

Auctioneer

MARCH 2012

The official publication of the National Auctioneers Association

Heavy Metal

**Cars of
the early to
mid-20th century**



Selling Civil War
memorabilia

How to reach
tablet users

JC Penney
responds to letter

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Auctioneer

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The official publication of the National Auctioneers Association

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On the cover: Photo courtesy Marengo, Ill.-based Mecum Auctions

Auctioneer is published the first of every month, with the exception of double issues in June/July and December/January, which are published in mid-June and mid-December, respectively. There are 10 issues printed annually. **Auctioneer** is a means of exchanging ideas that will serve to promote the Auctioneer and the auction method of marketing. The views expressed by columnists do not necessarily reflect the opinions of the National Auctioneers Association. Periodicals Postage paid at Shawnee Mission, KS, and at an additional mailing office (USPS 019-504). POSTMASTER: Send address changes to Auctioneer magazine (NAA), 8880 Ballentine St., Overland Park, KS 66214-1900. Copyright © 2012 by the National Auctioneers Association. Materials may not be reproduced without permission.

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Christie King

CAI, AARE, BAS, NAA President

National Auctioneers Association President Christie King, CAI, AARE, BAS, became a member of the association's Board of Directors in 2006. She has served as an Education Institute Trustee, as a member of several committees and as NAA Vice President for two terms. King and two brothers represent the fourth generation of leaders for J.P. King Auction Co., Gadsden, Ala. King started C. King Benefit Auctions LLC, Gadsden, in 2007.

Continue the conversation

NAA leaders still eager for input on proposed changes

It is hard to believe my year as President will be over in less than five months! What a year it has been with lots to still be accomplished. I told you when I took office that I would challenge you. I think you will agree that you have been.

There have been a lot of discussions on the recommendations from the Vision 2015 Task Force. For those who believe we should continue business as usual, to be honest, that path is no longer an option. The industry has changed and will continue to change — whether we want it to or not. The National Auctioneers Association must change to meet its challenges for our members as a whole. It is the responsibility of the Board of Directors to have these discussions and set the path for the future, if you agree with them or not. The NAA must change so that we support our members to be successful in the industry. As a result, the NAA will thrive and be strong. To do so, we must re-examine our structure.

We asked for it, and you are delivering! Thanks to each of you who have provided valuable feedback about the recommendations. We have received e-mails and letters, and we continue to follow the NAA discussion forum and the special groups on Facebook. All of this information will be provided to the Board during its April meeting. At that meeting, it will sort through the feedback and make final recommendations it plans to approve in July. You will have several months before our annual meeting to digest the Board-approved recommendations. It's sure to be an exciting meeting. While the NAA is having these important discussions, I encourage each of you to have similar discussions in your own businesses. What are you doing to ensure your success in our ever-changing industry?

Membership meeting

Remember the Special Meeting of the member-

ship immediately following the State Leadership Conference on March 6 in Kansas City, Mo. Depending on the results of the meeting, absentee voters may have the opportunity to vote on the Article changes, if necessary, at the annual meeting. Today, absentee voting is for elections only.

As I sit here in February and write this column, I don't know what the outcome of the Board meeting will be, but I know we presented it in the right way, and it was transparent. We'll be better for having had these discussions. In addition to the forum and Facebook groups, we've written articles in *Auctioneer*, led discussions at state conventions and had conversations during the Real Estate Auction Summit. These topics will also be discussed in March during the State Leadership Conference and at the Certified Auctioneers Institute.

So in the next five months, we'll continue to have conversations and through it all, please know our intentions are pure. The Board will take into consideration your feedback, but ultimately its charge is to determine the direction that the NAA must take. That's why you elected its members.

Attached to this issue of *Auctioneer*, you will find all of the information about Conference and Show in Spokane, Wash. It's going to be great, and I hope you will all join me as I finish my term and turn over the reins to Vice President J.J. Dower, CAI, AARE. It's sure to be a good time had by all!

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A dramatic sunset over a field with several cannons in the foreground. The sun is low on the horizon, casting a warm, golden glow over the scene. The sky is filled with large, dark clouds that are illuminated from below, creating a striking contrast. In the foreground, a grassy field is dotted with several cannons, their forms silhouetted against the bright light. The background shows rolling hills and a line of trees, all bathed in the same golden light.

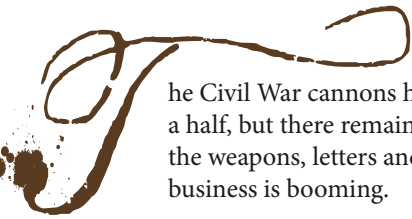
*Preserving memories
of the Civil War*

<i>Trim and insignia color for Civil War uniforms</i>					
Enlisted men and NCOs	Branch of service	Trim on collar	Color of hat cord	Color of rank chevrons	NCO pants stripe color
	Infantry	Sky blue	Sky blue	Sky blue	Dark blue
	Artillery	Red	Red	Red	Red
	Cavalry	Yellow	Yellow	Yellow	Yellow
	Engineers	Yellow	Yellow	Yellow	Yellow
	Ordnance	Crimson	Crimson	Crimson	Crimson
	Hospital steward	Crimson	Buff/green	Green/yellow	Crimson
Officers	Branch of service	Shoulder strap color	Sash color	Trouser stripe trim color	
	Infantry	Sky blue	Crimson	Dark blue	
	Artillery	Red	Crimson	Red	
	Cavalry	Yellow	Crimson	Yellow	
	Staff	Dark blue	Crimson	Gold	
	Medical	Dark blue	Green	Gold	
	Ordnance	Dark blue	Crimson	None	

Information courtesy Bob Lucas

NAA members offer best practices for selling collectibles from historic era

By Tom Burfield
contributing writer



The Civil War cannons have been silent for about a century and a half, but there remains an army of people passionate about the weapons, letters and other remnants of that era for which business is booming.

Depending on the item, condition and, in many cases, to whom it belonged, Civil War memorabilia can be worth a few dollars to tens of thousands of dollars.

Letters written by anyone from foot soldiers up to high-ranking officers are among the most common Civil War memorabilia, says Bob Lucas, a biochemist who doubles as a historical consultant for Auctioneers, museums and others in need of his services.

Battle of Gettysburg

More than 1.5 million soldiers served in the war, and some wrote letters every day.

Simple letters, newspapers and photos typically are valued at \$5 to \$10, but “the sky’s the limit” for those relating to major historical events, like 1863’s Battle of Gettysburg.

Bayonets, pouches, rifle straps, holsters and saddle holsters are among the articles that John Hums, of John Hums Auctions, New Holland, Pa., handles.

He gets many of his items from a consignor who has been collecting military memorabilia for years. He recently released an array of items that should supply Hums with a highly popular selection for the rest of the year.

As with any historical item, provenance is importance.

“If you can trace who it belonged to, what battle it came from, or what was the importance of its history, that increases the value of the item,” Hums says.

Research is key

Research, sometimes with the help of a consultant, can be key to determining an item’s value, adds Lon Clemmer, CAI, CES, MPPA, an Auctioneer/appraiser with Sanford Alderfer Auction Co. Inc., Hatfield, Pa., who has been auctioning Civil War

continued »

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Photo courtesy Sanford Alderfer Auction Co. Inc.

memorabilia for more than 20 years.

“Having a consultant to help establish any provenance, rarity, value and authenticity is quite important and will ultimately add value in most cases to the items,” he says.

Swords, firearms and accoutrements are the items he encounters most regularly, but Clemmer says some of the most interesting things that he has sold are archive collections that include letters, photos, medals and other items directly related to a person from the Civil War.

“These have been the most exciting in terms of value and general interest,” he says.

A typical sword can be valued at \$500, but a special “presentation sword,” such as one given to a high-ranking officer in recognition of a major accomplishment, could bring in thousands of dollars, Lucas says.

Marketing methods

To spread the word about Civil War auctions, try these methods:

- Market your auctions to Civil War roundtables, especially if you’re on the East Coast
- Advertise them in publications like the *Civil War Times* or *Blue & Gray* and at collectors’ shows like the National Civil War & Antique Arms Show in Richmond, Va., or the annual Gettysburg Civil War Collectors Show, Lucas advises.

And don’t overlook Civil War blogs, Facebook and other social media.

When Clemmer wants to reach out to potential buyers for Civil War memorabilia, he turns to antique trade papers, online media that reach Civil War collectors, online auction calendars, direct mail and e-mail blasts that he can purchase for target audiences.

Hums uses the Internet, print media, e-mails, postcards and flyers.

“There are multiple ways of reaching people,” he says. “We probably use them all.” ❖

How to spot a fake

Know the difference between genuine and counterfeit Civil War memorabilia

By Tom Burfield
contributing writer

Auctioning Civil War memorabilia can be a rewarding endeavor, but there are a few things to keep in mind before heading down that road.

"Be aware of fakes," warns Lon Clemmer, CAI, CES, MPPA, an Auctioneer/appraiser with Sanford Alderfer Auction Co. Inc., Hatfield, Pa.

There are "extreme amounts of counterfeits" out there, agrees historical consultant Bob Lucas, so take your time, consult an expert or check out reference books like North-South Trader's "Civil War Collector's Price Guide."

The Civil War lasted from 1861 to 1865. Don't tarnish your credibility by labeling items from outside that period as Civil War memorabilia, he says.

Pitfalls and opinions

"In anything collectible, there are reproductions," points out John Hums, of John Hums Auctions, New Holland, Pa. "That is a pitfall that you have to watch for."

When doing your evaluation, "Don't ever take one person's opinion or don't take any one book as a bible," he says.

Hums plays host to previews so that bidders can examine items themselves before they are sold.

In the end, he says, "We leave it up to our buyers to do their homework."

Look for quality, Lucas says.

Army officers often had money to buy higher quality hats, uniforms and equipment than the standard government-issued items, and, since they were more highly educated than some soldiers, their letters were usually more descriptive, and they bring more at auction.

The Confederacy was agrarian based, and equipment often was made in blacksmith shops, while the Union was industrialized and had "the best armories in the hemisphere," Lucas says.

Handle ammunition with care, if at all, he cautions. Artillery projectiles are still live.

And familiarize yourself with regulations specifying which guns can be sold and which cannot. Also, some government medals cannot legally be sold.

Finally, for best results, "Time the sale around events or shows related to antique gun shows or military-related shows," Clemmer suggests. ❖

Civil War resources

- "The Civil War Collector's Price Guide" from North-South Trader (12th edition)
- "The Civil War Source Book" by Philip R. N. Katcher
- "Collector's Guide to Early Photographs" by O. Henry Mace (1990)
- "Flayderman's Guide to Antique American Firearms" by Norm Flayderman
- www.CivilWarData.com

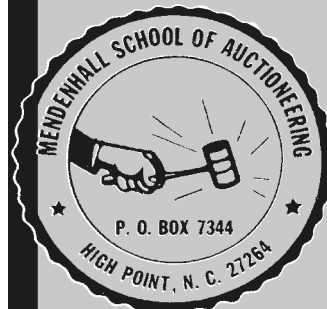
Information courtesy Bob Lucas

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holding STEADY

Investors, overseas buyers help maintain demand for classic cars

By Bryan Scribner
editor

there is strong demand for early to mid-20th century cars at auction, but a declining base of younger buyers is a concern for some National Auctioneers Association members.

John Kruse, MPPA, of Worldwide Auctioneers, Auburn, Ind., says prices are strong for the highest-quality “brass” and “classic” automobiles. Kruse defines “brass” as cars sold before World War I and “classic” as those sold from 1925 to 1948.

Kruse and other NAA members say classic car buyers are active in U.S. and European markets. Overseas investors, Kruse says, are in some cases trading the uncertainty of fluctuating currencies for tangible assets.

Yvette VanDerBrink, of VanDerBrink Auctions, Hardwick, Minn., agrees with Kruse and adds that vehicles manufactured from 1941 to 1946 are especially popular.

VanDerBrink Auctions achieved higher prices than it expected during a brass-era auction in late 2011.

Although VanDerBrink says she believes brass and classic cars will always be in high demand, she says that across all collector car categories there’s a drop in interest among buyers under 32 years old.

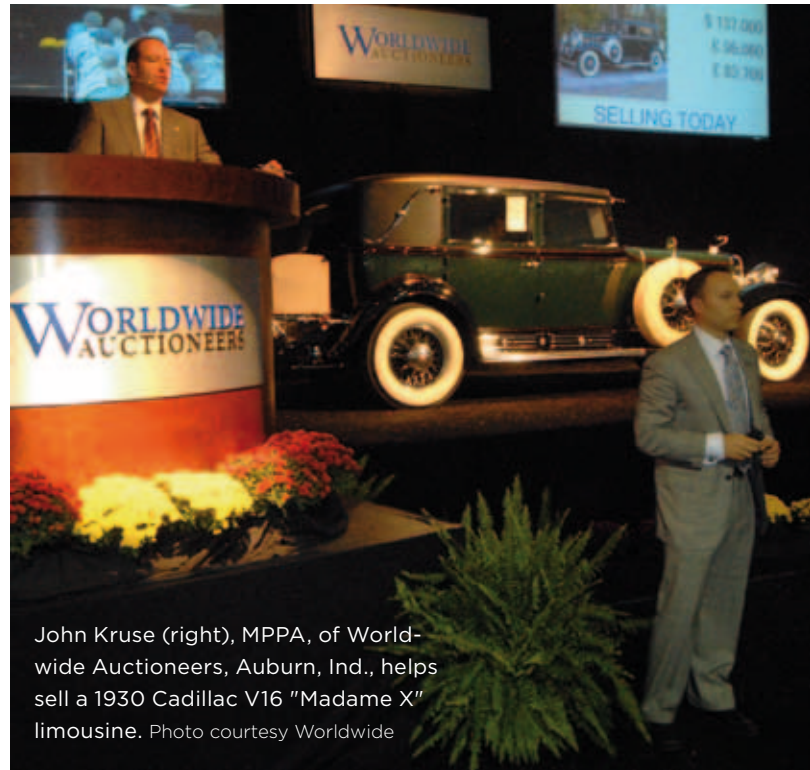
She says the industry is trying to appeal to younger generations; however, there’s little interest from people who haven’t been introduced to the hobby by close acquaintances.

Younger collectors

Also, many people in that age group aren’t yet willing to spend the kind of money it takes to invest in collector vehicles, she says.

Kruse offers a similar assessment, saying that some enthusiasts worry that as the U.S. population ages, fewer collectors will be interested in cars from the brass and classic eras. He predicts, though, that younger buyers who eventually step into the collector world will likely desire to move up gradually to higher value, older and more hard-to-find models.

