

# Auctioneer

MAY 2015

The official publication of the National Auctioneers Association

## EXERCISE: BIDDING ON YOUR FUTURE

### ALSO INSIDE:

- FIVE Q&A'S WITH YOUR NAA CANDIDATES
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**Thomas W. Saturley**  
CAI, NAA President

National Auctioneers Association President Thomas W. Saturley, CAI, joined NAA in 1991. He served two terms on the NAA Board of Directors as Presidential Appointee before being elected as Vice President in 2013. Prior to that, Saturley served one term as a Director beginning in 2002, and was awarded the NAA President's Award of Distinction in 2003. Also, he served on the Board of Governors for the Auction Marketing Institute.

Saturley is President of both the NAA and Tranzon Auction Properties. He has an extensive background in law, real estate, auction marketing and business management. He makes his home in Portland, Maine, with his family.

## Get to know your candidates, and vote!

As a “card carrying” member of the NAA, this is one of the most important issues of Auctioneer you will read during the year. On pages 24-31, you will find questions and answers to the candidates seeking election to Vice President, Treasurer and Director of the NAA.

Collectively, we belong to an association that is charged with helping us in our business – providing information and education on a myriad of topics in various ways. We belong to an association that advocates on issues that may impact your business in the federal congressional or regulatory arenas. We belong to an association that promotes auction professionals to other professionals who seek ways to dispose of their assets.

Our association, like any association, can only achieve greatness by electing great leaders. And, here's what's special about the NAA: We still elect our leaders through an old-fashioned democratic process.

Last fall, the Board approved a change in the election process. In the past, if you wanted to vote by absentee ballot, you had to first request a ballot and then have it sent by the U.S. Post Office to your address, complete it and send it back to the NAA Headquarters using the U.S. Post Office.

Well, welcome to the 21st century.

Today, you can go to [auctioneers.org](http://auctioneers.org), download a ballot and return it to NAA headquarters in a sealed envelope. You still need your name and member number on the outside of the envelope in order to validate your ballot, but the process is now much simpler.

Something else new we have added this year are videos of the candidates answering two questions: 1) What is the one thing you want NAA members to know about you? 2) At the end

of your term, what would you have liked to have accomplished?

The videos are posted on [auctioneers.org](http://auctioneers.org). Please take the time to view them.

### More than a popularity contest

Elections are more than just popularity contests. This election will determine which candidates take office and lead the NAA into the future. So please, I encourage you to learn whatever you can about the candidates to make sure they represent the direction you believe the NAA should be taking.

Read the interviews in Auctioneer, watch the videos and if you are unable to join us in person this July, download the absentee ballot so that your opinion will count. On-site ballots will be available Wednesday, July 15, at the Annual Business Meeting in Addison, Texas.

And, one more change: The ballot distribution desk will close 30 minutes after the scheduled start of the Annual Business Meeting. We hope that this will allow the Election Committee more time to begin counting absentee ballots and thus reduce the amount of time we spend anxiously waiting to hear who the winners are.

### We need your help.

Send in an absentee ballot, or vote in person – whichever method is best for you. Please, educate yourself on what the candidates are saying and vote.

The future of the NAA depends on you.



14

24

**10 COVER STORY: Exercise: Bidding on your future**  
 More than a few NAA members believe a healthy lifestyle is essential for survival in the auction industry. We find out what changes they made, and how it has affected their auction businesses.

**FEATURES & NEWS**

**6 Promotions, Advocacy get OK**  
 The NAA Board greenlights committees' structure as both groups show strong early progress.

**8 Winter to chair EI Trustees**  
 New appointment begins in July. Also, Coffey, Jordan join the Trustees.

**14 NAA dominates WAAC**  
 NAA sweeps the top four spots after placing nine members in a final field of 15.

**24 2015 NAA election Q&A**  
 We ask this year's candidates for their views in five questions. Get to know them!

**32 CAI 2015: "Everyone was right."**  
 The full, new CAI curriculum has raised the program's elite status even higher.

**35 2015 C&S: Welcome Party!**  
 Grammy winner Asleep at the Wheel will help welcome NAA members to Addison.

**48 Convert the unbelievers**  
 Data use is a good, underused way to spur business growth.

**56 School Showcase: Reppert Auction School**  
 Students of the famous school have been selling the same item since 1921.

**NETWORKING**

- 40 NAA Hall of Fame form
- 44 Success stories
- 50 In memory
- 53 New members
- 57 Schools
- 60 New designations
- 62 Filler words

**DEPARTMENTS**

- 61 Education calendar
- 65 Marketplace

**MEMBER PROFILES**

**38 In full Bloom**  
 With keen leadership and an easy style, Bob Bloomer did groundbreaking work that led to today's CAI CE requirement.

**42 Leaning on family**  
 NAA members and the auction industry came through in a big way for one of their peers after a fire.

**BUSINESS PRACTICES**

**18 Internet shaming**  
 It is as bad as it sounds, and it can destroy your business. Here's how to fight against it.

**22 Watch the tape**  
 Do everything you can to conduct business correctly, and record it.

**20 Animal language is no bull**  
 Can there be liability attached to the descriptive words used to sell animals?

**On the cover:** Maybe it's running in the hills or a quick walk through the neighborhood, exercise can go a long way toward making you even better at your business.

Auctioneer issue 5 MAY 2015 (ISSN 1070-0137) is published the first of every month, with the exception of combined issues in June/July and December/January, which are published in mid-June and mid-December, respectively, by the National Auctioneers Association, 8880 Ballentine St., Overland Park, KS, 66214-1900. There are 10 issues printed annually. Auctioneer is a means of exchanging ideas that will serve to promote the auction professional and the auction method of marketing. The views expressed by columnists do not necessarily reflect the opinions of the National Auctioneers Association. Periodicals postage paid at Kansas City, MO, and additional mailing offices (USPS 019-504). POSTMASTER: Send address changes to Auctioneer magazine (NAA), 8880 Ballentine St., Overland Park, KS 66214-1900. Copyright © 2015 by the National Auctioneers Association. Materials may not be reproduced without permission.



Pictured L-R (front row): Past President - Paul C. Behr, CAI, BAS; Vice President - Spanky Assiter, CAI, AARE; Director - Terri Walker, CAI, BAS, CES; Treasurer - Chris Pracht, CAI, AARE, CES; Director - Scott Shuman, CAI; Presidential Appointee - Christie King, CAI, AARE, BAS; Director - Devin Ford, CAI, CES; NAA CEO - Hannes Combest, CAE; (back row): President - Tom Saturley, CAI; Foundation Rep. - Larry Theurer - CAI, GPPA; EI Chair - Will McLemore, CAI; Director - Joseph Mast, CAI; Director - Tim Mast, CAI, AARE; Director - David Whitley, CAI, CES.

# NAA Board okays Advocacy, Promotion Committees' structure

Committees show strong early progress in forming future steps.

By NAA Staff

**N**AA's three strategic initiatives are off and running.

At its annual Spring meeting, the NAA Board of Directors approved the structure for two new committees that will oversee the advocacy and promotions efforts of the organization; the Education Institute Trustees oversees the third initiative – education.

David Whitley, CAI, CES, chair of the Advocacy Committee, and Tim Mast, CAI, chair of the Promotions Committee, submitted recommendations from their respective committees to formalize these committees and a work plan from each group.

The NAA Board of Directors unanimously approved these recommendations.

Both committees will have six members, with each member serving a three-year term and two members rotating off each year. A chair will be appointed for each committee. The committees will be appointed by the President of the NAA Board of Directors and affirmed by the Executive Committee.

The Advocacy Committee recommended three steps be addressed in 2015:

1) Launch education for NAA membership on advocacy and begin

to build relationships with political influencers;

2) Research and identify issues for inclusion in a legislative agenda;

3) Create process to maintain awareness of federal and state issues pertinent to the auction industry.

The Committee will begin formulating plans for a Day on the Hill in Washington, D.C., potentially to be held in the fall of 2015.

The Promotions Committee recommended several educational tactics as well, educating members on how to educate the public about NAA and designations, etc.

In addition, it recommended that tools be developed such as press release templates to be used by members who attend various NAA programs. The committee believes content must be created and housed on the NAA website to help promote themselves as a NAA member, thus creating a stronger brand presence in the marketplace.

Tom Saturley, CAI, president of the NAA Board of Director said the entire Board was pleased with the progress made by the committees chaired by Whitley and Mast.

“If NAA is to be successful in the future, it is critical that we embrace these two new initiatives – advocacy and promotions,” he said. “These committees have created ways to complete tasks keeping in mind that they must be sustainable and within our financial resources.”

In other action, the Board approved recommendations from the Data Task Force, chaired by Scott Shuman, CAI. The Task Force was charged to review recommendations made by a consulting group, McKinley Advisors to determine what data NAA should be collecting. The Task Force recommended that NAA staff focus on collecting information about the NAA membership in order to assist efforts needed by the Advocacy and Promotions Committees.

“While we all wish we could collect industry data and asset specific data,” Shuman said, “at this point, it is not within our financial parameters to do so. But, we can collect information about our membership to support the efforts of the other two groups.”

The Board also approved a recommendation from President Tom Saturley to create a task force to review and revise the NAA Code of Ethics. The Code last was rewritten in 2008 but subsequent revisions have made it disjointed. As the Promotions Committee begins their efforts to the public, Saturley said it is important that

we have a Code that provides substance to the public.

In other action, the Board directed staff to distribute a call for speakers that will be included in an NAA Endorsed Speaker’s Database to be available for states to use. Staff plans to have this database available by the end of the year.

Several recommendations made by the Education Institute Trustees were discussed during the meeting as well.

The meeting was attended by all NAA Board of Directors and all candidates up for election.

“The fact that these candidates would use their own money and time to attend this meeting in Overland Park, Kansas, speaks highly of them and their commitment to the NAA,” Saturley said. “We are fortunate to have such great candidates.” ❖

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## Winter named EI Trustees Chair; Coffey, Jordan join as Trustees

By NAA Staff

At its April meeting, the NAA Board of Directors confirmed the appointment of Jimmie Dean Coffey, CAI, AARE, ATS, BAS, CES, MPPA, and Tom Jordan, CAI, AARE, ATS, CES, MPPA, to the Education Institute Trustees.

According to Will McLemore, chair of the Education Institute Trustees for 2014-2015, these were the top two candidates recommended to Vice President Spanky Assiter, CAI, AARE, who then recommended them to the Trustees.

“Both of the individuals exemplify the success that NAA education provides a person,” McLemore said. “Both have all the designations that NAA offers, have successful businesses and will be great additions to the current Trustees.”

Coffey and Jordan will begin their roles in July.

Also at its March meeting, the Education Institute Trustees elected Jason Winter, CAI, AARE to chair their group beginning in July. Peter Gehres, CAI, CES will assist him as vice-chair.



Winter



Coffey



Jordan

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Archives available at [auctioneers.org/iserie](http://auctioneers.org/iserie).

## BIDDING ON YOUR FUTURE

By Nancy Hull Rigdon, contributor

**Several NAA members believe a healthy lifestyle is essential for survival in the auction industry.**

**C**hristie King, CAI, AARE, BAS, commands an auction these days with a newfound confidence, thanks to a drastic lifestyle change, inspiration from fellow Auctioneers, her treadmill, “House of Cards” on Netflix, wearable technology and a phone app.

King has lost 60 pounds and five dresses sizes in the past year – a feat that’s led to remarkable personal and professional changes.

“My attitude and self-confidence has totally transformed for the best, which gives me a whole new and improved stage presence,” King says.

A healthy lifestyle, she says, is essential for survival in the auction industry.

“Being active and eating right helps your mental attitude and physical body, plus, Auctioneers are not known to retire. Everyone says they’ll be an Auctioneer until the day they die, so we better be taking care of ourselves so that we can do the profession we love – not just for us, but for our families, too,” she says.

King’s journey began in March 2014. Then, while at her heaviest, she saw Susan Johnson, BAS, CES, and was inspired by her recent weight loss. A couple of months later, King met with NAA CEO Hannes Combest, CAE, and was motivated by her weight loss as well. She followed in Combest’s footsteps by buying a Fitbit and downloading the MyFitnessPal app to track her exercise and calories. Then, she made the decision to begin a healthier lifestyle and figured out a plan.



EXERCISE

Five days a week, she woke up at 5 a.m. to walk on her treadmill for a little less than an hour while watching Netflix shows such as “House of Cards” on her phone. She also started making smarter eating choices.

She was accountable to her Fitbit and app as well as to her colleagues. Lynn Zink, CAI, BAS, CES, often checked in on King’s progress, and several months after King had lost 10 pounds per month, Si Harbottle, CAI, told her that she had inspired him to make healthier choices.

King’s now maintaining weight, and she’s thinking about starting a Facebook page where NAA members could encourage each other to make healthy habits.

“As we say, ‘Auctioneers helping Auctioneers,’” she says.

Darron Mearns, CAI, BAS, MPPA, has maintained an active lifestyle his whole life. He’s an obstacle course runner, eats right, and for the past three years, he’s been

**As Auctioneers, we make our money with our bodies and our voices, and if we don’t take care of ourselves, we’re not going to have longevity.**



Kristine Fladeboe-Duininck (above) and Darron Mearns are among a growing sect of NAA members who are making exercise and nutrition an essential part of their professional life.

dedicated to the high-intensity interval training craze known as CrossFit.

