

# Auctioneer



MARCH 2014

The official publication of the National Auctioneers Association

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on finding that next sale

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- Fear & self-loading
- Keep your lot order in shape
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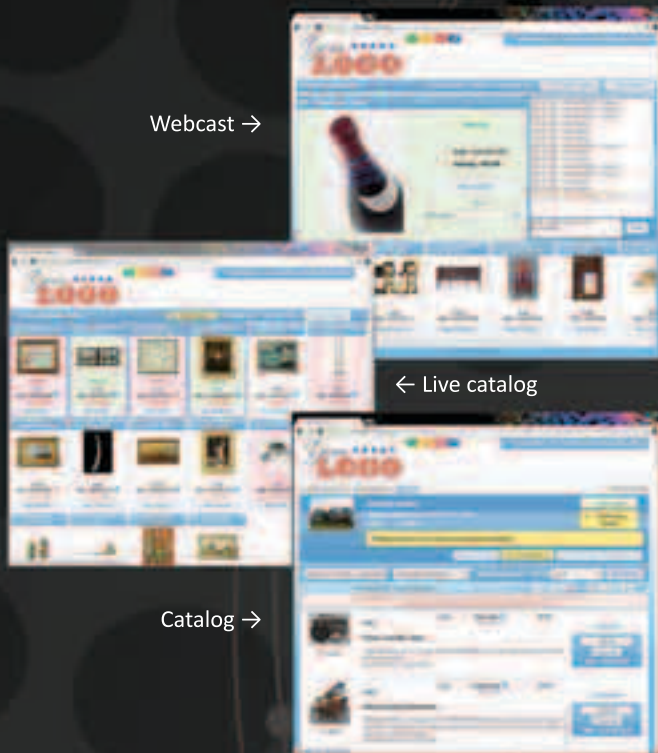
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**Paul C. Behr**

*CAI, BAS, NAA President*

National Auctioneers Association President Paul C. Behr, CAI, BAS, joined NAA in 1981. A three-time World Champion Auctioneer, Behr was the first IAC Champion in 1988 and has conducted over 8500 auctions in his 42-year career. Behr is President of both the World Wide College of Auctioneering and the World Automobile Auctioneers Championship. Also, he has served on the CAI Board of Governors. Behr makes his home in Denver, Colo., with his wife, Suzanne.

## Want to grow? Attend Conference and Show!

**D**uring my tenure as Vice President and President of the NAA Board of Directors, I have had the privilege of attending many state conventions. Each event has provided me the opportunity to meet new people in our industry and to reconnect with old friends. I have probably enjoyed that part of my “job” more than any other thing that I have been able to do.

What I have seen during my travels, regardless of where I go, is a group of people who are committed to keeping the auction industry strong. We do it in different ways. Some hold auctions for their sellers only online; some tell me that live auctions are the only method they use; and some have worked to include both methods of sales in their business. Regardless, those are tools we use to do one thing: sell assets through the competitive bidding process. If I were king for a day, I think this is the one thing I would ask that we all agree on.

I love bid calling — it’s how I have made my living throughout my career of over 8500 auctions. I believe that the excitement of a bid call cannot be replicated. It is how I have sold hundreds of thousands of automobiles, over a million head of cattle and over 2000 benefit auctions. But, I also know that there is excitement in watching an online auction during the last few minutes of the sale — watching as bidding may extend because new bids have been entered and watching the numbers frantically go up.

This is why the NAA exists — we want to promote competitive bidding as a way to

sell. There is so much to this process, from obtaining the business, marketing the asset, having the sale and following up with everything at the end. That’s why we need education: We need to know the best practices used throughout the industry for all of these processes.

By the time you read this the Internet Only Auction Summit: Real Estate will have taken place in Atlanta, with more than 135 people in attendance. We will be only days away from the 2014 Certified Auctioneers Institute in Bloomington, Ind., a place where education is offered, deals are made and friendships that last a lifetime are created. And, registration will be open for the 2014 International Auctioneers Conference and Show to be held July 8-12 in Louisville, Ky. The brochure and registration forms needed to book your time have been included with this edition of *Auctioneer*.

Sometimes, one of the things that I have heard during my travels, and don’t understand, is that “I am just too busy to attend the ‘national conference.’” If someone offered you an opportunity to make a few thousand dollars in less than a week, wouldn’t you make time to go? Of course you would. That’s what you have at Conference and Show. We talk about friendships that are developed, but these friendships create business opportunities. It is not unusual for companies to hire contestants they have seen compete in the IAC. It is not unusual for a business deal to be made over a cup of coffee in the hallway between education sessions. Also, one of the positive shifts

that I recently have seen occurring in our profession is an increase in younger Auctioneers and auction professionals who are attending Auctioneer Conventions & Conferences. Recently, at both the Ohio Auctioneers Association and Iowa Auctioneers Association conventions, the “younger generation” was well represented. What both of these Associations (and others) are doing to draw young people is working. This is wonderful. New relationships and leaders are being formed, and that is not unusual. But, it requires one significant thing to occur — your attendance at the event. In Louisville, Conference and Show kicks off with the Welcome Party, and this year “party” is the optimal word. The event will be held at the Kentucky Derby Museum, and we will have the opportunity to tour the Paddocks and the grounds at Church Hill Downs. The event concludes on Saturday, after a full morning of education and the Foundation’s Children’s Auction.

I know you are busy. I know you don’t have time, and you don’t have the money, and ...

But, if you want to grow new business, then make sure you are at Conference and Show, and do a little personal prospecting. The deal will be made, and we hope you are there to accept it!

Also, for more ideas on prospecting, turn to page 26 in this issue of *Auctioneer*!

*Paul C. Behr*



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NAA instructors and members share tips on how to find that next sale



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**On the cover:** Handing a business card to a potential client is virtually the easiest form of prospecting an auction professional can do. However, that is just one step.

Auctioneer issue 3 March 2014 (ISSN 1070-0137) is published the first of every month, with the exception of combined issues in June/July and December/January, which are published in mid-June and mid-December, respectively, by the National Auctioneers Association, 8880 Ballentine St., Overland Park, KS, 66214-1900. There are 10 issues printed annually. Auctioneer is a means of exchanging ideas that will serve to promote the auction professional and the auction method of marketing. The views expressed by columnists do not necessarily reflect the opinions of the National Auctioneers Association. Periodicals Postage paid at Shawnee Mission, KS, and at an additional mailing office (USPS 019-504). POSTMASTER: Send address changes to Auctioneer magazine (NAA), 8880 Ballentine St., Overland Park, KS 66214-1900. Copyright © 2013 by the National Auctioneers Association. Materials may not be reproduced without permission.

# Detweiler inducted into N.C. Hall of Fame

GREENSBORO, N.C. — On January 18, 2014, the Auctioneers Association of North Carolina inducted Eli Detweiler, CAI, into its Hall of Fame. Detweiler is an active member of the AANC, having served as president in 2011 and as a board member, speaker, and ambassador in the past.

Detweiler's induction came during the Jan. 17-19 Auctioneers Association of North Carolina Winter Convention, which saw Will Lilly, CAI, win the 2014 N.C. Grand Champion Bid Calling Contest.

Don Horton became the 2013-14 president. He will lead an 11-member board for the AANC.



Eli Detweiler (left) is now a part of the Auctioneers Association of North Carolina Hall of Fame. Submitted photo

Several other board members were tabbed at the convention. Phil Burleson was elected president-elect for 2014-15. David Bailey was elected secretary/treasurer. John Loy Jr will serve as vice president. Travis Cate, Dick Whittington, CAI, MPPA, and Kelly Williams were elected as directors. Matt Price and Dale Young, CES, GPPA, return as directors. Kyle Swicegood, CAI, BAS, GPPA, will be filling an unexpired director term.

The 2014 Summer Convention is slated to take place June 20-21, 2014 at the Hilton Charlotte University Place in Charlotte. ❖

## Mantle wins 2014 Michigan Auctioneer Champion; Beechy takes Ringman crown

LANSING, Mich. — Laura Mantle earned the Michigan Auctioneer Champion 2014 title among six finalists.

For the win, Mantle received a championship ring, trophy and entry into the International Auctioneer Championship next July in Louisville.

Auctioneer John Beechy was awarded the honor of 2014 Michigan Ringman Champion on Jan. 29, 2014, at the Michigan Auctioneers Association Annual Conference in Lansing, Mich.

In all, 10 contestants competed for the coveted title. Contestants were judged by a panel of five past Michigan Auctioneer Champions, who rated competitors based on four categories: crowd/buyer interaction, performance, relaying bids and communication with their Auctioneer, and appearance/presence.

Beechy also is currently the 2013 Indiana Auctioneer Champion.

Also highlighting the MAA event was the honoring of three Auctioneers for their extraordinary service to the auction industry by being inducted into the Michigan Auctioneers Association Hall of Fame.

Martin "Barney" Barnhart has been in the business for 73 years and still auctions every week. Gwyn Besner, CAI, AARE, is the first lady to earn this honor in Michigan. David Helmer, CAI, CES, GPPA, continues the long tradition of his family auction business, and has helped propel it and the auction industry far into the future.

The annual President's luncheon was highlighted by the swearing in of the new board of directors of the Michigan Auctioneers Association. Kenny Lindsay was inducted as the 2014 MAA President. Also new: Timothy G. Bos, CES, vice president; Darin Hower, secretary/treasurer; Dan Brodie, chairman of the board. ❖



# New York educates, celebrates with more than 100 at state convention

CORTLAND, N.Y. — More than 100 auction professionals from throughout New York State and Pennsylvania gathered on Jan. 19-20, 2014, at the Greek Peak Mountain Resort, for the 59th Annual New York State Auctioneer's Association Convention.

The convention featured seminars and topics including: "Business Building through Active Networking," and "The Auction from Commencement to Consummation," presented by the National Auctioneers Association's Jason Winter, CAI, AARE,

CES; "Benefit Auctioneer" by Col. Lance Walker, CAI, BAS, CES; along with Keynote Speaker Dan Kulp giving his "Comedy with a Message" presentation; and an informative session with Attorney Michael Pinnisi, of Ithaca, N.Y.

Special events included the annual business meeting, which includes election of officers and board of directors. Those election results yielded: chairman — James Mason; president — Laurie Bostwick; vice president — Joe Hessney; secretary — Carrie Hessney,

treasurer — Milo Turner. Board of Directors: Larry Warfel, Evan Goodrich, Jerry Burke, Fred Goodrich, Terry Bradley and Kip Blanchard.

Special awards this year went to went to: Hall of Fame inductee Ed Goodrich of Newark Valley; Auctioneer of the Year to John Gokey, CES; Rookie Auctioneer Bid Calling to Carrie Hessney; and New York State Bid Calling Championship Jared Lambrecht. ❖

## Wears tops Wyoming bid-calling competition

GILLETTE, Wyo. — Among the 35 or so gathered conference attendees, Emily Wears, ATS, BAS, bested a field of seven competitors to win the 2014 state bid-calling content during the Wyoming Auctioneers Association annual convention on Jan. 9.

Justin Bieshewvel finished runner-up. Larry Forsberg was second runner-up.

Newly-elected officers were also named during the conference. Those results: president — Bill Weaver; president-elect — Justin Bieshewvel; director — Brent Wears, CAI, AARE, ATS, CES; director — Jacob Gay. ❖

## Roth inducted into Illinois Auctioneer Hall of Fame

BLOOMINGTON, Ill. — February 9, 2014 -- James "Jim" Roth, CAI, was inducted into the Illinois Auctioneer Hall of Fame at the Annual Conference and Show of the Illinois State Auctioneers Association (ISAA), held Feb. 8-10.

Roth is a second-generation Auctioneer and only one of two father-son members of the esteemed Illinois Auctioneer Hall of Fame. His father, Norm, who was inducted in 1995, was present at the awards banquet which honored his son.

Roth is a member of the Illinois State Auctioneers Association. He is also a member of the National Auctioneers Associations, the Certified Appraisers Guild of America (CAGA) and gives seminars at ICC Illinois Central College on auctions and antiques.