“I have absolutely no doubt or fear that the blue chip vintage cars are going to do



John Kruse (right), MPPA, of Worldwide Auctioneers, Auburn, Ind., helps sell a 1930 Cadillac V16 “Madame X” limousine. Photo courtesy Worldwide



VanDerBrink Auctions sold a 1907 Maxwell Model RS in late 2011. Photo courtesy VanDerBrink

anything but maintain and continue to appreciate over time,” he says.

“Over the course of a few years, folks that have money and like something, regardless of where they start, will begin to appreciate other styles and types as they learn more about it. The classic car era is really one of the pinnacles next to the sports cars from the ‘50s and ‘60s.”

At Worldwide’s auctions, Kruse has noticed a slowdown in purchases of cars valued at \$100,000 or less.

He attributes this to “average” investors not having as much disposable income as they have had in the past.



Photo courtesy Mecum

Packard Convertible goes for \$220,000

Marengo, Ill.-based Mecum Auctions celebrated its 25th year with a Kissimmee, Fla., sale in late January that featured more than 2,000 vehicles. The six-day event at Osceola Heritage Park had a 30-percent increase in attendance over 2011, and the company's sales came close to \$60 million, according to a news release. Mecum sold a 1930 Packard 745 Waterhouse for \$225,000 and a 1941 Packard Darrin 180 Convertible Victoria for \$220,000.

But demand for cars in the higher six-digits — what Kruse calls “blue chip” collector vehicles — is strong. A fully restored car that would rank 95 to 100 on a 100-point scale sells easily. Cars in average condition are just “OK,” he says.

Bartel & Co. Realtors/Auctioneers, Middlebury, Ind., has seen steady demand for its “vintage” car auctions the past five to eight years, says the company's Brad Hooley. Its two annual sales feature about 100 cars each.

Hooley says the recession didn't have a significant effect on classic car demand. Bidding has been strong for cars in the \$15,000 to \$35,000 price range, but Hooley says there has been some erosion in demand for cars valued at \$10,000 or less, as well as those in the \$70,000 to \$100,000 range.

Bartel's cars come from individual consignors and estate sales.

Hooley says a lot of his buyers and sellers, who travel in from both coasts, are looking to trade up or make the move, value for value, from one model to another.

Investment value

Kruse says owners are holding on to cars valued in the high six-digit or seven-digit

range, as in this economy they make for good investments. It seems demand is strong because of a lack of availability.

Although the demand for lower-end classics is increasing, Kruse says interest still isn't back to where it was before the recession.

Kruse says most of Worldwide's brass and classic cars come from estate sales. A handful of the wealthiest investors are simply looking to trade up or acquire different models

“While an investment ... it's a lot of fun,” he says. “Guys like to buy and sell, and a lot of folks are chasing a particular car.”

VanDerBrink Auctions sold collector vehicles, project vehicles and thousands of rare parts during its late 2011 sale, according to a news release.

The company specializes in private collections, sells with no reserves and usually does not charge a buyer's premium to on-site bidders.

The Greenwood, Neb., auction attracted bidders from Australia, England and more than 20 U.S. states. Cars from the brass era, including several parts, sold well at the auction.

It featured lots from 10 semi-trailer con-

tainers and four storage buildings. Some of the top sellers included these cars:

- 1904 Curved Dash Olds (\$37,000)
- 1907 Maxwell Model RS (\$17,500)
- 1908 Cadillac Model S (\$36,000)
- 1910 Model 16 Buick (\$51,000)

Marketing

Worldwide Auctioneers has had a lot of success promoting its vehicle auctions through direct-mail pieces and catalogs — still its No. 1 marketing method — and it is doing some of its advertising on the Internet.

To sell six- and seven-figure collector cars, though, Kruse says personal relationships are still the name of the game. Buyers are looking for a certain level of confidence before they invest.

Hooley says Bartel & Co.'s Internet ads on Facebook and Google have received a lot of clicks. It's difficult to track if that activity, though, is translating into sales, he says.

Bartel's Facebook fans engage in ongoing discussions, so Hooley seems encouraged by the opportunity to attract new customers via social media. Still, he says most of the company's customers are loyal clients who have been attending its sales for about 15 years. ❖



INSTRUCTION ON GPS DEVICES PART OF PRECONFERENCE EDUCATION

What:

“Practical Land Navigation for the Auction Professional: A Hands-on Course”

When:

8 a.m. to 5 p.m. on July 17

By Bryan Scribner
editor

If you're looking to get from “here to there” in your auction business, one of the best places to start might be getting your customers where they need to be.

For Auctioneers that sell land or real estate, that means providing clear, accurate property descriptions and driving directions. Many auction professionals might find GPS devices useful for this purpose.

Tools, not toys



Hood

GPS technologies are more than just toys for road trips, fishing excursions and golf outings. They're business tools that when used to their full potential can improve auction marketing, says Rick Hood, of Hood Consulting & Services, Edmonds, Wash.

Hood plans to present “Practical Land Navigation for the Auction Professional: A Hands-on Course” from 8 a.m. to 5 p.m. on July 17, the same day that kicks off the 63rd annual International Auctioneers Conference and Show in Spokane, Wash.

The preconference event is designed to teach students how to conduct land surveys and better relate with land surveyors, bankers and potential buyers. It also will help auction professionals produce better property descriptions for marketing purposes, Hood says.

Outside the classroom

In the hands-on course, Hood provides instruction on how to use several

types of GPS devices, including those on smartphones. He also teaches students how to read legal descriptions and find property boundaries.

Some of the training will be outdoors, and Hood plans to provide loaner equipment, including GPS units and compasses, for student use. Hood recommends that

students wear comfortable shoes.

Hood says his workshop will give Auctioneers a competitive advantage in their respective marketplaces. The course is open to all preconference or Conference and Show attendees, regardless of their backgrounds in GPS technology, for an additional \$50 fee. It is limited to the first

24 registrants.

Then, on July 18, the National Auctioneers Association plans to present a 90-minute version of the course, "Practical Land Navigation," in the late afternoon. The session is for registered Conference and Show attendees only. ❖

PRECONFERENCE DESIGNATION COURSES

Save \$100 by registering on or before May 23. Prices increase after May 23.

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AARE 200 (July 13-14)

Get an introduction to financial and typical investment decisions, investment calculations and techniques for evaluating cash flow and tax consequences.

AARE 300 (July 15-16)

Participate in a case study involving an auction. Students evaluate the property, design a proposal to get the sale and plan the sale.

AUCTION TECHNOLOGY SPECIALIST (ATS)

July 12-14

Understand today's technology and how to use it to improve your business.

BENEFIT AUCTIONEER SPECIALIST (BAS)

July 15-17

Learn the planning techniques that create successful benefit auctions and how to specialize your marketing skills to create a business strategy that builds your clientele and profits.

CERTIFIED ESTATE SPECIALIST (CES)

July 15-17

Market your services in the legal and financial communities that deal with estates. Topics

include legal and financial aspects, duties, relationship of parties involved, the role of the Auctioneer and how to position your firm to take advantage of these opportunities.

UNIFORM STANDARDS OF PROFESSIONAL APPRAISAL PRACTICE (USPAP) (15 hours)

July 16-17

A requirement of the GPPA designation is successful completion of USPAP. Those considering getting their GPPA or those who wish to maintain their designation are required to take this course.

GRADUATE PERSONAL PROPERTY APPRAISER (GPPA)

July 11-15

Learn how to conduct a complete and appropriate appraisal and about the factors that affect the value of appraised items.

THE APPRAISER AS EXPERT WITNESS IN THE COURTS

July 13

Learn the basics of the legal system, rules of evidence as they relate to witnesses, the role of the expert witness, direct examination and cross-examination tactics, how to conduct yourself in the courtroom, the psychology of persuasion and courtroom behaviors — from dress to communication and body language. (Day No. 3 of GPPA course)

SAVE IN SPOKANE

The 63rd annual International Auctioneers Conference and Show is one of the most affordable of the past decade. The event, scheduled for July 17-21 in Spokane, Wash., offers these money-saving advantages:

- Hotel rates of **only \$89 and \$129** per night
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HOW TO REGISTER FOR CONFERENCE AND SHOW

The conference registration, hotel and International Auctioneer Championship registration deadline is May 23. Package prices increase by \$50 after that date.

REGISTER IN ONE OF THE FOLLOWING WAYS:

Online: www.conferenceandshow.com

Paper Forms: Complete the registration forms attached to the March issue of Auctioneer and e-mail them to registration@auctioneers.org, fax to (913) 894-5281 or mail to NAA Registration, 8880 Ballentine, Overland Park, KS, 66214

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3. **Fax** the housing form to NAA Travel at (800) 868-5506 or (203) 777-6961 (credit card payments only)
4. **Call** NAA Travel at (877) 363-9378 for U.S. and Canadian callers or (203) 772-0470 for international callers
5. **Mail** the housing form to NAA Travel, One Audubon St., Suite 400, New Haven, CT, 06511



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The idea is simple. Ignite is an event of short talks, with a twist. Speakers get 5 minutes and 20 slides to make their point, enlighten and entertain.

Submit an idea!

If you would like to be a part of Ignite at the 2012 International Auctioneers Conference and Show, then please propose a topic to be considered for one of the 12 speakers featured. Ignite presenters will share their presentation twice on Friday, July 20, and once on Saturday, July 21.

So what is Ignite?

Ignite is a platform perfectly designed to feature auction professionals — from a variety of personal and educational backgrounds — who are interested in sharing their passions, causes and meaningful moments.

Presenters are given 5 MINUTES with only 20 PRESENTATION SLIDES to speak about their ideas and personal or professional passions. Each slide displays for 15 seconds as the presentation automatically advances. Content should aim to “ignite” the audience on a subject (i.e. to generate awareness, to stimulate thought, to propose action on the subjects presented).

Get an idea of what Ignite presentations are like at this link:
<http://igniteshow.com>

- 1) Please submit your ideas by May 23 (deadline for Conference and Show registration, hotel and contest entries), and you will be notified by mid-June on the status of your proposal.
- 2) Complete the proposal form and send to mavery@auctioneers.org. Remember, presentations do not have to be auction or Auctioneer related, but we hope they are.

Requirements for presenters:

- Register for Conference and Show by 11 p.m. on May 23 with one of the following packages: Full Pack, Super Saver 1 or Super Saver 2.
- Complete and submit the Presentation Proposal Form.
- Attend the Ignite Speakers Preparation Meeting at 8 a.m. on Friday, July 20, in the Conference Theater.
- Present twice at Ignite on Friday, July 20, from 8:30 a.m. to 10 a.m.
- Present once at Re-light Ignite on Saturday, July 21, from 8:30 a.m. to 10 a.m.

IGNITE PRESENTATION PROPOSAL FORM

Tell us about you!

Full Name: _____ Designations: _____

Job Title: _____

Company: _____

Email: _____ Phone: _____

Website: _____

What is the strangest thing you have ever sold at auction?

What is your "true calling?"

In 75 words or less, provide a short bio about yourself.

Tell us about your Ignite idea!

Suggested Ignite session title

Ignite session description: In 100 words, the topic and what you intend to cover in your presentation.

Short session description: In 15 words, the marketing blurb for advertising your Ignite session.

Key words: Five key words you would use to describe your Ignite session.

Get back out there

CAI graduates to learn how to navigate “tumultuous” marketplace



By Ann Bastianelli

Think back to your high school or college days. Remember when you just couldn't wait to graduate and “get out there” to make a big success of yourself in the real world? Learning how to

be successful is still a great idea. If you're a graduate of the Certified Auctioneers Institute, maybe it's time to come back for CAI *Next*.

This year, CAI *Next* promises that you will learn more about yourself, your customers and your business than you might have ever thought possible.

On March 18-20, CAI *Next* is scheduled to take place in the Indiana Memorial Union on the campus of Indiana University in beautiful Bloomington, Ind. This intensive, three-day course features some of the most advanced training ever offered by the National Auctioneers Association.

What can you expect from CAI *Next*? There will be three broad themes, each one building on the last.

The first theme is about you and your

personal success. The second is about what your customers want, and the third is about surviving and thriving in today's tumultuous marketplace.

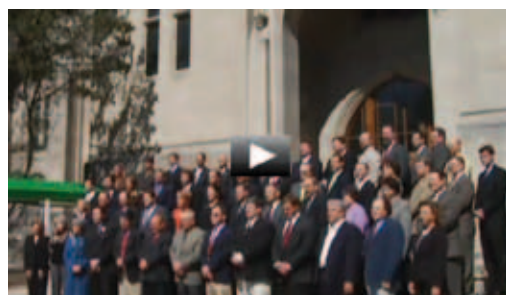
Theme No. 1: You

Each *Next* participant will be given the opportunity to take a 20-minute online assessment of their personal strengths and receive immediate feedback on their top five strengths from a list of 34. Knowing your key strengths enables you to work smarter by acquiring related knowledge and skills that are sure to complement what you're already good at.

Theme No. 2: Customers

Once CAI *Next* participants are aware of their own strengths and how best to make them come alive in their lives, we move on to the second theme of the training session: Customers.

More specifically, the second session is titled “What Customers Want.” Students will learn and participate in a process called Outcome Driven Innovation, which is designed to provide customers with exactly the kinds of results they want and expect from you. And that saves you time, money and effort. You'll team up with others in the course to



Learn more about the CAI experience at YouTube.com/NAAAuctioneers.

develop a marketing plan for your business. Then, you'll present that plan to an audience comprised of your professional colleagues and Kelley School of Business faculty. You will receive real-time feedback and ideas that you can take back home to share and implement.

Theme No. 3: Marketplace

The third theme is the marketplace itself and how you can prosper in it both personally and professionally. In this portion of the course, you will learn about the seven characteristics that the greatest leaders of all time share — leaders from all walks of life and all industries. Finally, you'll learn how to communicate effectively to customers using all the latest tools, including viral media, e-mail and social media. ❖

CAI Next is back

Indiana University Professor Ann Bastianelli is back by popular demand to headline CAI Next. Bastianelli's career highlights include marketing campaign triumphs for many of the world's most popular companies, including Kellogg's, Parkay, Eggo, McDonald's and Dow Chemical Co. For the past 10 years, Bastianelli has taught marketing for the university. The Kelley School of Business is ranked among the top business schools in the country.

Registration and lodging

Don't miss your opportunity to be a part of CAI Next, which will not be offered again for another four years. Register today at www.auctioneers.org/events/view/cai-next or call (913) 563-5428.

Lodging is available at the Indiana Memorial Union on a first come, first served basis. Other accommodations are available nearby.



Indiana University Professor Ann Bastianelli explains her plans for this year's CAI Next training in a video at YouTube.com/NAAuctioneers.

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By **Andy Nelson**
contributing writer

It's probably one of every Auctioneer's worst nightmares.

The auction is complete, and buyers and sellers have gone home happy.

Happy, that is, until the Auctioneer finds out that one of his "buyers" was in fact a con man flashing a fake ID and writing bad checks.