“I’ve always thrived on the stress, variety, challenge and problem solving of auctioneering, and that’s also exactly how I’d describe CrossFit,” Meares says.

At 43, his doctor says he has the blood pressure of a 20-year-old, and he knows that his physical health ups his auctioneering stamina, eases stress, lowers the chance of injury while working and also puts him at low risk of having to back out of auctioneering commitments due to health issues.

“As Auctioneers, we make our money with our bodies and our voices, and if we don’t take care of ourselves, we’re not going to have longevity,” he says. “My body has to stay a well-oiled machine for my future, and I do my best to fuel the machine every day.”

Kristine Fladeboe-Duininck, BAS, completed her second Boston Marathon last month, and she’s addicted to the benefits of distance running.

“It keeps my heart and soul and mind fresh,” she says.

Her father’s battle with heart disease as well as her own desire to encourage her children to be healthy have kept her going, and she stresses that she wants other auction professionals to experience the health benefits that she has realized.

“I love this industry,” she says. “I love the people in this industry, and I want them to know that with a little bit of time most days – even just 15 minutes, and it doesn’t have to be running – you can feel like a million bucks and become stronger and healthier for your clients and your family and yourself.”

Auctioneers must make themselves a high priority in order to be healthy, Fladeboe-Duininck says.

“In this industry, we sometimes give others all our heart, and then we come in last, and I want my fellow Auctioneers to know the importance of taking care of themselves,” she says.

She continues, “I try in life to choose joy. When I take the time for myself and get those natural endorphins from exercise, it becomes easier to choose joy, and I want my fellow Auctioneers to have an easy time choosing joy.” ❖

We are so *Blessed* by those who have paved the way.

*I will keep paving because from everyone who has been given much, much will be required.*



John Nicholls for NAA Vice President 2015

Download a ballot beginning on May 1st at [john4naavp.com](http://john4naavp.com)

# NAA dominates World Automobile Auctioneers Championship

Members took the top four spots and made up 60 percent of the finalists group.

By Curtis Kitchen, editor



Bobby D. Ehlert topped a highly competitive field at the World Automobile Auctioneers Championship in Las Vegas.

**L**uck, it's said, is the combination of preparation meeting opportunity. That certainly holds true for National Auctioneers Association members who recently were "lucky" while taking the 2015 World Automobile Auctioneers Championship by storm on April 17.

Competing at Manheim Nevada in Las Vegas, Bobby D. Ehlert, BAS, of Phoenix, Arizona, won the highly sought-after title, followed by Michael Chambers, of Atkinson, New Hampshire, TJ Freije, of Clayton, Indiana, and Heath Spracklen, of Pana, Illinois.

The foursome emerged after NAA members claimed nine of 15 finalist spots that were decided among a total field of 75.

In other words, what a great, proud day as NAA members delivered a monumental statement through proving their

ability to sell effectively in a live environment.

"What an honor to stand with my friends and auctioneer family on that stage!" Ehlert wrote in a Facebook comment following the event that featured a field of 75 competitors.

The WAAC was founded in 1989 and was purchased by NAA Past President Paul C. Behr in 2005. Behr's efforts in continuing to build the championship event have been evident through growing presence and production, and they were honored at this year's event as he was given the "Champion of Champions" trophy, along with a Champion's ring.

Next year's event will be held at Manheim Pennsylvania. ❖

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By Carl Carter, APR

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

# Internet public shaming can destroy your business

By Carl Carter, APR

**Y**ou know the story, or some version of it. In the wake of the controversy over a new state law, a TV reporter asked a pizza store co-owner a hypothetical question that had nothing to do with the restaurant. Video of answer went viral on the Internet and millions pointed to it in outrage. It became so bad that the business had to close, at least for a while.

Here's the scary part: such episodes are becoming more common and affecting every kind of institution from international corporations to cities to mom-and-pop businesses. As far as I know, we haven't seen high-profile social media campaigns against any auction companies, but given the public nature of what we do, it may be just a matter of time.

Until the last couple of years, I've worried about this type of risk mainly in the context of news media. That risk still exists, but now a public shaming campaign can occur in minutes with no help at all from media.

Keep in mind that there are people who have a vested interest in creating a scandal for your business – or mine, or anyone's. Most media web sites make money by selling ads, and that means they need lots of traffic. Nothing boosts a site's numbers like a good outrage.

To make matters worse, it's very difficult to predict what will go viral and make a business the subject of public shame. And once it happens, the damage can be difficult – perhaps even impossible – to clean up.

Here are a few situations that could put you at risk:

**Security.** Now and then, you need security at an auction. Sometimes, there's a dispute and a possibility that an ex-spouse, partner or family

member might show up and try to disrupt the scene. If somebody posts a video of your guard cursing and tossing somebody out the door, you've got a major risk on your hands. Make sure anybody working for you upholds your standards for discreet, polite behavior.

**Disgruntled Buyer or Seller.** Now and then, things go wrong, and somebody wants to extract some revenge. Unfortunately, viral videos have been around a while, and people have figured out how to make one of their own. If you find yourself with somebody in your face screaming that you've done them wrong, assume they have somebody making a video of the whole thing. Your best bet is to say something like "we'll talk after you cool off," turn your back, and find a place to get out of sight of whoever is pointing a camera at you.

**Offhand conversations by auction staff.** For years, I've warned clients to be careful what they say when they might be overheard. The walls have always had ears, and now they have cameras too. A racist joke, a disrespectful comment about the seller (or a bidder), or a prediction of the outcome of an auction can all bite you. Make sure everyone working for you – clerical staff, bid assistants and anybody else – keeps it professional, whether they think anybody's listening or not.

**Injudicious social media postings.** Plenty has been written about the dangers of inflammatory posting, especially on Facebook or Twitter. A lot of careers have been ended by a single tweet (though I'm not aware of any that have benefitted much by one). Realistically, this is a bigger problem if you're famous, but your posts can still badly hurt you. Most of the standard advice is good – stay away from politics, sex, race and other hot topics. Never post when you're angry, or

when you've been drinking.

**Skeletons in your closet.** Many – probably most – people have episodes in their lives they're not especially proud of. A DUI, a bankruptcy, a lawsuit or a nasty divorce are common examples. Many of these leave breadcrumbs in public records that an angry associate, buyer or seller can obtain and post, and there's very little you can do about it. About the best advice I can give is to manage your life and relationships in such a way that you don't have people out there seeking to harm you.

Finally, it's important to understand that you have little or no legal protection in the case of a public shaming campaign against you. Libel and privacy laws evolved for a pre-Internet world in which there was no instant sharing of inflammatory content. You might feel better if you threaten to sue somebody, but all the legal cards are stacked against you.

*Carl Carter, APR, president of NewMediaRules, has provided public relations and communications services to auction companies nationwide for 20 years. Email him at [carl@newmediarules.com](mailto:carl@newmediarules.com). ❖*

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# Animal language is no bull

**Question:** I attend livestock auctions and hear Auctioneers talk about the traits that make the animal being sold a good animal to buy. Is there liability for such statements?

**Answer:** Possibly, it depends on words used and the context of the sale. When Auctioneers call a sale, they usually discuss each item being sold. Auctioneers are selling the lots being auctioned, so it is important to discuss the positive qualities of the item. Auctioneers highlight the features of the lot being sold to help bidders determine the value of the lot. In addition, the chant is designed to have a rhythm and musical qualities. The chant is to get bidders excited and keep them interested in the sale. A certain amount of puffery is expected, however, Auctioneers should exercise caution. As discussed in the March 2014 column, the words used at an auction can create a warranty for the seller. In addition, Auctioneers should carefully avoid making any false or misleading statements.

Article 2 of the Uniform Commercial Code governs the sale of "goods." The term "goods" is defined to mean "all things (including specially manufactured goods) which are movable at the time of identification to the contract for sale other than the money in which the price is to be paid, investment securities and things in action. 'Goods' also includes the unborn young of animals and growing crops and other identified things attached to realty as described in the section on goods to be severed from realty." UCC § 2-105. Courts generally treat the sale of animals and livestock as "goods" within the meaning of the UCC. Therefore, the UCC provisions and standards apply.

The line between puffing and misrepresentation occurs when an Auctioneer knows (or should know) that a statement is not truthful. It is probably safe for an Auctioneer to state "I expect this horse to someday win the Kentucky Derby," because it is giving an opinion and everyone knows it is practically impossible to predict such an accomplishment. This statement is

puffery. However, compare that statement to an Auctioneer stating "his father is a Kentucky Derby winner." The Auctioneer should know whether the horse's father won the Kentucky Derby—it is something important that can be verified. A bidder who heard the statement may reasonably rely on that representation and submit a bid based on it. If it is later learned that the horse was not the offspring of a Kentucky Derby winner, then the Auctioneer could be held liable for misrepresentation or fraud.

Generally, the representations made by Auctioneers are based on the information provided to them by the seller. The seller is familiar with the qualities, pedigree, age, and characteristics of the animal that make it desirable to own. When an Auctioneer is engaged to sell an animal, the owner will provide a description of the lineage, breed, gender, gestation, age and other traits to the Auctioneer. To protect the Auctioneer, the seller's description should be in writing and made a part of the auction contract. Otherwise, the Auctioneer is

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

In the spring of 2014, Liam was found to suffer from a rare brain tumor called ATRT. For weeks leading up to the diagnosis, Liam would get sick in the mornings. His parents, Joe and Cassie, took him repeatedly to the pediatrician, who believed Liam had a virus. Then one night, when Liam was inconsolable, his parents took him to the local emergency room. "When we told them Liam's symptoms, they knew something was wrong," Cassie recalled. Within a day, Liam's family learned he had a brain tumor identified as ATRT.

After surgery to remove the tumor, Liam's family turned to St. Jude Children's Research Hospital® for his continuing care, which included chemotherapy, a second brain surgery and proton beam radiation therapy.

Families never receive a bill from St. Jude for treatment, travel, housing or food—because all a family should worry about is helping their child live. "Because we didn't have to worry about housing or medical costs, we were able to be together as a family," Cassie said. "There are so many things we didn't have to worry about. We could focus on Liam and his well-being."

Liam is now finished with treatment and visits St. Jude for regular checkups. He's a loving, laid back toddler who loves to watch TV and eat popcorn. He also likes to play with his toy cars and try to figure out how things work.

## The final contract for sale is between the seller and the buyer.

taking some risks. At some auctions, the Auctioneer will hand the microphone to the seller and allow him or her to describe the animal.

Under the NAA Code of Ethics, "Members owe the buyer ... the duties of honesty, integrity and fair dealing at all times." Art. 2. In addition, the Code of Ethics provides, "Members shall not misrepresent or conceal material facts." Art. 9. Auctioneers should take the high roads and follow these ethical standards established in the industry. Auctioneers should seek to avoid placing themselves into situations where someone can assert a claim for fraud or misrepresentation.

The final contract for sale is between the seller and the buyer. If the buyer is dissatisfied with the animal purchased, however, he or she could assert a claim against the seller and/or the Auctioneer. If the buyer files a lawsuit, he or she is likely to name both the seller and Auctioneer as defendants. If that occurs, the Auctioneer can introduce into evidence the auction contract with the seller's written description of the animal. In the situation where the seller made the actual representations about the animal, the Auctioneer can introduce the recording of the auction. The auction contract and the recording of the auction would be evidence that could be used to show the Auctioneer relied on the seller's representations and did not participate in fraud or misrepresentation.

In conclusion, Auctioneers should consider obtaining specific representations about a lot, if any, in writing to protect themselves. In addition, Auctioneers should think about handing the microphone to the seller to allow him or her to describe the lot. There are questions about when, if ever, an Auctioneer has a duty to do some due diligence to verify important representations instead of relying on the seller's representations. This issue will be analyzed next month. ❖



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Liam  
at age 2  
Ohio  
ATRT

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### Steve Proffitt

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

# Watch the tape

**R**ichard Milhous Nixon – thirty-seventh President of the United States (1969-74).

Elected to serve two terms, Nixon never finished the second. Facing the conflagration of the Watergate scandal, and incontrovertible evidence of his involvement, Nixon became the first president (only to date) to resign the nation's highest office. As events unfolded, the name “Nixon” became forever linked with “taping” – using voice recorders to secretly capture private conversations. Ironically, it was Nixon's own words that proved his undoing.

## Backdrop

In early 1971, the Secret Service installed a hidden taping system in certain areas of the White House, including the Oval Office and Cabinet Room, plus the Old Executive Office Building and at Camp David. Telephones that Nixon would ordinarily use were also “tapped” for taping his conversations. The system was sophisticated and voice-activated to operate only when he was present in a “bugged” area. This was possible through its linkage with the “Presidential Locator,” a device the Secret Service used to track Nixon's location within the White House.

All of this was done at Nixon's direction. The president was enamored with recording his conversations, both for personal use and as an historical record, but he didn't originate the concept. Franklin Roosevelt first launched taping within the White House and every successor, up to Nixon, followed suit, as has every president who followed him. The surreptitious, voice-activation aspects of Nixon's system is what set it apart from those used by other chief executives.

## Big reveal

Alexander Butterfield was an aide to the president who was called to testify before the Senate Watergate Committee in July 1973. It was Butterfield who revealed the existence of Nixon's extensive taping system. The information hit like a sunburst and quickly set the stage for a major constitutional battle between the Senate and the president, in the former's quest to subpoena copies of certain tapes.

