



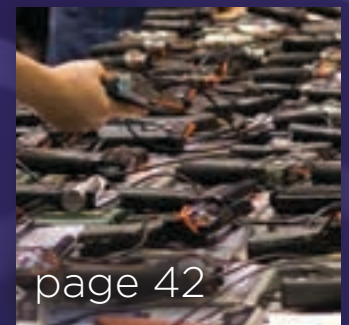
Auctioneer

MAY 2016



NAA DESIGNATIONS: A *true* value proposition

- ALSO INSIDE:**
- | Q&A WITH THE ATF
 - | #AUCTIONSWORK/#NAAPRO MAJOR SUCCESS!
 - | NAA DOMINATES WAAC ... AGAIN



page 42



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Spanky Assiter
NAA President

National Auctioneers Association President Spanky Assiter, CAI, AARE, has a long history with the NAA since joining the Association in 1985. Now a life member, Assiter won the NAA IAC title in 1991 - the same year he won the Texas State Champion Auctioneer crown. His first tenure with the NAA Board of Directors, as a Director, came in 1994.

In the summer of 2007, Assiter's global impact on the auction industry was recognized when he became one of the youngest inductees into the NAA's Hall of Fame and TAA Hall of Fame.

He is Chairman and Founder of Assiter Auctioneers in Canyon, Texas, where he makes his home with his family.

Why you should go to Conference and Show

NAA *Conference & Show*

JULY 19-23, 2016
GRAND RAPIDS



PURE EXPERIENCE.

This month I'm going to ask you to consider one question: Why should you come to the Conference and Show in Grand Rapids in July?

People will respond different ways. Some will say they will be going because we offer more than 50 seminars and workshops during a three-and-a-half-day period that will make your business more efficient or help you bring in more money.

Some will say that they think you should go because where else can you find the number of vendors that come to the Conference and Show in one place? This allows you to compare prices and features of auction products and services in ways you can't anywhere else.

Some say they think you should go because you can network. There will be more than 700 auction professionals registered for this one event. You can make new friends or reacquaint with old friends.

Some say you should go and compete in the International Auctioneers Championship! This provides you a place where you can compete against some of the best Auctioneers in the country, and perhaps win so that you can add your name to the list of the best of the best!

Some will be campaigning hard! There are four people running for director (see pages 28 to learn who they are!). And remember if you can't go to Grand Rapids, make sure you send in your absentee ballot!

All of that is true. However, here's why I want you to go: Life is short, so I want you to go to ...

Have fun!

You can learn, you can network, you can compete, and you can campaign, but through it all, remember - have fun!

Because without a little fun, life is dreary!

Looking forward to seeing you ALL in Grand Rapids this coming July 19-23. ❖

*Love ya
Love ya
Spanky*



10

COVER: Uncap your earnings potential

Problem-solver. Networker. Business leader. Marketer. NAA Designation programs can make you all of these things on top delivering their specific value propositions.

FEATURES & NEWS

6 2016 NAA Day on the Hill
Politicians will be eager to hear from NAA member-constituents prior to elections.

8 NAA (again) dominates WAAC
Nine members filled the event's Top 10, including new champion Michael Riggins.

16 NAA Board April meeting recap
The Board approved an extension with the Foundation and welcomed two new EI Trustees.

18 Engaged membership drives #AuctionsWork/#NAAPro success
No matter how you slice it, the campaign was a smash hit because of member involvement.

26 #NAACS16: PURE Experience
Powerful connections, Unparalleled education, Renewed spirits, and Enhanced skills are on tap.

28 2016 NAA Election
We asked this year's candidates five questions on NAA and industry. Read their answers!

38 3 easy steps for better online brand management
The public can search Google and find your social media posts. Is that a good thing for you?

42 Q&A with the ATF
Find out what one ATF Special Agent says you should do with firearms questions.

BUSINESS PRACTICES

22 Protect your name
How much of your company brand are you giving away?

24 Battling online buyer's remorse
Are your Terms and Conditions enough? We have keys to enforcing electronic contracts.

FACES OF NAA

36 From stage fright to stage Might
NAA member Junior Staggs says the NAA "can be whatever you want it to be."

40 A people's champion
NAA member Anthony Azizi uses his auction business to increase his ability to support those in need.

NETWORKING

- 14 State watch
- 46 Success stories
- 52 NAA Ambassadors
- 54 In memory
- 57 Schools
- 58 New members
- 60 Commitment
- 62 New designations
- 64 In the ring
- 65 NAA Crossword

DEPARTMENTS

- 61 Education calendar
- 67 Marketplace

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2016 NAA DAY ON THE HILL



(Left) NAA President Spanky Assiter (middle) shares a quick hug with NAA member and U.S. Rep. Billy Long (R-MO) as NAA Advocacy Committee Chair David Whitley looks on during the 2015 NAA Day on the Hill event. (Right) DOTH attendees are briefed during a morning session prior to heading to Capitol Hill for their appointments with government leaders.

The September event will take place just before elections – a great time for NAA members to spark or build on relationships with their legislators.

By Nancy Hull Rigdon, contributor

Charlotte Pyle entered last year's National Auctioneers Association Day on the Hill familiar with pessimistic political notions and left quoting a U.S. Founding Father.

"People say, 'Nothing can be done, so why make the effort?' And 'We're only one vote – it doesn't matter,'" says Pyle, CAI, of Joe R. Pyle Complete Auction & Realty in Mt. Morris, Pennsylvania.

Her experience in Washington, D.C., however, debunked those comments.

"Data shows proof that it does matter, and your voice can be heard if you choose to make an attempt," she says. "At Day on the Hill, you see how our government works and also gain a tremendous education on how little we as constituents do individually to

help our local legislators understand our business as well as how impactful we can be."

As a result, she asks her fellow NAA members to reflect on the words of Benjamin Franklin: "nothing ventured, nothing gained."

Organizers of the 2016 NAA Day on the Hill event hope to carry last year's momentum into the event this fall.

"The 2015 NAA Day on the Hill was a great success. We were very well-received by our various Congressmen and Senators and their administrative assistants," says NAA Past President Tom Saturley, CAI, of Tranzon Auction Properties in Portland, Maine.

The goal last year was not to lobby for specific legislation.

Rather, the mission was to spark relationships.

“It is important to build our relationships now, so that when we do have the issue that is important to us as a professional or as an industry, they will take our call and listen,” Saturley says.

The relationship building will continue during this fall’s Day on the Hill.

“This is a great excuse to visit our nation’s capital, and it will be a wonderful and exciting time there. You’ll have the chance to be in Washington, D.C., in fall 2016, right ahead of the election,” Saturley says. “This is a terrific opportunity to partake in what the nation’s capital is all about – it can be a very satisfying and productive experience.”

Last year, about 25 NAA members and staff participated in the event, which kicked off with a reception the evening before the day of legislative meetings. Last year, the reception was a highlight in large part due to the attendance of two NAA members who are also legislators – Rep. Billy Long (R-MO) and Rep. Jeff Duncan (R-SC).

The NAA schedules the event as a way to help members connect with those representing them in U.S. Congress, so that members can share the issues they face as well as share the positive impact the auction method of marketing can have on government and regulatory agencies.

In advance of the day, attendees make their own appointments with their local members of the U.S. Congress and House of Representatives or their staffs. From there, NAA leaders prepare attendees for their meetings.

“David Whitley and his Advocacy Committee will do a phenomenal job of preparing you for your meetings. There’s no need to feel intimidated – you’re in good hands,” Saturley says.

Prior to the legislative meetings, the committee, led by Whitley, CAI, CES, of Whitley Auction in Eaton, Colorado, will host an advocacy meeting first thing that morning to coach participants on what to expect and to suggest talking points. Several ongoing legislative issues – such as proposals pertaining to selling ivory and firearms – affect the auction industry, and NAA leaders will prepare attendees for discussions on those topics.

“You’ll be prepared, not to lobby, but to help educate the individuals who represent you and can potentially affect our industry about your profession,” Saturley says.

Patrick Morgan was encouraged by his participation in last year’s Day on the Hill. He and three other Pennsylvania NAA members met with staff members of two of their legislators.

“They were very interested in hearing our concerns,” Morgan, of Martin Auctioneers in New Holland, Penn., says.

Additionally, the staff members were receptive when NAA members asked for a heads-up when issues concerning consumer affairs, such as licensing laws, emerge.

“We were able to have their ear for 30 minutes to an hour, and that can end up going a long way down the road,” he says. ❖

If you would like to take part in the 2016 event, email bmcgrath@auctioneers.org.





NAA Past President Paul C. Behr (left) and 2015 WAAC Champion Bobby D. Ehlert (right) congratulate 2016 Champion Michael Riggins. Ehlert and Riggins have pushed NAA to the top of the competition the past two years.

NAA again dominates World Automobile Auctioneers Championship

Michael Riggins bests Heath Spracklen by less than one-tenth of a point to top a strong field loaded with NAA talent.

By NAA Staff

COLUMBIA, Mo. – For the second year in a row, National Auctioneers Association members dominated the World Automobile Auctioneers Championship, as Michael Riggins, of Somers, Connecticut, topped an NAA-heavy Finals field of 15 in one of the tightest bid-calling contests in recent memory.

“I always go to the WAAC with the intention of giving my best effort, but I can’t say that I thought would be on top in the end,” Riggins said. “The World Automobile Auctioneers Championship brings out the best Automobile Auctioneers in the business every year, so just to be able to compete with that level of talent is an honor.”

WAAC

Riggins' 96.7083 final score was just enough to best Heath Spracklen, of Pana, Illinois, who was strong throughout the competition and turned in a 96.6250 in the last round. John Temme, Sr., of Petersburg, Nebraska, finished third (96.5417), a fraction of a point ahead of his son, Jonathan Temme, of Petersburg, Neb., (96.4167). Michael Chambers, of Atkinson, New Hampshire, was fifth (96.2083).

Held at Missouri Auto Auction, in Columbia, Mo., on a busy auction day, the facility buzzed for most of the nine-hour competition, as some of the world's greatest auction professionals took turns at microphones across four lanes, selling automobiles while entertaining an enthusiastic audience.

The bid-calling portion of the championship occupied Lanes B and D, with 71 auction professionals displaying their talents in each lane to amass a combined score. Riggins appeared as competitor No. 15 in Lane B and No. 21 in Lane D, which proved to be his opportunity to set a tone early. Within the first few hours, Riggins bolted to the top of the leaderboard – a spot he would never relinquish as the preliminary round played out.

Then, after 15 finalists were named, including 14 current NAA members, Friday's afternoon final round again saw NAA rise to the top as the final standings – which saw No. 1 and No. 15 separated by less than two points – with NAA in all five top five spots, and nine of the top 10.

"Although I am so very honored to have come out on top, I am not surprised that it was so close," Riggins said. "There were so many elite Auctioneers that I would have been shocked if it wasn't extremely close. I feel like every time I come to the WAAC, it is a tightly packed field." ❖

2016 World Automobile Auctioneers Championship

Columbia, Missouri | April 15, 2016

FINAL ROUND ★ =NAA member

PLACE	NAME	HOMETOWN	SCORE
★ 1.	Michael Riggins	Somers, Conn.	96.7083
★ 2.	Heath Spracklen	Pana, Ill.	96.6250
★ 3.	John Temme, Sr.	Petersburg, Neb.	96.5417
★ 4.	Jonathan Temme	Petersburg, Neb.	96.4167
★ 5.	Michael J. Chambers	Atkinson, N.H.	96.2083
(t) 6.	Blake McDaniel	Tallassee, Ala.	96.1250
★ (t) 6.	Woody Woodruff	Shelbyville, Tenn.	96.1250
★ (t) 6.	Josh Houk	Caldwell, Idaho	96.1250
★ 9.	T.J. Freije	Clayton, Ind.	96.0833
★ 10.	Vinny Zapien	Fountain Valley, Calif.	95.9583
★ 11.	Paul Storm	York, Pa.	95.5833
★ 12.	Scott Mihalic	Chardon, Ohio	95.4583
★ 13.	Josh Mayhugh	Chambersburg, Pa.	95.2917
★ 14.	Austin Kelly	Moberly, Mo.	94.8333
★ 15.	Patrick A. Burke	Meshoppen, Pa.	94.7500

WAAC champion to attend first Conference and Show

In addition to his new title, Michael Riggins will enjoy another major first in 2016 as he attends his first Conference and Show this July. The champion, who won a scholarship to attend courtesy of the World Automobile Auctioneers Professional Association, is scheduled to be one of several speakers during NAA member Andy Imholte's Fast Talking Podcast session on Thursday, July 21.

"I am so thankful to WAAPA for the scholarship to attend the NAA Conference and Show," Riggins said. "It is going to be an amazing opportunity for me to meet more amazing people and learn from the greatest minds in the auction industry. I feel strongly that there is always more to learn about this great business of ours, and what better place to do it than Conference and Show."



NAA DESIGNATIONS: A *true* value proposition

Designations are so much more than letters. They are built to empower and encourage holders to create bigger, leading, career visions and uncap earning potential.

By NAA Staff

Over the past couple of years, the National Auctioneers Association developed and released nearly a full slate of brand new or updated Continuing Education designation programs for the auction industry.

Packed full of best practices, information, and skills development, the programs are aimed at keeping NAA members at the front of the line when it comes to approaching new clients, conducting auctions to their highest level, and running auction businesses to their full potential.

“I look at [NAA Designations] as the evolution of information before everyone else has it,” Philip Gableman, CAI, GPPA, said. “These courses tend to offer information ahead of the masses having and accepting the information.”

Part of the “full potential” proposition is equipping members with the ability to avoid capped earning potentials. For those who sell real estate, sometimes the market slows down. The same is true for estates or personal property. So, what if you were fully equipped to regularly handle appraisals? What if you were able to nimbly swing from a slow real estate market and plug away with professionally planning a benefit auction simply because you had the knowledge and prepared wherewithal to do so?

“I believe the designation courses are the advanced levels of education of the multiple niches in the industry,” Gableman said. “They provide key details into consolidated sessions that are being hammered into short time frames.

“They also provide rich networks of people in the same niches of the business or industry that are lifelong connections. Many of my classmates in GPPA talk and regularly share valuable information years after the course.”

That’s the true general value proposition of having multiple NAA Designations. It really is about you having the skillset to be a better auction professional and succeed more than you had before, as well as having a strong peer network that can help you deliver more value to your clients.

“Increasingly, people are seeing the value in our designation programs,” NAA Director of Education Aaron Ensminger said. “The value proposition of NAA Education showing them better overall business practices, marketing techniques, and business connection strategies, and how those things will help spur their auction business forward, is piquing lots of interests.”

Many members have attended those classes and gained additional knowledge and insight. However, there are still many who haven’t taken the step of allowing their association to lend a direct hand in helping uncap their earnings potential.

How does that work, exactly? Well, it’s a two-way, win-win in terms of promotion for both the auction professional who earns his/her designation and the association.

