsophagus.



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# Auctioneer

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March 2011 Volume 63 Number 3



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# Change, economy important topics for Conference and Show



By B. Mark Rogers, CAI, AARE, NAA President

Can you believe it's already March?

Can you believe that we only have five months until we head down to Orlando, Fla., for the annual International Auctioneers Conference and Show?

It's true!

In fact, check out what has been included with this issue of *Auctioneer* — it's the Conference and Show brochure. You'll see that we kept the same schedule as last year. We start on Tuesday night with the Welcome Reception, and we'll end with the Volunteer Recognition Luncheon on Saturday at 12:30 p.m. This allows you to still leave Orlando on Saturday, giving you Sunday to rest, relax or if you must work.

By shortening the event to three and a half days, we have placed the focus on what matters most: quality education, a diverse trade show and contests and fun throughout the evenings. But we are also all about giving you time to visit with your friends and Auctioneer family from across the country.

Recently, I had the privilege of meeting with the Council on Future Practices in Las Vegas. As you may remember, this group is part of the plan we unveiled to the membership last year in Greensboro, N.C., called "E-ssential NAA." In short, the Board of Directors wants a plan that will make the National Auctioneers Association essential for you and your business. In order to do that, we have revised our governance process and have appointed an 11-person council of individuals who are talking about societal changes and how they affect the auction industry. This group will issue a report for the Board of Directors to discuss during its April meeting.

One of the things we discussed at the council's meeting in January was that the pace of change has accelerated in our world today. And as a result, the NAA must be positioned to change with it. What that means is unclear, but we are starting in this month's issue of *Auctioneer* to talk about change. What change have you experienced in your career? What changes do you expect will occur in the future? Why is change so hard for some of us? Change will be discussed significantly at Conference and Show in July.

One thing on everyone's mind is the economy. This will be a key discussion we will have at conference this year. In fact, Alan Beaulieu, an economic forecaster and president of the Institute for Trend Research and principal and managing partner of ITR Capital Partners will be our keynote speaker July 13. Mr. Beaulieu will customize his keynote for the auction industry, citing relative trend history and presenting his economic forecast that will both enlighten and entertain us all. And that's just the start of the program.

Check out the brochure, but more importantly, continue to check [www.auctioneers.org](http://www.auctioneers.org) as more details become available.

Times are changing, and in order for Auctioneers to continue to be relevant, it is important that the NAA offer quality education to help us prepare for that change. I think you will agree with me that we have accomplished that in our programs to be offered at Conference and Show.

We know that this is a commitment for you. You are talking about committing your time and dollars. With a two-day supersaver, airfare and lodging, you could spend \$1,000 or so. But what will you take home? Tools, techniques and tips that will help you prepare your business for the future.

But also realize that the conference is still fun ... I ran into Lonny McCurdy (AARE, of McCurdy Auction, LLC, Wichita, Kan.) at the Kansas Auctioneers Association convention in January. He and his family have been going to Conference and Show every year since his children were small. This year, they will be rooting for their daughter, Megan, CAI, BAS, in the International Auctioneer Championship.

Change happens, children grow, but conference is still the place to be in July. I hope to see you there!

A handwritten signature in black ink, appearing to read "B. Mark Rogers".



# Hall of Famer's business built on honesty

Dear editor,

I'm writing to share with you and National Auctioneers Association members more information on Lloyd Michael Jr. of Michael Auction Service, Julesburg, Colo., who entered the Colorado Auctioneers Association's Hall of Fame this year.

Lloyd "Mike" Michael is the owner and President of Michael Auction Service, one of the leading auction companies in Northeastern Colorado and the Nebraska panhandle. Michael Auction Service conducts 50 plus auctions a year for customers, in addition to many charitable auctions. The business began in 1943 when Mike's father, Lloyd Michael Sr., sold chickens and eggs outside the local auction barn. At the tender age of 5, Mike would go with his dad to the sale barn, and dressed in his fancy cowboy gear and whip, he would chant along with the Auctioneers as livestock was sold. Young Mike was only 12 years old when he called his first auction. It was an estate sale at the "Hobby Shop" in Julesburg. It was then that the auction bug bit him, and he knew he was going to be an Auctioneer. Mike began to study books on antiques, collectibles, farm equipment and scale-model farm equipment. Today, he is one of the foremost experts on farm toys and collectibles in the U.S. With his vast knowledge, he is hard to stump.

Michael Auction Service has been built on a solid, honest reputation. Requests for his services come from all over the U.S. Before an auction that took place last year in Burlington, Colo., Mike received a surprise phone call. The upcoming auction featured a 1907 White steam car. The caller ID read "Hollywood Studios, California," and the phone call was from talk-show host Jay Leno. Leno was inquiring about the steam car to add to his collection. In the end, the car sold for \$181,000, though Leno was not the buyer.

Mike was the Colorado Auctioneers Association President in 2000, and that same year he was the association's bid-calling champion.



Lloyd Michael Jr. (left) of Michael Auction Service, Julesburg, Colo., became a Colorado Auctioneers Association Hall of Fame member this year. Photo by Courtney Ostblom

As Mike quips, "That was a good year." Mike has also had the blessing of a true partner, both in business and in life, in Mary Michael, his wife of 23 years. As everyone knows, "She is the glue of the outfit." Mike and Mary have two children; Chris, who attends Colorado University in Boulder; and MaKayla, who is a junior in high school.

Mike is an elder at Saint Paul's Lutheran Church in Julesburg. He is a member and past president of the Sedgwick County Rotary Club, a substitute teacher and coach of the Julesburg Junior High basketball team. In the fall, Mike can be found in Boulder cheering on the Colorado University Buffaloes at their home football games ... Go Buffs!

Michael Auction Service employs three full-time Auctioneers, as well as a complete clerking and cashiering staff. It conducts all types of auctions, but specializes in households and large estates, antiques and collectibles, farm equipment, coins and Western and Indian collectibles. Michael Auction Service's motto is "If you do good work, you'll always have good work to do."

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# Board member proud of role in helping improve the NAA's fiscal health

By J.J. De Simone  
*Special to Auctioneer*

J.J. Dower, CAI, AARE, was not born into the auction industry like many Auctioneers.

But that doesn't mean auctioneering isn't in the family. His father-in-law is former National Auctioneers Association President Hack Ayers of Hack Ayers Auction & Real Estate, LaFollette, Tenn.

"I've been married for 26 years, and I've been in the office for 25 years," says Dower, also of Ayers Auction & Realty, MarkNet Alliance Member, LaFollette.

"Now, my brother-in-law and I directly run the business, but we've all been helping with the office for a long time. I guess you can say I'm a second-generation Auctioneer, once removed."

Dower's wife, Traci Ayers-Dower, CAI, AARE, says from the beginning, her husband was not shy. On day No. 1, Traci says Dower arrived with the intention of being the best Auctioneer he could be.

"He jumped right on in," Traci Dower says. "My dad was very happy to have a son-in-law interested in the business. So my dad took him under his wing and trained him in the process. J.J. was very motivated."

Dower specializes in real estate auctions.

"Our specialty has always been real estate," Dower says. "Hack started in 1957 when he bought half interest in an auction company. By 1970, he wanted to get into real estate. So by the time my brother-in-law and I came along we were primarily known as real estate Auctioneers. Eventually, our clients changed from farmers to banks, but we're still real estate Auctioneers."

## The MarkNet Alliance

Kurt Aumann, CAI, ATS, of Aumann Auctions Inc., Nokomis, Ill., is Dower's friend and business partner. Aumann says his first meeting with Dower inspired the



J.J. Dower, CAI, AARE, of Ayers Auction & Realty, MarkNet Alliance Member, LaFollette, Tenn., with his wife, Traci Ayers-Dower, CAI, AARE, and daughters, Alissa and Addison. Submitted photo

two to create the MarkNet Alliance, a membership-based network of auction companies.

"I met him at the NAA winter symposium many years ago," Aumann says. "He was speaking on business diversification. I was impressed by his speech, so we went out to continue talking. We've been close acquaintances since then."

An NAA member since 1987, Dower has attended many Conference and Show events throughout his career. They also serve as summer vacations for Dower and his family.

## Board contributions

As such, he says the NAA community has become an



extended family to him. Therefore, the decision to run for the Board of Directors in 2008 was not one he had to think about too hard.

When Dower was elected to the Board, the NAA was in the midst of a difficult financial situation. Over the course of his tenure, though, he says the Board worked to get the financial problems in order, and that is an accomplishment in which he says he is most proud to have been involved.

He also says he is pleased to have contributed to Auction Enews and the creation of new NAA websites.

“When I got elected I had no idea our financial situation was bad,” Dower says. “It was a pretty scary situation. We’ve had to make some hard cuts — the staff is no longer the same size, and we cut some benefits. But like everyone else in America, we’ve had to make do with what we have.”

Aumann says Dower ultimately serves on the Board for one simple reason.

“He really loves the industry,” Aumann says. “He has lots of reverence for the people in the industry and the profession.”

Dower and his wife have two daughters. Addison, 23, is in law school, and Alissa, 20, is in pre-pharmacy. □



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# Avoid public accusations of collusion

## Auctioneers have options if they suspect wrongdoing

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.



Bachman is an attorney and licensed Auctioneer from LaGrange, Ind. He can be reached at (260) 463-4949 or [krbachman@beersmallers.com](mailto:krbachman@beersmallers.com).

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

### How can I protect my seller from fraud?

**Q:** What should I do if I suspect bidders of collusion while I'm calling or conducting an auction?

**A:** Collusion is an agreement between two or more people to defraud another person of something in which that person has a legal interest. In an auction setting, obtaining the evidence necessary to successfully accuse, prosecute and obtain a judgment against bidders who are suspected of colluding is difficult. However, there are a few measures that Auctioneers can take in order to control the potential problems associated with such conduct.

Auctioneers should consider the evidentiary requirements to prove collusion. At an auction, the only documentation regarding bidders' conduct is usually the registration agreement and any notices that have been posted. In addition, bidders who have purchased items may have receipts for payment. Consequently, any documentary evidence that would substantiate collusion between two bidders will not exist in the Auctioneer's ordinary records. In other words, the evidence of collusion would be based on circumstantial evidence. There must be evidence to establish the agreement between two or more parties to suppress the bids. Any factual disputes will be determined by a judge or jury and will depend upon the credibility of the parties to the lawsuit.

### Exercise caution

Auctioneers should exercise caution before publicly accusing someone of collusion or fraud. If an Auctioneer publicly accuses someone of engaging in collusion without sufficient evidence, it could create problems. The public accusation could discourage other bidders from bidding at the auction and may affect the Auctioneer's reputation. In addition, publicly accusing someone of collusion could be defamation. If there is insufficient proof of collusion or the bidder was not engaged in collusion, the Auctioneer may unknowingly open himself or herself up to liability for damages. A statement that is made publicly regarding someone's character in a negative manner may subject the speaker to a suit for defamation — a false attack on someone's character or reputation. Consequently, if an Auctioneer elects to confront bidders he or she suspects of collusion, the Auctioneer can take a break and talk to the individual or individuals in private.

If an Auctioneer observes suspicious behavior by two or more bidders, it is important to watch them carefully for any indication of collusion. Could there be a reasonable explanation for their suspicious conduct? If an Auctioneer suspects that the bidders are colluding, then the Auctioneer should make physical notes regarding the names and addresses of the suspected bidders. While these observations of collusion at one sale may not be enough to prove an agreement to suppress the bids, they may be sufficient to support such a conclusion when added to other observations. If an Auctioneer observes a pattern of conduct over time by the same individuals or bidders, it may establish bidding patterns that would be persuasive evidence.

**Please leave**

If an Auctioneer has noticed the same two bidders, for example, have a pattern of acting improperly at prior auctions, the Auctioneer can refuse to allow them to register as bidders or can ask them to leave. Auctioneers generally have the discretion to deny persons the opportunity

to register and attend their auction sales. If the situation is out of the Auctioneer's control, after discussing the issues with the seller, it may be appropriate to terminate the auction. The seller can withdraw property or cancel a reserve auction. Before terminating the auction, though, the Auctioneer should discuss this option with the seller. If bidders begin to intimidate or threaten other bidders, the Auctioneer should consider calling the police. The police can conduct an investigation in an effort to determine whether any crimes have been committed.

Proving that two or more bidders have entered into an agreement in order to defraud the seller is extremely difficult. Consequently, Auctioneers can take preventative measures, such as posting notices and making general announcements, to reduce the likelihood of collusion. Auctioneers should exercise caution and avoid publicly accusing a suspected bidder of illegal conduct. Making such public accusations will only invite costly and time consuming litigation, and, potentially harm the Auctioneer's business and reputation. □



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# Inside tips on marketing

## Auctioneers must understand unique dynamics of sales



By Steve Proffitt

I have a lawyer-friend who is a collector of high-end antiques. He has been a regular auction buyer and seller for many years, and I heard from him in response to a column in which I addressed the key factors that help determine selling prices in auctions. One of those factors is “marketing,” about which I wrote: “It is common sense, and supported by our daily experience, that the wider and more frequently something is marketed, the stronger the demand for it will be. In an auction, that translates into more bidders placing more bids which equal higher selling prices.”