Nixon cited executive privilege and refused to provide the recordings. After several bruising and very public battles, the Senate prevailed. The tapes came to light and the conversations they held ensnared Nixon in the scandal and helped bring down his presidency.

## Guess who?

So aside from presidents, guess who else is a fervent fan of taping? Auctioneers. They routinely record their most important business dealings – the auctions they conduct. The idea is to avoid disputes with bidders about who purchased a given lot and for how much money.

Auctioneers typically come to embrace taping in one of two ways. Many are taught it during their instruction in auctioneering school. Others get the taping bug when they hear of peers and competitors doing it.

## Like Nixon

Whenever I'm speaking to auctioneers or teaching an auctioneering class and the topic of taping comes up, I ask for a show of hands to see which participants think the practice is a good one. Every hand will be thrust into the air. That's when I throw in this line:

“You're right. Taping is a great idea ... just ask President Nixon.”

The audience reaction is always the same. The once-confident faces before me suddenly reflect unpleasant surprise. An uncomfortable murmur will spread across the room, as attendees whisper about a threat they never considered. This is where I drive my point home.

## Legal bliss

“If you want to make a lawyer very happy,” I add, “just find one who's suing an auctioneer about an auction and tell the lawyer to demand a copy of the tape recording of the event. The lawyer's initial look of puzzlement will quickly give way to a broad grin, once you explain the auctioneer will likely have a tape, because many routinely record their auctions.”

I've been involved in a number of legal cases where tapes of auctions played a significant role. Depending upon what the contents held, the lawyers on one side or the other were always overjoyed to get hold of a tape. By the way, you would be amazed at what some tapes include.

### Think!

Auctioneers should think carefully about everything they do and contemplate all facets of a practice, before simply putting it into use. Smart businesspeople vet every policy, procedure, and practice and don't operate by copycatting the other guy. That would be foolish. Just because someone else (even everyone else) does something doesn't make it the right thing to do. The same applies to taping, so let's look at the pros and cons involved with this practice.

### Rewards

The reward of taping is that the auctioneer will create a complete and lasting record of what occurs. Better yet, the record will be made in real time and include the actors' exact words, as spoken in their voices. As mentioned, this can prove which bidders bought what lots and for how much money. The goal is to prevent disputes and quickly solve any that might arise in favor of the seller and auctioneer.

A tape would also include the terms of auction which would be given at the outset of the event. The terms are what define the contracts for sale subsequently made between the seller and buyers, so nothing in an auction is more important. Having these announcements made clearly, completely, and correctly, with a record of this in the auctioneer's own words, is invaluable.

### Risks

Unfortunately, many auctioneers see nothing but a positive side to taping. That's just half the story. There is also a downside which poses a threat to both auctioneers and their sellers. This risk needs to be considered, too.

The danger that lurks within taping is that a concrete record will be created of everything that occurs during an auction. This could become a real problem for an auctioneer who makes a mistake on a significant point such as: (a) the omission or misstatement of a critical term for the auction; (b) incorrectly announcing a sale of a reserved lot; (c) failing to comply with the terms for an offering, etc. That tape could be used by a claimant's lawyer as a weapon to turn the auctioneer's spoken words, in his or her voice, against the auctioneer and seller. The evidentiary power of such a tape with a judge and jurors cannot be overstated and could be the deciding factor in a case's outcome.

### Bad idea?

So does this mean auctioneers should not tape their auctions?

No, it doesn't. It emphasizes that auctioneers should fully understand the practice and its possible consequences. When an auctioneer thinks the taping issue through, it will be apparent that there's a lot more involved than simply turning on a recorder and calling bids.

### No blinking

Since a tape doesn't blink and captures everything it "hears," it is incumbent upon an auctioneer to always speak thoughtfully and carefully. Scripting much of what will be said, outside of the bid-calling, is a sound approach to orchestrating correctness. As the old adage teaches: "If you're going to do it, do it right." There is no room for failure in an auction of a seller's valuable assets.

### Conclusion

A tape must always be clear evidence of an auctioneer's compliance with all applicable law and ethical precepts. A recording that reflects error or wrongdoing can turn into a double-edged sword, and no auctioneer wants to be attacked with a weapon the auctioneer created and handed to an adversary. The easy way to avoid this is by doing everything correctly and engraving all of that on a tape. This is the mark of a professional. ❖

## Cary M. Aasness

### Candidate for NAA Director



- INTEGRITY
- COMMITMENT
- TRUST

- Multiple Past NAA Committee Member; honored to have been IAC 25th Anniversary Committee Chairman
- State and National Speaker on Auction Industry Topics including "Power Selling" featuring Bid Calling and Positive Attitude/ Thinking, Plus Real Estate Auctions and Auction Preparation
- Honored to have presented Seminars in Several States across the United States and Canada
- Endorsed Member of the Minnesota, North Dakota and Oklahoma Auctioneers Associations
- Focused, Hard Working, Caring and Energetic Mentor within the Auction Industry

**NAA Board of Directors**

# *Candidate*

**Q&A**

We ask this year's candidates for their views in five questions.





## NAA VICE PRESIDENT CANDIDATES

### John Nicholls, AARE



#### **Auctioneer magazine:** What spurred your decision to run for a position on the NAA Board?

JN: The auction industry has been the sole source of provision for me and my family for my entire life. There is nothing that I could do that could adequately repay what this amazing profession has done for me. After my three years on the Board of Directors, the Vice Presidency is a natural outflow for all the blessings that have been bestowed on me by this industry and the members of the NAA.

#### **AM:** NAA put forth *Pathways to 2020* a few years ago. In your mind, what role will that document play in NAA's direction over the coming years?

JN: It was my privilege to be on the Board of Directors when this initiative was set forth, and I know firsthand the large amount of time, effort and energy that was put in to making this a reality. Our present and past leadership should be applauded for sticking to the plan of providing education, advocacy and promotion to our membership, and I look

forward to continuing to carry the torch. The *Pathways to 2020* is the NAA game plan for the next several years. "You don't plan to fail, you fail to plan," and with this important initiative in place, failure is not an option.

#### **AM:** What is the best way an NAA member can ensure they get the most out of their membership?

JN: ENGAGE. The NAA, as with most organizations, is what you put into it. It is not beneficial to sit back and say "enrich me." My family, my staff and I have benefited greatly by getting involved, meeting new people, and taking advantage of the large amount of offerings the NAA presents to its members. Your membership needs to be viewed like a bank: in order to make withdrawals, you must make deposits.

#### **AM:** How can the NAA best continue to grow and/or maintain relevance within the auction industry?

JN: By making as our primary goal for the members to be the biggest and best cheerleaders for the NAA. We must sing the praises and benefits of our association every chance we get. We must invite Auctioneers and auction professionals in our scope of influence to join us in the biggest and best trade association representing the auction industry.

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

JN: The auction industry is not just alive and well, it is thriving! We will continue to hear about auction firms having banner years and setting sales records for many years to come. Whether your business is breaking records or just in its infancy, the NAA is valuable and relevant for all. Progressive buyers and sellers are seeing the benefits of competitive bidding. Auctions are being lauded in our mass media. The future is bright, and there is no end in sight!

## Terri Walker, CAI, BAS, CES



### **Auctioneer magazine:** What spurred your decision to run for a position on the NAA Board?

**TW:** With over 30 years in the auction industry, I feel I've gained the experience that would allow me to serve each and every member of the NAA. During serving three years on the board, I saw firsthand strong leadership's importance. My direct involvement with NAA and the Auxiliary has given me the chance to see the need for supporting each and every auction professional: those new in the industry and those who have been in the industry for many years. I believe my direct involvement with CAI has helped me realize the possibilities for our industry through education. My years of experience and involvement with the NAA prove I have a passion to serve every auction professional who wants to see a better auction industry.

### **AM:** NAA put forth *Pathways to 2020* a few years ago. In your mind, what role will that document play in NAA's direction over the coming years?

**TW:** *Pathways to 2020* will keep our main focus on three areas of importance: education, promotion and advocacy. The next few years, this document will continue to improve the auction professional by providing the latest educational opportunities, promoting the NAA auction professional and by giving a voice that is heard and supported. The strategies

and goals of this document have been put together to serve the auction professional. I am excited about the challenge of implementing these goals. If elected, I am prepared to work with the committees, the NAA Board and staff to see these goals are met.

### **AM:** What is the best way an NAA member can ensure they get the most out of their membership?

**TW:** The best way to get the most from your NAA membership is to take advantage of all NAA has to offer. Reading the Auctioneer magazine is a perfect way to start. Obtaining educational designations will open doors for learning new trends and networking with like-minded individuals. Volunteering to serve on committees will also give auction professionals opportunities to take advantage of their membership. One of the best things I did after becoming an Auctioneer was to get involved with the NAA. It is never too late.

### **AM:** How can the NAA best continue to grow and/or maintain relevance within the auction industry?

**TW:** The Pathways to 2020 is designed to help the NAA to grow and maintain relevance within the auction industry. The NAA must promote itself through trade associations that are affiliated with our industry, state associations, auction schools and the news media. The NAA should continue to provide top-quality education to the auction professional and continue to educate the public to hire an NAA Auctioneer.

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

**TW:** The current climate is very good. It's an exciting time to be a part of the NAA. We are fortunate to be able to work in an industry that has the opportunity to help people solve problems, entertain audiences at fundraisers, embrace the Internet through online auctions, and be able to work with different generations. We can sell items in person or by photo. We can sell items quickly and, by marketing correctly, get the highest amount an item is worth. We have knowledge on many items and have the ability to find information when we don't have that knowledge. Today's auction professional is a wealth of knowledge, answer to a problem and a tool to raise funds. I am proud to be an Auctioneer.

## NAA TREASURER CANDIDATE

### Devin Ford, CAI, CES



#### **Auctioneer magazine:** What spurred your decision to run for a position on the NAA Board?

**DF:** I am about to complete my three-year term on the NAA Board of Directors, and I have thoroughly enjoyed this opportunity to serve our members! I am proud of the hard work and accomplishments of our board and our members, and I'm excited about the direction in which our association is headed. During my time on the Board, I've been privileged to observe the service of two wonderful Treasurers, Chris Pracht and Kurt Kiefer. I have been inspired by their impact as a voting member of the Board of Directors, member of the Executive Committee and financial leader for NAA as well as other areas of impact. This office is very important. It would be an honor and pleasure to serve NAA as Treasurer.

#### **AM:** NAA put forth *Pathways to 2020* a few years ago. In your mind, what role will that document play in NAA's direction over the coming years?

**DF:** Every great organization needs direction, a framework to set its goals, and to measure its achievement of those goals. *Pathways to 2020* is that directional document for NAA. It is the "meat on the bones" of the "skeleton" of our mission, vision and policies. *Pathways* provides goals and strategies to achieve these established goals. These goals and strategies are founded in our mission and vision as an association and governed by our by-laws and core policies. It is a flexible document in that it can be

adapted to implement new priorities and strategies.

#### **AM:** What is the best way an NAA member can ensure they get the most out of their membership?

**DF:** The fundamental way to get the most from NAA membership is to make a commitment to be involved in the association and honor that commitment! I know it has been stated to the point of cliché, but you really do get out of NAA what you put into it. As a member, it would be a shame to fail to take advantage of the tools for success NAA provides. Networking, modeling, advice from auction icons, education, promotion, advocacy, friendships, professional growth and so many more benefits are available for members who become involved. As an association, we are stronger when our members share their wisdom, experience, successes and failures by becoming actively involved!

#### **AM:** How can the NAA best continue to grow and/or maintain relevance within the auction industry?

**DF:** NAA has identified three key areas on which to focus our efforts to not only maintain but gain relevance to our members and our industry. They are education, promotion and advocacy. We must be diligent and visionary in these three areas. Member involvement will be a key ingredient in maximizing our relevance with our limited resources. As Treasurer, I will also be focused on keeping a healthy financial status and vision. Our relevance as an association would be greatly threatened by financial troubles.

#### **AM:** How do you view the current climate for the auction industry? Is it good or bad? Is the future bright or not?

**DF:** I am very excited about the current climate for our industry, and I am confident our future is very bright. The amount of assets sold at auction annually shows healthy growth. The popularity of our powerful method of marketing continues to grow. New technologies are introducing more and more consumers to auctions. Innovative and hard-working NAA Auctioneers are poised for great success. One of the greatest threats to our industry is demographic. The median age for auction professionals is much higher than most professions. We need to focus efforts on attracting young people to our great profession. The possibilities for young NAA Auctioneers are amazing! It's a great time to be an Auctioneer!

## NAA DIRECTOR CANDIDATES

### Cary Aasness



***Auctioneer magazine:***  
**What spurred your decision to run for a position on the NAA Board?**

**CA:** I've put a great deal of thought into it. I truly believe in the NAA, and I believe in what it has done, and can do, for the Auction Professional. I've always been, and continue to be, spurred on by my desire to improve, along with my desire to help others improve and develop as professionals. It's critical to discover resources needed to help with that development.

My involvement within the NAA has been a defining point in creating who I am and no doubt impacted my career pathway in many positive ways. I put a great deal of value in that. Recognizing need, then discovering value and resources are all critical in the advancement and sustainment of the NAA Auctioneer in a changing industry.