When that happens, the auction professional is able to showcase that they are exemplary and a leader in a certain skillset. NAA provides a press release template for the member to fill out and submit to media. NAA also allows consumers and other auction professionals to search “Find An NAA Auction Professional” by designation. This is extremely handy when a member would like to stand out against competition in their area.

Also, NAA wants to support and promote the fact that its members are and will continue to be at the forefront of their chosen paths as careers and businesses evolve.

It is not built to be a one-and-done, in-and-out proposition. Instead, it is an invested relationship ... from both sides.

“The Information in these designation classes can change the way you do business forever and most importantly open up new doors you didn’t know existed,” Gableman said.

Let’s look at each designation’s value proposition.



CAI Value - Be better at your auction business

CAI is different from NAA’s other designations. It’s a three-year program in which attendees spend a week each year onsite at Indiana University. It’s an intensive program involving late nights working on proposals and other projects that happen in the time between classes.

CAI, unlike other designations, focuses on the business of the auction industry rather than on a particular asset class. While attendees learn about different types of auctions, the focus is on business planning, development and structure.

Attendees register for CAI I, CAI II, and CAI III in successive years. Gaps between CAI I, II and III of more than two years require approval of the Education Director, and often are addressed by having attendees audit CAI classes for a year before returning to the program.



AARE Value - Be better at real estate by auction

AARE is NAA’s premier Real Estate designation. The three-day class takes attendees through conducting a real estate auction



Philip Gableman moderates a session during CAI: Next this past March. CAI's value proposition is that it focuses on the business side of running an auction company as opposed to a particular asset class.

from prospecting to closing after the auction (and explores opportunities if a property doesn't sell).

Along the way, the class explores finance, marketing, proposals, sales, legal aspects of real estate, and working with traditional brokers and banks, among other topics.

AARE is designed so that anyone can get some benefit, but it's particularly accessible for two groups: Auctioneers who are looking to move into real estate, and real estate professionals with no auction experience.



AMM Value - Be better at marketing your auctions

The designation began its life as a technology designation, covering some marketing topics and also the basics of online auctions. Over time, it changed according to the needs of those taking it, to the place where 85-90 percent of the time was spent on marketing. As a result, the designation will be changing completely to AMM from ATS in July 2016.

The instructors are currently teaching the AMM curriculum. Attendees learn about branding, marketing, audience and messaging, with a heavy technology slant. Some of the topics covered: advanced Facebook marketing; online metrics (generally through Google analytics); and some traditional marketing. Attendees, while they do not need a high level of online literacy, are often helped by having it. This designation, more than the others, is geared toward the "non-Auctioneer" auction professional who wants to be able to sell assets.



BAS Value - Be better at raising money for your nonprofit clients

This designation is one of NAA's fastest-growing. The designation covers not just selling items at a benefit auction, but how to maximize fundraising through non-bid-calling methods,

such as games to play with an audience, silent auctions, direct appeals and more.

Some of the major topics covered are working with nonprofits and volunteers, networking and marketing your services, and actually convincing people to pay for a benefit Auctioneer (often nonprofits are used to using a volunteer Auctioneer).

Attendees are generally benefit auctioneers with some experience who are looking to expand or auctioneers looking to add something to their portfolio of services. This designation is a favorite of people fresh out of auction school, as it requires very little other experience, as does selling real estate or personal property.



CES Value: Be better at handling estates

The CES designation is designed to prepare designees to run a successful Estate Specialist business. Attendees learn marketing, intensive people skills (as they often deal with families in crisis), advanced networking skills, and auction methods.

One of the standout elements of this designation is its attention to non-auction methods of liquidating personal property. The designation discusses tag sales, donations and other ways of selling/liquidating, whether on your own or through a network of other professionals.



GPPA Value: Be better at alternate revenue streams

GPPA is very different from NAA's other designations in two ways: It's longer (five days), and it's not about auctions. GPPA is designed to give auctioneers both more skill and acumen in appraising personal property and also another potential revenue stream as a professional appraiser.

Attendees learn to appraise all types of personal property, from



Instructors Rich Schur and Darron Meares lead a GPA class during the NAA Designation Academy held each December in Las Vegas. GPA's value proposition is that it teaches auction professionals how to be better at developing alternate revenue streams.

art to antiques, heavy equipment to general household goods, vehicles to collectibles. The class focuses on process rather than asset class: attendees complete a minimum of three appraisals in class.

GPPA teaches attendees to appraise according to USPAP (Uniform Standards of Professional Appraisal Practice), which is a two-day class also offered by NAA (and other entities as well).



USPAP Value: Be USPAP compliant in your appraisals

While USPAP is not an NAA designation, it is offered at Designation Academy and USPAP compliancy is a part of the GPA designation.

Attendees are not "certified" in USPAP, rather, they become USPAP compliant—able to create a USPAP compliant appraisal. USPAP compliancy is traditionally required in appraisals that will be used in court or for insurance purposes.

To initially obtain USPAP compliance, attendees take a fifteen hour (two day) course and pass an exam. That compliance is valid for two years, at which time a seven hour (one day) update course must be completed. NAA offers both the seven and fifteen hour courses. USPAP is not an NAA course; there are many other entities who offer USPAP both online and live.

For more information on NAA programs, visit <http://www.auctioneers.org/designations-accreditation>. ❖

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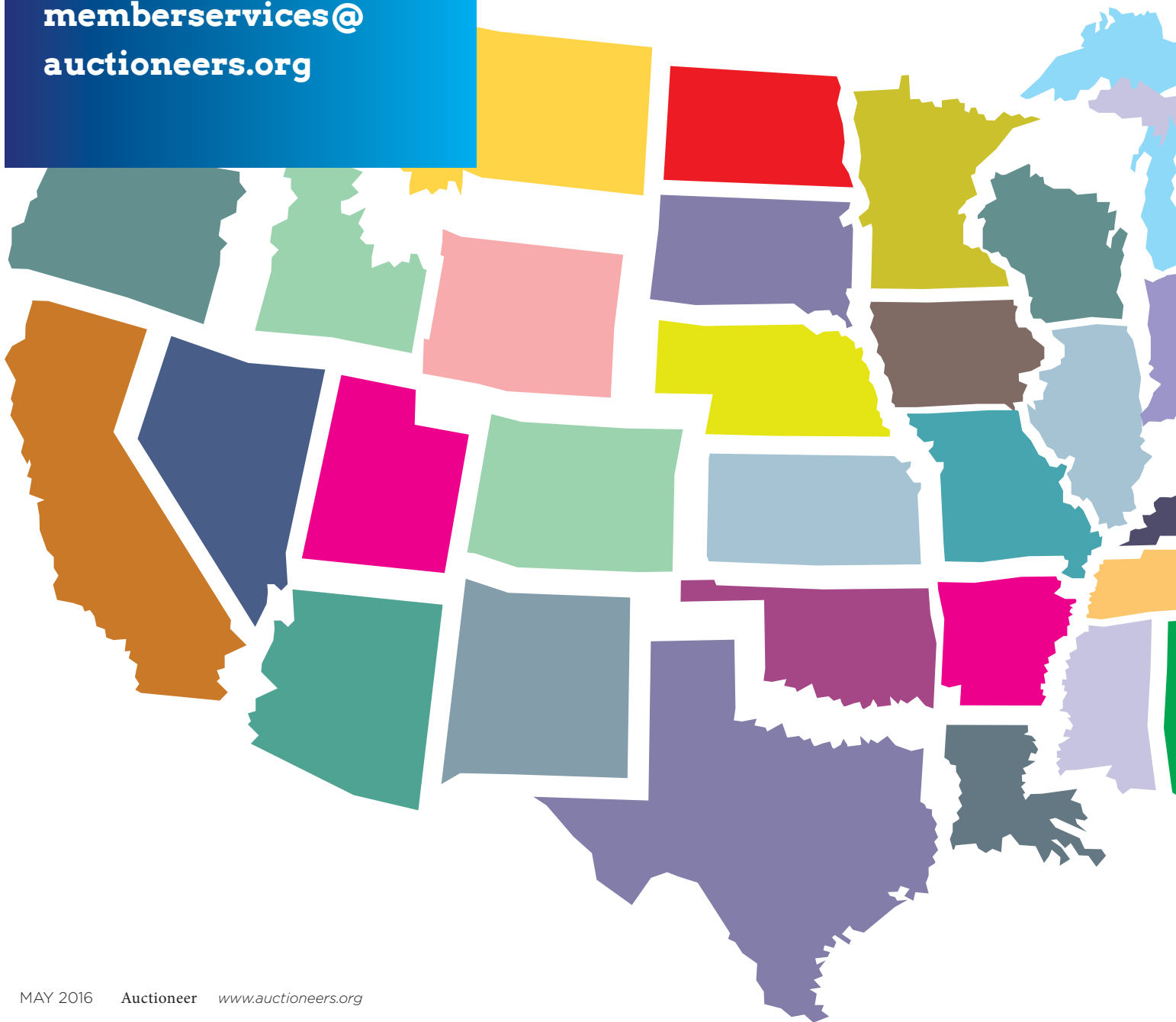
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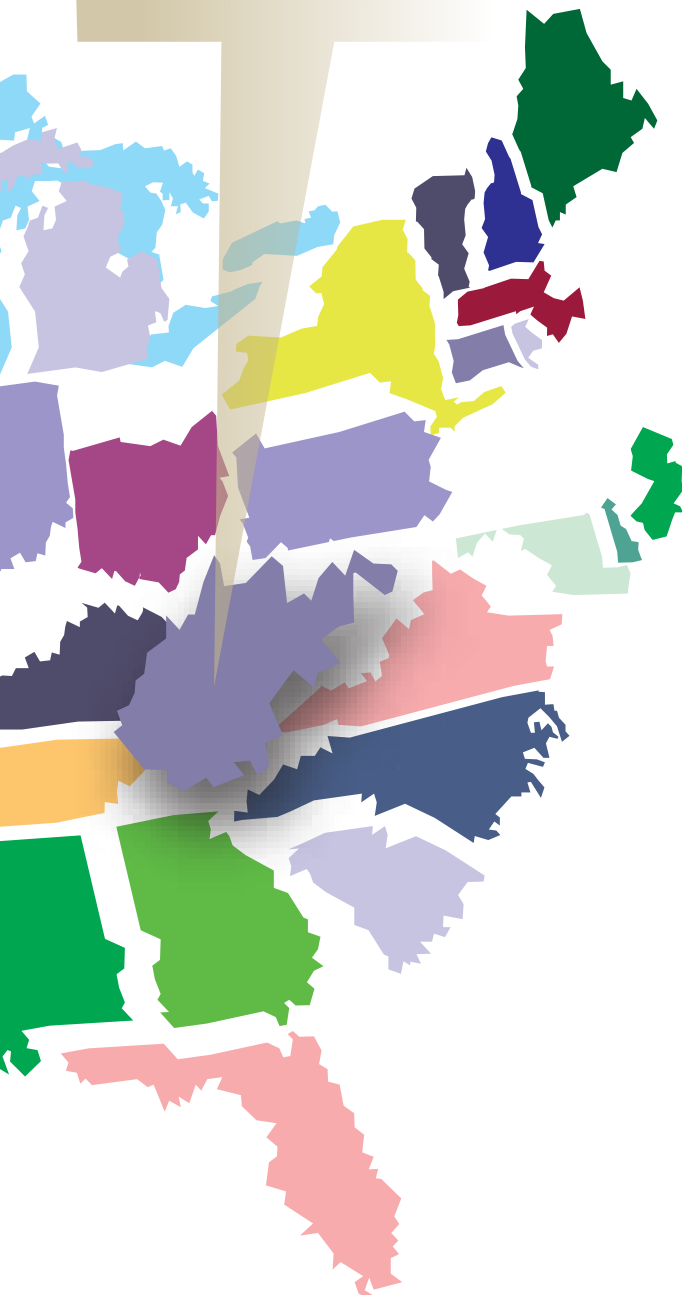
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WEST VIRGINIA

Approximately 80 auction professionals convened on Feb. 26-27 for the West Virginia Auctioneers Association convention. The crowd witnessed NAA member Matt Hostetter, CES, top a field of 21 competitors for the state's bid-calling championship. In addition to the competition, attendees also saw a special award presentation by West Virginia Commissioner of Agriculture Walt Helmick, who honored a trio of auction professionals, including NAA members Bob Stewart and Barbara Blake, for their service to the auction industry in the state.

Results of the state election: president – Robert Stewart, Jr.; executive director – Barbara Blake; Board of Directors – Andrew Yoder, CAI; Kevin Teets, CAI, CES.



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

When 5-year-old Gracie didn't want her belly touched, her mom feared appendicitis. In fact, the diagnosis was worse: acute lymphoblastic leukemia, a type of blood cancer that is also the most common form of cancer in children. Referred to St. Jude Children's Research Hospital®, Gracie is receiving two and a half years of chemotherapy, at no cost to her family. 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. "Everything St. Jude is doing for us, and we won't have to pay a bill? That's amazing," said Gracie's mom. "Being able to focus on nothing but your child is a wonderful thing."



Sponsored by:



Gracie, 5 years old
Mississippi
acute lymphoblastic leukemia

stjude.org/naa





The NAA Board of Directors and guests all took part in the #AuctionsWork/#NAAPro campaign while conducting a packed, productive meeting in April.

NAA Board celebrates National Auctioneers Week; approves new EI Trustees

NAA also approves an extension of its National Auctioneers Foundation management agreement.

By NAA Staff

The NAA Board of Directors celebrated National Auctioneers Week in a big way while attending a day-and-a-half meeting at NAA headquarters in Overland Park, Kansas.

Aside from the entire Board taking part in daily activities aimed to promote #AuctionsWork, #NAAPro, and National Auctioneers Week, leadership found additional reasons to be jovial leading up to National Auctioneers Day.

Board members met with Ifft and Company, the audit firm selected by the Audit Committee to conduct the annual review of the NAA financial policies and processes. No areas of concern were identified by the auditors for the 2015 financial year.

Also during the meeting, the Board discussed several strategic issues, including the future of the auction industry. Prior to this

meeting, members of the State Leadership Conference held in May provided their input, and members of some classes in CAI also provided some feedback as well.

This discussion will continue at the Board's planning meeting in August in Columbus, Ohio. Board members also discussed the need for a task group that would define the relationship between the state associations and the NAA. And finally, the Board delegated a discussion to the Promotions Committee on whether having a philanthropic partnership is the best use of NAA resources.

Outcomes from the Board also included the approval of several revisions on the NAA financial policy, which will allow the Board to more closely monitor the financial reserves for the organization.

The next Board meeting will be held in July prior to the Conference in Grand Rapids.