"There's always a bad apple," says Dan Zumwalt, President of Sonora, Calif.-based Symmetric Software, parent company of auction software provider zoombid.com.

Fortunately for Auctioneers, companies like zoombid.com make it much harder for those bad apples to succeed.

Zumwalt says protecting customers is job No. 1.

On the zoombid.com platform, bids are not immediately accepted. Instead, they're placed in an "on hold" position while Auctioneers gather whatever information about their buyers they deem relevant.

Once a bid is accepted, payment is conducted on the zoombid.com site through

credit card, Pay Pal or over the phone, Zumwalt says.

Credit cards

Credit card payments are definitely the way to go, says Randy Bregman of the National Auctioneers Association's Credit Card Program/Cardmaster Solutions, Riverside, Calif.

"No system is perfect — there are some pretty smart crooks out there — but the percentage is very low, as far as fraud goes" for credit card transactions, Bregman says.

Credit card transactions also are fast. After a card is approved, Bregman says, an Auctioneer gets paid typically within 48 hours of the sale.

Five rules

Brandon Harker, of Ocala, Fla.-based Auction Flex, says his company has five rules of thumb Auctioneers can follow to protect themselves from credit card charge backs and bounced checks. They are as follows:

1. Use a webcam to take pictures of bidders at check-in
2. Take pictures of bidders' drivers' licenses
3. Record drivers' license numbers on bidders' records

4. Make sure you retain a signed copy of invoices that clearly state in the signature blocks "All Sales are final, no refunds"
5. In the invoice signature block, make sure to state that "Bad checks will be prosecuted to the full extent allowed by law"

Harker also says Auctioneers can protect themselves from liability in two ways: place posters or signs of disclaimer clearly visible in multiple locations, including the entrance to the auction. And, at bidder check-in, ensure your disclaimers are on the registration form that the bidder signs and the Auctioneer keeps.

Mobile phones

San Francisco-based Square manufactures devices that allow customers to make credit card transactions through their mobile phones.

Lindsay Wiese, the company's Communications Coordinator, says the company's commitment to protecting its customers from fraud is always top of mind.

"Security is our biggest priority," Wiese says. "To protect Square users and their customers, all information by our users has been encrypted and submitted to our servers securely." ❖



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Internet auction bill on hold

Nebraska legislation would allow bidders to bring legal action against sellers

By Tom Burfield
contributing writer

It doesn't appear Nebraska's Senate Judiciary Committee will take action on LB 843 during the current legislative session.

Sen. Paul Schumacher says he proposed the bill in response to constituent concerns that some online auctions were being misrepresented as "unreserved" or "absolute."

The bill would enable a bidder who feels an auction was not a legitimate, unreserved auction to ask the seller to produce a bid

history so that the complainant could decide whether a sale failed for a legitimate reason or because of collusion.

The bidder could then bring action against the seller and would be awarded attorney's fees if the court finds in his favor.

If the court does not find in his favor, he would be required to pay the seller's attorney's fees.

As written, the bill would apply to auctions conducted in whole or in part on the Internet.

Supporters of the measure say the legislation is necessary to prevent bid rigging; however, critics, including the Board of Directors for the Nebraska Auctioneers Association, say it could place an undue record-keeping burden on sellers and Auctioneers.

Schumacher has encouraged representatives of both sides to work together to resolve their differences and indicated that he may introduce a revised bill during the next legislative session, in 2013. ❖

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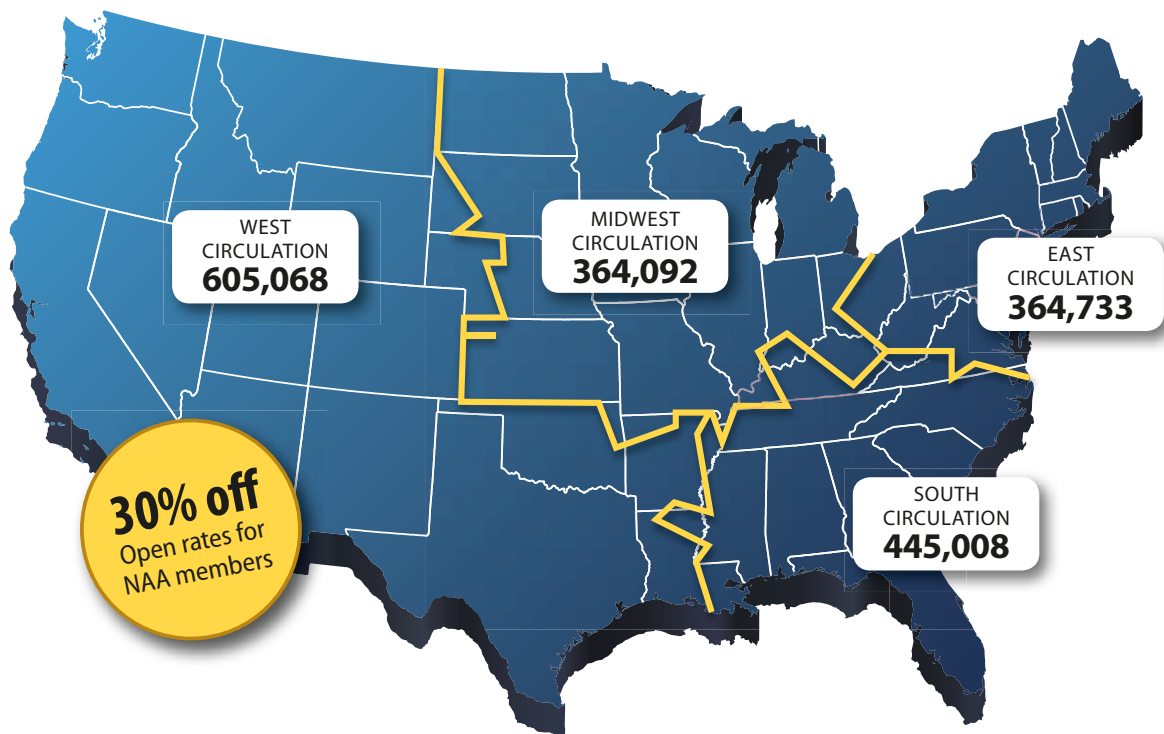
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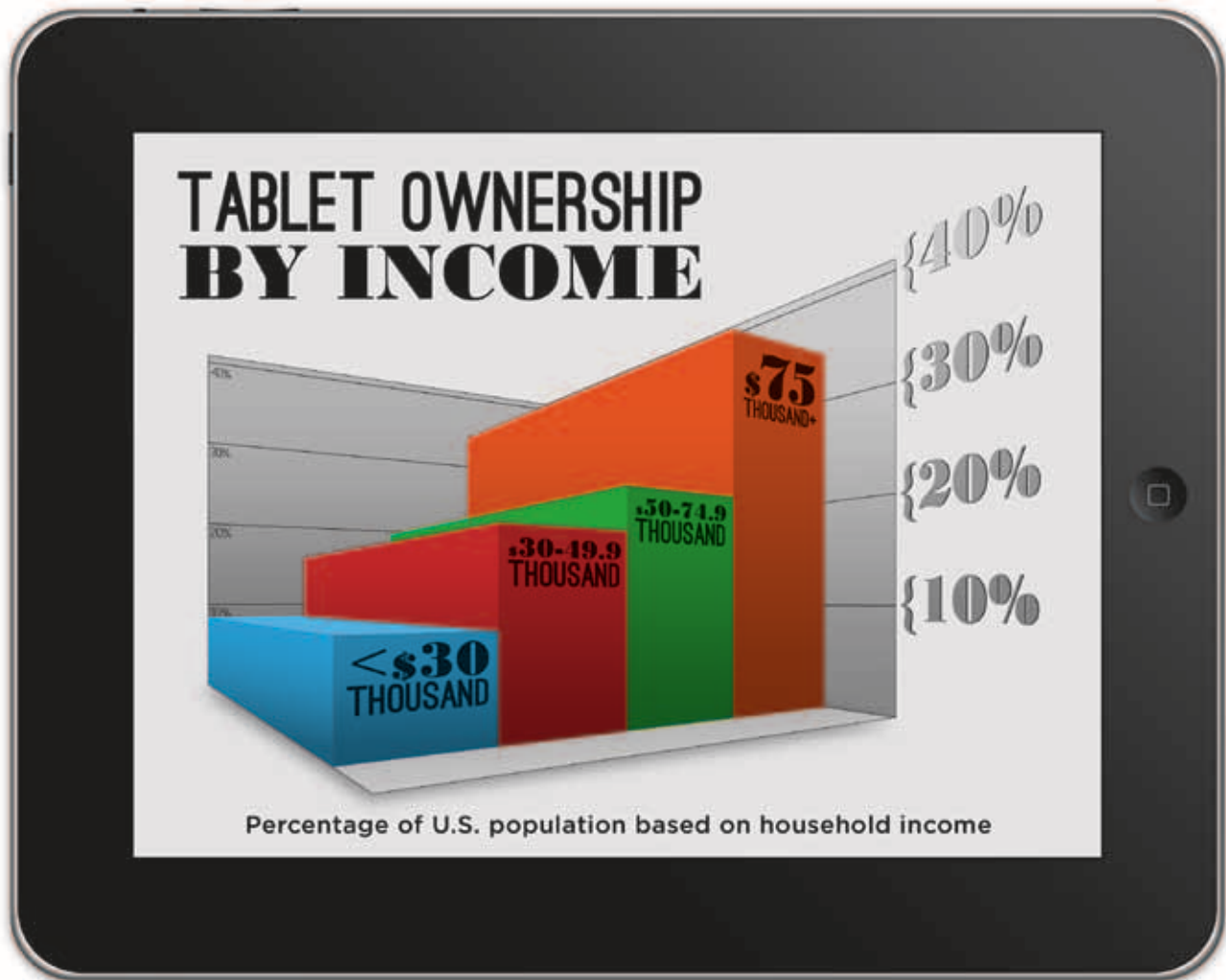
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Sources: September 2011 ABC Publisher's Statement, 2011 Ipsos Mendelsohn Affluent Survey, HHI \$100,000 or more, comScore December 2011

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Promote your new auctions, company news on tablet devices



By Carl Carter, APR

As I spoke at the Georgia Auctioneers Association's winter meeting recently, a jaw or two dropped when I told them that 11 percent of the population already owned a tablet device. The next day, the Pew Center issued a new update, showing that holiday sales had sent the number of tablet owners zooming to 19 percent.*

I wiped the egg off my face and updated the slide for the next presentation, making a note that tablet growth seems to be one of those rare trends that actually outstrip their hype. Even

the most aggressive forecasts appear conservative in hindsight, and those little gadgets are already having a major effect on your ability to reach local bidders for your auctions.

Let's take a closer look at the numbers and at the people using tablets:

- The highest income consumers are the most likely to own and use tablets. Among higher-income households (those with household income of \$75,000 or more), tablet ownership is 36 percent — almost twice the 19 percent of the general public. In fact, tablet ownership rises dramatically along with income.
- The University of Southern Califor-

nia's Annenberg School of Journalism projects that over the next three years, the tablet "will become the primary tool for personal computing needs."

- Sixty-eight percent of tablet owners spend an hour a day with their tablets, and 38 percent spend two hours or more every day.**

In short, the people with more money to spend at your auctions are adopting tablets faster than anybody else, and they're spending lots of time with them. You want these people as bidders! But how do you get them? To answer that question, we need to dig a little deeper into the way they're using the devices.

Good news/bad news: Tablet users are reading more news, but they don't see ads

Tablet users are spending more time reading the news. One-third say they're turning to new information sources, and 42 percent say they read in-depth news articles and analysis. They also prefer to read news on their tablets rather than in the paper (or watching it on TV). On the surface, this should be encouraging because advertising in local newspapers has long been a favorite way to reach local bidders.

The bad news is they're reading it in ways that don't expose them to most advertising.

To understand this, let's go "old school" for a moment and think about how we've traditionally looked at Internet news on our desktops. Most of us probably started by opening our browsers and going to the website of specific publications or media organizations.

Some favorites might include cnn.com, cbsnews.com and nytimes.com. Locally, that might include the site for your local newspaper and TV stations. At the time, it appeared that we could reach bidders by buying banner ads on these sites, but it never proved as effective as we hoped. People quickly discovered that they could get more news, more quickly, through "aggregator" sites like Google News (news.google.com), which pull together news from thousands of sources. And just like that, the eyeballs disappeared from our expensive banner ads.

That challenge was big enough before, but it's an even bigger problem on tablets, where users are getting their news more through "apps," which assemble stories from dozens (or hundreds) of media using RSS (Really Simple Syndication) technology.

Millions of sites (quite possibly including yours) can provide links that allow new items to appear on the user's tablet. Typically, the user views these using an app such as Google Reader, Flipboard (on iPads), Currents (Android Tablets) or NewsRob. In many cases, they never visit

the local paper's website, much less pick up a paper copy of the publication. They're getting the news but not the ads.

Getting more creative, more interactive, more hands-on

This means we have to get more creative in how we reach these users. One way is to get with your web designer to make sure your site has RSS feeds to syndicate new material on your website so that potential bidders can subscribe and see when you've listed a new sale or posted some company news.

This doesn't happen automatically. You'll need to promote use of your feed. Some ideas: 1) E-mail the address to regular bidders; 2) Include a link each time you issue an e-blast; 3) Feature it prominently on your website rather than at the bottom where we all placed our RSS links before they became so important. Use your imagination. It's worth it.

Obviously, the shortfall in consumers who see our ads means we need to fill the gap. This had already been a growing problem because of the declining readership, and closing, of many newspapers. The University of Southern California's Annenberg School of Journalism predicts that most newspapers will disappear in print form within five years.^{***} Indeed, the director of Annenberg's Center for the Digital Future says the only print survivors may well be the very largest national newspapers (e.g., New York Times, Wall Street Journal) and some small local weeklies.

That's obviously going to require us all to adapt in our ways of

reaching a local market. Signs, flyers, networking events and broker participation may take on a new importance.

Ironic, isn't it, that a key response to this technological revolution will involve doing more things the old-fashioned way.

Carl Carter, APR, is president of NewMediaRules, which provides public relations services, media counseling and brand management services to auction companies throughout the U.S. He provides free communications advice through his blog, NewMediaRules.net. ❖

*Pew Internet and American Life Project, Jan. 23, 2012

**AdMob/Google, "Understanding Tablet Device Users," March 2011

***"Is America at a Digital Turning Point?," USC Annenberg School for Communications & Journalism, January 2012

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JUMP start

Real Estate Auction Summit provides motivation for revving up sales, management and marketing

By Bryan Scribner
editor

The early February Real Estate Auction Summit in Atlanta was the best educational event Mark Manley, CAI, AARE, CES, MPPA, says he has ever attended.