**AM:** NAA put forth *Pathways to 2020* a few years ago. In your mind, what role will that document play in NAA's direction over the coming years?

**CA:** I believe greatly, Critical. Technology, and, yes, with it methodology, have come front-row center, and offer options for use discovery for consumers, and sellers alike, this effects marketplace. So enters *Pathway to 2020*, and the importance of education, recognition of both continued and advanced advocacy, and promotion for today's Auctioneer. It's critical in the ability to compete and be relevant. In my mind, *Pathways to 2020* put forth a statement; NAA leadership recognized, put a plan in place, showed willingness to make the statement that these new market demands are being thought about, and with that resources are becoming available. Consistent innovation and vibrancy is key for sustainment, advancement and the future of NAA Auctioneers and auction industry in general.

**AM:** What is the best way an NAA member can ensure they get the most out of their membership?

**CA:** Mostly by being active and engaging. Attending Conference and Show. Taking advantage of education and designation opportunities, developing friendships that highlight networking and mentorship, or maybe the high powered IAC; all help us recognize self-improvement, the need for it, and a very valid reason to belong. So much available for the NAA member today just a click or contact away. Many resources are available today for every member, but truly I believe it's, again, engagement that counts. We all need to look at what fits, how it benefits our industry and how it will affect all of our futures as Auctioneers. Get involved. I believe each member will find value; and a new or renewed excitement for themselves as an Auctioneer.

**AM:** How can the NAA best continue to grow and/or maintain relevance within the auction industry?

**CA:** Leadership has been working to plan and provide groundwork for changes within the industry. Providing education, becoming better advocates and greater promoters for what the NAA Professional Auctioneer represents, to recognize the need and value of membership today; all help sustain, retain and add growth. All are critical. Much excitement and energy has been geared toward auctions lately, especially television media-wise. There is great opportunity for NAA to drive that momentum toward the curiosity the nation and world has for auction and Auctioneers. Everyone needs to recognize first where we are going as an industry, where we need to be, and continue work to address these needs in a changing marketplace, and to give relevance to "Why be a NAA Auctioneer."

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

**CA:** Certainly, we live in an ever-changing climate with a consumer convenience-driven global market. Again, I believe it's been driven mainly by the advancement of information, instant availability and buying habits of the buying and selling public alike, combined with various options of methodology and engagement, all driven by marketplace convenience. For us, greater options for exposure and discovery; for them, more option availability.

I truly believe there are great opportunities today. I'm encouraged and excited about the future for the NAA Professional Auctioneer. It's with absolute certainty the critical importance though, to maintain passion, attitude, adaptation and enhancement of our professional abilities to maintain and sustain durability, along with the vibrancy needed for the changing marketplace, not only today, but well into the future.

## Matt Corso, CAI, CES



**Auctioneer magazine:**  
What spurred your decision to run for a position on the NAA Board?

**MC:** It came down to the opportunity to give back to an association that gives so much to its members. The NAA provides its members services at such a small cost, so it seems only fitting to try and repay that in some way. Also, so many members have helped me; I want the opportunity to help and serve them.

**AM:** NAA put forth *Pathways to 2020* a few years ago. In your mind, what role will that document play in NAA's direction over the coming years?

**MC:** I think the *Pathways to 2020* document is great and is key to the continued success of the NAA. It helps keep the NAA and the board on track. No one is working on his or her own agenda, but all are engaged working toward how to achieve common goals over the next several years.

**AM:** What is the best way an NAA member can ensure they get the most out of their membership?

**MC:** Be involved. There are many great opportunities available for education and networking, some of which come at no cost. These events and web series are invaluable and can help anyone at any level grow his or her business.

**AM:** How can the NAA best continue to grow and/or maintain relevance within the auction industry?

**MC:** Following the path of the three-legged stool will be key for the NAA to grow and maintain relevance. Education, promotion and advocacy all play a huge role in everyone's business and giving equal time and relevance to each of these is key.

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

**MC:** I feel like the future of the auction industry is bright. I do believe that in order for Auctioneers and auction companies to be successful in the future, they will need to stay current on technology trends and also work on solid business practices.

## Will McLemore, CAI



### *Auctioneer magazine:* What spurred your decision to run for a position on the NAA Board?

**WM:** I have invested my time and efforts

since 2009 to make the NAA more effective. I want to continue to serve the NAA as a Director. I believe I can represent the NAA membership well because:

1. My unique work history gives me a great perspective on the auction business as a whole; 2. I can apply my experience and background to offer guidance to the NAA as its membership faces great technological change; and, 3. My experience in Internet only auctions is crucial at this juncture.

The auction business has been good to me and my family and I feel a desire and an obligation to pay it forward.

### **AM:** NAA put forth *Pathways to 2020* a few years ago. In your mind, what role will that document play in NAA's direction over the coming years?

**WM:** The Pathways document is a wonderful framework for translating the desires and objectives of the Board into reality. It ensures fidelity to our long-term objectives to educate, advocate and promote. It holds the leadership accountable. I know from personal experience that the Pathways document has been useful in allocating limited resources and informing decision making over the past few years, and I expect it to continue to assist in those processes.

I am particularly interested in seeing the Board meet the membership goals outlined in the Pathways document. I believe it will take a concerted effort in education, advocacy and promotion to grow the membership. The Pathways document will help us make strategic plans and hold ourselves accountable.

### **AM:** What is the best way an NAA member can ensure they get the most out of their membership?

**WM:** Members should: 1. Attend Conference and Show; 2. Participate in as many of the NAA's educational offerings as their time and finances will permit; and, 3. Make an effort to get to know other members running similar businesses in different areas of the country.

Conference and Show is the best venue for the interchange of ideas about the auction business. The NAA's educational programs are first class. This specialized education developed for auction professionals can't be found elsewhere. Members will find the curriculum and the camaraderie to be excellent. Members are willing to share. That's one of the best things about this business. There aren't many of us, and being a NAA member makes us a part of close-knit family of professionals.

### **AM:** How can the NAA best continue to grow and/or maintain relevance within the auction industry?

**WM:** We'll grow membership when our value proposition is compelling and well-promoted. It's going to take great execution of the strategic plan for education, advocacy and promotions to get there. Fortunately, membership is 100-percent measurable.

I suspect there are pools of potential members selling assets at online only auction. They need to be involved because they are solving problems using competitive bidding, the same thing NAA members do every day. Contract Auctioneers may also benefit greatly from NAA membership. In light of industry trends, bid callers may have an interest in diversifying their income streams. The NAA offers programs that would be helpful for both groups, though we have not seen participation by these groups commensurate with the opportunities on offer.

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

**WM:** The future of the auction industry is bright. I'm optimistic about the growth prospects for nearly every market segment NAA members serve.

Benefit auctions are one of the fastest-growing segments of the business and are changing the face of fundraising for thousands of deserving clients. Real estate Auctioneers are poised to benefit from a period of stability following one of the most challenging in history. Industrial and agricultural Auctioneers are using technology to gain market efficiencies. Their businesses will grow faster than the larger market at the expense of used inventory dealer sales and private sales. Those focusing on estate settlements are just beginning to oversee the largest intergenerational transfer of wealth in the history of the world.

## Rich Schur, CAI, BAS, MPPA



### **Auctioneer magazine:** What spurred your decision to run for a position on the NAA Board?

**RS:** I finished my three-year term on

the Board of Directors last year, and frankly, I feel like I have more to accomplish. The Board has been making tremendous progress toward our three goals of Education, Advocacy, and Promotion. These are important tasks, and I'm proud to have been involved in these forward-thinking decisions.

But, the work is far from done. We have set the direction, and now we need to continue to add substance and content. There are scores of tasks yet to be completed, and lots of decisions yet to be made. We must invest our limited resources wisely for the benefit of all members. I'm asking the members to vote for me so I can continue to help guide these critical elements.

### **AM:** NAA put forth *Pathways to 2020* a few years ago. In your mind, what role will that document play in NAA's direction over the coming years?

**RS:** The greatest benefit of the *Pathways to 2020* wasn't necessarily the content of the report, but what the process did for the NAA. This forward-thinking research forced the Board and the staff to be more proactive and start planning for the future, both near and far. It has caused in-depth discussion and debate. It has spurred fact and research-based decisions.

I'm sure that *Pathways to 2020* won't be our last foray into planning for the future. It is a foundational document that has led to living, breathing results. The Board has become much more efficient and effective because we are looking toward the future. The *Pathways* document serves to keep the Board grounded in relevant discussions and in being proactive rather than reactive.

### **AM:** What is the best way an NAA member can ensure they get the most out of their membership?

**RS:** Each member likely needs or wants something different from their membership. There is no "one size fits all" answer, but I feel the Board has a responsibility to ensure there are a variety of benefits that fit the many unique needs of the members. That might mean education opportunities; perhaps tools and templates for marketing their services and skills; maybe it means being able to turn to the NAA for support with legislation that could affect them.

The first step for members to ensure they are getting the most for their membership investment is to study the NAA site a little and become familiar with all we offer. We can't be all things to all people, but we have something that will benefit every member.

### **AM:** How can the NAA best continue to grow and/or maintain relevance within the auction industry?

**RS:** The best way to maintain and increase relevance within the industry is to stay in touch with those who are leading the industry on a daily basis. Though not every Auctioneer is a member of the NAA, the NAA has members on the forefront of every industry sector. The Board needs to continuously reach out and communicate with these auction professionals.

We need to monitor and participate in industry-related social media. I think it's critical that the Board continues to have regular conversations about recruiting different members from a variety of business and industry backgrounds to serve on various committees and task forces. In short, we need to make sure we are part of the conversation, rather than just listening to the conversation.

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

**RS:** I think the future is incredibly bright for the auction industry. While there are always peaks and valleys in the business cycle, it's different for each sector that we serve.

The real estate and benefit auction sectors are expanding. Online auctions are becoming increasingly more common. The media and popular culture seems to be embracing our industry more frequently. People are becoming more comfortable with auctions.

These are all good things. Some of the changes the future will likely bring are heavily affected by technology, and like it or not, our industry will need to embrace the more rapid changes in auction-related technology. As we learn to embrace, we'll learn to adapt and adopt, and we will solidify our future as we do.

# “Everyone was right – CAI changed my life.”

The full, new CAI curriculum has raised the program’s elite status even higher.

By Nancy Hull Rigdon, contributor



**A**uctioneers returned from this year’s CAI program with a renewed passion for the industry and the tools to turn their energy into success.

“CAI was like an auctioneering rebirth for me. I feel like my career has really only just begun,” says Bobby D. Ehlert, BAS, who completed CAI I this year and also just won the 2015 World Automobile Auctioneers Championship.

After 15 years as an Auctioneer, Ehlert signed up for CAI after hearing from colleagues that the three-year educational program would change his life. Ehlert says one of the greatest benefits of his first one-week class was how well his class’s project aligned with his own work. The project sparked an idea he plans to implement in his own business, and he believes a big, positive change will follow.

In addition, he was inspired by lessons learned from instructors, and networking with classmates has already led to partnership plans.

“Everyone was right – CAI truly changed my life,” he says.

Nearly 150 students made up the 2015 CAI roster between all three levels.



This year marked the first time the NAA was able to run the full, new CAI curriculum in each class.

“We feel like we have a handle on a program that, instead of being an assortment of excellent standalone classes, is one that functions as a cohesive unit,” says Aaron Ensminger, NAA Director of Education. “Each year builds on the next to give our CAI students a fuller picture of exactly what success in the auction industry entails.”

Carl Gilbert completed CAI II this year and says the relationships he’s made with his classmates have been an invaluable asset. He’s currently going through a significant professional transition – buying out his parents’ business. He’s grown close to three of his CAI classmates who are enduring similar transitions.

“We all have been leaning on each other and sharing ideas,” he says.

This year’s courses, including on human resources and strategic business planning, were very helpful to Gilbert at this point in his career.

“The CAI classes are excellent,” Gilbert says. “And, the friendships you make will last a lifetime and bring mentors that will help you throughout your career.”

After completing CAI III this year, Amy Whistle, CAI, wishes CAI had a fourth year because she hated to say goodbye to her classmates. Luckily for her, there’s Conference & Show every year, plus she’ll see several of her CAI classmates this summer when they come to help her with a three-day personal property show in June.

The CAI classroom aspect has given Whistle the confidence and knowledge she needs to grow her business from mostly on-the-ground real estate sales to incorporate online auctions as well, she says.

The support system her class developed in the past three years has played an important role in her classmates’ lives.

“Several class members went through some pretty traumatic personal events, and the sense of brotherhood and sisterhood found in CAI really helped people in their times of need,” she says.

Whistle says she’s felt fired up about auctioneering ever since returning from CAI.

