



Auctioneer

MARCH 2017

An Eye for Wine



page 40

- | NAA ANNOUNCES "SUCCESS WITH OUR #NAAPRO" CAMPAIGN
- | WHAT TO KNOW BEFORE YOU LIQUIDATE
- | MAKE A ONE-PAGE BUSINESS PLAN

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Let's show #auctionswork ... again!

Last year, I sat in an NAA Board meeting as the entire Board was mesmerized by the continual changing of people's profile photos on Facebook turning to the NAA blue logo. Profile after profile after profile was showing up, and it made a statement – just liked the Promotions Committee hoped it would.

In January of this year, the Promotions Committee met and discussed how to top the great #AuctionsWork / #NAAPro campaign. What they decided won't surprise you – these hashtags and their message are clearly what we need to continue.

As you will see on pages 12-15, the Promotions Committee has laid out a complete schedule for National Auctioneers Week. I hope that you will read this article carefully and decide to join us again this year to make this week successful. Just like last year, your participation is the single most important piece to the whole thing.

We know that NAA does not have the budget to hire an advertising or lobbying firm to make inroads on our Promotions and Advocacy efforts. But, we have 4,000 members who are willing and able to help us spread the word. Social media is one of the most economical paid promotions tools in existence today. And frankly, it is the most fun.

So, check out the schedule and don't worry about memorizing it. There are only two weeks that NAA staff will send you out daily emails: National Auctioneers Week and the week of Conference and Show. Otherwise, we keep emails to a minimum.

And, speaking of Conference and Show, it is hard for me to believe that event is right around the corner. In less than four months, we'll be in Columbus, Ohio at what I predict will be an awesome celebration of the auction industry. Registration for housing and the week's activities is now open (check out the brochure sent with your magazine).

Why Columbus you may ask? Why not! This town is known as a "Foodie's Paradise." Hopefully, you will have time to explore. The week begins on Tuesday with a Welcome Party at a world-class

site – the Center of Science and Industry (COSI). This science and research museum is not just for kids (though there are exhibits designed with them in mind), but it provides a space for us to connect with each other and still get that "Columbus Foodie" feel.

And of course, there will be hours of education, a great trade show, and lots of fun and networking. Being at this event will help you "Achieve New Heights" for your business. I know I sound like an advertising campaign to get you to go to Conference – but I know what attending has done for my business. It's not because I attended, it's because I followed up on the ideas I received from the education I took; it's because I reached out to the people I met to ensure that we made a business connection; it's because I used the tools and services that I found on the trade show floor.

That's just like NAA – I am not successful because of NAA – I am successful because I USED NAA. And I'll keep using it. I've been in business for more than 25 years and I plan to be business for a much longer time. That means I have to know what is happening in the auction industry. I do that by being an involved and engaged NAA member.

So come to Conference. Introduce yourself to me and other leaders within the NAA. Let's talk about your business – because as my good friend said in the Promotions Committee meeting – "Every auction that is a good auction is a reflection on all of us." So true, Chris, so true.

Hope to see you all on Facebook in April for National Auctioneers Week and in July at Conference!

John Nicholls, AARE, AMM
NAA President

National Auctioneers Association President John Nicholls, AARE, AMM, is a second-generation Auctioneer who has made it his business to lead in the world around him.

As President of Nicholls Auction Marketing Group, Inc., John conducts and oversees more than 300 auctions per year for Fortune 500 companies, while he also serves the NAA membership and auction industry as an official, speaker, and educator. He has appeared on the TODAY show as a past NAA IAC Champion, and has served as a leading voice for the auction profession for many news outlets and publications.

Aside from winning IAC in 2006, John has won a slew of awards and honors. A few of those include: 1994 Virginia State Champion Auctioneer; 2003 World Automobile Auctioneer Champion; and 2016 Virginia Auctioneers Association Hall of Fame inductee.

John resides in Fredericksburg, Virginia, with his family.



26

COVER: Advice for the new wine collector

Using databases on the Internet can put you ahead of the field when determining the value of a bottle. We have a few other tips that can help your buyers land their next coveted label.

FEATURES & NEWS

8 10 ways to build your email database
Securing emails is a crucial building block to a robust real-time marketing program.

12 "Success with our #NAAPro"
NAA announces a new campaign built on the success from last year's #AuctionsWork push.

18 Meeting with elected officials
Here are tips on what to do before, during, and after your meeting to maximize effectiveness.

30 2017 Conference and Show Education serving member needs
Contract Auctioneer info, firearms, overcoming objections to the auction method, and more ...

BUSINESS PRACTICES

20 Before you liquidate
Don't rush the liquidation process. There are pitfalls to avoid.

FACES OF NAA

34 Tenacious 'Z'
Despite setbacks, Derek Zehner is set on making it in the industry. NAA members are helping him.

40 The one-page business plan
How much time do we waste thinking about a plan and not putting one into practice?

46 True to its core
Cates Auction is 75 years young. It made the milestone taking "the good auctions with the bad."

52 More than 10,000 firearms sold in four-day sale
The whirlwind event saw bids from attendees, phones, and a strong live-online audience.

24 All-around honesty is best policy
Conducting your business in a way that avoids even the appearance of deception is smart.

44 85 and (just now) famous
NAA Hall of Famer Bill Gaule's final sale went viral, with auction providing one more thrill.

NETWORKING

- 6 State watch
- 22 '17 Hall of Fame form
- 31 Scholarship schedule
- 38 NAA Ambassadors
- 42 iSeries schedule
- 48 Success stories
- 54 In memory
- 57 Commitment
- 58 Schools
- 59 New designations
- 60 New members
- 64 Filler words

DEPARTMENTS

- 43 Education Calendar
- 66 Marketplace

CORRECTION

2016 NAA IAC Women's Division Champion Beth Rose was omitted from the St. Jude Toy Auction photo montage in the Dec./Jan. issue of *Auctioneer*. We regret the error.

Please see her photo on page 35.

State watch

MONTANA

“The Voice of Northeastern Montana,” Rod Tande, was inducted into the state’s Hall of Fame as part of the annual state convention, Jan. 27-28, in Scobey.

Whether selling one of his many auctions or in the crowd announcing a rodeo, his knowledge of the job, quick wit and professionalism was appreciated by his many listeners. After graduating from the Western College of Auctioneering in 1975, Tande began his auction career. He became a member of the MAA in 1981 and served as Vice President in 1998 and 1999, then was elected as state president in 2000 and again in 2001. Other Hall of Fame members include Fritz Hoppe, Bob Thomas, Morris Gardner, Del Strommen, Frank Bass, Ron Granmoe, Gus Bender, John Mandeville, Bob Penfield, Rick Stahl, Jerry & Gayle Ellis and Tex Pate.



WYOMING

Nearly 30 members of the Wyoming Auctioneers Association gathered in Casper for the annual convention, held Jan. 12-14. In addition to the annual election (see results below), five bid callers took their shot at the state bid-calling title. Veldon Kraft took top honors, with NAA member Larry Forsberg, GPPA, finishing second.

NAA member Gary Nash was honored as part of this year’s state Hall of Fame class.

Results of the annual election: Treasurer – Shelley Musser, AMM; Director – Herschel Pruitt; Director – Larry Forsberg, GPPA; Director – Brett Oswood.

PENNSYLVANIA

Fielding an event that attracted 250 registered auction professionals, the PAA held its annual convention Jan. 10-13, 2017, in Harrisburg.

Among the convention's highlights, 23 competitors vied for the state bid-calling championship, with NAA member Daniel Reeder, CAI, emerging victorious.

NAA member Josh Mayhugh was runner-up, and NAA member Joel Gavaletz was named Rookie Champion. Also, NAA member Michael Charnego, CAI, was among two inductees into the Pennsylvania Hall of Fame.

Results of the state's annual election: President – Kim Williams; President-Elect – Tim Keller, CAI, AMM, CES; Vice President – Jeff Pennington; Treasurer – Robert Ensminger.



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10 ways to build your email database

Outside of selling a coveted lot or getting a new contract signed, there may not be anything more exciting for an auction business than unlocking a trend found in their buyers' and sellers' data.

Getting a clearer picture on what your clients and customers want can spur sales growth in the short-term and help set a sustainable long-term strategic direction. But, before you can unlock trends, you have to build enough data to allow trends to show themselves. After all, you wouldn't base business decisions based on only a handful of customers' insights (... right?)

So, where does one start to build their information? Email.

The amount of personal information attached to a person's email grows exponentially daily. Social media activity, spending habits, other websites visited – all of these sites now have tracking capabilities that eventually lead back to the person's email address. Why there? Because that's where marketers ultimately can deliver their full brand message in a consumer's perceived digital safe space.

Plus, being able to build and maintain a solid list is important because "86 percent of consumers would like to receive promotional emails from companies they do business with at least monthly, and 15 percent would like to get them daily," according to Statista, an online statistics and market research company.



86% of consumers would like to receive promotional emails from companies they do business with at least monthly. (Statista)

(Side note: Be careful how much email you send as 78 percent of consumers have unsubscribed from emails because a brand was sending too much, according to Hubspot.)

It also is important because many other platforms, including behemoths like



Read more about data-driven decision making in the latest NAA iSeries whitepaper! Check your email for download instructions or email communications@auctioneers.org.

Optimal Engagement

For best results: Send emails at 11 a.m. ET as well as use the recipient's first name and/or the words "thank you" in the subject to maximize your engagement and clickthrough potential. (Sources: Hubspot, Adestra)

Facebook, are built for marketers to expand their reach to targeted users by, you guessed it, identifying them through their email addresses (in addition to phone numbers, physical addresses, and more.)

So, what's a good strategy for compiling that database? Here are 10 good ways to build your list. (Many of them reference an e-newsletter, but this can mean your regular email updates just the same.)

1. Create a "Sign up" Call To Action on your company's Facebook page.
2. Host a professional or social event at your auction business and request attendees to join your e-newsletter.
3. Send a postcard. Remember, you're after emails. So, if you have a list of physical addresses that don't include emails, send a postcard to those people with an incentive for those who sign up for your e-newsletter.
4. Join your local chamber of commerce. This should give you access to other members' emails. Shoot them a message about your company and services, and include a link to sign up for your e-newsletter.
5. Include a link to your newsletter sign-up form in your personal email signature.

6. Add a link or sign-up form on your company website homepage.

7. Ask people over the phone. When you have someone on the line, ask them if you can sign them up for your newsletter.

8. Post an image of a giveaway item in Instagram. Include a link in your bio asking people to sign up to participate in the giveaway.