Also at the convention, O.D. Holley was elected president of the ISAA for the upcoming term. He has previously served as ISAA District 1 Chairman, District 1 Governor, and ISAA secretary-treasurer and president-elect. ❖

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# Pittney inducted into Kansas Auctioneers Hall of Fame

MANHATTAN, Kan. — Several honors and awards were bestowed upon deserving recipients at the Kansas Auctioneers Association annual state conference, Jan. 24-26.

Jerry Pittney was inducted into the state Hall of Fame, while Viola Beatty was inducted into the KAAA Hall. Dorothy

Koch, Carol Stricker and Jean Oswalt were all honored with the President's Award of Distinction.

Scholarships were awarded to Kyndell Hightree, Jessica Boone and Madison Gehrer.

In the preliminary bid-calling contest, Clint

Turpin won the rookie contest.

State office elections were also held. Those results: president — Megan McCurdy, CAI, BAS; president-elect — Bill Eberhardt, CAI, AARE, CES; vice president — Robert Haley; director — Ed Dewey; director — Curt Marshall. ❖

# First, 25th IAC Champions present at Ohio convention

DUBLIN, Ohio — Auctioneers from across the state convened in Dublin, Ohio, Jan. 17-19 for the annual Ohio Auctioneers Association annual conference.

Throughout the event, Auctioneers were presented with dynamic, engaging educational seminars from industry-leading Auctioneers and presenters. This year, the OAA was honored to have the first and the

25th IAC Champions present as both NAA President Paul C. Behr and Andy White were on hand, respectively.

James Mast was crowned the 2014 Ohio Auctioneers Champion, while Clayton Neal was crowned Junior Champion. In all, the competition featured 27 Auctioneers vying for the coveted title.

John Muncy was inducted into the state's Hall of Fame — Ohio's highest award.

The OAA held its annual officers election as well. Those results: president — Andy White; president-elect — Ken Bonnigson, CAI, CES; vice president — Peter Gehres, CAI, CES; treasurer — Tim Beathard; director — Laura Mantle; director — Dan Limber, CAI; director — Dick Kiko, Jr. ❖

# S.C. Auctioneers Association holds 40th Anniversary celebration; Dixon new president

COLUMBIA, S.C. — The South Carolina Auctioneers Association enjoyed incredible success at its 40th Anniversary Celebration convention Jan. 10-12, 2014, at the Hilton Garden Inn.

Outgoing SCAA President Darron Meares, CAI, BAS, MPPA — along with convention chairman Paul Yoder, BAS — led the festivities, which included the association's annual South Carolina Bid Calling Championship, four hours of continuing education, an advertising award ceremony and a lively fun auction.

Chris Pracht, CAI, AARE, CES, won the 2014 SCAA Bid Calling Championship. Also placing in the contest, Bryan Hope won First Runner-Up, and Rafe Dixon in Sumter won Second Runner-Up.

The SCAA elected Rafe Dixon, CAI, AARE, CES, as its president. He will lead a 13-member board for the SCAA.

Several other board members were elected at the convention. David Taylor will serve as vice president for 2014. Gwen Bryant, CAI, AARE, CES, GPPA, has been tabbed

for secretary/treasurer. Mike Harper CAI, AARE, as well as Carole Hoskyns, CAI, AARE, will serve four-year terms as directors. Tom Crawford, BAS, David Meares, CAI, GPPA, and Marshall McAbee will serve as director through 2015.

Darron Meares, the outgoing president, has been promoted to immediate past president. J. Tony Adams, Merle Sharick, BAS, Bryan Hope and David Yoder remain as directors on the board. ❖



# Huff inducted into Iowa Hall of Fame

ANKENY, Iowa — More than 180 auction professionals gathered from Jan. 31-Feb. 2 for the annual Iowa Auctioneers Association convention, where, among several highlights, Jim Huff was inducted into the state's Hall of Fame.

Elsewhere, a stout field of 42 competitors vying for the 2014 bid-calling championship was whittled to 20 finalists. The group will

compete for the title at the Iowa State Fair on Aug. 12.

New officers were also elected during the conference. Those results: board chairman — Burton Prunty; president — Chad Shepard; president-elect — Jodi Sweeney-Egeland, CAI, BAS; vice president — Martha Boyle. ❖

# Former Western College of Auctioneering owners inducted into Montana Hall of Fame

BUTTE, Mont. — The 2014 Montana Auctioneers Association (MAA) Convention was held Jan. 24-25 at the Copper King in Butte, Montana

Andrew White, the 2013 NAA International Auctioneer Champion, was the featured speaker.

This year's Bid Calling Championship Contest was a success with 17 contestants in the Pro Division providing steep competition. Nick Bennett took first place in the Professional Division of the Bid Calling Championships. Brian Young placed second and Jim Cooper placed third. The Rookie Division of the Bid Calling Contest had three contestants competing for Rookie of the Year. Taylor Ophus was the 2014 Rookie Bid Call Champion.

Jerry & Gayle Ellis, former owners of Western College of Auctioneering, were inducted into the Montana Auctioneers Association Hall of Fame, along with Tex Pate. ❖



Gayle and Jerry Ellis (right) are presented with a plaque after being inducted into the Montana Auctioneers Association Hall of Fame. Submitted photo

# North Dakota convention sets attendance mark

FARGO, N.D. — Drawing 74 members, the North Dakota Auctioneers Association saw its largest annual state conference crowd to date during the Feb. 6-8 event.

The convention was held in conjunction with the Greater Midwest Livestock Auc-

tioners contest. It also achieved the largest fun auction it has ever hosted.

Allen Henslin beat out 11 other competitors to win the state bid-calling title, finishing ahead of Cody Aasness and Kelly Klein, respectively. Lyle Lauf was inducted into the

state's Hall of Fame.

State office elections also were held. Those results: president — Cliff Sanders; vice president — John Kuchera; secretary/treasurer — Ken Thomsen. ❖

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From left to right, panelists Rick Levin, Manson Slik, Will McLemore, and J.J. Dower discuss self-loading in Atlanta. (inset) Dower says it is a threat. Photos by Curtis Kitchen

# FEAR & SELF-LOADING

**IOAS: Real Estate panel discusses the potential issue of self-loaders.**

By Curtis Kitchen  
*editor*

**S**hould online-only, real estate auction professionals be fearful of self-loading sellers?

Sustained or perhaps increased agent commissions, the prospect of a buyer's premium cutting into final profits and

improved user-friendly platforms have all created an environment for sellers to feel comfortable with the idea of trying to sell their homes, via the auction method, but doing it largely without the guidance of professionals.

It has been a slow process, one that

*continued »*



IOAS: Real Estate attendees who braved winter weather to the end of the conference all pose for a quick image.

took as much as a decade longer than some auction industry experts originally prognosticated, but it is finally legitimately on the radar. Quickly growing in their technological, tool-using savvy, sellers have slowly begun to realize there may soon be ways to mass self-pitch their plots.

At the recent Internet Only Auction Summit: Real Estate, in Atlanta, Ga., a panel of experts convened and openly discussed the idea of where this late but potential reality may lead.

With IOAS: Real Estate committee chairperson Will McLemore, CAI, also serving as moderator, he, J.J. Dower, CAI, AARE, ATS; Manson Slik, CAI, AARE, CES; and Rick Levin, all spoke on the current position of self-loaders within the “Implications — Human Resources and Business Structuring” session, and no words were minced.

“This is the touchiest, I believe, of all topics that will be talked about in these two days,” Levin said, referencing that while he was a realtor, he’s also a consumer. “Most consumers in the United States don’t really love transaction fees.”

“I think if you have a legitimate fear in our industry, self-loading should be part of that fear,” Dower said, before

explaining why.

Dower pointed out several IOAS: Real Estate attendees as being from Tennessee, like him, saying that “I’ve never been worried about them being my competition,” because he felt the marketplace’s integrity and professionalism was not compromised as long as auction professionals were handling the workload.

“My problem has always been a trustee, a sheriff, a lawyer, is doing some kind of sale on a courthouse step or at some venue and calling it an auction sale, and Auctioneers aren’t getting that deal,” Dower said. “Self-loading can be the biggest downside to our industry of all time, when real estate agents can automatically become online Auctioneers by taking 150 listings and saying ‘okay.’

“Not only have they taken our product, but when they only get five of them sold, what’s going to happen when we go out to our next client about doing an online only real estate auction, and they say, “Oh no, we’ve been looking at those, and they don’t sell any of those.”

“If you have a fear, it’s not the guy down the street from you that you think is your competition. It’s all the outside people

because of the access to platforms and everything else I worry about being in the auction industry.

“It’s not the guy who is already in our industry and part of our Association that keeps me up at night.”

Levin took a different view, wondering aloud if educating the public and providing that user-friendly platform for self-loaders could in fact be something for auction professionals to leverage.

“If you could do what we’re doing here [at IOAS: Real Estate], but do it on a grand scale, if you could educate the public and educate consumers through your website as to maybe how they go about conducting their own real estate auction,” Levin surmised, “... and, you let the seller upload their own auction and ‘conduct’ their own auction on your venue, on your platform, on your ‘Switzerland’ auction site, and perhaps have a lower transaction fee, such that the consumer value proposition is so attractive that it blows the brains out of anyone trying to compete with you ...

“You will be like Time Magazine’s Man of the Year or Woman of the Year if anybody could execute that. Right now, nobody on the planet has pulled that off. That would be one heck of an accomplishment.”

The current fee structure regarding real estate transactions is the crack in the dam for Slik. Mend that, he said, and the entire self-loader conversation changes.

“I think as long as the real estate commissions stay at the level four, five or six percent, as long as real estate auction commissions stay at a level of six to 10 percent buyer’s premium — and that’s in the minds of the marketplace — then, I think self-load is a much greater fear than if another mechanism existed,” Slik said.

After offering extensive analysis and figures affecting his local market in Ontario, Slik critically reviewed the system (which, he said, waits for a property to receive an offer before it is given a full attempt at selling) and called it a “fairly successfully inefficient” model of real estate that he didn’t “think the marketplace is going to continue to accept.”

Changing that piece is the crux to the self-load issue.

“I think if we can figure out that piece and move into a commissions base that’s different, I don’t think you’re going to see self-load,” Slik said. “I think if we continue to be where we’re at, at the commissions levels we’re at and offering the level of services we’re at, then I think self-load is a threat.” ❖

## THANK YOU IOAS SPONSORS



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Special thanks to the National Auctioneers Foundation for the support of NAA educational events

NAA members will have a way to attend and earn their BAS designation this summer without having to spend extra time and money for separate events. Photo by Tara Truitt



# BAS TO BE OFFERED IN LOUISVILLE

The designation program will be offered during Conference and Show, saving members time and money.

**By James Myers**  
contributing writer

The popularity of benefit auctions continues to increase, which means more Auctioneers are looking for training offered in the National Auctioneers Association's Benefit Auctioneer Specialist (BAS) program.

Recognizing this need, the NAA will offer the BAS program at this July's 65th International Auctioneers Conference and Show in Louisville.

Aaron Ensminger, NAA director of education, said time spent between designation classes and then the Conference and Show week can be long for some of the attendees. Taking four days to attend Conference and Show, and then taking three more for the BAS program is too much separation from work.

"We know everyone wants to minimize that time away as much as possible," Ensminger said. "This is an effort to make it simpler."

Benefit auctioneering is an industry experiencing a growth spurt. Nonprofits and civic organizations are turning to benefit auctions as an important fundraiser/event, Ensminger said. However, benefit auctions are a completely different animal in the auction space: Auctioneers take part in the earliest stages of the auction preparation, educate the volunteers on how to pull off a successful event, and keep the audience entertained throughout the event. Furthermore, benefit Auctioneers are tasked with bringing awareness to the cause of the auction.

Unlike most auctions where the Auctioneer is working with a team of professionals well-steeped in the industry, benefit Auctioneers normally work with inexperienced volunteers. The BAS program gives Auctioneers the tools to help guide a team of novices through the process.