My friend replied, “Steve, you are right on, but there’s more you might want to get into on this. Here are several experiences I’ve had that will help make some important points.”

The principles my friend sent to me apply to most anything sold at auction, so there is something here for every Auctioneer. His main point is that properly “marketing” a valuable asset for auction requires a lot more than simply advertising it. He gave four examples to underscore that point and impart as many lessons.

### Example one

An errant description can lead to an adverse result. The attorney recalled this experience: “An official I know, with an outstanding museum, and I were at an auction when a Chippendale table came to the block. The piece had no picture in the sale catalog, and it was incorrectly described as ‘Federal.’ We watched as two dealers who knew what the piece was pushed it to \$50,000, but it would have sold for far more had it been properly marketed.”

### Lesson

If an Auctioneer has a potentially valuable piece, the Auctioneer needs to learn all that he can about the item before offering it for bidding. This would include encouraging a seller to engage an expert to appraise an item ahead of an auction. If the seller declines, the Auctioneer might want to hire an appraiser directly should the circumstances point to the need to do so. The attorney’s experience shows that top bids will not be placed for items that carry wrong descriptions. A prudent and professional Auctioneer wants

to avoid this kind of situation and result.

### Example two

The attorney also spoke to the need to provide a full description that includes the key points about what is being offered: “I had a Philadelphia Chippendale late 18th century desk to sell. It has a magnificent serpentine interior. I took the piece to an auction house, and it was supposed to be included in the printed catalog for the auction. The wrong picture was posted online and was not corrected until just a few days before the auction. The desk was not included in the printed catalog. Most importantly, the wonderful interior, which was the real selling point, was never shown. The result of all of this was predictable — fewer bidders for a fine piece and a sale price that was too low.”

### Lesson

Every Auctioneer should be diligent and exercise care to properly market valuable lots. The failure to do so can readily translate into depressed selling prices that will equal less money for sellers, reduced commissions for the Auctioneer and the risk of a legal or regulatory claim being brought by a seller against the Auctioneer. The proper marketing of such lots requires that the proper “buttons” be pushed to gain the attention of prospective bidders — such as knowing the importance of highlighting the interior of a desk like this to draw the best response for it.

### Example three

Timing can play a very important role in successful marketing. The attorney related a story about an auction house that had planned, prepared and advertised an auction that included some really good pieces. The date for which the event was scheduled turned out to be the same as another auction house’s auction that included more and even better lots. On the date of these events, the top dealers went to the better sale, while my friend chose to attend the lesser one. He found several good pieces that were not being scrutinized by the usual experts, and he picked them up at “reasonable and not out-of-this world prices.”

### Lesson

My friend has a contrarian’s view of buying at auction. Buyers who want the best chance to capture a bargain are better off to go to an auction where bidding demand will

be lower, along with selling prices. Auctioneers should consider how this dynamic can work against them and try and schedule their auctions, where possible, to avoid same-time, head-to-head competition with a competitor's better offerings. Where a conflict of auctions occurs, and it is possible and reasonable to do so, an Auctioneer might want to adjust the inventory for an event so that premium pieces will not be met with subpar bidding demand and hammer prices.

**Example four**

The attorney emphasized that another key aspect of marketing goods at auction is to know how much a given market can absorb at a given time and place. He recalled an auction of a fine collection of a type of goods that has a somewhat narrow following. The pieces were some of the finest to be had and there was good interest in them. However, this was a very large collection with many lots to be sold. The result was that some early pieces hit high numbers, while those that followed tailed off sharply in selling price. The lawyer rightly concluded there "was more (for sale) than the collectors could muster money for on one occasion. Knowledgeable observers said the collection should have been divided and sold over three auctions." Auctioneers need to study a market to try and determine the potential absorption rate that exists for an inventory of like goods to be sold and then schedule the

offering to accommodate this rate — even if that means going with multiple events spread over a period of time.

**Lesson**

Marketing for maximum sale results takes careful planning and execution. Sometimes it takes extra patience, too, and Auctioneers should exercise it where needed.

My friend shared some great insight that can benefit auction sellers, buyers and Auctioneers, too. I hope you will find some nuggets in his experience that will help you in your auctions.

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

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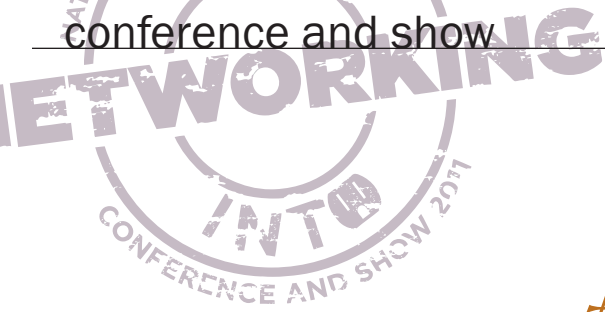
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# A step ahead

## Conference education to prepare Auctioneers for change, provide key strategies for growth

By NAA staff

In business, it's a pretty sure bet most Auctioneers don't want to be a step behind.

In fact, no matter what stage of the auction profession they're in — rookie up to veteran — Auctioneers want to know the latest, proven and most profitable methods of doing business now ... not years from now.

With that in mind, programming for the 62nd annual International Auctioneers Conference and Show is ready for leaders who want to grab the reins of change, manage booming businesses and strengthen client relationships.

### In the family

Arguably some of the biggest changes in the auction industry come in a form to which many Auctioneers can relate — family.

Sons or daughters take over, auction legends pass away and friends, family and longtime employees come and go.

Greg McCann, founder of McCann & Associates, Deland, Fla., says owners of family-based businesses, or business owners in general, must face head on what he calls "transitions."

"'Succession' congers up this notion of the throne, and once every generation you replace who is on the throne," he says.

"If you say it's really about transitions and family and business and ownership, then you're constantly looking towards or recovering from a transition. It frames it as more of an ongoing process rather than a once-in-a-generation event."

With 12 years of classroom instruction and another dozen in business consulting under his belt, McCann plans to help Auctioneers answer some of the toughest questions they face when confronted with "transitions" in his

presentation, "Running the Family Business: The 8 Biggest Challenges."

He says business leaders today must adapt to ongoing change, as even small, local businesses are now affected by things such as political crises occurring half a world away.

"Not to be prepared for change is almost no longer an option," he says.

"Whatever business any of us are in today won't be the same business in a decade."

And in part, that probably presents a good case for why National Auctioneers Association members should know the ins and outs of their businesses, whether they're just starting out or are ready to post another year of multimillion dollar sales.

Auctioneers must continue to improve upon successful processes, says Cindy Soltis-Stroud, BAS, of Blue Fox Auctions & Consulting, Boerne, Texas, who will help present "QIP: Creating a Quality Improvement Plan."

### ISO 9001

For this educational session, Soltis-Stroud says she will present NAA Auctioneers with the principles of the ISO 9001 quality management system, something in which Blue Fox is certified. Soltis-Stroud and her husband, Rick Stroud, BAS, who also plans to participate in the session, are certified ISO 9001 auditors.

Soltis-Stroud says the system provides business owners best practices for evaluating their businesses. Auctioneers can improve upon their companies once they have established clear goals and measurement systems, she says.

NAA Auctioneers should take back from Conference and Show a "quality statement" for how their businesses will succeed. Soltis-Stroud says it's important for Auctioneers to have a clear understanding of how their businesses operate, from top to bottom.

## Education you can't miss at Conference and Show

### "Running the Family Business: The 8 Biggest Challenges."

Greg McCann,  
McCann & Associates

### "QIP: Creating a Quality Improvement Plan."

Cindy Soltis-Stroud, BAS, and Rick Stroud, BAS,  
Blue Fox Auctions & Consulting

### "Integrity Selling: Putting the Service-Profit Chain to Work."

Phil Monetti,  
The Integrity Team Inc.

"And as they grow they start delegating those responsibilities," she says. "So the key is, when you start delegating those responsibilities, how do you ensure consistency, and how do you ensure that when your personnel changed from one hand to another or they got promoted within their business, that the model stays consistent."

It's quite possible one of the most important parts of an Auctioneer's business model in some way relates to sales and customer service. And to learn how to get more from both, internationally known speaker Phil Monetti of The Integrity Team Inc., Severn, Md., plans to present "Integrity Selling: Putting the Service-Profit Chain to Work."

### Service = sales?

Monetti says many business owners look at sales as a positive, while customer service is relegated as more of an overhead expense. This can be a mistake.

"When we really examine the service-profit chain, we realize that excellent service can and does generate revenue and profit," he says.

Monetti, who has worked with professionals in the auction field for the past couple of years, says he plans to provide Auctioneers a time-proven formula for creating value in customers' minds.

He says auction companies shouldn't have to be the lowest-cost service providers in town. Rather, they can acquire more loyal clients and charge premium fees.

Once they acquire these clients, Monetti says Auctioneers can build upon the "human element," which he defines as an adviser-client relationship. An Auctioneer who acts as an adviser can empathize with the client, anticipate when things might go wrong and recommend solutions.

"Even though on the outside (customers) might look very confident and having their act together, often they are troubled, just like their assets are troubled," he says. "It really takes additional empathy and understanding and creativity." □

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## March

### CAI Next

March 20-22 in Bloomington, Ind.

### CAI

March 20-24 in Bloomington, Ind.

## April

### Auction Technology Specialist

April 1-3 in Sacramento, Calif.

### USPAP

Baltimore



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# Appraisal Foundation updates the NAA on plans for new qualification criteria

## Stricter standards for personal property appraisers could be years away

By Bryan Scribner  
*editor*

The Appraiser Qualifications Board, sponsored by The Appraisal Foundation, continues to modify proposed changes to its “Personal Property Appraiser Qualification Criteria.”

It could take about four more years for the Board to adopt new criteria, according to a Feb. 2 letter from Rick Baumgardner, chairman of the Board, who updated the National Auctioneers Association on the group’s plans.

In a story from the November issue of *Auctioneer*, it was reported that new “Personal Property Appraiser Minimum Qualification Criteria” was set to take effect Jan. 1, 2012. This was according to a March 9, 2010, document from the Qualifications Board.

Now, it seems perceived urgency to obtain a qualified appraiser designation before 2012 has subsided.

Implementation of the changes “will likely not be in 2012, but rather sometime around 2013 or 2014, to provide organizations that are required or choose to adopt the Criteria plenty of time to make any needed adjustments,” Baumgardner says in the letter.

### Criteria is voluntary

In addition, the letter states “Personal Property Appraiser Qualification Criteria” is now voluntary for personal property appraisers unless they have personal property membership designations from sponsors of The Appraisal Foundation. The NAA is a member of The Appraisal Foundation’s

Advisory Council and is considering becoming a sponsoring organization, says Michael Avery, Director of Education for the NAA.

The Appraisal Qualifications Board establishes minimum education and experience requirements for appraisers.

The group published proposed changes to its “Personal Property Appraiser Qualification Criteria” in an “exposure draft” available on The Appraisal Foundation’s website at <https://appraisalfoundation.sharefile.com/d/s5d5d9a9af-3f4793a>. The Board issued the draft Oct. 26.

The deadline for written comments on the draft was Feb. 15, and the Appraiser Qualifications Board planned a public meeting for oral comments in Tampa, Fla., on Feb. 25.

The NAA’s Education Institute has a Graduate Personal Property Appraiser Committee that plans to continue to observe the changes to the “Personal Property Appraiser Qualification Criteria” from public-comment phase through adoption, Avery says. The NAA is considering changes to its GPPA curriculum in order to stay in compliance with the qualification criteria, once approved.

Avery says the GPPA committee will continue to provide NAA members with updates on the qualifications criteria as it receives further information from the Appraiser Qualifications Board.

Also in the Feb. 2 letter, Baumgardner explains the proposed changes now do not mandate that experience obtained after Jan. 1, 2012, comply with Uniform Standards of Professional Appraisal Practice (USPAP).

Further, the letter clarifies the November story, which reports personal property appraisers would have to provide proof of 1,700 hours of personal property appraisal experience in area(s) of specialization. The Board is proposing the criteria require personal property appraisers to have 700 hours of experience in area(s) of specialization. □

# MOTORING ALONG

## Price, volume increases rev up auto auction industry

By Bryan Scribner  
*editor*

An increase in new and used vehicle sales could strengthen the auto auction market in 2011.

New vehicle sales were up 11 percent in 2010, and used vehicle sales increased 4 percent, according to the National Auto Auction Association (NAAA), Frederick, Md.

Likely as a result, fourth-quarter 2010 auction volume was up 1.4 percent over the same time in 2009. This increase marks the first year-to-year volume gain since early 2008, the auto association reports.

“In 2010 the volume was down 5.7 percent, that’s the third annual decline in a row,” says NAAA Executive Director and National Auctioneers Association member Frank Hackett. “But I think we’re starting to see the volumes looking a little bit better in the last quarter.

