



# Auctioneer

MAY 2017

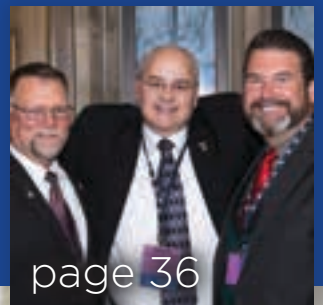


**Turn  
prospects**

**into sellers in 6 steps**

**ALSO INSIDE:**

- | NAA CANDIDATE Q&A
- | 'SUCCESS WITH OUR #NAAPRO' NATIONAL CAMPAIGN SCORES BIG!
- | HOW DO YOU SPELL SUCCESS? C-A-I



page 36

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**John Nicholls, AARE, AMM**  
NAA President

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

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

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

John resides in Fredericksburg, Virginia, with his family.

## On diversity and Board candidates

Quite the discussion thread occurred in late April on what NAA is doing on a couple of different issues: 1) How can we address the lack of diversity within our profession; and, 2) Why do we only have two candidates running for two Board positions.

Regarding diversity ...

The NAA Board of Directors has made it a priority for us to introduce auctions to non-traditional groups. What does that mean? It means that the United States has a very diverse society, yet many individuals don't see auctions as a viable way to do business. We believe it is our responsibility to introduce people to what we know is one of the most transparent methods of selling assets.

Often, women and people of color don't see a reflection of themselves in the auction industry. I do not believe it is because we have been exclusionary. But, we have not been proactive in helping people understand our methodology. So, over the next few weeks we will be developing a long-term, sustainable plan to introduce women and people of color to auctions. This should help us all expand our customer base as well as NAA membership. How are we going to do this? To begin, we are talking to people and researching models that have been successful in other organizations. And based on the interest we have seen on Facebook, we'll make sure we continue to communicate our progress.

Realize that there is no easy answer or immediate solution – as I said, it will be a long-term, sustainable program. We aren't going to put together a recruitment program and then abandon it after a year. We are putting together a comprehensive plan that will take us into the next decade.

Regarding NAA Board candidates ...

The question has been raised of why there are two candidates for the Board of Directors (we had three, but one removed their name from consideration). I serve as chair of the Governance Committee and recruiting candidates is one of our main responsibilities. I can tell you very definitely

that there is not a lack of interest from people who want to run. But, timing seemed to be a large, recurrent theme among those folks this year. I have heard been told that there are four individuals who have told various members of the Governance Committee that they plan to run next year in Jacksonville. They just could not do it this year.

The good news is that this year's candidates are excellent, so NAA has not lost any ground. Further, we are talking to people and no one – no one – has mentioned that having a Nominating Committee vet candidates is a deal breaker for them. I have heard that having vote totals being read on the floor of the Annual Business meeting was an issue. So last fall, the Board removed that obstacle. This year, the votes will not be read; if you are interested, you can go to [auctioneers.org](http://auctioneers.org). The vote totals will be displayed there.

NAA is not perfect, and your Board and staff continue to work to make it better. We do watch for and listen to as much conversation and feedback as we can on social media, within our state associations and amongst our friends and colleagues. We want to know your opinion. We welcome it as long as you are coming with thoughts and ideas on improving NAA. Because ultimately that is our goal - to ensure NAA is an open and inclusive group of people dedicated to the auction profession.

I am sure we'll continue this conversation in Columbus! I hope so, anyway!

# 16

## May I have this dance?

There is a definite art to knowing how to maneuver prospects through the dance of tough questions and doubt before they decide to hire you as their auction professional. We have six steps to help you get from dance card to auction day.



## FEATURES/NEWS MAY 2017

### 'Success with our #NAAPro' campaign lives up to name

The national campaign was a home run, thanks again to huge NAA member participation.

10

### 2017 NAA Election

Get to know this year's candidates through their answers to our questions!

22

### #NAACS17 keynote speaker cheated death on Mt. Everest

In Columbus this summer, Jim Davidson will tell attendees how he survived a massive earthquake.

30

### AMM - One year later

Those members who were among the first to earn their AMM designation share how different their businesses have been since.

42

### Pricing fine wine

What really goes into the price of that bottle?.

44

## BUSINESS PRACTICES

### Should you be concerned about compliance issues?

Yes, and you should develop a plan to stay legal.

20

## FACES OF NAA

### Thunderstruck

NAA member Ruth Lind has survived a harrowing life experience or two and just went to Antarctica.

40

## NETWORKING

6 State watch

9 Commitment

32 iSeries schedule

34 NAA Hall of Fame form

48 Success stories

50 Scholarship schedule

54 In memory

59 New NAA Designations

60 New members

62 NAA Ambassadors

64 Filler words

66 Coming up next issue

## DEPARTMENTS

38 Education Calendar

66 Marketplace

67 Index

# State watch



**ILLINOIS IS KNOWN AS THE “LAND OF LINCOLN” AS ABRAHAM LINCOLN SPENT MOST OF HIS LIFE THERE.**

## ILLINOIS

In a letter to ISAA members, Josh Evans, Vice President of Government Relations, said he was able to reach out to state Senators ahead of SB 1657, legislation that would establish Illinois-specific licensing for gun dealers. According to Evans, Sponsor Senator Don Harmon (D-Oak Park) “was receptive to our concerns and stated it wasn’t his belief nor his intent that this bill would add another licensure to auctioneers selling firearms at auction. Furthermore, he stated if that was unclear he would work with us to make that clear in a future amendment. That’s a good thing.”

The bill did pass out of the Committee by a 7-5 vote, with all Democrats voting yes on the bill with the exception of Senator Bill Haine (Metro-East).

“Where we find ourselves now is in the position to work with the Sponsor to make any necessary and appropriate changes (if needed) to make clear the bill doesn’t apply to auctioneers selling firearms at auction,” Evans wrote.

## KENTUCKY

Kentucky Auctioneers Association had its 60th Annual Convention Feb. 24-26, 2017. KAA held its State Professional Bid Calling Championship during Convention and had 10 participants. NAA member Leon Shirk won the state title, with Davin Smith named Reserve Champion. Every five years, KAA gives past KAA Champions another opportunity to compete in bid calling against each other, and this year the Champion of Champions winner was NAA member Junior Staggs, CAI. Our Apprentice Auctioneer Bid Calling Champion was Stephen Seals.

Results of the annual election: David Meade-President; Russell Mills-President-Elect; Adam Haley-Vice President; Tim Haley-Past President; Chris Wilson-Director; Amy Whistle-Director; Doyle Wilson-Director; Shaun Logsdon-Director; Shawn Willard-Director; Marcus Landers-Director; Davin Smith-Director; Caitlin Wardlow.

The KAA awarded \$500 scholarships to 10 Auctioneers to help them earn designations and further their auction careers. The Lifetime Achievement Award winner for 2017 was Jim Kannady; the newest Hall of Fame Member is NAA member Robert Alexander, and Auctioneer of the Year went to NAA member Jeff Gerald.

KENTUCKY IS BEST KNOWN FOR ITS HORSE RACES AND HORSE FARMS, AND MANY FAMOUS RACEHORSES HAVE MADE THEIR HOME IN THE BLUEGRASS COUNTRY, WHICH SURROUNDS THE CITY OF LEXINGTON.



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# AuctionTime joins forces with Auction Flex

The alliance expands product offerings to better serve Auctioneers.

**LINCOLN, Neb. (March 24, 2017)** – AuctionTime has formed a strategic alliance with Auction Flex, a Florida-based software development company specializing in auction management solutions.

The alliance connects the complementary features of AuctionTime's online auction platform (AuctionTime.com) and its cloud-based suite of business solutions with Auction Flex's live and online auction management software offerings to better their existing functionalities.

The union of the two industry leaders also ensures future integrations that ultimately benefit Auctioneers and their customers.

Auction Flex was founded in 2000 by Brandon Harker with the simple mission of providing the auction industry's best management software, backed by unparalleled customer service. Its products include software solutions for both live and online auctions through integrated web-based services and remote bidding solutions. Additional offerings simplify internal business operations, including cataloging, clerking, accounting, mailing list management, inventory management, and more.

Since its launch in 2010, AuctionTime.com has become the leading platform for online only equipment auctions of agriculture and construction equipment, trucks, and trailers worldwide. Its BidCaller product maintains a strong foothold in

the construction, agriculture, and trucking industries, providing remote bidding capabilities to buyers and sellers participating in live sales in these markets, while Auction Flex's HiBid extends online-only, webcast, and absentee bidding to auction participants in other industries.

Together, the two leading brands serve buyers and sellers across the spectrum through extensive and complementary offerings.

"Both Auction Flex and AuctionTime are strongly rooted in evolving the latest technology to meet the changing needs of the auction marketplace," says AuctionTime's Director of New Products Evan Welch. "The new alliance results in truly comprehensive products and services that streamline every aspect of the auctioneer's business."

In all, the alliance falls into AuctionTime's overarching mission: To connect buyers and sellers and simplify their auction transactions from start to finish as a one-stop shop.

"The strengths of AuctionTime, BidCaller, Auction Flex, and HiBid are especially complementary," says Brandon Harker. "Forming this alliance was a natural evolution. Our companies share the vision of putting customers first by providing products, services, and support that help auctioneers succeed. This alliance furthers that mission by providing a more complete suite of options from which our customers can pick and choose to fulfill their business needs." ❖



# THANK YOU for Your Renewals!

Joshua D. Abner  
 Richard J. Adams, GPPA  
 James W. Alban  
 Sanford A. Alderfer  
 Kim Allen  
 David Allen, AMM, GPPA  
 Danny Allman  
 Jodi Amaya  
 A. Curtis Andrew  
 Eric Arrington  
 Anthony Azizi  
 Austin Bachmann  
 George R. Badeen  
 Chris Bair, GPPA  
 Barry Baker, CAI, AARE,  
 CES  
 David M. Barber, CAI  
 Fred A. Barck  
 Felix Barreras  
 Daniel Allen Barry  
 Mitch L. Barthel  
 Jason A. Bates  
 James D. Bayman  
 Timothy L. Beck, CES  
 Nolan R. Bell  
 David R. Bell, AARE, ATS,  
 GPPA  
 Josh Bellamy, CAI  
 Linford Lamont Berry  
 Wayne R. Bessman  
 Larry Bickford  
 Vincent Bila  
 Trenton Phelps Bilberry  
 Dennis L. Biliske  
 Frederick Peter Bodnarus,  
 CAI  
 Chris Bohr  
 Oscar E. Bond  
 Omar P. Bounds, AARE  
 Gary D. Bowen  
 Scott H. Bowers, CAI  
 Maureen Boyd, GPPA  
 John Boyd, CAI, GPPA  
 Mark E. Bradstreet, CAI  
 Travis Everett Breedlove  
 Rick W. Brock, CAI, CES  
 David W. Brooks, CAI,  
 AARE, CES  
 Ritchie Broyles  
 Mary Jo Brubaker  
 Jeffrey A. Burchard, CAI  
 Lisa Bushman  
 Harry Byrnes  
 Scott Caldwell  
 Christopher Wade Capps  
 David W. Catching  
 Bradley T. Cecil  
 Jason Harold Clark  
 James A. Clayton  
 John H. Clements, ATS,  
 GPPA  
 James R. Coleman  
 Keith Couch  
 Stan L. Crooks, CAI, CES  
 Kevin O'Neal Dalton