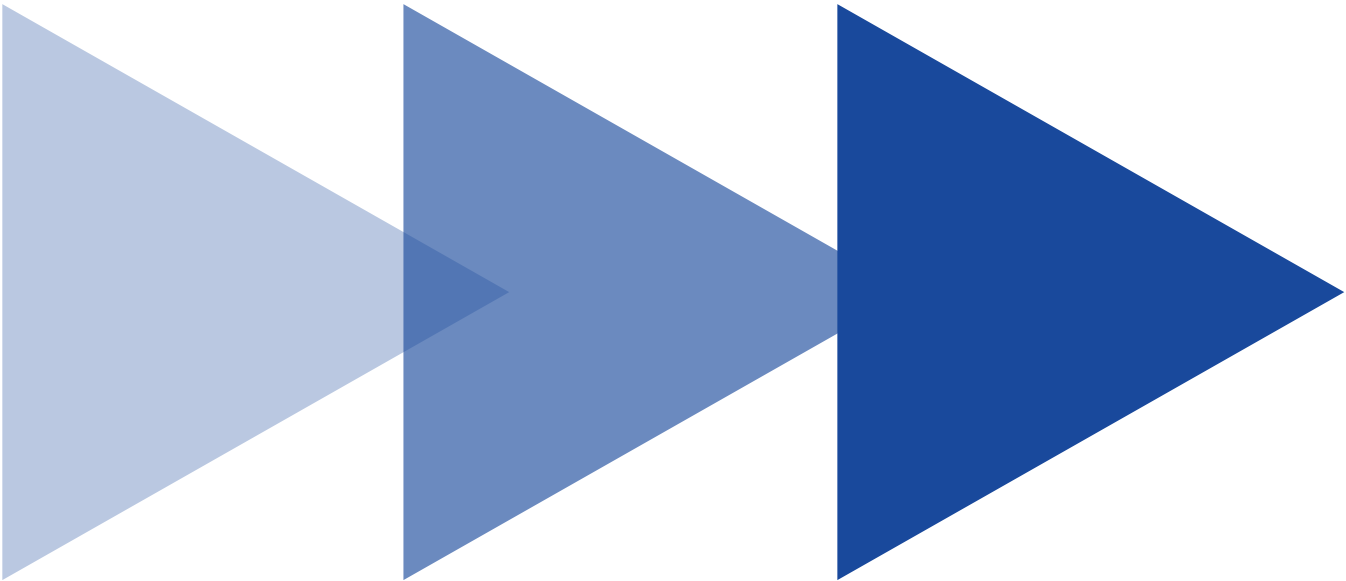
9. Fishbowl. Collect business cards and do a weekly or monthly giveaway and announce the winner in your e-newsletter.

10. Referrals. Ask current clients and customers to encourage friends to sign up for your e-newsletter. Provide a discount for those who bring you new leads.

As your database grows, remember this is just the first step. The real power from your list will come when you upload your list into Facebook and have it match addresses to accounts; accounts stuffed with information that will allow you to target your niche audiences better and serve individual customer needs more often.



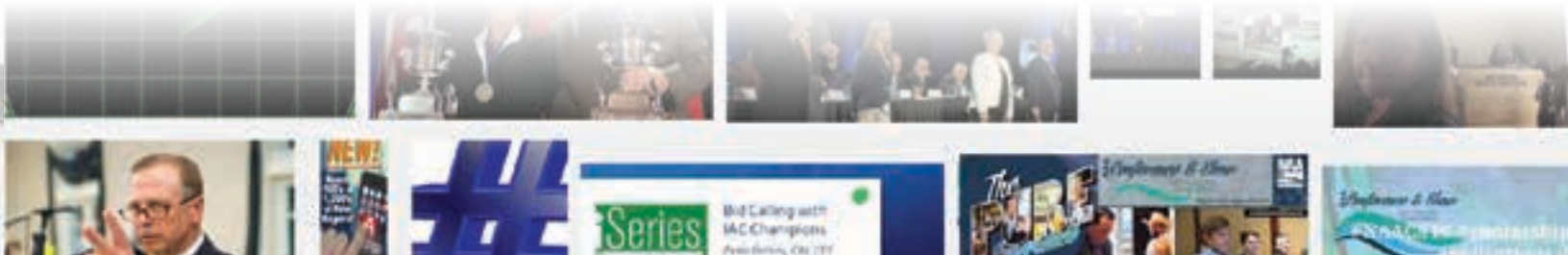
REMEMBER THIS!?





NAA members promoted themselves, their association, and their industry like never before in 2016 during National Auctioneers Week last April. Keep spreading the message that #auctionswork, especially when managed by an #NAAPro. And ... get ready.

Keep those social media skills sharp because NAA will need you to help raise the bar on spreading the message again in 2017!



NAA announces ‘Success With Our #NAAPro’ social media campaign ahead of National Auctioneers Week (April 3-8)

To reinforce that #auctionswork, especially when managed by an #NAAPro, the National Auctioneers Association will encourage members to celebrate their community leadership, volunteerism, and business successes with clients on social media.

BY NAA STAFF



These images all were part of NAA members' hashtag efforts in 2016. Those same efforts are needed again in April and the rest of 2017 as the #auctionswork / #NAAPro message continues to grow.

Success With Our #NAAPro



OVERLAND PARK, Kan. (March 1, 2017) – The National Auctioneers Association has announced dates for 2017’s National Auctioneers Week (April 3-8), as well as details for its “Success with Our #NAAPro” social media campaign activities that week. National Auctioneers Day is set for Saturday, April 8.

The goal is to seize upon and continue the momentum achieved by last year’s #auctionswork / #NAAPro incredibly successful hashtag campaign. The effort saw an unprecedented engagement level from members that resulted in more than 500,000 members of the general public seeing or hearing the message that auctions work, especially when managed by an NAA auction professional.

“Hundreds of thousands of people saw the #AuctionsWork / #NAAPro message in 2016, thanks fully to our members’ efforts,” said NAA President John Nicholls, AARE, AMM. “The campaign was wildly successful, and we’re excited that NAA members will follow it up with the message that they are appreciative, community-minded, asset solution leaders.”

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

“The Promotions Committee again did great work in putting together a list of activities that will build on the momentum generated by the #auctionswork and #NAAPro campaign,” said Tim Mast, CAI, AARE NAA Promotions Committee Chair.

“The week is designed so that NAA members can gain exposure through the celebration of their clients, customers, businesses, and the auction industry through social media.

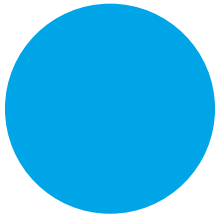
“We are really excited and looking forward to everyone’s participation.”

The activities list employs an easy but comprehensive promotional approach that involves press releases, video, personal interaction,

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social media, and encouraging NAA members to take part in advocacy efforts locally, regionally and nationally. (In preparation for the week, members can get ready early by visiting with their elected officials now and securing videos and images that can be shared during National Auctioneers Week.)

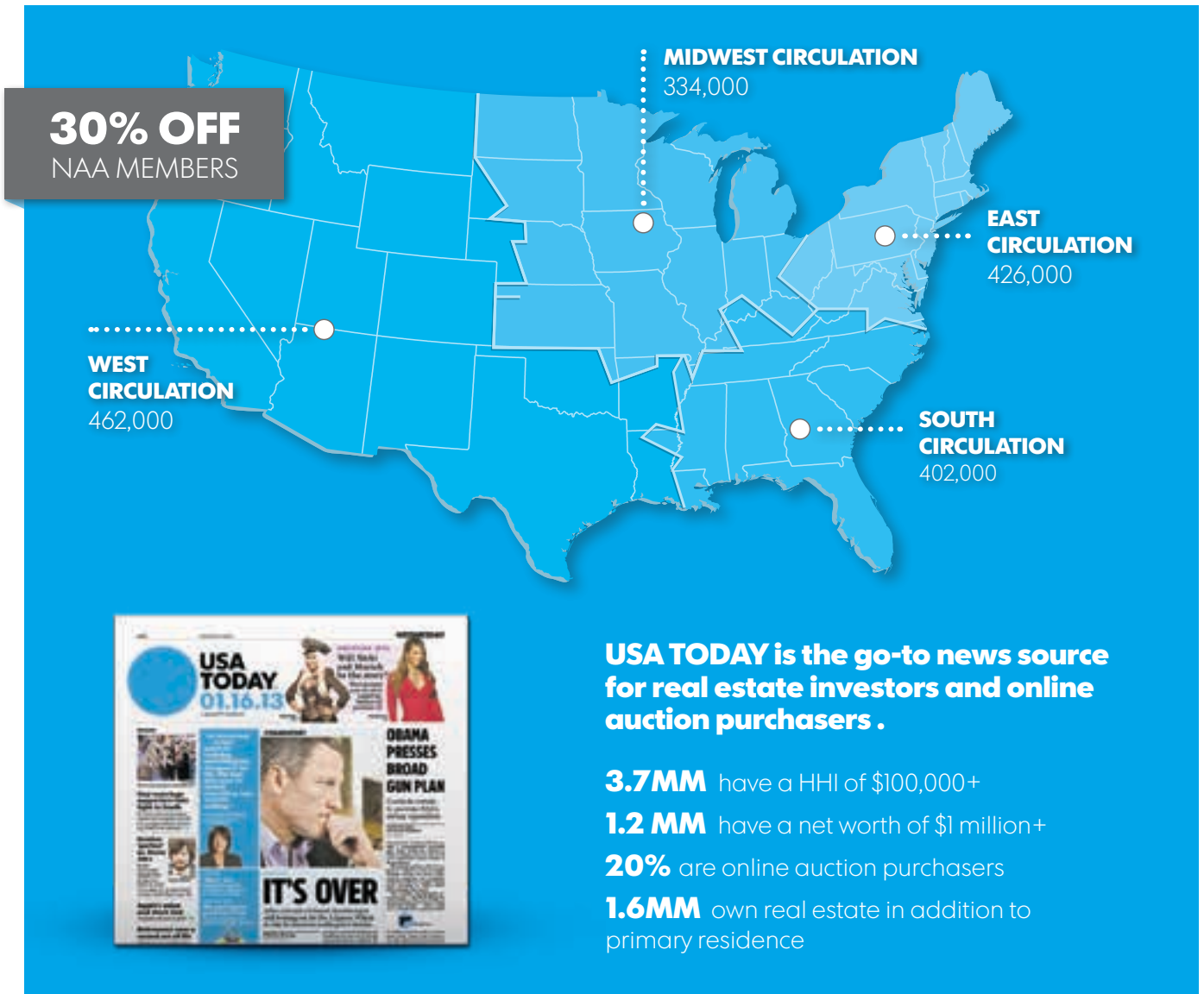


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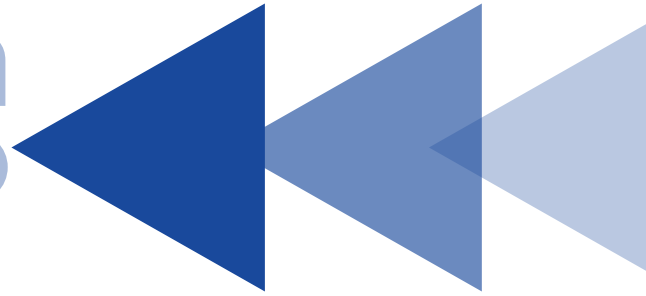
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Sources: 2012 Mendelsohn Affluent Survey, adults 18 or older, HHI \$100,000 or more; September 2012 ABC Publisher's Statement (print copies only)

Success With Our #NAAPro



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

“Logo Monday”

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

“Advocacy Tuesday”

Meet with your local, regional, and national government leaders. Share images and videos of your meeting. Get those proclamations ready early and be ready to share!

“Success Wednesday”

Show your clients love! Post photos and videos of your clients holding your “Success with our #NAAPro!” sign. Post: #AuctionsWork when facilitated by an #NAAPro!

“Philanthropy Thursday”

Share the video from NAA and St. Jude and highlight the organizations’ long relationship. Post the St. Jude donate link, and use those #NAAPro / #Auctionswork tags!

“Fun Fact Friday”

Let’s have some fun and share NAA-supplied auction fun facts! Or, post some of your own. Engage your audiences and use those hashtags!

“Celebration Saturday”

It’s National Auctioneers Day! Let’s honor your clients and customers by sharing a heartfelt message to them on your page. NAA will supply you with an example! ❖

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Meeting with elected officials

Here are tips on what you should do before, during and after meeting with an elected official in order to maximize your effectiveness.

By NAA Staff

Ed note: Find links for looking up who your Congressional Members are, contact information and Member Guides at www.congress.gov/members.