“What we’re going to see is volumes increase probably in ’11 and in ’12. They’re not going to be big increases, but we’re going to see it go up again.”

The NAAA attributes strong auction prices in 2009 and 2010 to supply constraints created by the recession. In

2010, prices increased 3.7 percent over 2009. “The average price per vehicle is definitely up,” Hackett says. “People are paying more in the lanes for those vehicles, and that’s because there’s been a shortage of vehicles.”

### Strong ending

Sara Edgington, CAI, AARE, CES, who conducts auctions on location for about 10 dealerships in her area, says her company, TNT Realty, Auction & Appraisals, Round Rock, Texas, had a strong 2010.

“Typically we have seen that the last part of the year, the last quarter, kind of gets slow,” she says. “This last year, we finished very strong. It almost was like we were

already in the January, February, March selling season.”

TNT works with dealerships on a monthly or semi-monthly basis, selling about 60 to 400 cars during a typical auction. The auto auctions are open to dealers only.

Edgington says prices have been up by as much as \$1,000 to \$2,000 per vehicle, though volumes have stayed the same. Dealer representatives, she says, have been happy with the good prices.

She attributes the increase in auto auction prices to a surge

### Auto auctions by the numbers

Percentages represent increase/decrease over previous year

	2009	2010
Auction volume	-5.5%	-5.7%
Auction prices	3%	3.7%

Source: National Auto Auction Association

auto  
auctions



Photo courtesy Manheim

in consumer confidence and dealer incentives that are encouraging people to buy new cars.

"I'm very optimistic," she said Feb. 15. "We're starting strong again. It's about ready to be tax season, and I had an auction yesterday, and I could see the momentum was picking up."

Specifically, Edgington says attendance is increasing and bidding is strong.

### Good attendance

Casey Enlow of Enlow Auctions, Sapulpa, Okla., who sells for Manheim, conducts about 230 auto auctions per year.

He also says prices and volume are increasing.

"I just flew in from a sale in Dallas, and we had one of the biggest turnouts I've ever seen at that sale," he said Feb. 15. "We ran seven lanes, ran about 700 cars and had 1,150 bidders."

Enlow says he thinks the economy, and along with it the auto auction industry, hit bottom over the summer and

is now rebounding. He says Manheim Dallas, in particular, is now getting closer to its pre-recession volumes.

In 2011, the auto auction association expects new vehicle sales to increase about 17 percent and used vehicle sales about 6 percent. An increase in new sales could provide a small gain in auto auction volume this year, according to the NAAA.

"It's not even the big three (auto manufacturers) anymore," says the NAAA's Hackett. "You start adding in the rest of them that go along with the big three — Hyundai, Kia — everyone's doing pretty well." □

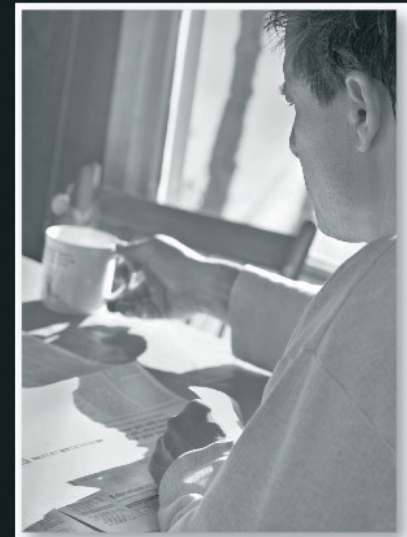
### Collecting in Kissimmee

Mecum Auctions, Marengo, Ill., achieved \$39.9 million in sales for its late January auction at Osceola Heritage Park in Kissimmee, Fla., and the company expected that number to surpass \$40 million following additional sales in its "The Bid Goes On" department, according to a news release.

Nearly 1,500 cars went up for bid during the auction with a 73 percent sell-through rate. Here are the top five sellers:

1. 1996 Riva Aquarama Special Hull #774 at \$975,000
2. 1963 Shelby Cobra DragonSnake at \$875,000
3. 1966 Shelby Cobra 427 Roadster at \$550,000
4. 1970 Riva Aquarama Series III Hull #416 at \$325,000
5. 1957 Ford Thunderbird DF Phase 1 at \$250,000

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# MANAGING CHANGE



Innovative thinking, listening can help Auctioneers harness risks

By Bryan Scribner  
*editor*

Resistance to change is common, and, in part, a result of fear, says Dale Mask, Vice President for Alliance Training and Consulting Inc., Overland Park, Kan.

When it comes to institutional change, people become comfortable with the status quo and therefore worry about how change will affect their jobs or value within an organization, Mask says.

To help alleviate these concerns, and therefore successfully transform businesses and other organizations, Mask says it's critical that leaders carefully develop an inclusive communications strategy that takes into account the following:

- One single change can have multiple consequences
- Change is a long-term process, and therefore once decided upon, it's critical to stick to a plan
- People included in the change process must be able to easily provide input
- Leaders must update stakeholders every step of the way

Change leadership expert and consultant Seth Kahan, Chief Executive Officer of Visionary Leadership, Glen Echo, Md., champions what he calls the "social" aspects of change management.

"If you're one of my stakeholders, and you and I go out for lunch together, and we have a conversation and come to an agreement about something that's important to both of us, that will have much more influence than if I issue you a statement, or a spreadsheet, or a mandate or tell you what it is that I'm going to do and ask for your support," he says.

## Emotional motivation

One of the best ways to begin the process of institutional change is to listen to the stories of people in the same or related fields, Kahan says. It's important to hear what others have to say about the industry, as he says most people are more motivated by emotions than statistics.

"People won't invest in change unless they feel it's going to be long term or that it's going to create some kind of a scale," he says, referring to the potential financial rewards of change.

Kahan says in implementing change strategies, Auctioneers should look at some of the biggest drivers of change today — globalization and technology — and how they are affecting the profession.

"What we do know is that technology is not going away," he says. "The pace of change with technology is going to continue to increase. It's not like there's been a wave, and now things are settling down."

The good thing about the auction industry, Kahan says, is it's made up of many small-business owners who have helped make the U.S. what it is today. The ability and willingness to change is a core competency of running a small business, and it's what makes Auctioneers successful, he says.

"Our ability to reinvent ourselves and to be innovative and to shift with new trends and new opportunities is one of the things that keeps America ahead of the curve," he says.

"You can't just hang tough when the tides turn. You've got to shift with those tides. Building that capacity to be innovative, to be opportunistic, to move to take calculated risks is part of what running a small business is all about."

After all, Kahan says, change is part of life. It can be risky, but those who are averse to risk are likely not the same people who are going to be successful in business.

"The difference is between somebody who kind of has their eyes squinted shut and their hands over their heads who's hoping it doesn't happen to them and somebody whose eyes are wide open and they're navigating quickly through a changing environment," he says. "You want to be that second person." □

# STEP BY STEP

Leaders must take eight steps toward effective change, according to John Kotter, Chief Innovation Officer for Kotter International Inc., Seattle. Here are his "8 Steps for Leading Change:"

## Step 1:

### Create a sense of urgency

Leaders who know what they are doing will "Aim for the Heart." They will connect to the deepest values of their people and inspire them to greatness. They will make the business case come alive with human experience, engage the senses, create messages that are simple and imaginative, and they will call people to aspire.

## Step 2:

### Creating the guiding coalition

No one person, no matter how competent, is capable of single handedly developing the right vision, communicating it to vast numbers of people, eliminating all of the key obstacles, generating short-term wins, leading and managing dozens of change projects and anchoring new approaches deep in an organization's culture. Putting together the right coalition of people to lead a change initiative is critical to its success. That coalition must have the right composition, a significant level of trust, and a shared objective.

## Step 3:

### Developing a change vision

A clear vision serves three important purposes: First, it simplifies hundreds or thousands of more detailed decisions. Second, it motivates people to take action in the right direction even if the first steps are painful. Third, it helps to coordinate the actions of different people in a remarkably fast and efficient way. A clear and powerful vision will do far more than an authoritarian decree or micromanagement can ever hope to accomplish.

## Step 4:

### Communicating the vision for buy-in

Most companies don't communicate their visions sufficiently. A single memo announcing the transformation or even a series of speeches by the Chief Executive Officer and the executive team are never enough. To be effective, the vision must be communicated in hour-by-hour activities. The vision will be referred to in e-mails, in meetings, in presentations — it will be communicated anywhere and everywhere.

Source: Kotter International Inc. at [www.kotterinternational.com](http://www.kotterinternational.com).

## Step 5:

### Empowering people and removing barriers

Remove as many barriers as possible and unleash people to do their best work. Typically, empowering employees involves addressing four major obstacles: structures, skills, systems and supervisors. Management information systems can have a big effect on the successful implementation of a change vision. Up-to-date competitive information and market analysis and the ability to communicate powerfully and effectively throughout the company in a cost-effective way can speed up feedback loops and provide information necessary for people to do their jobs more efficiently.

## Step 6:

### Generating short-term wins

For leaders in the middle of a long-term change effort, short-term wins are essential. Running a change effort without attention to short-term performance is extremely risky. The Guiding Coalition becomes a critical force in identifying significant improvements that can happen between six and 18 months. Getting these wins helps ensure the overall change initiative's success. Research shows companies that experience significant short-term wins by 14 and 26 months after the change initiative begins are much more likely to complete the transformation.

## Step 7:

### Don't let up!

The consequences of letting up can be very dangerous. Whenever you let up before the job is done, critical momentum can be lost and regression may soon follow. The new behaviors and practices must be driven into the culture to ensure long-term success. Once regression begins, rebuilding momentum is a daunting task.

## Step 8:

### Make it stick

New practices must grow deep roots in order to remain firmly planted in the culture. Culture is comprised of norms of behavior and shared values. These social forces are incredibly strong. Every individual that joins an organization is indoctrinated into its culture, generally without even realizing it. Its inertia is maintained by the collective group of employees over years and years. We keep change in place by creating a new, supportive and sufficiently strong organizational culture.

# Changes in business models help drive growth in a sluggish economy



By Seth Kahan

Over the past two years I worked with leaders of organizations large and small on how to drive growth in our sluggish economy, putting me in the position to see what's working and what's not in private-sector companies, public-sector agencies and associations of all kinds.

When I say growth I mean: (a) increased profits, (b) increases in revenue that will generate profits in the near term, or (c) increases in market penetration that will generate increased profits. This last version of growth is what I call a gateway

action because it opens the way to new sources of profit.

There is a dramatic difference between those organizations that are growing aggressively and those that are not. The latter group is hunkering down, hoping to weather the storm. Instead of driving expansion they are becoming marginalized, receding into the background, and as a consequence facing commoditization — not an enviable position.

## Window of opportunity

Here's the deal: As long as the economy is sluggish, we are actually experiencing an opportunity window. This

## There are three strategies that use Kahan's window for success:

### Strategy No. 1:

#### Focus on alleviating the constraints your customers are experiencing.

For example, a colleague of mine is executive director of a Florida real estate association — her members are Realtors. When the bottom fell out of the local market, most lost all of their income. My friend quickly realized that her customers needed money for survival and so she became an expert in job training for occupations easily picked up by Realtors. That not only generated revenue, but also established her organization as a source of much needed education. She built a good deal of trust and appreciation among her members.

*Column and strategies adapted and used with permission from Monday Morning Mojo newsletters written by Seth Kahan, Chief Executive Officer of Visionary Leadership, Glen Echo, Md. Check out [www.sethkahan.com](http://www.sethkahan.com) to sign up for free newsletters and for more information on managing change.*

### Strategy No. 2:

#### Transpose your core competencies to adjacent markets.

For example, Cardinal Health, Dublin, Ohio, began as a wholesale grocery business in the early 1970s. When it was clear that this business had reached its apex and consolidation was underway, Cardinal took its distribution expertise and entered the drug market. Through a series of strategic acquisitions, it moved into more businesses, always applying its core strengths to solve new problems.

Because Cardinal knew how to package and deliver drugs safely and had excellent relationships with hospital customers, it began to offer hospitals its services in-house. Soon, Cardinal was running pharmacies inside hospitals and providing drugs to patients through machines that eliminated human error in the dispensing of medications. All of these services were extensions of Cardinal's core competencies in distribution, offering clients reduced risk at a reasonable price.

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

Nylah loves baby dolls and dancing. She isn't one bit shy and loves to have her photograph taken. "Even when she developed a fever, she was the same happy child," said her mother. For weeks, Nylah had a fever on and off, but her energy level and smile never waned.

But when her mother noticed the left side of Nylah's stomach felt hard, she took her to the local children's hospital. There, tests revealed the baby had a tumor on her left kidney. "That moment changed my whole life," her mother said. The doctor was certain the tumor was cancerous, and immediately sent the family to St. Jude Children's Research Hospital®.

At St. Jude, doctors determined Nylah suffered from Wilms tumor. Her treatment included six rounds of radiation and surgery, followed by chemotherapy. Nylah responded well to treatment, and she'll return to St. Jude frequently for checkups.