Bart Darfler  
 Cody Dawson, BAS  
 Eli Detweiler, Jr., CAI  
 Michael F. Dilliard  
 Anthony DiMeo  
 Jason Dolph, AARE  
 Matthew Allen Donahoo  
 Sean Donnelly, ATS  
 Shawn J. Dostie  
 Kirk Dove  
 Bradley Dudley  
 Pamela L.G. Eaton, GPPA  
 Jay Edwards, AARE  
 Michael A. Fine, CAI,  
 AARE  
 Jeff A. Finke  
 Kristine A. Fladeboe-  
 Duinink, BAS  
 Glenn Freeman  
 Lee Erik Frisendahl, CAI  
 Tim Fritch  
 John W. Fritz  
 Tony M. Furr  
 Samuel Furrow, CAI  
 Erich Emil Gabriel  
 Trey Gallaway  
 Douglas A. Garner, AMM,  
 CES  
 David R. Gatewood, CES,  
 MPPA  
 Joel M. Gavaletz  
 Jacob Marshall Gay  
 Ryan George, AMM  
 Michael D. Gerlach, CAI,  
 ATS  
 Anthony J. Giglio  
 Brooke Lauren Gillespie  
 Curtis Paul Gillespie  
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 Ben Gonzales, ATS, BAS  
 Santo F. Grasso, Sr.  
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 Sam L. Hardy, Jr.  
 Hedley Harris  
 David C. Hart, CAI, AARE  
 Robert C. Hart, CAI, AMM  
 Kam Hartstack, CAI  
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 Jeremiah D. Herbst  
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 Justin Holmberg  
 Raymond L. Holt  
 James Bryan Hope  
 T. G. Horst  
 Julian E. Howell, CAI,  
 AARE  
 Gary Hubbell  
 Stephen J. Hummel  
 Katie T. Imholte Gabriel,  
 BAS  
 Carl J. Jackson, AARE  
 Dewey C. Jacobs, Jr., CAI,  
 AARE  
 David Lee Jarchow  
 Val Jark  
 Vernell Johnson  
 Danny Kirk Jones  
 Mike Jones, CAI, AARE  
 Ronald Dean Jones, Jr.  
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 Paul M. Joseph, CAI, GPPA  
 Allen D. Kahler, CAI  
 Joe Karpinski  
 Heather Kaspar, BAS  
 Dana Kaufman  
 Andy S. Kaye  
 Andy Scott Keller  
 Randy Kincaid  
 Kevin King  
 Josh D. Kirby  
 Randall Lynn Kirkes, CES  
 Richard John Klisiewicz, III,  
 AMM  
 Gregory Kenneth Klug, Sr.  
 Robbie L. Kobs  
 Michael J. Koons, CAI  
 Roger E. Koons, CAI  
 Keith M. Kramer  
 Alonzo C. LaBarr  
 Josh M. Larson  
 Donny F. Lee  
 Roger Legleiter  
 Emilio Lemeni, CAI, GPPA  
 Olga Lemeni, AMM  
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 William G. Londrey  
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**#SUCCESS**



# ‘Success with our #NAAPro’ campaign lives up to name

From NAA brand saturation to celebrating members’ buyers and sellers in a big way, the NAA’s National Auctioneers Week campaign hit a home run.

By NAA Staff



Left image: NAA member Rich Ranft (right) celebrates with one of his customers during National Auctioneers Week.

Above: NAA IAC Women’s Champion Beth Rose, along with Men’s Champion TJ Freije, helped promote the association in a video produced by St. Jude Children’s Research Hospital highlighting the group’s partnership with NAA.



Far left image: NAA members Michael Riggins (back) and Michael Chambers (middle) helped push the campaign message during a recent auction. Above: A daily email went to NAA members to inform them of each day's activity on social media; NAA also used boosted Facebook posts to spread the campaign.

The goal was to seize upon and continue the momentum achieved by last year's #AuctionsWork / #NAAPro incredibly successful hashtag campaign – an effort that saw an unprecedented engagement level from members.

“Hundreds of thousands of people saw the #AuctionsWork / #NAAPro message in 2016, thanks fully to our members’ efforts,” said NAA President John Nicholls, AARE, AMM. “The campaign was wildly successful.”

So, where that original message was to highlight the effectiveness of the auction method of marketing, members were asked in 2017 to highlight their clients’ and customers’ successes. Members also were asked to use Facebook and other social media to show their commitment to their communities, to charitable causes, and to their industry. And, they came through with another ridiculously strong effort to spread those points far and wide.

The NAA did its part in asking the Promotions Committee to plan the campaign, which it did masterfully for a second straight year. Then, the charge went to NAA Staff to put that effort into action through daily emails to members, social media advertising to targeted groups, providing content in *USA Today*, and providing “Success with Our #NAAPro” banners for members to use for the rest of the year.

## Measuring success

Each logistic of the “Success” campaign had a specific objective, which was used to help determine whether that aspect was successful or not.

For email, the objective included sending a daily email from an NAA Board member that included information and instruction on how to participate in that day’s campaign activity.

**The result:** Open rates for the week ranged between 28-34 percent – a collective improvement over the 2016 campaign. Better still, those open rate figures all were well above the nonprofit association email open rate of 22.16 percent (Constant Contact).

For social media, the objective was clear: Internally, use Facebook to deliver the daily message to the membership and fans of the NAA Facebook Page. Externally, use the platform’s immense reach and targeting power to deliver the NAA brand and message to the right public audiences – those who support and/or have an interest in some vein of the auction industry. This would be done through boosted posts and advertising.

**The result:** This campaign did exactly what it set out to do. Through the week, it promoted the NAA brand; it promoted

# #SUCCESS



NAA members' advocacy efforts; it promoted buyers' and sellers' successes; it promoted NAA members' commitment to philanthropic causes; and it engaged on a large scale with the general public.

In straight numbers, the campaign offered a staggering 346,000 targeted people directly impacted by Facebook paid boosts/advertising. That reach total also was helped when St. Jude Children's Research Hospital shared NAA's Thursday post on its own page – a page that has approximately 2 million likes. The top boosted post for the week was the "Thank You" letter published on Saturday and boosted for one day. The post reached approximately 180,000 people and received nearly 3,000 likes, comments or shares. (An unexpected benefit popped up here as many people from the general public began to thank auction professionals in their area in the comments section of the post!)

In print, the objective was to use the USA Today Auction Showcase as an additional outlet to publish the "Thank You" message.

**The result:** The Auction Showcase again proved to be an invaluable tool currently available to NAA as it provided the opportunity for NAA's brand and message to be delivered to of 3 million daily readers.

As for the banner, those were made available both with Auctioneer magazine and in the NAA National Auctioneers Week tool kit, where members could download files and print them as needed.

Finally, the campaign measured out well in all areas, including helping NAA drive traffic to its website. Using Facebook pixels, the association can analyze the tens of thousands of people who visited auctioneers.org in recent weeks, review their demographic information and the pages they visited on the site, and remarket to them with targeted messaging. Depending on the audience segment, it could be more information about the industry, about how to become a part of NAA, or how to use the "Find an NAA Auction Professional" searchable database to solve their asset needs. ❖



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EzClipse are magnetic fixture trims that can help change the look and feel of recessed lighting.



Auction professionals sometimes may need to spruce up a site's lighting décor to help inspire bid energy.

By NAA Staff

**M**ore and more, recessed ceiling lights are part of real estate properties. That may not always be a good thing as they can tend to cause a room or space to lack character. That may not be a good thing when an auction professional is trying to inspire energy among bidders.

However, there is a new product on the market that may be able to help add some pop to a room or setting. EzClipse is a new collection of easily installed magnetic fixture trims and shades designed to change the look and feel of recessed lighting.

The best part for those who aren't interested in massive remodeling or just not that great with such projects? No tools are required.

The lightweight shades are installed with a simple patented click into the metal frame of a recessed light. The decorative shades fully cover the recessed ceiling light's existing trim, but still allow

most of the brilliance to pass through the shade creating ambient light and reducing glare. Low-profile covers are priced from \$21 while drum shades start at \$45.

Depending on the situation, the product could be a great tool for the professional home stager or novice who needs to stage an environment for real estate sales, auctions, or any room that needs a modern feel. There's no rewiring required, no changing parts, and no mess. When you leave, you can take the decorative shades with you.

Like most inventions, the idea for the innovative shades was born out of a makeshift solution to fix a problem.

"The product idea came to me due to an annoying recessed light that glared in my eyes and the television," Kory Keogan said.

Keogan is the president and inventor of EzClipse, which is based

in Ottawa, Ontario, Canada. He came up with the idea more than eight years ago and has since worked doggedly to bring his décor idea to the market.

“The first prototype consisted of fishing line, a bicycle mirror and a couple magnets I found in the garage. I set it up to redirect to the light away from my eyes and the TV. It worked great, but it was ugly,” he said. “We have come a long way since then. Not only do most of our products cut down or eliminate glare, but they are also the easiest way to add an accent to desired areas and completely change the ambiance of a space.”



**Like most inventions, the idea for the innovative shades was born out of a makeshift solution to fix a problem.**

EzClipse are designed to work with existing recessed lights with flat trim. Built to never rust with indoor or outdoor use, Keogan says his product is built to last.

The low profile and stylish models are made of high quality materials such as rare earth magnets, special high heat 3M adhesives, liners, and food grade silicon. EzClipse could be easily installed and removed for staging environments again and again without fear of the product breaking down or failing.

“Let’s just say they will outlast you!” Keogan said.

You can learn more at [ezclipse.com](http://ezclipse.com). ❖

## Elect Darron Meares NAA VP 2017

**Over a decade of leadership**

- NAA Director 2006-2008
- Currently - NAA Executive Committee
- EI Trustee 2011-2014 & Chairman 2016-2017
- GPPA Committee Chairman and Instructor
- CAI Chairman 2015-2016 & Instructor
- Past President and Board Member SCAA
- NAA/NABT Speaker/Liaison
- Co-chair of the 2017 Benefit Auction Summit in Cancun

**Previous Committees**  
Technology, Membership, Promotions

**Speaker/Instructor**

- Multiple NAA conventions and state associations
- NALLOA - National Auction License Law Officials Association
- Southeastern School of Auctioneering
- Arkansas and Kentucky Boards of Auctioneers

**Author**  
Articles for NABT and American Bankruptcy Institute

*I ask for your vote in Columbus at Conference & Show or through absentee voting!*



**Turn**  
**prospects into**  
**sellers in**  
**6** **steps**

By NAA Staff



**iSeries**  
Because it's about you!

**“Advancing the ball forward with a prospect and converting them into a seller is such a critical component to being able to do what we do in the auction and real estate business,” Terrel says.**

**W**hile building relationships with prospects can make the phone ring, it’s up to you to capitalize on that rapport and convert those leads into sellers.

Shawn Terrel, CAI, AARE, has seen a lot of Auctioneers build friendly relationships over the years, but never formally convert those prospects into sellers.

“Advancing the ball forward with a prospect and converting them into a seller is such a critical component to being able to do what we do in the auction and real estate business,” Terrel says.

As the Vice President of United Country Auction Services and a former NAA Board of Director, Terrel has more than 25 years of

auction management and bid-calling experience in the industry.

In that time, he’s come to believe there are six steps that help turn more prospects into sellers, which can make a significant difference in boosting your business’ bottom line.

### **1. Set reasonable expectations**

Moving a prospect to a seller can happen quickly or sometimes take a year or more because not all prospects know what they want. Focus first on getting the prospect to like you, then a working relationship usually follows. Remember, not all prospects are going to convert to sellers. Make sure accepting new clients is the right decision for both of you.



“Be patient,” Terrel says. “Make sure you are setting the stage for a successful event instead of trying to force that square peg in a round hole.”

You won’t get all the business you seek, but it is important to be professional when facing rejection. A ‘no’ can lead to a ‘yes’ down the road.