Before the Meeting

It is best to work on setting up the meeting as far in advance as possible. When contacting a Congressional office, whether in the district or Washington D.C., begin by introducing yourself as a constituent and ask to speak with the scheduler. Some schedulers may require all meeting requests in writing via fax, email or online form. The scheduler will want to know your preferred time and will ask for a brief overview of what issue(s) you would like to discuss.

Keep in mind that the Member may not be available so be ready to meet with staff. You will usually have only a short time to go over your issue (10-15 minutes), so prepare in advance to make sure that your “pitch” is clear and concise.

At the Meeting

First, be on time! Once there, give a brief introduction of who you are, what your company does and where it is located. Mention any

appropriate professional affiliations (e.g. NAA, state associations, etc.) as well as any relevant connections (e.g. mutual friends).

When making the ask, describe the issue of concern and how it will affect you, your business and your industry. Be prepared to answer questions, but if you do not know an answer, let the Member or staffer know that you will follow-up with an answer. Do not answer anything you're unsure about.

Before leaving a meeting, make sure to trade business cards for later follow-up. Leave behind collateral materials for staff to review and share with the Member.

After the Meeting

When you return from a meeting, make sure to follow-up with a thank-you letter. This should include your position on the issue(s) discussed, answers to any questions and promised outcomes made by the staff or Member. ❖



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

Before you liquidate

Don't rush the liquidation process. There are pitfalls to avoid.

Question: What issues should Auctioneers know about before liquidating a business's inventory, machinery and real property at an auction?

Answer: *There are several important issues to consider. In some instances, the seller is anxious to liquidate its assets in order to satisfy aggressive creditors. But, Auctioneers should not rush this type of matter. There are several pitfalls that have to be avoided. All or some of the assets of a business may have been pledged as collateral for a loan. Before agreeing to sell a company's assets at an auction, Auctioneers should ask questions to determine which items are subject to a security interest. Failure to acknowledge a creditor's rights to certain property could result in expensive litigation or liability.*

Before diving into the liquidation of a business, Auctioneers must understand some general terms and concepts. The term "security interest" means that the business pledged its interests in specific assets as collateral to a lender in order to obtain a loan. The person or entity given the security interest is the "secured party." A "security agreement" is the document executed by the debtor (the business) granting a security interest to the secured party. The secured party will have a strong claim to the collateral if it is properly "perfected." A security interest is "perfected" when the secured party took some action (required by law) to put everyone on notice of its security interest in the collateral. These actions could be, for example, filing a UCC financing statement with the secretary of state or taking possession of the collateral. An Auctioneer does not need to be an expert on secured transactions, but should have some general knowledge before agreeing to liquidate the assets of a business.

In addition to asking about the existence of any liens that would cloud the title, Auctioneers should do some due diligence. Even when a seller warrants that there are no liens, it is still easy and appropriate to check. Auctioneers should start their search on-line. Most states have a website (usually at the Secretary of State's website) where individuals can conduct Uniform Commercial Code (UCC) searches. These sites generally allow an individual to search for liens by: filing number and/or debtor name. The search should be conducted in the state where the owner of the property resides and where the property is

located. Afterwards, Auctioneers can conduct a search at the local recorder's office.

Generally, before the liquidation the business must give notice to the creditors of the business that the sale will take place. The business owners should give notice to all known creditors (if the Auctioneer agrees to provide the notice, he or she will need a list of names and addresses for the various creditors). There usually will be several types of creditors involved in a liquidation, including secured creditors, unsecured creditors, and judgment creditors. There could also be claims from the Internal Revenue Service for unpaid taxes or tax claims from a particular state. There could even be multiple secured creditors with security interests in the same collateral. The important step here is to gather information to find out who needs to be involved in the liquidation.

What usually happens is all of the creditors contact the Auctioneer and demand to be paid first from the proceeds of the sale. But, everyone cannot be paid first. The Auctioneer, with the help of a licensed attorney, should then review and analyze the various claims. There should be some discussion with the various creditors regarding their priority and when they are likely to be paid. Secured creditors generally are paid before unsecured creditors. But, where do judgment creditors fit in? What about the federal or state tax claims? After all of the claims are analyzed, there should be plan on how the proceeds from the sale will be distributed.

If any assets are subject to a security interest, then the Auctioneer will need to make arrangements with the secured party in order to sell the collateral. The secured creditor will usually require the collateral to be sold with a reserve in order to protect its interest. Auctioneers should get a written commitment from secured creditors. Will the secured party agree to the sale of the collateral with a reserve? Will the secured party agree to the sale of the collateral without a reserve? If there is no agreement with the secured party and the collateral is sold at an absolute auction, the secured creditor may refuse to release its lien.

If the secured creditor agrees to an absolute auction, it should sign a written agreement acknowledging the risk and committing to release its lien. If an Auctioneer cannot reach an agreement with the secured party to sell the property with or without a reserve, the best option may be for that secured party's collateral to be excluded from the sale. Secured creditors have certain rights to their collateral and an Auctioneer must exercise caution.

Auctioneers who agree to liquidate all of a business's assets without determining whether there are any security interests or making arrangements with the secured party may be liable to secured creditors for selling such assets. The business may have violated the security agreement by selling the property without

the secured party's consent. In addition, buyers may have claims against the seller for not being able to provide good title. If a buyer does not receive good title for assets purchased, he or she could sue for breach of contract or fraud.

This is a brief overview of some of the issues involved with the liquidation of a business. Auctioneers should as part of his or her due diligence verify that the seller owns the property to be sold. The Auctioneer should verify that the appropriate individuals are sign the auction contract to bind the business and any other seller (written meeting minutes or written consents). In addition, secured creditors may want to credit bid on their collateral. These and other issues have to be considered.

Auctioneers must exercise caution with liquidations. The auction contracts should require the seller to identify all secured creditors, judgment creditors, tax creditors, and all pending litigation. If a business asks that the sale be absolute, then the auction contract should state that the sale is contingent upon the consent of the secured creditors and other key creditors. If the secured creditors do not consent, then the lien should be paid, the sale should be with a reserve to protect the secured party, or the collateral should be excluded from the sale. Auctioneers generally should not sell assets which are subject to a secured party's security interest at an absolute auction. ❖

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Name of Nominee		
Residence Address		
City	State	Zip code
Phone		

BUSINESS INFORMATION

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

PERSONAL AND FAMILY INFORMATION

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

PROFESSIONAL INFORMATION

How long has the nominee been associated with the auction business? ____ years.
What percentage of the nominee's time is actively spent in the auction business? ____%
Number of years this nominee has been a member of NAA? ____ years.
Does the nominee specialize in any particular field of auctioneering? <input type="checkbox"/> yes <input type="checkbox"/> no
If yes, please explain
State Association(s) of nominee

NAA ACTIVITY

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

NOMINATION FORM



STATE ASSOCIATION ACTIVITY

List state association involvement, offices held, etc.:

COMMUNITY INVOLVEMENT

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

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By Carl Carter, APR, ATS

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.

All-around honesty is best policy

Being honest is good. Conducting your business in a way that avoids even the appearance of deception is even better.

For the better part of the last century, public relations professionals have worried about the “corruption of the channels of communication,” by which we mean the risk that people simply quit believing each other. Once that happens, it becomes very difficult to do business.

Unless you’ve been isolated on a desert island for the last few months, you’ve probably become aware of a raging debate over the very issue of truth-telling, of all things. A couple of hours of watching cable news could leave one hopelessly confused about the very nature of truth. Our vocabulary has expanded to include such terms as “fake news” and “alternative facts.”

Communications professionals, with perfectly straight faces, are arguing over the difference between real fake news and fake fake news.

No matter which side wins the current political debate over “facts,” it has the potential to change the environment in which we work for years to come. A few will take the confusion as a license to deceive. Others will grow even more skeptical of what they hear and read. Still others will step up to adhere to, and advocate, the highest standards of candor and integrity. Those will be the winners in the long run.

However your business ends up, I’m convinced that if cynicism grows, we’ll see three things:

NAA membership will become more important than ever. We have a very strong and meaty Code of Ethics, and that can become even more of a selling point in a world where trust begins to break down. Our code goes well beyond vague

admonitions to tell the truth and obey the law, and gets down to the nitty gritty of fair play. It reminds us that we must promote the interests of the seller while also treating buyers with fairness and integrity. It addresses conflicts of interest, handling of client money, disclosure of material facts, client confidentiality and much more. It calls on us to go beyond laws and professional regulations.

The more corruption we see in the channels of communication, the more compelling this becomes as a competitive advantage for NAA professionals. We cannot -- and should not -- imply that non-members have lower standards. But we can -- and should -- remind prospective sellers and bidders of the protections they have by using an #NAAPro.

It’s not enough to be honest. We must look honest. None of us has any marketing tool that can match the power of trust, and trust results from going beyond the letter of the law. Our attorneys keep us out of trouble by implementing ways to cover ourselves with disclaimers and footnotes. But trust is inseparable from reputation and experience.

A disclaimer in your “terms & conditions” may keep you out of court. You’ll get to keep your commission. But it won’t score you any points with a seller or buyer who misunderstood the rules and feels like you got off on a technicality. The best way to avoid the appearance of duplicity is to communicate clearly on the front end. Most Auctioneers I know do an effective job of this in addressing the bidders at a live auction. But, sometimes I wonder if we wouldn’t be better off passing on some practices, such as bidding on behalf of a seller, in favor of more intuitive and straightforward reserves.

believability
 trustworthiness
 SINCERITY
HONESTY
 integrity fairness
 facts openness
 transparency HONOR

The more corruption we see in the channels of communication, the more compelling this becomes as a competitive advantage for NAA professionals.

Simple is good. Simpler is better. Ronald Reagan used to say, "If you're explaining, you're losing." Complicated rules and procedures not only make mistakes by bidders more likely, but they also create more opportunity for cries of "foul" in the end. A bidder who ends up paying more than he thought is going to tell others; so is a bidder who gets less than she expected. It doesn't matter how good your explanation is -- you're better off not having to use it. ❖

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*Ed note: This is Part I of a four-part series.
Part 2: Wine Auction Director Insider Tips.*

Wine has been around for over 8,000 years and is deeply entwined in most of the world's major civilizations.

Despite a long winemaking history, it was not until the 1730s, with advances in glass bottle making and cork enclosures, that people began to age and store their wine. And this is how the first wine collections got started.

Today, an untold number of people around the globe collect wine for both enjoyment and as a rewarding venture. Wine collectors are more common than you think. If you happen to have an extra bottle or two squirreled away in your basement that you have been saving for some special occasion, then congratulations, technically speaking you too are a wine collector.

Of course, there are more serious collectors who love to drink wine but also buy and sell it as an investment, much like paintings from famous artists or period furniture from well-known craftsmen.

If you happen to find yourself developing from a novice into a serious wine collector, then there is basically no way around it, you will need to start purchasing wine at auction. The sorts of wine typically found at auction, especially when considering the better and older vintages, are just not available on the shelves of your average retail wine shop. Also as important, one can collect wine at less cost at auction as wine auction prices generally fall below retail prices.

Bidding for the first time at a wine auction may seem like an intimidating process. Having been on both sides of the proverbial wine auction stand, here are a few pieces of advice that might make your initial wine auction experiences become much more successful and enjoyable:

Find the Value

The majority of apprehension I experienced personally while attending wine auctions for the first time derived from the fear of over bidding due to either not having a good understanding of market values or how the condition of bottles can impact value.

Thanks in part to the magic of the Internet, there are several wine auction databases (TrueBottle.com to name one) that report recent auction prices from major wine auction houses worldwide. Consequently, discerning a general ballpark figure one should pay for a particular bottle of wine actually takes remarkably little guesswork.