Along with more than 130 fellow professionals, Manley, of Rowell Auctions Inc., Pavo, Ga., received high-level training from well-known real estate industry veterans, including Verl Workman and Terri Murphy.

Workman, a self-described “Freaking Sales Animal,” is a technology and sales guru who Manley says provided ideas and tools for lead generation and management. He also taught attendees how to use project management tools, such as those from Google, available for free on the Internet.

Manley says the ideas Workman presented could be incorporated into an auction business with little to no out-of-pocket costs. He says he would have sat through two days of Workman’s training session, which was Feb. 7.

“It was almost an answered prayer for me,” Manley says. “It was what I was looking for coming off of 2011 to jump start 2012.”

Energetic presentation

Another attendee, Greg Duncan of Cates Auction & Realty Co. Inc., Kansas City, Mo., says he also found a lot of motivation

through Workman’s energetic presentation.

“He calls himself a ‘Freaking Sales Animal Armed to the Teeth with Technology.’ I totally believed him, and I believe there are other people on the planet who are like that, and I want to find them and hire them,” Duncan says.

Manley, Duncan and other National Auctioneers Association members agree the panel discussions with veterans of the real estate auction industry also were helpful.

The summit included discussions with these members:

- Stephen Karbelk, CAI, AARE, of National Commercial Auctioneers, Tulsa, Okla.
- J. Craig King, CAI, AARE, of J.P. King Auction Co. Inc., Gadsden, Ala.
- R.D. Schrader II, CAI, of Schrader Real Estate & Auction Co. Inc., Columbia City, Ind.
- Max Spann Jr., CAI, of Max Spann Real Estate & Auction Co., Clinton, N.J.

*“It was worth
10 times what
it cost me to
go there.”*

Mark Manley, CAI, AARE,
CES, MPPA



Tim Lile, CAI, of Ohio Real Estate Auctions LLC, Dayton, Ohio, collaborates with Ric Moody, of Dayton Commercial Realty, Dayton, during the 2012 Real Estate Auction Summit in Atlanta. Verl Workman (below), a self-described “Freaking Sales Animal,” was a featured speaker at the event. Photos by Tara Truitt



Duncan says he found value in the targeted subject matter of the summit, and he says he benefited from a smaller group of attendees.

“The conversations in the hallway were more focused,” Duncan says. “I had a better opportunity to meet the people I wanted to meet and reconnect with the people I wanted to reconnect with. The movers and shakers were there. It was a good, smaller forum to get a lot accomplished in two days.”

Tailored messages

In regards to Workman and Murphy, Duncan says it was helpful to have real estate industry experts who were consultants to the entire industry, as opposed to having solely auction-specific trainers.

“Both of them researched in advance and tailored their messages to the auction application of real estate,” he says. “That, to me, was one of the biggest advantages — the exposure beyond just our own people talking to each other.”

Duncan and other members say Terri Murphy, e-communications strategist and entrepreneur, encouraged them to improve the Internet presence of their respective businesses. Duncan says he will

now change his approach to social marketing, in particular his use of Facebook.

Murphy’s and Workman’s training sessions gave Duncan ideas for better connecting several forms of electronic marketing efforts, including blogs, e-mails and social media platforms. Murphy led a brainstorming portion of the summit that Duncan says gave him myriad new ideas for blog topics.

Marianna Kacsarovszky, of Montreal-based RE/MAX Royal Jordan Inc., says the training showed her how to put together the right kind of marketing messages. For readers or viewers

continued »



of her online promotions, she says she now knows how to deliver an emotional message that will receive an emotional response.

Video, social marketing

Kacsarovszky says she learned other best practices for social media promotions and Internet marketing. She says Murphy gave out advice on how to improve her personal profile, as well as her company's image.

Murphy also encouraged attendees to incorporate video into every aspect of their auction marketing, NAA members say.

"I never really considered video on YouTube," says Kacsarovszky, who called the summit a "once in a lifetime opportunity." "That's what I'm going to focus on now."

Sandy Brittingham, CAI, GPPA, of Ritzenhouse Auction Co., Uniontown, Pa., says she plans to focus on improving her company's use of social media based on information Workman, Murphy and others presented at the summit.

"It was better than I expected," Brittingham says of the summit. "I didn't really expect the social media to be such a big part of the future. It is, and we'll probably be implementing a lot of those ideas."

Down to earth

In addition to great education, Brittingham says the two fully packed days,

Feb. 7-8, provided excellent networking opportunities.

"I loved the panel discussions," she says. "They were both (Workman and Murphy) very personable, down to earth and easy to talk to."

Daniel Culps, of Fowler Auction, Toney, Ala., says he also benefited from the training on social media marketing. He says his company doesn't do a lot of social networking, but he learned it's essential to moving forward in the real estate auction business.

"It was a great education," he says. "I hope they do it again next year."

Manley calls the cost of the summit a "drop in the ocean compared to what it can earn Auctioneers."

"It was worth 10 times what it cost me to go there," he says.

"To be in the room with the caliber of Auctioneers that were at this conference — 50 of the top 50 Auctioneers in the country were in that room."

Kacsarovszky says she has never met any group, in any industry, more willing to share knowledge than NAA members. She says she wishes every industry had professionals who were as generous.

"Anytime I go to an NAA event it adds value," she says. ❖

Summit sponsors



David Warren, of Tranzon LLC; NAA President Christie King, CAI, AARE, BAS; NAF Finance Chairman Tommy Rowell, CAI, AARE; and Stephen Karbelk, CAI, AARE, of National Commercial Auctioneers, pause for a photo during the 2012 Real Estate Auction Summit. Photo by Hannes Combest, CAE

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Scott Deming,
*professional speaker,
consultant and author*

"MANAGING CHANGE AND YOUR BRAND FOR SUSTAINABLE SUCCESS"

Opening Session on
Wednesday, July 18

Scott Deming, keynote presenter for the 63rd annual International Auctioneers Conference and Show, is a 30-year veteran of the corporate world and owner of a multi-million dollar marketing firm. He speaks about the importance of branding through relationship building.

Deming plans to talk about how auction professionals can effectively manage change and generational differences within their organizations. He also plans to discuss how the overuse of technology has the potential to break down emotional connections in the workplace.

FEATURED:



Chip Madera,
MS, CSP

"OPENING MINDS, STIRRING HEARTS AND INSPIRING ACTION! BECOME A LEADERSHIP LION"

Friday, July 20, at 1 p.m.

Motivational speaker Chip Madera, MS, CSP, has worked with companies and organizations such as The Mayo Clinic, Disney and 3M Healthcare Information Systems.

Madera, also known as "The Leadership Lion," plans to focus his presentation on personal and professional change.

A presentation from Madera challenges audience members to think critically about ways in which they can reach their highest potentials.

FEATURED:



Steve Proffitt,
*J.P. King Auction Co.
Inc., Rainbow City, Ala.*

"LAWYERS - HOW TO WIN THEIR BUSINESS"

Wednesday, July 18, at 1 p.m.

This presentation will take Auctioneers into the lawyer's realm and show them how to identify and contact lawyer prospects and then do what is needed to win their clients' valuable auction business.

"BUILDING A BOX FOR THE SELLER ... AND BETTER SLEEP"

Wednesday, July 18, at 2:30 p.m.

The Auctioneer relationship with a seller must be one of mutual rights and responsibilities that are understood and respected by the parties. This presentation will focus on how Auctioneers can use certain techniques to build a "box" in which to manage the seller, the seller's expectations and the seller's demands in order to achieve a successful auction result.

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- A cold sweat, nausea or lightheadedness

Source: American Heart Association

Coronary heart disease is responsible for one in every six deaths in the U.S., according to the American Heart Association. Each year, an estimated 785,000 Americans will have their first heart attack, and 485,000 will have a recurrent one.

By Sarah Bahari
contributing writer

O.C. Mangold's love of food began decades ago, as a small boy responsible for churning butter each Saturday morning in Minnesota.

As he grew older, Mangold developed affection for fried pork chops, steaks and burgers.

Unhealthy foods, mixed with the long hours he worked as an Auctioneer, undoubtedly contributed to two heart attacks in his 70s, he says.

"I do things differently now," says Mangold, CAI, AARE, CES. "I could not keep eating the same things and working the same hours. I had to make a lot of changes."

Same old story

Mangold's story is not unusual in the world of auctioneering, where long and irregular hours can lead to poor food choices and little time for exercise. Maintaining a healthy heart, which Auctioneers say is key to stamina and a strong chant, has become even more crucial as many in the industry are reaching 50 and older.

An Auctioneer for 41 years, Mangold, of Mangold Auction Service, Wickensburg, Ariz., had often joked that he worked 26 hours a day and eight days a week, making little time for hobbies or travel.

In October 2010, Mangold, 73, suffered his first heart attack while driving through Arizona with his wife, Joani. He had another while at home in June 2011 and underwent two surgeries that year to have stents placed in his heart.

One in six

Coronary heart disease is responsible for one in every six deaths in the U.S., according to the American Heart As-

sociation. Each year, an estimated 785,000 Americans will have their first heart attack, and 485,000 will have a recurrent one.

But changing any of seven key behaviors and factors can help lower your chances of heart disease or stroke, says Retha Sherrod, a spokeswoman for the association.

Here are the seven steps:

1. Get active
2. Control cholesterol
3. Eat better
4. Manage blood pressure
5. Lose weight
6. Reduce blood sugar
7. Stop smoking

After his attacks, Mangold made numerous changes. He began eating more leafy green vegetables. He cut out pork and red meat almost entirely, instead opting for protein-rich beans. He gave up his beloved butter, reduced salt consumption and traded soft drinks for water. He slept more.

And he cut his work hours, one of the most difficult changes.

“I was becoming quite depressed,” Mangold says. “I felt like I couldn’t do anything and was running into a cement wall.”

Mangold eventually founded Heart2Heart, a support group for people in his town who have suffered heart disease. The group meets monthly to trade recipes, chat about their experiences and listen to guest lectures from physicians, physical therapists, dieticians and paramedics.

Auction attendees

Auctioneers need to think about the health of others, too.

While running an auction for the Scandinavian Heritage Foundation in Oregon last October, Letitia Frye, a Scottsdale, Ariz.-based Auctioneer, watched as an auction buyer collapsed.

GOOD FOODS FOR HEART HEALTH

<ul style="list-style-type: none"> • Salmon • Flaxseed • Oatmeal • Black or Kidney Beans • Almonds • Walnuts • Red wine • Tuna 	<ul style="list-style-type: none"> • Tofu • Brown rice • Soy milk • Blueberries • Carrots • Spinach • Broccoli
--	---

Source: WebMD

Trained in CPR, Frye leapt into action. She asked if a doctor was present and instructed someone to call 911. She ran to the man, who was in his early 70s, removed his tie and unbuttoned his shirt to prepare to do chest compressions. Two physicians attending the auction were able to step in.

Frye spoke calmly to the other attendees, and a disc jockey played soft music. Paramedics arrived within minutes and went to work.

Save a life

When the man gained consciousness and was lying on a stretcher, Frye asked him to give the crowd a thumbs up to show he was OK. The attendees gave the man and paramedics a standing ovation.

The organization’s president asked Frye about protocol.

“The auction goes on,” she told him. “You hired me to do a job. You flew me here.”

Frye now recommends that Auctioneers receive training in CPR.

“The demographics of many auctions are growing older,” She says. “You’re often in a small, crowded room. It’s not a bad idea for Auctioneers to be prepared to save a life.” ❖

STROKE WARNING SIGNS

- Numbness or weakness of one side of the face, arm or leg
- Confusion, trouble speaking or understanding
- Trouble with vision
- Problems walking, dizziness, or loss of balance or coordination
- Sudden, severe headache

Source: American Stroke Association

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Steve Proffitt

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

Banker not

Lender-borrower relationship is serious threat to Auctioneer

Last month, I wrote about Auctioneers advancing money on behalf of sellers. I emphasized that this can be a dangerous practice for Auctioneers for several reasons. The usual scenario goes like this: the seller lacks the money to fund the expenses for marketing and conducting an auction, so the Auctioneer advances these costs in exchange for the seller's promise to repay the loan at the settlement of the auction. While this sounds simple and straightforward, issues can arise to threaten the Auctioneer's expectation for repayment. Here are five chief threats:

1. The seller has a change of mind about some key aspect of the auction, such as the auction method (i.e., "with reserve" or "without reserve") or withdrawing key lots, either of which can substantially affect the revenue generated and seller's ability to repay the loan;
2. The seller cancels the auction and has no money available to repay the Auctioneer;
3. The seller indefinitely postpones the auction (often just a cowardly way of cancelling) and, like with cancellation, has no money to repay the advance;
4. Some event causes an involuntary cancellation of the auction (e.g., a creditor's action against the seller or assets, or another person claiming ownership or control of the assets, etc.) with the same result noted above;
5. The seller is dissatisfied with the financial result of the auction and demands concessions from the Auctioneer, such as the Auctioneer eating part, or all, of the advance.

An Auctioneer who advances money to sellers is eventually going to encounter these and other issues that will endanger repayment of the money loaned. When that happens, the terms of the Auctioneer's contract with the seller can be pivotal in determining how the issue might end. Here are four provisions that should be included in an auction contract when an Auctioneer is going to advance costs for a seller. (Caveat: I am strongly against Auctioneers

advancing money for sellers, so what follows should not be seen as encouragement of that practice. Instead, several terms are addressed that an auction contract should contain to offer an Auctioneer basic protection for an advance of funds).

Provision No. 1

First, what an Auctioneer does by advancing costs is to make a loan to a seller. While lending money is serious business, some Auctioneers do it and their contracts are silent on the terms for a loan. This is a major error. The terms in the contract should be the same as would be included in a promissory note because the auction contract will serve that purpose. At a minimum, the contract needs to recite: (a) the amount advanced, (b) the term (i.e., length of time) of the loan, (c) the interest rate to be charged, if any, and (d) what will happen if the seller defaults in repayment, plus provide that a seller in default will pay all of the Auctioneer's costs of collection, including attorneys' fees.

Another approach is for the auction contract to state that the Auctioneer will advance money on behalf of the seller to pay certain costs and this loan will be the subject of a separate promissory note between the parties. The note should be identified by its date and principal amount and attached to the contract. A demand note is preferable because that will be due and payable by the seller immediately upon the Auctioneer's demand for repayment, no matter the reason.

Provision No. 2

Second, the contract should address the issues of a seller canceling or postponing an auction and set forth what will be allowed, what will not, and what will result should either event occur. The same applies for a seller changing the method of auction from an auction "without reserve" (i.e., "absolute auction") to an auction "with reserve," as well as withdrawing lots from the auction. The contract should state that any cancellation, postponement, change of auction method or withdrawal of lots will make the loan become immediately due and payable in full to the Auctioneer.