## 2. Ask questions

Asking questions and letting the client take the verbal lead in a conversation helps build rapport quickly. They’re going to give you pieces of information in those conversations that could be the key to a successful sale.

“An old adage in business says ‘God gave you one mouth and two ears.’ The purpose behind this statement is that you should listen more than you speak,” Terrel says.

## 3. Make sure you can meet the prospect’s needs

Understand what the prospect is asking for. If you can serve their needs, be able to discuss past experiences and examples of similar projects with them. Leverage that experience to gain the prospect’s trust.

In the event that you cannot meet the prospect’s needs, have a solution or recommendation ready for them. Consider partnering with another Auctioneer who may have the expertise to help you meet the prospect’s needs.

## 4. Be busy, even when you’re not

Perception is important. Terrel recommends using drip marketing to show your company is in high demand. This strategy sends “drips” or articles and marketing materials over time to prospects to ensure your business is at their mental forefront and not forgotten. Position the conversation around other activities you have going on, but not to the point where the client feels their project is not important.

## 5. Get the “advance”

Does your prospect know what the next step is?

“Before finishing a conversation with a prospect, set the date and time for the next step or communication with them. That’s what we call the advance,” Terrel says.

This step ensures that you have a process which is always moving forward. Put the next task to be completed on your calendar and always follow up.

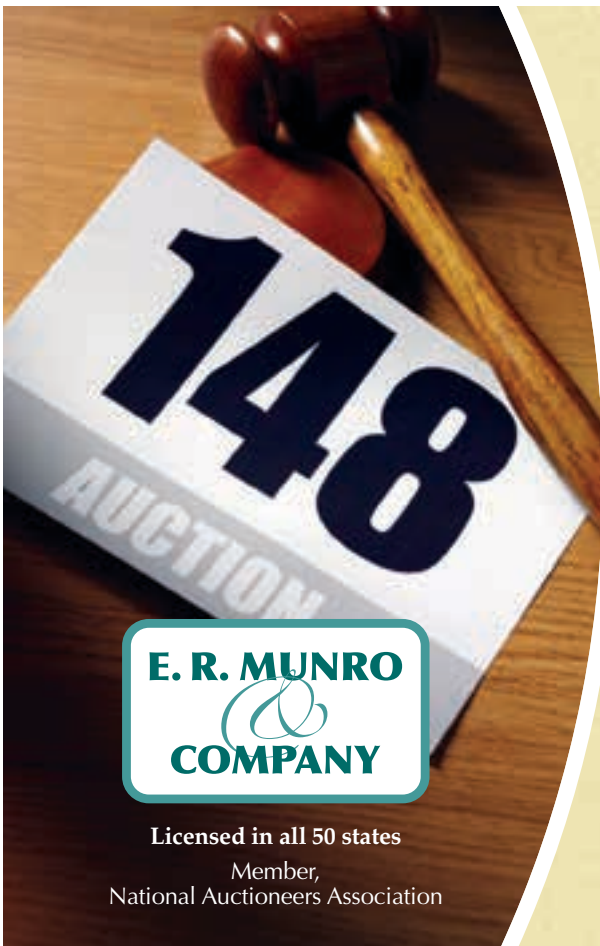
## 6. Ask for the sale

Everything you do in preparation to work with a lead is a moot point if you do not ask for their business. This step is the most often missed and most crucial step in the sales process. A prospect will not come to you and ask to sign the contract. Know when it is time to move in to close the sale and ask for the prospect’s commitment.

You can hear Shawn Terrel discuss this in more detail through the NAA iSeries archive. Check it out at [auctioneers.org/iseriess](http://auctioneers.org/iseriess).



**“Advancing the ball forward with a prospect and converting them into a seller is such a critical component to being able to do what we do in the auction and real estate business,” Terrel says.**



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Attorney and licensed  
Auctioneer from  
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# Should you be concerned about compliance issues?

Yes, and you should develop (and follow) a plan to stay on the right side of laws and regulations.

**Question:** Should Auctioneers need to be concerned about compliance issues?

**Answer:** Yes, Auctioneers must be aware of compliance issues. They should take the time to develop and follow a compliance plan specific to their business. In general, compliance means for a business to comply with the federal, state, and local laws and all applicable regulations. It is not uncommon for Auctioneers to be disciplined for failure to comply with regulations.

This includes Auctioneers who have inadvertently let their licenses lapse, failure to obtain the required continuing education, failure to timely pay a consignor, or improper trust/escrow account management. In addition to these issues, Auctioneers invite problems by not regularly reviewing their insurance policies, maintaining their corporate books, updating contracts, or taking other appropriate action. Auctioneers should take action to ensure compliance and protect their businesses.

As previously mentioned, the best way to ensure compliance is to create and follow a compliance plan. This should be developed with a licensed attorney and reviewed at least periodically. Some components of the compliance plan should include the following:

## 1. Licenses

- a. Do you (and any licensed employees) have all of the licenses required by law (e.g. Auctioneer, auction company, auction firm, real estate agent, broker, auction house, etc.)?
- b. Are all licenses current?
- c. If all licenses are in place and are current, when do they expire? Auctioneers should carefully calendar and keep track of their licenses.

## 2. Continuing Education

- a. What are the continuing education requirements?
- b. How many hours do I have now?
- c. When do I have to have the continuing education requirements completed?

## 3. Insurance

- a. What type of insurance should I have for the business? Do I need liability, property, worker's compensation, errors and omissions policy, or other insurance policies?
- b. Verify that you have the policies currently in place.
- c. What is the coverage provided for under each policy?
- d. What are the current policy limits?



e. Are the current policy limits appropriate?

#### 4. Corporate Books and Records

- a. Is the corporate book current? Has there been an annual meeting and the minutes approved and signed?
- b. Is the corporation or limited liability company in good standing? Have the annual or bi-annual business report, if required, been properly prepared and filed?

#### 5. Contracts

- a. Is the auction contract and registration agreement current?
- b. Is there an appropriate memorandum of sale for any purchases required to be in writing to satisfy the statute of frauds?
- c. Are employee documents and/or contracts in place?
- d. Are there any confidentiality and non-disclosure agreements in place to safeguard and protect confidential information?
- e. Are there non-compete agreements with employees to protect your clients?

#### 6. Succession Plan

- a. What is the company's exist plan or strategy?
- b. Is there a succession plan to bring others into key management positions and continue operations?
- c. How is the plan going?

#### 7. Information Technology

- a. What are the rights to the domain name? When does it expire and need to be extended?

b. Is the hardware and software you have adequate and up to date?

c. How are you protecting your company's information?

d. How are you protecting your customer's names, emails, financial information, and other confidential information?

e. How is the company using social media?

f. How are you protecting the information on the company's websites, blogs, and social media pages?

This is a checklist that can be used when discussing a compliance plan. It should also include sections about intellectual property such as any patents, trademarks, copyrights. This would include any websites and social media being utilized by the business. A compliance plan should also address specific issues relating to managing legal risks. It should also include a review of policies and procedures that have been adopted by company. A compliance plan may also include specific information for each company. For example, if a business purchased real estate, it will have maintenance issues, property taxes, property insurance, etc. If a business leases real estate, it would have to review the lease and calendar when it expires.

Auctioneers need to be aware of and evaluate compliance issues. There have been situations where Auctioneers have been busy and neglected compliance issues. It could be that the Auctioneer forgot to get the continuing education required, did not have the proper type of insurance, did not properly safeguard seller information, or have not protected intellectual property rights. To avoid unpleasant surprises that will disrupt your business, Auctioneers should take the time to evaluate compliance issues to verify that they are compliant and put together a compliance plan. Afterwards, Auctioneers should regularly review and follow the plan.❖

# NAA ELECTION

# 2017

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GET TO KNOW EACH OF THE CANDIDATES WHO ARE RUNNING FOR AN NAA BOARD POSITION.



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freedom  
TALLEY  
POLL  
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Government  
Independence  
ion  
Candidates  
VOTED  
Country  
BOOTH  
Decisions  
Dem  
Pres  
Electo  
Registrati  
PUBLIC O



Vice President:  
Timothy Mast, CAI, AARE

## NAA VICE PRESIDENT

### TIM MAST, CAI, AARE

#### 1. What spurred your decision to run for a position on the NAA Board?

My decision to run for Vice President was influenced by multiple factors. What initially caused me to begin seriously considering it was a desire to stay deeply involved in moving the association forward. That, coupled with peers as well as current and former leaders approaching me and asking me to continue to serve, led to prayerful soul searching. With the encouragement of my family and work colleagues, I made the decision that this is the right time for me to pursue continued service. I have enjoyed my time on the NAA Board of Directors. I believe I have had a positive impact, particularly as it relates to our promotional efforts, and believe that I have more to contribute.

#### 2. What is the most pressing issue for the auction industry?

Communicating to those who may think they can do it on their own, the value of working with a professional. With the growing availability of technology and other factors, we frequently see cases where a seller believes he or she can conduct their own auction or hire someone without the proper training and experience to do it. What we as professionals know is that there is far more involved in a successful auction than what meets the eye. The best thing that can happen to the auction industry is for buyers and sellers to have great experiences at auction. The likelihood of this occurring increases exponentially when professionals are in charge of the process.

#### 3. What specific initiative would you like to see included as NAA looks toward 2025 and beyond?

The NAA has three foundational strategic initiatives (Advocacy, Promotions, Education) as established in Pathways to 2020. It is imperative to the long-term wellbeing of our association that we continue to make progress with those initiatives. In order to achieve this, one avenue we can pursue is a higher level of membership engagement. It is verifiable, both anecdotally and statistically, that members

benefit more from their membership when they are more engaged in an organization. As Chairman of the Promotions Committee, it has been a real pleasure to see the level of membership engagement and participation in the initiatives we have put forth - #AuctionsWork and #NAAPro, for example. With enhanced engagement throughout the NAA we will grow in strength, relevance and numbers.

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

The future is bright. While we face an ever-evolving set of challenges, there has never been a better time to be in the auction industry. Granted, there have been better times in certain segments or communities of practice but as a general statement, it is great and getting better. Never before has our industry had the exposure, intrigue and technological advantages that we enjoy today. Certainly, there are also new challenges but with challenges come opportunities. We as auction professionals should be in an advantageous position to succeed as the educated, ethical and well-connected leaders.

#### 5. Why did you join NAA initially, and what can a member do to get the most out of their membership?

Being a first-generation auctioneer, I was fortunate enough to be encouraged to join the NAA early in my career by a mentor; in fact he paid my first-year membership dues. He also encouraged me to attend Conference and Show, which I did, Orlando 2002. Members will get the most out of their membership when they engage in the opportunities provided by the NAA. This is true whether that means an educational event, Conference and Show, promotional campaign, day on the hill, and the list goes on. By participating in these events, not only do we glean new ideas of how to better serve our clients and customers, we also make lifelong friendships that can lead to tremendous business opportunities.



## NAA VICE PRESIDENT

### DARRON MEARES, CAI, BAS, MPPA

#### 1. What spurred your decision to run for a position on the NAA Board?

When I completed my service on the NAA Board, it was not the right time for me to run for Vice President. My wife and I discussed waiting until our son was in middle school and we were in a new home before I entered the race. Also, to best serve the members of the NAA, we decided it would be best for me to learn as much as possible about the Education Institute to become a more well-rounded candidate for the office.

As the Chairman of the Education Institute, I am also a member of the Executive Committee. I am fortunate to be in a position now where I have served at the Board level, Trustee level and now the Executive Committee level.

#### 2. What is the most pressing issue for the auction industry?

This is going to sound way out in left field, but I would say the opportunities we have in the auction industry... if you look at a SWOT analysis of the industry the O and T represent external forces (Opportunities and Threats). Auctioneers have so many more opportunities than even 10-15 years ago that it is hard to know where they fit in: Do you specialize? Do you migrate toward a specific niche? Do you sell only online? Do you change to a brand-new segment of the industry?