“I feel like I can take on the world and that I’ve got a bunch of superheroes – my classmates – right here with me,” she says. “I know I’m not going to retire with millions in the bank, but I know I have a whole family of Auctioneers that will back me up and be there for me in good times and bad times.” ❖

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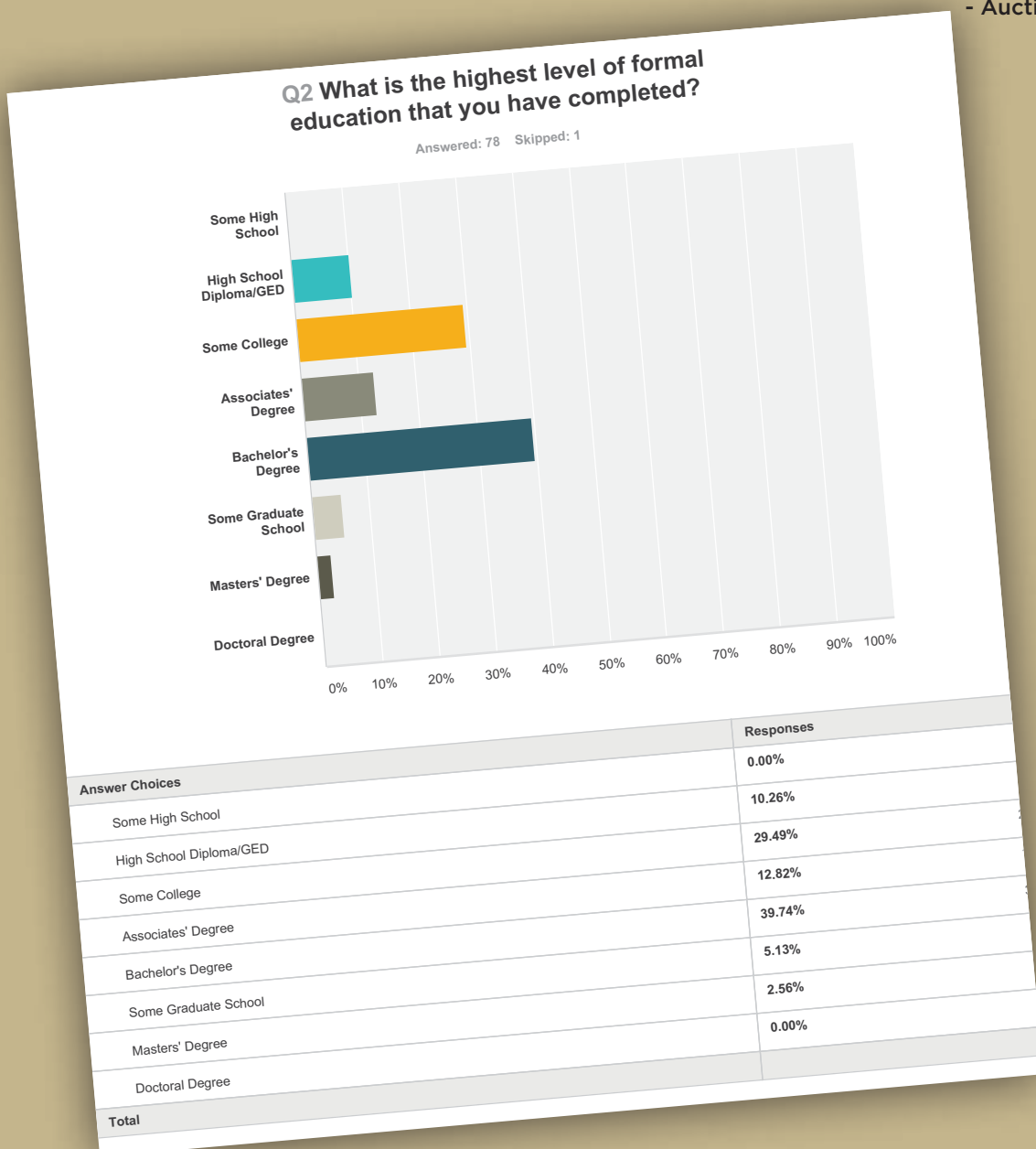
# Why CAI?

A survey conducted at this year's CAI provides an excellent hat tip to the high level of education and professionalism that continues to move and lead the auction industry.

With just over half of CAI students reporting (79 total), the following information presents itself in the charts below. Note that a whopping 60.25 percent of those responding held at least an associate degree, with 39.74 percent holding a Bachelor's.

Those numbers are strong compared to the figure shared by the U.S. Census Bureau, which said in its 2012 population survey that 47 percent of U.S. workers had at least an associate degree or higher.

- Auctioneer staff



# C&S welcome party to feature Grammy band, other celebrities

Asleep at the Wheel will perform in Addison for NAA members' welcome.

By James Myers, contributor



NATIONAL AUCTIONEERS ASSOCIATION  
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Get ready for a Texas-sized welcome to the 2015 Conference & Show. This year's welcome party will include big food and big entertainment – all from a venue whose owner has served barbecue on the White House Lawn.

Eddie Deen's Ranch in downtown Dallas (shown right) will host the welcome party for the 66th International Auctioneer Conference and Show at 6 p.m. on Tuesday, July 14. Seating is limited, so get your tickets as soon as possible. The featured entertainment, provided by United Country and Texas Auction Academy, is Grammy Award-



**Story continued on page 37...**



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winning western-swing, boogie and roots-music outfit Asleep at the Wheel.

If Eddie Deen's name sounds familiar, it might be because Deen has catered massive events, including the opening ceremonies for the newly elected President George W. Bush, three inaugural balls in Washington D.C., numerous gubernatorial events at the Texas Statehouse, and Winter Olympics events. Deen also provided meals to more than 100,000 people during the Hurricane Katrina disaster and cleanup.

Mike Jones, CAI, BAS, GPPA, is a Texas native and NAA Hall of Fame member. He's excited to have NAA members swoop into his state this summer and get a feel for the Lone State State. The welcome party venue, a place he's worked numerous events over the years, has the appearance of an old western town, complete with storefronts and a jail. Jones said it's like "stepping back in time."

Attendees also should keep an eye out for Texas celebrities. Jones is keeping tight-lipped about who is coming to the party, but did mention one – actor Burton Gilliam, a Dallas native known for roles in "Blazing Saddles," "Honeymoon in Vegas," "Back to the Future Part III," "Fletch," and "Paper Moon."

"Texas is known for hospitality," Jones said. "We'll roll out the red carpet. Between the hospitality and good Texas barbecue and a variety of other things, they'll have a great time."

Jones said once he learned that Addison, Texas (a.k.a. North Dallas) would play host to the 2015 Conference and Show, he reached out to Asleep at the Wheel's agency to attempt booking the band for the welcome party.

The band is actually going to be on tour in California during the NAA event, but is making a special detour back to Texas for the party.

"Asleep at the Wheel is quintessential Texas," Jones said, adding that he encourages attendees to wear their western boots and cowboy hats to the party. "They define Texas and they're going to be a good fit for this venue. For this (NAA) demographic, this is a great band."

The band has appeared on the popular live music television show "Austin City Limits" and was voted by "Rolling Stone" as the best country & western band in 1977. They've grown accustomed to being nominated for Grammys and have toured with everyone from the Dixie Chicks to Bob Dylan.

Willie Nelson fans will fondly recall a collaborative effort from 2009 – an album called "Willie & The Wheel," which also earned them a Grammy nomination for Best Americana Album. That same year, the American Music Association honored the band with the Lifetime Achievement Award in Performance,

honoring their four decades of commitment to creating and performing music.

A complimentary shuttle will be provided from the InterContinental Dallas Hotel. For more information about Eddie Deen's Ranch, visit [www.eddiedeansranch.com](http://www.eddiedeansranch.com). Go to <http://www.conferenceandshow.com> for all other Conference and Show information. ❖

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# In full Bloom

With keen leadership and an easy style, Bob Bloomer did groundbreaking work that led to today's CAI continuing education requirement.

By James Myers, contributor



The auction industry lost a valuable asset late last year when Bob Bloomer, CAI, passed away. Auctioneers may not know it today, but Certified Auctioneers Institute education requirements they must attain are in no small part due to Bloomer's work more than 20 years ago.

Steve Schofield, CAI, BAS, was a CAI candidate when he met Bloomer many years ago.

"He actually became a mentor of mine," Schofield said. "Just a great human being; salt-of-the-earth kind of guy. He would help you out any way he could."

They developed a friendship that deepened when Schofield was named to the CAI Board of Governors in 1986, two years before Bloomer would be named president of the CAI.

"We wanted to say 'well, if the real estate industry should have

continuing education, the auction industry should have it,'" Schofield said.

When asked if there was any resistance to this ideology, which today has manifested in a requirement of completing 24 hours of continuing education every three years, Schofield lets loose a quick laugh, "of course," he said. "The biggest resistance was to the continuing education requirement. He did his country lawyer thing and got it passed."

Bloomer's leadership abilities were apparent as an undergraduate at Washburn University, in Topeka, Kansas, where he was a charter member and president of Tau Kappa Epsilon.

He earned his law degree in 1973 from Washburn Law School and joined a local firm. He was married that same year to Shelley Depp Greenwood, also a lawyer. They opened

their own firm in Osborne, Kan. Fellow Auctioneers attest to Bloomer's commitment as an "absolute family man" who would always take gingerbread cookies back to his daughters in Kansas after a CAI meeting in Indiana.

A person who can speak volumes about Bloomer's "country lawyer thing" is Stephen Martin, who helped design the CAI education certification and was the default director over the first 10 years of the program.

"He had a very depreciating manner in terms of acting almost as a small town hick," Martin said, adding that he was anything but. Bloomer might have worn a hat and boots, Martin said, but he also knew how to wear the suit.

"Bob was one of the guys in the back of the room, and you would see the light bulbs going off," he said of Bloomer's first year at CAI.

Schofield also speaks highly of Bloomer's intellectual capabilities. "He was at an intelligence level that was above and beyond the rest of the population," Schofield said, "but he wasn't the kind of individual who would flaunt it or show it."

On top of his law practice, Bloomer also had his real estate broker's license and his own Auctioneering business – Auction One Inc. He went on to serve as the president of the Kansas Auctioneer's Association in 1987.

Despite his leadership roles, Schofield said Bloomer also did plenty of work for industry on his own time.

"He was one of those guys in the background and did so much for the auction industry," Schofield said. "Twenty years removed, and it seems like nobody knows.

"His footprint is there and we are better Auctioneers for that."

Those who knew Bloomer will recall that business wasn't the only thing on his mind – he also had a deep love for barbecuing and competed in barbecue contests, often earning ribbons and trophies. The person who lit the fire under that passion was Bill Yonce, CAI, who served on the CAI board with Bloomer.

Yonce invited the Bloomer family to his home in South Carolina years ago where he served up a pot of grits, country sausage, chicken and ribs from his barbecue grill.

"Bob went haywire over that thing," Yonce said of his barbecue rig. "He measured my grill then went back and had one made ... he thought it was the greatest thing since sliced bread."

They shared a passion for barbecue, but they also saw eye-to-eye on education.

"That was our focus," he said of their time on the board together. "We realized that it had to come to pass. We had good leadership in those days, and he was a key player. He was smart – very much a credit to the whole program."

Ann Wood became the first executive vice president of the CAI and Bloomer was on the committee that hired her. She fondly recalls Bloomer's ability to use his experiences to push the CAI forward.

"He loved the auction industry and the CAI program," Wood said. "He was a humble man who doted on his family. The auction industry benefitted greatly from his willingness to share his expertise."

Another instance that proved Bloomer's ability to communicate came after a jet engine blew out over the Atlantic Ocean, halfway between the U.S. and the U.K. Martin, Bloomer and about 40 Auctioneers were on their way to England for an institute-sponsored study tour. The British Airways pilot announced that they'd be turning back to Boston. Upon arrival at 1:30 a.m., Bloomer began making arrangements for the next day.

The next morning, the group gathered in the hotel lobby to restart their trip to England. Bloomer looked over the revised itinerary and assured the group they were going to have a great day. In front of everyone, Bloomer presented Martin with a small metal sign he'd purchased in the gift shop during the wee hours that said, "Happiness is Having a Plan B." The sign remains on Martin's desk to this day.

"He just calmed everybody down with his Will Rogers sense of humor," Martin said. ❖



# HALL of 2015 FAME

nomination form



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

### BUSINESS INFORMATION

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

### PERSONAL AND FAMILY INFORMATION

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

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

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

### GENERAL PERSONAL INFORMATION

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



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

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

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

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

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

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# Leaning on family

NAA members and the auction industry came through in a big way for one of their peers after a fire.

By Sarah Bahari, contributor



Donations like these collected at CAI poured in from NAA members who wanted to support Kristie Sours Brown after a huge fire.

**W**hen Kristie Sours Brown was laid off from her job as an ultrasound technician in 2013, she felt hopeless.

Pondering her next move, Brown recalled being mesmerized as a child attending auctions with her grandparents.

“I had an opportunity to do something new with my life, and I decided to take it,” said Brown, of Bentonville, Virginia. “I decided to become an Auctioneer.”

So, Brown attended Menden Hall School of Auctioneering in

North Carolina. Then, she traveled to Indianapolis to earn her GPPA certification. Immediately after, she joined the National Auctioneers Association and started her own business, Bearfoot Enterprises, which handles auctions and personal property appraisals.

Finally, Brown felt she had fulfilled a lifelong dream of starting a new business.

Recently, however, her life was upended for a second time.



On March 16 of this year, Brown was returning home from work in the evening when she and her son noticed smoke wafting from the house. Her 15-year-old son called 911 while Brown ran into the house to try to find her dogs.

Just 11 minutes later, the entire house and all belongings were gone. Fire investigators think the blaze was caused by faulty electric wiring.

Stunned, Brown did not know what to do.