Provision No. 3

Third, a particular court and its location should be identified as the exclusive jurisdiction and venue for any legal action that the Auctioneer needs to prosecute against a seller in default of repayment. The Auctioneer wants any collection action to be as easy, convenient and fast as possible.

Provision No. 4

Fourth, an Auctioneer should never make a substantial advance of money on behalf of a seller. The risk of loss is too great. How much is “substantial?” It is more than would be prudent under the circumstances, or any amount that the Auctioneer cannot afford to lose. Should an Auctioneer contemplate advancing a significant amount of money, the loan should be secured against some valuable collateral owned free and clear by the seller. This could be accomplished by the Auctioneer filing in appropriate state’s registry a financing statement (i.e., UCC-1 form) against personal property or commercial goods, or recording a mortgage or deed of trust against real estate in the jurisdiction where it is situated. The auction contract should provide for the seller to cooperate fully in giving the Auctioneer such security when requested by the Auctioneer. By the way, a security interest in assets can be particularly important to an Auctioneer should a seller file for bankruptcy protection. Since it is not uncommon for auction sellers to be in financial distress, bankruptcy is a possibility that shadows many.

Bad loans

When an Auctioneer advances money for a seller, the Auctioneer is serving as a banker for the seller. That relationship reveals a flaw that is a serious threat to the Auctioneer. Bankers know the risks and costs of doing their business and their pricing is set to account for losses that will invariably occur. Auctioneers are not in the banking business, do not know its intricacies, do not price their services like bankers and are not positioned to suffer substantial financial losses from making bad loans.

One of the best ways for Auctioneers to see and appreciate the risk in this practice is to look at past “problem” sellers and auctions “gone bad.” Every Auctioneer has had them. They should take these cases and consider how much advance money they would have gotten back from each of these sellers once the relationship crashed. Then they should consider this: all of these bad sellers and bad auctions are not in the past. It is sad but true. Working Auctioneers will have more of these beauties in the future. If they loan money to these sellers, they should expect the losses that they will suffer.

An Auctioneer should never advance costs for a seller because the Auctioneer is enamored with the assets to be auctioned. This commonly happens. It does not matter how attractive or valuable the property might be. The property will not be called upon to perform the loan agreement. It is the seller alone who will voluntarily honor the auction contract and promissory note, or fail to do so. This underscores that an Auctioneer considering an advance must carefully evaluate the seller’s character, creditworthiness, circumstances and ability and willingness to perform.

Finally, never forget that old and reliable maxim, “You can’t get blood out of a turnip.” Not every auction seller is a sweet potato. ❖

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

When Donovan was born, his family learned he suffered from sickle cell disease, an inherited blood disorder that causes red blood cells to become hard and sickle-shaped, instead of soft and round. Children and adults with the disease may experience symptoms that range from severe pain to strokes, pneumonia and organ damage. Donovan was referred to St. Jude Children’s Research Hospital®, where his treatment included penicillin twice daily to combat infection. Now that he is 5 years old, Donovan no longer needs to take daily penicillin and he visits St. Jude just twice a year. Donovan’s family is thankful for the donors who help support St. Jude. “The donations not only help children battling deadly cancers, they also help children with illnesses like sickle cell disease,” said Donovan’s mother. “Thank you for reaching out to give children like Donovan hope for a future free from pain.” Donovan is a happy, inquisitive boy who likes to put together puzzles.

For more information about St. Jude and The Auction for Hope, visit www.stjude.org/naa.

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age 5
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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 an Auctioneer shall not be deemed secure or confidential. Please visit one of our offices to ensure complete confidentiality.

Let landlords determine ownership of items found in vacant properties

Q.

I would like to auction a building in which a few doctors and dentists previously had their practices. In some of the offices, the respective businesses have left filing cabinets and medical equipment, such as new syringes and other new and used instruments. What are my legal responsibilities for selling these items at auction?

A.

Typically, when a tenant vacates a building, landlords use reasonableness to determine whether the tenant abandoned the remaining personal property. There are obvious examples when a landlord would be able to determine whether the tenant did not abandon certain personal property. For example, if a landlord finds a magnetic resonating imaging (MRI) machine or other expensive equipment in the building, the landlord should presume that the tenant did not intend to abandon this expensive piece of equipment and plans to come back for it. On the other hand, if the landlord finds half of a box of unused tongue depressors, it is more likely that the tenant abandoned this property and will not return for it. The commercial lease may have important provisions about personal property and turning over the premises. The law on these issues will vary from state to state. But, in general, reasonableness on the part of the landlord and the circumstances relating to the termination of the lease are important factors for determining whether a landlord has the right to sell the personal property.

Reasonableness will depend upon several factors, such as whether utilities have been disconnected, whether the tenant left in the middle of the night without notice, the condition of the rented premises, and the value of the personal property remaining. Generally, the landlord, not the Auctioneer, is responsible for determining whether personal property has been abandoned and otherwise complying with the law. The landlord is familiar with the lease and circumstances involved in the landlord-tenant relationship. The landlord is in a better position to determine whether the tenant abandoned the personal property that remains in a rental unit.

Contract with landlord

In addition, the auction contract should require the landlord to represent and warrant that the landlord owns the property free and clear of any liens or claims and that it may be sold at an auction. The clause should state something similar to the following: "Seller represents and warrants to Auctioneer that it is the lawful owner of each Lot, as designated on Exhibit A, and that he or she has good and marketable title thereto free and clear of all liens. If there are any exceptions to this representation, it must be noted here: _____[.]" This provision

protects the Auctioneer in the event a tenant shows up later claiming that his or her property was improperly sold at the auction. The Auctioneer may still be involved in any litigation but would have a claim against the seller for breach of the auction contract.

If any of the remaining personal property relates to medical records, which contain personal or confidential information, Auctioneers should deliver these materials back to the landlord. Health and medical records should be kept confidential. Federal law, including the "Health Insurance Portability and Accountability Act of 1996" (HIPAA), generally prohibits the disclosure of medical records containing protected health information. The landlord should handle their safekeeping or destroy the documents. As for the remain-

ing medical equipment and instruments, Auctioneers will need to exercise their professional judgment on whether to sell them at auction. Would an Auctioneer want to sell a box of syringes to the general public? It should be obvious that it would be inappropriate to sell any bio-hazards, medication, etc. These items would have to be properly disposed.

Environmental concerns

It is possible for a medical building to have unique issues related to environmental concerns. Depending on the type of practice and the type of equipment, some environmental contamination may be on the premises. Environmental issues relating to real estate are beyond the scope of this column. But, it is appropriate for Auctioneers to be aware of these issues

and to ask questions. If there are issues, the Auctioneer or landlord should talk with a licensed attorney to determine whether there are legal obligations to remediate the property or disclose the contamination to potential buyers.

Selling personal property that remains in a building after the tenant has left requires Auctioneers to communicate with the landlord to ensure that the landlord has legal possession to sell the personal property. If the personal property consists of medical equipment and instruments, Auctioneers should exercise their professional judgment about what to sell at an auction. A medical office building, like most commercial real estate, presents unique issues that Auctioneers should consider. ❖



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January graduates of the Kentucky Auction Academy are as follows: Bottom row – Instructor Steve Cherry, CAI, CES, Cecil Pearson, Joan Kincaid, Dale Dillingham, Martin Schrednitz, Jason Jarstfer and Instructor Steve Henry, CES. Top row – Terry Kincaid, Perry Thessen, Tim Page, Adam Butler and Linden Carter. Submitted Photo



Academy supports family, hospitals

The Texas Auction Academy’s September graduating class donated \$4,784 to the Trent and Laura Sample Family Fire Fund, according to a news release.

The Sample family lost its home to Texas wildfires in 2011. The class decided to donate the entire buyer’s premium from its benefit

auction to the Sample family.

The class raised a total of \$25,838 for the Texas Scottish Rite Hospital for Children, St. Jude Children’s Research Hospital, the National Auctioneers Association Auxiliary and the Sample family. ❖

Associations name Texas grads champion Auctioneers

The Arkansas Auctioneers Association named Brad W. Wooley, of United Country — Wooley Auctioneers, Little Rock, Ark., its State Auctioneering Champion at its annual convention in early February, according to a news release.

Wooley is a 2008 graduate of the Texas Auction Academy. His father, Brad H. Wooley, CAI, of United Country — Brad Wooley Auctioneers, Little Rock, is a longtime instructor for the academy.

Also, in October, the California State Auction-

eers Association named Mark Schustrin, ATS, BAS, of Los Angeles, its State Rookie Champion Auctioneer at its annual convention, according to a news release.

Schustrin is a March 2011 graduate of the Texas Auction Academy. He is a member of the National Association of Bankruptcy Trustees and the American Bankruptcy Institute.

He also is President of Spark Benefit Auctions and Vice President of Auction Services for Machinery Network Auctions. ❖



Mark Schustrin, ATS, BAS, is the Rookie Champion Auctioneer for the California State Auctioneers Association. Submitted photo



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Ambassador now Maryland Hall of Famer

The Auctioneers Association of Maryland named Jim Cochran, of J.G. Cochran Auct. & Assoc. Ltd., Boonsboro, Md., to its Hall of Fame during the group's winter conference in late January, according to a news release.

Cochran, who received a standing ovation when the award was announced, was recognized for his strong and consistent support of the association. He is a National Auctioneers Association Ambassador.

In addition to the Hall of Fame in-

duction, the association played host to a bid-calling contest, educational sessions and a fun auction.

The association's leaders are as follows:

- President Lynne Zink, CAI, BAS, CES, of LynneZink.com, Joppa, Md.
- President-Elect John Roop
- Vice President Lawrence Foreman
- Director Roxane Casto of Glen Burnie, Md.
- Director Sam Grasso Sr. of Baltimore ❖



NAA Ambassador Jim Cochran, of J.G. Cochran Auct. & Assoc. Ltd., Boonsboro, Md., became an Auctioneers Association of Maryland Hall of Famer in late January. Submitted photo

NAA members take top spots in North Carolina contest

Kyle Swicegood, BAS, of The Swicegood Group Inc. Auctions & Real Estate, Mocksville, N.C., won the Auctioneers Association of North Carolina's 2012 Grand Champion Bid-Calling Contest during the group's annual winter convention Jan. 20-21.

Another National Auctioneers Association member, Jayme Gandee of Sophia, N.C., became reserve champion, according to a news release.

In addition to the contest, the convention offered 10 hours of continuing education, an advertising award ceremony, a

fun auction and a Hall of Fame induction ceremony.

As elected by its members, leaders of the association are as follows:

- President Lee Danhauer, CAI, of Danhauer Auction Group, Winston Salem, N.C.
- Chairman of the Board Eli Detweiler Jr., CAI, of Detweilers Auction Service, Ruffin, N.C.
- President-Elect Walter House, CAI, AARE, CES, of House Auction Co. Inc., Marshallberg, N.C.
- Secretary/Treasurer John Loy Jr. of

Greensboro, N.C.

- Vice President Don Horton, CAI, of Asset Services Corp., Mooresville, N.C.

Directors are as follows:

- Matt Price of Blue Hound Auctions, Fuquay Varina, N.C.
- Ben Farrell
- Dale Young, CES, GPPA, of Angier, N.C.

The Auctioneers Association of North Carolina, which has more than 450 members, plans its 2012 summer convention for June 15-16. ❖

Wisconsin Hall of Famer gives back to community

Jerry Thiel of Thiel & Thiel Auction Service, Chilton, Wis., became a member of the Wisconsin Auctioneers Association's Hall of Fame during its annual conference and show Jan. 23, according to a news release.

A longtime member of the Wisconsin group and National Auctioneers Association, Thiel served six years on the WAA's Board of

Directors and was appointed by Gov. Scott Walker to the Wisconsin Department of Safety & Professional Regulation State Auction Advisory Board in 2011.

Thiel also has served as a leader for the Wisconsin Realtors Association and Calumet County Board of Realtors. In 1988, he was named Calumet County Realtor of the Year, and he is a member



of the Wisconsin Realtor Honor Society.

He has worked with several charitable and community organizations, including Whitetails Unlimited, Ducks Unlimited, Pheasants for Tomorrow, Walleyes for Tomorrow, the Rocky Mountain Elk Foundation, Calumet Medical Center, the Chilton Chamber of Commerce, Cerebral Palsy of Manitowoc County and Red

Cross for Calumet & Manitowoc Counties.

Thiel also is active in the Calumet/Manitowoc Chapter of the American Red Cross, Hilbert Lions, Good Shepherd Catholic Church, Knights of Columbus, the Wisconsin Realtors Association of Northeast Wisconsin and the National Realtors Association. ❖

Two NAA members enter Michigan Hall of Fame

Ben Glardon, of Glardon Auction Service Inc., Owosso, Mich., and Richard J. Montgomery, CAI, CES, MPPA, of R.J. Montgomery & Associates Inc., Plymouth, Mich., entered the Michigan State Auctioneers Association's Hall of Fame during its 61st annual conference in late January, according to a news release.

More than 140 people attended the event, which offered bid-calling, marketing and ringman competitions, as well as auction education.

The marketing competition featured about 190 entries in 42 categories. She Sold It! of Lapeer, Mich., won the website category, and Beth Rose Auction Co. LLC, Maumee, Ohio, won the social media category.

Peter Gehres, CAI, CES, of United Country — Gryphon Realty & Auction Group, Lewis Center, Ohio, took home the top prize in the Ringman Championship. Also, the association recognized its Executive Director, Tricia Wiltjer of Grand Rapids, Mich., with its President's Award of Distinction.

Winners of the association's scholarship awards were these members:

- Jason Lamoreaux, of Lamoreaux Auction & Appraisal LLC, Belding, Mich.
- Steve Rottier, of Auction Connection Inc., Fremont, Mich.
- Ray Krakowski, of Auctioneer At Large LLC,

Dryden, Mich.

As elected by its members, the association's new leaders are as follows:

- President Scott Vander Kolk Jr.
- Chairman of the Board Tim Narhi, CAI, CES, GPPA, of Tim Narhi Auctioneer & Associates, Byron, Mich.
- President-Elect Dan Brodie, of Brodie Corp., Farmington Hills, Mich.
- Vice President Kenny Lindsay, of American Eagle Auction Co., Livonia, Mich.
- Secretary/Treasurer Darin Hower ❖

NAA members earn top spots in South Carolina

David Taylor, of Upstate Auction Service LLC, Inman, S.C., won the South Carolina Auctioneers Association's Bid-Calling Championship during its annual convention Jan. 27-29, according to a news release.

The first runner-up was Darron Meares, CAI, BAS, MPPA, of Meares and Associates LLC, Pelzer, S.C.; and the second runner-up was Bill Forbes Jr., CAI, BAS, of United Country — Forbes Realty & Auctions, Creswell, N.C.