"Most benefit Auctioneers don't just come in and call bids and walk away," Ensminger said, adding that they often begin working with a volunteer committee months, or sometimes years, in advance. "They're there from the beginning."

The BAS was created to give advanced training and planning in conducting a benefit auction. Students in the program learn the various techniques that help promote an entertaining and successful event. Students also learn marketing and coordinating skills and how to create a fun atmosphere that leads to a profitable auction.

The program requires 24 hours of class work, which is tradition-

**"Students in the program learn the various techniques that help promote an entertaining and successful event. Students also learn marketing and coordinating skills and how to create a fun atmosphere that leads to a profitable auction."**


ally completed in three days. However, it will be spread out over four days at Conference and Show. The cost, \$545, will remain the same. Taking the program during Conference and show will save time and money related to travel compared to taking it separate from the C&S.

"It's been something we've talked about for a while," Ensminger said of combining the BAS with C&S. "This is the year to pull the trigger."

The BAS schedule has been carefully planned so attendees won't miss out on the events they enjoy at Conference and Show, but it won't be offered this way every year. Ensminger said the NAA is planning also to offer the Auction Technology Specialist (ATS) and Certified Estate Specialist (CES) programs at future Conference and Show events.


For more information about the BAS program, visit the NAA's website, or call the NAA Education Department at (913) 541-8084. ❖

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# A binding chant?

## Auctioneers should consider the words they use.

**Question:** Do the words used in an Auctioneer's chant matter?

**Answer:** *Possibly, it depends on the words used and the context. The words used in the chant could mean nothing, could be considered puffery, or in some instances could create an express warranty. Before an Auctioneer begins an auction, he or she should briefly consider the words and phrase that will be used in the chant.*

**A**n Auctioneer's chant is made up of several components. First, there is the sound and rhythm of the chant. A chant should have some musical qualities to it. Second, there are the actual words or phrases used. The words and phrases used are generally known as "filler words." Third, there are the numbers which are the most important part of the chant. The numbers indicate what the current bid is and what the Auctioneer wants. The chant has to sound good, be fluid, and entertaining to keep the bidders' attention.

Some filler words that are commonly used include "dollar bid", "now", "will you give me", or "able to bid". A simple chant, for example, is: "One dollar bid, now two, now two, will you give me two? Two dollar bid, now three, now

three, will you give me three?" In this example, the words just connect the numbers and are not intended to have any literal meaning. In most chants, filler words are not intended by the Auctioneer to have specific or literal meaning. The words and phrases may be used without any special thought even being given to them by the Auctioneer. But, bidders may not know that the words of the chant should not be taken literally.

As long as the chant is more general and does not specifically relate to the items being sold, it is unlikely an express warranty would be created. The more specific the chant gets, the more it begins to look like an express warranty.

Under section 2-313 of the Uniform Commercial Code, express warranties are created by: "(a) any affirmation of fact or promise made by



the seller to the buyer which relates to the goods and becomes part of the basis of the bargain creates an express warranty that the goods shall conform to the affirmation or promise[; or] (b) any description of the goods which is made part of the basis of the bargain creates an express warranty that the goods shall conform to the description.” To create an express warranty, It is not necessary for the seller or Auctioneer to “use formal words such as ‘warrant’ or ‘guarantee’ or that he have a specific intention to make a warranty, but an affirmation merely of the value of the goods or a statement purporting to be merely the seller’s opinion or commendation of the goods does not create a warranty.” U.C.C. § 2-313(2).

Puffing is sales talk and general statements of unverifiable opinion, and not representation of fact at all. The classic example of puffing is the car salesman who says: “Sporty car at a great value price,” “sporty car,” “great value,” “great deal,” or other similar phrases. In other words, puffery consists of “empty superlatives on which no reasonable person would rely” or “meaningless sale patter.” All-Tech Telecom, Inc. v. Amway Corp., 174 F.3d 862 (7th Cir. 1999). Learned Hand, a well-known federal judge, said puffery is the “kind[] of talk which no sensible man takes seriously, and if he does he suffers from his credulity.” Vulcan Metals Co. v. Simmons Mfg. Co., 248 F. 853 (2nd Cir. 1918).

Consider an estate auction where some items of jewelry are being sold. When a sapphire ring is being sold the Auctioneer states that the ring is “big bright blue and best for you.” Does that create any type of warranty? Or is it merely puffing? It depends on whether the statement is of a verifiable fact. Whether there is a representation of fact generally distinguishes an actionable warranty from non-actionable puffing. When a diamond ring is being sold and the Auctioneer adds another tongue-twister about the color, clarity, cut, and carat, depending on exactly what is said, he or she may have created an express warranty. For example, calling a diesel truck “road ready” is an express affirmation of fact exposing the seller to liability when the engine block cracks two weeks later and renders the truck inoperable. Wiseman v. Wolfe’s Terre Haute Auto Auction, Inc., 459 N.E.2d 736 (Ind. Ct. App. 1984). Statements of opinion, not made as a representation of fact, are simply puffing which does not create an express warranty.

Auctioneers should carefully consider the words and phrases used in the chant. The words and phrases are important for the sound and rhythm of it, but are also important because bidders are listening, and the words used could create an express warranty. ❖

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Steve Proffitt

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

## Of sellers and regulators

**L**ast time, I wrote about an Auctioneer who called me because he was upset over a seller filing a regulatory complaint against him. I pointed out that disappointed expectations are often what cause sellers to take such actions against Auctioneers. This month, we're going to look at what sellers and state regulators want from Auctioneers, and what Auctioneers can and should do to help their sellers and themselves.

### Sellers want ...

So, what do sellers want from Auctioneers? The answer is information and the sale results they desire. Auctioneers have no control over the latter, but they have total control over the former, and that's the point of our focus here.

We live in the much-heralded "information age." Broadcasting, publishing, journalism and the Internet are industries focused on the rapid and easy flow of information. Likewise, information is an important component of Auctioneering. Sellers expect Auctioneers to inform them about their services, the auction process, the auction markets, the attractiveness of the assets for auction and auction results. Sellers are entitled to this information, and it is the duty of Auctioneers to provide it to them. This is akin to the right a patient has to information from a physician on the diagnosis of the patient's condition and treatment plan, or a client's entitlement to comparable information from an attorney about the client's case.

### Auctioneers' duty

When should Auctioneers share information with sellers? The answer is from the very beginning of the Auctioneer-seller relationship, and all the way through to the end. The Auctioneer is an agent for the seller and owes the seller the information and updates that the Auctioneer can provide. This is part of the duty owed by an agent (Auctioneer) to a principal (seller). Here

are five steps that Auctioneers should particularly take.

### Step by step

First, before an auction contract is ever signed, the Auctioneer should provide a prospective seller the information that the seller needs to be fully informed on the options available to the seller. This means a complete explanation of the auction process, its pros and cons, plus answers to the seller's questions. A seller needs this insight to be equipped to make an informed decision on whether to proceed with an auction and, if so, under what terms — particularly as to the choice of auction method.

Second, if the seller decides to go forward, a good, written contract is needed to evidence the terms of the parties' agreement for an auction. The document must satisfy the three essential "C's" for a contract: clear, complete and correct. Its terms must also be fully understood by both the seller and Auctioneer.

Third, once the Auctioneer begins working, things will change — some for better and others for worse. Whatever the case, it's the Auctioneer's duty to keep the information flowing to the seller so the seller is up to speed and fully informed on all important points. There is no way faster to do this than with a telephone call, but there is nothing more important than confirming the information given in writing, such as an email or letter. Back in auction school, an instructor encouraged us to send every seller a letter once a week and give a top-to-bottom recap of the progress made for an upcoming auction. An update should include what has been done, what remains to be done, and the schedule for handling these matters, as well as any issues or problems that have arisen and other related news. These communications are not only a sound way for Auctioneers to keep sellers informed during the auction process, they also help build good will and confidence with sellers.

Fourth, sellers are the reason Auctioneers are in business and should never be viewed as an interruption or inconvenience. Auctioneers should always treat sellers as a top priority and promptly respond to their concerns, questions and other inquiries. As mentioned, substantive information given by an Auctioneer to a seller needs to be documented in writing to preserve the message.

Fifth, the auction is certainly important, but settlement is paramount. Nothing exceeds a seller's interest in the timely and correct settlement of an auction because this is when an Auctioneer pays the net proceeds from a sale to the seller — and this is the reason the seller brought valuable assets to be sold at auction. The Auctioneer's payment

must be accompanied by a full and accurate accounting of all funds received and disbursed.

### As for regulators ...

So, what do state regulators want from Auctioneers? That's simple — they want Auctioneers to obey the law, including the licensing authority's rules and regulations, and well serve the public (e.g., sellers, bidders, and buyers). This compliance largely precludes any reason a person might otherwise have to file a complaint against an Auctioneer which a board must then handle. If a complaint is filed by an aggrieved person, the board will want the Auctioneer to have a suitable file to show what the Auctioneer did, for whom, when, where, why and how. This underscores

the importance for an Auctioneer to compile and maintain a complete and well- documented file.

### Conclusion

Auctioneers have a duty to keep sellers informed on significant matters throughout the auction process. This is part of the duty owed by an agent (Auctioneer) to a principal (seller). When this isn't done, the price of neglect can be steep. An Auctioneer's failure to give needed information to a seller can create a fertile seedbed from which a damaging regulatory complaint and/or legal claim could spring. Auctioneers help their sellers and themselves when they diligently fulfill the duties that they owe to those who hire them. This is the role of a professional. ❖



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By Carl Carter, APR

Carl Carter is President of NewMediaRules Communications, which has provided public relations and marketing communications services to auction companies throughout the U.S. since 1994.

# Not bigger. Better.

Maybe you don't need to do "something big" to keep work coming through the door. Maybe you need to do several things better.

By Carl Carter, APR

**Y**ou got stung. You lost a big deal you would have sworn was in the bag. Or, you've watched in frustration as a competitor has racked up a series of big auctions while your own pipeline seems clogged.

You have to do something fast. You huddle your staff. What went wrong? Who's to blame? You feel a need to do something dramatic to regain your lost footing. Fire somebody. Rename the company. Hire a consultant. Crank up a national ad campaign.

First, take a deep breath. What's the longer term perspective? An occasional "wake-up call" can be healthy if it forces us to look at our own businesses realistically. So, let's start there.

Get better at measuring. I've seen very few auction companies that do a great job of collecting and analyzing data beyond calls, bidders and web visits. Why not measure the efforts that go into those numbers? How many sales calls did we make last year? How many visits? How many web meetings? Speaking engagements? If you're not out there pitching, you're going to get beat. That has nothing to do with technol-

ogy and major trends. It's just a reality of life.

Identify rationalization and excuses in your self-talk. This is a subjective, messy and painful process, and sometimes it helps to have a friend without an ax to grind who's willing to challenge you. One "red flag" is if you find yourself saying, "I know this is the way things are being done by most folks, but our market and customers are different." Sometimes they are. But, even if that's the case, they may just be lagging the rest of society. It's generally safest to assume your market reflects the rest of the universe.

Don't be in a rush to identify the cause. In our quest to make sense of things, we may see a cause-effect relationship between things that may just be a coincidence. The other guys are advertising in a certain magazine, and they just booked an auction you wanted. Maybe it's a factor, or maybe they just out-hustled you!

What are we doing that's working? You've obviously been doing some things right or you wouldn't be where you are today. Identify those, quantify them as best you can and look for ways to build on your success.

Broaden your "database." Be wary of relying too much on anecdotal evidence. By all means, use

“straws in the wind” to guide you in your quest to improve, but don't stop there. Check industry and demographic data. Keep an eye on trends through such sources as Pew, Gallup and others. But, be discriminating. I'm leery of “studies” from companies that sell the products they're reporting on.

Review your own marketing materials. This is a good time for a “gut check” on your own brochures, proposals, slides, sales pitches, web site, advertising budget and other factors. You could be wasting money on media that aren't working for you any more, while missing opportunities elsewhere.