“You are in a total fog. It’s surreal,” she said. “Everything is gone. You literally just have the clothes on your back and whatever happened to be in your car. There are still days I think I must have dreamt this.”

Word of Brown’s ordeal spread quickly on social media and the auctioneering community. Auctioneers across the country sent Brown clothes, cash and gift cards. The Virginia Auctioneers Association offered to help Brown replace her PA system, which was destroyed in the fire, so she could continue to work. Instructors and participants at CAI, which was meeting in Indianapolis, began a collection and sent money and gift cards.

The list of Auctioneers who contributed is too long to name everyone, Brown said, adding that she is especially thankful for Brian Shafer, of West Virginia; Ruth Lind (GPPA) of Maine; Aaron Dowell, of Iowa; Rich (CAI, BAS, MPPA) and Shannon Schur (CAI, BAS, GPPA) of Colorado; Rob (CAI, AARE, ATS, BAS, CES, GPPA) and Tina (CES) Weiman, of Missouri; Michael (CAI, AARE, BAS, CES, GPPA) and Rachel Hoffman, of Ohio; and Wendy Lambert (BAS), of Texas.

“Ever since I became an Auctioneer, everyone has been so helpful,” Brown said. “Whenever I had a question, people would reach out and lend a hand. It’s Auctioneers helping Auctioneers.”

But Brown said she never expected this sort of outpouring of support.

“I was overwhelmed. I was getting messages and phone calls and letters from all over the country,” she said. “I have learned that once you become an Auctioneer, you become part of a big family.” ❖

“I was overwhelmed. I was getting messages and phone calls and letters from all over the country. I have learned that once you become an Auctioneer, you become part of a big family.”

— Kristie Sours Brown, GPPA

# Mecum Houston achieves above \$25M



Recent event shows healthy supply and demand among enthusiasts.



**WALWORTH, Wis.** – The Mecum Houston 2015 auction held in mid-April was an enormous success with 645 vehicles sold of the total 934 offered for a pronounced 70-percent sell-through rate and \$25,285,163 in total sales.

With the top 10 sales in Houston populated by a healthy mix of pre-war classics, muscle cars from the Golden Era, as well as representations from several other prominent categories, the cars spoke for themselves: the market is thriving. With the near-1,000-car lineup, Mecum's annual Houston auction continues to keep the pulse of the collector-car market and serves as an excellent representation of today's healthy supply and demand among even the widest array of enthusiasts.

Top sales included a half-million-dollar modified Duesenberg (Lot S92.1) and a \$480,000 Plymouth Hemi Superbird (Lot S105). In addition to those, a 2006 Ford GT Heritage Edition (Lot S115.1) with just 13 miles on the odometer hammered at \$475,000 and a 1906 Packard S Touring (Lot S108.1), one of just three known to exist, brought \$300,000. Two 1969 Boss 429 Fastbacks (Lots S93 and S138) also gaveled in the top 10 selling

for \$262,500 and \$200,000, respectively, and a highly optioned 1989 Porsche 911 Speedster (Lot S102) with just 20,790 miles came in at a strong \$225,000.

The complete top 10 sales at the Mecum Houston 2015 auction (amounts reflect hammer prices):

1. 1932 Duesenberg Model J Phaeton (Lot S92.1) at \$500,000
2. 1970 Plymouth Hemi Superbird (Lot S105) at \$480,000
3. 2006 Ford GT Heritage Edition (Lot S115.1) at \$475,000
4. 1906 Packard S Touring (Lot S108.1) at \$300,000
5. 1910 Peerless Model 27 (Lot S121.1) at \$275,000
6. 1969 Ford Mustang Boss 429 Fastback (Lot F93) at \$262,500
7. 1989 Porsche 911 Speedster (Lot S102) at \$225,000
8. 1964 Chevrolet Corvette Tanker (Lot S117) at \$220,000
9. 1969 Ford Mustang Boss 429 Fastback (Lot S138) at \$200,000
10. 1957 Chevrolet Bel Air Convertible (Lot S110.1) at \$180,000

# Chinese 6-inch vase hits nearly \$60,000



**BOYNTON BEACH, Fla.** – An impressive and striking Chinese late Qing Dynasty-period carved multi-color jadeite figural cabbage vase, 6 ¾ inches tall and perched on a reticulated fitted wooden base, sold for \$59,520 at a Fine Decorative Arts & Estate Jewelry Auction held April 11 by Elite Decorative Arts.

The vase was the top lot in an auction that saw 422 lots come up for bid and grossed \$325,000. Chinese jade and Tiffany jewelry pieces were the undisputed stars of the sale, with the top 13 jade lots accounting for over \$175,000 of the gross. A standing room-only crowd of about 150 people packed the gallery. Online bids poured in via LiveAuctioneers.com and Invaluable.com.

“From 2000-2010 jade prices increased tenfold,” said Scott Ciekiewicz of Elite Decorative Arts. “Although the market is beginning to stabilize, there is still very high demand. There are several factors taken into consideration when placing a value on jade items – color, translucency, clarity, texture, cut, size and weight. These fine jade carvings sold for prices that reflected their quality.”

The cabbage vase was wonderfully carved, to depict cabbage with horse radish, pumpkins, vines with leaves, a grasshopper, worms, a butterfly and a fly. Color-wise it was visually arresting, with lovely natural mottled white, gem quality apple green, spinach and russet tones throughout. The base measured two inches high. The vase last sold at Sotheby’s in New York, in the 1970s.

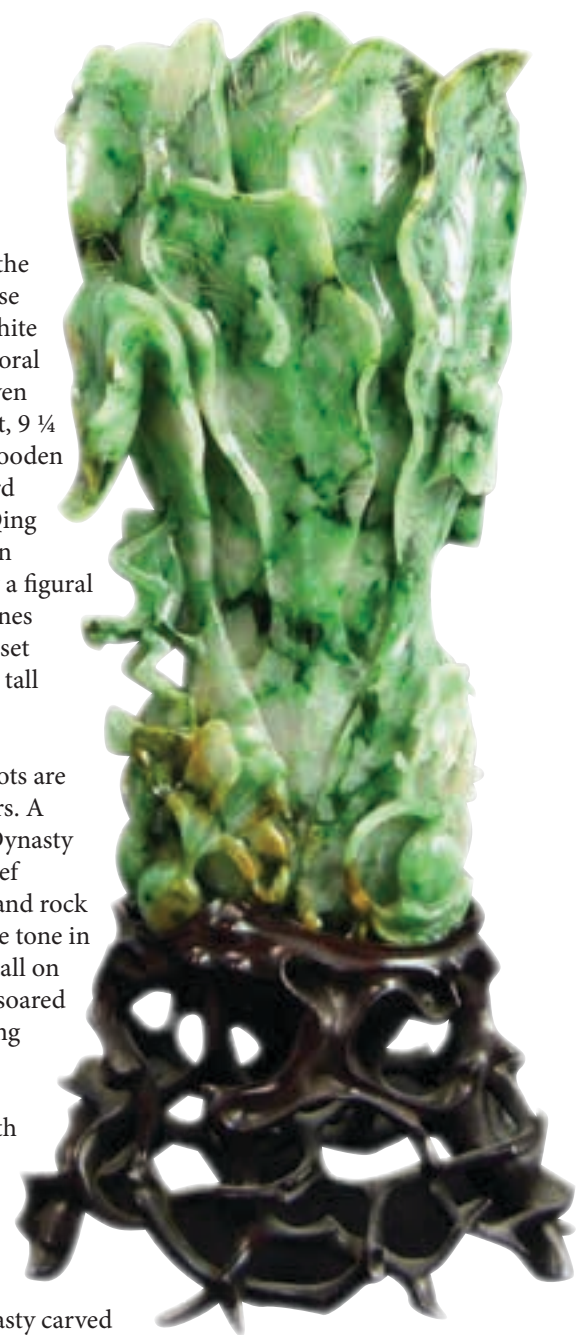
The top-selling Tiffany jewelry lot was a dazzling 18kt white gold 32-carat aquamarine and diamond ring, set with numerous additional round cut diamonds. It slipped onto a new finger for \$8,773. Runner-up was a Schlumberger Tiffany & Co. 18kt yellow gold floral brooch pendant featuring round-cut sapphires, seven round cut emeralds and a round cabochon emerald (\$8,470).

The second top lot of the sale was a large Chinese early Qing Dynasty white He Tian jade figural floral vase, with beautiful even white tone throughout, 9 ¼ inches tall and on a wooden base (\$31,000). In third place was a Chinese Qing Dynasty white He Tian covered vessel, having a figural lotus blossom and cranes design, white with russet suffusions, 4 ¾ inches tall (\$21,700).

Antique Chinese teapots are a big hit with collectors. A stunning early Qing Dynasty teapot with a high relief design showing trees and rock formations, even white tone in color and 4 ¾ inches tall on a fitted wooden base, soared to \$15,730. Also, a Qing Dynasty green jadeite figural lotus blossoms and lily pad teapot with figural ducks finial to the cover, 5 ½ inches tall, made \$9,300.

Chinese vases also did well. A Qing Dynasty carved white He Tian jade figural vase depicting a phoenix with pine tree and flowering branches, 7 inches tall, even white in tone and on a carved wood base, rose to \$8,773; and a Qing Dynasty Gu form vase with ribbed design, etched archaic leaves and Chih Lung dragons with key meander patterns, 9 ¾ inches tall, topped out at \$5,203.

An exquisitely carved Chinese early Qing Dynasty fully reticulated oval plaque, depicting foo lions with lotus blossoms, 3 inches by 2 ½ inches, fetched \$7,440; and a Chinese early Qing Dynasty hand-carved white He Tian jade figural Ruyi scepter garment hook with raised figural Chih Lung dragons design and a carved Yin-Yang symbol to verso, 5 ½ inches long, hit \$7,130.



59,520

# Rough Riders saddle earns smooth selling price



Spring is a magical time of year when everything becomes more active, and it turns out that the bidders at Rock Island Auction Company’s April Premiere Firearms Auction also grew more restless with the increased levels of sunshine.

The competition was as spirited as ever as bidding wars seemed to break out hourly. At the end of three exciting days filled with beautiful firearms, collectors had won over \$11.6 million of items to place in their collections.

“This is perhaps the most well-balanced sale of every major collecting genre I can recall to date,” said Director of Auction Services Kevin Hogan. “There was a true collaboration of consignments that ranged from one gun family heirlooms to massive collections put together over decades.”

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The well-rounded nature of the auction also meant that no one knew which item would be the next to spark the next barrage of bids. Such action began early and often, starting with the 20th lot of the entire auction. Lot 20 was a rare Winchester Model 70 with a Mannlicher stock that blew past its \$900 low estimate on the way to realize \$3,750. Lot 336, a one-of-a-kind, Nettleton inspected, Colt Cavalry Model Single Action Army with marks for the U.S. Interior Department also smashed its \$14,000 estimate by selling for \$31,625.

The day was spotted with such overachievers, but as the auction began to finish for the day, the action grew even hotter. Lot 817 carried a World War II Soviet Tula SVT-40 sniper rifle that, despite its \$1,300 estimate, would not be had for less than \$3,750. Not long after, two Randall knives in lot 903 sliced their \$1,200 estimate and achieved \$3,500. Whether it was Winchesters, bronzes, knives, military weapons, or the High Standard revolvers found in lots 925 & 926, high bids came from all angles and no one knew where they would come from next.

Day 2 was an absolutely monster day at auction by any standard and nearly as mixed as Day 1. High prices were achieved by Colts, U.S. Military arms, shotguns and revolvers. The biggest battle of the day took place over lot 1934, a first-year production Colt Python serial #170. Bids climbed outside of the typical range for a Python as two phone bidders squared off. With each increased bid, the auction hall grew louder and louder with chatter and incredulous laughter, before erupting in cheers as the coveted snake gun reached its final price of \$17,250.

Speaking of Colts, the beautiful little Paterson in lot 1093, currently the earliest known factory engraved Colt, packed more than a pint-sized punch when it sold for \$414,000. The M1 Garand bearing serial number 7 in lot 1631 also caused quite a stir in the auction hall. Estimated at \$30,000 - \$50,000, two determined bidders drove the price skyward, much to the delight of those in attendance, before reaching a pinnacle of \$97,750. In the interest of brevity let us also report that sporting shotguns, like the Parker Brothers model in lot 1760 and the Winchesters in lot 1778 were very well received as a whole, as were Colt Lightning and Thunder revolvers and the ample selection of Browning Olympian Grade sporting rifles.

A historic saddle presented to Teddy Roosevelt in lot 1295 found a new home when one lucky collector surpasses the low estimate by over 250 percent and paid \$51,750 for the privilege of adding it to what is certainly an outstanding collection.

The day would end with a bang, when the phone bank began to noisily buzz and more Colt Pythons began to cross the block. Angelo Bee engraved versions in lots 1932 & 1931 were snatched up for \$8,050 and \$7,475 respectively. A 1958 production Python in lot 1936 also achieved \$7,475 and over two dozen achieved more than \$3,000. It was a great way to end the auction day.

The final day of the 2015 April Premiere Auction had a lot to live



up to after the first two days. Thankfully, it had the right guns to do it and the weekend ended in spectacular fashion. Early in the day, a Colt Bisley Flattop Target Model in lot 3197, chambered in the scarce .32 Colt, raised some pulses when the bids for its ownership more than doubled its low estimate before selling at \$51,750.