The event also featured six hours of continuing education, an advertising award ceremony, a fun auction and Hall of Fame induction ceremony.

Rafe Dixon, CAI, AARE, CES, of J.R. Dixon Auctions, Sumter, S.C., won Auction of the Year in the advertising contest. The association named Congressman Jeff Duncan, CAI, AARE, of Palmetto Auction & Realty Inc., Greer, S.C., to its Hall of Fame.

continued »

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Members of the association elected these leaders:

- President Randy Ligon, CAI, BAS, CES, of The Ligon Co. Inc., Rock Hill, S.C.
- Vice President Meares, of Meares and Associates
- Secretary/Treasurer Jennifer Moore
- Immediate Past President Mike Harper,

CAI, AARE, of Harper Auction & Realty, Charleston, Mount Pleasant, S.C.

Directors are as follows:

- J. Tony Adams, of Adams Auction, Ellore, S.C.
- Merle Sharick, BAS, of Highbid Auctions & Appraisals, Prosperity, S.C.

- Gwen Bryant, CAI, AARE, CES, of Bryant Auction & Real Estate LLC, Florence, S.C.
- Taylor, of Upstate Auction Service
- David Chapman
- David Watson
- Robert Robeson
- Dixon, of J.R. Dixon Auctions ❖

Colorado Auctioneer makes Kansas Hall of Fame

The Kansas Auctioneers Association named Mike Gatlin of Gatlin Auction, Pueblo West, Colo., to its Hall of Fame during its annual conference in late January, according to a news release.

In addition, the group presented its Award of Distinction to Aaron Traffas, CAI, ATS, CES, of Purple Wave Inc., Manhattan, Kan.

The association's leaders are as follows:

- President Lance Fullerton, of Lance Fullerton Auctioneers, El Dorado, Kan.
- Chairman of the Board Jack Newcom
- President-Elect Richard Garvin, CAI, ATS, CES, GPPA, of RJ's Auction Service, Topeka, Kan.
- Vice President Megan McCurdy, CAI, BAS, of McCurdy Auction LLC, Wichita, Kan.
- Executive Director LaDonna Schoen-Gehring, Newton, Kan.

Its Directors are these members:

- Bill Eberhardt, CAI, AARE, CES, of United Country — National Realty & Auction, Augusta, Kan.
- Lester Edgecomb
- Gail Hancock
- Tom Lindsay Jr., CAI, of Lindsay Auction Services Inc., Shawnee, Kan.
- Jim Schoen
- Jeff Ruckert
- Kevin Ediger
- Scott Brown, of Brown Auction & Real Estate, Greensburg, Kan.
- Traffas, of Purple Wave
- Don Hamit, of Don Hamit Land & Auction Co. Inc., Stockton, Kan. ❖

State association news in brief

MINNESOTA

Austin Bachmann, of Bachmann Auctioneers, Ottertail, Minn., won the bid-calling contest at the Minnesota State Auctioneers Association's annual conference in late January, according to a news release.

Rick Berens, CAI, AARE, CES, of Alliance Bid Inc., Buffalo, Minn., entered the group's Hall of Fame.

The reserve champion in the bid-calling contest was Ray Henry, GPPA, of I.R.A.Y. Auction Inc., Foley, Minn. Dave Thompson, of Thompson Auction Service, Lansing, Minn., took fourth, and Isaac Schultz, of Schultz Auctioneers, Up-

sala, Minn., took fifth place.

The association's new officers are as follows:

- President Mark Rime of Rime Auction Service, Wyoming, Minn.
- Vice President Rod Johnson, AARE, BAS, of Johnson Auctioneering, Cannon Falls, Minn.
- Director Greg Christian, CAI, of Auction Masters, Osseo, Minn.
- Director Tammy Tisland, of Northstar Auctioneers, Hines, Minn.
- Director Thompson, of Thompson Auction Service

MONTANA

JimBo Logan, CES, GPPA, of Logan Auction Service Inc., Clyde Park, Mont., won the Montana Auctioneers Association's bid-calling contest during its late January convention, according to a news release.

Robert McDowell, BAS, of Butte, Mont., took second place. In the rookie division, Tucker Markovich, of North American Auction Co., Belgrade, Mont., took the top spot.

The association's new Directors are Shane Ophus, GPPA, of Ophus Auction Service, Big Sandy, Mont., and Ted Odle.

NEW YORK

Matt Manasse, of Mel Manasse & Son, Whitney Point, N.Y., entered the New York State Auctioneers Association's Hall of Fame during its mid-January convention, according to a news release.

The winner of the event's bid-calling competition was Kip Blanchard, CAI, of Blanchard's Auction Service, Potsdam, N.Y.

The association's officers are as follows:

- President John Gokey, CES, of Gokey's Auction & Appraisal Service, North Hudson, N.Y.
- Vice President James Mason, of R.G. Mason Auctions, Fillmore, N.Y.
- Secretary Brenda Goldfuss, of PROAUCTIONRING, Port Crane, N.Y.
- Treasurer Jean Gokey

OHIO

The Ohio Auctioneers Association's mid-January convention featured a Hall of Fame induction ceremony, advertising contest awards presentation and a fun auction, according to a news release.

The group's new officers are as follows:

- Vice President Andy White, of Real Estate Showcase Auction Co., Ashland, Ohio
- Southeast Director Michael Hoffman of Pickerington, Ohio
- Northeast Director Scott Mihalic
- Southwest Director Paul Klote, BAS, of Mason, Ohio



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IN MEMORY

Miles Autry, CAI, a longtime National Auctioneers Association member and owner of Miles Autry Auctioneer Co. for 25 years, died Dec. 28. He was 59.

Autry was a former President and Hall of Fame member of the Texas Auctioneers Association.

He passed peacefully at his home after a brief struggle with cancer. His wife, Janet, brother, Don, and other family members and friends were at his bedside, according to a release.

Joel Soderholm, President of K-BID Online Auctions, died Sept. 14. He was 61.

He is survived by his mother, Lucille; daughter and son-in-law, Carrie and Ray Caruso; granddaughter, Taylor Paige Caruso; brother and sister-in-law, Tom and Debbie Soderholm; and niece, Mandi Soderholm, according to his obituary.

Soderholm attended the University of Minnesota, where he was a member of the Army ROTC.

He was an active member of the Minnesota State Auctioneers Association and the National Auctioneers Association. He founded Soderholm Commission Co.

Bill Michie, of the American Academy of Auctioneers, died Jan. 9. He was 68.

Michie served in the U.S. Air Force and for 30 years he sat on the District Selective Service Board. He worked in sales for a number of different companies, but he enjoyed entertaining the most, according to his obituary.

The National Auctioneers Association member was a musician who played in clubs in the Tulsa, Okla., area for many years.

Mark Metzger, of Mark Metzger Auctioneering, North Manchester, Ind., died Nov. 30. He was 67.

Metzger farmed in the North Manchester area and also worked for Halderman Real Estate, Wabash, Ind., according to his obituary. He was a member of the Indiana Auctioneers Association and the National Auctioneers Association.

Survivors include two sons, Rodney Metzger and Chad Metzger; three daughters, Rainelle Shockome, Jennifer Wehr and Kerri Hilbers; three brothers, Leon Metzger, Wilmer Metzger and Max Metzger; two sisters, Esther Blocher and Leona Acord; and eight grandchildren.



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Items soar past estimates at winter auction

More than 35 percent of lots sold during a late January auction from Thomaston Place Auction Galleries, Thomaston, Maine, achieved prices higher than presale estimates, according to a news release.

One of the auction's strongest items was a circa 1880 Italian slate-top game table with a micro-mosaic decoration of the landmarks of Rome. It flew past its \$10,000 to \$15,000 estimate to reach \$92,000.

Also, an oil-on-panel painting, still life of peaches in a Chinese bowl by Gillis Jacobsz Hulsdonck, sold for \$97,750.

Mechanical devices also performed well. A Patek Philippe miniature tortoiseshell and gold music box with mechanical bird attracted \$40,250.

Other highlights of the auction (including buyer's premiums) are as follows:

- An eight-panel Korean low-painted screen topped its presale estimate of \$1,000 to \$1,500 and sold for \$28,750
- A pair of 1891 silver, three-stem cherub candelabras brought \$57,500
- An Emile Galle signed art glass boudoir lamp with plum and crimson leaf forms over a white case glass shade brought \$14,950
- An 18-carat yellow-gold carved jade necklace with detachable jade and diamond drop pendant brooch achieved \$21,850
- A vintage Louis Vuitton vertical wardrobe trunk sold for \$16,675 ❖



\$92,000



\$21,850



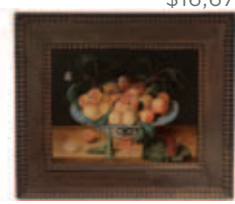
\$16,675



\$57,500



\$14,950



\$97,750



\$40,250



\$28,750

Nebraska farmland exceeds estimates

Ruhter Auction & Realty Inc., Hastings, Neb., recently sold 614 acres of Adams County, Neb., and Webster County, Neb., farmland for nearly \$6.5 million, according to a news release. More than 125 people attended the auction.

Past sales of farmland in Adams County went for about \$8,500 to \$9,500 per acre. This auction achieved \$10,800 to \$11,700 per acre following a 45-day marketing period.

The three tracts Ruhter Auction sold in Adams County were pivot or gravity irrigated, or a combination of both.

In the news release, the company's Randy Ruhter says it is difficult to sell by traditional listings because prices are hard to determine. He says "it appears that auctions are more than ever the preferred method of marketing high-quality agricultural real estate where the top-end price is never capped."

Travis Augustin, GPPA, of Ruhter Auction & Realty, Juniata, Neb., lead the marketing campaign for the auction. It included electronic, print and radio promotions across the Midwest. ❖



National Auctioneers Association

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February 7, 2012

Ron Johnson
J.C. Penney Company, Inc.
6501 Legacy Drive
Plano, TX 75024

Dear Mr. Johnson:

On behalf of the members of the National Auctioneers Association (NAA) and auction professionals throughout the nation, we respectfully request that J.C. Penney cancel all future advertisements featuring an auction and auctioneer.

The association has received numerous complaints from auctioneers since J.C. Penney aired its newest commercial featuring an auctioneer. The commercial leaves viewers with a negative impression of the industry, particularly its ethics and business practices employed. The company's commercial depicts auctioneers as individuals who sell assets at discounted prices. The commercial concludes with the caption "No More Pricing Games," leaving viewers with the impression that auctioneers employ "games" in their sales practice and intentionally deceive customers.

The auction industry in the United States is diverse and robust with approximately a quarter-trillion dollars in sales annually. Your commercial leaves a false impression about the auction method of marketing and risks significant financial damage to the businesses and reputations of countless auctioneers. Due to the irreparable harm your commercial has caused, the National Auctioneers Association requests that all future airings of the commercial be canceled immediately.

We request an immediate response to this request. Please direct responses to the following:

National Auctioneers Association
Hannes Combest, CEO
8880 Ballentine St.
Overland Park, KS 66214

We look forward to your prompt response to our request. Questions pertaining to this request can be made to Hannes Combest at (913) 563-5423 or hcombest@auctioneers.org.

Sincerely,

Christie King, CAI, AARE, BAS
President, National Auctioneers Association

CC: National Auctioneers Association – Board of Directors
Michael Francis, President – J.C. Penney Company, Inc.



Ron Johnson

February 15, 2012

Hannes Combest, CEO
National Auctioneers Association
8880 Ballentine
Overland Park, KS 66214-1985

Dear Ms. Combest:

I want to personally thank you for the time that you took to inform me of your recent experience with jcpenny. As a company founded on "The Golden Rule," I consider it our top priority to treat each customer as we would like to be treated. Fair and Square.

Our 'auctioneer' ad is part of our campaign to introduce consumers to our new 'Fair and Square' pricing strategy. Our new pricing strategy aims to put an end to the frustration many consumers have with today's endless retail promotions. The ad is in no way meant to portray the auctioneer profession in a negative manner and we apologize for any offense we may have caused.

Thank you for sharing with me your very valuable feedback to help us improve. You are an important customer. I hope you'll give us a second chance as we make every effort to become your favorite store.

Sincerely,

A handwritten signature in blue ink that reads "Ron".

Ron Johnson

cc: Christine King, President
National Auctioneers Association

RJ/kc

jcpenny
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jcp.com

Everyone knows their name

Family auction company makes big impression in Ohio, construction business

By Sarah Bahari

contributing writer



he story begins in 1966, when Stanley Rosen packed his belongings and left Dallas for Cleveland to take over the family auction business.

Or perhaps it began before then, when manufacturing boomed in Ohio and companies needed help buying and selling heavy machinery. Stanley's uncle, Gus Rosen, grabbed a microphone one day in 1917 and fell in love with auctions.

Almost 100 years later, the Rosen name is still known in the Ohio auction industry and beyond.

"We've been around for a very long time," says Stanley Rosen, 80, who is semi-retired and runs the Rosen Co. West office in Las Vegas. "I've seen a lot of changes in the world's second-oldest profession."

Rosen never intended to join the family business. He instead became a music teacher in Kansas after earning a degree at the University of Colorado.

Auction psychology

After his first year as a teacher, he spent the summer in Texas working with his brother, Irving, who had opened an auction office in Dallas. Rosen never returned to teaching.

"I loved the excitement of the auction. It's a study in psychology," Rosen says. "You watch the people. You watch how they bid, how they maneuver and how they communicate.

"The Auctioneer is trying to get as much money as possible for his client,

and the buyer is trying to get it as cheaply as possible. It's very dramatic."

After studying and teaching music, Rosen says, picking up the Auctioneer chant was not difficult.

"A chant has a certain sing-song quality," he adds.

While Rosen learned the ropes in Dallas, the Cleveland office continued to thrive. Gus and his brother, Ralph Rosen, had built one of the most respected auction companies in the Midwest and were appointed as the official Auctioneers for the 6th District Federal Bankruptcy Court.

Heavy equipment

With manufacturing prospering in Ohio and around the Great Lakes, the Rosens sold mostly heavy machinery and other industrial equipment.

Gus died in 1965, and Rosen moved to Cleveland to take the reins of the original office.

In 1969, Rosen sold a machine used in coal-stripping operations, which he says is still the largest piece of earth-moving equipment ever sold at auction in the U.S. The auction for General Electric earned \$1.75 million.

A member of the NAA for more than 40 years, Rosen says the organization has helped him stay abreast of issues pertaining to the industry.

Over several decades, Rosen would sell machinery, construction equipment, furniture and some real estate. In one year in the 1970s, he sold seven bakeries. He loved farm auctions because he thought the people who attended were the kindest, most honest he came across.