Evaluate your core marketing message. This is a tough one because a lot of us aren't clear on what our core message is. Many point to their slogan, which is fine, but it doesn't hurt to ask yourself what it actually means. I had a client (not an Auctioneer) who used the same tagline — “A New Attitude” — for 15 years. None of us knew what it meant in the first place, and it had nothing to do with its products or customers. In truth, a new slogan might help, but that alone won't fix your problem.

Sometimes, you really do have a crisis. You really might have to do something big. But, don't start there. A little tune-up will probably produce faster results at a much lower cost than a major overhaul. ❖

**“Sometimes, you really do have a crisis. You really might have to do something big. But, don't start there. A little tune-up will probably produce faster results at a much lower cost than a major overhaul.”**

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John Genovese and his son, John John (right), are living out their dream of living in Hawaii while introducing the auction method to locals. Submitted photos

# LEI-MAN'S WORK

## A FATHER AND SON ARE TEACHING HAWAII THE WAY OF AUCTIONS.

By Nancy Hull Rigdon  
contributing writer

**P**eople who attend the Genoveses' auctions often ask the question, "What is an auction?"

While the question sounds surprising to most, Auctioneers John Genovese III, ATS, known as John John, and his father, John Lee Genovese Jr., run their business, Malama Auctions, in Hawaii.

"There is zero auction culture here," John John says. "We're teaching the people of Hawaii the way of auctions."

John previously owned an auction business in Bakersfield, Calif., and opened Malama in Lihue, Hawaii, almost two years ago with his son, after fulfilling a lifelong mission to live in Hawaii, where the Genoveses can count on one hand the number of Auctioneers.

What's more, the Genoveses' business, which offers online and live auctions, is the only live auction house on the island of Kauai.

"We're proud that when people think of auctions, they think of their experience with us. And, that's a privilege and a great weight," John John says.

Hawaiians are accustomed to marketplaces including garage sales and Craigslist, the Genoveses say. When the locals move, they often give their items away. The Genoveses focus on estate sales and benefit auctions, and they attribute the steady growth of their business to a combination of factors: relationship building, the popularity of auction television shows, capitalizing on the need for estate sales, global interest in the Hawaiian items they sell online and loyal customers. Also, John emphasizes the importance of reputation.

"Really, we're only as good as our last auction," he says.

*continued »*



Father (upper left) and son (upper right) have the unique opportunity to help shape the original auction landscape for a state, and they're doing it. Submitted Photos

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The Genoveses work under a moral standard.

“Our criteria for an auction is No. 1, they need to get rid of their things. No. 2, they need to make money. If it’s reverse order, we don’t accept the auction,” John says.

The father-son pair is having fun setting the Hawaiian auction bar. For instance, when they work auctions, they always wear tuxedos and serve champagne and shrimp to bidders lounging in big comfy chairs. The upscale atmosphere falls in stark contrast to the laid back Hawaiian lifestyle. Thus, it’s a rare treat for auction attendees.

“People really enjoy it — they feel like we’re really honoring the occasion,” John says.

For John, living and working in Hawaii was always part of the plan.

“Since the day my dad brought me here as a little boy, I knew I’d live here some day,” he says.

The success of Malama has combined with island life to give John a sense of contentment.

“On my drive to work, which is a full five-mile commute, there’s one road and nothing but beautiful beach,” he says. “It takes me 20 minutes because everybody drives slow because no one’s in a hurry.”

“I’ve never been so happy that we made the move.” ❖

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# PROSPECTING

**NAA instructors and members share tips on how to find that next sale.**

Aside from the actual auction, there is no more important step than prospecting with purpose ... and closing the sale. There are different ways to accomplish that goal. Photo by Nathan Brunzie

By Nancy Hull Rigdon

contributing writer

**A**uctioneers can turn to a variety of proven prospecting resources and practices to grow their businesses.

First, Auctioneers should view prospecting as the way in which they market themselves, says Mark Manley, CAI, AARE, MPPA, who teaches a course on prospecting in the NAA's Certified Auction Institute program. The relationships between Auctioneers and their clients, he says, are key to marketing.

"You need to ask, 'What commonalities do I have with the client?' Then, build on that," says Manley, of Rowell Auctions in Moultrie, Ga. "And, I don't subscribe to the concept of walking in someone's office and seeing what's on the bookshelf to find your commonalities. This is about taking the time to determine if you and the client's goals align."

As Auctioneers look to expand their client base, Manley recommends about a three-year analysis of a business. This entails pinpointing which clients have led to a majority of a business' income and strategizing the best ways to target similar clients.

"This means simply asking a client, 'Who else do you know that I can work for?'" Manley says. "That's how you take the synergy you've built in a specific time frame and build on it."

He finds relationship building to be much more effective than cold calling.

"It is not in my psychological makeup to dial for dollars," he says. "I'd rather get a warm lead, and work from there."

### **Civic organizations**

Often, Auctioneers find success by turning to civic organizations within their own community, something NAA Chief Executive Officer Hannes Combest emphasizes in "Easy Communications to Grow Your Business," a class that she teaches with state Auctioneers associations. She encourages Auctioneers to explore speaking opportunities with organizations such as Rotary, Kiwanis and Lions Club. A call to your local chamber of commerce should produce a list of local clubs and organizations.

"They are always looking for presentations to be given at those meetings,"

"As Auctioneers look to expand their client base, Manley recommends about a three-year analysis of a business. This entails pinpointing which clients have led to a majority of a business' income and strategizing the best ways to target similar clients."

Combest says. "This is a natural opportunity for Auctioneers to talk about a really interesting profession."

**NAA presentation resources**

The NAA offers four different presentations that Auctioneers can use once they secure a speaking engagement. The presentations are on the "Member Resources" section of the NAA website.

"All an Auctioneer has to do is download a presentation, put their name and logo on it, and then they're ready to go," Combest says.

**Trust**

John Genovese III, ATS, known as John John, has learned that earning the trust of those in his community plays a key role in drumming up business. He and his father, John Lee Genovese Jr., own Malama Auctions in Lihue, Hawaii. The Genoveses previously lived in California, where John owned an auction company.

"In Hawaii, it takes a long time to be accepted into the community," John John says. "You can't shake hands and say, 'Let's get down to business.'"

"They want to know who you are and find out if they can trust you."

In turn, the Genoveses take a slow and steady approach to business prospecting with an emphasis on relationship building, and their efforts have brought strong results to the family's nearly two-year-old business.

"We have been getting a good following and have quite a few regulars now," John John says.

JillMarie Wiles, CAI, BAS, also places a high priority on trust when it comes to business prospecting.

"As Auctioneers, no matter what area we specialize in, we are transforming people's assets, and trust is paramount in that transaction," says Wiles, of Beneficial Auction Services in Canby, Ore. In addition, Wiles also stresses a few best practices: listening intently with sincerity, having integrity by keeping your word and creating a full circle experience by following up with clients.

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**JillMarie Wiles, CAI, BAS**

*Beneficial Auction Services, Canby, Ore.*

situations, including hearing the word “No” from a potential or current client as well as turning down business.

“The word ‘No’ never bothers me when I have given a potential client all the information they need to make a choice in their best interest,” Wiles says. “A ‘No’ isn’t a rejection, but rather a chance to move on or to learn something new for next time.”

Wiles has learned that turning down business is sometimes the right decision. She’s said “No” due to factors including the time a client would need, a calendar conflict, an auction falling outside of her area of expertise, and the opportunity not being a custom fit.

“I always give the inquiry their next step in utilizing the auction method, which is usually a referral to another NAA Auctioneer,” she says. “The NAA membership is a huge resource in my daily business.”

In addition, Wiles emphasizes the effectiveness of what she refers to as custom fitting. For instance, she finds success when she seeks out clients that are a good fit for her. With this approach, she brings a high level of passion to her work, which positively affects her auctions.

When those issues were at play in the past, she says she found that “the auction results were better, and my next auction was always out in the audience.”

She recommends that Auctioneers consider the CAI program in their efforts to grow their businesses. The program, she says, was the best investment she’s made in building her business.

“I learned strategies of how to attract business and build strong marketing specific to the auction profession,” she says.

She also encourages Auctioneers to ask themselves a series of questions to ensure they are well prepared to attract business.

“When a person or organization is looking for the services of an auction professional, are you set up so they can find you? Are you clear on the message of the services you provide?”

“Are you investing your efforts into attracting business, or are you wasting your time by sporadically chasing business?” ❖



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# SUCCESS TAKES MORE THAN YOUR 'BEST'

2014 C&S keynote speaker Garrison Wynn will provide insight on the "truth about success."



By Curtis Kitchen  
editor

**T**o hear Garrison Wynn explain it, it is a self-inflicted blow that goes a long ways toward what he calls a person's lack of gratitude.

"We have a tendency to judge our 'insides' by other peoples' 'outsides.' I'm going to judge how I feel by the way that you look," Wynn said. "[That tendency] is a leading cause of a lack of gratitude."

What's the connection between a lack of gratitude and success? Those answers may vary, but Wynn believes it boils down to a simple concept.

"The reality of it is if you don't like what you have, it's quite difficult to like what you get."

Attendees to the 65th International Auctioneers Conference and Show will

get this type of insight and much more from Wynn, this year's keynote speaker and author of "The REAL Truth About Success." If they're wise, attendees will drink in deeply what Wynn has to say, given his background is stuffed with impressive professional accomplishments.

As a teenager, Wynn was put to work by Magnavox, teaming up with baseball legend Hank Aaron to promote the world's first video gaming system. Before he turned 30, at 27, he had already been the youngest department head in a Fortune 500 company's history. He also has a background as a touring stand-up comedian — a skill set that easily presents itself in the free-flowing, sometimes seemingly impromptu, fun delivery.

The light-hearted and story-telling, but dynamic and informative approach has led to a growing popularity for the speaker, but it shouldn't at all discount

the serious message that Wynn plans to deliver at Conference and Show. According to Wynn, success is more than being good at what you do; it's about being consistently chosen to do it.

We all know of people in positions where they aren't the sharpest, or best prepared, or most informed in their own office, let alone their own industry. So, how do they continue to move up their respective ranks?

Wynn's presentation will provide original research on managing expectations and emotions, and shows that there really is more to success than just being the best. ❖

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*The 65th International Auctioneers Conference and Show is set for July 8-12, at the Galt House Hotel in Louisville, Ky. Check out [conferenceandshow.com](http://conferenceandshow.com) to register.*



# CONFERENCE EDUCATION



## 2014 HIGHLIGHTS

### ONLINE AUCTION TOOLS

**Wednesday, July 9, 1 - 5 p.m.**

This year, NAA is giving attendees a class they've been asking for — a session all about putting your auctions online. It begins with a seminar on all the ins and outs of taking the online plunge, from cataloging to inventory to shipping. Next, we'll have short sessions with each of NAA's partners who'll give an overview of how their system can fit into the process. Finally, spend some quality time with each of the vendors and ask them questions one-on-one or in groups away from the hustle and bustle of the trade show floor.

*"THE CONFERENCE AND SHOW EDUCATIONAL RANGE CONTINUES TO BROADEN, AND THE DEPTH WITH WHICH THE TOPICS ARE COVERED IS AS DEEP AS EVER. IN ADDITION, WE'VE BUILT IN SMALL-GROUP AND ONE-ON-ONE TIME. I BELIEVE MEMBERS WILL WELCOME THESE CHANGES."*

Will McLemore, CAI

*Educational Institute Trustees Vice Chairman*

### BENEFIT AUCTIONEER SPECIALIST

**Wednesday, July 9, 12 - 5 p.m.; Thursday, July 10, 1 - 5 p.m.; Friday, July 11, 8:30 a.m. - 4:30 p.m.; Saturday, July 12, 8:30 a.m. - 5:30 p.m.**

**Speakers:** Trisha Brauer, CAI, BAS, and Lance Walker, CAI, BAS, CES

*Additional registration required for this workshop.*

Thinking about attending BAS? This year, you can get this designation during Conference and Show, without missing any events! BAS students are taught how to aid clients in coordinating a well-planned auction, market the auction and create an exciting event that generates more revenue for clients and their auction business. Auctioneers are regularly asked to donate their services to charity and the BAS designation adds value to your services as the auction professional to manage their next benefit fundraising auction.