Fine Wine Auction Director Mark Solomon reaches for a bottle. He says the wine collector who is moving from novice to serious needs to start purchasing wine at auction.

Wine: Advice for the new collector

Serious wine collectors find better and older vintages at auction.

By Mark Solomon, special to Auctioneer

Understand Bottle Conditions

Just like almost everything else purchased at auction, the condition of a selection of wine bottles can dramatically increase or decrease the final hammer price. And since wine auction databases generally do not readily convey condition information, arriving at more precise estimated values for lots of wine bottles can quickly become more of an art form than a science.

Bottles in pristine condition often demand higher prices, while bottles with flaws are often commensurate with reduced prices. Although this might seem like an obvious statement, it is important to note that condition issues are not all alike regarding the impact they have on perceived bottle value.

Condition of Label

Personally speaking, it does not matter to me whether the label, or that little square piece of paper glued to the wine bottle, is in pristine condition. As long as I can read the label well enough to accurately understand its contents, I am usually not too concerned about purchasing that bottle.

Having said this, some collectors care very much about what

the label looks like, especially if they are either purchasing wine as a commercial entity (like a restaurant) to serve to customers or buying wine as an investment to be sold at some later time. Because there is a demand for spotless wine labels, less than pristine examples can knock 10 to 15 percent off the final hammer price.

Fill Level

Bottles not kept in cooler, humidity controlled storage conditions, over time, can have an adverse impact on a wine's taste. Additionally, wines not stored well over time can detrimentally affect the overall sturdiness of the bottle. Since cork is a natural wood product that does not create a perfect seal, all wines will show some evaporation inside the bottle over time.

That being said, wine bottles stored under more imperfect conditions tend to show a faster loss of liquid. Ullage levels (i.e., the air space between the cork and the liquid) tend to be a good gauge of a wine's drinkability. As a general rule, top or upper-shoulder fill levels are acceptable for wines 30-years or older. However, top or upper-shoulder fill levels are deemed unacceptable for wines less than 20-years-old (where one would expect close to base-neck fills or better).

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A label's condition isn't all that important, according to Solomon. "As long as I can read the label well enough to accurately understand its contents, I am usually not too concerned about purchasing that bottle," he says.

A lower-than-expected fill level can easily reduce a bottle's value by 20 percent but even as high as 50 percent depending on the seriousness of the flaw. Fortunately, most wine auction houses will not sell bottles with fill levels deemed too divergent from the normal expected variation for age.

Condition of Capsule and Cork

Corks have been around for a long time and, considering that cork is merely a type of wood, make for a remarkably sturdy enclosure. In fact, here at the auction house it is not unusual to see a 100-year-old bottle of wine with its seal still intact. Having said this, given enough time all wine bottle corks will eventually fail.

And when corks begin to fail there are typically some telltale signs. Most notably, there is seepage around the capsule, or the foil-like covering around the top of the bottle. While bottles with wine seepage are often still drinkable, over time the probability becomes less so as more oxygen outside the bottle begins to interact chemically with the wine contained within. Signs of seepage can notably reduce the value of a wine bottle and a reputable wine auction house will disclose to the buyer whether this flaw exists as well as its magnitude.

It is important to note that condition issues are not all alike regarding the impact they have on perceived bottle value.

As with wine bottles containing lower-than-expected fill levels, most wine auction houses will not auction bottles with degrees of seepage thought to warrant a bottle undrinkable.

Merely by using a wine auction price database and understanding a few key concepts regarding wine bottle condition statements, your initial wine auction experiences should become much more rewarding and gratifying. ❖

Mark J. Solomon is the Fine Wine Auction Director at Leland Little Auctions. He can be contacted at Mark@LelandLittle.com.

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C&S Education: Serving members' needs

Contract Auctioneer info, firearms, overcoming objections to the auction method, and more ... it's all set for Columbus.

By Sarah Bahari, contributor



Curtis Gilbert, shown here presenting at Conference and Show in Grand Rapids, Michigan, will again be on hand with information and taking questions this July in Columbus.

sought suggestions from association members, but it also evaluated needs and gaps in existing education efforts. Once the committee selected courses, NAA identified subject matter experts to offer instruction.

“Rather than offer classes on what everyone wants to talk about, we wanted to offer classes on what we need to be talking about,” Ensminger said. “This is a different way of doing things for us, and we think we have a great lineup.”

One highlight will be a daylong summit for contract Auctioneers, which are getting a new professional designation.

Ensminger said the designation aims to provide a network and platform for contract workers to discuss issues important to them.

“Contract Auctioneers tend to get overlooked,” he said. “The

Education will be on center stage at the National Auctioneers Association Conference and Show.

NAA will offer some 40 classes, ranging from sales of firearms, stamps and even comic book collections to land trends, contract law and business planning.

Aaron Ensminger, NAA's Director of Education, said the Education Committee

world of contract auctioneering moves really fast, and we want to them and build a community for them so they can learn from each other, find gigs and remain relevant in today's landscape.”

Another summit will address selling personal and commercial assets.

Courses are designed for both novice Auctioneers and veterans, Ensminger added. One class will help Auctioneers find sellers, while another will cover an issue important to everyone: what to charge for an auction.

One of last year's most popular courses — firearms sales — is returning for a second year. Curtis Gilbert, the deputy director of the Bureau of Alcohol, Tobacco, Firearms and Explosives will offer legal guidance on gun sales.

Additional courses will address overcoming objections to the auction method, maximizing Return on Investment through best online practices and working with agency brokers.

A class on governance and transition planning will help veteran professional consider the next generation of their companies, while another class will discuss how to work as a professional ringman.

This year's lineup shows why education is a major draw of Conference and Show, Ensminger said.

“Education has always been a cornerstone of Conference and Show. We have a unique opportunity to reach a lot of people and educate them on a lot of different topics,” he said. “We can expose people to new trends and different fields within the industry. We're all there to share ideas and learn from each other.” ♦

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TENACIOUS 'Z'



Derek Zehner, 26, says he is “forever grateful” at the support he’s received from NAA member Beth Rose, who is helping Zehner realize his auction goals.

Despite setbacks, Derek Zehner is set on making it in the auction industry. And, he’s finding support from NAA members.

By Brittany Lane

To speak with aspiring auctioneer Derek Zehner is to know how thankful he is.

In the wee hours of a February morning, Zehner and his family lost the old Ohio farmhouse they called home to a fire. All six of his loved ones safely escaped the flames, but everything they owned was destroyed. The cause of the fire was determined to be faulty wiring.

Now the 26-year-old Auctioneer and his family are working with the local Red Cross to secure a place to live until their home is reconstructed.

“You don’t really understand how little you need in life until you lose everything,” Zehner says. “I try to do everything myself, but when your whole family loses everything, you learn sometimes you can’t do it all.”

Traces of emotion fill Zehner’s voice as he describes his appreciation for the emergency fundraiser started on his behalf by Auctioneer Max Webster out of West Harrison, Indiana. The GoFundMe account raised \$2,700 of a \$1,000 goal in a few days.

“The auction family raised that money and I am so grateful,” he says.

Many may not know Zehner’s name yet, but the up-and-coming Auctioneer’s tenacity in the face of adversity is earning him respect in the industry that can be tough for newcomers.

Working odd-jobs since the age of 12 to help support his close-knit family, he wasn’t sure what he wanted to do with his life. It was a suggestion from his grandfather that changed everything.

“My grandfather encouraged me to go to auction school. He said you love auctions, why don’t you go to school?” Zehner said.

And just like that, Zehner found his calling in the world of auctioneering. He was star struck, suddenly getting the opportunity to rub elbows with the likes of Spanky Assiter and other NAA pros he had watched since he was a kid.

“My grandfather encouraged me to go to auction school. He said ‘You love auctions, why don’t you go to school?’”



Shown here working with a child during the NAA St. Jude Toy Auction last November, 2016 IAC Women’s Division Champion Beth Rose has taken a keen interest in helping Zehner. “At this point in my life, I want to uplift upcoming Auctioneers in the business,” the 20-year member says.

The journey hasn’t been easy. He’s poured everything he has into learning the business even going so far as to auction his own possessions to fund his education. His hard work is paying off; he graduated from the Ohio Auction School in 2015 and received his license in 2016.

Zehner credits the support and guidance of seasoned Auctioneers for helping him change his life for the better.

“Jason Miller, Peter Gehres, Susan Johnson, Sara Rose, Max Webster, Jeff Stokes, Greg Rice, The Sheridan Family,” he says as

his voice begins to trail. “I could rattle off names all day in my auction chant of individuals who have reached out and helped me.”

One of those mentors is Beth Rose, CAI, AARE, whose eponymous auction company has headquarters in Maumee, Ohio. Rose, the current International Auctioneer Championship Women’s Division title holder and a 20-year NAA member, met Zehner when he was one of her students at the Ohio Auction School. Not only did the humble student with the “Duck Dynasty” beard stand out to her for his look, but his continued



Derek Zehner works the ring during an auction. His strong work ethic and desire to succeed in the industry has caught the eye of several NAA members.

Darron Meares



hard work during financial hardship made Rose take notice and want to help.

“He has sold his car, his gun, and his material items to go to auction school and Conference and Show. He wants to better himself and learn as much as he can about the business,” Rose says.

Last year, after learning Zehner planned to sleep in his car to attend Conference and Show in Grand Rapids, Michigan, Rose reached out to sponsor his trip to NAA’s largest meeting of professional Auctioneers.

“I said this is someone who deserves to go. He’s not a person to ask,” she said. “At this point in my life, I want to uplift upcoming Auctioneers in the business.

“I want to see them make it. It is truly rewarding to see young auctioneers succeed.”

Rose’s sponsorship came at a crucial time.

“It literally choked me up. I was going through some things and the auction family reached out,” he says. “I cannot speak more highly on the character of Beth Rose. I’m forever grateful.”

At present, Zehner is occupied as a contract Auctioneer. The beard is gone. Taking the advice of his mentors, he now presents a clean cut look to strike a great first impression with clients.

The importance of giving back is something Zehner has also taken away from those who have helped him. He’s made obtaining the Benefit Auctioneer Designation a priority. And he’s carving his own niche in the auction world with a business he’s started called “Benefits for Blessings.” He hopes the charity auction solution company will be his way at making a difference.

“This is what I’m going to do for the rest of my life. I love it,” Zehner says. “I can’t wait until I get to that day when I can give back like Beth Rose and so many other Auctioneers have done for me.” ❖

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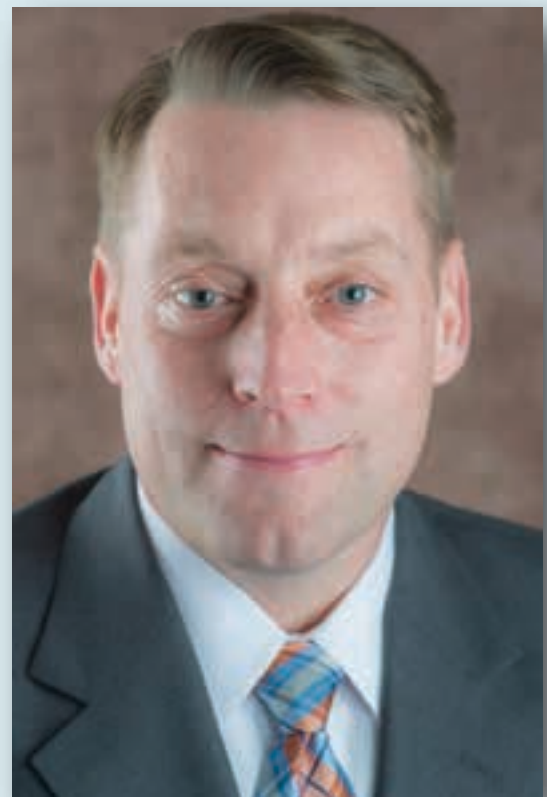
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Who I represent:
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Where I'm from:
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Q: What about your membership in NAA do you value?