Nylah loves St. Jude, especially the play areas. During appointments, she holds out her arm for her nurses to take her blood pressure and sits still when they take her vitals. "St. Jude is a blessing," her mother said. "The doctors and nurses are behind you 100 percent. St. Jude really feels like home."

For more information, visit [www.stjude.org/naa](http://www.stjude.org/naa).



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Nylah  
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window happens anytime satisfaction dips into the negative zone, meaning your customers are dissatisfied. They can be dissatisfied for quantitative reasons as when their margins or volume are down. But it is just as valuable an opportunity when they are dissatisfied qualitatively, meaning they are pessimistic or upset.

You see, when customers are dissatisfied, they want things to be other than they are and that is exactly the energy you can leverage to create new kinds of value. Their dissatisfaction is one of the necessary precursors to a favorable economy. The other is that you figure out how to generate that value through growth.

Keep in mind, the early stages of this value opportunity mean that the market as a whole does not recognize the opportunity. But, you will because you are making use of the opportunity window. □

## Strategy No. 3:

### Capitalize on your relationship assets (the people who trust you) to uncover new opportunities for value creation.

This is a strategy I often implement for clients because the results are immediate and insightful. While it is hard to read your own label from the inside of the box, the people who are closest to you can often see the opportunities you are poised to exploit as clear as a bell. Better than talking to one or two is to talk to many people who understand you, trust you, and can see the unique vantage points you enjoy.

Start by identifying the people to interview, those who are best positioned to

help you spot opportunities of which you can take advantage. Some interview candidates to consider include customers, staff members and competitors.

Your relationship assets are not to be ignored, especially in a difficult, sluggish economy. This is the time when people pull together to identify new solutions. Take the lead. Be willing to hold the flashlight as others navigate the dark. It can pay off significantly, opening up new territory to put to good use.



By Tom Burfield  
*Special to Auctioneer*

No one knows how long the storage-unit auction craze spurred by cable TV shows like “Storage Wars” will last, but as it spreads, it’s providing Auctioneers a lucrative business opportunity.

The Alexandria, Va.-based Self Storage Association estimates there are 47,000 self-storage facilities throughout the U.S. that need to auction renters’ belongings if they fail to pay up.

The auctions themselves are nothing new, but an explosion in attendance is.

“Auctions that used to bring 40 or 50 people are now usually bringing 200 or as many as 300, strictly because of those TV shows,” says Rich Schur, CAI, BAS, of Schur Success Auction & Appraisal Inc., Colorado Springs, Colo.

On average, the attendance boost has ranged from four to seven bidders not long ago to 15 to 25 today, says Tim Dietz, vice president of communications for the Self Stor-

age Association.

The larger crowds have triggered spikes in prices.

“If it’s a good day, we can make a lot of money,” Schur says.

Schur has sold units for \$5 to \$8,000, with the average bringing in more than \$200.

Storage-unit auctions are a bit different from regular auctions, says Montie Davis, partner with his wife, Tracie, in Montie Davis Auction Services, Keller, Texas.

Davis should know. He also is co-owner and managing partner with his father, Harold, in Keller Self-Storage, and he teaches a class on the topic for the Texas Auction Academy in Lewisville.

### Cash in

In case you’re interested in cashing in on storage-unit auctions, here are some tips from Schur and Davis:

auction  
methods



# STORAGE-UNIT AUCTION TIPS

## Establish a relationship with local storage facilities

“You definitely have to sell yourself,” Davis says. You can find local storage places by clicking the “Facility Locator” heading on the Self Storage Association’s website, [www.selfstorage.org](http://www.selfstorage.org).

## Emphasize the advantages of using an Auctioneer

Before undergoing Auctioneer training, Davis typically collected \$5 to \$10 per unit during auctions at his storage company, he says. Since completing the training, he’s likely to take in \$50 to \$800 per unit.

“A professional Auctioneer knows how to read an audience,” Schur adds.

He knows when people are getting ready to bid and keeps encouraging them, and he builds a sense of excitement, competition and urgency.

## Determine your fee structure

Some Auctioneers work on a percentage basis, some set a flat fee and others do a combination — setting a minimum charge to cover their expenses, and then taking a percentage of the proceeds, Davis says. Be sure to charge for extra services, like placing legal announcements.

## Learn the legal notification requirements

States often require that legal notices announcing the auction be published in a local newspaper. Often the storage facility’s management will handle that, but be sure to monitor what they do to ensure their actions comply with legal requirements, Davis advises.

## Market the auction

Once the legal requirements are met, you’re free to publicize the auction any way you choose — through your website, fliers, newspapers, signs or other means.

## Conduct the auction

At the time of the auction, standard procedure is to allow people only to look inside — not enter or reach into — the storage unit. Bids generally are for the entire contents of the unit, not individual items.

Davis advises Auctioneers to maintain contact with the facility’s front office at all times during the auction. If a renter pays what he owes before the Auctioneer calls “Sold!” he has the right to reclaim his property.

## Use the auction as a marketing opportunity

Schur hands out fliers during storage-unit auctions to promote other auctions that his company has scheduled.

## Check the laws in your state

Key to conducting any storage-unit auction is learning about the specific laws in your area. The Self Storage Association can provide lien laws for every state, Dietz says. □

# HEAR ME NOW?

## Auctioneers often ignore voice health until problems arise

By Sarah Bahari  
*Special to Auctioneer*

Jeff Stokes tried to ignore the symptoms: fatigue, hoarseness and the gravelly cough.

But after a particularly grueling stretch of auctions, Stokes knew something was wrong. A doctor confirmed Stokes had a nodule on his throat and needed surgery to remove it. That meant Stokes would have to go without the one thing an Auctioneer needs most — his voice.

“This was my body’s way of saying, ‘You’re killing me,’” says Stokes of Stokes Auction Group Inc., Edgewood, Wash. “My voice was the most important part of my body, and I had to have surgery on it.”

### Cancer concern

Voice health is crucial to an Auctioneer’s livelihood, yet Auctioneers say the subject gets little attention, typically going unnoticed until a problem arises. Exhaustion and fatigue, a bad diet and poor speaking technique can contribute to strain, Auctioneers say, leading to nodules, polyps and pre-cancerous lumps on the vocal cords.

Prevention, they say, is critical.

“Drinking water is the most important thing I tell everyone,” says Wallace Stadtfeld, author of “Going Bananas, a Comprehensive Study of the Auctioneer’s Voice.”

“Water lubricates the throat.”

Stadtfeld, who has taught at the Western College of Auctioneering in Montana, suggests Auctioneers periodically have

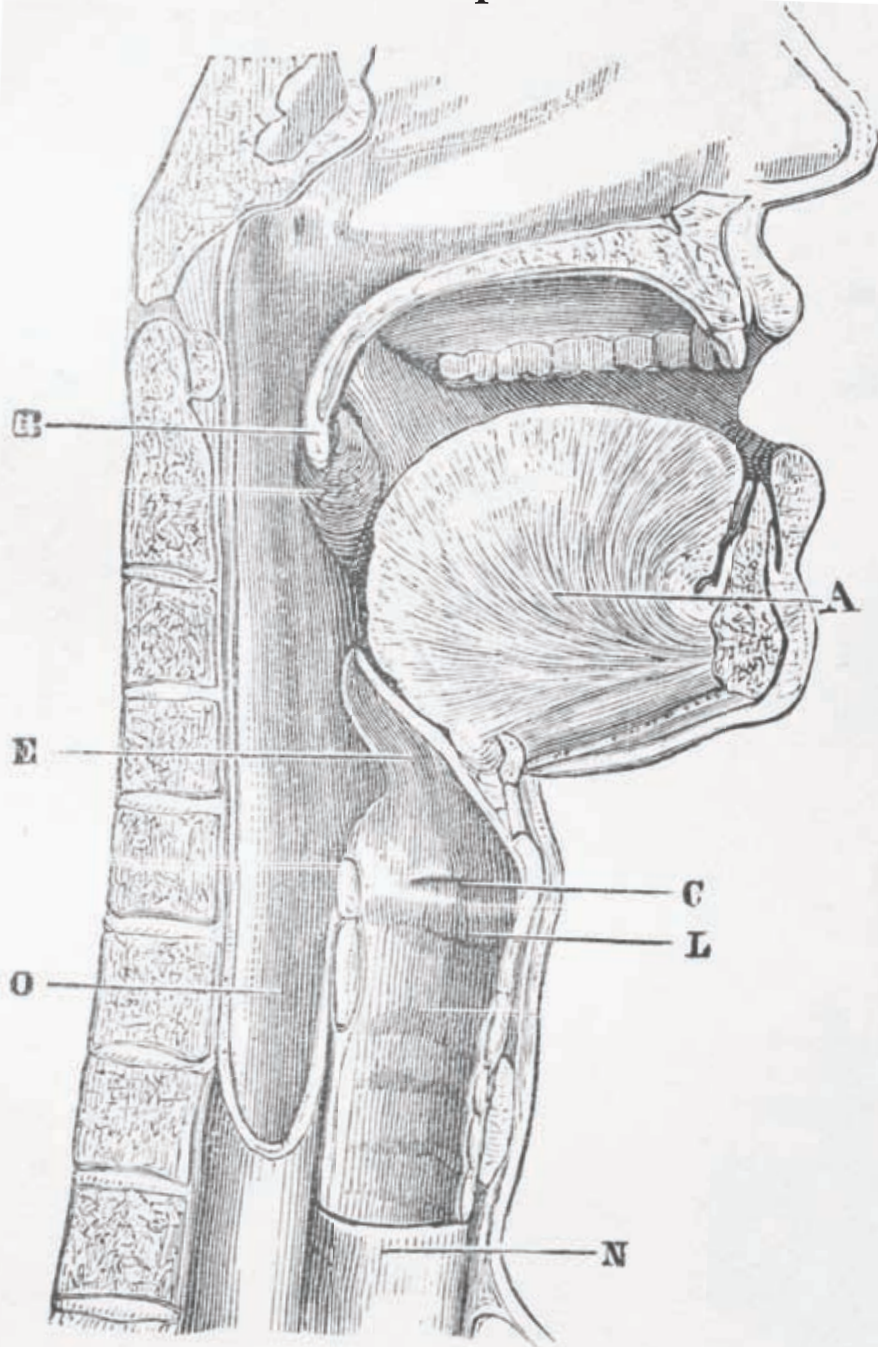


FIG. 28.—SECTION OF MOUTH AND THROAT.  
A, The Tongue. C, Vocal Cord. N, Trachea.  
B, The Uvula. E, Epiglottis. O, Esophagus.  
L, Larynx.

health

their voices evaluated by a team of trained professionals. In addition, he encourages Auctioneers to take voice lessons and rotate every 30 minutes during an event to rest their vocal cords.

“Long distance runners know they have to pace themselves,” Stadtfeld says. “Auctioneers need to learn to do the same thing.”

Stokes learned that lesson, but only after undergoing surgery to remove the

nod-  
ule.  
While  
working with  
a voice therapist  
after surgery, he  
discovered he was  
damaging his vocal cords  
when he grew exhausted  
during long auctions.

### Voice coach

In addition, he had been trying to mimic a fellow Auctioneer who had a much deeper voice. The voice coach taught him how to find his own voice center by chanting “Uh-uh” at the beginning of an auction.

That tip saved Stokes’ voice.

“I learned my limitations,” Stokes says. “I had to be myself, or I would not have a voice.”

For Diane Bendis, CES, GPPA, of Bendis Companies Inc., Glendale, Calif., limiting caffeine, alcohol and

dairy products keeps her voice strong. She and her husband, Jan Bendis, CAI, CES, GPPA, eat vegetarian diets and practice preventive medicine, such as regular visits with a chiropractor.

Growing hoarse during an auction can affect sales, Diane Bendis says.

“You lose your audience,” she says. “You need your audience to keep your energy. The two feed off each other.”

Jan Bendis adds, “A healthy body means a healthy voice.”

### Ease reflux

Avoiding spicy foods, sugar and white flour, which can cause acid reflux or heartburn, is a good idea, Stadtfeld says. Chewing food slowly and making sure not to overeat are also important. Fresh lemon juice or apple cider vinegar can help ease reflux or heartburn, he says.

Warming up before an auction is common practice for Garrett Healey, CAI, of Garrett Auction Co., Danvers, Mass., who stretches his jaw, rolls his neck from side to side and sings a few tunes. After an auction, he gargles with warm salt water, which he says helps soothe his vocal cords.

During an auction, Healey says the most important technique he learned is to use his diaphragm to chant.

Relying solely on the throat will result in a sore, raspy voice.

As an Auctioneer for 30 years, Healey says he takes voice health more seriously than he once did.

“People think it’s just a fast-paced regurgitation of numbers,” Healey says. “But there’s a lot of technique that goes into it.” □

Tom Lindsay, CAI, of Lindsay Auction Service Inc., Shawnee, Kan.