"It was a small business, but everyone knew my dad and the Rosen name," says Sheila Rosen-Schiff, of Rosen & Co. Inc., Solon, Ohio. "He was a worker bee, honest to a fault, and he built a very strong reputation."

Still in the family

Rosen moved to Las Vegas in 2003 to enter semi-retirement, leaving the family business to his daughter, Rosen-Schiff, who runs the company with her husband, Marvin Schiff.

As manufacturing has moved overseas, Rosen-Schiff says the company has widened its focus to include antiques and collectibles, more real estate, both commercial and residential, and storage facilities.

Using her background in marketing, Rosen-Schiff tries to find interesting or unusual angles to spread the word about the company's auctions. For example, when the company last year auctioned a restaurant that had declared bankruptcy, Rosen-Schiff sent a news release to the local newspaper that resulted in a front-page story about the last chance for people to purchase memorabilia from the longtime restaurant.

"Creating some excitement really helped boost our numbers," she says. "It probably doubled or tripled our attendance."

Almost a century after the first Rosen became an Auctioneer, Rosen-Schiff says the family wonders which of their four children will carry on the tradition.

"We joke there are Rosens everywhere," Rosen-Schiff says. "As a Rosen, you grow up in the auction business. It's what we do." ❖

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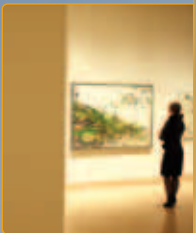
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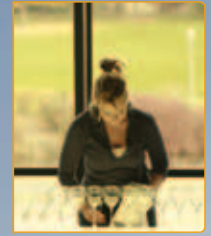
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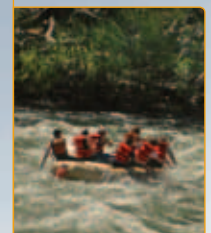
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Mack

I am very excited about my membership with the NAA. There is always something new to learn in this industry. I believe the NAA's educational seminars will be a great benefit. I also look forward to networking with fellow Auctioneers."

Kathleen Mack
New Florence, Penn.



Palacios

I joined the NAA to get connected with other Auctioneers throughout the United States. Also, I would like to be kept informed about recent changes in the auction industry."

Fernando Palacios

Gaithersburg, Md.

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Having recently joined National Commercial Auctioneers, I am looking forward to becoming an integral part of the auction industry."

Stan Schreyer

Sandy, Utah

New members compiled by Brandi McGrath

NATIONAL AUCTIONEERS FOUNDATION

Trustee Candidate Application and Profile

Due: March 1, 2012

Name: _____ Daytime Phone: _____

Number of years
in the Auction Profession: _____ As an NAA Member: _____

Member of state association(s): _____

Number of auctions conducted annually: _____

Auction specialty: _____

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

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

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

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

Signature: _____

Send: 1. Completed Candidate Application
2. Color Photograph

To: National Auctioneers Foundation
Attn: Lois Zielinski
8880 Ballentine
Overland Park, KS 66214
lzielinski@auctioneers.org

Must be received by: March 1, 2012

NAA EDUCATION INSTITUTE TRUSTEE CANDIDATE REQUIREMENTS



NAA members and designation holders who wish to be considered for a position of trustee for the NAA Education Institute in 2012 must submit information declaring their interest by March 1, 2012.

Two (2) new Trustees will join the Education Institute as of the 2012 Conference and Show in Spokane, Wash. Terms are for four (4) years, and Trustees are expected to take a very active role in the planning and implementation of education efforts of the NAA. EI Trustees plan and lead the educational activities of the NAA, from designation programs such as CAI, AARE, ATS, BAS, CES, GPPA and MPPA, to certificate programs, summits and educational offerings at Conference and Show.

TRUSTEES MUST MEET THE FOLLOWING REQUIREMENTS:

- Have an NAA designation (CAI, AARE, ATS, BAS, CES, GPPA or MPPA)
- Be an active member of the NAA for no less than five years
- Submit a letter confirming a commitment to serve

TRUSTEE CANDIDATES SHOULD BE AWARE THAT:

- Trustees are required to participate in monthly conference calls and attend three (3) face-to-face meeting each year (one of which takes place at and Conference and Show).
- EI Trustees recommend candidates for appointment to the NAA Vice President
- The NAA Vice President makes the final recommendation of candidates to the NAA Board for approval
- Only two (2) Trustees will be appointed
- Terms are four (4) years
- Trustees may not serve two consecutive terms and may not serve concurrently on the NAA Board, other than the NAA Vice President and the Chair of the Trustees
- Leadership positions of Chair and Vice Chair are elected by the Trustees

CANDIDATES MUST SUBMIT ALL OF THE FOLLOWING BY MARCH 1, 2012:

1. A signed letter of intent to seek a trustee position
2. A brief response (75 words) for each of eight questions listed below
3. A color photograph of yourself
4. The following profile information:
 - *Number of years in the auction profession*
 - *Number of years as an NAA member*
 - *Work history*
 - *Education*
 - *Prior volunteer activities*

Candidate profiles will be reviewed by the Education Institute Trustees. The profile is intended to help Trustees and Board members learn more about the candidate and their respective goals and views.

PLEASE ANSWER EACH OF THE FOLLOWING QUESTIONS WITH 75 WORDS OR FEWER:

1. Why do you wish to serve on the NAA Education Institute Trustees?
2. What specific talents and skills would you bring to the Education Institute?
3. Should you be appointed, what would you like to accomplish during your term with the Trustees?
4. What is your vision for the education of an auction professional?
5. How has advanced education affected your success in the auction industry?
6. What changes do you foresee in the auction profession in the next five to 10 years, and how can the Education Institute make sure the NAA is positioned to address those changes?
7. In your opinion, how can auction education through the NAA enhance the image of the auction professional and the auction method of marketing?
8. How do you think education should be delivered (lecture, interactive, facilitated, etc.) to an adult learner?

**Please remember that we need all information by March 1, 2012.
Please e-mail the requested information to: education@auctioneers.org**

BOARD OF DIRECTORS DIRECTOR, OFFICER REQUIREMENTS



NAA members who wish to be elected as an Officer or Director of the association at the 63rd International Auctioneers Conference and Show in Spokane, Wash., in July must announce their candidacy by **March 1, 2012.**

CANDIDATES MUST SUBMIT ALL OF THE FOLLOWING BY MARCH 1, 2012

1. A letter of intent to seek an Officer or Director position
2. A professional biography
3. A high-resolution professional color photograph of yourself
4. A brief response for each of the five questions. You have a total of **500 words to answer all five questions.**

A profile of each candidate, with their photograph and answers to the five questions below will be published in the May issue of *Auctioneer* and will be available on the NAA's website. The profile is intended to help members learn the candidates' goals and views.

QUESTIONS:

1. What is your understanding of the responsibilities of the Board of Directors or the position of Vice President (whichever office you seek)?
2. Please explain what you see as your YOUR role, if elected to the Board or as Vice President, and how you will make a difference in the NAA.
3. Which of the following word(s) best describe your leadership style and why: Direct, Influencing, Traditional, Detail-focused?
4. Give us your feedback to the recommendations made by the NAA Vision 2015 Task Force (there are no right or wrong answers; this will illustrate your thought process).
5. What else would you like the committee to know about you?

Please send the information by e-mail to Hannes Combest at hcombest@auctioneers.org on or before **March 1, 2012.**

RECOMMENDED GUIDELINES

The NAA Candidate Review Committee has developed a set of recommended guidelines to be used in attracting potential candidates to the Board of Directors. While any member may run for NAA office, the Candidate Review Committee suggests that candidates be able to embrace the

NAA Bylaws (as they pertain to the nominating process)

Candidate Information and Review Committee: The Vice-President, subject to the approval of the Board of Directors, shall appoint a Candidate Review Committee, the members of which shall serve for one (1) year or until their successors are appointed and qualified. The Candidate Review Committee shall be appointed soon after taking office and will consist of the Vice President, the Past President and three other current or former Board members. They will be responsible to:

- Identify potential board members and develop a full slate of candidates by March 1.
- Work with the board to identify the optimal board matrix based on the strengths and needs of the board (including the need for diversity as defined by the organization).
- Screen candidates' eligibility and assess qualifications for service.
- Market volunteer opportunities to potential leaders.
- Define leadership development strategies.
- Oversee and monitor leadership development activities.

Nominations from the membership for Association positions must be submitted to the Association headquarters office on or before March 1 of each year for the election at the annual meeting. No further nominations shall be made after this date except by the Candidate Review Committee as hereafter provided.

NAA Code of Ethics as well as the mission and vision of the organization. Also, Vice President candidates must have served at least one term on the NAA Board of Directors, NAA Education Institute Trustees, NAA Auxiliary Trustees or National Auctioneers Foundation Trustees.

MANDATORY SERVICE OF DIRECTORS

Board responsibilities:

Expected to attend three scheduled face-to-face meetings, monthly conference calls and serve on committees as requested by the President. Board members may be requested to attend and speak at various state association conventions as NAA representatives and attend social and other functions sponsored by the organization when schedules allow. In addition, it is expected Directors communicate the work of the organization and show support for the NAA.

Vice President responsibilities:

Expected to attend three scheduled face-to-face meetings, monthly conference calls with the Board, weekly conference calls with the Executive Committee, the State Leadership Conference, serve on the Education Institute Trustees and chair the Candidate Review Committee. In addition, the Vice President may be requested to attend and speak at other functions as the NAA representative in addition to their responsibilities as a Board member.

NAA POSITIONS AVAILABLE

Vice President: Elected annually by a vote of the membership; will ascend to the presidency the next year.

Directors: Two are elected to three-year terms by a vote of the membership.

A complete position description for Director, Treasurer and Vice President can be obtained by sending an email to Hannes Combest at hcombest@auctioneers.org.

2012 CANDIDATE REVIEW COMMITTEE:

- J. J. Dower, CAI, AARE, Chairman
- Marc Geyer, CAI, AARE, BAS, GPPA
- Christie King, CAI, AARE, BAS
- B. Mark Rogers, CAI, AARE
- Randy Ruhter

SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact: [NAME]

[PHONE]

[EMAIL]



Auctioneers *'Sold'* on National Auctioneers Day

Saturday, April 21, 2012

[CITY], [STATE], MARCH [DATE], 2012

The third Saturday in April marks a special day in the lives of auctioneers every year as 'National Auctioneers Day' is celebrated. This special day is recognized by auctioneers as a day to reflect back on one of history's oldest professions and celebrate the industry's future.

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

The National Auctioneers Association (NAA) and its members encourage the public to enjoy Saturday, April 21 by attending an auction. To learn more about auctions, find an auction or auctioneer near you, visit NAAuction.com.

###

About the National Auctioneers Association (NAA)

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

NATIONAL AUCTIONEERS DAY

PROCLAMATION

National Auctioneers Day
April 21, 2012

A PROCLAMATION

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

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

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

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

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

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

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

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

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

NOW, THEREFORE, I, [\[OFFICIAL'S NAME and TITLE\]](#) do hereby proclaim Saturday April 21, 2012 as "National Auctioneers Day" and call upon the community and partner organizations to celebrate with appropriate ceremonies to acknowledge these efforts.

Date: _____

Signature: _____



NAA Hall of Fame Nomination Form 2012

Name of Nominee _____

Residence Address _____

City _____ State _____ Zip code _____

Phone _____

State Association of Nominee _____

Business Information

Name of Firm _____

Position in Firm _____ Number of Associates or Partners in Business _____

Business Address _____

City _____ State _____ Zip code _____

Phone _____

Personal and Family Information

Spouse's Name _____

Does spouse participate in the auction profession? Yes No

If yes, explain: _____

Children (include names and ages)

Name _____ Age _____

Name _____ Age _____

Name _____ Age _____

Does spouse participate in the NAA Auxiliary? Yes No

Does spouse participate in the State Auxiliary? Yes No

General Professional Information

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

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

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

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

If yes, what field?:

NAA Hall of Fame Nomination Form (page 2)

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

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

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

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

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

Nominations must be postmarked no later than June 4, 2012. Mail nomination form to:

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

Submitted by (please print) _____

Residence Address _____

City _____ State _____ Zip _____

Phone _____

Nomination recommended by (state association) _____



MEMBERSHIP APPLICATION

Please complete all four sections of this form.

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

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

1

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

MEMBERSHIP TYPES		All members except *ONLINE members will receive the print version of <i>Auctioneer</i> magazine.
<input type="checkbox"/> REGULAR	An active Auctioneer that subscribes to the NAA Code of Ethics and embraces the NAA Mission and Vision. Voting Member (Printed Materials)	<input type="checkbox"/> \$300 (1 Year) <input type="checkbox"/> \$535 (2 Years) <input type="checkbox"/> \$725 (3 Years)
<input type="checkbox"/> ONLINE	Online member is an active Auctioneer receiving all correspondence through online and electronic formats. Voting Member (*Digital Materials - Receives digital version of <i>Auctioneer</i> magazine)	\$275
<input type="checkbox"/> AFFILIATE	Individuals who are not Auctioneers but who are involved in auction or auction-related business with the purpose to provide goods and services to Auctioneers and the public. Non-Voting Member (Printed Materials)	\$500
<input type="checkbox"/> ASSOCIATE	Employees of Active Members who are not Auctioneers. Auction-related professionals representing the real estate, finance and legal industries should apply for Associate membership. Non-Voting Member (Printed Materials)	\$225
<input type="checkbox"/> MEMBER + SPOUSE	An Active member and his/her spouse or significant other that subscribes to the NAA Code of Ethics and embraces the NAA Mission and Vision. Includes Auxiliary membership for spouse for one year. Voting Member (Printed Materials) Spouse's Name (Must Complete): _____	\$450
OPTIONAL FEES		
<input type="checkbox"/> NATIONAL AUCTIONEERS FOUNDATION DONATION	The National Auctioneers Foundation is the fundraising partner of the NAA. Funds promote the auction profession and industry. Donations are tax deductible.	\$50
<input type="checkbox"/> MEMBERSHIP NAA AUXILIARY*	The Auxiliary is a source for the promotion and advancement of the auction team. Membership is open to regular, online and retired members and spouses only. One year membership per person. <input type="checkbox"/> Self <input type="checkbox"/> Spouse *Auxiliary Member's Name (Must Complete): _____	\$25 per member

2

MEMBERSHIP INFORMATION (Please Print)

TOTAL AMOUNT DUE \$ _____

First _____ Middle _____ Last _____
 Nickname _____
 Company Name _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____
 E-Mail _____
 Web Site _____
 Check here if you are a previous member or a member of a state association.
 Male Female
 Number of Years in Industry _____ Year of Birth _____
 Name of auction school attended if applicable _____
 Referred By (Optional) _____

3

PAYMENT INFORMATION

- Check Enclosed (\$USD) Credit/Debit Card

**Payment Plan
See Reverse**

Credit Card # _____ Exp. Date (MM/YY) _____

Card Holder Name (Print) _____

Signature _____

4

AUCTION SPECIALITIES

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

- Antiques & Collectibles
- Appraisals
- Art & Galleries
- Auto & Motorcycles
- Bankruptcy
- Benefit & Charity
- Boats & Water Sports
- Business Liquidations & Office Equipment
- Coins
- Collector Cars & Vintage Equipment
- Estate & Personal Property
- Farm, Ranch & Livestock
- Firearms
- Govt. Surplus Property & Seizures
- Heavy Equipment & Construction Machinery
- Industrial & Manufacturing Equip.
- Intellectual Property
- Jewelry
- Real Estate, Commercial/Industrial
- Real Estate, Land
- Real Estate, Residential
- Off-Road & Recreational Vehicles
- Restaurant, Food & Spirits
- Trucks, Trailers & Transportation

NAA Member Benefit Highlights

NAA Member Services: (913) 541-8084 — Fax: (913) 894-5281
memberservices@auctioneers.org — www.auctioneers.org

NAAuction.com

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

OfficeMax Discounts

This custom office supply program offers savings of 31% to 88% off more than 25,000 products online, through the catalogue or at one of nearly 1,000 stores.