Within the fellowship of the NAA, there are so many professionals willing to help in any way they can! The most valuable part of my membership with the NAA is the membership itself!





The one-page business plan

How much time do we waste thinking about a plan and not putting one into practice?

By NAA Staff

It sounds cliché, but a business plan is an entrepreneur's secret weapon.

Simply put, a business plan is a written description of your business' future. It explains your goals and outlines how you plan to achieve those goals.

When done properly, a business plan will provide a roadmap to success for your start-up or growing business. The simple act of putting pen to paper to write down your ideas and outline how the business will operate can be helpful in ensuring that you fully articulate your vision. It also helps to serve as a gauge for checking your progress as the business grows.

"We know that we ought to have a business plan, but how much time do we waste thinking about it and not actually putting it into practice?" says Sara Rose Bytnar, CAI, AARE. The third-generation auction veteran oversees all marketing efforts and customer relations at Beth Rose Real Estate & Auctions.

Creating the plan can seem downright daunting, yet Bytnar says it doesn't have to be. You don't need an expertly manicured or incredibly lengthy document to be successful. The best business plans are thorough and concise, which can all be accomplished in one page.

A successful one-page business plan should include the following three key elements:

- The first is the mission statement, where you summarize the

organization's purpose. Describe the values, goals, and culture of the company. Answer the questions "What business are we in?" and "What is our business for?"

- The second is the vision statement, this segment provides strategic direction and describes what you want the company to achieve in the future. What do you want to provide to the customer? These goals should be specific and straightforward while striking a balance between ambitious and achievable.
- Finally, an evaluation element should provide the framework for focusing on the strengths of your business and minimizing potential threats.

Bytnar recommends using the SWOT Analysis as your evaluation tool in your business plan. Created in the 1960s by a management consultant, the acronym stands for strengths, weaknesses, opportunities, and threats. It is a solid tool for successful long-term planning and growth.

Let's look at each step:

Strengths – A company's capabilities. Ask yourself what can you do well and how do you stand apart from competitors? Examples include a strong brand name or a good reputation among customers.

Weaknesses – Where can you improve? A high cost structure or poor reputation among customers would be examples of weaknesses. Try to clearly identify what your business may be lacking.

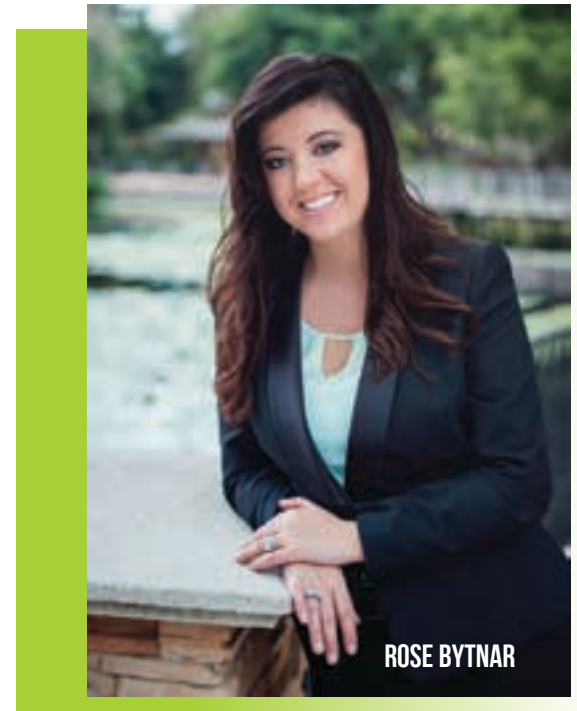
The best business plans are thorough and concise, which can all be accomplished in one page.

Opportunities – This is where you identify areas of potential profit and growth in your market. Are there unfulfilled customer needs or new technologies available to tap into for example. Can the perception of your business be positively improved?

Threats – Outline the changes that present a risk to the company. Has there been a shift in client taste? Types of threats can also include things like new regulations or potential competitors. Is there anything decreasing your profits?

Once you have created your working business plan, you can use it as a springboard for digging deeper. Ask for advice. Review, revise, and add as necessary. Consider expanding your business plan with Key Performance Indicators or KPIs. These are measurable values that demonstrate what you can do to achieve your business goals. Take a look at your business plan at the end of the year and assess your achievements and progress.

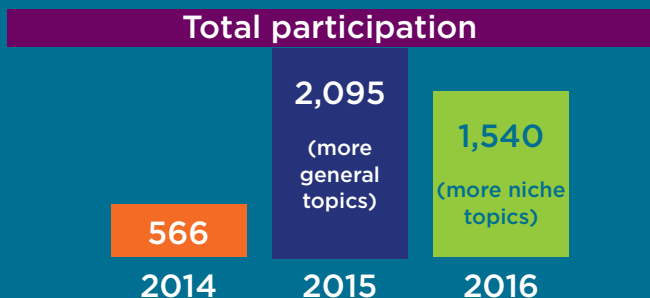
“I challenge you to start today,” Bytnar said. “Take 15 minutes and jot some ideas down. Business planning is a long-term commitment. You’ll need to start harvesting those ideas and data so you can make good decisions.” ♦



ROSE BYTNAR

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1,823 Unique participants (as of 1/31/2017):



Video replays on YouTube.com/NAAuctioneers

2014-2015 Calendar:

1,004

2015-2016 Calendar:

1,506

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- March 1, 2017
Your Data Guide (White Paper)
- April 5, 2017
Turning Prospects into Sellers
- June 7, 2017
National Advocacy Update

NATIONAL AUCTIONEERS ASSOCIATION
EDUCATION CALENDAR

Certified Auctioneers Institute

Bloomington, Indiana • Indiana University • March 18-23, 2017

2017 NAA Conference and Show

Columbus, Ohio • July 11-15, 2017

(See dates for specific courses.)

2017 Benefit Auction Summit

Cancun, Mexico • August 27-29, 2017

CONFERENCE AND SHOW EDUCATION SCHEDULE

AARE • July 12-15

AMM • July 9-11

CES • July 9-11

BAS • July 9-11

Internet Auction Methods • July 11

Interpersonal Communications for Auction Professionals • July 10-11

USPAP (15-Hour) • July 10-11

USPAP (7-Hour) • July 15

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

www.auctioneers.org





Bill Gaule opened his auction career the same year NAA began – in 1949. He isn't sure about the "particulars of everything on the Internet," but the Web helped the Hall of Famer go viral recently.

85 and (just now) 'famous'

NAA Hall of Famer Bill Gaule's final sale went viral, with auction providing one more unexpected thrill.

By Nancy Hull Rigdon, contributor

Bill Gaule opened his auctioneering career after high school in 1949 with an estate sale that put 36 one-dollar bills in his pocket, and at 85 years old, he recently closed his career by "going viral" – a phenomenon he finds quite amusing.

"I'm not sure of the particulars of everything on the Internet. What I do know is that when I walk into Hardee's for breakfast like I have my whole life and see these guys who I've known all my life, they tell me how famous I am now," Gaule says amid laughter.

The quick particulars: For his final auction, he was asked to sell a 1972 John Deere 4020 at an auction near his hometown farming community of Chatham, Illinois. The opening bid



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was \$4,000, and thanks to Gaule's hall-of-fame bid-calling, the collector's item brought \$9,700. A video of the sale hit Machinery Pete and then surged to several thousand YouTube views, prompting an article in the Springfield, Illinois, newspaper, "The State Journal-Register."

The attention has capped a storied career.

As a kid, Gaule enjoyed hanging around sale barns, so selling livestock, farmland and farm equipment quickly became a natural fit. At the height of his career, he had an auction in the Midwest seemingly daily and led a team nearly 30 people strong. He's sold in most, but not all, states. Most of his time was spent selling in Illinois.

"I looked at a map one day and tried to count the number of counties where I've sold, but I lost track," he says.

Word-of-mouth grew his business.

"One time, I sold a cattle farm in southern Illinois for one of my dad's friends. And then I ended up getting 30 or 40 sales in that area," he says.

He joined the NAA in 1957 and is certain he and his wife, Marjorie, attended Conference & Show 38 consecutive years. The couple's NAA leadership experience included Bill serving

as President and Marjorie serving as Auxiliary President. He was inducted into the NAA Hall of Fame in 1991 and is also a member of the Illinois Auctioneers Association Hall of Fame.

"The NAA has been so wonderful to me and my family. The auctioneers we've met through the NAA have become our family," he says. "The friendships I have made in the auctioneering business have been a highlight of my life. I can't count the number of Auctioneers from all over the nation that Marge and I have hosted here at our home."

He adds, "What I've always appreciated about Auctioneers is that they work together – I've never known two Auctioneers who didn't get along."

By far, family has been his greatest life achievement, he says. He and his wife have four children, eight grandchildren and three great-grandchildren.

"I couldn't be more proud of the people my children and all my grandchildren and great-grandchildren have become," he says.

As he reflects on his auctioneering career, he considers himself fortunate.

"It never felt like work. I loved every minute of it," he says. ❖



Cates stays true to its core

Showing marketing prowess early on by using sale bills like those shown here, Dean Cates, also shown here, founded his family business that is now 75 years old and three generations deep with grandson Jeff Cates leading the company.

Taking “the good auctions with the bad,” Cates Auction reaches 75 years in the business.

By James Myers, contributor

Not many auction companies can boast three quarters of a century of being in business, but for Kansas City-based Cates Auction Real Estate Company, 2017 marks a special year as they celebrate their 75th anniversary.

It all started with Dean Cates, who in 1942 convinced his family that he could handle his grandmother’s (who passed away that year) estate auction. Dean loved going to auctions as a kid and listening to auction chant. He became known for developing a unique “sing-songy” chant of his own as he took on auctions for farmers and at a tobacco barn in Weston, Missouri.

Dean’s son, Bill, jumped into the family business, as did Jeff Cates, Bill’s son, who runs the company now. Unfortunately, Dean passed away in 1989 and Bill followed in 2003. Jeff said when he was younger, aunts and uncles and cousins were all involved in the business in one way or another.

“One thing my grandfather taught us,” Jeff recalls, “you take the good auctions with the bad, and you help people when they need it. When you do business that way, it will keep coming back to you.”

Jeff, who has earned his CAI, AARE, and CES NAA designations, said each generation of Cates has had a passion for the business,

bringing new energy and fresh ideas. His father was actually pulling double duty; he was the Clay County Missouri deputy assessor during the day and would work on booking auctions at night. Every weekend was filled with live auctions.

“My dad was the type of guy who’d give you the shirt off his back,” Jeff remembered fondly. “Any time he was asked to donate his time for a charity auction, he did. He wouldn’t charge them a dime. It was just his way of giving back.”

“We definitely had some lean years along the way,” Jeff said, “but decided early on if we couldn’t pay for it, we didn’t buy it.”

He said they “chased a few rabbits over the years,” but they always stayed focused on their core business and “never bet the farm.” Finally, each generation always took the good with the bad and treated people with respect and always did what they said they would do.

The company has definitely evolved since that first estate auction in 1942. Things started to change after Jeff went to auction school in 1993 and overheard the instructors talking about all the RTC auctions and how big real estate auctions were going to be.