File photo



The National Auctioneers Association played host to the State Leadership Conference and Auction School Summit in Kansas City, Mo., in late February. The annual leadership conference brought state association leaders and executive directors together for networking and discussion on issues such as planning, finances, recruitment, social networking and the future of the auction industry. The school summit, which followed the leadership conference, brought together auction school leaders who discussed the present and future of the auction profession, as well as post-auction school education.



Randy Ligon, CAI, BAS, CES, of The Ligon Co. Inc., Rock Hill, S.C., and NAA President B. Mark Rogers, CAI, AARE, of Rogers Realty & Auction Co. Inc., Mount Airy, N.C., pause for a picture during the State Leadership Conference.



Andrew Wilson, CAI, CES, of Wm Wilson Auction & Realty Inc., New Harmony, Ind., shares ideas with Megan LoPresti of Deep Pond Real Estate & Auction, Carson City, Nev., on ways in which they can retain and recruit state auctioneer association members.



Gaylen McGee of I-40 Auto Auction, Lonoke, Ark., and NAA Director Dennis Jackson, CAI, AARE, CES, of Jackson's Auction & Real Estate Co., Indianapolis, discuss ways to improve state associations.

## NAF auction raises more than \$30,000 for industry

By NAA staff

The National Auctioneers Foundation's Friends of Auctions 2011 online benefit auction nearly tripled the success of last year's event.

Sales for the auction, which included a buyer's premium, reached \$33,757. In 2010, the auction brought \$12,296.

The online auction featured 78 lots and 120 registered bidders. National Auctioneers Association members and nonmembers purchased items.

In 2010, the auction had 45 lots and 22 registered bidders.

Building from the success of the 2011 auction, which was Jan. 15-31, the NAF plans an bigger event for 2012. □

### Thank you, friends

The National Auctioneers Foundation thanks everyone who participated in its 2011 fund-raising auction. Listed below are the auction's donors and buyers.

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# Wrap it up

## Tax deduction becomes important marketing tool



By Ryan George

In the past year, since wrapping my MINI in vinyl advertising, I've fielded a bevy of questions about the wrap and the company it advertises. The car has been featured on an internationally-followed podcast and in the leading trade magazine for the auction industry, *Auctioneer*. In short, my investment has returned more exposure and publicity than I had anticipated. What started as a flamboyant tax deduction has grown into a key marketing tool for my business.

If you're looking to turn heads with your company vehicle or turn your personal ride into a company billboard, here are some recommendations for getting the most out of your investment.

### 1. Google search "vehicle wrap"

Before you start to generate ideas, discover what's already out there. See what can be done — the possibilities and the limitations. And ask yourself what you like and why you like it. You'll find common denominators that you can replicate for your design. I also recommend right-clicking those images and saving them into a folder to show your wrap designer. Make sure to also Google search the model of your vehicle and "wrap" to get an idea of the special considerations for which you'll need to account on your vehicle.

### 2. Hire a professional wrap designer

A wrap is a totally different bird to design than an ad, brochure, website or logo. Moving from two to three dimensions is just the start. The nuances of the substrate, the curves of your vehicle, the mobile nature of the medium and the installation process all but require someone with experience in wrap design. (I'm grateful my uncle's wrap shop design team was present and patient to educate and help me.)

If you have an in-house designer and don't mind them learning on your dime, most wrap companies can provide you with templates for your vehicle on which Illustrator or Photoshop designs can be overlaid. Design is done at

full scale, so the file sizes are quite large. Stock photos will be more expensive, as you'll need the highest-resolution version of each image. A consultant from a wrap company will save you headaches and money.

### 3. Grab attention

With the top three car colors in the U.S. being white, then black, then silver, it doesn't take much to stand apart from traffic. If they match the rest of your branding, use bright colors and captivating photos. Regardless of design, you want your company logo and contact information to significantly contrast the background.

### 4. Keep it simple

Vehicle wraps make great portable billboards, but don't forget they'll often be viewed as they are moving. Because of this, readability is a key design element. You need the message to be easily absorbed from various distances. Thus, the design shouldn't be busy or crowded. Unless you have a van or tall SUV, you'll want to avoid most text beyond your slogan and contact information. I highly recommend only one website address and only one phone number with very few exceptions.

### 5. ROI is measured in years

Some companies change their wraps frequently to promote different marketing campaigns, but most wraps typically live three to five years on their respective vehicles. When you take the number of daily impressions multiplied by 1,000 or 1,500-plus days, your cost per impression is ridiculously low and your wrap should pay for itself. Therefore, add "vehicle wrap/advertising" to your list of media in your "How did you hear about us?" tracking.

I also recommend covering the entire car with the wrap material—even if in a plain color, so that your paint doesn't fade unevenly. Wraps protect the surface underneath them, which helps your resale value. Talk to your insurance agent about insuring the wrap in the event of an accident.

*George, of Biplane Productions Inc., Lynchburg, Va., provides more marketing tips at [www.AdverRyting.com](http://www.AdverRyting.com). □*

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# NAA networking helps Auctioneers launch careers, improve businesses

By Andy Nelson  
*Special to Auctioneer*

Network, network, network.

That might be the auction industry's version of the old adage about real estate. And for many industry members, the National Auctioneers Association has been the best place to do just that.

Jeff Maynard found his top ringman through association connections. In November 2009, Maynard, president of Tempe, Ariz.-based Maynard & Associates, appeared in an *Auctioneer* story about benefit Auctioneers.

A few months later, he received a call from a young, recent transplant to Arizona — Blake Musser, whose uncle is NAA Past President Scott Musser, CAI, BAS, of Musser Bros. Inc., Pasco, Wash.

Blake's father had seen the article in which Maynard was quoted, and he suggested Blake give him a call.

"I told him, 'I have an auction in two weeks, come on by, and we'll see what you can do,'" Maynard says. "Now he does 30 to 40 events per year and talks about joining us full time."

## Career launch

It was only natural for Maynard to "pay it forward," considering that it was through the association that he launched his career in the first place. It was at the NAA's Benefit Auctioneer Specialist course that he met two of his main industry mentors, Kathy Kingston, CAI, BAS, of Kingston Auction Co., Hampton, N.H., and Gary Corbett, BAS, of Tucson, Ariz.

"They're two of the most well-respected benefit Auctioneers in the U.S., and I learned a lot from them," Maynard says.

Over the years, Maynard has worked for Kingston and Corbett, and they for him. And they aren't the only people he's built lasting business and personal relationships with through the association.

"I've made some lifelong friends — actually, some of my best friends — because of NAA," says Maynard, who serves on NAA committees and is co-chairing, with Kingston, an event called "IGNITE! NAA" at this year's Conference and Show.

For Phillip Pierceall of McKinney, Texas-based Swing City

Auction Co., the connections he's made through the NAA have opened doors for him far beyond Texas.

"I can go into any state in the country, and I know an Auctioneer there," he says. "The networking is just huge."

Having that nationwide network of Auctioneers is critical for Pierceall, who does contract work throughout the country. He usually doesn't bring a team with him. Instead, he relies on others to help staff his auctions, whatever corner of the country they may be in.

## Good as gold

Pierceall also has hired Auctioneers he met through conventions, classes and other NAA channels.

"I love being an Auctioneer, I love supporting the industry and one of the biggest goldmines the NAA has is its members," he says.

Without those connections made through the NAA, Pierceall doesn't understand how Auctioneers can thrive. While only a relatively small percentage of the nation's Auctioneers belong to the association, if you look at the top 10 percent, they almost all belong to the NAA or at least to a state association, Pierceall says.

"It's all about who you know," he says. "You're going to climb that ladder faster if you have the connections."

Young Auctioneers, fresh out of auction school, who think business is just going to start coming to them without networking through the NAA or another association will "hit the wall" after about six months, Pierceall says.

Don Shearer, CAI, BAS, CES, GPPA, of Kissimmee, Fla.-based Auction Services was playing golf with Elias Frey at an NAA golf tournament when Frey mentioned an upcoming machinery auction his firm was conducting in Kissimmee. Since then, Shearer has worked that same auction for 24 years.

"I've gotten a lot of business through the association," he says. "It's taken us to places we never would have been."

Another Auctioneer Shearer met at a convention flew him and his team to New York to auction the contents of a hardware store that was more than a century old. Hidden in an upstairs storage room was a poster of Theodore Roosevelt that sold for \$7,000. □



# A good start

## Member benefits help launch new, strengthen existing auction companies

By NAA staff

Whether they are getting their auction companies off the ground or building upon already burgeoning businesses, National Auctioneers Association members say certain member benefits are a big help along the way.

For starters, such as Allan Hughes of Glenwood, Iowa, who began his business about a year ago, the Free Website Design & Hosting benefit provided an easy and affordable way to jump start a company following his graduation from auction school.

Hughes says he has found website designers often take several months to deliver what a business is looking for in an online presence. The free two-page website and hosting from AuctionZip.com was almost immediate, he says.

### Listing attracts bidders

What's more, the website provides an added benefit because member auctions are automatically added to AuctionZip's auction listings and the NAA Auction Calendar. Hughes says the respective resources brought his company bidders from across the U.S.

With this business comes the need to accept credit cards, and therefore Hughes says he also appreciates the NAA Credit Card Program & Free Check Recovery benefit. He says the administrator of the program, Randy Bregman of Cardmaster Solutions, Riverside, Calif., provides excellent customer service.

When he was under pressure to get an auction online, Hughes says Bregman set him up with credit-card acceptance in about three days.

"I'm a believer in the small-town, local banks, but they were seven to 10 days out before they can even get you up and going," Hughes says. "Randy was able to get us rolling right away."

### Personal tech support

Although his company no longer does live auctions, Chris Rasmus, CAI, of Rasmus Asset Advisors, Alexandria, Va., gives high marks to the credit-card benefit and technical support that comes with it.

"For those Auctioneers who are using live, point-of-sale terminals and need to be able to swipe a card and carry it out into the field and be able to have it work without the

### Stay in contact

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benefit of a land line or electricity, it was ideally suited for that and as far as I'm aware worked flawlessly for us," Rasmus says.

The Credit Card Program offers a 1.67 percent discount rate, and the Free Check Recovery benefit helps NAA Auctioneers collect on bad checks. If the recovery program collects the money, 100 percent of the check goes to the NAA member, Bregman says.

Another important step in building a successful auction business is the collection of a good list of buyers, sellers and business partners, members says.

To market his company and its upcoming auctions, Lloyd Cooper of Benefit Bidding, McKinney, Texas, says he has found success with Constant Contact, which provides templates for e-mail marketing.

### Gather good stats

Cooper says the statistics Constant Contact provides — such as open and click rates — are particularly useful. Plus, the software helps Benefit Bidding create attractive marketing pieces.

The 25 percent discount Cooper receives on Constant Contact as an NAA Auctioneer, he says, is higher than the discount offered by his company's local Chamber of Commerce.

The NAA's Deputy Executive Director, Chris Longly, says NAA Auctioneers should keep in mind that the aforementioned benefits, as well as discounted advertising rates with publications such as *USA Today*, help not only individual members but also the NAA as a whole.

Providers of these benefits are partners with the NAA, and therefore they contribute products and financial support that helps the organization provide members with more and better services. □

**For a full list of NAA member benefits, please see page 51.**

# Enter, build auction business with resources from website

By NAA staff

The National Auctioneers Association's new website not only provides essential business-building information for members, but also resources for those who aspire to enter the profession.

From the homepage, the site provides nonmembers access to the "Education" tab, which displays a link to "Auction Schools."

This link first shows a Google map that pinpoints more than 30 locations across the U.S. and Canada where people can find auction schools or colleges that offer training in the field.

Aspiring Auctioneers in more than 20 states have access to auction education, and South Africa features The South African College of Auctioneering. The website provides links to the schools and colleges.

NAA Auctioneers are encouraged to promote the resource, at [www.auctioneers.org](http://www.auctioneers.org), when referring future Auctioneers to auction schools. NAA Auctioneers who know of auction schools not listed on the website should contact the NAA at (913) 541-8084.

## Media directories

For those Auctioneers who are members, the new website features media directories for all 50 states. The directories provide important contact information for local, state and national media outlets.

For example, the Nebraska media directory alone is a 310-page document.

It provides contact information for newspapers, magazines, radio stations and TV stations in the state.

California's directory has 3,334 pages of contact information.

Media directories typically cost \$50 to \$100 per state, but NAA members get these free as part of their memberships. The directories are essential for public-relations efforts, as they provide all necessary contact information for editors, content managers and key decision makers.

NAA Auctioneers should consider using this free resource, as media outlets across the country are eager to hear about big auctions coming up in their respective cities, counties and states. It's also a good idea to let editors know about the results of successful auctions, especially those that involve historic people or landmarks.

To access the media directories, go to the "News & Public Relations" tab and click on "Media Directories."