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# Convert the Unbelievers



Data can help focus an advertising message so that it speaks to the heart of a consumer who may not have otherwise been willing to listen.

## There's another good, underused way to spur business growth.

By Ryan George

One of the biggest catalysts for growth across all business sizes has been the proliferation of consumer data. This is why so many stores and fast food restaurants give you deals to use their scannable MVP cards.

That is how online retailers can suggest related purchases. And, that's how Target has gotten so good at demographic predictions that they were able to surmise a female teenager was pregnant before her parents knew.

Data is king. It instructs business decisions and marketing choices. It can make advertising more effective and—just as important—more efficient.

Advertising firms and in-house marketers have leveraged all sorts of audience tracking statistics to better target and communicate with prospective customers. The auction industry

is all over the spectrum on this from: (1) bid callers guessing on a gut feeling; to (2) Auctioneers with anecdotal impressions; to (3) firms knowing which exact Tweet brought someone to the bidding page of a particular lot.

On the aggregate, we are slowly getting better at getting in the heads of those who buy and sell at our auctions.

One thing we've yet to crack is how to get in the heads of those who don't consider auction as a viable marketplace for what they want to buy or a valuable marketing tool for what they want to sell. I've seen attempts at advertising to these unbelievers range from futile to comical. The problem is that believers talk about what they believe with the assumption that unbelievers are starting from the same values, concerns, and perspectives.

This isn't exclusive to the business world.



Organized religion and its constituents often have the same issue. Much of the time, the converted group struggles to communicate in appropriate, attractive ways to the secular marketplace of ideas. One of the many exceptions to that might lend some insight for the auction industry.

A couple decades ago, my pastor had a conversation with a professional ethnographer who was consulting at one of our area's local nuclear engineering firms. The University of Virginia consultant had been hired to identify subcultures within the company in the process of recommending improvements for company productivity.

That conversation led to my pastor creating a similar study for his thesis on the way to his doctorate. For more than a year, he studied the culture of the local unchurched and routinely interviewed multiple secularly-minded adults from various walks of life, asking questions about what they didn't like about the concept of church or their past church experiences. He learned a lot.

Then came the hard part: making changes in his church to reflect what he had learned. After casting the vision for these changes, 75 percent of his friends and family in the assembly left the church. The logistics got harder. The preparation and execution required more time and more energy.

What was left of his comfortable country church became the seeds of a church that now welcomes up to 4,000 people a weekend across four services—in an area with hundreds of other churches in the phone book. A church with limited influence and impact became a place where unchurched people try the church experience and where the convinced affect social justice and evangelism literally around the globe.

Back to the auction world, where one of the questions I regularly field is, "Where do I find more sellers or buyers?"

I usually reply, "Where do you find your current buyers or sellers?" Finding common denominators in your current customers and extrapolating that to other similar people is a good first step.

The next step is approaching those who aren't sold on auctions. (By the way, that's probably a majority of our culture.) This process includes interviewing our friends, family, and social connections—asking them what their perception of auctions is and what they liked or disliked about any auctions they've experienced. Inviting honest feedback is the easy part; not rebutting that feedback is harder.

The hardest part, though, is making changes in our company

culture, business practices, and auction terms to remedy those stigmas and barriers. You might lose some of your faithful. You will definitely lose time and money—at least in the beginning. You might be criticized by your peers.

At the same time, you might build an organization that becomes a model that others study for their own growth strategies. ❖



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## Auctioneer also spent time in National Guard Reserve

Max Larry Coleman, 77, passed away on Saturday, April 4, 2015 at Clapp's Nursing Center.

Max was a native of Guilford County, North Carolina. He was born Sept. 3, 1937. He was a member of the National Auctioneers Association and Auctioneer's Association of North Carolina. He ran an ice cream route for Guilford Dairy, was the owner of Southeast Curb Market, Pleasant Garden Texaco, Max Market, Max L. Coleman Wrecker Service, Daytona Pit Stop and Action Auctions, Inc. which is still operated by his wife, Terri.

He was also a member of the National Guard Reserve.

He was preceded in death by his parents, Ostus Noah Coleman and Lottie Clark Coleman, and two sisters, Audrey Coleman Wood and Carolyn Dawn Coleman Hester.

Max is survived by his wife, Terri Joyce Coleman; a son, Larry Coleman (Cheryl), of Greensboro; two daughters, Melissa Sawyer (Scott), of Liberty, and Rebecca Shives, of Greensboro; grandchildren and great grandchildren.

---

## Active member was also award-winning artist

Luana Marina Rhodes, 30, of Caldwell, Texas, went to be with her Lord on April 8, 2015.

Luana was born on Nov. 27, 1984. She graduated from Caldwell High School in Caldwell. She will be missed by her loving mother, Myla Luana, and stepfather, Mario Aguilar, and her twin sons, Zach and Daniel Zacariaz.

Luana was an active member of the National Auctioneers

Association. She was a talented award-winning artist with an impressive portfolio. She was also an avid reader. She was a loving mother and enjoyed her time spent with the twins. She had a beautiful smile and was loved by many. Luana leaves behind her twin sons; brothers, Aaron and Kyle Kovar; stepbrother, Alexander Aguilar; grandparents, Harry and Wanda Comber; uncles, Marlon Rhodes and Gregory Comber and a large extended family.

---

## Auctioneer got excited about every auction he had

Terry G. Wilkey, 61, of El Paso died at 8:25 p.m. Friday (April 10, 2015) at his residence with his family by his side.

Terry was born Aug. 29, 1953, at Camp Lejeune, N.C., the son of Lawrence "Gene" and Ruth Lucille Kessinger Wilkey. He married DeLois Fever on June 7, 1975, in El Paso.

Terry was a member of the El Paso United Methodist Church. He graduated from Reisch Auction School in August of 1974. He was a member of the Illinois State Auctioneers Association where he was a past president and the 2004 ISAA Auctioneer Bid Calling Champion. He was a Certified Auctioneer Institute graduate and an Accredited Auctioneer of Real Estate Graduate. He was also a top 15 finalist in the 2005 International Auctioneer Contest. Terry was an Auctioneer for

40 years around central Illinois.

Terry loved being an Auctioneer and got excited about every auction he sold. He knew someone everywhere he went. He did many benefit auctions, but the Flanagan FFA and the Salem Boys Home were two of his favorites each year.

Terry's wife survives along with three daughters, Molly Wilkey and Hayley (Sean) Tibbs, both of El Paso, and Leslie (Ty) Gimbel, of Whitestown, Ind.; four brothers, Tom (Karen), Tim (Pam), Trent (Mary) and Troy (Annette) Wilkey, all of El Paso; one sister, Teann (Donald) Downen, Secor; one granddaughter, Teagan; and one grandson, Cael Tibbs. He was preceded in death by his parents.

# Member found auction through family farm

Charles M. "Chuck" Pearson, 56, of rural Pontiac, Illinois, passed away Friday, April 10, 2015 at OSF St. Francis Medical Center in Peoria.

Chuck was born March 6, 1959, in Pontiac, Illinois, a son of Eldon and Hope (Greenman) Pearson. Survivors include: three brothers: James (Carine) Pearson of Ft. Collins, Colorado; Thomas (Linda) Pearson of De Pere, Wisconsin; and Larry (Lynda) Pearson of Mill Valley, California; one niece and four nephews, and four great nieces and one great nephew. Chuck was preceded in death by his parents.

He grew up on a purebred Holstein and grain farm in Central Illinois where his family produced many nationally recognized animals. Being around the livestock industry and farm auctions he got the itch to become an Auctioneer which he followed through on in 1995.

He has had a rapid growth in his business, Pearson Auction Company, and is associated with his business partner Terry Wilkey, who is an Illinois Auctioneers Association Hall of Fame member, past president of the ISAA, and a past bid calling champion. He graduated from the Missouri Auction School in 1995.

Chuck was a field representative for the Holstein Association covering the southern third of Minnesota. He worked for Country Mutual Insurance Company in Bloomington as a Loss Control Representative, Commercial Account Underwriter and District Underwriter.

He was a member of National and Illinois State Auctioneers Associations, District 4 Chairman of the Illinois State Auctioneers Association, and a state-approved instructor for Auctioneer continuing education for license renewal in the states of Illinois and Wisconsin. He also served on many other local, regional and state-level boards.

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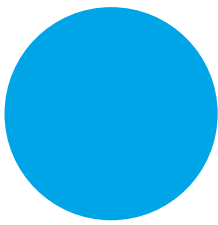
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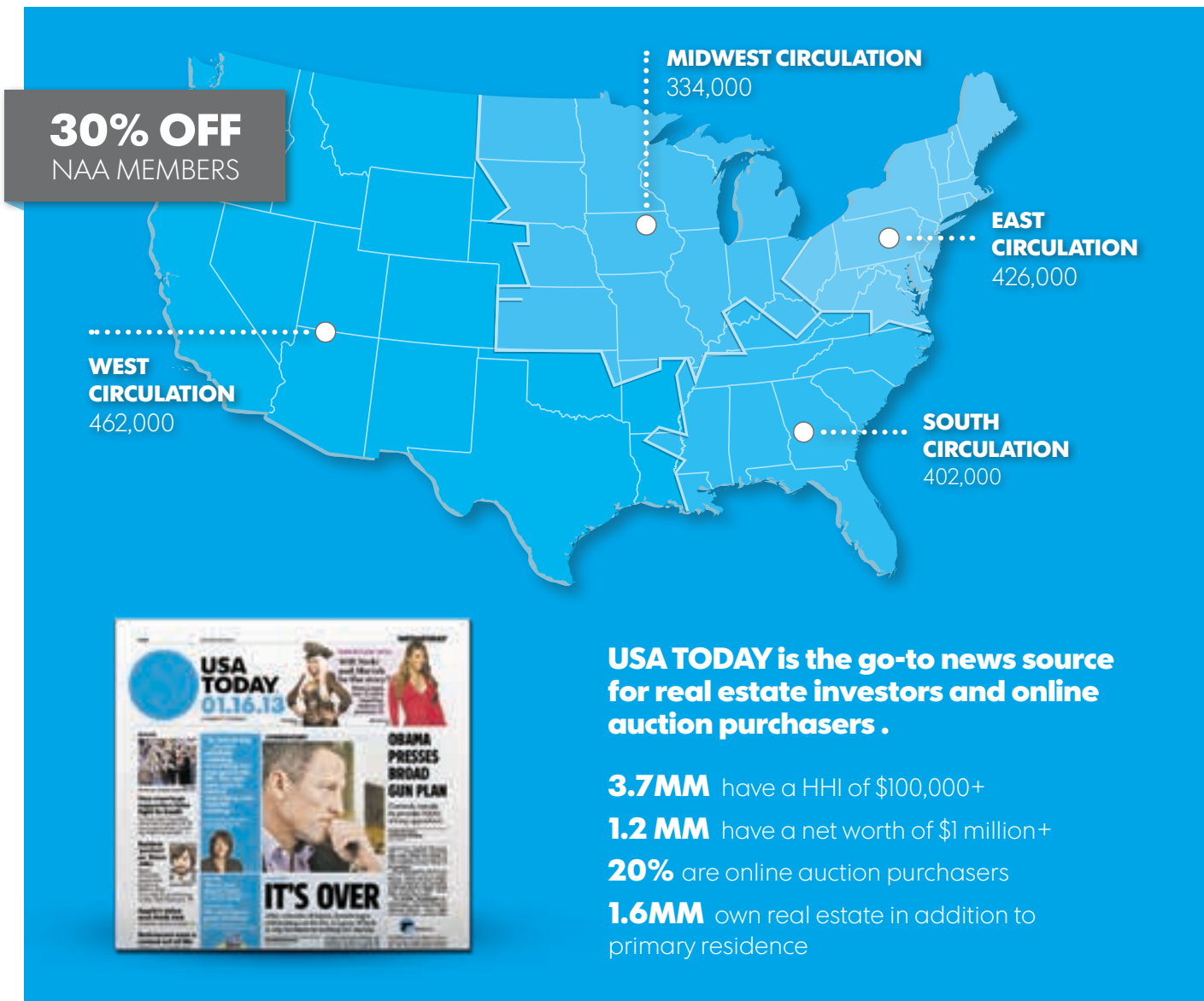
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auction skills  
and enhance  
my auction  
business in  
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*Obosi, Anambra, Nigeria*

# Reppert reaping what it sews

School's famous garden hoe has helped plant auction industry's next-generation seeds since 1921.

By Sarah Bahari, contributor



The Reppert school has trained auction professionals since 1921.



## Every graduate of Reppert Auction School sells the same item - a simple garden hoe.

Purchased in 1921 at a local hardware store, Fred Reppert, founder of the school, thought selling the hoe would be a good way to give the students real-world practice.

“This hoe has been sold thousands of times by some pretty well-known Auctioneers,” said Reppert School of Auctioneering President Melissa Davis, who took over the school in 2011. “Everyone who comes and goes sells the famous Reppert hoe.”

Blending such tradition with valuable business instruction, the Reppert school has educated thousands of students since it opened nearly a century ago in Decatur, Indiana. Now housed at Christy’s Auction Gallery in Indianapolis, Reppert is the country’s second-oldest auction college.