### HOW TO SAVE \$30,000 WITH UCC 2-328!

**Friday, July 11, 8:30 a.m. - 10:00 a.m.**

**Speaker:** Mike Brandley

Can there be a tie bid or an absolute auction with a minimum bid? Not in the United States! Attendees will learn to differentiate between what the UCC 2-328 says and what it DOES NOT say. Attendees will be exposed to ways they can assess risk of noncompliance and identify key components of their state law governing auction types and bid calling, independent of whether the auction is live or online; or containing real or personal property.

# HALL of 2014 FAME



## nomination form

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

### BUSINESS INFORMATION

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

### PERSONAL AND FAMILY INFORMATION

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

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

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

### GENERAL PERSONAL INFORMATION

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



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

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

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

Name: \_\_\_\_\_ Contact Info: \_\_\_\_\_  
 Name: \_\_\_\_\_ Contact Info: \_\_\_\_\_  
 Name: \_\_\_\_\_ Contact Info: \_\_\_\_\_  
 Name: \_\_\_\_\_ Contact Info: \_\_\_\_\_

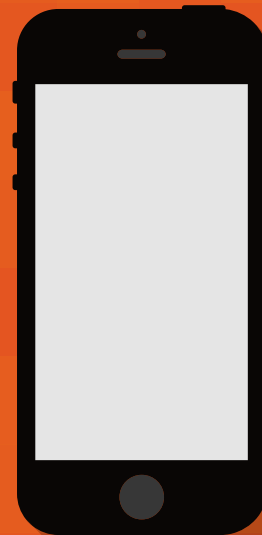
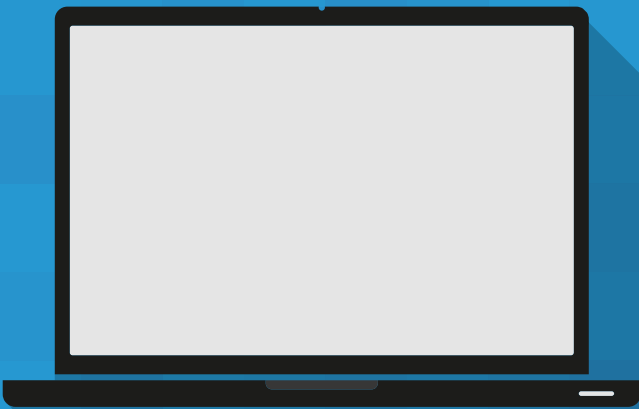
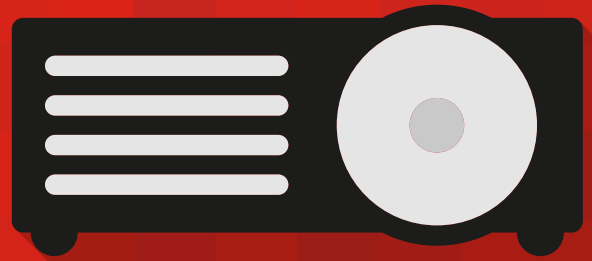
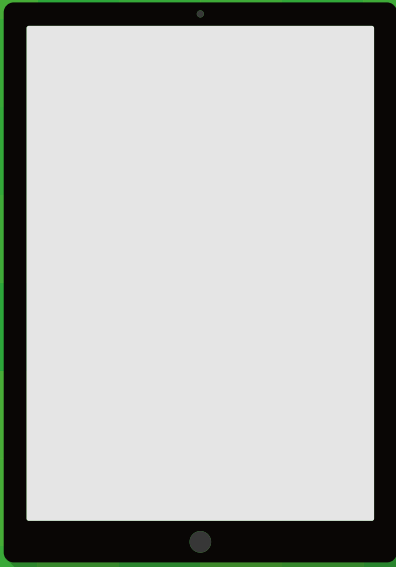
Previous recipients of the NAA Hall of Fame Award have established general qualifications which they think each nominee should possess or have shown. Please reflect your personal assessment of the nominee with respect to: Honesty; High Ethical Standards; Willingness to Share with Others; Standing in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

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**Nominations must be postmarked no later than June 6, 2014. Mail nomination form to:**

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

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



When it comes to showing sharp images on your website, computer or smart device, clear screen resolution is variable based on size and clarity of the device screen you are using to view.

[table of contents](#)

# PICTURE

# PERFECT,

## *part 2*

## Exploring the 72 ppi myth

By Andrew Imholte, BAS, ATS  
contributing writer

**I**n my life, learning the hard truth hasn't always been easy. Christmas, Easter, and the Tooth Fairy come to mind. However, after years as a graphic designer, there are some terms I never questioned. As I stated last month in *Picture Perfect*, part 1, when it comes to printing, 300 dpi images have been the tried and true standard. However, the same cannot be said for images viewed on devices applying the 72 ppi (pixels per inch) standard.

### A little history

Understanding how to measure digital images for calculating printed image size is one thing, which we've discussed. But, when it comes time to measure digital images for electronic viewing, standard measurements need to be thrown out the window. Screen resolution is variable based on size and clarity of the device you are viewing images on.

### Screen resolution

Let's look at screen resolution and see if we can find our answers there. There are a few numbers often thrown out for standard screen resolution. They include numbers like: 1024 x 768 or 1366 x 768. These are pixel dimensions that have been adopted to create the much needed standardization in the industry. With those numbers, device manufacturers have standards to which they build or improve. But knowing the numbers is only the first part of the solution. Past that, you must ask the question: "How am I going to use the images?"

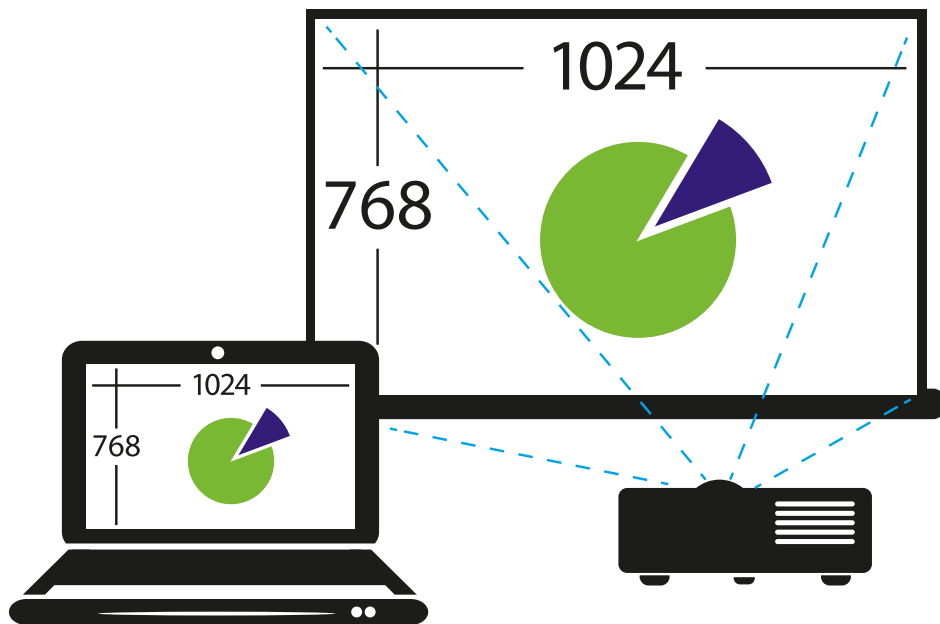
### Presentation mode

If our intention is to present images using presentation software like Apple's Keynote or Microsoft's PowerPoint, the 1024 x 768 standard is a great place to start. For the sake of this example, let's say you are building your presentation on a 15-inch laptop. However, when you hook

*continued »*

**Figure 1.**

Unlike print, screen resolution doesn't change with the size of the canvas. In this example, a laptop screen uses a 1024 x 768 display, just as the projector does. One inch easily becomes one foot.



the laptop up to a projector, the slideshow may now be 15 feet. That 15-foot image uses a screen resolution of 1024 x 768, just like your laptop, but it is 12 times the size. One inch becomes one foot without having to change anything except the device. (See Figure 1.)

**The mobile move**

Now, let's consider some catalog images viewed on a mobile device. A recent study showed that 56 percent of people on Earth own a smart-phone. Of that group, 50 percent use that phone as their primary Internet device. By the end of 2013,

it was expected that there would be more mobile devices on Earth than people.<sup>1</sup>

With that reality on the horizon, Auctioneers can't afford to ignore this growing segment of web traffic. So now, we need to consider what standards are in place for mobile. Unfortunately, with the variety of device manufactures, there is no official standard. However, the most common screen resolution is 240 x 320. So, an image with a width larger than 240 pixels will be too wide for many devices. Having a site that is mobile optimized is a step we all need to consider as these devices

continue to grow in market share.

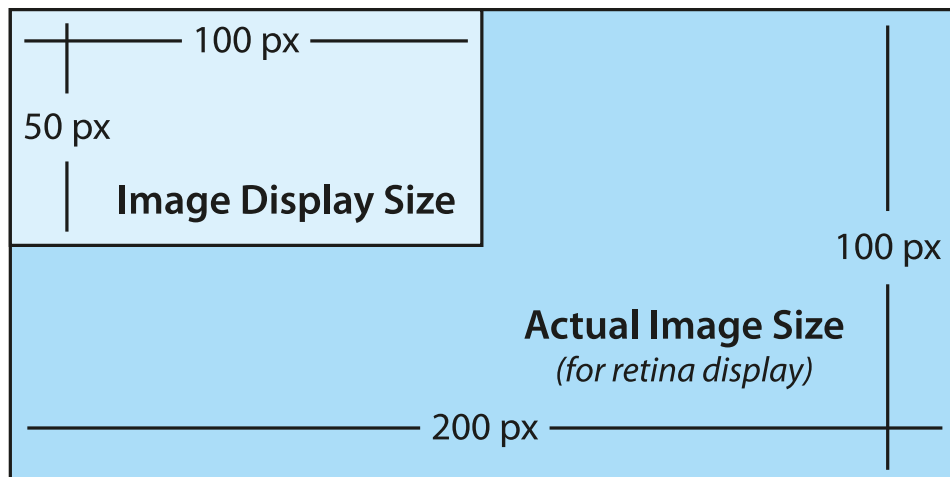
**Retina resolution**

For the Apple fans out there, this final tip is focused on those devices. While they are the first to the "retina screen party," others will join them soon enough. Retina images double the number of pixels displayed in an image both vertically and horizontally. For example, an image that was 100 x 50 pixels on a standard display is actually 200 x 100 pixels forced into the space of a 100 x 50 image. (See Figure 2.)

It is a hard concept to wrap your

**Figure 2.**

Retina images double the number of pixels displayed in an image, both vertically and horizontally.



"BY THE END OF 2013,  
IT WAS EXPECTED THAT  
THERE WOULD BE MORE  
MOBILE DEVICES ON EARTH  
THAN PEOPLE. WITH THAT  
REALITY ON THE HORIZON,  
AUCTIONEERS CAN'T AFFORD  
TO IGNORE THIS GROWING  
SEGMENT OF WEB TRAFFIC."

mind around, but the idea is that so many pixels are shoved into the space that the human eye can not differentiate each individual pixel. If you want to implement retina images, know that each image will be 4x the size of the original, and it will add load time to your webpage. To implement these images, talk with your web design professional. They can walk you through the process.

### Have a plan

Arming yourself with these numbers and statistics can only get you so far. Knowing the optimum screen resolution to promote your auction or items is great, but a blurry photo is blurry even on a retina device. That means having suitable camera equipment, and once you have the equipment that will do the job right, invest your time in shooting great photos. Great photos will always look good, no matter how you implement them. ❖

1 "Mobile Publishing Statistics Every Marketer Should Know" 3dissue.com, January 29, 2014: [http://www.3dissue.com/mobile-publishing-statistics/?goback=%2Eenmp\\_\\*1\\_\\*1\\_\\*1\\_\\*1\\_\\*1\\_\\*1\\_\\*1\\_\\*1\\_\\*1\\_\\*1\\_\\*1](http://www.3dissue.com/mobile-publishing-statistics/?goback=%2Eenmp_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1)

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

Nine-year-old Kayla has a million-watt smile. When it spreads across her face, which is often, it shows the light inside her that not even childhood cancer can dim.