Under the "Media Directories" link is another link to the "Media Relations Guide." Download the NAA's Media Relations Guidebook to learn the following:

- How to write and format a news release
- How to develop a media advisory
- How to build a media kit
- The "Do's and Don'ts" when working with media members
- Interview tips

The 39-page document will help ensure you put your best foot forward when working with reporters and news organizations. □

## Education first

The following auction schools are listed on the NAA's member website at [www.auctioneers.org](http://www.auctioneers.org).

Jacksonville State University  
World Champion College of Auctioneering  
World Wide College of Auctioneering  
Florida Auctioneer Academy  
Miami Dade College - Kendall Campus  
Atlanta Academy of Auctioneers  
North Georgia School of Auctioneering  
Reppert School of Auctioneering  
Auction School of Real Estate  
Continental Auctioneers School  
World Wide College of Auctioneering  
Kentucky Auction Academy  
Auction School of Real Estate  
Continental Auctioneers School  
Brunswick School of Auctioneering  
Western College of Auctioneering  
Yankee School of Auctioneering  
Carolina Auction Academy  
Mendenhall School of Auctioneering  
The Ohio Auction School  
Warren County Career Center  
American Academy of Auctioneers  
Harrisburg Area Community College  
Reading Area Community College  
Midlands Technical College  
Southeastern School of Auctioneering  
Nashville Auction School  
Texas Auction Academy  
Texas State Technical College  
East Coast School of Auctioneering  
Canadian Auction & Appraisal School  
Canadian Auction College  
International School of Auctioneering  
The South African College of Auctioneering

# FREE WEBSITE design & hosting

NAA members are eligible to receive a free website through our partnership with AuctionZip.com. Members receive a two-page website and domain **registration fee for the low price of \$9.95 per year.**



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- Develop and design your new website
- Transfer your existing domain to your new website
- Post your auctions on your site which routes to AuctionZip.com and NAA's Auction Calendar

## Designing is Easy!

Once you have registered your web address, AuctionZip.com will walk you through the process of choosing your website's look with one of eight standard templates. Each site contains two pages.

- **Home Page**

Your home page includes your contact information, and interactive Quick Poll, etc.

- **Auction Calendar**

The second page is an auction calendar where you can advertise your upcoming sales. You have the ability to upload unlimited photos. Once you post your auctions to your personal website, they will appear on AuctionZip.com and the NAA Auction Calendar.

## Your Savings!

Some companies charge as much as \$55 per month for website hosting. The NAA and AuctionZip.com have waived the monthly hosting fees. **That saves you \$660 EVERY YEAR!**

Keep your website for as long as you are an NAA member, add features to your online presentation (such as image galleries, document loader or PDFs through AuctionZip.com), or choose another hosting company. You will only incur extra charges if you upgrade your services or move your website.

Questions? Please contact:

AuctionZip.com at (814) 623-5059 or [feedback@auctionzip.com](mailto:feedback@auctionzip.com)



Art Smith of Art Smith Auctioneers, Cedar Springs, Mich., presents Richard Brodie of Brodie Corp., Farmington, Mich., with the Michigan State Auctioneers Association's 2011 President's Award of Distinction. Submitted photo

## Michigan Association celebrates 60 years, gives Hall of Fame award posthumously

More than 160 Auctioneers, support staff, families and exhibitors attended the Michigan State Auctioneers Association's 60th anniversary conference in late January, according to a news release.

Among finalists in the Michigan Auctioneer Championship were Frank Leist, CAI, AARE, of Frank Leist Auction Service, Boyne City, Mich., and Robert McAdams of Sell-N-4-U Inc., Martinsville, Ind.

Former National Auctioneers Association member Hib Kuiper of Hudsonville, Mich., received the state association's Hall of Fame award. Kuiper passed away in 2009.

The Michigan Association's outgoing President Art Smith of Art Smith Auctioneers, Cedar Springs, Mich., presented Richard Brodie of Brodie Corp., Farmington, Mich., with the 2011 President's Award of Distinction. Among scholarship award winners was Andrew Murnane of Westerville, Ohio.

In the group's marketing competition, the Auction of the Year Award went to Beth Rose, CAI, of Beth Rose Auc-

tion Co. LLC Rose Auction Group LLC, Maumee, Ohio. There were about 140 entries in 52 categories for the competition.

The event included the annual President's Banquet and Auctioneers Making a Difference Fundraiser Auction. NAA members J.J. Dower, CAI, AARE, of Ayers Auction & Realty, MarkNet Alliance Member, LaFollette, Tenn., and Ryan George of Biplane Productions, Lynchburg, Va., spoke at the conference.

The association's leaders are as follows:

- President Timothy Narhi of Tim Narhi Auctioneer & Assoc., Byron, Mich.
- President-elect Scott Vander Kolk Jr. of Golden Gavel Auction Service, Dorr, Mich.
- Vice President Dan Brodie of Brodie Corp., Farmington Hills, Mich.
- Secretary/Treasurer Rebecca Lawrence
- Chairman of the Board Smith of Smith Auctioneers □

# Citizen of year becomes member of Wisconsin Hall of Fame

The Wisconsin Auctioneers Association inducted Tim Slack, CAI, of Tim Slack Auction & Realty LLC, Fennimore, Wis., into its Hall of Fame during its late January conference in Wisconsin Dells, according to a news release.

In his nearly 30-year career, Slack has served the association as Treasurer, President and as a Director. He was the state fair bid-calling champion in 1999 and state champion Auctioneer in 2004.

Slack was instrumental in starting the Fennimore Produce Auction in 2007, and in 2008, he started his own hay, bedding and firewood auctions. He was named Fennimore's Citizen of the Year in 2008.

Harry and Marilyn Betthausen of Bet-

thausers Auction Service, Milwaukee, also entered the group's Hall of Fame.

Shirley Hines, wife of Jack Hines, CAI, AARE, GPPA, of Hines Auction Service Inc., Ellsworth, Wis., was named to the Wisconsin Auctioneer Auxiliary Hall of Fame.

In the association's Auctioneer contests, Lyle Wanless of Wanless Auction Group, Brooklyn, Wis., won the senior bid-caller division.

Speakers for the conference included Steve Proffitt III of J.P. King Auction Co. Inc., Rainbow City, Ala., and Kim Hagen, CAI, AARE, CES, of Hagen Realty Group, Carrollton, Ga.

The association's leaders are as follows:

• President Bob Hagemann

- President-elect David Koning of Koning Auction Service, Monroe, Wis.
- Vice President Carol Miller of Bailey's Honor Auction/Estate, Oconomowoc, Wis.
- Past President Randy Gill
- Treasurer Rod Freymiller of Tim Slack Auction & Realty, Fennimore
- Director Mike Welch, BAS, CES, of Michael L. Welch Inc., Darien, Wis.
- Board member Jamie Back
- Board member Tim Miller of Believe in Auctions, Merton, Wis.
- Board member Damien Massart, CAI, BAS, GPPA, of United Country — Massart Auctioneers Inc., Green Bay, Wis.
- Board member Kathy Packard
- Board member Wayne Yoder Jr. of Wayne Yoder's Auction Svc., Wautoma, Wis. □

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### Fellowship of Christian Auctioneers International

What is the purpose of the Fellowship of Christian Auctioneers International?

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

"Without feeling committed"...is the first reason to participate in the Fellowship of Christian Auctioneers International. Working through the FCAI is a step of commitment in which dedicated Christians express through both work and deed that Jesus Christ is Lord and Master in their lives. This commitment involves several areas of a Christian's Life:

Commitment to God (Matthew 22:37)

Commitment to the Family (Proverbs 12:7b)

Commitment to Personal Growth (Philippians 3:14)

Commitment to Ministry (Ephesians 4:11-12)

Be sure and check out our Prayer Request & Praise Report Forum. Check out our website at [www.fcai.org](http://www.fcai.org)

For Prayer requests or more information, contact:  
John Sisk @ 361-456-7771 or [siskauctioneers@wildblue.net](mailto:siskauctioneers@wildblue.net)  
Alvin Kaddatz @ 254-582-3000 or [akaddatz@yahoo.com](mailto:akaddatz@yahoo.com)

May God Bless You & Keep You

## Illinois Auctioneer wins Missouri contest



Belcher

Alex Belcher of Joe Ollis Auction Service LLC, Buncombe, Ill., won the Missouri Professional Auctioneers Association's bid-calling contest during its annual conference in early February, according to a news release.

The association presented its Hall of Fame award to Lonnie Sewell, CAI, AARE, of Sewell Auctions, Chillicothe, Mo., and Roy Schroff of Schroff Auctions LLC, Hermann, Mo., received the group's Award of Distinction.

Conference presentations included the following:

- "Getting the Best of Both Worlds – Live and Online Auctions" from J.J.

Dower, CAI, AARE, of Ayers Auction & Realty, MarkNet Alliance Member, LaFollette, Tenn.

- "Gaining a Competitive Advantage" from Dower
- "Contract Auctioneering" from Kevin Borger of Hutchinson, Kan., who was a National Auctioneers Association International Auctioneer Championship winner in 2009
- Rules and regulations for auctions from The Department of Alcohol, Tobacco and Firearms

Eddie Pickett of Eddie Pickett Auction Service Inc., Stewartsville, Mo., was the overall winner in the Missouri association's advertising contest.

The association's leaders are as follows:

- President Doug Vaughn of Vaughn Auctioneers, Ewing, Mo.
- President-elect Dale Delaporte of Delaporte Auctions, New London, Mo.

- Vice President Sewell of Sewell Auctions
- Past President and Director Richard Moffat of Richard Moffat Auction Service, Linn, Mo.
- Director Nicole Kelley
- Director Diane Riley of Riley Auction & Appraisal Service, Villa Ridge, Mo.
- Director G. Burdette Wilbur
- Director Brent Voorheis, CAI, CES, of Voorheis Auction & Realty, Harrisburg, Mo.
- Director David Couthie of Advantage Auction Service LLC, Rogersville, Mo.
- Director Mike Easterly of Easterly Auction Co., Springfield, Mo.
- Director Eric Iman
- Director Christie Hatman □

## Auctioneer association news and notes

### Alberta, Canada

Twenty-one Auctioneers vied for the top prize in the Auctioneers' Association of Alberta's Auctioneer competition, which coincided with the group's 77th annual convention, according to a news release.

The association donated money raised from the event to the Children's Wish Foundation. More than 200 members and guests attended the weekend convention.

### Kansas

The Kansas Auctioneers Association inducted Wayne Pagel of United Country — Pagel Realty & Auction, Holton, Kan., into its Hall of Fame during its winter conference in late January, according to a news release. The group presented Rick Brock, CAI, CES, of McCurdy Auction LLC, Wichita, Kan., with its Award of Distinction.

The association's leaders are as follows:

- President Jack Newcom

- President-elect Lance Fullerton of Lance Fullerton Auctioneers, El Dorado, Kan.
- Vice President Richard Garvin, CAI, ATS, CES, GPPA, of RJ's Auction Service, Topeka
- Secretary/Treasurer LaDonna Schoen-Gehring of Newton, Kan.
- Past President Andy Conser of United Country — Heart Of America Real Estate & Auction, Valley Falls, Kan.
- Director Megan McCurdy, CAI, BAS, of McCurdy Auction LLC, Wichita
- Director Eric Blomquist of Blomquist Auction & Appraisal Service LLC, Assaria, Kan.
- Director Bill Eberhardt, AARE, CES, of United Country — National Realty & Auction, Augusta, Kan.
- Director Lester Edgecomb
- Director Aaron Traffas, CAI, ATS, CES, of Purple Wave Inc., Wichita
- Director Dave Goscha
- Director Tommy Lindsay Jr., CAI, of Lindsay Auction Service Inc., Shawnee, Kan.
- Director Jeff Ruckert
- Director Mike Boesker



Paine

**Massachusetts**

The Massachusetts Auctioneers Association elected Sean Paine of Stanley J. Paine Auctioneers, Newton, Mass., as its President for 2011, according to a news release. This is Paine's second consecutive term as president.

Paine, who specializes in business liquidations, real estate foreclosures and benefit auctions, nearly doubled the association's membership in his first year as President, according to the release. In 2011, he plans to further build on the group's Internet presence.

Paine is an ambassador for the National Auctioneers Association and a graduate of Pennsylvania State University.

**Montana**

During its 50th annual convention, the Montana Auctioneers Association awarded James "JimBo" Logan, CES,

GPPA, of Logan Auction Service Inc., Clyde Park, Mont., with a plaque for exceptional service and dedication to the association from 2007 to 2010.

The convention was Jan. 28-29, according to a news release.

This year's bid-calling contest had 15 contestants in the pro division. Rick Young of Rick Young and Sons Auctioneers, Absarokee, Mont., placed second in the championship, and Rob McDowell, BAS, of Butte, Mont., placed third.

Jim Cooper, GPPA, of C & L Auctioneers, Billings, Mont., won from the group an all-expenses paid trip to the National Auctioneers Association's 62nd annual International Conference and Show in Orlando, Fla., this July. Cooper plans to compete in the International Auctioneer Championship, according to the release.

The Montana association's new President is Ed Hinton, and its new Directors are Wes Kamerman and Brian Young.