“They had a real estate class there, and you had to be a broker to get in,” he said. “I wasn’t a broker, but since my grandfather had been an instructor there for 37 years, I bribed my way in. Long story short, real estate became my focus.”

Breaking the news to his dad that he wanted to phase out personal property auctions wasn’t without its share of discussions, but over time, that’s exactly what they did.

“We finally got to the point that if it didn’t have real estate attached to it, we wouldn’t do the personal property,” Jeff said. “It was a tough decision to make.”

Another significant change came when Cates Auction bought a building and moved its offices from Liberty to North Kansas City to be more centrally located and take advantage of faster internet services within the city’s fiber optic loop. Yet another major shift occurred when Jeff decided to stop selling personal property live onsite. He moved the auctions online about four years ago.

Jeff attributes making that move successfully to what he’s learned by going every year to the NAA International Auctioneers’ Conference & Show, where he has the opportunity to talk to other Auctioneers and find out what’s working for them.

“If it weren’t for the Conference & Show,” he said, “we wouldn’t be doing half of what we’re doing today.”

Going online with auctions has resulted in more buyers joining in, which definitely makes sellers happy. Cates Auction even has a computerized mobile office that they use for the hybrid online/live auctions. Jeff envisions a day not too far in the future where online auctions could have a “buy it now” button.

“Our industry will have to change with that,” Jeff said, “if we want those retail consumers to participate in the bidding on our sites.”

As for the future of Cates’ running the auction, there is a chance that one or both of his sons could jump in, but he wants them to experience careers of their own before they make that decision.

“It was a tough decision,” he said. “But in talking with other successful business owners, they advised me to allow the boys to find their own passion and get some experience working for someone else. If, in a few years, they are interested in coming back, we’ll sit down and figure it out. I do see this going to four generations, and when it is the right time, we’ll move in that direction.”

As for celebrating their 75th year in business, Jeff said they plan to celebrate it all year long. In the coming months, they plan

to launch a campaign to promote the 75th anniversary through TV, radio, billboards, social media, press releases and print. They’ll have an open house for customers, clients and vendors at their facility and have many other things planned throughout the year.

“We’re also going to do an event to honor all of the family members that have worked in the business over the years,” he said. “We’ll make that a big effort.”

Besides, in the end, it’s all about family.❖

Engraved Colt top lot in Pennsylvania sale



HARRISBURG, Pa. – An engraved Colt first generation SA revolver was the top lot at Cordier Auction's Dec. 4 Firearms and Militaria Auction, hammering down at \$3,500.

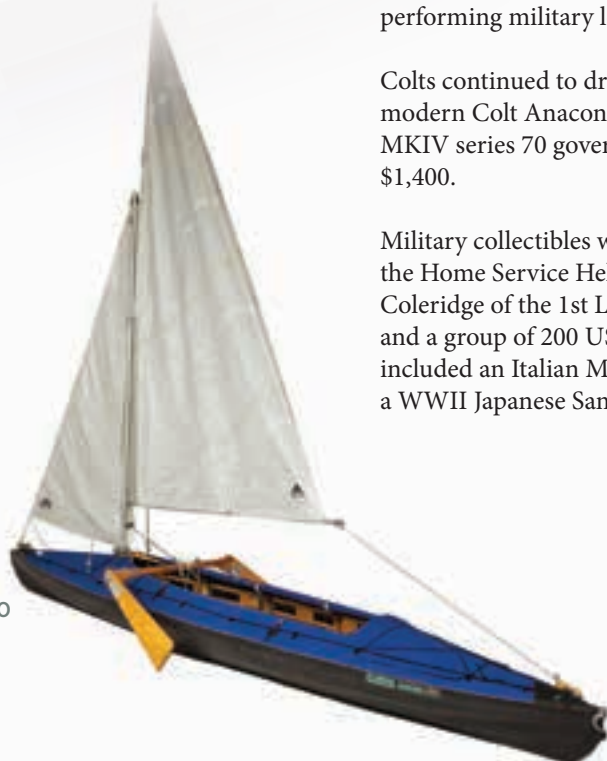
Other highlights at the Harrisburg auction house included military firearms, antique hand and long guns, and ammunition.

Antique handguns sold included an engraved Colt 1851 inscribed to Charles L. Robinson, the first governor of Kansas (\$3,100), and a German BYF-42 military Luger pistol (\$1,700).

Antique long guns were led by a Sharps M1859 military rifle (\$2,500) and a Spencer repeating rifle (\$1,900). Modern long guns also performed well, highlighted by a Winchester model 71 Deluxe rifle (\$1,500) and a Winchester model 61 (\$1,400). A Springfield Armory model 1903 rifle in .30-06 caliber was the top performing military long gun at a hammer price of \$1,300.

Colts continued to draw bidders throughout the sale, with a modern Colt Anaconda revolver bringing \$1,600, and a Colt MKIV series 70 government model .45 auto hammering down at \$1,400.

Military collectibles were also featured at this auction, including the Home Service Helmet of British Colonel Hugh Fortescue Coleridge of the 1st Loyal North Lancashire Regiment (\$600), and a group of 200 US military patches (\$1,200). Edged weapons included an Italian MVSN 1938 Fascist leader's dagger (\$750), and a WWII Japanese Samurai sword with a signed tang (\$650).



\$600



\$950



\$2,500

Rounding out the day were a number of sporting and accessory items, highlighted by two boxes of rare Winchester Spatterproof

.22 Short Ammunition that brought \$950. A Klepper Aeriis Quattro Folding kayak with sail rigging sold for \$600. ❖

NAA member announces five-year fundraising total of nearly \$130M

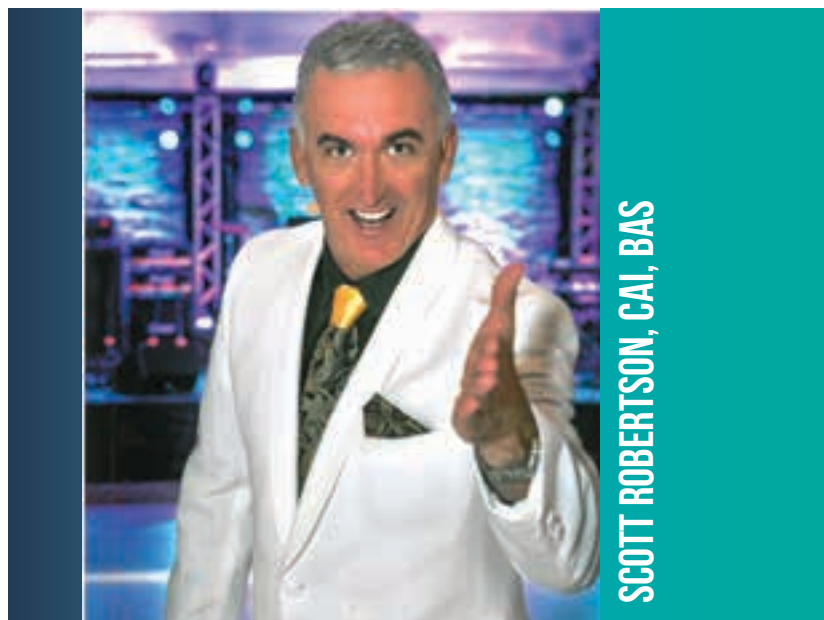
MATLACHA, Fla. – NAA member Scott Robertson, CAI, BAS, a 20+ year veteran Auctioneer and principal of Scott Robertson Auctioneers, has announced a five-year fundraising total of \$129,520,390.

A full-time professional Benefit Auctioneer, Robertson and Auctioneer Sara Rose Bytnar, CAI, AARE, select approximately 70 not-for-profit organizations to work with annually. In 2016, they helped not-for-profit organizations around the country raise in excess of \$35 million. Eleven of those events raised more than \$1 million each.

“We are proud to facilitate these auctions for charities that do important work in their communities,” said Robertson. “We are constantly amazed by the dedication of their staffs and volunteers and by the generosity of the wonderful people who support them.”

Some highlights of 2016 include:

- \$4.6 million raised at Sonoma Wine Country Weekend Auction
- \$3.2 million raised at the Philbrook Museum of Art Wine Experience in Tulsa, Oklahoma
- \$2.8 million raised during the Southwest Florida Wine and Food Fest in Fort Myers, Florida
- \$2.3 million raised at the Immokalee Charity Classic in Naples, Florida



SCOTT ROBERTSON, CAI, BAS

- \$2 million raised at the Friedrich’s Ataxia Research Alliance (FARA) Energy Ball in Tampa, Florida
- \$1.2 million raised at Magic Under the Mangroves for the Conservancy of Southwest Florida ❖

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

Jordyn is an 11-year-old gymnast with more than 90 medals to her credit. But since 2014, she has been channeling her winner's spirit into fighting acute lymphoblastic leukemia at St. Jude Children's Research Hospital. "We knew St. Jude was the best place for childhood cancer," said Jordyn's mom. St. Jude is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases.

Though still receiving chemotherapy, Jordyn has already been able to return to the gym on a limited basis. "Jordyn is passionate about being athletic," said her mom. "She's passionate about saying, hey, this happened to me, but I'm going to bounce back."



©2017 ALSAC/St. Jude Children's Research Hospital (288647)

St. Jude patient Jordyn, age 11, Louisiana, acute lymphoblastic leukemia

NAA members help hook record for Cystic Fibrosis fundraiser



The 11th "Hook the Cure" event powered by IOTEC reeled in more than \$565,000 for the Cystic Fibrosis Foundation. The November 2016 fundraising event in Puerto Vallarta surpassed 2015's results by approximately \$95,000.

PUERTO VALLARTA, Mexico – The 11th Annual "Hook the Cure" powered by IOTEC was a dream destination, a competition and a spectacular star-studded event, but the greater cause outshined everything as the need for support was answered by a bevy of people coast-to-coast and netted \$565,000 USD for the Cystic Fibrosis Foundation.

The event, held Nov. 3-6, 2016 in the glow of the Mexican tropical paradise, played out as much more than a catch-and-release offshore event.

Participants enjoyed one of the greatest fishing locales in world as well as first-class all-inclusive accommodations, gourmet meals, celebrity appearances, spa treatments, world-class golf and exciting nightlife. Glamour aside, however, all participants involved knew that there was a far greater purpose at hand.

"That's really the beauty of 'Hook the Cure,'" said Bob Huston, who co-chaired the event along with Jeff Jennison. "Obviously, Puerto Vallarta is such a beautiful place and we're here to enjoy ourselves with the best of everything you could possibly imagine. But there is an underlying purpose, and that is to raise money for this worthy foundation.

NAA
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St. Jude Children's Research Hospital
ALSAC • Danny Thomas, Founder
Finding cures. Saving children.

“We did exactly that, and that’s the most beautiful thing we all should take away from this incredible experience.”

“Hook the Cure,” an official event of the Redbone Tournament Series, has raised \$5.3 million since its inception.

On Saturday, after the anglers returned to the Villa Premiere Hotel and Spa, the results were tallied and the catch-and-release tournament winners were announced. The night was capped off with a silent and live auction, hosted by Matt Young, Rick

Honeycutt and Orel Hershiser, which featured over 150 items including sports memorabilia, American Airlines vacation packages, and stunning jewelry donated by Winston’s Crown Jewelers in Newport Beach, California.

NAA members Carlette and Terry Metcalf (both BAS) were the Benefit Auctioneers helped guide the event to a record amount raised for the second year in a row. ❖

Fine art sale sees 61 percent of bids via remote buyers



Approximately 61 percent of lots overall were sold to remote buyers (casting bids via telephone, absentee or online), with half of those bidders casting their bids via the online AuctionZip, Liveauctioneers and Invaluable bidder platforms.