In other action, the NAA Board:

- Approved the extension of the management agreement with the National Auctioneers Foundation;
- Approved the creation of an NAA Facebook Group open only to NAA members;
- Approved the appointment of Philip Gableman, CAI, GPPA, and Melissa Davis, CAI, to the NAA Education Institute Trustees;
- Approved additional funding for the Membership Task Force to hold another in-person meeting in order to continue discussion on its charge of increasing membership to 4,500 by the year 2020;
- Agreed to participate in a trial assessment of individual Board members;
- Approved the sale of opt-in email addresses to NAA vendors.

The Board also provided feedback to the Code of Ethics Task Group on its efforts to revise the NAA Code of Ethics. The Board will review a final version at its July meeting. That version will be printed in the August issue of Auctioneer for member feedback and then presented to the Board for approval in October.

In addition, the Board discussed a report provided to them by the Governance Task Force, chaired by John Nicholls, AARE. The purpose of this task group is to align NAA's governance components and documents in order to achieve the vision of having NAA members be the preferred auction professionals used in the marketplace. Several recommendations were included in the Task Group's report that will be discussed at the Town Hall meeting at the International Auctioneers Conference and Show, in Grand Rapids, Michigan, on Wednesday, July 20.

The next Board meeting will be held in July prior to the Conference in Grand Rapids. ❖

#AuctionsWork

#NAAPro

GOVERNMENT TASK FORCE

CHARGE:

Align NAA's governance components and documents in order to achieve NAA's vision.

TASK FORCE MEMBERS:

John Nicholls, AARE, AMM – Chair
 Tom Saturley, CAI – Vice Chair
 Kurt Aumann, CAI, ATS, CES
 Kathy Baber
 Tommy Rowell, CAI, AARE
 Krista Shuman

MEMBERSHIP TASK FORCE

CHARGE:

Increase membership to 4,500 by 2020.

TASK FORCE MEMBERS:

Will McLemore, CAI – Chair
 Scott King, CAI, AARE, ATS
 Jason Miller, CAI
 Megan McCurdy Niedens, CAI, BAS
 Kelly Strauss
 Bryce Gartner (CEO of iCIMO – a data analytics and visualization firm)



Engaged membership drives successful #AuctionsWork/#NAAPro campaign

NAA members were full-in with their participation and support of the campaign during National Auctioneers Week.

By NAA Staff

Beginning in early 2016, NAA members were notified and then readied to take part in a social media campaign unlike anything the association had orchestrated before.

Through emails, presentations, and even Auctioneer itself, the #AuctionsWork/#NAAPro message was embedded before a waiting period began for the campaign's organizers.

Would it work? Did the message take? Would NAA members take part?

Boy, did it, and, boy, did they.

Surpassing all expectations, the hashtag campaign and activities set for National Auctioneers Week (April 11-16) all proved to be smash hits – thanks entirely to the participation from NAA

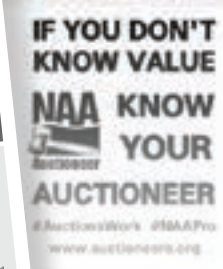
members. In all, the conservative minimum number of readers, viewers, and social media users directly touched through NAA promotion was approximately 350,000. Just how far the hashtags reached past that, especially through Facebook, isn't reportable at this time due to tracking limitations by Facebook. Still, the direct numbers are astounding.

The entire combined effort left many long-time NAA folks shaking their head at just how passionate and widespread participation was and at the expression of pride that radiated throughout the week.

Start with a blue BANG

The successful week's tone was set that Monday as members were asked to display the NAA logo as their profile image on





With gas cheap, hybrids kicked to the curb
More buyers want gas-powered models

Chris Woodard
USA TODAY

WHAT STANDS OUT
• Power: One of the strongest engines in the industry
• Upgrades: 20 more features than the last one
• Best-in-class: Most of the features Apple CarPlay is available to use

2017 Audi Q7 is a spry and sporty luxury SUV

New model rates in the middle of the pack on price and mileage

Mark Phelan
USA TODAY

With the price low, many car shoppers appear to be whiplash gas-adding hybrids or plug-in hybrids off their shopping lists, a new study finds.

Among families looking for a new midsize SUV in 2016, almost 20% — based on questionnaires — looked at gas-powered models and about one-third of those who considered a hybrid, says MaritzCX, which conducted an extensive survey of car buyers.

By comparison, in 2015, 40% of those who considered a gas-powered model also looked at hybrids, and 35% were interested in a plug-in hybrid.

The same trend occurred among small cars, which typically attract thrifty and fuel-conscious consumers. Nearly 90% of those who considered a gas-powered model in 2016 looked at a hybrid, and 47% looked at a plug-in hybrid, MaritzCX's New Vehicle Customer Study says. In 2015, a larger number of buyers, 64%, were interested in gas-powered models and 41% also looked at hybrids.

The numbers don't add up to 100% because many shoppers also considered a hybrid and a plug-in hybrid. In the case of plug-in hybrids, consideration dropped to about 21% last year, down from 35% in previous years since 2012, MaritzCX says.

The 2017 Audi Q7 is the latest in a line of new large luxury SUVs that began hitting the market last year. The 2017 Q7 just before the flood of new large luxury SUVs that began hitting the market last year.

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The lack of a touch screen leads to an inelegant application of Apple CarPlay.

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NAA launches #AuctionsWork and #NAAPro social media campaign ahead of National Auctioneers Week (April 11-16)

By Chris Korman

The National Auctioneers Association has officially unveiled its #AuctionsWork and #NAAPro social media campaign with a simple message: Auctioneers work hard to provide the best service to our clients and the industry. We're proud of what we do and we want to share it with you.

The campaign allows us to effectively promote our organization and the industry as a whole. It also allows us to connect with you, our clients, and the industry. We're proud of what we do and we want to share it with you.

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The top and bottom banners show a Google search for "#NAAPro" about three weeks after National Auctioneers Week. Vividly, it demonstrates creative ways members chose to use the hashtag.

social media accounts. Friends lists were instantly filled with the NAA's marker, along with posts explaining what the logo stands for and why a member was displaying it.

Even more exciting was the fact that a solid majority of people who took part in the logo even on Monday chose to keep the NAA logo as their profile picture throughout the week (and beyond). In fact, it remains on many NAA members' accounts now.

Members kept the momentum strong over the next five days as well, with many taking part in each day's listed activity.

Tuesday asked members to share their elevator speeches with 10 new members of the general public, explaining why they should choose auctions and an NAA Pro. Wednesday's actions returned to social media, with the NAA :30 commercial shared and viewed hundreds of times. The majority of those views were in the United States, but watchers did appear from eight additional countries as well.

Thursday's advocacy efforts proved to be a big hit as many members posted proclamations and images showing National Auctioneers Day and National Auctioneers Week being supported in their towns, counties and states. Friday showed equal enthusiasm for auction success stories as NAA members shared living examples that Auctions Work, especially when managed by an NAA Pro.

On Saturday, NAA members celebrated National Auctioneers Day and used their social media feeds to encourage members of the public to participate at an auction.

National Auctioneers Association
#AuctionsWork #NAAPro

Dear NAA Member,

Thank you for your contribution to National Auctioneers Week!

This is our week, and we want to control what a week about OUR industry. Over the next week, you will get an email every morning with an action we would like for you to take on social media.

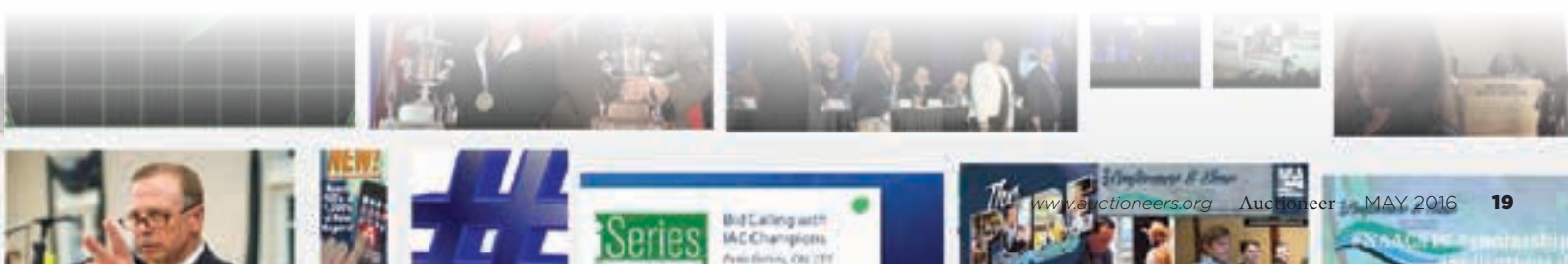
Today, we have one very simple action: Download the NAA logo. Then, upload it to use as your NAA profile picture on Facebook. Please plan to use this for the next week - we want people to see how important our industry is and how important NAA is to our effort.

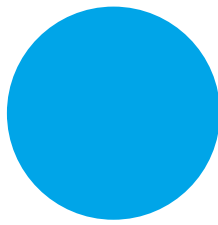
Start looking for ways to use the hashtags that have been created: #AuctionsWork and #NAAPro. When you are on Facebook, tag your friends' efforts and recognize them. Build the hype that raises all ships!

Help us help you. Let's join together in our efforts and make National Auctioneers Week go great!

See you on Facebook!

Specialty Auction
CAL AARE
NAA President

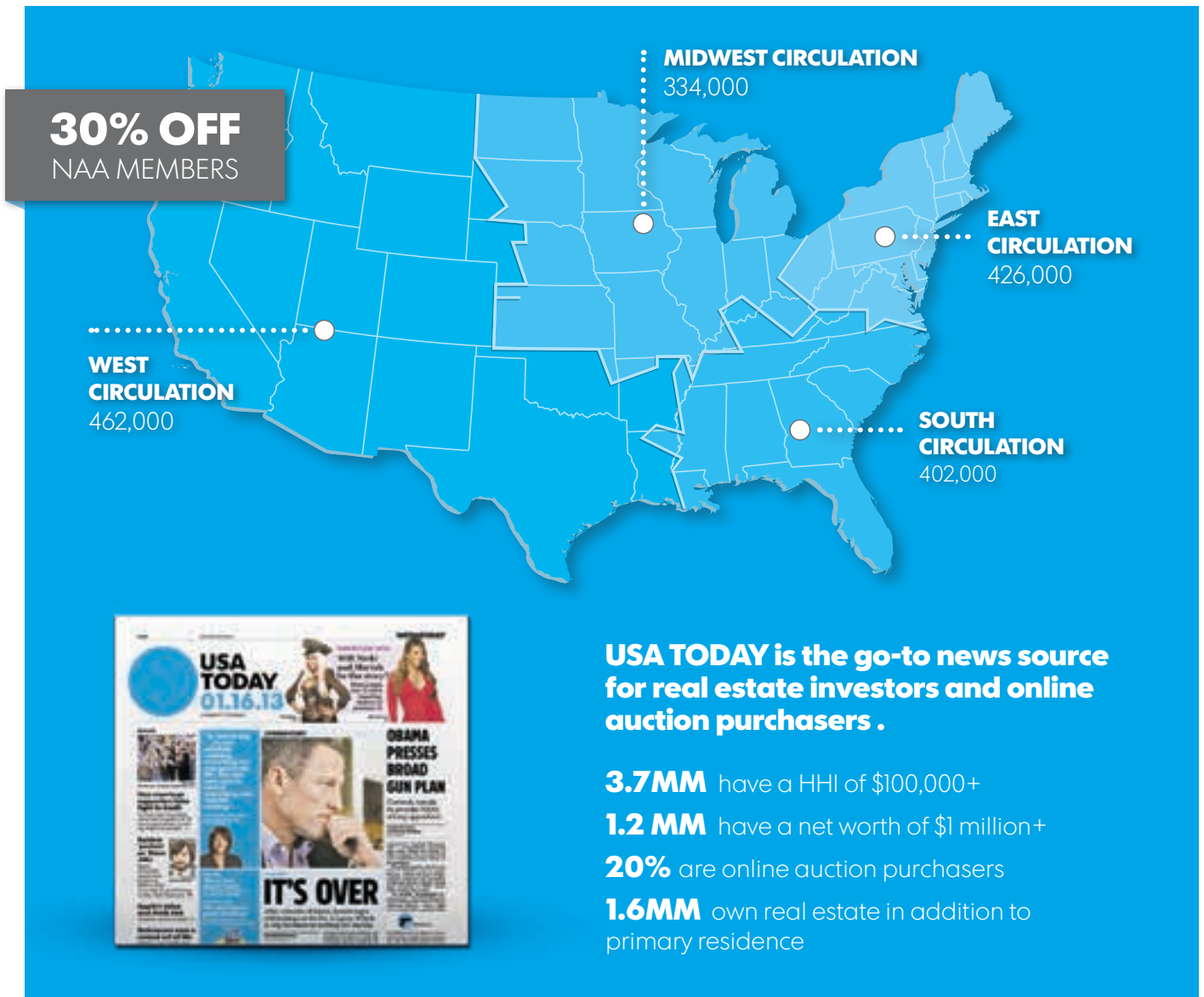




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Sources: 2012 Mendelsohn Affluent Survey, adults 18 or older, HHI \$100,000 or more; September 2012 ABC Publisher's Statement (print copies only)

Other campaign pieces

While Facebook and social media were the main tools used for the campaign, NAA also expanded the campaign's reach through other outlets.

USA TODAY's auction showcase featured an advertorial supplied by NAA that described the #AuctionsWork/#NAAPro message. It appeared in the Money section of the April 1, 2016, edition.

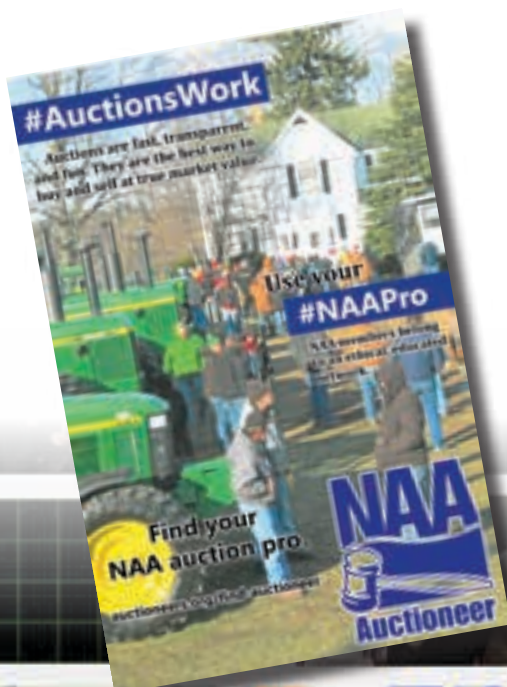
Through a pair of sponsorship opportunities in the Farm Talk and Midwest Messenger print publications, NAA's campaign message was delivered to readers in Kansas, Arkansas, Missouri, Oklahoma, Nebraska, Wyoming, and Colorado.

NAA submitted a digital media kit (including press release, schedule, and feature article) to the top 100 U.S. newspapers (by circulation) and to print, radio, and television media in 12 metropolitan areas across the United States.