**continued >**



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### New York

The New York State Auctioneers Association named Scott Perry of Scott Perry & Co., Sanborn, N.Y., its Auctioneer of the Year during its mid-January convention, according to a news release.

The association's leaders are as follows:

- Chairman of the Board Bob Kosman
- President Terry Bradley of Hunt Real Estate & Auction Services, Syracuse, N.Y.
- Vice President John Gokey, CES, of Gokey's Auction & Appraisal Service, North Hudson, N.Y.
- Secretary Brenda Goldfuss
- Treasurer Jean Gokey
- Board member Milo Turner
- Board member Mike Capone
- Board member Laurie Bostwick of Bostwick Auctions, Candor, N.Y.
- Board member John Whitmore of Whitmore Auctions, Candor



Lippard

### Oklahoma

Troy Lippard, CAI, of United Country — Lippard Auctioneers Inc., Enid, Okla., was inducted into the Oklahoma State Auctioneers Association's Hall of Fame during its annual convention in early February.

Brent Wellings of Pickens Auctions LLC, Stillwater, Okla., won the association's rookie bid-calling contest, according to a news release.

### South Carolina

David Meares, GPPA, of Meares Auctions Inc., Pelzer, S.C., won the South Carolina Auctioneers Association Bid-Calling Championship at its annual convention in late January, according to a news release.

An Auctioneer for more than 30 years and a Realtor for 20, Meares is the co-owner of his family-owned, 39-year-old auction firm. He is a board member for the South Carolina Auctioneers Association.



## Rowell Auctions hires sales coordinator, plans Florida office

Rowell Auctions Inc., Moultrie, Ga., has hired Douglas Dennison of St. Augustine, Fla., as its National Sales Coordinator, according to a news release.

Dennison has 20 years of auction experience and has specialized in large government auctions of real estate throughout the U.S. He has served as Auction Project Manager for several government agencies in more than 30 states.

“He has the skill, reputation and experience to help Rowell Auctions achieve national prominence in large, multi-property

auctions,” says Tommy Rowell, CAI, AARE, the firm’s President and Chief Executive Officer.

Dennison has assisted in the sale of more than 12,000 government and bank-owned properties. He has cooperated with more than 1,000 real estate brokers nationwide.

His past auction experience includes Internet auctions, ballroom-style auctions and on-site auctions.

Rowell Auctions now plans to open a Florida office. □

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A charitable organization plans to play host to a reception in honor of the Max Spann family March 25. Photo courtesy SAFE in Hunterdon

## Charitable organization to honor Spann family for its support

SAFE in Hunterdon, Flemington, N.J., an organization that serves victims of domestic and sexual abuse, plans to play host to “An Evening of Awareness” cocktail reception in honor of the Max Spann family March 25.

Max Spann Sr., CAI, AARE, of Max Spann Auction Co., Clinton, N.J., and Max Spann Jr., CAI, of Max Spann Real Estate, Clinton, are members of the National Auctioneers Association.

The family will be recognized for its dedication to New Jersey’s Hunterdon County, according to a news release.

“It is our hope that many community members will participate in honoring the Spann family for all that they do to help better the lives of those in need,” says Lisa Verniero, chairwoman for the event committee.

The Spann family has resided in Hunterdon County for more than



Spann Sr.



Spann Jr.

110 years, according to the release. The family business started in 1890 as a cattle auction house.

Max Spann Sr. was first inspired to help others as a young boy living on the family farm. He and his wife of 52 years, Virgiene, have passed on that same appreciation and

philosophy to their four children and 11 grandchildren.

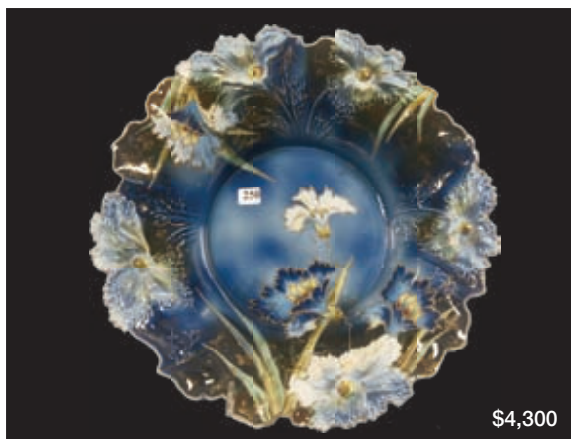
The couple now, or in the past, has helped with these organizations:

- The Governor’s Council for Mentally Handicapped
- The Somerset County Senior

- Housing Authority
- The National Arc
- The Arc of New Jersey
- The Arc of Somerset
- United Way
- Abilities of Northwest Jersey
- Hunterdon Medical Center
- Somerset Medical Center
- Habitat for Humanity
- St. Jude Children’s Research Hospital
- The American Jersey Cattle Association
- St. Bridget School
- Immaculate Conception Church
- St. Paul’s Abbey School
- Delbarton School

Max Spann Jr. and his wife, Loren, serve in various ways with the Hunterdon Medical Center, SAFE in Hunterdon, the YMCA, Stanton Reform Church, Anderson House, Boy Scouts of America and the Embrace Kids Foundation.

Details about the event can be found at [www.safeinhunterdon.org](http://www.safeinhunterdon.org). □



\$4,300



\$4,300



\$2,800



\$1,550



\$3,100



\$3,100

## R.S. Prussia bowls bring good prices

Two lots of R.S. Prussia — a 15-inch carnation mold centerpiece bowl and a 13-piece service, also in the carnation mold — realized identical selling prices of \$4,300 at a multi-estate sale Jan. 22 from Woody Auction LLC, Douglass, Kan.

The auction featured 300 absentee, on-site and online bidders from 16 states, according to a news release.

The centerpiece bowl was cobalt blue with floral décor and gold-stencil highlights, and the service consisted of a 12-inch chocolate pot, four cups, six saucers, a creamer and a sugar bowl. It was also cobalt blue with gold highlights.

Gold coins were a hit with bid-

ders. A four-piece proof set of 2002 Natura Cheetah gold coins, as well as an eight-piece proof set of 2000 Olympic gold coins, garnered \$3,100 each.

Other stars of the R.S. Prussia category included a 10-inch mold 110 bowl featuring a cream center with blue domes. The bowl brought \$2,800. Also, a plate in brown tones with an ostrich scenic décor breezed to \$1,550.

Other Prussia lots of note included an 11-inch carnation-mold dresser tray that went for \$1,100. A 10½-inch medallion service consisting of a chocolate pot with six matching cups and saucers brought \$1,100. The set had a water lily and scenic décor with luster finish. □

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## Coin's authenticity helps bring high price

Meares Auction Group, Pelzer, S.C., sold an authenticated 1893-S Morgan silver dollar for \$3,100 during its Groundhog Day Coin Auction on Feb. 2, according to a news release.

The on-site and Internet auction had an audience of online bidders from the U.S., Canada and Australia.

The collector who consigned the coin purchased it in the early 1960s from a man needing cash to attend a state fair.

Meares Auction hired a third-party grading company in Texas to prove the coin's authenticity.

"This is the reason people with coin collections should not go to just anyone to sell their coins," says the company's Darron Meares, CAI, BAS, MPPA, in the release.

"We have heard stories of coin companies, pawn shops and jewelry stores buying coins at spot prices, which in this case would have yielded the consignor \$22.67." □

## Antique bowl exceeds \$8,000 in estate sale

Gateway Gallery Auction LLC, Chambersburg, Pa., played host to its Winter Americana Estate Auction, which featured period furniture, textiles, prints, pottery, ceramics and dolls, on Feb. 19. Bidders from 22 states, as well as Canada and New Zealand, participated in the event, according to a news release.

The best-selling lot of the day was an early, yellow-sponge decorated sugar bowl that realized \$8,250. A set of Staffordshire porcelain figurines (circa 1820) hammered for \$3,630, and a 22-inch, bisque-head doll with leather arms, hands and feet brought \$3,080.

Among period furniture, an 18th century pine-painted hanging cabinet found a new home for \$1,980. A buyer gave the same amount for a cherry/mahogany serpentine drop-front desk (circa 1790-1810), and a set of nine dining chairs (circa 1830) sold for \$2,750.

Another popular item among bidders was a coffee box from C.F. Ware Coffee Co. that got \$1,540. A large Baltimore album quilt sold for \$2,310, and a miniature John Bell yellow-ware mold realized \$1,760.

Prices reflect a 10 percent buyer's premium. □

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## Book doubles estimate

An auction from Bonhams & Butterfields, San Francisco, of Fine Books and Manuscripts on Feb. 13 brought more than \$1.2 million, according to a news release.

The top lot of the sale was Mark Catesby's "The Natural History of Carolina, Florida, and the Bahama Islands: Containing the Figures of Birds, Beasts, Fishes, Serpents, Insects, and Plants," published in 1754. Valued at \$100,000 to \$150,000, the lot brought \$206,000.

Included in the auction was an original watercolor drawing by

children's author and illustrator Beatrix Potter, which brought \$85,400, exceeding its presale estimate of \$12,000 to \$18,000.

New York, N.Y.-based Bonhams' American and English Furniture and Decorative Arts sale Jan. 25 was comprised of more than 320 lots, according to a news release.

The top lot of the sale was a pair of Regency 21-inch celestial and terrestrial floor globes from the 19th century. Estimated at \$40,000 to \$60,000, they sold for \$91,500. □

## United Country among land-brokerage leaders

The Land Report recently named United Country Real Estate among the top real estate land brokerage companies in the nation in the article "America's Best Brokerages."

Closing about \$1 billion in land sales annually, United Country is the largest land brokerage listed in this special report, which evaluated the nation's leading land brokerages based on 2010 sales results, according to a news release.

Land was the company's most improved property segment throughout 2010, posting a nearly 20 percent increase over 2009 land sales volume and a 10 percent increase in land units sold during the same period. □

## Auction brings more than \$2,000 per acre

Auctioneers from Barr Realty & Auction Co. Inc., Brandenburg, Ky., recently sold a 140-acre farm located on the Meade and Breckinridge County line for an average of \$2,200 per acre, according to a news release.

The farm sold in 14 parcels ranging from 4½ to 21 acres.

It had approximately 48 acres of cropland, and the balance was a mixture of cutover woods and small crop fields. □

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# NAA Hall of Fame Nomination Form 2011

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

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

City \_\_\_\_\_ State \_\_\_\_\_ Zip code \_\_\_\_\_

Phone \_\_\_\_\_

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

## Business Information

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

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

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

City \_\_\_\_\_ State \_\_\_\_\_ Zip code \_\_\_\_\_

Phone \_\_\_\_\_

## Personal and Family Information

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

Does spouse participate in the auction profession?  Yes  No

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

Children (include names and ages)

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

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

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

Does spouse participate in the NAA Auxiliary?  Yes  No

Does spouse participate in the State Auxiliary?  Yes  No

## General Professional Information

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

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

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

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

If yes, what field?:

\_\_\_\_\_

# NAA Hall of Fame Nomination Form (page 2)

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

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

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

Name	_____	Address	_____
Name	_____	Address	_____
Name	_____	Address	_____

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

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**Nominations must be postmarked no later than June 3, 2011 Mail nomination form to:**

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

Submitted by (please print) \_\_\_\_\_

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

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Nomination recommended by (state association) \_\_\_\_\_

## Sample Press Release



FOR IMMEDIATE RELEASE

Contact: Chris Longly  
National Auctioneers Association  
(913) 541-8084  
[clongly@auctioneers.org](mailto:clongly@auctioneers.org)

### **Auctioneers ‘Sold’ on National Auctioneers Day Saturday, April 16, 2011**

*Overland Park, Kan., January 25, 2011* – The third Saturday in April marks a special in the lives of auctioneers every year as ‘National Auctioneers Day’ is celebrated. This special day is recognized by auctioneers as a day to reflect back on one of history’s oldest professions and celebrate the industry’s future.

Auctioneers celebrate ‘National Auctioneers Day’ by offer their ‘voices’ to a range of charities and philanthropies as a way of giving back and giving thanks to the communities and customers they serve.

The last bastion of the competitive free enterprise system, auctions and the age-old profession of auctioneering continues to grow every year. It is estimated that approximately a quarter-trillion dollars in goods and services are sold by live auction every year in the United States. Online or on the lawn, auctions continue to grow in popularity with consumers. Bidders enjoy the thrill of competition with an auction and the rush that comes with the chase for treasures. Auctions are one of the most effective and efficient means of turning assets into cash quickly. Most importantly, consumers come back to auctions time and time again because of the fun and entertainment.

The [National Auctioneers Association](#) (NAA) and its members, encourage the public to enjoy Saturday, April 16 by attending an auction. To learn more about auctions, find an auction or auctioneer near you, visit [NAAuction.com](#).

###

#### **About the National Auctioneers Association (NAA)**

Headquartered in Overland Park, Kansas, the National Auctioneers Association (NAA) represents the interests of thousands of auctioneers in the United States, Canada and across the world. Founded in 1949, the mission of the NAA is to promote the auction method of marketing and enhance the professionalism of its members through education and technology. To learn more visit [Auctioneers.org](#) or [NAAuction.com](#).