No doubt owing to the strong showing of works offered throughout the catalogue by talented American portraitists,

MONROVIA, Calif. – John Moran Auctioneers kicked off their 2017 auction calendar with an exciting auction event featuring an eclectic selection of 248 works of fine art, the majority of which carried estimates below \$2,000.

Many pieces featured in Moran’s Studio Fine Art Auction fell under the heading of California and American art for which Moran’s is known. While results for California and American art were quite respectable overall, a few dark horse highlights came in the form of Modern and Contemporary works by European artists.

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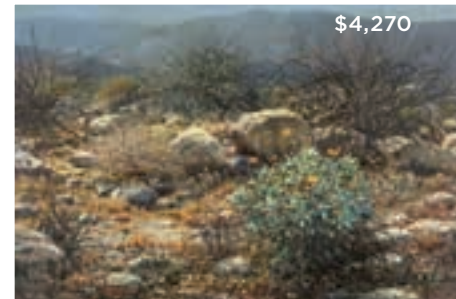
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select examples inspired competitive bidding throughout the evening. Early on, two works sold back-to-back handily outstripped their expected estimates; the first, a luminous portrait of a woman wearing a headscarf by Elmer Greene (1907-1964 Boston, Massachusetts), was brought to the block with a \$1,000 to \$1,500 auction estimate, and brought \$4,880 thanks to a tenacious telephone bidder (prices realized include Moran's buyer's premiums).

The same telephone bidder swooped up the next lot, a painterly portrait of a dark-haired woman by Francis Humphrey Woolrych (1868-1941 St. Louis, Missouri), which was assigned a \$1,000 to \$1,500 estimate (price realized: \$2,318). Later in the lineup, a more somber portrait of a woman in all black against a deep burgundy background by renowned Boston portraitist Joseph DeCamp (1858-1923) inspired a protracted bidding war between two telephone buyers, finally bringing a stunning \$12,200 at the block, and earning top-lot status for the evening (estimate: \$3,000 to \$5,000).

The second-highest earner of the evening was a black on white lithographic print by modernist Pablo Picasso (1881-1973 Spanish); "Viva la Paix" was expected to bring between \$3,000 and \$5,000 at the auction block, however five bidders signed up to bid on the lot via phone with others vying for the piece online, and the final selling price flew to \$10,980.

Other modernist highlights include "Akordai (Chords)", an abstract watercolor by Lithuanian painter Kazys Simonis (1887-1978); depicting a citrus-hued abstracted light-filled interior, the work closed out the Studio Auction session, earning \$1586 (estimate: \$1,500/\$2,500).

Illustrative works consigned from the Los Angeles, Calif., Goldfield Collection, such as a large-scale oil en grisaille by William Frederick Foster (1883-1953 New York, New York) performed surprisingly well. Foster, whose work appeared in many notable publications throughout his career, such as *Collier's*, *The Saturday Evening Post*, and *Harper's Monthly*, was represented in Moran's January Studio Fine Art catalogue

with a dramatic painting of a woman seated next to a fainted companion (estimate: \$1,000/1,500; price realized: \$1,440).

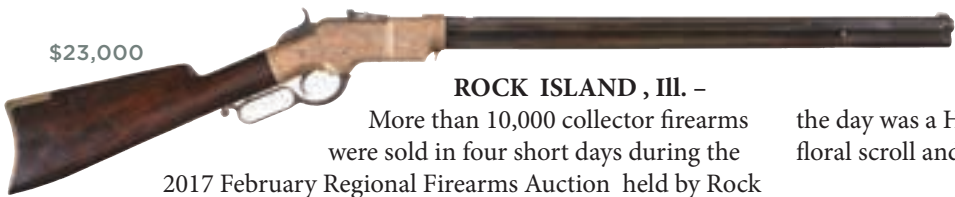
Three *Saturday Evening Post* illustrations by Arthur William Brown (1881-1966 New York, NY) preceded the Foster, and were a contested lot among online bidders, bringing \$1,342 (estimate: \$300/600).

Works by Western American artists made up quite a selection of the catalog, including an atmospheric desert landscape by Victor Higgins (1884-1949 Taos, New Mexico), consigned from the Goldfield collection, Higgins's cloud-filled desert landscape hammered within estimate, bringing \$4,575 (estimate: \$3,000/5,000). Providing a stark contrast to the Higgins landscape, Peter Ellenshaw's (1913-2007 Santa Barbara, Calif.) view of the San Jacinto desert focuses on the dry, rocky ground and the native flowering shrubs therein; the work inspired multiple bidders to pre-register for telephone and absentee bidding on the lot, with an absentee buyer proving successful, paying \$4,270 for the work (estimate: \$2,000/3,000).

A group of oil paintings by 20th-century western painter Wil Timpe were offered separately throughout the evening and all brought respectable prices; the artist's "Navajo Shepherd Boy" earned \$1,220, just above the \$800-\$1,200 estimate, while "The Packer", depicting a mounted cowboy and packhorse on a mountaintop brought \$2,440, outstripping the \$1,000-\$1,500 estimate. Both works nicely illustrate the artist's skill at capturing the effects of light and shadow, and were sold to remote bidders who outbid their in-person counterparts.

A select number of watercolors went to the block at Moran's January Studio Fine Art auction and achieved strong prices. Hailing from a private Santa Barbara collection, "Mendocino Coves" by Millard Owen Sheets N.A. (1907-1989 Gualala, Calif.), featuring a flock of speckled white and black seagulls gliding through the foreground of a scenic central California landscape, inspired a number of bidders to cast their bids remotely; the work brought \$6,710 (estimate: \$3,000-\$5,000). ❖

More than 10,000 firearms sold in four-day sale



\$23,000

ROCK ISLAND, III. –

More than 10,000 collector firearms were sold in four short days during the 2017 February Regional Firearms Auction held by Rock Island Auction Company, much to the delight of collectors from around the United States and beyond.

In all, more than 23,000 sealed bids were placed before the auction even began, and 28,000 had been placed by the time the final gavel fell – another RIAC record. When the massive four-day event was finished, RIAC would have a new record total to accompany the record number of items and sealed bids – over \$8 million.

This phenomenal result is further proof of a red-hot firearms collecting industry, as are the over 450 new bidders in this auction alone who helped make this event such a success.

Day 1 of the auction began on Thursday after a busy and boisterous Preview Day. The buzz in the preview hall was a sound indicator of the excitement that lay ahead, and when it was time to go, there was no holding anyone back. Bids came flying from live attendees, the phones, and an unusually high number from live online bidders as well.

As the Auctioneers sold item after item, they relayed the popular items to the attendees and those watching the live online video, frequently stating, “This item has over 24 sealed bidders and you can see the six live phone bidders, so set your sights a little higher.”

The day released a great deal of pent-up excitement, and it showed in the bids. Lot 437 was one such example. Containing a Gustloff-Werke “bcd/4” Code Model 98 sniper rifle, the winning bidder paid \$13,800 for the rifle. Also popular was a collection of military rifles in lot 387. With one Mosin-Nagant sniper rifle, a Martini action, and two SVT rifles, it drew 43 sealed bidders and half a dozen live phone bidders, driving the realized price to \$6,325 before it could be won (pre-sale estimate: \$2,000).

Friday was even busier in the auction hall, as more and more people took an extended weekend to attend the auction in-person.

It resulted in more exceeded estimates and more surprising bids in both familiar and unexpected places. Antique pistols are always popular items, but whether it was a derringer, palm pistol, or any number of pocket pistols, the bidding was relentless. Colt M1911 pistols and U.S. military rifles also brought prices that exceeded recent market values. It seemed that every category

was determined to surpass its estimate and to best the genre that preceded it. The top seller of the day was a Henry rifle in lot 2040 excellently engraved with floral scroll and punch dots that achieved \$23,000.

The third day of auction saw the ever popular Colts and Winchesters again resume center stage, with the exception of a S&W Model 320 revolving rifle and a Ford GPW Jeep that made their way into the day’s top sellers at \$9,775 and \$10,925, respectively. German World War II memorabilia enjoyed some protracted bidding battles, as did the derringers who continued their success from previous days.

Day four should have found everyone exhausted and ready for some respite.

On the contrary, collectors both in person and on the phone seemed more determined than ever to leave with the guns they wanted. A fun grouping of European military rifles in lot 6369 had 35 bids before it came to the block and couldn’t be had until it nearly doubled its high estimate, selling for \$3,162.

An AMC Auto Mag pistol with a 10-inch round barrel in lot 6803 started a bidding war of its own, skating far past its \$1,500 estimate en route to an \$8,050 pay day. Derringers and pocket pistols continued their reign, but not far behind were the S&W double action revolvers. No matter the model or the caliber, these finely tuned wheelguns continue to spur aggressive bidding and high prices. ❖



\$8,050

\$13,800

\$10,350

\$6,325

Auctioneer was heavily involved in community



James Melvin Striplin Jr., 80, a Maysville, Kentucky, businessman who served as the first publisher of the combined Ledger Independent newspaper, passed away Feb. 17, 2017, at the Care Center at Kenton Pointe.

Mr. Striplin had spent several years living with his daughters in Maysville after a career that took

him to several states across the Southeast.

He was the son of James Melvin and Christine Kennedy Striplin, and was born Feb. 25, 1936, in Gadsden.

Mr. Striplin was educated in Gadsden and was a 1958 graduate of Georgia Tech in Atlanta. He came to Maysville in 1968, when the Gadsden Times Publishing Corporation purchased both The Daily Independent and The Public Ledger. Mr. Striplin had

served as business manager for the Gadsden Times before this move.

By 1969, the Maysville Publishing Corporation under Jim Striplin's leadership was printing one morning edition six days a week under the combined The Ledger Independent masthead.

Mr. Striplin served as publisher of the paper until his departure from Maysville in the late 1970s. He held several subsequent positions and was vice president of the National Auction Group from 1997 until his retirement in 2013.

While in Maysville, Mr. Striplin was a successful businessman and civic leader who served on a wide range of boards and committees. He was a past chairman of the Maysville-Mason County Chamber of Commerce and a member of the board of directors at the Bank of Maysville. He was a founding member of the Maysville Port Authority and served on the board of Hayswood Hospital.

A member of the Maysville Country Club, Mr. Striplin worked with Gene Downing and Ray Rayburn to create the Junior Chippeways tourney that became a popular and respected summer golf tournament for young people. ❖

Auction professional was also county appraiser

Terry Vern Brown, 80, of rural Independence, Kansas, passed away Saturday, Dec. 31, 2016, at the Jane Phillips Medical Center in Bartlesville, Oklahoma.

Brown was born Nov. 20, 1936 in Independence to Vern and Opal (Dickey) Brown. He grew up in the Independence/Jefferson area and graduated from Field Kinley High School in Coffeyville. After graduation Terry farmed for several years.

On Oct. 28, 1956, Terry married June Fair. The couple made their home on the farm. In 1967, Terry went to work and traveled with the Jacob's Company as an appraiser. In 1973, the couple returned to rural Independence. Terry then became the Montgomery County Appraiser, a position he held for many years before becoming the appraiser for Chautauqua County.

He also ran a dairy farm from 1976 to 1984. In 1996, Terry started the Brown Auction Company and also worked part time for Chautauqua and Elk County as an appraiser. June preceded Terry in death on Jan.19, 2010.

He was a member of the Dearing Christian Church, the Kansas Auctioneer Association and was a Charter Member of the Caney Valley Antique Power Association which he spent endless hours to help. On Oct.1, 2011, Terry married Mary Anna Williamsen in a shotgun wedding at Dalton Defender Days.