Auctioneers.org highlighted the campaign throughout the week, allowing visitors to see the message regardless of their initial reason for visit. In a two-week time period leading up to and during National Auctioneers Week, the site achieved approximately 15 percent of its total user sessions in 2016. This result was directly related to successful Facebook advertising that highlighted the #AuctionsWork/#NAAPro message.

Have to keep it going

There is no question the campaign was a success in terms of member participation, brand exposure, saturation, and delivery. However, it is important to note that this was meant to be the newest launching point to the continued bigger goal:



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

To that point, members must continue to include the #AuctionsWork and #NAAPro hashtags in their social media posts so that the burst of momentum continues to grow publicly instead of fade. ❖

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By Carl Carter, APR, ATS

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

Protect your name

How much of your company brand are you giving away?



If you've ever had your identity stolen, you know what a nightmare it can be.

When it happened to me a few years back, somebody was opening accounts in my name, then defaulting on them. To make sure I didn't find out, they changed my legal address from Alabama to a fictitious location in New Jersey. It took months to clean up the mess.

Most of us have learned to be more careful with our personal identities, but we can still be reckless with our company brands. And that can result in a brand that's watered down or even gone completely. Here are some ways it can happen.

Over-reliance on third parties. There are a lot of companies that will make your life a little easier, if you just let them. One may design a smartphone app for little or nothing. Another will host your blog – on their domain. Currently, the big news is Facebook's expansion of services for brands. Most of us have Facebook business pages, which allow us to use its very effective advertising service. I

use these services myself, but I worry when I see even such mighty brands as The New York Times posting their content directly into Facebook's feed. Like many others, I've disabled comments on my own web sites and now use software that pulls in comments from Facebook, Twitter and other social sites instead. (That's where the action is, after all.) It's a deal with the Devil, because I'm conceding that my own site's not compelling enough to entice people to stay around for some conversation. I don't know about you, but when people are reading and commenting on my content, I'd rather have my logo at the top – not Facebook's or Google's.

Trading our names for freebies. Many of us use "free" services and software for functions that are critical to how we function and communicate with customers. We rely on Google for analytics, email and advertising. We use free or heavily discounted services for scheduling, CRM and email marketing. Sometimes we even rely on free telephone services from Google (which will happily give you a phone number) and Skype. Each of these diminishes our own brands in subtle

ways. And taken as a whole, they can give us an image as being either cheap or unable to afford paid services.

Domain insecurity. Website developers will sometimes offer to register a domain for you – usually with the best of intentions. But this can lead to big headaches down the road. Relationships turn sour. The guy who was nice enough to register “your” brand may quit and take it with him. I personally know a web developer who called me bragging about how he’d just replaced a client’s web site with a page saying it had been repossessed because the client didn’t pay a bill on time. Needless to say, he also had the power to also disable the firm’s email. No matter how much you trust your web design firm, it’s a good practice to make sure you’re the registrar of your own domains. That way, if things go south, you can hire another designer and start over.

Outdated server software. Many of us use content management systems such as WordPress, Joomla or other server software to

run our sites. Others use proprietary software written by their web developers. In either case, it’s critical to install regular updates as they become available. Hackers are always learning new tricks for breaking into web sites and hijacking them for their own purposes. You know those fake bank sites linked from phishing spam emails you get? Many of them are hosted on the servers of businesses like yours and mine. (We may never know until we get a call from the bank’s security department or the web hosting company – and yes, I’ve gotten that call!) That spam message itself is likely generated by a malicious script on the outdated web site of a perfectly innocent company. If this happens to you, the various spam filters may blacklist your domain, resulting in your emails being rejected.

Nothing is more central to your business than your brand. Make sure you protect it. ♦



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He can be reached at
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krbachman@
beersmallers.com.

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

Battling online buyer's remorse

Are your Terms and Conditions enough?

Question: How can you pursue collection of payment from an "Online Only Auction" buyer who had buyer's remorse after the auction closed? During the registration process a bidder selects the little box agreeing to the terms and condition, but how well does this stand up in litigation?

Answer: *Electronic contracts are generally as enforceable a standard written contract. All states--with the exception of New York, Illinois, and Washington--have adopted versions of the Uniform Electronic Transactions Act ("UETA"), a model law drafted by the National Conference of Commissioners on Uniform State Laws ("National Conference") in July 1999. National Conference, the organization that also drafted the Uniform Commercial Code, brought together experts in contracts, the Internet and other legal and business issues to create a model law governing electronic contracts. After creating the model law, states then chose to adopt it as the law of their state. A similar federal law, the Electronic Signatures in Global and National Commerce Act ("E-Sign Act"), governs transactions subject to federal law. These laws legally recognize electronic signatures and contracts. It considers electronic signatures and electronic contracts to be essentially the same as paper writings and manually-signed signatures. These laws were intended to remove barriers to electronic commerce.*

The keys to enforcement of the electronic contracts are the following: (1) having a good registration process; (2) having a good registration agreement or terms and conditions of the auction agreement; (3) having a good website and keeping good records.

A. It is important to have a good registration process where bidder's register for the online auction and agree to the registration agreement or terms and conditions of the auction. With identity theft in the online world becoming more common, Auctioneers should take steps to verify the identity of the individual registering for the auction. This could include, for example, requesting a copy of a government issued ID such as a driver's license or passport. Auctioneers should also take some precaution to make sure the registered bidders have contractual capacity. The parties must be able to legally enter into a contract. A minor (generally an

individual under the age of 18) or someone who was found to be incompetent does not have the capacity to enter into a written contract. Requesting a date of birth or a copy of a government issues ID, such as a driver's license, will help verify whether someone is over the age of 18.

B. The terms of the contract must be clearly established. The elements required for a legally binding contract are an offer, an acceptance, a "meeting of the minds", and consideration. In a reserve auction, for example, a bidder makes an offer to purchase the table for \$200, the seller accepts the offer to sell the table for \$200, and there is mutuality in the both parties understand the terms of the agreement and are talking about the same table. If the parties were talking about different table, there could be a mutual mistake or a lack of mutuality. Consideration is an interesting element; it



means that something of value must be some exchanged. In this example, there is lawful consideration. The buyer is paying \$200 in exchange for the delivery of a specific table. There will be a future column on other important terms to consider including in the registration agreement.

- C. An Auctioneer seeking to assert the validity of the contract must be able to prove the intent of the signer to be bound by the contract. It must also be able to show the security of the website and authenticate the contract. The security of the website is important. If there is a possibility that the contract could be altered or tampered with after it was signed, it will make enforcing the contract more difficult. There should be protocols to ensure that documents and audit records cannot be accessed by unauthorized parties. Audit logs are important and should be time stamped, detailed, and secure. Finally, the company or Auctioneer must be able to authenticate the contract. The most common ways to authenticate the identity of a signor of an electronic contact are by something the signer knows (such as a password, pin, etc.) or something the signer has (such as a security card).

The terms of the registration agreement should be clear, available for review, and can be saved or printed. Also, the bidder must take an action that indicates a clear and unambiguous manifestation of consent. This is usually checking the “I AGREE” box and then the “SUBMIT” button for registration. Under the E-Sign Act, the party proposing an electronic agreement must also describe any hardware or software requirements necessary to read and save the electronic documents. A party should also be allowed to opt out and use a paper contract instead.

E-commerce is big business. Auctioneers should take the time required to properly set up for “Online Only Auctions.” If completed properly, the contract should generally be enforceable. Auctioneers should be aware of the issues relating to the enforcement of the final contract and consult with a licensed attorney to help them with the preparation of the registration agreement and the registration process.❖



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PURE Experience

“We know we have to create an engaging experience.”

By Nancy Hull Rigdon, contributor

To land on this year’s International Auctioneers Conference & Show theme, organizers blended the “Grand Experience” slogan of Grand Rapids, Michigan, with the importance of event attendees’ experience, and then mixed in numerous conference highlights.

Out of that blend came “PURE Experience,” with PURE standing for Powerful connections, Unparalleled education, Renewed spirits and Enhanced skills.

“If our members don’t walk away with a good experience, it doesn’t matter what we do,” says Joyce Peterson, NAA Conference and Show Manager. “It’s all about the experience.”

With this year’s event in Grand Rapids marking the NAA’s 67th Conference and Show, organizers know expectations are high.

“Every year as a staff, we get together and try to strategically plan so that we can kick it up a notch,” Peterson says. “We aim to deliver the value our members expect.”

Organizers plan to raise the bar by way of many highlights. A few of the can’t-miss features include:

Learning from the Legends

This event debuted in Addison, Texas, and is back by popular demand. Three to-be-determined auction industry legends will share captivating stories of lessons learned and rewards gained. Last year, each legend was asked to speak on three areas – the greatest success of his or her career, biggest failure and lessons learned from those experiences. An audience-led discussion followed. Attendees responded well to the open forum structure, Peterson says, and given how well the event was received last year, the format will remain.

Tech Bar

The techie station will return to offer members an immersive experience of live demonstrations. Technology experts will stand ready to teach attendees of all skill levels something new, ranging from how to set up a Twitter account to how to use Facebook for advertising – or whatever the member approaching the bar

would like to learn. “This is great hands-on, one-on-one training” Peterson says.

Conference App

Attendees can navigate through Conference & Show using various mobile app features, including event schedules and interactive maps. With two conference locations this year, the app can help attendees easily find their meeting rooms, Peterson says, and when schedules change, members can count on the app for the most up-to-date information. NAA staff will be available to help attendees download and use the tool.

IAC Live!

Friends and family of International Auctioneer Championship competitors know that the next best thing to attending the IAC competition in person is watching it online via IAC Live! In addition to serving those at home, the live stream of the 2016 IAC competition will enhance the IAC experience for those attending the conference.

The feed will include live interviews and up-to-the-minute news. “If you’re in the middle of the trade show floor, and you want to know what’s going on at IAC, just tune into IAC Live!” Peterson says.

As organizers look to give NAA members an incredible experience, they reflect on the success of last year’s Conference & Show. The results, according to the attendee survey, include:

- 93.18 percent of survey respondents indicated, “The event is a priority, and I try to attend every year.”
- 99.43 percent of survey respondents indicated, “The event is a good place to make connections with others in the auction industry.”

The 2015 statistics were accompanied by outstanding member feedback from first-time and veteran attendees alike.

For instance, Russell “Rusty” Harmeyer, of Harmeyer Auction & Appraisal Co., in Richmond, Indiana, called Conference & Show “a must attend event.”

“The opportunity to increase knowledge on what is going on in the industry and having the chance to meet some of the leaders in the auction profession is something, in my opinion, you can’t pass up,” he said.

Bryce Elemond, BAS, of Affordable Auctioneering in Aurora, Colorado, reflected, “My first one! I don’t ever want to miss another one! Thank you for giving me the opportunity to see some of the best Auctioneers in my trade!”

In July, organizers hope to again wow the crowd.

“The prior year’s improvements over the year before become the new standard, so we know we have to [continue to] create an engaging experience.” Peterson says. ❖

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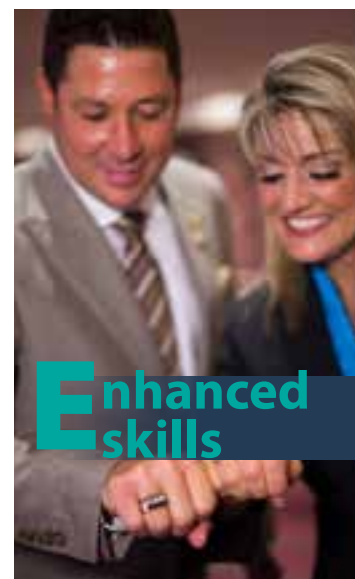
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NAA Board of Directors

Candidate **Q&A**

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



NAA VICE PRESIDENT CANDIDATE

SCOTT SHUMAN, CAI



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

Scott Shuman: I became involved with the NAA in the late 1980's. I saw it as a vital component to my success in the industry. After attending CAI, it became obvious to me that getting involved on a national level could be both educational and enjoyable in furthering my auction career. I became involved with various committees, which led to serving as an Education Trustee. After serving as Chair and vice chair of the Trustees, I took a two-year hiatus and served on our State Board of Directors. In 2012, I believed the time was right to run for an NAA Board seat. Serving on the board allows me to stay focused on the industry and gives me an opportunity to give back to our profession.

Auctioneer: Are you prepared to execute on the initiatives laid out in the Pathways to 2020; and, 2a) What comes after 2020?

SS: The work in laying out Pathways to 2020 was not taken lightly. I was fortunate to have been involved with the initial planning and development and look forward to its continuing execution. It has been rewarding to be involved with discussions that have helped to mold our goals as an association, keeping in mind that we are very diverse with different needs throughout the country. I believe we need to constantly stay focused on the needs of our members as we approach 2020 and continue to add and adjust these goals that make sense for our long-term viability. It will be difficult to come up with a name/phrase that so easily spells out the purpose and vision. Pathways to 2020 just has a ring to it!

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

SS: Very simply, to get the most out of your membership, you need to get involved. Occasionally, I visit with non-member Auctioneers or some that feel their membership isn't worth the cost. I believe if the auction industry is your chosen profession, it just makes sense that you would get involved with the Association representing that profession. We have power in numbers. Auctioneers who actively participate will begin to see how inexpensive the cost of membership really is compared to the benefits it provides. There will always be those that believe they are paying for an expensive magazine subscription. I believe those are the members that aren't seeking to discover how to take advantage of the educational, promotional, networking, leadership and mentoring opportunities.

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

SS: We need to stay in touch with the needs of Auctioneers and stay abreast of current events related to our profession. The Education, Promotion, and Advocacy legs of the stool have made great strides in both helping the NAA to grow and in maintaining our relevance in the industry. Continuing to fine tune these strategic initiatives will keep us headed in the right direction. We need to constantly raise the bar for our members to achieve ultimate success. Non-members will begin to see they are missing out on something when the public prefers to hire an NAA member.

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

SS: If you ask anyone who knows me, they will tell you I am an eternal optimist. I believe the future is very bright for our industry. In the past 10 years, it has been amazing to me how many people have turned to the auction method first versus looking at what we do as a last resort. I believe we have done a good job educating and proving to the public that #Auctionswork! I believe we need to continue to look for new opportunities to utilize our services and our skills, as well as provide our members with the education and best practices that will continue to set them apart as the preferred option in the auction industry. #NAAPRO

NAA DIRECTOR CANDIDATES

TRISHA BRAUER, CAI, BAS



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

Trisha Brauer: My decision to run was inspired because of my desire to serve. There is endless potential in our organization, and I am confident I have skills necessary to strengthen our organization. I understand the mission of the NAA and the plan to move our organization forward. I am confident I have the experience and vision that will contribute to accomplishing the goals set by our current leadership and membership. Personally, my story is a great example of the power of the NAA. The resources and connections provided through our organization have allowed me to grow my business and as a person. I have been actively involved in the NAA and am eager to pay forward what others have done for me.