The big picture is a wide-open canvas and auctioneers must decide where they want to concentrate their time and effort. To parallel this, the NAA must continue to offer educational resources that enhance member successes.

#### 3. What specific initiative would you like to see included as NAA looks toward 2025 and beyond?

Diversity... this is a broadly encompassing term that is on many minds today. As leaders in the NAA, we strive to be inclusive – to be blunt, right now we are not where we should be. Diversity comprises color, race, religion, socioeconomic status, sexual orientation, age and other factors.

The NAA Board has listed diversity as a priority

for Pathways to 2020. Of course, this issue is not going to be solved overnight, but with a clear goal to work toward we will not expend time and resources with nothing to show. Year 2020 should be the point where we evaluate the plan and make any needed changes to continue a path to success.

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

So bright we need shades! The auction method of marketing assets is as strong as ever, and more and more NAA professionals are leading the charge. The auction method is the purest form of price discovery and full-time, part-time and contract auctioneers are the universal problem solvers for clients worldwide.

Through the three legs of the stool – advocacy, promotion and education – the NAA is giving auctioneers the tools they need to stay on top of trends and ahead of the curve. The most activity in the history of the auction profession has occurred in the last two decades. Those two decades have provided a firm foundation on which to build and continue to grow and thrive.

#### 5. Why did you join NAA initially, and what can a member do to get the most out of their membership?

Ralph Marston's quote: "What you do today can improve all your tomorrows", fits both parts of the question.

I joined the NAA because my dad said it was beneficial to him when he started his business. Along with joining our state association and completing CAI, my NAA membership has made me a more well-rounded auction professional. But, to make it work for me, I had to be "present" throughout the process.

That means to get the most out of your membership you must USE IT. It doesn't matter what association you join – if you are not using it and advertising it then you are wasting money. The public needs to know that YOU took another step to becoming a better auction professional. Own it!



Vice President:  
Darron Meares,  
CAI, BAS, MPPA





Director:  
Trisha Brauer, CAI, BAS

## NAA DIRECTOR

### TRISHA BRAUER, CAI, BAS

#### 1. What spurred your decision to run for a position on the NAA Board?

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.

#### 2. What is the most pressing issue for the auction industry?

Meeting the changing expectations and demands of buyers and sellers is a pressing issue. Auctions have traditionally been one of the fastest methods of liquidation but currently, the buying and selling public has access to other tools that can be faster. The auction industry needs to maintain relevance by addressing these changes and adapting best practices. As the auctioneer, our job is always to work for the seller. But, we do depend on buyers in order to fulfil this responsibility. As an industry, we can work together to ensure we are providing the best marketing plans and solutions for our sellers and buyers.

#### 3. What specific initiative would you like to see included as NAA looks toward 2025 and beyond?

While there are many important initiatives, one I would like to see is to build partnerships outside the auction industry. Membership growth among the younger demographic is a concern for many professional organizations, NAA included. We can combat this by partnering to pool resources, knowledge and best practices. We can develop initiatives specifically targeted to the next

generation and increase diversity. We also need to continue to support the Membership Task Force and empower them with 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 evolving education to meet the climate of the industry and our membership.

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

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.

#### 5. Why did you join the NAA initially and what can a member do to get the most out of their membership?

I joined NAA because I knew I needed resources and information. With any membership, you have to be an active participant. Make your membership a priority. Set aside time each week dedicated to explore the NAA website and its resources. Take 30 minutes to listen to iSeries. Create a time and money budget for NAA sponsored events. These events provide different opportunities that bring members together to share information and build relationships. These events will change your life and business. The calendar is published in advance allowing members to plan. I can vouch that when you go to one event, you'll never want to miss another one! Finally, have a mindset to take advantage of your membership, and you will find ways to do so.

## NAA DIRECTOR

### DAVID WHITLEY, CAI, CES

#### 1. What spurred your decision to run for a position on the NAA Board?

As many of you know, I currently serve as a director on the NAA Board. We have accomplished a lot but we have more to do. I hope to continue to help the NAA build a solid three-legged stool where our education, advocacy and promotion benefits all members. We have created an advocacy committee that is in a position to really fight for some things our members want and need. The climate in Washington, D.C., may be the best ever for us to work in. We have identified several areas where advocating for changes in federal policy could greatly benefit Auctioneers. I want to work to accomplish as much as possible for our members.

#### 2. What is the most pressing issue for the auction industry?

Auctioneers have always had competition. Years ago, it may have been the classified section of the local newspaper or a simple red and black "For Sale" sign. There has been competition from estates sales, garage sales, equipment dealers and more. Auctioneers always have, and always will have competition. The auction industry is facing new competition. Competition from online platforms, internet bidding, online advertising sites and more. Many Auctioneers are very concerned about this competition and rightly should be. The NAA must help its members identify their competition. It must help its members adapt to the market conditions and create products and services the market desires to remain profitable.

#### 3. What specific initiative would you like to see included as NAA looks toward 2025 and beyond?

We need to create industry leaders. The NAA should work very hard to develop a solid, grassroots ability to influence government. Advocacy starts at home. We need to train our members how to affect change. We need to work to elect civic leaders who understand the auction profession. We also need to develop industry leaders who will run for office and represent small business people and Auctioneers. Our members

are some of the brightest, hardest working people in our country. They "touch" thousands of people in local markets many times each year. Many of our members would be excellent representatives no matter which party they represent. They understand hard work, entrepreneurship, and small business. They understand Auctioneers. They would represent us well.

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

The current climate is excellent. Many people view the increase in internet bidding as a huge detriment to Auctioneers. It is not. More people each day see some form of an auction or competitive bidding used to sell assets. It may be a live public auction in the front yard, a world-class art auction featured on the news or an Internet Only Auction of a piece of real property in their neighborhood. People are exposed to auctions and competitive bidding through numerous sources. A lot of this exposure is not to "fire sales" but to stories of items bringing exceptional results when sold at auction. We can capitalize on this increased exposure and good news to increase the number of auctions conducted by our members.

#### 5. Why did you join NAA initially, and what can a member do to get the most out of their membership?

I joined NAA when I went to auction school 30 years ago. I didn't renew after my first year, as I did not see the value and money was tight. I continued to work and struggle, building a decent little auction business but wanting more. I saw Auctioneers I thought were successful – most of them had CAI. I rejoined NAA, went to Conference and Show and started CAI. I wish I had done it 10 years earlier.

To get the most, a member should do it all. Use all of the FREE tools and education available on Auctioneers.org. Attend NAA summits, classes, and Conference and Show. Be active in your state. Meet as many Auctioneers as you can. Become an expert. Pay those dues.



Director:  
David Whitley, CAI, CES





Treasurer:  
Thomas Rowell, CAI, AARE

## NAA TREASURER

### THOMAS ROWELL, CAI, AARE

#### 1. What spurred your decision to run for a position on the NAA Board?

I would like to serve the office of NAA Treasurer to be a productive Board member assisting the Board in financial management of the organization to meet the needs of the members as outlined by our strategic initiatives. Previous Treasurers, board members and staff have built a strong financial foundation for the association and we must continue good fiscal stewardship while having the flexibility to meet the quickly changing needs of all auction professionals. Having the experience of service on the National Auctioneers Foundation Board for the past eight years and the Auction Marketing Institute Board for eight years gives me the insight to know how the Association can work to maximize the return on our resources.

#### 2. What is the most pressing issue for the auction industry?

The professional auctioneer's greatest competition today is from individuals outside the auction industry using technology to create a competitive bidding environment to convert assets to cash. These nontraditional auctioneers do not subscribe to the same code of ethics and standards as NAA members. The NAA must provide relevant content to each community of practice to educate all auction professionals and continue advocating for the use of NAA auctioneers to achieve clients' goals and auctions being the preferred method of sale. Professional auctioneers must be able to provide the most effective and highly efficient method of transferring assets in today's market place for live and online auctions.

#### 3. What specific initiative would you like to see included as NAA looks toward 2025 and beyond?

We should identify the sources of nontraditional competition in today's market and design marketing programs to attract this potential segment of accelerated marketing companies to the NAA through relevant educational opportunities. We must be aware as these new innovative marketing systems emerge to develop

cutting edge educational programs that meet our members' needs and to be relevant in the current changing market. In serving as Treasurer we must be building new revenue models to support new educational offerings. This can be effectively accomplished through a well-funded endowment program that can assist in providing the necessary revenue to relevant programs for generations to come.

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

The auction profession is active in good and bad economic times. Our success is dependent on our ability to transition as markets change. Looking at the national and now the world economy is very important so that the auctioneer can be positioned to take advantage of new opportunities developing around them. Auctioneers have the ability and mobility to transition to new opportunities as market conditions change to meet clients' needs in the marketing all types of assets. There is a bright future in the auction profession and the NAA must deploy innovative education opportunities keep the professional auctioneers abreast of current techniques and be vigilant and forward thinking as the world changes.

#### 5. Why did you join NAA initially, and what can a member do to get the most out of their membership?

I joined the NAA and my state association in 1978 upon finishing auctioneer's school. I knew that I must surround myself with the brightest professionals and the best education in the industry to advance in the field. I was involved in the Georgia Auctioneers Association for 12 years and then the Auction Marketing Institute for 8 years and am now finishing my 8th year of service to the National Auctioneers Foundation. By being a true servant at heart and giving back to your profession you will be blessed with knowledge, the opportunity for success and lifelong friends. NAA educational opportunities and especially the Certified Auctioneers Institute will enhance your perspective and success as an auction professional. ❖



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# #NAACS17 Keynote cheated death on a mountain

Mountain climber Jim Davidson says “fear is contagious, but so is confidence.”

By Sarah Bahari, contributor

Jim Davidson knows about resilience.

In 1992, the Colorado mountain climber survived a snow bridge collapse that dropped him and a partner into an 80-foot crevasse on Mount Rainier. To survive, he had to climb out alone with minimal gear.

The ordeal became the subject of an adventure memoir, “The Ledge: An Adventure Story of Friendship and Survival on Mount Rainer.” The story also was featured in a one-hour episode of “I Shouldn’t Be Alive” on Animal Planet.

Davidson, a former environmental geologist, now travels the country sharing his wisdom on the importance of resilience in life and business. He will share his insights as the keynote speaker this July at the National Auctioneers Association International Auctioneers Conference and Show.

“Absolutely fear is contagious, but so is confidence,” Davidson says in a speech on his website, [www.speakingofadventure.com](http://www.speakingofadventure.com). “You want to be the person who projects confidence in that moment of fear and crisis. That doesn’t mean you have all the answers yet, but basically by doing so you will spark resilience in yourself and the people near you.”

During his 30 years of high-altitude climbs and rescues, Davidson has climbed the sixth highest peak in the world, Cho

Oyu in Tibet; climbed and led expeditions to Alaska, Argentina, Australia, Bolivia, Ecuador, Mexico and Nepal; and has spent more than a year of his life sleeping in tents.

With training in wilderness first aid, avalanche safety and vertical rescue, Davidson has volunteered to rescue other hikers and climbers on numerous occasions and been commended twice by the U.S. Park Service for leadership and personal sacrifice.

In 2015, Davidson was at Camp 1 on Mount Everest when a 7.8-magnitude earthquake struck Nepal. News outlets around the world covered his harrowing story, including photos and videos.

“After 31 years of climbing high icy mountains I have found most important thing to bring with you on a tough expedition is a great partnership,” Davidson says on his website. “Powerful partnerships make us stronger, safer and more successful than any one of us could be on our own.”