Survivors include his wife, Mary, of the home; one daughter; two sons; a sister; four stepsons; 13 grandchildren and 16 great grandchildren. ❖



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2017 NAA Marketing Competition

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AUCTION MARKETING CAMPAIGN OF THE YEAR

Rules and Procedures

1. Entry Fee: All members will receive one complimentary entry into the 2017 Marketing Competition. Each subsequent entry must be accompanied by a \$10 entry fee. Failure to include full payment will result in disqualification.
2. Submit a brief, one-page, professional, typed summary of your auction campaign. Additionally, please organize the following in a binder, with title pages dividing major sections. Entry summaries may include any or all of the following: - Important information on why the auction was noteworthy. - Marketing strategy and tactics used. - Goals for the auction (i.e. monetary, notoriety, etc.) - Copies of press releases and news coverage about the auction. - Copies of photographs, advertisements and any other promotional materials. - Innovative marketing or techniques employed. - Online marketing. - Target markets. - Summary.
3. Submit one copy of the event materials.
4. Only auctions between 7/24/16 and 4/18/17 are eligible.
5. Each entry must be accompanied by an official and completed entry form and entry fee.
6. All entries must be received at NAA Headquarters (8880 Ballentine, Overland Park, KS 66214) no later than 4 p.m. central time, on Wednesday, April 19, 2017.
7. Entries may be judged on any of the following: innovativeness and creativity; technological enhancements; promotional elements; auction items sold; satisfaction of client(s); satisfaction of bidders; event atmosphere; and whether the total event met or exceeded overall expectations.
8. Inclusion of the NAA logo is required on all print materials and should be included if possible on all other entries (TV/web/radio/giveaway items/ other materials). All elements of the logo must be identifiable.
9. One entry will be selected as "Campaign of the Year."

PHOTOGRAPHY DIVISION

Rules and Procedures

1. Entry Fee: All members will receive one complimentary entry into the 2017 Marketing Competition. Each subsequent entry must be accompanied by a \$10 entry fee. Failure to include full payment will result in disqualification.
2. Photos may be produced either in-house or by outside professionals.
3. Entries must be reflective of the auction industry

in some capacity and must have been created between 7/24/16 and 4/18/17.

4. All entries must be received at NAA Headquarters (8880 Ballentine, Overland Park, KS 66214) no later than 4 p.m. central time, on Wednesday, April 19, 2017.
5. Late entries will not be considered.
6. The member whose name appears on the entry form must be a current member of the NAA, or the entry will be disqualified. Forms must clearly list the member name and official company name as this cannot be changed once submitted.
7. The same photo may be entered in more than one category, with a maximum of three categories for each image.
8. Photos must measure 8x10 inches. Entries may be printed on in-house printers. (Keep in mind that the quality of the print will be taken into consideration by judges.)
9. Two (2) copies of each photograph must be submitted.
10. No e-mailed photos will be accepted. Hard-copy prints only, please.
11. The NAA reserves the right to move an entry to another section if it does not clearly meet the criteria for the category in which it was entered.
12. Category winners will be determined through a point system. Entries must attain an established point minimum in order to qualify. Winners may not be determined if no entries meet minimum point requirements.
13. Submissions will not be returned. Do not send original copies.
14. Images submitted for this contest may be used in future *Auctioneer* editions or for other NAA promotional and marketing purposes.
15. All entries are eligible for a "Best of Show - Photography" award.

PRINT AND DIGITAL DIVISIONS

Rules and Procedures

1. Entry Fee: All members will receive one complimentary entry into the 2017 Marketing Competition. Each subsequent entry must be accompanied by a \$10 entry fee. Failure to include full payment will result in disqualification.
2. Entries must be reflective of the auction industry in some capacity and must have been created between 7/24/16 and 4/18/17.
3. All entries must be received at NAA Headquarters (8880 Ballentine, Overland Park, KS 66214) no later than 4 p.m. central time, on Wednesday, April 19, 2017.

4. Late entries will not be considered.

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

Opens: March 1
Deadline: April 19

THANK YOU for Your Renewals!

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MENDENHALL SCHOOL OF AUCTIONEERING

Twenty-six men and women from seven states made up the most recent graduating class from Mendenhall School of Auctioneering, in High Point, North Carolina. The class graduated Feb. 12, 2017.

States represented included: Georgia, Maryland, Michigan, North Carolina, South Carolina, Virginia, and West Virginia.



WESTERN COLLEGE OF AUCTIONEERING

Nearly 20 students graduated in March from the Western College of Auctioneering, in Billings, Montana. Students came from Minnesota, Mississippi, Montana, North Dakota, South Dakota, Utah, Washington, and Wyoming, and several Canadian provinces.

CONGRATULATIONS!

NAA Designations earned:

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AMM

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EARN YOUR DESIGNATION!

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



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Joseph B. Diehl

“After retirement from 55 consecutive years of work, I made a decision to use my public speaking skills and quick wit to help nonprofits raise money through charity auctions. I completed the ten-day course at Missouri Auction School, became licensed in Washington State, and ran my first auction - raising \$1,140 for Native American youth!”

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Randi Haley

“

I won my NAA membership through a drawing sponsored by Junior Staggs while on a date with my daddy, Tommy, at the AAA Championship Competition. Furthering my knowledge about the auction business and sharing the new information learned with my father is what I look forward to with this incredible opportunity.”

Randi Haley
Sheridan, Ark.

IN THE RING

PAGE 41 *“Business planning is a long-term commitment. You’ll need to start harvesting those ideas and data so you can make good decisions.”*

Sara Rose Bytnar, CAI, AARE
Beth Rose Real Estate & Auctions, LLC
Naples, Florida

PAGE 44 *“I’m not sure of the particulars of everything on the Internet. What I do know is that when I walk into Hardee’s for breakfast like I have my whole life and see these guys who I’ve known all my life, they tell me how famous I am now.”*

William “Bill” Gaule
William L. Gaule Auction Service/Realtor
Chatham, Illinois

PAGE 46 *“One thing my grandfather taught us, you take the good auctions with the bad, and you help people when they need it. When you do business that way, it will keep coming back to you.”*

Jeff Cates, CAI, AARE, CES
Cates Auction & Realty Co., Inc.
North Kansas City, Missouri

AROUND the BLOCK



- Lisa York, AMM, and her company Adcock & Associates Real Estate & Auction, was named **Small Business Advocates of the Year** by the Sanford Area Growth Alliance in Sanford, North Carolina. “What an honor ... Absolutely proud to be a part of such a great company!” York said on Facebook. The honor was given on Feb. 2, 2017.

- In mid-February, NAA members **Tim Luke, CAI, BAS, MPPA, and Greg Strahm, BAS**, were part of a **two-hour workshop**, in Stuart, Florida, that focused on downsizing. With Luke moderating a panel of experts that included Strahm; a trust and estates attorney; an estate planning council member; and a senior real estate specialist; the group covered “what to do with your items before moving into independent and/or assisted living facilities.” It also discussed what to do with parents’ items in estate situations; gave insights on “to appraise or not to appraise”; and making liquidation of furnishings part of estate planning.



- NAA member **Randy Ligon, CAI, BAS, CES**, won the **South Carolina Auctioneers Association Champion Auctioneer** contest, but then he went a step farther and donated the prize money -- \$1,000 -- to sponsor four new NAA members in the room. (image courtesy of David P. Whitley)

MEMBERS' CORNER

The National Auctioneers Association has had a long-standing partnership with St. Jude Children's Research Hospital, with NAA members going far above and beyond in support of St. Jude patients and their families.

One recent example was NAA member Daniel Stanavage (center), who raised \$6,595 on behalf of the Massachusetts

Auctioneers Association (represented at right by MAA President and NAA member Michael J. Chambers) for St. Jude Children's Research Hospital during his reign as the 2016 New England Bid Calling Champion. The initiative was in honor of Darcy Cassidy, a St. Jude patient and daughter of a Massachusetts Auctioneers Association member.



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CUS Business Systems	15
Darron Meares, Candidate Ad	36
E.R. Munro and Company	28
Galaxy Audio.....	21
Henslin Auctions, Inc.	29
Kiefer Auction Supply.....	25
Lampi Auctioneer, Inc.....	47
Mendenhall School of Auctioneering	15
NAAA.....	45
Reppert School of Auctioneering.....	62
Satellite ProLink, Inc.	62
St. Jude Children's Research Hospital.....	50
Texas Auction Academy	51
United Country Auction Services	BC
USA TODAY	14
World Wide College of Auctioneering ..	47

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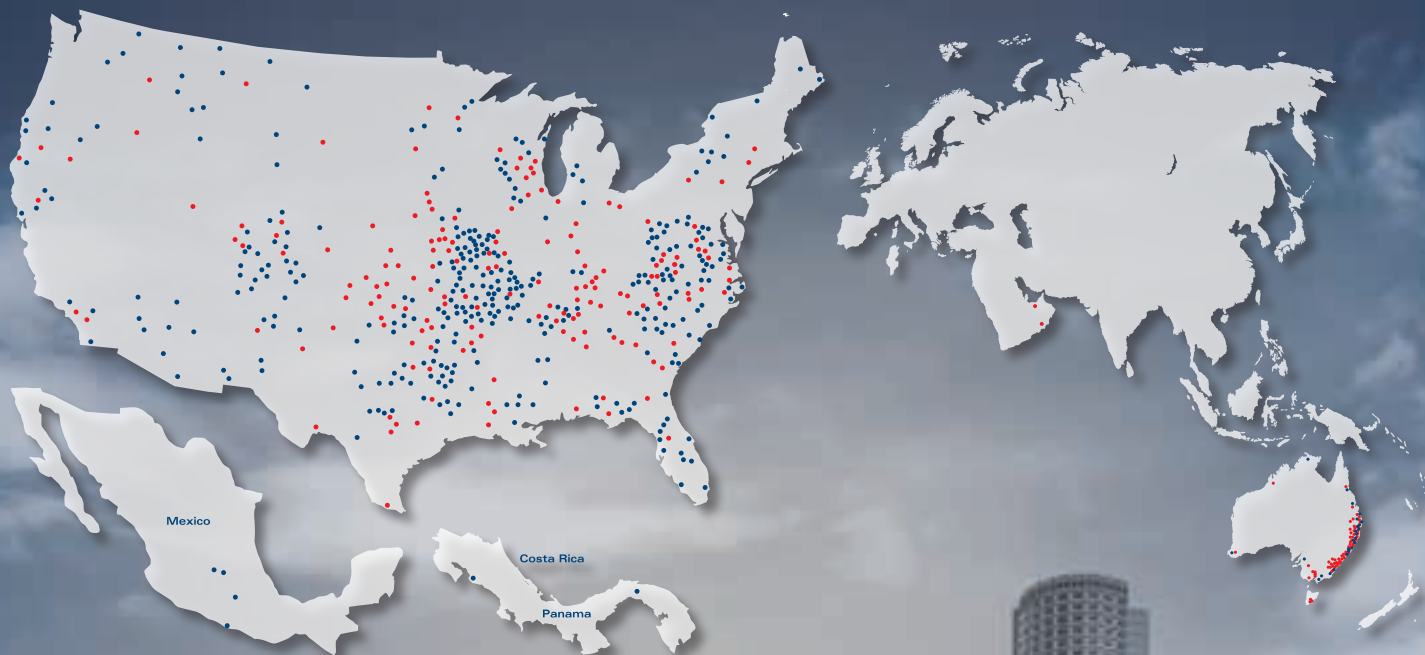


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