Auctioneer: Are you prepared to execute on the initiatives laid out in the Pathways to 2020; and, 2a) What comes after 2020?

TB: The Pathways to 2020 has very clear goals and, yes, I am prepared and possess strengths to help execute the plan. First, I have extensive experience as an adult educator and receive yearly training on effective methods of creating adult-conducive learning environments. Second, my education is specific to marketing and is coupled with over 16 years of experience in promotions and marketing. I am excited to bring these skills to the Board to continue to move the plan forward. In addition, now is the time to start looking to the future. As 2020 draws nearer, the strategic discussion of where our organization needs to go in 2025 and 2030 needs to begin now. This will allow leadership to identify the resources

needed and allow them to be allocated correctly for the future. I am prepared to fulfill the plan as already developed while simultaneously planning for the future.

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

TB: Make your membership a priority. Set aside time each week dedicated to exploring the NAA website and the resources available and set aside 30 minutes to listen to the iSeries. Also, create a budget of your time and money to attend NAA sponsored events. The NAA provides a variety of opportunities throughout the year that bring members together to share information and build relationships. These events will change your life and your business. The calendar of events is published in advance allowing members to plan ahead. I can vouch that when you go to one event, you'll never want to miss another one! Finally, have a mindset that you want to take advantage of your membership and you will find other ways to do so.

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

TB: A critical step is to build partnerships outside the auction industry. Membership growth among the younger demographic is a concern for the future of many professional organizations, NAA included. We can combat this by partnering to pool resources, knowledge and best practices. In addition, we can develop initiatives specifically designed to involve the next generation and increase diversity. We also need to continue to support the Membership Task Force and empower them with the tools needed to accomplish their goals. As NAA members, we also need to listen to the public and make adaptations in our business practices to meet the market's changing needs. Finally, the NAA can continue to provide education that evolves to meet the changing climate of the industry and our membership.

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

TB: In my opinion, the current climate is positive and our future is bright. With that said, it is no secret there are various myths and misconceptions that surround our industry. In order for the future to continue to be positive, we must work together to hold ourselves and each other accountable to the Code of Ethics outlined by the NAA. This will allow us to best serve our clients and build positive relationships with our buyers and the general public ensuring a bright future.

SCOTT KING, CAI, AARE, ATS



Auctioneer: What spurred your decision to run for the position of the NAA Board?

Scott King: While other family members have served in NAA leadership positions, the time hasn't been right for me up until now. Kim, my wife of 30 years, and I have four children, and I've always held to the notion of spending quantity time with them instead of the popular myth that it's quality time that is most important. I vividly remember growing up as my dad was away from home while working in this business, so I decided to wait until our kids were older to serve in an official capacity. Kim and I are now empty nesters, and I have the time to fulfill this commitment, plus, by waiting, I now bring an additional 20 years in the business to the board table.

Auctioneer: Are you prepared to execute on the initiatives laid out in the Pathways to 2020; and 2a) What comes after 2020?

SK: The NAA doesn't need board members who are there to advance their own agenda, career, or the interest of their network. Instead, it needs the new board members to pick up the load the board members who just rolled off were carrying, and I will. The Pathways to 2020 provides clear direction, yet it also allows for new initiatives based upon our members changing needs. As far as what comes after 2020, my plan is to ensure we address the current, as well as the anticipated needs of auction professionals at each stage of their career – from the brand new, fresh out of auction school Auctioneer to the 25-year veteran who is running their own business. Each of their needs is vastly different.

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

SK: We must get them plugged into all the NAA offers and then ensure they stay connected. When members connect to the NAA power source, they have the tools to be successful in this highly competitive business environment. The NAA leadership, on the other hand, must also be plugged in to stay ahead of the changing member needs. Additionally, and I can attest to this personally, when our members reach out and connect with other members on a personal level, it makes a big difference and provides a relational aspect to the NAA — it then becomes about the people of the NAA instead of a faceless entity. I'd love to see a Welcome Committee created to plug our new members in right after joining.

Auctioneer: How can the NAA best continue to grow and/or maintain relevance with the auction industry?

SK: We must survey and gain feedback from our members so we can help them grow and succeed. Our members must also make energy to provide the NAA with this critical feedback, so this responsibility goes both ways. We must continue to improve our educational programs and develop new ones to provide updated and relevant tools to advance skills in growing our businesses and remaining highly competitive. We must also identify and meet the needs of prospective members so they'll see the value of joining. Also, we must identify and then target groups we see already entering our industry, like real estate agents. All of this ensures we increase the success of our members, their professional level, and grow the NAA all at the same time.

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

SK: The future is the brightest I've seen in my 34 years in this business. We need to recognize, though, that because it is so bright, we have others entering our marketplace and providing alternative services. We must, therefore, equip our members to retain their market share.

Additionally, we must develop tools for our members to capture even a much broader segment of business. One area, for example, is sellers who do not have to sell and who have the wrong impression of who uses auctions and why. I've worked with non-distressed sellers now for 25 years and can help put initiatives in place to change this perception. To me, the NAA is about increasing our professionalism while providing us the tools to make more money.

DENISE RINALDI, CAI, CES



Auctioneer: What spurred your decision to run for the position of the NAA Board?

Denise Rinaldi: My first Conference and Show, formally Convention, was in Grand Rapids, Michigan. It was there, I made lifelong friendships that have transcended beyond the realm of the business of auctioneering. It is with 20 years in the auction industry, involvement on several NAA committees, multiple Education Institute designations, 15 years of State Board leadership experience and a passion for the auction method of marketing that my heart felt it was time to serve. I enjoy working with people and showing them the value associated with being involved, along with the exponential advantages education and networking offer for personal and business growth.

Auctioneer: Are you prepared to execute on the initiatives laid out in the Pathways to 2020; and 2a) What comes after 2020?

DR: Pathways to 2020 was a tangible extension of the combined boards' and committees' last decade of brainstorming and forward thinking on projected planning. The plan is a concise and powerful word picture offering meaning and relevancy to our association, and every one of us is capable of executing it. We should always be proactive in matters of relevancy within the auction profession and ready to promote the industry to anyone and everyone.

Pathways, to me, exemplifies a beginning. A path is formed by consistent and purposeful application of repetitiveness. A

path becomes a trail, a road, a street, a boulevard, a highway, an Interstate, an Expressway, etc. It requires progressive application of building blocks to sharpen and define the delicate balance of where we intend to go with where we are currently headed, while always remembering where we've been and never forgetting where we came from. It is a journey.

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

DR: As with any group or association, the best way to ensure you get the most out of your membership is to be involved. Whether it is a service organization, church or club, the member is ultimately responsible for their success. The old adage, "you can take a horse to water but can't make him drink," always rings true. You can pay for a gym membership, but if you don't use it you won't see any results! The NAA strives to provide practical and applicable educational opportunities. It works hard to encourage the utilization of these resources that afford the NAA Auctioneer opportunity to be the prime example of a professional Auctioneer.

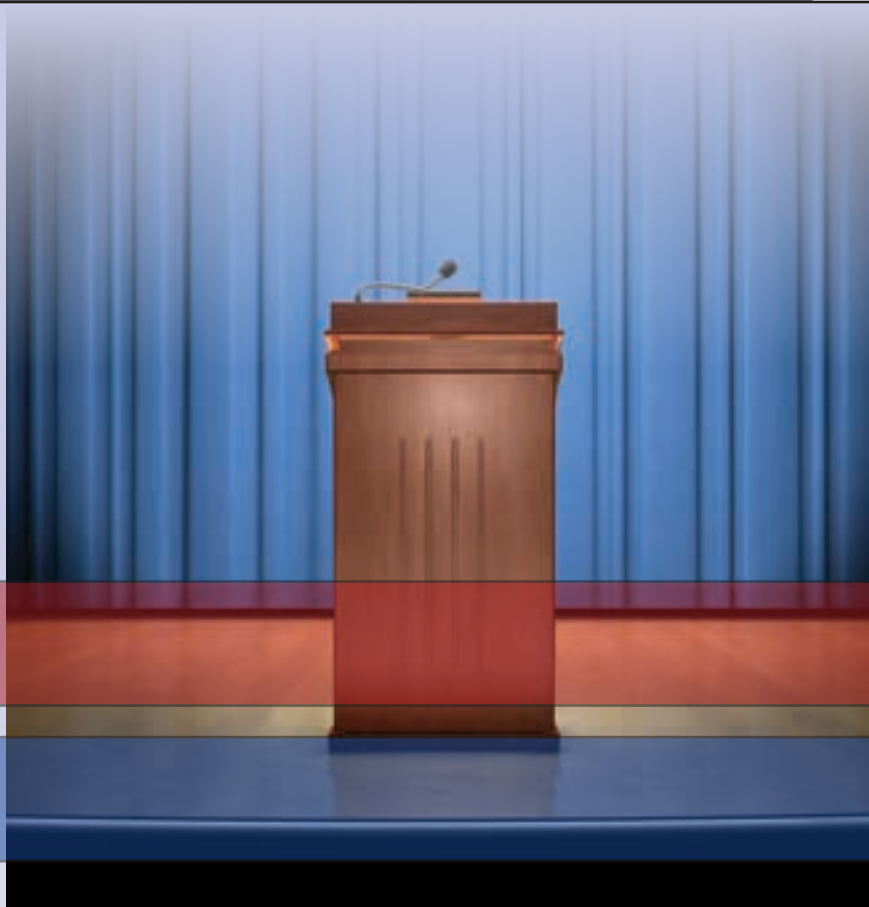
Auctioneer: How can the NAA best continue to grow and/or maintain relevance with the auction industry?

DR: Education is always key to growth. It is food for the brain. Just as our bodies cannot grow, survive, or be all we can be with unhealthy practices, we as an association need to continue learning and applying what we learn. That same gym membership, even when used to maintain effectiveness, requires change in order to grow, continued effort to advance, and steadfast resolve to excel. The Education Institute has diligently proven its resolve to maintaining relevance within the industry with its continuing efforts in rewriting our association's designations. We will continue to grow and maintain relevance by remembering that we are a service organization by Auctioneers for Auctioneers promoting the auction method of marketing through professional and ethical auctioneering practices.

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

DR: The future of auctions is bright! I believe in the auction method of marketing. Whether high or low, it brings a willing buyer and willing seller together in an atmosphere that creates urgency, value, and above all, FUN. We are the magic that glues the buyer and seller together. Our knowledge, abilities,

expertise, and undying resolve in producing this glue sets us apart from any other form of marketing. Markets fluctuate, industries fail, economies vacillate, and the NAA Auctioneer rises to the challenge. We are the passion that consoles the estate, offers expediency to the business, gives hope and allows closure while often times producing miracles. We are NAA Auctioneers, and the future is bright!



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**JASON WINTER, CAI, AARE,
AMM, CES**



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

Jason Winter: “Service is the rent we pay for the space we occupy in this world.” - E.C. McKenzie.

I’m not sure I can ever pay the “rent” due from the years of education, camaraderie, and support I have received from the NAA. But, as an NAA Director, I plan to pay back what I can. After serving on the Education Institute Trustees for the past four years, including as Chairman this past year, I have seen the inside working parts of the NAA and believe I have leadership and insight to offer as Director.

Auctioneer: Are you prepared to execute on the initiatives laid out in the Pathways to 2020; and 2a) What comes after 2020?

JW: Yes, I am prepared to support and implement the Pathways plan that shows great vision and direction for the Board. It is a working document that keeps the organization going in deliberate direction holding everyone accountable from Education, Promotion, and Advocacy.

I believe Pathways to 2020 is a living document and does not end in 2020. It continues to develop into Pathways to 2025 as a working plan to stay current with the auction industry.

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

JW: Stay active and involved in the education and events. I am a believer in Education and feel we can never stop being educated. NAA education events are set up not only for classroom setting education, but also the one-on-one hallway discussion time. Conference and Show is just one of these great education times, from large ballroom educations to small intimate classroom settings where you can get to know other Auctioneers in the room. Designation academy is also a great education and networking experience where you can network with your class and also in the hallways and at meals with the students from the other classes.

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

JW: I believe with the Pathways to 2020 and beyond, along with the Strategic Planning meeting that the NAA Executive Committee, Board of the Directors, and Education Trustees actively attend in August every year are great steps to continue being relevant. It is our duty as members to be visionaries, look to the future, and face change head on.

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

JW: The future of the auction industry is very bright. Auctioneers by trade are an industrious group. There are more opportunities for auctions than ever before. We live in a fast-paced society, and people want instant results and gratification. There is no better way to get the top dollar at true market value in a timely manner than the auction method.

**CHECK OUT THE
CANDIDATES ONLINE!**

**Visit [www.auctioneers.org/
NAA-election](http://www.auctioneers.org/NAA-election).**

ABSENTEE BALLOT INFORMATION

All absentee ballots for the 2016 NAA election must be received at the NAA office with the member name and member number on the outside of the envelope by **4:00 p.m. CT on Friday, July 1, 2016**. The NAA cannot accept ballots by fax or email. Please see the absentee ballot for full instructions. Download the ballot at www.auctioneers.org/NAA-election.





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From stage fright to stage Might

NAA member Junior Staggs says the association “can be whatever you want it to be.”

By Sarah Bahari, contributor



Staggs

“This is the most supportive community. It’s a big family. A lot of folks have used that phrase, but it’s the truth.”

National Auctioneers Association member Junior Staggs once suffered massive stage fright.

In front of crowds, he would shake so badly he worried he might chip a tooth on the microphone. Becoming an Auctioneer was daunting enough. Competing in bid calling competitions was out of the question.

That changed in 2013, when an 83-year-old friend and mentor of Staggs’ died. The man, Bob Pace, had been a longtime customer at auctions in Tennessee and pushed Staggs to compete.

“He always told me you’re not really living unless you step out of your comfort zone,” recalled Staggs, who lives in Puryear, Tennessee. “Well, I didn’t just step out. I jumped out.”