Davidson said he became interested in mountain climbing as a teenager and began reading everything he could. Since then, climbing has taught him the importance of dreaming big, he said.

“When you pick a dream, don’t pick a small one It should be



#NAACS17 keynote Jim Davidson was on Mt. Everest in 2015 when a 7.8-magnitude earthquake struck. His video and photos were used around the world.

big and audacious. It should make you nervous,” he said. “It should demand more of you than you have, more than you are.”

Achieving those dreams requires hard work and resilience, he says.

“We all have a small comfort range but a really big survival range,” he says. “Resilience is the ability to move outside our comfort range and still be OK, to go through the tough times and know it will work out.”

Davidson lives in Colorado with his wife and two children. Every spring, he volunteers to teach hundreds of elementary school children to climb. In addition to rock and ice climbing, Davidson enjoys skiing, backpacking and photography and has run in numerous half-marathons and one marathon.

To register for NAA Conference and Show and hear Jim’s full message, visit [www.conferenceandshow.com](http://www.conferenceandshow.com). ❖

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National Advocacy Update



# Why leaders need to be great salespeople to succeed

You have to appeal to heads, hearts, and hands to sell ideas and proposals.



To successfully influence others, leaders must understand what people are thinking and then tap into emotion.

“Leaders don’t always have formal authority or positional power to compel people to do what they want done,” says Paul B. Thornton, who conducts leadership training programs and is author of *Precise Leaders Get Results*. “In many situations, they need to persuade, convince, and sell people on their ideas.”

Thornton says to successfully influence others, leaders must understand what those people are thinking and then tap into whatever their strongest emotion is at that time.

Ultimately, he says, it’s a matter of appealing to people’s heads, hearts and hands. Here’s how that works:

- **The Head** – This is an appeal to the intellect. Leaders can persuade people through rational arguments including market research, customer surveys and case studies. They also should highlight the business benefits of ideas and how they will help employees. In some situations, Thornton says, it helps to explain the consequences of not changing. What’s at stake? What will people lose out on?

- **The Heart** – This is an appeal to emotions. People change their behavior when doing so makes them feel better, Thornton says. The leader should connect to their need for status, order, honor, security and purpose. Engage their hearts by making employees feel they are part of something big and special.

**W**hether it’s a CEO, a coach or someone else whose job it is to motivate others, a great leader is at heart a good salesperson.

That’s because if an organization’s leadership isn’t constantly persuading the rest of the team to buy into an idea or a philosophy, the team is likely to splinter, with everyone moving in his or her own direction.

And just barking orders doesn’t always get the job done.

- **The Hands** – This is persuasion through direct involvement. Give employees something to experience viscerally, the way salespeople let someone take a car for a test drive or offer a taste test. “Demonstrations help people experience the value and benefits of a particular idea or innovation,” Thornton says. “Direct experience can alter how a person thinks and feels about a new initiative.”

Having the right mix of facts, emotional appeals and involvement helps sell ideas and proposals, Thornton says. Once that’s done, he says, the leader needs to close the deal by asking for people’s commitment to whatever is proposed.

“In some cases you may need to start small,” Thornton says. “Get people to commit to taking some baby steps.” ♦

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Phone		

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

## PERSONAL AND FAMILY INFORMATION

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

## PROFESSIONAL INFORMATION

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

## NAA ACTIVITY

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

# NOMINATION FORM

## STATE ASSOCIATION ACTIVITY

List state association involvement, offices held, etc.:

## COMMUNITY INVOLVEMENT

List any notable community activities:

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

**Nominations must be postmarked no later than June 1st of each year. Mail to:**

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c/o National Auctioneers Association  
8880 Ballentine  
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**NOTE:** Nominee will remain on the ballot for five (5) years. If not elected, they will be removed from the ballot and are eligible to be nominated again after one year.

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# How do you spell success? C-A-I.

By NAA Staff



Left to right: NAA members Whitey Mason, Shawn Terrel, and David Hudgins are just a few members who continue to grow their professional networks and find new strategic planning skills at CAI.

**T**he NAA Certified Auctioneers Institute is often hailed as one of the most rigorous and revered educational settings in the entire industry.

In fact, some of the industry's biggest names step through the three-year program and come out on the other side feeling transformed and invigorated as they approach their businesses with a new perspective and new strategic planning skills.

And, of course, the legendary networking that takes place inside

the room walls and outside the class halls continues to serve CAI graduates for years after – sometimes even decades.

All of that took place again in Bloomington, Indiana, as several individual highlights emerged in 2017.

**1. Business plans continue to grow sharper. One of the true CAI treasures is the instruction on and eventual development of a proper business plan. Often, successful auction businesses can and will point to their plan as the source for their long-**



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term, sustainable growth efforts. CAI III students are afforded the opportunity to put their plans in front of judges for invaluable feedback as they prepare to take those plans to the auction marketplace.

This year, Rhessa Hanson, CAI, of Tullahoma, Tennessee, was awarded the annual Rose Award for having 2017's Outstanding Business Plan Presentation.

"I am honored beyond words to have been selected as the recipient of the prestigious Rose award," Hanson said on her Facebook page. "Thanks to my fantastic classmates for walking through this process with me."

## 2. CAI continues to offer enriched classes, including new ones like the one taught by NAA Past President Tom Saturley, CAI.

"Leading a seminar of CAI II students on the benefits of working with other professionals and the importance of practicing with ethical behavior brought me great reward," Saturley said. "The class discussions surrounding law, the revised NAA Code of

The relationships formed at CAI often last for lifetimes.



NATIONAL AUCTIONEERS ASSOCIATION  
**EDUCATION CALENDAR**

**Certified Auctioneers Institute**

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

**2017 NAA Conference and Show**

Columbus, Ohio • July 11-15, 2017

See states for specific dates for C&S

**2017 Benefit Auction Summit**

Cancun, Mexico • August 27-29, 2017

**CONFERENCE AND SHOW EDUCATION SCHEDULE**

AARE • July 12-15

AMM • July 9-11

CES • July 9-11

BAS • July 9-11

Internet Auction Methods • July 11

Interpersonal Communications for Auction Professionals • July 10-11

USPAP (15-Hour) • July 10-11

USPAP (7-Hour) • July 15

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

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





Top to bottom: From first year to last, CAI Classes I, II, and III transform auction professionals into top-flight strategic business planners and developers.

## CAI continues to offer enriched classes, including new ones like the one taught by NAA Past President Tom Saturley, CAI.

Ethics and professionalism demonstrated once again the caliber of the candidates seeking to advance in our great profession.”

### 3. Award winners emerge.

In addition to Hanson’s receiving the Rose Award, two other NAA CAI students took home deserved hardware.

Winner of the Massart Award for being “voted Outstanding Student Leader by your Class,” Jennifer Mensler, CAI, ATS, of Pleasant Valley, New York, said graduating CAI provided mixed emotions.

“Such a bittersweet day it has been,” Mensler wrote on her Facebook page. “I’ve shed tears of joy and sadness with my CAI family as we graduated today and couldn’t be more honored to receive the Massart Leadership award.”

Elsewhere, Sara Adams, AMM, GPPA, of Norwich, Connecticut, proved her business proposal savviness in winning the Pat Massart Award for her “Outstanding Auction Proposal.” She then immediately put that honor to work.

“I am the proud recipient of the Pat Massart Award for the most outstanding business proposal at Certified Auctioneers Institute,” she wrote on Facebook. “@hartfordartschool I have an award winning idea for you. Let’s talk.”

For more information on how you can attend CAI and empower your auction business skills for long-term success, email Lois Zielinski at [lzielinski@auctioneers.org](mailto:lzielinski@auctioneers.org). ❖

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Part of NAA member Ruth Lind's journey to Antarctica took her to Foyen Island, where she saw a day in the life of the Adelie penguins.



# Thunderstruck

NAA member Ruth Lind has survived a harrowing life experience or two and says, “There’s not danger of death, but danger of failure.”

By Nancy Hull Rigdon, contributor

**B**efore heading to Antarctica, Ruth Lind’s CAI III presentation was all about long-range planning and benchmarks.

Fast forward 35 days on an expedition vessel with 40 people, where there’s zero contact with the outside world, just various shades of white, penguins, whales, foxes, sea lions, brilliant blue and quiet.

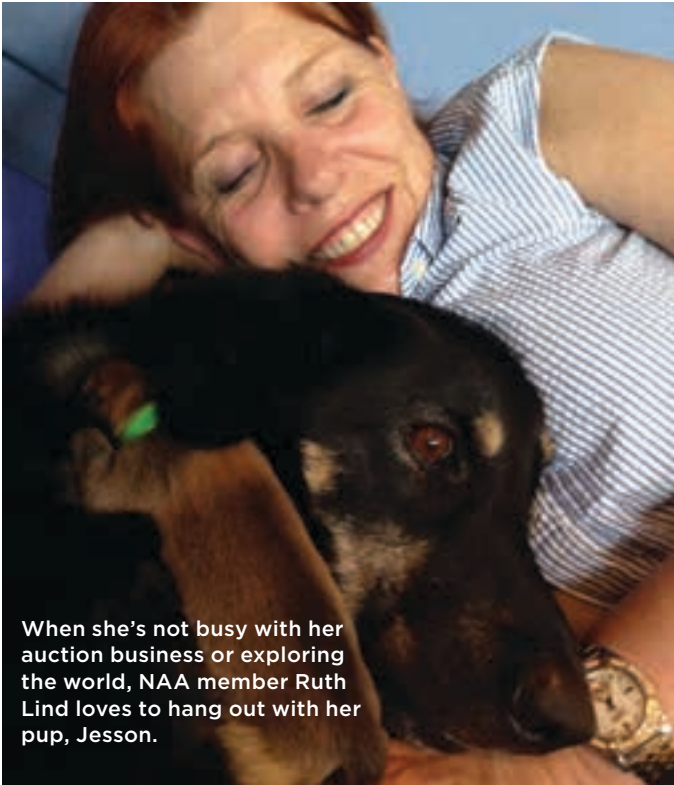
“I threw my presentation away on the ship and started over,” says Lind, CAI, BAS, GPPA.

The end result? A more contemplative presentation, titled “Thunderstruck: Blasting out of your comfort zone into the twilight zone.” The cover featured a photo she took back in her extreme ballooning days (she also used to motorcycle around the world) during a terrifying experience inside a super cell storm.

“There’s not danger of death, but danger of failure,” she explains. “In my presentation, I related that to everyday life and auctioneering and my own experience with benefit auctions.”

The presentation change was just one of many professional





When she's not busy with her auction business or exploring the world, NAA member Ruth Lind loves to hang out with her pup, Jesson.

mindset shifts Lind brought home from Antarctica. She has started a blog series about "business lessons from Antarctica" on the website for her company, Moxie Auctions in Stockton Springs, Maine.

"The distance freed me to look at life, and work, without the pressure of daily tasks and correspondence that get in the way of big picture thinking," Lind wrote. "My biggest takeaway was that, while it's usually more effective to leave the office at the office, it can be tremendously enriching to bring 'real life' to work."

As Lind puts it, she became an auctioneer by accident. She's a quilter, and five years ago, someone asked her to auction quilts for a benefit.

"I said, 'OK,'" and then I thought, 'Yikes, I better go figure out how to do it.'"

She and her husband have a second home in North Carolina, so she headed to Mendenhall School of Auctioneering, graduated and got to work.

She's embraced the NAA's offerings and now serves as the NAA's Maine Ambassador.

"I've never encountered an organization so uniformly supportive of its members," she says. "Everyone goes out of their way to help all the members."

As an example, she points to her first Conference & Show experience in Louisville three years ago. She was wearing her

first-timer badge and was amazed at all the dinner invites and warm welcomes she received from other members.