Shipping & Freight Discounts

Save up to 25% off Express, 12% off Ground and 70% off Freight when you ship with FedEx. Discounts of up to 70% off are also available on freight shipping with YRC and UPS.

Constant Contact

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

Auctioneer magazine

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

Auction E-News

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

Industry Insights

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

Online Mentoring and Networking Forum

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

Auction Calendar

Members can post their auctions for free on the exclusive NAA Auction Calendar hosted at www.NAAuction.com.

NAA Education Institute

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

Buyers' Guide

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

NAA Credit Card Program & Free Check Recovery

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

NAA Knowledge Center

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

Discounted Advertising Rates

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

Free Website Design & Hosting

Members can individualize information about their company and post auctions with their very own free website. This program also includes free web hosting when you pay just \$9.95/year for the URL.

Workers' Compensation Insurance

NAA offers a deviated Workers' Compensation insurance program through the Blue Valley Insurance Agency. Premium prices vary by state and by payroll.

Publications

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

NAA Payment Plan

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

Regular Membership (\$300)

\$100/month for three consecutive months

Online Membership (\$275)

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

Member and Spouse Membership (\$450)

\$150/month for three consecutive months

PLEASE CHECK ONE - REQUIRED

Payment by Credit Card: By checking this box, I understand the terms and conditions of the payment plan and authorize the NAA to automatically apply payment to my credit card on the 25th of each month (three consecutive months).

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

**Please Note: Failure to make three consecutive monthly payments will result in the cancellation of your NAA membership.*

Return completed form to the National Auctioneers Association by email to accounting@auctioneers.org, fax to (913) 894-5281 or mail to 8880 Ballentine, Overland Park, KS 66214.

IF EMAILING OR FAXING FORM, PLEASE MAKE SURE TO INCLUDE BOTH FRONT AND BACK PAGES.

Mission

To promote the professionalism of auctioneers and auctions through education and technology.

Vision

The National Auctioneers Association will unify and lead the auction and competitive bidding industries so they will be increasingly utilized as the preferred method of sale for personal and real property in all segments of the economy.

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

www.auctioneers.org



FROM THE FORUM

www.auctioneers.org/forum

trending topics		views	replies
1	Building an e-mail database	217	11
2	Bylaw revisions	2,661	176
3	Handling large crowds	254	12
4	Online valuation resources	200	7



In what ways do you try to maintain your health as an auction professional?

“Stretching. I’m in the car for the majority of the day. When I pull over, I like to stretch it all out to keep my body healthy.”

Sean Paine, GPPA
Newton, Mass.

“Whether I am on an airplane or traveling by vehicle, I take some time out of every day to find a place to run.”

Kristine Fladeboe-Duininck, BAS
Spicer, Minn.

“Running. For me, it has to be outside because my body needs the vitamin D after all the time in the car and in front of a computer.”

Traci Loftis
Wichita, Kan.

“I recently found something that helps to bust a migraine: cold-water therapy.”

Randy Burdette, CAI, CES
Greenville, Tenn.

Compiled by Brandi McGrath

AROUND THE BLOCK

■ Thanks to the generosity of St. Jude Children’s Research Hospital Auction for Hope donors, the National Auctioneers Association has **exceeded the program’s fund-raising goal** for the year. NAA members had helped raise \$124,552 as of late February. The goal was \$100,000 by March 15.

■ Proceeds from the National Auctioneers Foundation’s Online **Fun Auction Extravaganza** came in at about \$40,000, nearly \$10,000 more than last year.

■ Larry Latham, CAI, of Larry Latham Auctioneers Inc., Las Vegas, says he hopes to serve “as an advocate for the auction industry” in **his new role with Proxibid Inc.**, Omaha, Neb., according to a news release. The release says Latham will add focus to Proxibid’s business strategy and help the company elevate the auction industry.

■ Aaron McKee, CAI, AARE, ATS, of Purple Wave Inc., Manhattan, Kan., was recognized in the January issue of *Ingram’s* magazine as one of the **“50 Kansans You Should Know.”** The profile recognizes McKee’s company for making the *Inc. Magazine* 500 list in 2010 and for having 80,000 registered website users.

MEMBERS' CORNER

Thank you, task force members

This fall, a task force suggested new rules and categories for the annual NAA/USA TODAY Marketing Competition. The changes address the need for more efficient and cost-effective auction marketing. A story in the February issue of *Auctioneer* details the changes.

- Ryan George, of Biplane Productions, Lynchburg, Va.
- Megan McCurdy, CAI, BAS, of McCurdy Auction LLC, Wichita, Kan.
- Kevin Oldham, of United Country Auction Services, Kansas City, Mo.
- Catrina Duncan
- Wes Sigler



George



McCurdy



Oldham

For their help, the NAA would like to thank the following task force members:

Real estate trainers focus on advertising, technology

The early February Real Estate Auction Summit in Atlanta featured two nationally recognized presenters, Terri Murphy and Verl Workman.

Murphy, e-communications strategist and entrepreneur, encouraged attendees to improve the Internet presence of their businesses, and Workman, a self-described “Freaking Sales Animal,” provided ideas and shared technology tools for myriad business applications.

Check out Page 28 for a report from the summit.

Part of Murphy’s presentation focused on helping Auctioneers understand the mindsets of consumers in four generations.

She describes the people in Generation X and Y as independent but community-minded individuals.

Advertisement design, Murphy says, must be “hyper-local.” She says today’s buyers don’t trust advertising like they have in the past.

Workman taught attendees efficient ways for making more money and better managing their businesses. His presentation focused on maximizing productivity with proven technologies.

He says life is too short to work all the time.

“I’m a dad. I work because I want to live well,” he says. “I want to spend more time with my kids. I want to hang out, and that’s why I work hard. Having tools and technologies, in my opinion, is what gives us the opportunity to be able to enjoy the things we really care about in life.”

Look for video interviews with Murphy and Workman at YouTube.com/NAAAuctioneers and in a future issue of *Auctioneer*.



E-communications strategist and entrepreneur Terri Murphy talks about generational differences during her presentation at the 2012 Real Estate Auction Summit in Atlanta. Check out videos from the event at YouTube.com/NAAAuctioneers.



Real estate trainer Verl Workman presents NAA members with tools and technologies they can use to improve efficiencies in their businesses. Workman was a featured speaker for the Real Estate Auction Summit. More videos are available at YouTube.com/NAAAuctioneers.

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online**

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Follow us on: [twitter](https://twitter.com/NAAAuctioneers)

Like us on: [facebook](https://facebook.com/NAAAuctioneers)



Indiana Auctioneers Association members met with legislators, including Lt. Gov. Becky Skillman (in yellow), Feb. 13 for Auctioneer's Day at the Indiana Statehouse. Auctioneers and state lawmakers discussed various laws, potential changes in laws and how they might affect the auction profession in Indiana. Auctioneers talked about auction education, professional liability, government regulation and sales taxes, according to a news release. Submitted photo

Thank you, NAF supporters

For their generous contributions to the National Auctioneers Foundation in 2011, the NAF and National Auctioneers Association would like to thank the following donors:

Robert Baker, CAI, AARE, CES, MPPA

Chuck Bohn, CAI, GPPA

Larry Brenner

Maverick and Jennie Neal Commins

Tony Couch

Terry Dunning, CAI, MPPA

Benny Fisher, CAI

Gordon Greene

Eddie Haynes, CAI, AARE

David Helmer, CAI, CES, GPPA

Ben Hudson

Allan Kahler, CAI, AARE, MPPA

Kurt Kiefer

Christie King, CAI, AARE, BAS

Alonzo LaBarr

Harvey Lambright, CAI, AARE, CES, MPPA

Robert Massart, CAI, AARE, CES, MPPA

Daniel Neal

Homer Nicholson, AARE, CES

Clifford Orr

Tom Perry, CAI, AARE, MPPA

Chris Pracht, CAI, AARE, CES

Bracky Rogers, CAI, CES, GPPA

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Shannon Schur, CAI, BAS, GPPA

William Sheridan, CAI, AARE, GPPA

Daren Shumway, CAI

Fredrick Smith, CAI, CES, MPPA

Joe Tarpley, CAI

Ron Tosch

Rosario Troia

Annette Wells, CAI, BAS

Randy Wells, CAI, AARE, BAS, CES, GPPA

Joel Wilson, AARE

Curran Miller Auction

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Auction Flex IFC

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Basinger Audio Systems 44

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CUS Business Systems 43

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LuJohns Enterprises 24

Mendenhall School of Auctioneering 11

NEBB Institute 4

Reppert Auction School 27

Satellite ProLink 10

St. Jude 35

Texas Auction Academy 41

United Country Auction Services .. BC

USA TODAY 25

Vortex Auction System 7

Want to advertise in Auctioneer?

Contact: **Anna Lewis**
 (913) 563-5421
alewis@auctioneers.org

Classifieds

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Need new consumer goods, paper, art, craft, sewing, etc. Manufacturers, warehouses, distributors. Confidential. We buy truckloads... FAST! Anywhere in USA. Kurt Kiefer, Fergus Falls, MN
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HAVE AN ITEM TO SELL OR JOB OPPORTUNITY?

The **MarketPlace** section is a new feature for **Auctioneer** reserved for your business and commercial advertising needs. If you are interested in taking out an advertisement, please contact:

Anna Lewis
alewis@auctioneers.org
 (913) 563-5421



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NAA STAFF

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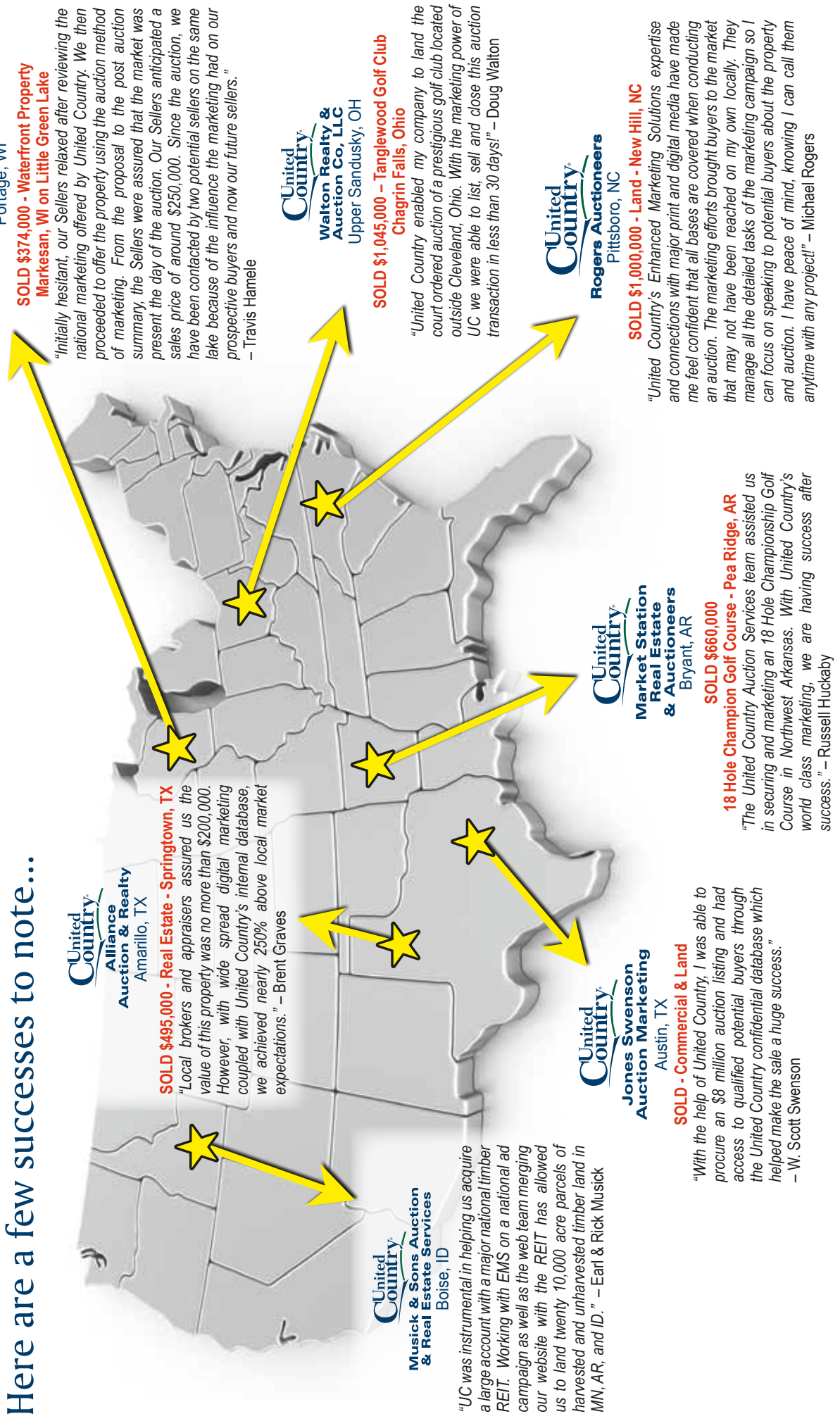
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"Initially hesitant, our Sellers relaxed after reviewing the national marketing offered by United Country. We then proceeded to offer the property using the auction method of marketing. From the proposal to the post auction summary, the Sellers were assured that the market was present the day of the auction. Our Sellers anticipated a sales price of around \$250,000. Since the auction, we have been contacted by two potential sellers on the same lake because of the influence the marketing had on our prospective buyers and now our future sellers."
 - Travis Hamele

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