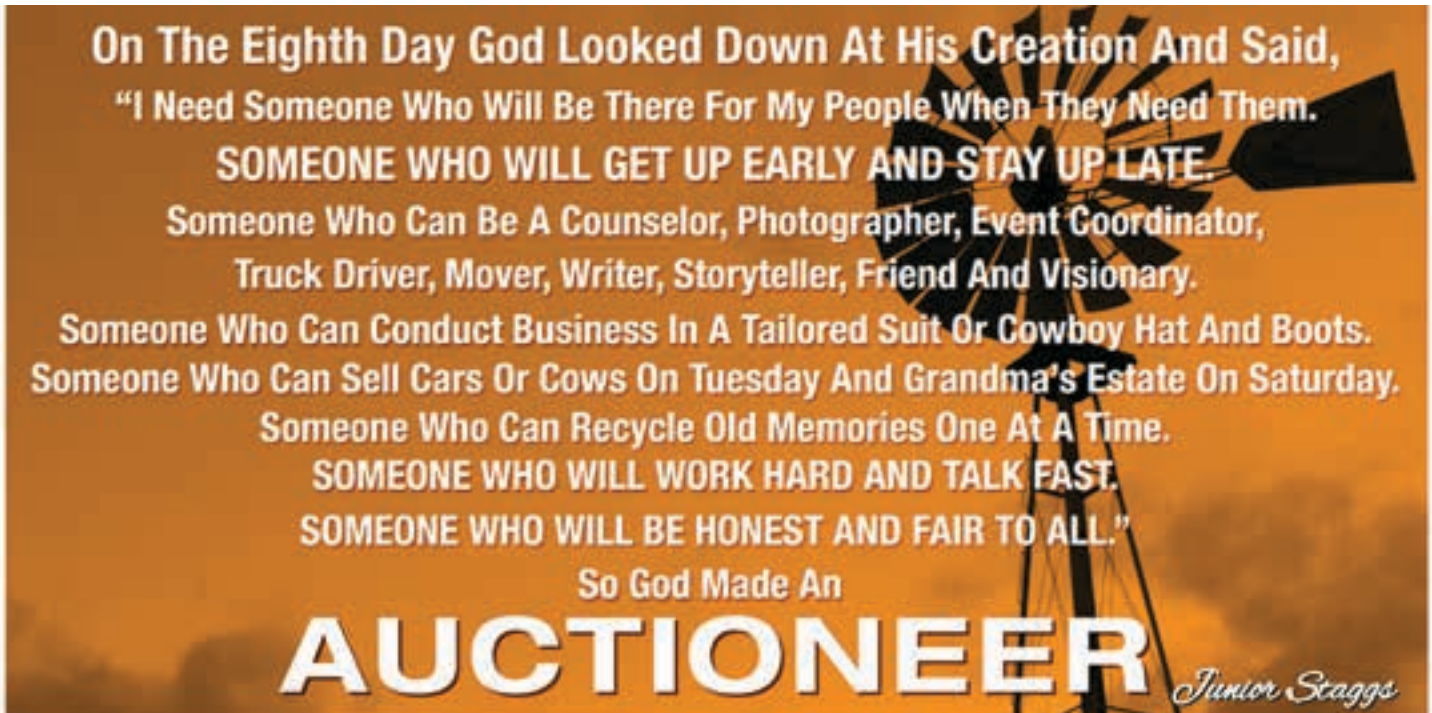
Soon after Pace’s death, Staggs competed in and won the 2014 Tennessee Auctioneers Association Bid Calling Champion. Since then, he also has won the 2015 Southeast Region Championship, 2016 Kentucky state bid-calling championship and become a two-time Mule Day Reserve Champion.

Amid the competitions, Staggs said he found a home in the NAA, developing relationships with fellow Auctioneers from around the country.

“To say this has been life changing is an understatement. This is the most supportive community. It’s a big family. A lot of folks have used that phrase, but it’s the truth.”

Staggs calls himself a 1.5-generation Auctioneer. As a student at the University of Tennessee at Martin, Staggs started working part-time in 2005 for Auctioneer Doug Taylor, the uncle of his then-girlfriend, Katie, who is now his wife.

In 2007, he attended Nashville Auction School and worked full-time for the Tennessee Board of Education as a



technology teacher and middle school coach.

Then, about four years ago, Staggs decided to make the jump to work as a full-time Auctioneer for Doug Taylor Auction Services, which handles auctions around Northwest Tennessee and Southern Kentucky.

A few months ago, Staggs earned some name recognition for a hand-scribbled note on a restaurant napkin.

When people learned he was an Auctioneer, they usually replied, “Oh, so you’re one of those guys who talks fast,” Staggs said. So, Staggs wrote a reply and called it “God Made an Auctioneer,” a play on Paul Harvey’s “God Made a Farmer.”

The note read:

“And on the eighth day God looked down at his creation and said, I need someone to be there when my people need them, someone who will get up early and stay up late, someone who can be a counselor, photographer, event coordinator, truck driver, mover, writer, storyteller, visionary. Someone who can conduct business in a tailored suit or cowboy hat and boots. Someone who can sell cars or cows on Tuesday and Grandma’s estate on Saturday. Someone who can recycle old memories one at a time. Someone who will be honest and fair to all. So God made an Auctioneer.”

Staggs shared his note on Facebook, where it was viewed and shared thousands of times. He now sells the print online thanks to the suggestion of fellow Auctioneers.

“It’s simple, and it’s a little bit country, just like me,” Staggs said.



At the same time he’s growing his auction career, Junior Staggs also makes time to be a father.

“We’re in the service business, and that’s the point I was trying to make.”

Staggs said he has one remaining goal: to win the International Auctioneer Championship. As he works toward that goal, he also will remain involved in the NAA and encourages others to join.

“The NAA can be whatever you want it to be, Staggs said. “It can just be something to put on your website or business card. It can be an opportunity to compete and showcase your talent.

“It can be a place assume a leadership role and help shape the industry. For me, it was a place to belong.” ❖

3 easy steps you can take for better online brand management

The public can search Google and find your social media posts. Is that a good thing for you?

By Curtis Kitchen, NAA Director of Publications and Trade Show



Online Reputation

One of the biggest hurdles for businesses that struggle with brand management is the concept of “personal vs. professional” social media posts.

Despite knowing or acknowledging the oft-mentioned dangers that surround posting personal views on a dual-interest (business and personal) page, the idea of having to relinquish some level of speech freedom – even if to better protect business interests – proves too much for some to take. So, instead, they vaguely and passive-aggressively rant against a competitor “because I’m right, darn it!” Or, they post a risqué meme “because I won’t let someone tell me what’s funny or not.” Or, they pile on a polarizing political conversation “because it’s my right.”

If those practices weren’t touchy before, they certainly are these days as consumers become even savvier in using Google to search social media posts.

Consider it this way: Let’s say you’ve done a wonderful job with your SEO strategy so that when a consumer in your area Google searches “auction,” your name and company appear. Now that Google indexes Facebook, Twitter, and the rest, your social media posts also may appear. So, as the consumer searches and connects you with “auction,” they now have a great opportunity to view your personal rants, jokes, or smarmy one-liners as well. If that’s your objective, you’re in good shape. If not, it’s something to consider.

Before you can manage your brand, you need to know what others are saying about you.

So, while some may discount that having any real impact on their business, the fact is daily facts, tips, and articles appear and detail the mistakes businesses make with their online brand management (including mixing personal views with business brand). From those mistakes are three key takeaways that can lead to better online brand management.

Online brand management: Go Google yourself

Before you can manage your brand, you need to know what others are saying about you. A simple Google alert for your company – and for you, personally – is a great way to keep tabs on your brand's temperature in the environment.

How to set up an alert:

- 1) Visit www.google.com/alerts.
- 2) In the "Create an alert about" box, enter the words you want to get email notifications for.
- 3) Click Show options to say how often you get alerts, what types of results you want to get, and more.
- 4) Click Create Alert.
- 5) Once your alert is set up, you'll start getting emails any time Google finds new search results for your keywords.
- 6) You can also create an alert by clicking the + next to any of the suggested topics on the Google Alerts page.

Remember the online image you're (always) building

At some point, the online branding game probably seemed pretty simple. You took your company's logo and a tagline, perhaps, and threw out on your social media accounts in order to show everyone who you represent. You were excited to show everyone just how good of a person they would be dealing with if they chose to work with you.

But then, a family member started a fight and you were dragged into it publicly. Or, an unhappy customer ranted at you on your feed, and you responded publicly in a way that may have alienated onlookers, even though you were right. Or, maybe a media outlet covered one of your events in a way that you didn't find flattering, so you called them out on social media.

No matter how much brand equity (goodwill) you may have accumulated through years of hard work, it can all dissolve instantly if you aren't careful. You have to always remember that every single post is part of your brand.

Keep it to a minimum

Despite there being so many different ways to engage your target audiences, it is important to note that less really is more. Why? If you post less, two things happen. 1) Your posts earn more gravitas; meaning, you begin to build the aura that when you speak it's important. 2) You lessen the chance that you'll make a branding mistake simply because there is less opportunity to do so.

Of course, this raises the question: "How much should I post?" There is no set number, but a general rule developed from years of analytics is that top brands average one post on Facebook per day. Data also indicates engagement plummets if posts average more than 5-10 per week.

So, if you're using your account to post both personal and professional messages, every time you post a personal message, your ability to be effective with your business brand takes a hit. It doesn't make much sense to waste time and space with personal messages when looked at from that angle.

In any case, follow some or all of these keys and they will help you better manage and protect your online brand. ❖



Anthony Azizi tirelessly works to give back in his community. His blossoming auction business is providing him the resources to more for the needy, and find more friends to take the selfies he's becoming famous for.

A *people's* **champion**

NAA member Anthony Azizi uses his auction business to increase his ability to support those in need.

By James Myers, contributor

Anthony Azizi has only logged four years in the auction industry, but his Dallas-Fort Worth-area company, Texas Clix Auction Co., has grown so much that it allows him to feed a passion that has been part of his life for 16-plus years – helping others.

He points to his upbringing as the catalyst for making sure those in need are a little less needy. Azizi and his “kid brother” were raised in a single parent household – their mother working a minimum wage job to support the family.

“We were dirt broke,” Azizi said of his childhood. “I guess you can say I know how it feels to be down and out, and that’s always pointed me toward helping others”

It wasn’t for a lack of effort on his mom’s part that they were poor – she held down a fulltime job while attending school to become a nurse, eventually gaining her certification and now works in a veteran’s hospital. However, his experiences during the hard times made an impression, and rather than feeling he was owed something, Azizi, even as a young boy, felt compelled to help others.

Azizi, 33, really became active in volunteering at 17, and it’s an activity that has motivated him for the last 16 years. Thanks to the growth of his auction company, Azizi has really ramped up his altruistic efforts over the last 18 months.

His auction company specializes in estate liquidations. It will either do an on-site liquidation or make a flat offer and do off-site auctions, utilizing his 15,000sqft warehouse to hold auctions every week or two.

The entire operation consists of Azizi and five employees, but they buy, on average, two estates per day, six days per week. These estates often come with their fair share of clothing, which he will give away without taking a tax write-off. Purses, women’s shoes and other gender-specific apparel go to women’s shelters.

“There are several women’s shelters we’re working with,” Azizi said. “Whatever I get throughout the week, I’ll drop off.”

Azizi also works closely with Paralyzed Veterans of America, supplying those in need with medical equipment and/or furniture. Nothing is off limits: he’ll do what he can to get toys to children while also working with a variety of veteran’s agencies and the homeless.

On Sundays, Azizi, his eight-year-old daughter, and however many volunteers he can wrestle up, will head out to tent cities in Dallas and Fort Worth to deliver warm meals, canned food, blankets, tents, clothing – anything that will make life a little easier for the homeless they encounter.



Part of Azizi’s giving back is providing necessities such as water. He also donates, without taking a tax write-off, a good amount of clothing that comes with estate auctions he conducts.

“I’ve been able to do it on a more regular basis,” Azizi said, adding that his blossoming auction business is providing him the resources to do more for the needy.

Azizi’s introduction to the auction industry happened thanks to his previous profession in the car business. He attended car auctions on occasion and was always enthralled by the auctioneering process, and he admired the Auctioneers. It wasn’t long before he began dabbling in the industry.

“When I first got into it,” Azizi said, “honestly, it was just for fun. I just wanted to see how it goes. Before long, I fell in love with the industry – the people who are in the industry.

“As a whole, it’s exactly what I’ve been wanting in life. It put me right in that position I wanted to be in.”

Azizi said part of his enthusiasm for auctioneering comes directly through relationships he’s built with other NAA members who have become valuable mentors. He attended Mike Jones’s Texas Auction Academy and continues to receive guidance from Jones.

“He pointed me in the right direction and continued my education with the NAA and the whole industry,” Azizi said of Jones. “That’s probably one of the main reason I fell in love with the industry is because of the people involved with it and the people in the NAA.” ❖



In 2010, Auctioneer asked the ATF for answers. We've renewed that Q&A in 2016 in light of recent firearms discussion.

By James Myers, contributor

Q&A with ATF

Auction professionals experiencing anxiety about firearms in their auctions have a well-founded reason to be nervous as making a single misstep can result in a hefty fine a felony conviction.

Brian Garner, special agent with the Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF) offers National Auctioneer Association members answers and links to sources for answers to frequently asked questions about selling firearms, including who is required to have a Federal Firearms License (FFL).

While Garner addresses federal issues, some states have more stringent laws regarding when a state-issued license is required for selling a firearm. Auctioneers are advised to review the laws of the states in which they do business to ensure they are in compliance with rules and regulations governing firearms and ammunition.

1. When is an Auctioneer required to have a federal firearms license?

It depends on the type of auction and who has control and possession of the firearms. For example, ATF Ruling 96-2 says that an Auctioneer would not require an FFL if they are engaged in an estate-type auction where the firearm(s) are in the possession of the executor, controlled by the estate, and the estate is making the sale. In this case, the Auctioneer is acting as an agent of the executor, working to find a buyer for the firearms, so they don't need to have an FFL.

Auctioneers are required to have an FFL if they have taken possession of the firearm(s) in advance of the auction, evaluated, tagged and inventoried the items for sale at their auction facility. This is a situation where the Auctioneer has possession and control of the firearm and generally needs a license. However, if there is any question about the legality of the sale, the Auctioneer needs to contact their local ATF office for clarification.

2. What is a gun dealer?

"A gun dealer is a person who devotes time, attention, and labor to dealing in firearms as a regular course of trade or business with the principal objective of livelihood and profit through the repetitive purchase and resale of firearms," Garner said, quoting from an ATF ruling specific to Auctioneers engaging in dealing with firearms. "It shall not include a person who makes occasional sales, exchanges or purchase of firearms for the enhancement of a personal collection or for a hobby or who sells all or part of a personal collection."

3. How to acquire an FFL

Applications are available online at www.atf.gov. Hover over "what we do" and click on "firearms" to find the form that's right for you. You can also contact your ATF distribution center for an application packet, which includes ATF Form 7, Application for License, or ATF Form 7CR, Application for License (collector of curios or relics).

4. What laws must Auctioneers follow when selling ammunition?

“A license is not required to sell ammunition,” Garner said. However, he added that Auctioneers should, “check your state laws” to be sure they’re in compliance with local regulations.

5. Are there different federal requirements for the sale of antique guns/ammunition?

Garner said an antique firearm is one manufactured on or before 1898. These would be guns that have a matchlock, flintlock,

collector's license under the GCA (see 18 U.S.C. Chapter 44 and the regulations issued thereunder in 27 CFR Part 478).

The privileges conferred by this license **extend only to transactions involving weapons classified as curio or relic firearms**. In transactions involving firearms not classified as curios or relics, the licensed collector has the same status as a non-licensee. A person need not be federally licensed to collect curios or relics. Generally, persons must be licensed in order to lawfully receive curios or relics from outside their state of residence.