"I entered auctioneering, thinking, 'I'm going to learn to talk fast.' And it's been so much more – I've made all these life-changing relationships."

She matter-of-factly adds, "Without the NAA and CAI, I would not be an Auctioneer."

Recently, she's found reward in giving back. "You should add auctioneering to your tool belt," she said to a real estate agent in her hometown. The woman then took Lind up on her offer to stay at her home in North Carolina to attend auction school.

Lind's outlook on life has not only led to adventures around the world but career success as well.

"We have so much in life that we can do – life is a such a gift. And I've always been a person that embraces it," she says. "My default answer is always 'yes,' and that has really opened some wonderful doors in my life." ❖

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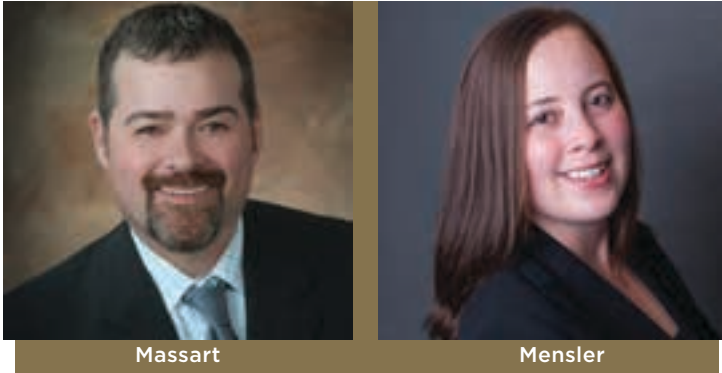
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# AMM – One year later



NAA members who were among the first to earn their AMM designation share what the education has since meant for their businesses.

By James Myers, contributor



Massart

Mensler

The result of a curriculum's full rewrite and rebranding, the NAA Auction Marketing Management (AMM) designation has only been around for a year, but it is already making a mark with the inaugural class of auction professionals and marketers.

Begun years ago as the Auction Technology Specialist (ATS) designation, which included some marketing discussion inside of online auction strategy, AMM morphed into a full-on marketing management program. It utilizes technology that auction professionals and marketers now can use to boost their brand and their auctions. Branding, messaging, marketing, targeting the right audience – it's all part of AMM. So, too, is the course's incredible flexibility – often updating from one course to the next as new trends and tools emerge.

For Auctioneers who have always wondered how Google analytics works, or if they're using Facebook correctly to market auctions, they'll find out when they take the AMM, just like Damien Massart, CAI, AMM, BAS, GPPA did.

"I'd done some of it, but not to the degree that John Schultz (AMM) and Robert Mayo (CAI, AARE, AMM, GPPA) were going into," Massart said of his instructors. Ryan George, AMM, is also an instructor.

Massart said he's a strong proponent of continuing education with the NAA and signed up for the AMM course as part of his goal of taking another step to improve his business. With a heavy focus on analyzing data and using Facebook properly, Massart said what he took away from the course led to his company dropping all of its traditional advertising, such as print advertising and going

fully digital with Facebook and email blasts.

Massart, who is the owner and president of Massart Auctions, and his wife, Michelle, took over his father Bob's business a couple of years ago. Bob still works in the office on occasion and remarked recently how drastic the change has been.

"He says all the time that he wishes we had the technology 20 years ago," Massart said, adding that they're getting a good response from their email blasts, but the Facebook sponsored posts and ads are "just fascinating."

"The numbers are incredible," he said of the response to his marketing outreach regarding his auctions. "Before you know it, it just goes viral."

Tricia Karpiuk's auction business is still growing and evolving, but she's using what she learned in the AMM course to help her promote her company's first auction in June. Karpiuk came into the course with no experience with Facebook and other social media platforms, and admits to being a little confused at first. But, she said, the instructors "break it down in a way you can understand."

"Just in a nutshell," she said, "the AMM course explains all the possibilities that are out there, just different ways to promote yourself."

Karpiuk said she's focusing on Facebook and LinkedIn at the moment, utilizing what she learned about how to use the platforms in the AMM to promote her company as well as her upcoming auction.

"You have to embrace new things and go with it," she said what one of her instructors told her. "If you don't, if you embrace the old way, you'll be left behind."

George, a proponent of using state-of-the-art tools to measure the messages Auctioneers use to attract an audience, walks through all of these principles with his students, and he has proof they work.

"Implementing the tools that I help teach," George said, "my billable work is up 50 percent year-to-date over my best year ever (2016). My number of auction campaigns is up 36 percent."

While the AMM course is an important education component for Auctioneers, it's just as helpful if not more so for other people in the auction office, like marketers or any non bid-calling worker.

Jennifer Mensler, CAI, ATS, is an Auctioneer and real estate salesperson for AAR Auctions. She said for those who are too intimidated by the technology involved; send someone from the office that isn't, because they'll get more out of it.

"You don't have to go yourself," Mensler said, "maybe it is better you don't go. If you have a marketing person that can use a little extra information, they can definitely send them to the class."

Mensler, who took the course's predecessor about four years before taking AMM, said in that short amount of time, many aspects of auction industry and online tools had changed. Facebook, for example, has evolved and there are more marketing options available in that platform. One of the aspects that make the course so valuable, she said, is that the instructors come in with real-world examples of how various marketing strategies work.

For instance, she said Mayo hammered home the idea of building multiple ads for the same auction and then test them to see which ads provoke the best response.

"You fine tune the ads and learn how to build them for future auctions," she said.

Aaron Ensminger, the NAA's director of education, said the course is being offered twice a year, including every December in Las Vegas and in July at NAA's Conference & Show. Maximum class size count is 45, and they've hit that number with each class.

Ensminger said the feedback from attendees has been positive.

One person told him the instructors' ability to "sound off each other is fabulous," and that they have obvious professional respect for each other. Another attendee told him "there was so much content to absorb at times, I thought my head would explode, but I didn't want it to stop."

Furthermore, to Mensler's point about AMM being an excellent resource for people in the industry who aren't bid callers, Ensminger said one person commented, "I'm not an Auctioneer, but the content of AMM can be used in any business. Our company works with Auctioneers to better market their sales, and this class has increased my knowledge, which in return benefits our clients."

For more information, go to <http://www.auctioneers.org/ats-auction-technology-specialist/>. ♦

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# Pricing fine wine

What really goes into the price of that bottle?

By Mark Solomon, special to *Auctioneer*

(Ed note: This is Part 2 of a four-part series.)



**W**hat if you wished to invest the most money you could in wine while purchasing the fewest number of bottles?

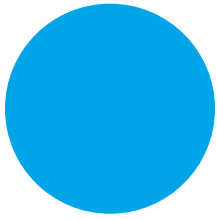
If French Bordeaux wine happened to be your passion, you could purchase at auction a bottle of 1947 Cheval Blanc for around \$9,000 or a bottle of 1865 Chateau Lafite Rothschild for \$17,000. If French Burgundy was more your style, you could drive home with a bottle of 1990 Romanee Conti from the maker Domaine de la Romanee Conti for around \$16,000. Want to acquire a super-pricey wine made closer to home? You could buy a 1992 Screaming Eagle at just \$5,000 per bottle.

The prices of some of the more expensive wines in the world have little to do with the cost of production and much more to do with the perceived value buyers have for certain wine names.

Like other luxury items such as high-end watches, customers often pay for the name of the brand as well as how it will add to individuals' social status. And unlike luxury high-end watches, older vintages of wine can become logarithmically more expensive due to the concept of scarcity, or extremely limited supply along with theoretically limitless wants. When it comes to wine, as time goes on, there is exceedingly less of any given vintage because collectors happen to have that disagreeable habit of reducing supply by opening their bottles and drinking them (while at the same time watch collectors are not routinely throwing away their older vintage watches).

One might think that the higher auction prices attained for certain bottles derive from the fact that the wine tastes better. In other words, many would presume that a \$2,000 bottle tastes vastly better than a \$20 bottle. The truth of the matter is that more expensive and older vintage bottles of wine taste better than cheaper and newer bottles only if you happen to know the price of what it is you are drinking. I can inform you (now switching gears to my previous profession as a neuropsychologist) that merely holding the belief that you are drinking very expensive wine, regardless of the actual price, will more strongly activate a region of the brain associated with pleasure, the medial orbitofrontal cortex.

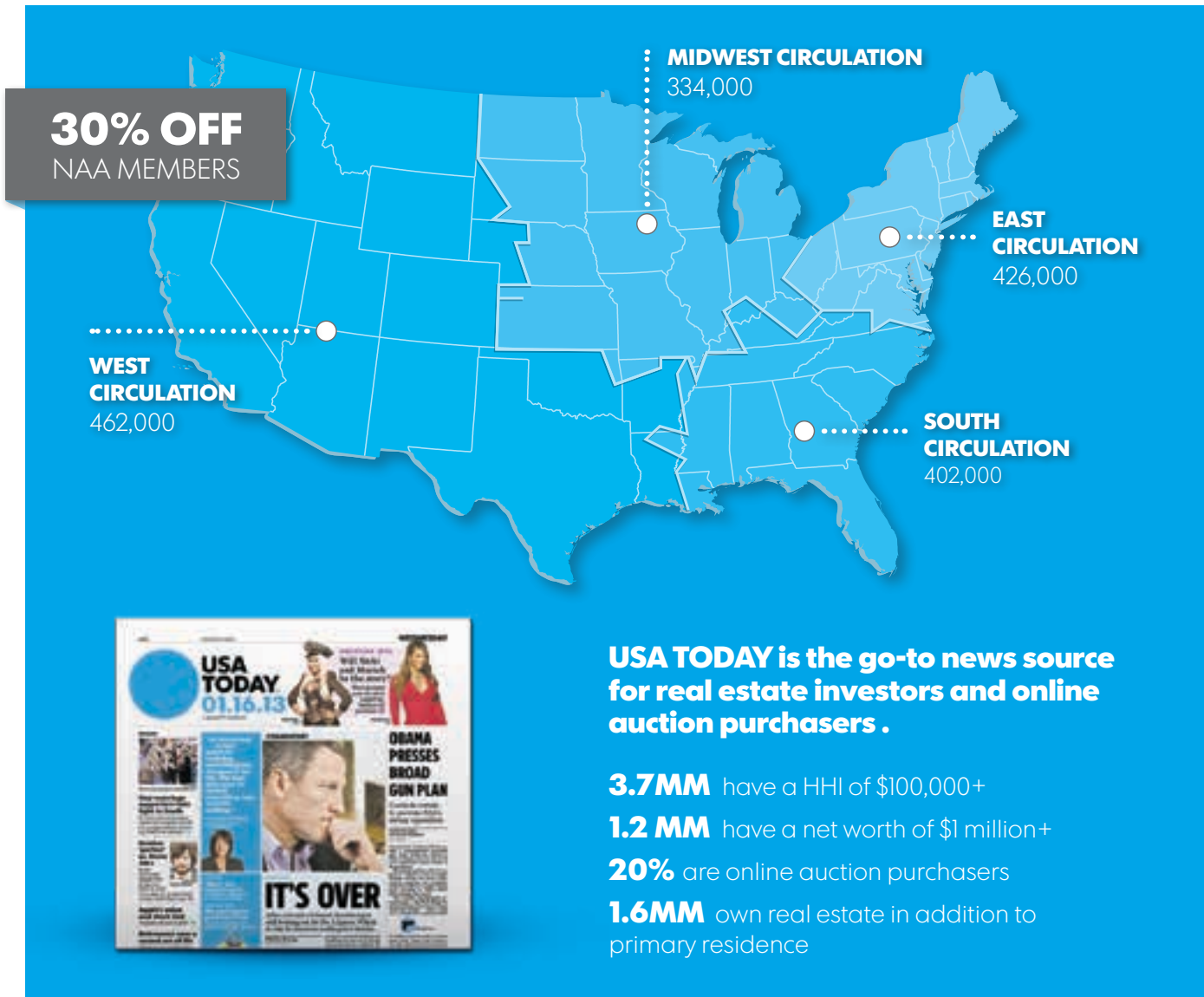
So, simply stated, wine quite literally tastes better to us the more expensive it is perceived to be.