One day in 2012 ended with Kayla crying in immense pain. Kayla's blood showed abnormalities. That night, she was brought to St. Jude Children's Research Hospital®. St. Jude is where doctors send their toughest cases because St. Jude has the world's best survival rates for the most aggressive childhood cancers. At St. Jude, Kayla was found to suffer from acute lymphoblastic leukemia (ALL).

At St. Jude, Kayla began receiving chemotherapy. St. Jude's groundbreaking therapy for children with ALL has revolutionized leukemia therapy worldwide and increased the survival rate from 4 percent when St. Jude opened in 1962 to 94 percent today.

Chemotherapy for ALL usually lasts more than two years, which can seem like forever to a child. But Kayla has stayed positive, even during the hardest times. Two years could also add up to a lot of bills for a family facing childhood cancer. But families never receive a bill from St. Jude for treatment, travel, housing or food – because all a family should worry about is helping their child live.

"Kayla has a great personality," her mother says. "She enjoys life, and she is an entertainer at heart." When Kayla grows up, she wants to have her own television show.

Sponsored by:



Kayla  
age 8  
Tennessee  
acute lymphoblastic  
leukemia



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[stjude.org/naa](http://stjude.org/naa)



Laura Mantle got her start in auctions at age 12, when her mom got a job at an auction company in central Ohio.  
Submitted photo

# ONE *for the* MANTLE

Just 26, Laura Mantle is a new state champion and has lofty NAA goals.

By Sarah Bahari  
*contributing writer*

**D**ifferent from other competition settings in the past, Laura Mantle felt calm as she stepped on stage at the Michigan Auctioneer Championship.

Mantle made the finals last year and hoped to place in the top three at this year's contest in late January. Competitions usually made her nervous, but she felt relaxed as her mother and grandparents watched in the crowd.

It turned out the lack of nerves were for good reason as Mantle sailed through the finals and earned the title of Michigan Auctioneer Champion.

At 26, she became one of the youngest champions and one of only two women who have won the Michigan state competition. Mantle will represent Michigan in the 2014 International Auctioneer Championship in July, in Louisville, Ky.

"I was so excited to win," said Mantle, of Gahanna, Ohio. "Being a young woman does not put me at a disadvantage, but I am in the minority. Winning the championship gives me a boost."

Mantle, who is working toward her CAI designation, got her start in auctions around age 12, when her mother got a job at an auction company in central Ohio. Mantle, who helped out as a ringer and cashier, recalled being mesmerized by the auction chant.

"I loved it right away," she said. "I loved the fast pace and the whole operation. I was fascinated and knew I wanted to be a part of it."

While Mantle's fellow classmates spent afternoons at the mall or at home, she would head every day to the auction house.

"At that time, a lot of kids had never even been to an auction," she said. "People would say, 'Oh, so you're one of those people who talk really fast.'"

After graduating from high school, Mantle graduated from the Ohio Auction School and immediately began working two or three events per week, while earning her business administration degree from Otterbein College in Westerville, Ohio. Studying business gave Mantle helpful lessons in accounting, public speaking and legal contracts, among other business issues.

Mantle is now a contract engineer in central Ohio, Michigan and Indiana, working in real estate, antiques, cars and estate sales. She manages staffing for NAA member Mike Brandly's (CAI, AARE) weekly auction, and in 2009, she began supervising the support staff for The Super Auction in Ann Arbor, Mich., hosting eight Auctioneers from across the country who sell in a structured, multi-ring auction.

Recently, Mantle was elected to Board of Directors for the Ohio Auctioneers Association and hopes to one day run for an NAA national office. She also works as an instructor at the Ohio Auction School, where she teaches ringing and bid calling.

"Some people say they don't understand why I'm teaching my competition," she said. "But, in order for me to succeed, this whole industry needs to succeed. I want to teach future Auctioneers to do it the right way so that we have good representatives."

Mantle encourages other young Auctioneers to work hard and refuse to give up.

"Join your state association and the National Auctioneers Association. You will be amazed at the support, networking and knowledge you can get," Mantle said. "Stick with it, even if you feel completely lost at first. This is a great, fun industry with a lot of room to grow." ❖

(From top to bottom): In large-crowd settings, bidders often are there only for a select number of lots. Auctioneers must design the lot order so that crowds remain involved throughout the event, and are prepared to compete with other bidders. Photos by Curtis Kitchen





Keeping it all

# STRAIGHT

*Auction experts share their insight on what makes a solid lot order and bid sheet.*

**By James Myers**

*contributing writer*

**E**motions often run high in an auction environment. There is a motive behind every buyer's behavior, and there is no shortage of psychological elements in effect during any given aspect of the event.

Sometimes, it's the thrill of competition alone that drives those emotional highs and lows. At other times, however, the bid sheet for the bidder is where it all begins. After all, most bidders need to have a lot to which to tie their emotions. On the other side, though, exactly how important is this starting point for the Auctioneer?

The work that goes in to building up a bid sheet differs depending on the type of auction — whether it is a benefit event, or heavy equipment, or horses.

## **Avoid a "train wreck"**

Trisha Brauer, CAI, BAS, has been in the benefit auction business for eight years. In that time, the Kansas-based Auctioneer has learned that offering a clear description of the items is extremely important. The better the description, the more likely you are to gain interest from bidders.

Most benefit auctions include a good number of silent auctions where participants list their bids on a sheet in

front of the item up for auction.

Many silent auctions include a rule that says each competing bid must increase by a set amount. When the spaces on the sheets are left "open," many bidders will write in their bid at whatever increment they please, which causes controversy later, especially if the winning bidder didn't follow the rules.

"If you want a train wreck," Brauer said, "just leave those bid amounts open."

To help combat the confusion, Brauer pre-populates the bid sheet to give bidders an idea of how they should enter their amount.

Most items up for silent auction bring in around 50 percent of the retail

*"Sometimes, it's the thrill of competition alone that drives those emotional highs and lows. At other times, however, the bid sheet for the bidder is where it all begins. After all, most bidders need to have a lot to which to tie their emotions."*

A good lot order can help make a good event a great one. “We put a lot of time into that,” says Spanky Assiter, of effectively cataloging, describing and ordering lots. Photo by Curtis Kitchen



price. To increase that percentage, Brauer employs what she the “blue line” option. Anyone who enters a bid at 70 percent or above, which is where she’ll draw a blue line on the bid sheet, they’ll be entered into a prize drawing.

“That’s just encouraging them to bid more,” she said. Assiter’s system

Based in Amarillo, Tex., Spanky Assiter, CAI, AARE, has years of experience in auctioning real estate, classic cars and heavy equipment. He developed a bid sheet/inventory list system early on that benefits the seller, the buyer and the Auctioneer.

Before he became a professional, he couldn’t understand why Auctioneers would offer up their biggest items last,

when a majority of the crowd had already left.

“We put a lot of time into that,” Assiter said, of developing the catalog of items, descriptions, and what time they appear on the auction block. “We think that’s one of the most important things we can do to generate the most money for our sellers. It’s also a courtesy to our buyers so they know the flow of the auction.”

As for the tempo of the auction, Assiter follows something akin to an oddly shaped bell curve that ramps up steeply then tapers off gradually. For instance, he’ll start the auction with good items that generate interest quickly, such as power washers, welders and generators. These are items that can run between \$500 and \$1,500.

Within the next two hours, the big stuff rolls out —

tractors, loaders and excavators. It's an orchestrated dance that works itself into a crescendo and hopefully carries over to smaller items as the auction wears on.

**Another viewpoint**

There is more than one school of thought on how items should be listed. Joseph Mast, CAI, the 2011 International Auctioneer Champion who gained national visibility recently as an Auctioneer in a Geico commercial, said Assister's formula works well.

However, an opposing view is that big items should go at the front of the auction, so people who didn't win the big stuff have money to spend on the smaller items later.

"Some people say 'free up the money, so people have more to spend at the end,'" Mast said.

When it comes to his real estate sales, Mast, who is based in Ohio, said buyers are "notoriously late" to the auction, which means he'll start small and work his way up to larger items as the crowd swells.

A majority of Mast's auctioneering work is in thoroughbred racehorses. Interestingly, the racehorses aren't auctioned according to how valuable they may or may not be. Instead, they hit the auction block in alphabetical order according to the first letter of the name of the dam from which the horse was bred.

"We have absolutely zero say," Mast said, although his company does put together an extensive catalog list for buyers, which includes pedigrees, how and where they are bred. "You can have the very best horses as the last one (to the auction block) or the first." ❖

*"Some people say 'free up the money, so people have more to spend at the end.'"*

**Joseph Mast, CAI**  
*Real Estate Showcase Auction Co.  
 Millersburg, Ohio*



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John Nicholls, president of Nicholls Auction Marketing Group, presents during the 2012 NAA Conference and Show.

## Nicholls Auction Marketing Group named small business of the year

*(from Fredricksburg.com)*

Nicholls Auction Marketing Group and Stafford Hospital were among the honorees at the Fredericksburg Regional Chamber of Commerce's annual awards banquet and gala on Jan. 31.

Nicholls was honored as small business of the year, which goes to firms with 25 or fewer employees.

Stafford Hospital, which Mary Washington Healthcare owns and operates, won the large business of the year award.

Valerie Hopson-Bell, owner of ElderCare Connections, was named entrepreneur of the year.

Rappahannock Goodwill Industries won the Community Impact Award.

LifeCare Medical Transports received the Marstel-Day/Stafford Printing Green Frontier Award.

Edward B. "Ted" Hontz, vice president with Basic Commerce and Industries Inc., won the Prince B. Woodard Leadership Award. ❖

# Tranzon raises more than \$6000 for St. Jude, other charities

PORTLAND, Maine (Feb. 13, 2014) — Tranzon, LLC and its member companies raised a record of more than \$6000 at the annual Tranzon charity auction held in Orlando, Fla., last month as part of the company's annual meeting.

The auction proceeds will benefit St. Jude Children's Research Hospital, school building projects in Haiti, and a school library in the town of West, Texas.

St. Jude Children's Research Hospital in Memphis, Tenn., is a pediatric treatment and research facility focused on children's catastrophic diseases. St. Jude has been the national philanthropic partner of the National Auctioneers Association for many years, receiving financial support from the NAA and its member auctioneers.

St. James Episcopal Church in Richmond, VA, has long undertak-

en school rebuilding projects in regions of Haiti devastated by the 2009 earthquakes. The important work of this church is especially meaningful to members of the Tranzon Fox team who have frequently traveled to Haiti to help in person with rebuilding efforts.

Three schools in the West Independent School District in the town of West, TX, sustained substantial damage in the highly publicized fertilizer plant explosion in April of last year. Tranzon's contribution will support the purchase of a book scanner for one of the town's school libraries. Texas is home to two Tranzon companies.

"We are very pleased to be able to support three worthy causes with the proceeds of our annual charity auction," said David Warren, President of Tranzon, LLC. "Our Tranzon family looks forward to this auction each year, and we are delighted to provide assistance for these organizations and their important work." ❖

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## Babe Ruth's watch nets \$717,000

NEW YORK — Babe Ruth's pocket watch from the 1923 World Series sold for \$717,000 Saturday at auction in New York City.

The pentagonal 14-karat gold watch was bought by a telephone bidder who is remaining anonymous, Heritage Auctions said.

The timepiece was part of a set given to Ruth and his Yankees teammates after they beat their rivals, the New York Giants, in the 1923 World Series.

Ruth batted .368 and hit three home runs in the series, the first of the Yankees' 27 world championships.

The watch is engraved with a picture of a pitcher, hitter and catcher and a ball in flight.

It is inscribed, "Presented by Baseball Commissioner to George H. Ruth."

Ruth gave the watch to a friend, Charlie Schwefel. The seller Saturday was a collector who acquired it from a member of Schwefel's family, Heritage Auctions said.