For a list of curios and relics updated January 2008 through June 2014, go to <https://www.atf.gov/firearms/docs/curios-or-relics-list-update-january-2008-through-june-2014pdf/download>.



According to the ATF, if an Auctioneer is assisting an estate in disposing of firearms, the estate is the seller of the firearms, and the estate is in control and possession of the firearms. In this situation, the firearms may be sold by the estate at the auction site.

percussion cap or a similar type of ignition system. Antique firearms do not come under the purview of the GCA as long as they haven't been altered to use fixed ammunition, such as rim fire or center fire ammunition.

Auctioneers will also come across what the ATF refers to as curios and relics in their auctions. According to the ATF's information on curios and relics, a collector of curios or relics may obtain a

6. What resources should Auctioneers seek to learn about specific firearms regulations in their states, counties, cities, etc.?

“Contact your state police, sheriff's department, or city police department,” Garner said.



“Contact your state police, sheriff’s department, or city police department,” for specific firearms regulations in your state, county, city, etc. – Brian Garner, ATF Special Agent

7. When does an Auctioneer legally have possession of a firearm? Or, at what point must the Auctioneer have an FFL to be in control of a firearm?

This is similar to Question 1 in that when firearms are consigned to you, you have control/possession and require a license to auction them.

8. What types of guns are allowed and what types are restricted for sale at auctions?

Sporting firearms, such as long guns and handguns are typically sold at auctions. The National Firearms Act (NFA) establishes rules regarding what type of guns should be regulated (26 U.S.C. 5845; 27 CFR 479.11), which means the Auctioneer would require permission outside of the FFL to transfer these firearms.

NFA regulated firearms include a shotgun with a barrel or barrels of less than 18 inches in length, a rifle with a barrel or barrels of less than 16 inches in length, a weapon made from a shotgun if such weapon as modified has an overall length of less than 26 inches or a barrel or barrels of less than 18 inches in length, a weapon made from a rifle if such weapon as modified has an overall length of less than 26 inches or a barrel or barrels of less than 16 inches in length, a machinegun, any silencer (as defined in section 921 of title 18, United States Code), and destructive devices.

NFA firearms can be transferred from one person to another only after filing and receiving an approved ATF Form 4, application for tax paid transfer and registration of firearm.

9. What is the best way for an Auctioneer to determine if the firearms they are selling at auction are legal?

Garner recommends contacting your local ATF office if there are questions about the legality of firearms being sold. Check this link to find the contact information for the offices in your region: <https://www.atf.gov/contact/atf-field-divisions>. Furthermore, he said state and local law enforcement officials should also be contacted, as “local laws may be more strict than federal laws.”

10. Are there any federal requirements placed on gun buyers at auctions? Do gun buyers need licenses or certain identification to make purchases?

States differ on how old a person must be if they are to purchase a firearm. Some states allow for handguns to be purchased by buyers as young 18 while others set the minimum age at 21. The age at which a person can purchase a long gun (shotgun/rifle) also varies from 18 to 21 depending on the state. The buyer must not have any federal restrictions placed upon him or her that would prohibit them from possessing a firearm.

If the Auctioneer is not working a consignment auction, is not a gun dealer and doesn’t have an FFL, Garner said the “ATF recommends that the seller examine and record the identification of any buyer.”

11. What forms should the Auctioneer have on hand in consignment auctions? What forms must be on hand at estate auctions?

Garner said the paperwork required during an auction where firearms are sold “depends on whether or not the Auctioneer needs a license or not.” For example, the Gun Control Act does not require any record keeping when a transaction takes place between unlicensed persons who reside in the same state. However, an Auctioneer working a consignment auction would be required to have an FFL (refer to question #1). Garner said if the Auctioneer is operating under an FFL, all FFL rules apply.

12. Can a licensee conduct background checks and transfer firearms on behalf of an unlicensed Auctioneer?

Generally no, as most auctions do not qualify as a gun show or

qualifying event and therefore a licensee would not be permitted to conduct business away from the licensed premises.

[18 U.S.C. 923(j); 27 CFR 478.100]

13. If a licensed Auctioneer is making sales of firearms, where may those sales be made?

In a consignment auction firearms may be displayed at an auction site away from the Auctioneer’s licensed premises and sales of the firearms can be agreed upon at that location, but the firearms must be returned to the Auctioneer’s licensed premises prior to transfer. The simultaneous sale and delivery of the auctioned firearms away from the licensed premises would violate the law, i.e., engaging in business at an unlicensed location.

However, if the Auctioneer is assisting an estate in disposing of firearms, the estate is the seller of the firearms and the estate is in control and possession of the firearms. In this situation, the firearms may be sold by the estate at the auction site.

[18 U.S.C. 923(a); 27 CFR 478.50]

For more information about selling firearms, refer to an ATF document that offers a number of situations a seller might find themselves in and whether or not they would require an FFL. Go here to see it: <https://www.atf.gov/file/100871/download>. ❖



What do you feel are the important qualifications of an NAA board member?

- Honesty, integrity, team player and values family
- Four decades of auction-day experience and 36-year veteran auctioneer
- Twenty years of board of director experience serving multiple organizations
- Thirty-two year member of the NAA
- Understands the challenges of running a family auction business
- Extensive strategic business planning experience
- CAI Business Plan Review Panelist and Class III Instructor
- NAA Membership Task Force and AARE Specialty committee member
- Over three decades of auction sales experience and one of the industry's top listing agents
- Proven leadership and vision for opportunities and threats to auctioneers and our industry
- Holds CAI, AARE and ATS designations
- Presenter and panelists at C&S, CAI, NAA Summits and state associations
- Excellent listener, communicator, and is friendly and approachable

While many with these qualifications would be slowing down or already retired, Scott is just hitting his prime and he's not worried about getting his hands dirty either.

Help get Scott in the NAA leadership. Please vote and support Scott King for the NAA Board of Directors.

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For Board of Directors
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For more information on his desire and qualifications, please visit: WWW.VOTESCOTTKING.COM and follow him on Facebook @ SUPPORT SCOTT KING FOR NAA BOARD

Tiffany Lamp lights up for \$24,000



HARRISBURG, Pa. – Cordier Auctions' first catalog auction in 2016 offered an illuminating array of treasures including the top lot – a Tiffany Studios Grapevine Lamp with Lily Pad Base that sold for \$24,000.

Other top lots included a 4.78ct ruby and diamond ring at \$13,000 and a Mughal jade hilted Khanjar dagger that hammered at \$12,000. The Feb. 20-21 sale was held in Harrisburg, PA.

Early in the auction, an 1801 \$10 Capped Bust Heraldic Eagle PCGS AU was awarded to a floor bidder for \$6,000. In jewelry, Art Deco remains popular with a 3.60ctw diamond and sapphire bracelet selling for \$2,400 and a 1.50ctw diamond and sapphire bow brooch bringing \$1,800. A 4.78ct ruby ring with diamonds sold for \$13,000 after spirited bidding. In decorative arts, a Venini Pezzato vase by Fulvio Bianconi (\$4,600) and a pair of figural vases by Georges Jouve (\$4,200) both drew interest from the phones and internet before being awarded online to collectors in West Palm Beach, Florida, and Andresy, France, respectively.

On day two, the top lot of the auction, a Tiffany Studios Grapevine Lamp with Lily Pad base, drew enthusiastic bidding from the phone, internet, and floor before hammering down to a phone bidder for \$24,000. In the fine art category, highlights were from a prominent King's Point, NY estate: A bronze sculpture of Venus by F. A. Gadaix (Dutch, 19th century) sold for \$4,200 and a watercolor by Marie Laurencin (French, 1883-1956) sold for \$3,400 while a portrait by David Burliuk (Russian-American, 1882-1967) sold for \$2,400.



The auction concluded with Ethnographic and Asian art. A Mughal jade hilted Khanjar dagger sold for \$12,000 to an online bidder from the Philadelphia area after heavy bidding. An 18th century Ketland & Co. Indian trade musket hammered to a collector in the room for \$6,000 after a lengthy battle with an internet bidder. Items from the collection of Saul and Florence Putterman of Sarasota, Florida included numerous pieces originally purchased from the Segy Gallery in New York more than thirty years ago. A Bakota Mbulu Ngulu tomb figure from Gabon brought \$1,900, a Dogon Tellem figure sold for \$1,700, and a Northwest Coast Kwakiutl Raven mask sold for \$1,500. ❖

\$6,000



NAA member's company receives "Fast Growth Award"



FACLIER

CAPE TOWN, South Africa – NAA member Kim Faclier's company, Liquidity Services' GoIndustry DoveBid Property Auction Marketplace, was awarded the "Fast Growth Award" from South Africa's National Business Awards.

"We are pleased that GoIndustry DoveBid has received this prestigious honor recognizing the unprecedented growth we are experiencing in our South African property division," said Faclier, Liquidity Services' Head of Property of GoIndustry DoveBid South Africa. "Over the past 18 months, we have worked incredibly hard to build a strong team of outstanding professionals who have sold more than R700 million in real estate, effectively changing the landscape for property transactions in South Africa. By utilizing our proprietary, in-house online auction technology, we have successfully opened up access for each individual sale to a highly-targeted and relevant audience of international bidders.

"This competitive process has not only increased asset sale price, but it has also delivered a generous return on investment for our clients. Not only are we able to offer on-line sales via the portal, but also live ballroom style multiple property auctions as well as on-site for individual properties."

The National Business Awards were introduced in 2002 and are presented in association with South Africa's Top Performing Publication to honor the country's industry leaders through the acknowledgement of innovative business processes, product development, enterprise, sustainability and overall business success.

The awards also recognize the important social and environmental contributions made by organizations through the excellence of service, commitment to their customers, ethical behavior and environmental sustainability. ❖



NAA member conducts 2 of nation's Top 10 charity wine auctions



ROBERTSON

FORT MYERS, Fla. – Wine Spectator magazine has released its top 10 Charity Wine Auctions of 2015, and Scott Robertson Auctioneers conducted two of the top 10.

The Sonoma Harvest Wine Auction in Kenwood, California, and The Southwest Florida Wine &

Food Fest were named third and fourth-highest grossing in the nation. The ranking is based on total live auction-bid earnings excluding paddle-raise or fund-a-need lots.

The Sonoma Harvest Wine Auction raised \$2,441,500 and The Southwest Florida Wine & Food Fest raised \$2,200,000 in the live auctions. With the paddle raise special appeals factored into the totals, these fundraising auctions generated an amazing \$4.5 million and \$3.3 million dollars, respectfully.

“The incredible leadership, the sponsors, the vintners and the guests stepped up to take both of these events over the top,” said Robertson, CAI, BAS, a full-time professional Benefit Auctioneer. “I am amazed by the generosity of the wonderful people attending the Sonoma Harvest Wine Auction and The Southwest Florida Wine & Food Fest.”

“Scott Robertson did an amazing job getting the crowd to give more deeply,” said Dorothy Fitzgerald, vice president of Southwest Florida Children’s Charities, organizers of The Southwest Florida Wine & Food Fest. “Scott’s charismatic charm set the stage and transformed the crowd, amazing even some of the most veteran and generous auction attendees. While it takes the generosity of the donors to make this happen, it is no coincidence that these successful charity auctions highlight Scott’s ability to make a huge difference in the outcome of an event.” ♦



Organic office furniture grows bids in California

MONROVIA, Calif. – John Moran’s April 16 Decorative Art Auction was the third auction of 2016 featuring modern and contemporary works of Western art from the Estate of Phoebe Hearst Cooke, as the sale also featured Native American items from the Pasadena estate of Margaret Eaton Brown Fleming and paintings and furniture from the Brentwood Estate of actor Carroll O’Connor and his wife, Nancy.

Attendance was strong, with the sale opening as a standing-room-only event. Dovetailing thematically with the Western property on offer, buyers were treated to complimentary tacos and refreshments, and the energy was high on the sales floor as the auction opened. Throughout the evening, bids streamed in fast and furious from online platforms – in the end, nearly a third of all lots were sold to buyers bidding remotely via Liveauctioneers, AuctionZip/Invaluable and Bidsquare.

Top-lot status was tied between two lots; the first, an impressive 17th-century cassone on wrought-iron stand, was expected to achieve \$6,000 to \$8,000 at Moran’s sale, but caught the eye of

online buyers as well as a determined telephone bidder. The cassone ended up bringing an impressive \$15,600. Later in the sale, “Quai de Louvre”, an oil painting by ever-popular French artist Edouard Leon Cortes (1882-1969), also brought \$15,600. Consigned from a private collection in Studio City, the work was coveted by multiple telephone bidders as well as an absentee bidder who just barely beat out their competitors with their left bid (estimate: \$10,000 to \$15,000).

Contemporary Western paintings and bronzes maintained their popularity among Moran’s bidders – Bill Anton’s (b. 1957 Chicago, Illinois) expertly executed oil painting, titled “The Wanderers”, which hailed from the Estate of Phoebe Hearst Cooke, brought the high estimate at \$9,000. Also from the aforementioned estate, Mehl Lawson’s (b. 1942 Bonita, Calif.) dynamic bronze sculpture titled “Buckaroo Sport” depicts a cowboy roping a calf, and earned a very respectable \$3,300 (estimate: \$1,000 to \$1,500).

Russ Vickers (1923-1997 Tempe, Arizona) was represented in



\$12,000

Moran's April catalogue with a large-scale work titled "War Paint". A self-trained artist known for his realist Western works, Vickers expertly depicted war-ready Indians on horseback in a light-dappled plateau landscape. "War Paint" was consigned from a private Orange County collection, and brought \$4,500 at the block (estimate: \$4,000 to \$6,000).

Additional fine art highlights include a large-scale unsigned 20th-century American oil on canvas depicting sailors and ship at dock which was brought to the block early in the sale with a \$700 to \$900 estimate; intense competition between online and telephone bidders resulted in the painting earning a hefty \$4,250 price tag. Shortly thereafter, an etching and aquatint by Pablo Picasso (1881-1973 Spanish) titled "Bacchanale" with original provenance from the London Redfern Gallery and consigned from a private Ventura, Calif., collection realized \$5,400 (estimate: \$3,000 to \$5,000). A small portrait of a young beauty by late-19th-century Czech painter Alfred Seifert (1850-1901), succinctly titled "Head", was a dark horse highlight, earning \$2,700 (estimate: \$1,000 to \$2,000).

A small selection of California paintings were also on offer in the April sale – Lockwood de Forest's (1850-1932 Santa Barbara, Calif.) impressionist "Santa Ynez" was offered with a \$1,000 to \$1,500 estimate, and realized \$1,440 on the floor. Later in the sale, Peter Max's (b. 1937 New York, New York) abstracted acrylic painting of the head of the Statue of Liberty, executed in bright,

bold hues achieved an \$13,750 selling price – over twice the high end of the pre-auction estimate (estimate: \$3,000 to \$5,000).