# National Auctioneers Day Proclamation

## National Auctioneers Day April 16, 2011

### A PROCLAMATION

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

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

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

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

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

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

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

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

WHEREAS, the designation of National Auctioneers Day by the [CITY/STATE] will heighten the awareness of the public of the contributions made by auctions and auctioneers to the history of our Nation and its economy;

NOW, THEREFORE, I, [OFFICIAL'S NAME and TITLE] do hereby proclaim Saturday April 16, 2011 as "National Auctioneers Day" and call upon the community and partner organizations to celebrate with appropriate ceremonies to acknowledge these efforts.

Date:

Signature:



# MEMBERSHIP APPLICATION

Please complete all four sections of this form.

To apply for membership in the NAA, choose one of these application methods:

- Complete this form with credit card information and fax to (913) 894-5281
- Complete this form and return with payment to: NAA Membership, 8880 Ballentine, Overland Park, KS 66214

# 1

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

MEMBERSHIP TYPES		
<input type="checkbox"/> REGULAR	An active Auctioneer that subscribes to the NAA Code of Ethics and embraces the NAA Mission and Vision. Voting Member (Printed Materials)	<input type="checkbox"/> \$300 (1 Year) <input type="checkbox"/> \$535 (2 Years) <input type="checkbox"/> \$725 (3 Years)
<input type="checkbox"/> ONLINE	Online member is an active Auctioneer receiving all correspondence through online and electronic formats. Voting Member (Digital Materials)	\$225
<input type="checkbox"/> AFFILIATE	Individuals who are not Auctioneers but who are involved in auction or auction-related business with the purpose to provide goods and services to Auctioneers and the public. Non-Voting Member (Printed Materials)	\$500
<input type="checkbox"/> ASSOCIATE	Employees of Active Members who are not Auctioneers. Auction-related professionals representing the real estate, finance and legal industries should apply for Associate membership. Non-Voting Member (Printed Materials)	\$225
<input type="checkbox"/> MEMBER + SPOUSE	An Active member and his/her spouse or significant other that subscribes to the NAA Code of ethics and embraces the NAA Mission and Vision. Includes Auxiliary membership for spouse for one year. Voting Member (Printed Materials) Spouse's Name (Must Complete): _____	\$450
OPTIONAL FEES		
<input type="checkbox"/> NATIONAL AUCTIONEERS FOUNDATION DONATION	The National Auctioneers Foundation is the fundraising partner of the NAA. Funds promote the auction profession and industry. Donations are tax deductible.	\$50
<input type="checkbox"/> MEMBERSHIP NAA AUXILIARY*	The Auxiliary is a source for the promotion and advancement of the auction team. Membership is open to all members and spouses. One year membership per person. <input type="checkbox"/> Self <input type="checkbox"/> Spouse *Auxiliary Member's Name (Must Complete): _____	\$25 per member

# 2

## MEMBERSHIP INFORMATION (Please Print)

TOTAL AMOUNT DUE \$

First \_\_\_\_\_ Middle \_\_\_\_\_ Last \_\_\_\_\_

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Web Site \_\_\_\_\_

Check here if you are a previous member or a member of a state association.

Male  Female

Number of Years in Industry \_\_\_\_\_ Year of Birth \_\_\_\_\_

Name of auction school attended if applicable \_\_\_\_\_

Referred By (Optional) \_\_\_\_\_

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## AUCTION SPECIALITIES

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

- Antiques & Collectibles
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- Art & Galleries
- Auto & Motorcycles
- Bankruptcy
- Benefit & Charity
- Boats & Water Sports
- Business Liquidations & Office Equipment
- Coins
- Collector Cars & Vintage Equipment
- Estate & Personal Property
- Farm, Ranch & Livestock
- Firearms
- Govt. Surplus Property & Seizures
- Heavy Equipment & Construction Machinery
- Industrial & Manufacturing Equip.
- Intellectual Property
- Jewelry
- Real Estate, Commercial/Industrial
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# NAA Member Benefit Highlights

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## NAAuction.com

Built specifically for the consumer, this website provides the public with information and education about the profession and industry, and connects buyers and sellers with NAA Auctioneers and their auctions.

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## Auctioneer magazine

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

## Auction E-News

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

## Industry Insights

Free online seminars presented by industry professionals teach today's business essentials to help you run your business more successfully.

## Online Mentoring and Networking Forum

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

## NAA Education Institute

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

## Buyers' Guide

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

## Auction Calendar

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

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## Alvin's Alaska



Alvin Kaddatz of Kaddatz Auctioneering, Hillsboro, Texas, won a fishing trip to Alaska in September 2010 during a fund-raiser for Care Net Pregnancy Center, Waco, Texas. He says he plans to take the trip this year. Former vice-presidential candidate Sarah Palin was the event's keynote speaker. Submitted photo

## Into the future



The National Auctioneers Association's Council on Future Practices met in late January to discuss the future of the NAA and the auction industry. The group plans to share its recommendations with the NAA's Board of Directors during its meeting in April. The association plans a special educational session, "Future of the Auctioneer," during the 62nd annual International Auctioneers Conference and Show on July 12-16. Submitted photo

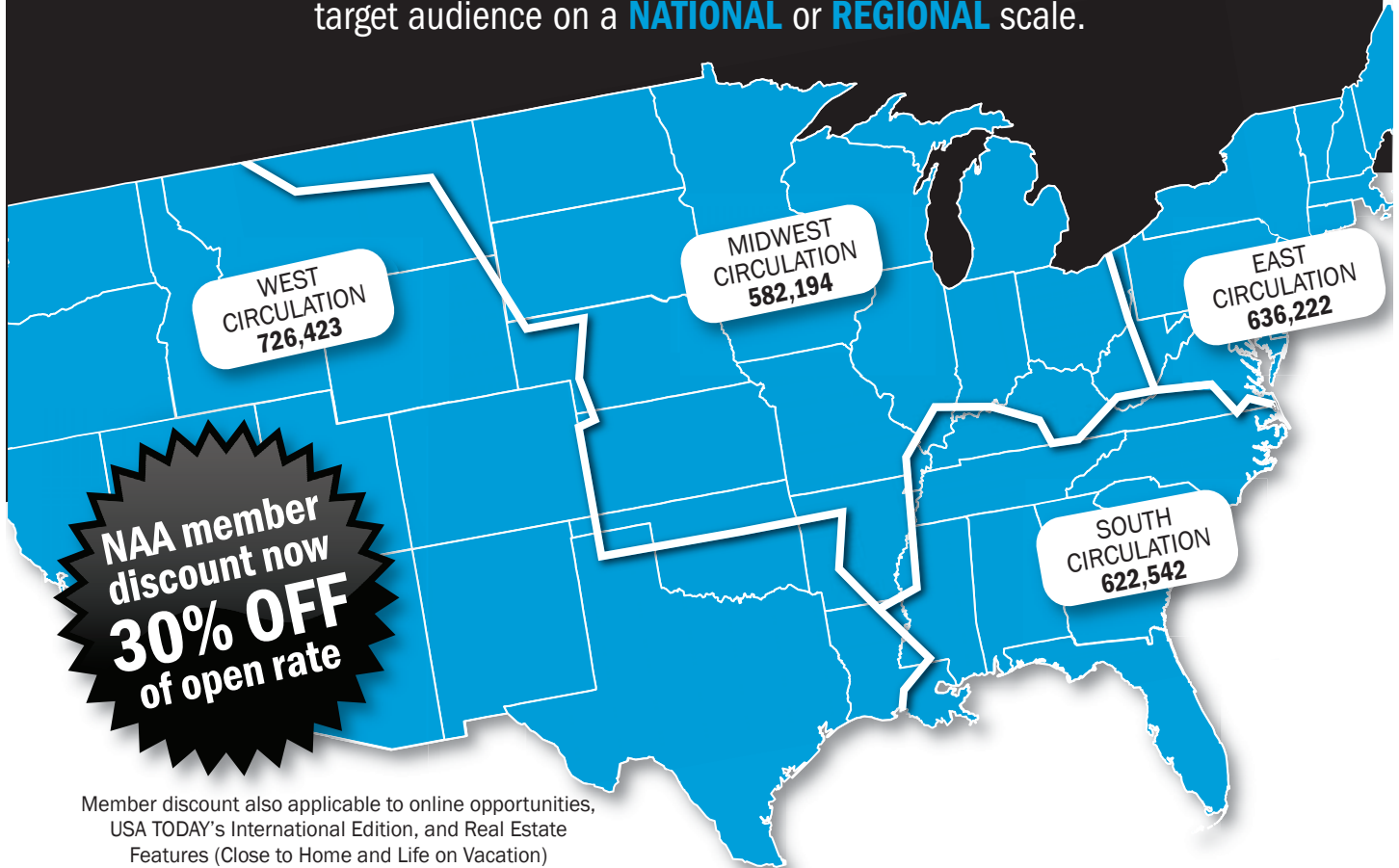
## The NAA wants to know

**What were the results of your auction this past weekend? What did you learn from your state association's annual conference this winter? Is there a significant event from your personal or professional life you would like to share with fellow NAA Auctioneers?**

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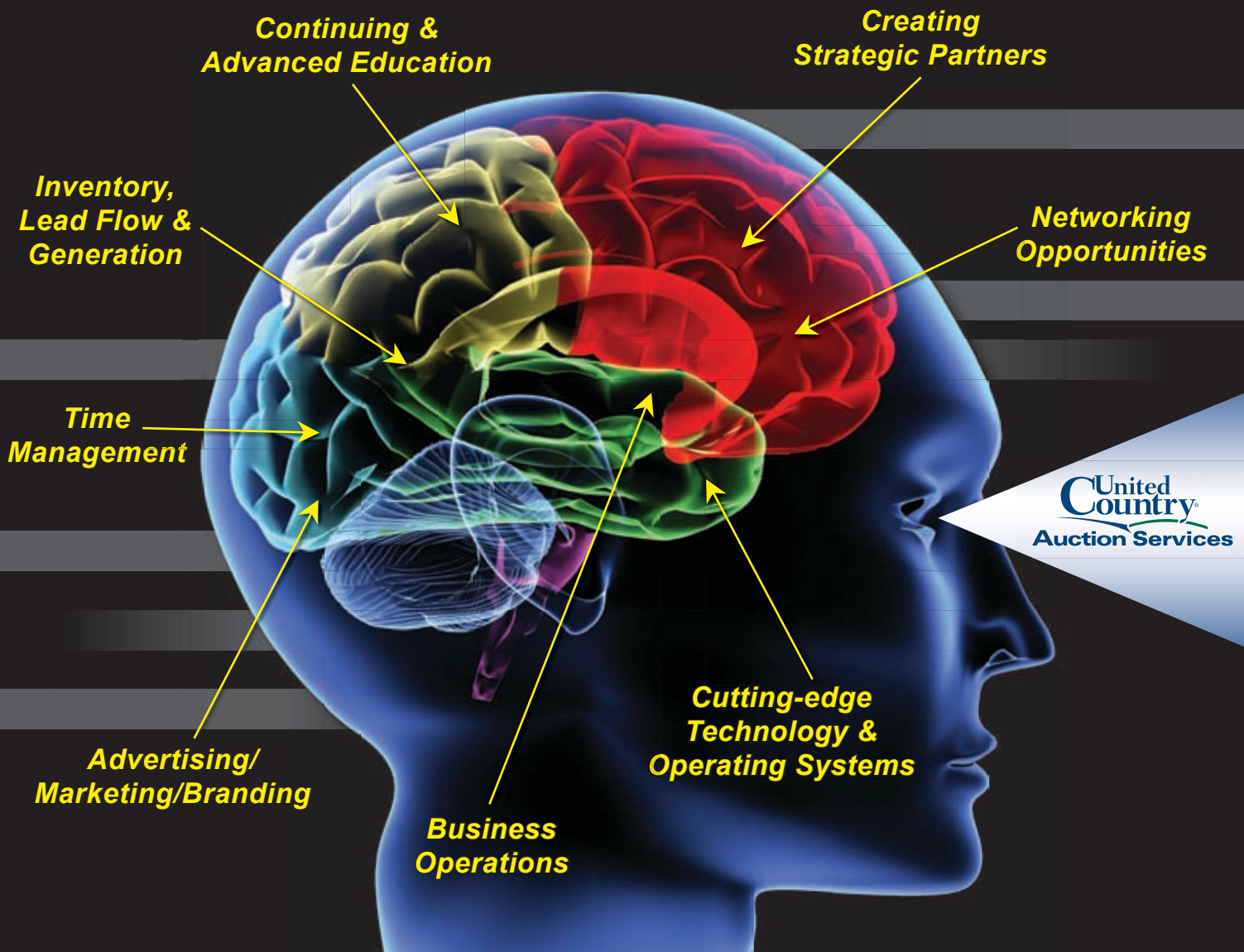
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