Another highlight of the auction was a 1911 game-used bat from "Shoeless" Joe Jackson. It sold for \$956,000.

Jackson was banned from baseball after he and his Chicago White Sox teammates were accused of fixing the 1919 World Series. ❖

# Spurs painting sells for record \$150,000

SAN ANTONIO — An original painting of the NBA San Antonio Spurs players Tony Parker, Tim Duncan and Manu Ginobili sold for \$150,000 during the team’s “Tux N’ Tennies” feature fundraising event.

The amount set a new record for a single item sold in the event’s 25-year history. The show was held in front of a sellout crowd on the floor of the AT&T Center in San Antonio.

Conducting this auction for the first time, NAA member Mark Schroeder BAS, CES, more than doubled last year’s live auction raised amount and set a record for total money raised in the live auction. ❖



## Victorian urn attracts \$4500 at estate auction

Just off the shores of Lake Michigan, a Fennville, Mich., home was the site of a two-day estate sale in December that featured a cast iron, three-piece Victorian urn that had sat beside the home’s swimming pool.

Among the largest of several urns at the sale, the piece went for a heavy \$4500, while smaller urns went for anything from \$150 to \$295.

Other decorative pieces included a cement statue of a lady that sold for \$450; a sundial that earned \$85; and many other smaller planters, benches, as well as animal and human statues.

A lithograph of Sarah Bernhardt from the turn of the century, by Paul Berton, sold for \$1200; an oil-on-canvas depicting a young lad herding cattle earned \$600; and a poster by Reginald Percy Gossop, Guide to Winter Sales Underground, crossed the block for \$1000.

Among furniture pieces, a burl walnut curved corner étagère with four shelves found many interested parties and sold for \$1250; a two-piece tiger maple corner cabinet crossed the block for \$2500; and a Baker New Century dining table with leaves and six chairs went for \$350. ❖

## NAA members represent during Michigan ‘Super Auction’

ANN ARBOR, Mich. — Closing out 2013, five companies combined for another “Super Auction,” held at the Washtenaw Farm Council Grounds, in Ann Arbor.

Of those five, the National Auctioneers Association was well-represented as three companies consisted of current members.

Kenny Lindsay, of American Eagle Auction & Appraisal Co., brought items from different collections, which attracted collectors from various genres. The highlight of

the session was an autographed picture of John F. Kennedy that had been presented to former Michigan governor G. Mennen “Soapy” Williams. The piece went for \$2000.

Belhorn Auctions specializes in American art pottery, and Peter Gehres, CAI, CES, presided over the ring containing examples presented by the company. An unmarked 18 ¼” McCoy floor vase in green over brown matte sold for \$300; while a McCoy 14 ¼” fin vase with black, dark blue and red glaze treatment earned \$270.

David Helmer, CAI, CES, GPPA, and Brian Braun, CAI, AARE, GPPA, of Braun & Helmer Auction Service, had an “eclectic” session. Examples of random lots included a modern Harvey Guzzini lamp from Italy that sold for \$260; an autographed 1949 Detroit Pistons basketball that saw \$120; and an autographed menu from former New York Yankees star Joe DiMaggio’s restaurant that earned \$60. ❖



# CONGRATULATIONS! NAA Designations earned: Jan. 2014

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## EARN YOUR DESIGNATION!

Check out the Education Calendar on page 64 for upcoming NAA education opportunities. You can also visit the full education calendar on the NAA website at [www.auctioneers.org/education-calendar](http://www.auctioneers.org/education-calendar).

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Barbara Fisher, shown here with her long-time husband, Benny, was an extremely active supporter of the auction industry through her involvement with several committees. Submitted photo



## ‘Natural leader’ Barbara Fisher passes away

**B**arbara Fisher, 77, left her immediate family, friends and extensive auction family too soon as a result of a traffic accident that occurred on Feb. 14, 2014, in Pompano Beach, Fla.

A longtime, extremely active supporter of the auction industry, Barbara was a natural leader who tirelessly worked on behalf of the National Auctioneers Association Auxiliary, serving as its president from 2009-2010. She stayed active with the group once her term ended.

Barbara was known for her sunny disposition, engaging personality and Southern Belle charm. However, when it came to getting the job done, she always could rally the troops to make things happen.

The Knoxville, Tenn.-native moved to Pompano Beach at the age of six and wed her beloved husband, Benny, in 1955. Barbara, a Certified Property Appraiser, was an important member of the Fisher Auction Company.

Barbara is survived by her loving husband, Louis "Benny" Fisher; sons, Lamar (Suzan) Fisher and Louis (Mitzi) Fisher; grandchildren, Trisha Fisher, Paul Fisher and B.J. Fisher; brother, Jim Bohon; and nieces, Ashley Hicks and Chelsey Shearer.

Memorials can be made to the NAA Auxiliary Scholarship Fund. Please make all checks out to the NAA Auxiliary and send them: c/o NAA, 8880 Ballentine St., Overland Park, KS 66214. ❖



# Topeka Auctioneer never knew a stranger

**T**erry L. Simnitt, 71, Topeka, died Thursday, January 23, 2014, at Midland Hospice House. He was born April 2, 1942, in Marysville, Kan., the son of Donald and Alice (Dulin) Simnitt.

He graduated from Barnes High School and Capitol City Barber College. Terry previously owned and operated Topeka Real Estate Company and New Homes, Inc., ERA Simnitt & Associates, and Century 21 Topeka Real Estate.

Previously he was a co-owner of Auctions by Simnitt Bros. Inc. He was currently a Realtor/Auctioneer at Coldwell Banker Griffith and Blair. He served on the Topeka Planning Commission and was a past-president of Topeka Area Association of Realtors, and served on numerous committees.

He was a member of Prince of Peace Lutheran Church, Kansas Auctioneers Association, National Auctioneers Association, Mayetta Lodge # 393, AF&AM, Topeka Scottish Rite Bodies, Arab Shriners, Arab Shriners Golf Unit, Order of Quetzalcoatl, and Royal Order of Jesters. Terry loved golf, fishing, reading, and watching his grandchildren play sports.

He was an outgoing and witty man who never met a stranger. His laughter and smile filled the room. Terry was married to Ruth E. Lehman on June 17, 1961, at St. Paul's Lutheran Church, Linn, Kan.

Surviving are his wife, Ruth, of the home; daughter, Lori (Jeff) Moser of Topeka; grandson, Ben Moser of Topeka; granddaughter, Ashley Moser of San Francisco, CA; brother, Darrell Simnitt of Topeka; nieces and nephew: Crista (Matt) McPherson of Olathe, Chan Simnitt of Topeka, and Calli Simnitt of Wichita; and great-nieces and nephew: Allison McPherson, Michael McPherson, Kendyl Simnitt, and Elyana Simnitt. ❖



## What's The #1 Question Auctioneers Are Asked?

The answer to the #1 Question comes from your colleagues who are "in the know!" **9 out of 10 Auctioneers always get asked, "What's The Equipment Worth?"**

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The Mendenhall School of Auctioneering February graduating class, which included 23 students from five states.

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# SAMPLE PRESS RELEASE

[Day, 2013]

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

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

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

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

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

###

### About the National Auctioneers Association

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

# SAMPLE PROCLAMATION

## National Auctioneers Day

April 20, 2013

### A PROCLAMATION

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

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

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

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

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

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

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

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

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

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

**Date:**

**Signature:**

Sometimes, a seller's ego can shout down and drown out many of the benefits a sale might otherwise provide.

# LET GO OF THE **EGO!**

**One Auctioneer learned six lessons from a seller's large ego.**

By Rick Wardlow, CAI, BAS  
*contributing writer*

**I**n 2013, we conducted three online personal property auctions for clients who were moving out of state. We considered all three of them successful as they exceeded our expectations.

For two of them, the clients gave us positive feedback and references. The third one, despite exceeding our sale projection, we considered it to be the auction from hell. It was bad enough that, after the auction, we had a special staff meeting to assess the situation and see what we could learn from the experience.

In the beginning, all appeared good. When we met with the clients, a husband and wife, we learned that they had sold their house and were moving out of state. They expected closing on their house sale in about four weeks. It was in an affluent, upscale neighborhood, and their items were also good — modern and upscale.

The clients did not yet have a house selected to move into, so they did not know exactly how much or what they would be taking with them.

But, they did know they wanted to start fresh with new things and didn't want to the additional expense of moving things they no longer wanted.

At this point, we evaluate the situation as a potential auction for several reasons. One, the seller's purpose and motivation was conducive for an auction. Two, the upscale location of the house made it conducive for a successful auction. Three, the variety, quality and condition of the property made it conducive for a successful auction. (One of the spouses made a point to let us know of the fine stores from which the furniture came.) Four, the short time frame to have everything sold made it conducive for an auction, and fortunately, it was at a time that we could devote ample staff resources toward preparation.

The only major downside was that the sellers were going to be living in the house and getting ready for their move at the same time we would be preparing for the auction. Still, we decided to go ahead and do it.

We met with the client again to review the contract and discuss the preparation and sale strategy, and it was at this meeting that the clients asked about anticipated sale results. We gave them an estimated amount that they determined would be acceptable. (Keep in mind that the final sale total exceeded the estimated amount by 41 percent.) So, we signed the contract and proceeded with preparing for the auction.

It was during the preparation that things started to unravel.

**Seller problems**

The sellers were somewhat indecisive on things they wanted to sell. One of the sellers had made some crocheted items that she insisted be listed separately in the auction because of the "anticipated demand." We knew better, but she was the client, and it led to our internal question: Do we tell her that the items were of little value, or do we let the marketplace do that?

**" DURING THE INITIAL CLIENT/AUCTION SCREENING PROCESS, DON'T JUST LOOK FOR THE OBVIOUS, BUT ALSO THE SUBTLE, HIDDEN ISSUES THAT COULD BECOME A PROBLEM. "**

Further, as time went by, the seller felt compelled to tell us in more detail about where many of the items came from and how much she paid for them. It soon became apparent that we were dealing with a situation of more than just handling an auction. The ugly head of "ego and status seeker" had begun to rise.

Shortly after the auction went online, the seller called with some suggestions for improving our descriptions of several items, which we followed. Then, about 30 minutes before the online closing was to start, the seller called and identified several items that were not bringing near what they should because "we had not described them accurately." This was despite her reviewing descriptions for the previous 10 days. When asked how the items should be described at that point, the wife again told me. I said I couldn't do what she suggested because it was not accurate.

**An accusation**

The seller also erroneously accused one of our staff of setting up box lots in a manner that would give staff a bidding advantage. At that point, with the seller still on the phone, I used another phone to call the staff to tell them not to bid on any items in the auction. If they had, they were to discontinue any further bidding.

The seller said she could hear what I was saying, but she didn't know if there was actually anyone on the other end of the line or what they were saying. So, from that point, my conversations with staff were on speaker. Needless to say, there was some nervousness about what the staff might say. Ironically, the staff person whom the seller accused hand not bid on anything and did

*continued »*

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“OUTLINE FOR YOUR CLIENTS, PREFERABLY IN WRITING, THE JOB TASKS, SEQUENCE AND TIMELINE OF THE AUCTION PROCESS FROM PREPARATION TO CHECKOUT.”

not intend to. Even if so, we had reviewed the contract portion, with the client, that stated the Auctioneer and staff had the right to bid only if the sellers approved and, of course, it had to be disclosed to the bidding public in terms and conditions. The seller had approved it, and it was disclosed.

After the auction was over, and buyers came to pick up merchandise, the seller tended to follow buyers around, telling them where the items came from, how much she had paid originally, how good of a deal they got, and how the seller should have just given some of it away. To be fair, of the seller duo, the husband was cooperative and good to work with during the entire process. He was also pleased with the auction and its results.

**6 lessons learned**

So, what did we learn during the process?

1 During the initial client/auction screening process, don't just look for the obvious, but also the subtle, hidden issues that could become a problem. In our post-evaluation meeting, we concluded that there were no apparent warning signs early on; but they started becoming apparent after we had gotten far enough into the process that it was neither prudent for us, nor fair to our client, to pull out.