Continental decorative art objects proffered quite a few highlights, including a whimsical figural champagne cooler by Figaro Piero for Atena. The highly polished pewter cooler was modelled as a portrait head of a man wearing a headdress of seashells and coral, and was quite a hit among those who previewed in person. Estimated to earn \$1,000 to \$1,500, the piece brought \$2,375 thanks to an online buyer. The first lot of the sale was also a very popular piece, which boded well for the evening's event; estimated to bring \$1,500 to \$2,000, the diminutive Swiss gilt-bronze and yellow guilloche enamel annular-dial clock was contested between internet and phone bidders, with the telephone bidder casting the successful final bid (price realized: \$4,200).

Decorative objects from the Estate of Carroll and Nancy O'Connor earned particularly strong prices. A suite of custom-made office furniture by contemporary Wisconsin-based craftsman Steven Spiro, who creates organic furniture forms from inlaid layers of solid hardwood, achieved excellent prices. Spiro's "Sculpture Garden Chair" earned \$3,000 (estimate: \$2,000 to \$3,000), while his "Sculpture Garden Desk" achieved \$7,200 (estimate: \$5,000 to \$7,000).

Prices for Native American items held fast, with pieces from the



estate of prominent Pasadena collector Margaret Eaton Brown Fleming achieving especially strong prices.

Two kachina dolls from the estate were offered back-to-back, and each achieved a great amount of attention prior to the sale. The first, a Piptuka clown, was expected to bring \$3,000 to \$5,000, while the second, a Yeibichai god figure, was estimated to earn \$2,500 to \$3,500. The kachinas earned \$6,600 and \$5,400, respectively. A Mimbres quail-motif pottery bowl showing the usual restorations and in excellent condition considering its marked age was also offered from the Fleming estate; the bowl inspired a bidding war between online bidders, resulting in a final selling price of \$8,750 (estimate: \$3,000 to \$5,000).

Fairly unusual for Moran's Decorative Art Auctions, Moran's April catalogue featured a handful of musical instruments – all of which did quite well for their consignors.

A C.F. Martin & Co. guitar dating to the late 19th-century was brought to the auction block with a conservative \$1,500 to \$2,500 estimate. As the guitar was in excellent original condition for its age and featured a rare rosewood body, bidder interest was piqued as soon as the catalog was made available –

the instrument ultimately sold to a telephone buyer for \$8,400.

One of the last lots brought to the block, a Heckel Biebrich bassoon, also achieved a large amount of inquiries prior to the sale. The German-made instrument opened to a flurry of competing bids streaming in through online platforms and via telephone, and hammered for a very impressive \$12,000 (estimate: \$600 to \$900). ❖

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Ambassador Spotlight

Name:
Butch Hagelstrom

Who I represent:
Buckhorn Auction Services

Where I'm from:
Ft. Lupton, Colorado

Q: What about your membership in NAA do you value most?

I have enjoyed my NAA membership since 2007 and benefitted in many ways. I have utilized the Resource Center; the iSeries webinars; the education gained and friendships made at NAA Conference & Show; the CAI program; and, I've used the promotional opportunities that the NAA affords its members. As with any organization, personally involving yourself is the first step to making the most of advantages available thru the NAA.



Member of CAI charter class passes away

Well-known commercial/industrial auctioneer, Gary Day, passed away in Salem, Oregon, on Saturday, April 16, 2016. A veteran of 23 years as a professional Auctioneer, he also raised over 8 million dollars for Northwest non-profits, donating his services to their charity auctions.

Gary was born in Minneapolis, Minnesota, on June 3, 1937, to Evan O. Day and Mildred Sugden Day. He graduated from Washburn High and attended the University of Minnesota, where he was a member of Acacia Fraternity. From 1956 to 1958 he served honorably in the Security Police of the U.S. Air Force in Korea. After discharge, he continued a career as a police officer in Minneapolis and Fremont and Arcadia, California.

In 1965, he married Peggy Palmer and, after working in sales, he graduated from Reppert School of Auctioneering in Indiana. He and Peggy moved to a farm in Canby, Oregon where their children, Molly and Joel, were born, and he began his auctioneering career.

After that marriage ended, Gary met Elaine Johnston, who was at the time the Administrator of the Oregon Board of Auctioneers. They were married in 1979 and lived in Canby, Wilsonville, and Salem over the course of their 37-year marriage.

Gary is survived by his wife, Elaine; children, Molly and Joel Day of California, granddaughter, Karis Hull, brother, Evan E. day, of Utah, and three nieces. ❖

Conrad Burns was former U.S. Senator and honorary NAA member

Former U.S. Sen. Conrad Burns of Montana died April 28 of natural causes at his home in Billings, Montana, according to multiple news sources. He was 81.

The three-term senator won his seat in 1988 in a close election, but he was re-elected in a landslide in 1994, the first Republican U.S. senator to be re-elected in Montana.

Burns, who served in the military as a Marine, was born Jan. 25, 1935, in Gallatin, Missouri. He studied agriculture at the University of Missouri. He came to Montana as a salesman for Polled Hereford World magazine. In 1968, he became a cattle Auctioneer for the Billings Livestock Commission. He later managed the Northern International Livestock Expo.

A daughter, Kate, died in 1985. He is survived by his wife, Phyllis; a daughter, Keely Godwin; a son, Garrett; a sister, Judy Norris; and three grandchildren. ❖

Baltimore Auctioneer passes away

On April 6, 2016, Andrew Louis Billig passed away. He was the beloved husband of Lisa Billig (nee Hurwitz); devoted father of Carly Billig, A.J. Billig, Mallory Billig and Zachary Charapp; dear brother of Daniel (Sherry) Billig and Michael (Elizabeth) Billig; loving son of Janet and Jack Billig; adored son-in-law of Dr. and Mrs. George Hurwitz; and cherished uncle of Bryan (Claire) Billig, Charles (Emily) Billig and Maxwell Billig. ❖

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REPPERT

Reppert Auction School graduated class 245 on Sunday, April 24, 2016. Students represented the states of Indiana, Kansas, Maryland, Ohio, West Virginia, Wisconsin, and Nova Scotia, Canada.



KENTUCKY AUCTION ACADEMY

The January 2016 Kentucky Auction Academy graduating class. Students hailed from Indiana, Kentucky, Montana, and Ohio.

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Taylor Pavlock



I joined the NAA because I love the auction industry, and I am excited to participate in the educational programs that the organization has to offer. The auction business is the only job I've ever loved, and I have learned how hard work and ethics paired with the NAA's education can make you a great success. I know how important it is to contribute to and serve the industry, and I look forward to continuing to meet and getting to know all the wonderful professionals in this business.

Taylor Pavlock
Beverly Hills, Calif.

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USPAP (15 Hour) • July 18-19

USPAP (7 Hour) • July 23

Train the Trainer • July 19

Interpersonal Communications for Auction Professionals • July 18-19

Internet Auction Methods • July 19

Benefit Auction Summit

San Diego, California • Embassy Suites San Diego Bay • August 28-30, 2016

Women in the Auction Industry Summit

San Antonio, Texas • Emily Moran Hotel • November 6-8, 2016

NAA Designation Academy

Las Vegas, Nevada • TBD • December 4-10, 2016

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IN THE RING

PAGE 7 “[Our legislators’ staff members] were very interested in hearing our concerns. We were able to have their ear for 30 minutes to an hour, and that can end up going a long way down the road.”

Patrick Morgan - on the importance of attending NAA Day on the Hill

*Martin Auctioneers
New Holland, Pennsylvania*

PAGE 26 “Every year as a staff, we get together and try to strategically plan so that we can kick it up a notch. We aim to deliver the value our members expect.”

Joyce Peterson, NAA Conference and Show Manager

Overland Park, Kansas

PAGE 42 “A gun dealer is a person who devotes time, attention, and labor to dealing in firearms as a regular course of trade or business with the principal objective of livelihood and profit through the repetitive purchase and resale of firearms. It shall not include a person who makes occasional sales, exchanges or purchase of firearms for the enhancement of a personal collection or for a hobby or who sells all or part of a personal collection.”

Brian Garner, ATF special agent - quoting ATF material on how a gun dealer is defined.

AROUND the BLOCK



- After the recent \$325 million renovation of the Kansas Statehouse, heirlooms of more than a hundred years were on the auction block May 2-9, with NAA member Dave Webb managing the event.

Everything from thousands of feet of trim, to hardwood flooring, archways, library ladders, bookcases and much more was available. One sale attraction most noteworthy to Webb was the copper door that protected the staircase to the dome of the Capitol.

“It’s the only one of those that was ever made. So, this is a true, rare sale feature,” Webb said.

- On April 19, art insurance company Hiscox released its fourth annual report detailing the state of the online art trade. Their findings, which examine data gathered by art market research firm ArtTactic, confirm indications in last month’s TEFAP report that **the cooling of the global art market has not yet affected online sales** — on the contrary, they are at an all-time high.

- Maxine O’Brien, CEO of ISAA since May 2001, received the surprise of her life at the annual conference of the Illinois State Auctioneers Association when **she was inducted as the only non-Auctioneer to join the elite company** of the 35 members of the ISAA Hall of Fame.

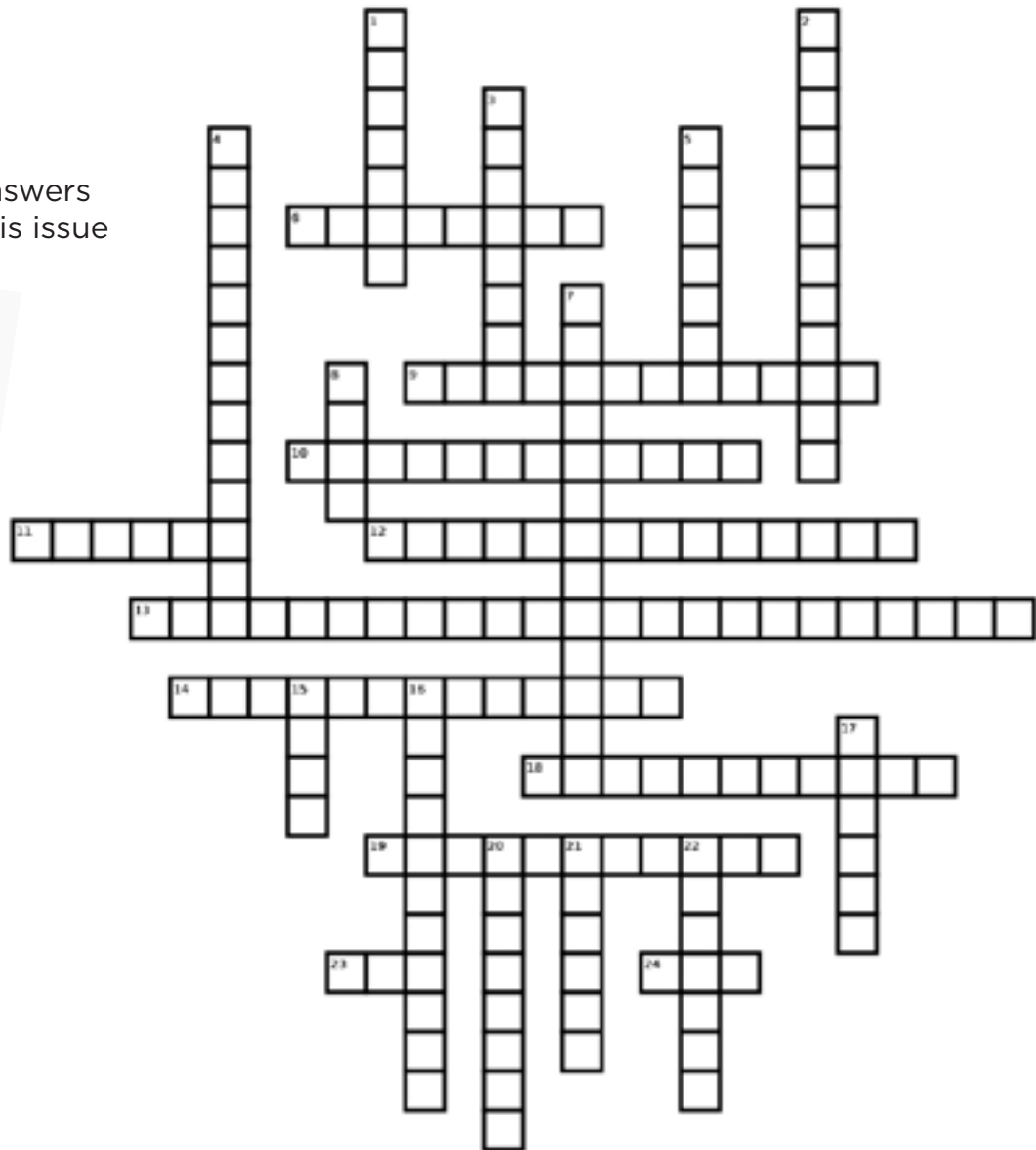
“How my husband, John Hibner, son, Bart O’Brien, daughter, Amy Bruchs, and Administrative Assistant, Virginia Krueger, could keep that a secret is amazing,” she said, as she addressed the standing ovation and introduced her family.



As a state-approved administrator of continuing education in Illinois and Wisconsin, O’Brien has moderated continuing education courses for license renewal in those states at the National Auctioneers Conference for 20 years. She is a member of the National Auctioneers Association, has served as a judge for the International Auctioneers Contest, and on the NAA Elections Committee.

MEMBERS' CORNER

HINT: All of the answers can be found in this issue of *Auctioneer*!



Down:

- 1. NAA's, free, 30-minute, interactive webinar
- 2. Incoming NAA President as of mid-July.
- 3. Newspaper that presents the Marketing Competition in partnership with NAA.
- 4. NAA CEO.
- 5. Online broadcast for the 2016 IAC on July 22.
- 7. Named NAA member's events as two of U.S.'s top 10 charity wine auctions of 2015.
- 8. No. of NAA Director candidates in 2016.
- 15.No. of NAA members in the WAAC Top 10.
- 16.The middle piece to "NAA"
- 17.NAA's ____: NAA members will be the preferred auction professionals used in the marketplace.
- 20.Social media tool in NAA hashtag campaign.
- 21.Auctions work when managed by an ____.
- 22.The event core to this industry

Across:

- 6. Speech promoting your business & you.
- 9. NAA event in September where members meet their state representatives
- 10.A hashtag campaign created to promote the method, industry, and NAA Pro.
- 11.How public can find your social media posts.
- 12.2016 WAAC Champion.
- 13.Takes place in April each year.
- 14.The current NAA President.
- 18.Home of July's #NAACS16.
- 19.Sold for \$24k in Pa. (see Success Stories)
- 23.Top brands' avg. number of Facebook posts per day.
- 24.Federal department an auction professional should contact for gun laws

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Coming up in June/July...

The marketing prowess of NAA members will once again be celebrated in *Auctioneer* as we honor all winners in the annual NAA Marketing Competition Presented in Partnership with USA Today. Who will win the coveted “Best in Show” awards along with “Auction Campaign of the Year”? We let you know in the June/July issue!

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