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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)



Mark Solomon looks up to the block during a fine arts and wine auction.

With this in mind, here is something thought-provoking. When regular individuals are asked to drink wine via a blind tasting (i.e., with an inability to see the labels on the bottles), they actually prefer the cheaper brand. And believe it or not, one landmark scientific study showed that a majority of people cannot even consistently tell whether they are drinking red or white wine when the color of the wine is hidden from view.

But, can actual wine experts tell the difference between the wines they drink?

It does not appear so. In a well-known study (Brochet, 2001), 54 wine experts were given both a red and white wine to taste. As was expected, the experts described the red wine with traditional red descriptor words such as “jammy” and “cherry” and portrayed the white wine with common white descriptor words like “honey” and “lemon.” But here’s the thing. Both the red and white wines were the same wine from the same bottle.

It turns out that a white wine was colored red by a flavorless red dye.

In a second phase of the study, the same 54 experts were asked to rate two different bottles of wine, one known to be expensive and the other cheap. In this study, the wines had been switched. That is, the cheap wine was poured from the more expensive bottle while the expensive wine was poured from the cheaper bottle. All 54 wine experts thought that the cheaper wine in the expensive bottle was the better wine.

Further, they described this low-cost wine as “complex and

rounded” while characterizing the actual pricier wine as “weak and flat.”

The intention of these studies is to illustrate how people often bend themselves to meet their own expectations or biases of what they believe to be true. In the case of wine, our own expectations often seem to be more relevant than what is really inside the glass. Expectations can often have the final say over what you consider to be reality.

And while it might be easy to pick on wine collectors in the above scenarios, this concept would likely loom just as large whether you were viewing paintings you believe were by the hand of Van Gogh or about to walk into a room filled with sculptures you consider were created by Rodin.

It might go without saying that some wines really do taste better than other wines, just like some paintings are more visually aesthetic than other paintings and some sideboards are made better than other sideboards. And these distinctions in quality are typically reflected in the final hammer price of an object.

But it is our own internal expectations that can drastically alter how we judge the quality of an item and what we would be willing to pay for it at auction. ❖

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*Mark J. Solomon is the Fine Wine Auction Director at Leland Little Auctions.*

# Auction records established for undervalued artists at California and American fine art event



**MONROVIA, Calif.** – John Moran Auctioneers' March California and American Fine Art catalogue featured works from a number of important collections and estates, including the private collection of California watercolorist Gerald Brommer and his wife, Georgia.

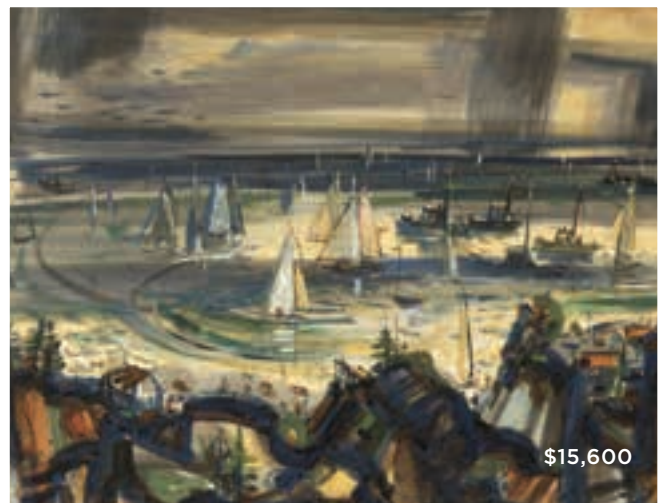
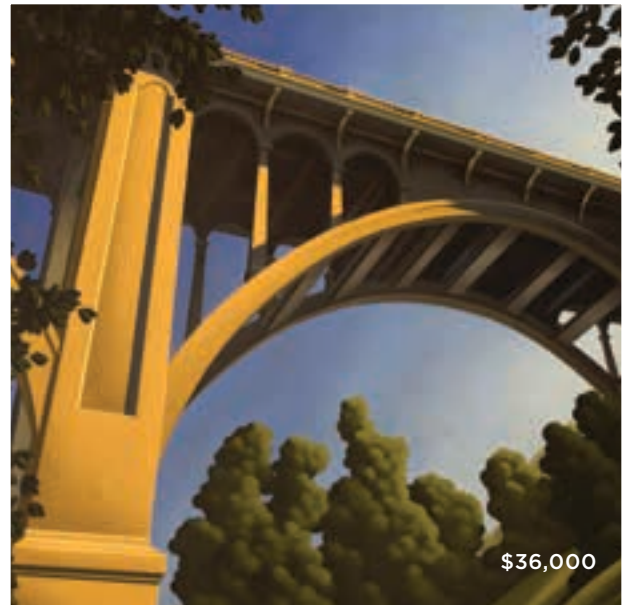
The first 69 lots were dedicated to works from the Brommer collection, which was heavy with watercolor paintings and California subjects. Later in the sale, works were brought to the block from the Los Angeles Goldfield Collection (owners of the Goldfield Galleries) as well as from the Estate of James and Ruth Barrack, a historically important duo whose investments helped to grow the Alaskan town of Fairbanks during its nascent years.

Consignments from the University Club of Pasadena, the Pasadena estate of Margaret Eaton Brown Fleming and private collections from across the country rounded out the offerings.

The first session offerings, many with approachable estimates at \$2,000 and below, saw a strong sell-through rate of 86 percent. Overall results were more mixed, as Moran's saw a 70-percent blanket sell-through rate; bidders were seemingly hesitant to invest in larger-ticket purchases after the day's downward fluctuations in stock prices.

Interestingly, attendance was strong, with the sale opening to a standing-room-only crowd; an attestation of Moran's conscious





effort over the last two years to create a more welcoming, down-to-earth atmosphere for auction events. By providing complimentary amenities such as refreshments, food and, for certain events, valet parking, in conjunction with an open, modern auction space, Moran's has been hoping to boost sale attendance and increase bidder retention throughout the length of their events.

In the end, a number of works exceeded expectations, with five paintings setting auction records for their artists. Generally speaking, buyers seemed to eschew lighter, summery aesthetics and traditional figural compositions in favor of familiar city vistas and land/seascapes; additionally, a number of wintery snow scenes, as well as many works from the Alaskan Barrack collection performed well at the block.

The first 69 lots of the California and American Fine Art Auction, all consigned from the personal collection of Gerald and Georgia Brommer, were offered as part of a special session entitled An Artist Collects. As a working artist, jurist and educator, Gerald has had ample contact with other California artists throughout the years, providing him with the opportunity to

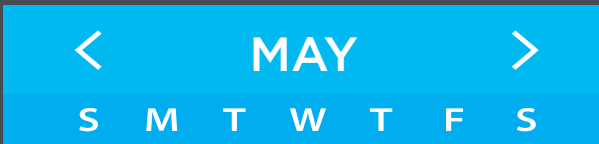
trade works with colleagues and to make connections with new and emerging artists.

One of three records set during this first session was for a vibrant watercolor composition by artist Electra Stamelos (1927-2007 Hartland, Michigan). Titled "Flower Series #99 – 3 Tondos", the watercolor was assigned a conservative \$400-\$600 pre-auction estimate, which was quickly exceeded after competition erupted from multiple floor bidders; the work brought a stunning \$3,300. The Brommers originally acquired the Stamelos watercolor from the 116th Annual American Watercolor Society Exhibition in New York, held in 1982, for which Gerald was a juror. A world auction record was likewise set with "Military Prison (No. 2)" a watercolor of a broad-sided Spanish prison by highly regarded La Jolla, CA watercolorist Frederic Whitaker (1891-1980), which was offered with a \$1,200-\$1,800 estimate.

The work inspired fierce competition between floor and online buyers, earning a \$5,700 price realized. Later in the session, a record was also set with a work by Frederic Whitaker's wife, Eileen Monaghan Whitaker (1911-2005 La Jolla, Calif.), who was

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represented in the sale by a sweet watercolor painting of a pair of white ducks depicted against a somewhat abstracted backdrop; the work earned \$915, just over the \$600-\$800 estimate.

Additional highlights from An Artist Collects include a charming Bunker Hill, Los Angeles scene by local artist Emil J. Kosa Jr. (1903-1968), which the Brommers found at an antique store mere blocks from their home. The piece earned \$18,000 thanks to participation from internet, absentee, telephone and floor bidders (estimate: \$6,000-\$8,000). One of the most highly anticipated pieces from the Brommer collection was a moody watercolor by Claremont, Calif., artist Phil Latimer Dike (1906-1990). "Afternoon at Corona del Mar" was one of those examples from the collection which was acquired as a trade between two artists; the Brommers traded two of Gerald's paintings for two works by Dike during a friendly lunch at Dike's home. The dynamic "Afternoon at Corona del Mar" shows sailboats off the Corona del Mar coast as a brooding sky drops rain showers on scattered areas of the background; pools of light break through the cloud cover to illuminate small swaths of the scene. The watercolor realized \$15,600 (estimate: \$4,000-\$6,000) at Moran's March California and American Fine Art Auction.

Another crowd favorite was an untitled charcoal and graphite portrait of a woman by artist Nicolai Fechin (1881-1955 Taos, NM/Los Angeles, Calif.); telephone lines were fully reserved for the lot, which realized: \$10,800, just over the estimated \$7,000-\$10,000.

Works depicting Southern California locales continued to achieve strong prices throughout the evening; R. Kenton Nelson's "Conjugation", a stylized view of the iconic Colorado Street Bridge in Pasadena, Calif., was offered with a \$30,000-\$40,000 estimate, bringing \$36,000. Shortly thereafter, William Wendt's (1865-1946 Laguna Beach, Calif.) emerald-infused oil painting of the Malibu foothills was brought to the block with a \$50,000-\$70,000 pre-sale estimate.

Consigned from a Los Angeles collection, "Converging Fields" inspired multiple left bids; however, the absentee buyers were outbid by a telephone participant, who took ownership of the work for \$72,000. Local artist Jirayr Zorthian (1912-2004 Altadena, Calif.) was represented in Moran's California and American Fine Art catalogue with two works depicting foxes in landscapes, each framed in an artist-made light box. The first of the two, executed in a painterly, geometric style in primary colors, depicts a fox skulden in a landscape; estimated to earn \$1,000-\$2,000, the piece brought \$3,000 after competition from a number of interested floor bidders.

Alaskan scenes from the Fairbanks, Alaska collection of Ruth and James Barrack were offered later in the evening and brought generally solid prices.

Two works by Anchorage-based painter Sydney Laurence (1865-1940) started out the section, and brought prices squarely within their estimates. Each work was purchased by a telephone bidder who had to compete against multiple buyers casting bids in ab-



sentia: the nocturnal "Mystery of Light" realized \$18,000, while "Mt. McKinley" earned \$19,200.

One of a small selection of works by Eustace Paul Ziegler (1881-1969 Seattle, Washington), "Back to Talkeetna", made a big impression on Moran's bidders. Depicting a rider and packhorses making their way through a rocky Alaskan landscape while a strong wind drives powdery snow into a haze at their feet, the work achieved a price just above the high estimate: \$20,400 (estimate: \$15,000-\$20,000). The top-earning work from the Barrack collection was a gorgeously rendered oil painting depicting a dog sled team moving through a snowy tundra bathed in pastel light from the night sun, "Arctic Night Dog Team", by Theodore Roosevelt Lambert (1905-1960 Levelock, Alaska).