2 Be cautious when it comes to trying to be nice. Refrain from telling a client that you would like to

buy a certain item or from being complimentary about an item just to be nice. The seller may think that you will prepare the item or inaccurately describe the item in a manner that will be to your buying advantage, or that it has more appeal than it really does.

3 Be candid (tactfully) with the client. If they paid \$10,000 for a sofa and would not be content if it sold for \$500 or \$1000, then they should consider other alternatives like putting the item on consignment, selling it themselves or donating it.

4 Be alert for the “ego.” If your client repeatedly talks about how much they paid for an item or boasts about the name brand store where it was purchased, acknowledge the information and then explain that: a) it was once new but now is considered used; b) most people looking to spend that kind of money on furniture look for weeks or months before finding the right item, and we are finding buyers in a matter of days; c) people who spend that kind of money on furniture are looking for quality, but also may be seeking bragging rights about the item and where it came from; d) most buyers described under “c” do not buy at auctions. If the seller doesn't want to see this, then perhaps you should look at walking away because no matter how good the auction is, it's likely not going to satisfy the seller.

5 Outline for your clients, preferably in writing, the job tasks, sequence and timeline of the auction process from preparation to checkout. This is especially important when the seller is still living at the house. They have a lot on their plate while planning a move. While the auction is your No. 1 priority, it is not likely their No. 1 priority. Thus, between your preparing for the auction and them preparing to move, it will pay to work up a detailed schedule that fully explains the sequence of events.

6 We already knew this, but we were reminded: You can't please all people all of the time. ❖

*Rick Wardlow is vice president on the Kentucky Auctioneers Association Board of Directors, and is based in Louisville.*

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## Trustee Candidate Application and Profile

**Due: April 1, 2014**

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

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

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

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

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

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

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

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

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

**To: National Auctioneers Foundation  
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Rhinehart

“ I am impressed with the professionalism of the NAA and look forward to taking advantage of the educational and networking opportunities it provides. I am confident I will maintain my membership for many years to come.”

Justin “Doc” Rhinehart,  
PhD  
Chattanooga, Tenn.

New members compiled by Brandi McGrath

## IN THE RING

**PAGE** *"If you have a fear it's not the guy down the street that you think is your competition. It's all the outside people because of the access to platforms and everything else I worry about being about in the auction industry."*  
**12**

**J.J. Dower, CAI, AARE, ATS**

*- on the fear of self-loaders potentially taking away sales from real estate auction professionals*

**PAGE** *"Join your state association and the National Auctioneers Association. You will be amazed at the support, networking and knowledge you can get. Stick with it, even if you feel completely lost at first. This is a great, fun industry with a lot of room to grow."*  
**39**

**Laura Mantle**

*Gahanna, Ohio*

**PAGE** *"We think that's one of the most important things we can do to generate the most money for our sellers. It's also a courtesy to our buyers so they know the flow of the auction."*  
**42**

**Spanky Assiter, CAI, AARE**

*- on the importance of a solid lot order*

## MEMBERS' CORNER

**T**im Miller trusts in the auction method of marketing so much that he named his company "Believe in Auctions."

Miller, an Auctioneer from Merton in Waukesha County, was elected president of the Wisconsin Auctioneers Association Jan. 27 at the organization's winter conference in Appleton. He served as president-elect during the past year.

Miller said he would like to see the WAA continually promote the Wisconsin bid-calling champion and make the organization more visible.

"We want to promote the WAA through a few benefit auctions where we bring a number of auctioneers together," Miller said. "That way people know there's an association of professionals out there and they know how to contact us." ❖

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Conference registration is now open. See the Conference ad on page 31 for more details. Visit [www.conferenceandshow.com](http://www.conferenceandshow.com).

**SOCIAL MEDIA TAG: #NAACS14**

## AROUND the **BLOCK**

- According to Forbes magazine, **more of the same “binge buying”** seen in 2013 with car sales at auction is to be expected this year. Four of the five most expensive cars ever sold at auction changed owners in 2013, with three of those sold in the back half of the year.

“This year, and especially early this spring, people are definitely watching what’s happening very carefully,” David Gooding, owner of Gooding & Co., told the publication. “There certainly could be some new records yet, despite everything. We’ll see.”

- A Georgia real estate investor pleaded guilty on Feb. 20 for her role in **conspiracies to rig bids and commit mail fraud at public real estate foreclosure auctions in Georgia**, the Department of Justice announced.

Felony charges were filed on Dec. 19, 2013, in the U.S.

District Court for the Northern District of Georgia in Atlanta against Amy James. According to court documents, from as early as Dec. 6, 2005 until at least Jan. 23, 2009, James conspired with others not to bid against one another, but instead to designate a winning bidder to obtain selected properties at public real estate foreclosure auctions in DeKalb County, Ga.

James was also charged with a conspiracy to commit mail fraud by fraudulently acquiring title to selected DeKalb County properties sold at public auctions and making and receiving payoffs and diverting money to co-conspirators that would have gone to mortgage holders and others by holding second, private auctions open only to members of the conspiracy. The department said that the selected properties were then awarded to the conspirators who submitted the highest bids in the second, private auctions.



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Please complete all four sections of this form.

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

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

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	<b>RECEIVE DIGITAL MAGAZINE ONLY.</b>	<input type="checkbox"/> \$275 (1 Year) <input type="checkbox"/> \$490 (2 Year) <input type="checkbox"/> \$660 (3 Year)
<input type="checkbox"/> SPOUSE	An active member can add his/her significant other for an additional fee. Spouse members subscribe to the NAA Code of Ethics and embrace the NAA Mission and Vision. <b>(Includes Auxiliary membership for spouse for one year.)</b> Spouse's Name (Required): _____	\$150
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<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 NAA 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

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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.

## NAA Logo

Promote your membership in the NAA by using the association logo on your website, business cards, advertisements, letterhead and more!

## Constant Contact

NAA Auctioneers receive a discount when they use Constant Contact, an e-mail marketing provider. Communicate easily and efficiently with your clients, announce your next auction to everyone in your e-mail database list and save money! Get a 60-day free trial for up to 100 e-mail addresses. After that, pre-pay and get a discount of up to 25% off! Get started by visiting [naa.constantcontact.com!](http://naa.constantcontact.com!)

## 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.

## NAA Media Directories

NAA Auctioneers have access to media directories for all 50 states. Access these online directories at [www.auctioneers.org/directories](http://www.auctioneers.org/directories).

## 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.

## Auction Calendar

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

## 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).

## NAA Credit Card Program with Free Check Recovery

Save on processing rates when accepting credit card payments from your sellers for their purchases.

## NAA Knowledge Center

Watch or download previous Conference & Show educational seminars, past IAC competitions and other NAA educational sessions. Each month, NAA members have access to a free seminar from a previous Conference and Show. Individual, track or all-access passes are available.

## Discounted Advertising Rates

Reach your target buyers thanks to the NAA's exclusive auction advertising programs. Receive discounted advertising rates with USA TODAY, Investor's BusinessDaily, The Wall Street Journal and TheNetwork of City Business Journals. Other contracts available on request.

## Publications

"Waiting For the Hammer to Fall - A Guide for Auctioneers" and "Auction Law" by Kurt R. Bachman and Joshua A. Burkhardt provide legal guidance and up-to-date information on issues Auctioneers encounter in their course of business.

# NAA Payment Plan

Be part of the National Auctioneers Association and stay on a budget when you choose the NAA Payment Plan, which allows you to spread your membership dues over three consecutive months.

## **Membership - Printed Magazine (\$300)**

\$100/month for three consecutive months

## **Membership - Digital Magazine (\$275)**

\$92 for first and second months; \$91 for third month

## **Member and Spouse Membership (\$450)**

\$150/month for three consecutive months

**Installment Payments by Credit Card:** I understand the terms and conditions of the payment plan and authorize the NAA to automatically apply payment to my credit card on the 25th of each month (three consecutive months).

**Installment Payments By Check:** All payments by check must be received by the 25th of each month (three consecutive months).

**\*PLEASE NOTE: FAILURE TO MAKE THREE CONSECUTIVE MONTHLY PAYMENTS WILL RESULT IN THE CANCELLATION OF YOUR NAA MEMBERSHIP.**

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## Mission

*The National Auctioneers Association exists to provide critical resources to auction professionals that will enhance their skills and success.*

## Vision

*National Auctioneers Association members will be the preferred auction professionals used in the marketplace.*

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

[www.auctioneers.org](http://www.auctioneers.org)



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NATIONAL AUCTIONEERS ASSOCIATION  
**EDUCATION CALENDAR**

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**CERTIFIED AUCTIONEERS INSTITUTE**

*Bloomington, Indiana • Indiana University • March 23-27, 2014*

**USPAP UPDATE (7 HOURS)**

*Denver, Colorado • Hotel to be announced • March 31, 2014*

**GPPA & USPAP (15 HOURS)**

*Charlotte, North Carolina • Hotel to be announced • May 11-18, 2014*



**CONFERENCE AND SHOW**

*Louisville, Kentucky • Galt House Hotel • July 8-12, 2014*

**BENEFIT AUCTION SUMMIT**

*Nashville, Tennessee • Hotel to be announced • September 14-16, 2014*

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



*thank you*

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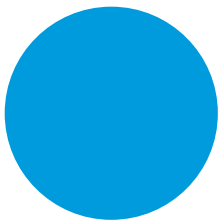
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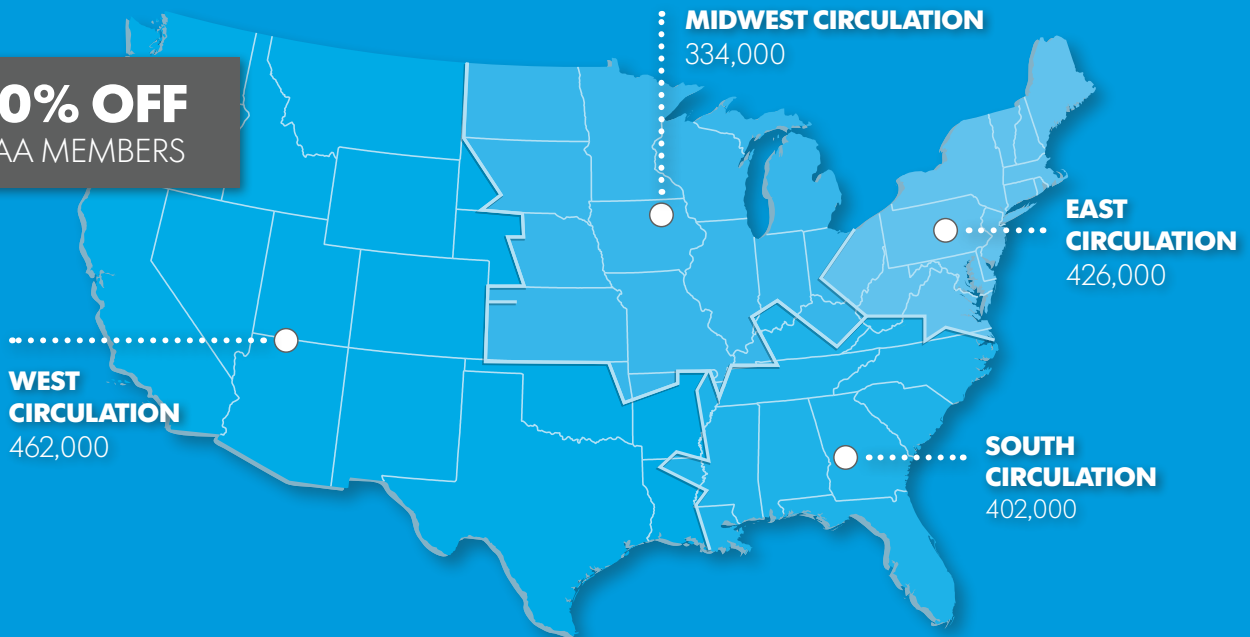
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Sources: 2012 Mendelsohn Affluent Survey, adults 18 or older, HHI \$100,000 or more; September 2012 ABC Publisher's Statement (print copies only)

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