“We focus on making sure our students understand the auction business. We want them to go out into the business world and succeed,” said Davis, CAI, AARE, BAS. “By time they



leave here, they have a good, well-rounded education.”

Reppert offers four sessions a year, in March, June, August and December, and classes are capped at 50 students.

Instruction includes lessons on niche auctions, law and ethics, marketing and advertising, appraisals and bid calling, among other topics, Davis said. Students attend class 11 hours per day for 10 days.

“We joke that it is similar to receiving information with a fire hose,” Davis said. “There is a lot of information handed out over the 10-day period.”

Future Auctioneers get a behind-the-scenes glimpse of a large weekly, market-style auction run by Christy’s Auction Gallery, and many have the opportunity to sell before a crowd of 400 to 1,000 attendees.

Students come from across the country and several countries, beginning at age 16, the youngest Reppert accepts.

“We are seeing a trend of students coming in younger and younger,” Davis said. “Kids now have grown up with auctions. They understand the auction method of marketing and have seen the success of sites like eBay.”

A team of about 30 instructors include past International Auctioneer Champions, college professors, area attorneys and Hall of Fame members, Davis said, providing students with a wide range of practical business knowledge.

Reppert also offers continuing education courses and seminars in personal property identification, online auctions and bid calling.

Social media helps graduates of the school stay in touch and create valuable networks, she added.

Notable alumni include Leroy Van Dyke, country music singer best known for “The Auctioneer;” Darren Julien, Auctioneer to celebrities; Greg Rice, 1996 IAC champion; Megan Niedens, 2013 IAC champion; Camille Booker, 2011 IAC champion; and Johnna Wells, 2005 IAC champion.

Also, C.B. Drake, who graduated in Reppert’s first ever class in 1921, went on to serve as President of the National Auctioneers Association and started one of the country’s first automobile auctions; and Guy Pettit, who graduated in the first graduating class, was inducted into the Hall of Fame in 1963. ❖



## Ohio Auction School

The most recent class to graduate from the Ohio Auction School marked a benchmark 15th anniversary for the institution. The class consisted of students from Florida, Indiana, New York, Ohio and Pennsylvania. The school is located in Groveport, Ohio.

## AUCTION SCHOOLS!

Send your class graduation high-resolution photos and cutline information (class size, graduation dates, states represented and names) to: [publications@auctioneers.org](mailto:publications@auctioneers.org).

*Note: Cutline information will be included only as space provides.*

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**May God Bless You & Keep You**

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### EARN YOUR DESIGNATION!

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

NATIONAL AUCTIONEERS ASSOCIATION

# EDUCATION CALENDAR

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## CONFERENCE AND SHOW

Addison, Texas • InterContinental Dallas Hotel • July 14-18, 2015

Registration Opens March 3rd, 2015

AARE • July 12-14

ATS • July 14-18

Train The Trainer • July 12-14

BAS • July 12-14

CES • July 12-14

Interpersonal Communications for Auction Professionals • July 12 - 12

USPAP (15hr) • July 12-13

USPAP (7hr Update) • July 14

## BENEFIT AUCTION SUMMIT

New Orleans, Louisiana • Hilton French Quarter • September 13-15, 2015

## BENEFIT AUCTIONEER SPECIALIST

Colorado • TBD • October 5-7, 2015

## ACTION TECHNOLOGY SPECIALIST

Wisconsin • TBD • November 2-4, 2015

## ACCREDITED AUCTIONEER REAL ESTATE

Ohio • TBD • November 22-24, 2015

## DESIGNATION ACADEMY

Las Vegas, Nevada • Bally's Hotel & Casino • December 6-12, 2015

---

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

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

## IN THE RING

**PAGE** *“As Auctioneers, we make our money with our bodies and our voices, and if we don’t take care of ourselves, we’re not going to have longevity.”*

13

**Darron Meares, CAI, BAS, MPPA**

*Meares Auction Group  
Pelzer, South Carolina*

**PAGE** *“Texas is known for hospitality. We’ll roll out the red carpet. Between the hospitality and good Texas barbecue and a variety of other things, they’ll have a great time.”*

37

**Mike Jones, CAI, BAS, GPPA**

*United Country Auction Services  
Dallas, Texas*

**PAGE** *“I have learned that once you become an Auctioneer, you become part of a big family.”*

43

**Kristie Sours Brown**

*Bearfoot Enterprises  
Bentonville, Virginia*

## AROUND the BLOCK



Morgan Hopson (right) receives the Pat Massart Award from NAA Auxiliary Chair Traci Dower, CAI, AARE.

- **Morgan Hopson was honored with the Pat Massart Award** at the Certified Auctioneers Institute (CAI) in Bloomington, Ind., Sunday, March 23. The Pat Massart Award, named in honor of the late National Auctioneers Association (NAA) Hall of Fame member, is given each year to the CAI student with the best auction proposal. Hopson was selected out of 50 other students to take this year’s honor.

- An April 14 sale of six Indiana farms owned by Morgan Foods attracted a crowd of approximately 140 – including 84 registered bidders – and resulted in the sale of all of the properties for a total of \$7,061,000. **Schrader Real Estate and Auction Company marketed the property and managed the auction.**

- **United Country Auction Services President Mike Jones** conducted the live auction at the Live Big Benefit for Cancer Support Community North Texas Wednesday, April 8. The event took place at the new Nebraska Furniture Mart – only one of four locations in the U.S. – in Colony, Texas. “It was a pleasure to act as the professional Auctioneer for this event and to have United Country Auction Services be selected as the auction company partner of choice to work with Mr. Warren Buffett

to raise funds for Cancer Community Support North Texas and in opening Nebraska Furniture Mart – Texas, now the Nation’s Largest Furniture Store,” Jones said.

**MEMBERS' CORNER**



**A lady, her ring, and two-plus decades...**

Here's a crazy story as last month, NAA member Sarah Shafer saw a class ring among jewelry lots to be auctioned at one of her sales. She decided to buy the ring and then located the person whose name was engraved on the inside. After a few weeks of searching through Facebook, the woman was contacted through a mutual friend.

The woman was able to describe the ring in detail despite not seeing it for more than 20 years.

She explained to Shafer that she had planned to give the ring to her boyfriend decades ago, and that she would still go ahead and give it to him now as she had married him and was still with him. A nice aside to the story: the ring looked exactly as the woman had remembered it with no wear.

The photo shows the lady and her long-lost ring.

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FCAI ..... 59

Galaxy Audio..... 54

Hudson and Marshall..... 63

Hyper Graphics..... 33

John Nicholls ..... 13

Kiefer Auction Supply..... 51

Lampi..... 37

Matt Corso..... 49

Mendenhall School of Auctioneering .... 51

Reppert Auction School..... 49

Satellite ProLink ..... 47

St. Jude Children’s Research Hospital ..... 21

Terri Walker ..... 33

Texas Auction Academy ..... 8

United Country Auction Services ..... BC

USA TODAY ..... 52

Wavebid ..... 16-17

World Wide College  
of Auctioneering ..... 37

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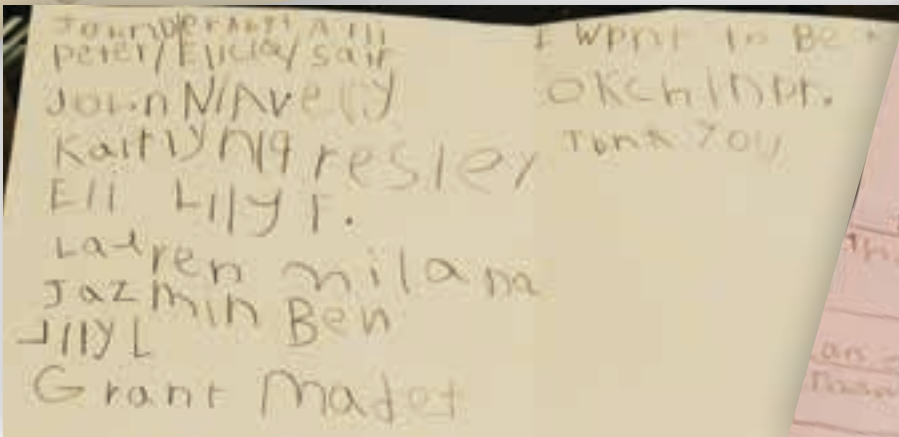
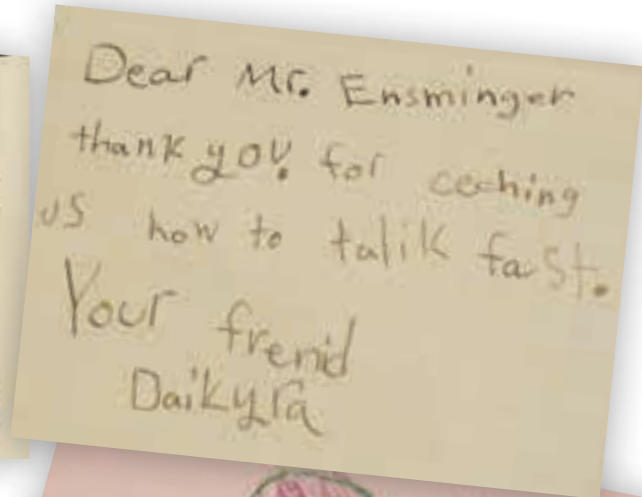
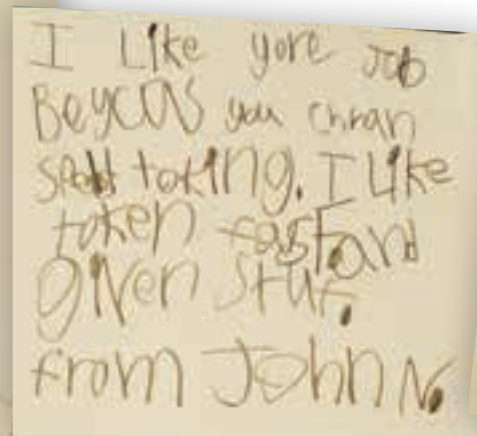
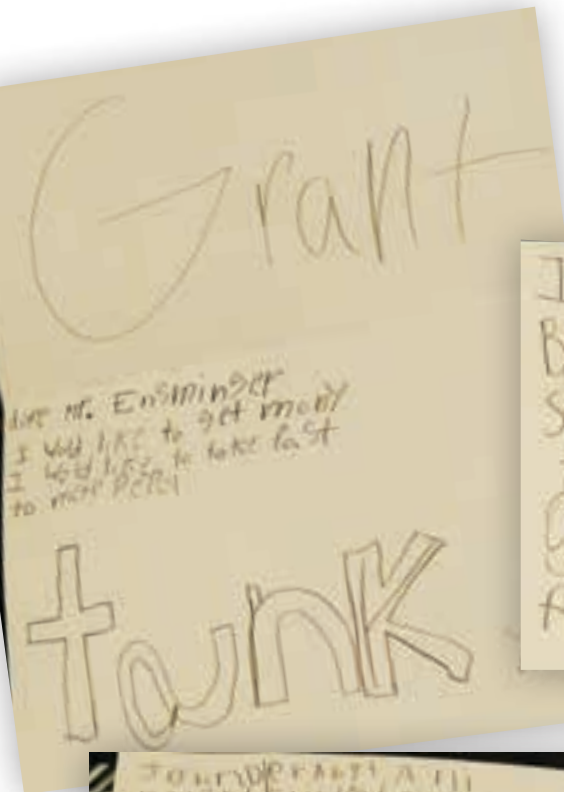
# NAA invades local school day!

NAA Director of Education Aaron Ensminger recently visited a local first-grade class to teach the children about the auction method of marketing and the NAA.

While we're sad to report there is no video evidence of his performance, Ensminger's bid-calling demonstration and exercise with the kids left quite the impression, apparently. Several first-graders made thank-you cards that reference how much they wanted to become an Auctioneer because they liked how fast they talked.

Way to go, Aaron!

**#buildthatbrandloyalty**



  
**United Country**  
**Real Estate**  
Auction Services

  
**Texas Auction Academy™**

# TIME TO PARTY

United Country Auction Services – the nation’s largest integrated auction and traditional real estate company – and the Texas Auction Academy

**INVITE YOU TO A STAR-STUDDED TEXAS PARTY!**

**TUESDAY, JULY 14** *beginning at* **6 PM**

Eddie Deen’s Ranch, 944 South Lamar Street, Dallas, TX

Parking is limited. Free shuttles available from the InterContinental Hotel.

Ray Benson &

**Asleep at the WHEEL**



**SPECIAL APPEARANCE**

and photo opportunities with  
Burton Gilliam, star of *Blazing Saddles*

In celebration of our eight-year anniversary, United Country Auction Services – in conjunction with the Texas Auction Academy – are proud to provide your evening’s entertainment for the official NAA Conference & Show Welcome Party: nine-time Grammy winners Ray Benson and Asleep at the Wheel!

Visit [ConferenceAndShow.com](http://ConferenceAndShow.com) for general NAA Welcome Party information and checkout [UnitedCountryNAAEvents.com](http://UnitedCountryNAAEvents.com) for more information about the evening’s special appearances and opportunities for giveaways. Don’t forget to stop by our booth located at 4 and 5 for a giveaway drawing each day at 2 PM.



**WE CAN'T WAIT TO SEE YOU THERE!**

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