Estimated to bring \$25,000-\$35,000, the work brought \$39,000 – the second-highest auction price ever achieved for a work by the artist (the record, in fact, was set by John Moran Auctioneers for a dog sled painting back in 1999).

Additional highlights from various private collections include:

- "Mid-Town Storm", a view of a busy city street during heavy snowfall by New York artist Guy Carleton Wiggins (1883-1962) achieved \$10,980, within the estimated \$10,000-\$15,000.
- Another East Coast-centric work by Charles Vezin (1858-1942 Coral Gables, FL), titled "The Hudson", depicts its namesake river in wintertime, its banks covered in a dusting of bright white snow. "The Hudson" was brought to the block with a \$4,000-\$6,000 estimate, which was outperformed thanks to numerous bidders vying for the piece via telephone; the \$15,600 selling price earned the piece the world record for the artist's work.
- A pair of oil paintings framed under glass by Laguna Beach, Calif., artist George Gardner Symons (1863-1930 Laguna Beach, Calif.), each showing a view of a tree-lined river during winter, were offered from the Los Angeles Goldfield Collection. The works were snapped up by a telephone bidder who outbid a number of competitors (price realized: \$3,300; estimate: \$3,000-\$4,000).❖

## Fenton Glass Collection brings more than \$22,000



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**HARRISBURG, Pa.** – From large table lamps to tiny figurines, over 600 pieces of Fenton glass were sold at Cordier's Feb. 26 auction in Harrisburg, attracting bidders both in-person and online.

The collection brought in a total of more than \$22,600. Standout lots included a Fenton Panda carved cameo vase, numbered 5 of 350, which sold for \$440. A Fenton Burmese Epergne, one of many beautiful centerpieces to be featured in the sale, brought \$350.



\$225

Also attracting competition were 11 Fenton Glass Logo Plaques (\$320) and a Burmese Roses gone with the wind lamp in the original box (\$290). A hand-painted custard scenic lamp numbered 354 of 950 sold for \$260. ❖



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# Auctioneer knew importance of continued education



Right: Arthur Julia was respected for his forthright approach to the auction business. Above: Julia's family was honored with a special memoriam from Maine State Rep. John Picchiotti.

Arthur Donald Julia of Fairfield, Maine, passed away on Wednesday, Feb. 1, 2017. "Ol' Artie" (as he referred to himself on eBay), at nearly 90 years old, was the oldest practicing country Auctioneer in the State of Maine and probably one of the oldest in North America. Just a few months earlier, he assisted his daughter, Jeannine, and husband, Steve Poulin, calling at a major antiques Firearms Auction.

Arthur was the youngest of 15 children born to Azaria and Amanda (Quirion) Julia, Feb. 7, 1927. He lived his entire life in and around Fairfield and was educated in the Fairfield school system where he graduated from Lawrence High School. He was an outstanding athlete and excelled in football.

He married his high school sweetheart, Lilla M. Wood, of Fairfield Center. They first began life managing the Julia farm in Fairfield. A few years later, they purchased a farm just outside Hinckley Village. He eventually tried his hand dickering with livestock; each day driving an old pickup truck through Central Maine. It was a challenging profession dealing with crusty old thrifty Maine farmers, and he eventually took a more secure, fulltime job as a sales person for Armor Beef.

When the company sent him to Chicago, the old-time sales hands at Armor told him that schooling was a bunch of nonsense and that they did perfectly fine without it. Arthur said he did not know any better, so went off to sales school, paid attention to what they taught him, came back and applied it and quickly became the lead salesman out of the Waterville location. He eventually took a position with the Metropolitan Life Insurance Company, where once again he excelled as a salesperson and eventually became a manager.

He and Lilla began going to country auctions to buy furnishings for their new expanded home and eventually over purchased. It was then they decided to attempt to resell purchases they did not need, as well as, the contents of the old doctor's house they now owned on High Street. Antiques and Estates in Central Maine were plentiful. What proved to be more challenging was selling. That is when he started his own auction business.

Down home with a tremendous personable attitude, always joking and quick to entertain when a pause came in the auction and conducting business always in an honest and forthright manner. Arthur quickly became the "go to" Auctioneer in Central Maine. Bidders loved this charismatic fellow, who said what he meant and meant what he said.

People respected Arthur for his forthright approach to the auction business and because of his honest manner, he became known in the industry for being forthright. There was no funny business at an Arthur Julia auction. His buyers knew it and his children were instilled with the concept of always conducting business in a forthright and honest manner. A number of his children eventually became antique dealers and Auctioneers themselves.

In 2006, Arthur was recognized by the Maine Auctioneers Association and inducted into the Maine Auctioneers Hall of Fame.

Arthur was also very civic minded and involved in local politics serving Fairfield in many capacities.

He is survived by his wife, Lilla, of 70 years, his seven children; a vast number of grandchildren, great grandchildren, and great, great grandchildren. His only surviving sibling is Theresa Cyr of Winslow, as well as, a vast number of nieces and nephews. He was immensely proud of all his children, grandchildren, great grandchildren and great, great grandchildren. ❖

# Nebraska Hall of Famer wanted to be an Auctioneer from the start

**W**arren “Gene” Eugene Marshall, age 87, of Kearney (formerly of Elm Creek) died at his home on April 9, 2017, surrounded by family.

Eugene was born near Loomis on June 27, 1929, to Warren and Harriet Cole Marshall, as the fourth of seven children.

From the time he was a little boy, Eugene wanted to be an Auctioneer. Eugene graduated from the Reisch American School of Auctioneering in 1949, got his Real Estate Broker license in 1950. He worked at the Kearney Livestock Commission Company (owned by his father) through high school and college and eventually buying the business with his brother Robin. They ran a successful livestock auction business for 15 years.

Eugene and Robin also built a successful land, farm equipment, and household auction business and were proud to have their sons, Miles and Jeff, join them in the business. Later, Eugene and Jeff formed a new company, Marshall Auctioneers. Eugene

has a long and active membership in the Nebraska Auctioneers Association where he served as President of the Board. He took great pride in receiving the Auctioneer of the Year award in 1987. He retired from the auction business in 2002 and was inducted into the Nebraska Auctioneers Hall of Fame in 2003.

In addition to the livestock sale barn and his auction business, Eugene built a successful farming and ranching operation, Marshall Ranch, Inc. He was President and Manager of the operation until his retirement in 2002, when his son, Jeff, took over. His daughter, Penny, later joined the business.

Survivors include his wife of 67 years, Donna Marshall; his brother and sisters; sisters-in-law; his children and his grandchildren; and three great grandchildren. He was preceded in death by his brothers, Dick Marshall (wife Norma), Rud Marshall (wife Arbetta), Lawrence Marshall, Tom Marshall; and his grandson T.J. Buettner. ❖

## Auctioneer was master of ceremony for many local fundraisers and events

**J**oseph Wegener, 61, passed away peacefully with his family by his side on Wednesday, April 12, 2017, at his home. Joe was born Oct. 28, 1955, to Donald and Jean (Herrmann) Wegener in Aurora, Illinois.

He was raised in Somonauk and married Diane Thompson on June 20, 1981, in DeKalb at the Newman Center. Joe and his brother, Chris, worked together in their family run business, Wegener Auctions, for many years.

He enjoyed volunteering his time as Auctioneer and the master of ceremony for many local charitable fundraisers and events. He was a member of the Newman Center in DeKalb and was proud to be a resident of Rochelle for the past 24 years.

Joe is preceded in death by his brother-in-law, Bob Francis. He is survived by his wife of 35 years, Diane; four daughters; his parents; nine brothers and sisters; and ten grandchildren. ❖

## Wife was also partner and manager of family auction business

**C**arolyn Babb was born Feb. 19, 1941 in Poplarville, Mississippi, and passed away peacefully at her home March 27, 2017, surrounded by her family after a courageous battle with Parkinson’s disease.

She was a retired Associate Professor of the School of Business at Northeast Louisiana University. Prior to joining the teaching staff at NLU, she taught economics at Auburn University. After retirement, she became secretary and treasurer for KCB Properties and helped build and manage Hideaway Self Storage. She was also a partner and manager of Keith Babb & Associates auction and Realty Co.

She is preceded in death by her parents Harry and Essie Ladner of Poplarville Mississippi. Survivors include her husband of 47 years, Keith W. Babb, son Bryan, wife Judy; daughter Keena Babb Luffey, husband Duke; three grandchildren: Aden Antley, Ladner Luffey, and Nova Vernon; brother Jerry Ladner, wife Onna of Poplarville; sister Patsy Hymel, husband J.C. of Slidell, Louisiana; and 13 nieces and nephews.

Carolyn taught seventh and eighth grade Sunday school class for years at Lakeshore Baptist Church, where she and husband Keith were married in 1970. Her family and her church were foremost in her life. ❖

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## TEXAS AUCTION ACADEMY

In February, the Texas Auction Academy trained and graduated 32 students from across the United States, including Colorado, Louisiana, Michigan, New Mexico, North Carolina, Oklahoma, and Texas.



## CAROLINA AUCTION ACADEMY

Students from Stanly Community College Carolina Auction Academy (CAA) recently graduated after completing a 96-hour program designed to prepare them to take the state exam and become licensed Auctioneers. Part of the program requires a live public auction with students providing the auction items. Proceeds from the auction benefit St. Jude Children's Research hospital and the Stanly Community College Foundation.



# CONGRATULATIONS!

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## EARN YOUR DESIGNATION!

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

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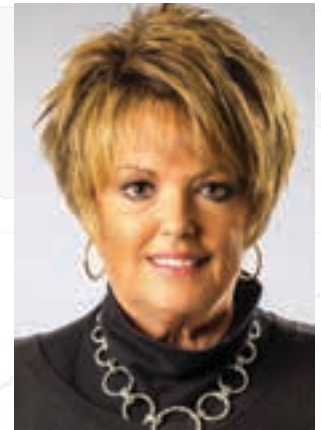
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clhinterer@gmail.com  
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Pat South



*While I have been an active member in the Ohio Auctioneers Association for seven years, I'm a new member to the NAA but am familiar with the benefits and resources that they offer. The NAA has our back on national legislative issues; provides timely and informative monthly magazine articles; and offers good continuing education that keeps our company and the industry current and relevant, as ever expanding technology changes the way we do business."*

Pat South

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(256) 439-0113  
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John John Genovese, ATS, BAS  
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col.johnjohn@malamaauctions.com

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## Arkansas

Bradley W. Wooley, CAI  
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Escondido  
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## Connecticut

Michael Chambers  
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## Delaware

Michael Chambers  
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(603) 770-5180  
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Robert Almodovar, AMM, GPPA  
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(808) 634-2300  
col.johnjohn@malamaauctions.com

## Idaho

Rodney Elson, CAI, GPPA  
New Plymouth  
(208) 278-1772  
rod@rodelson.com

## Illinois

Jodi Reynolds, CAI  
Nokomis  
(217) 563-2523  
Jodi@aumannauctions.com

## Indiana

Mark Bisch, CES, GPPA  
Kokomo  
(765) 416-3456  
mbisch@blueskiesauction.com

## Iowa

Jerick Miller  
Leon  
(816) 896-7432  
Jericko91@gmail.com

## Kansas

Yve Rojas  
Kansas City, MO  
(816) 520-2454  
yverojas@gmail.com

## Kentucky

Amy Whistle, CAI  
Owensboro  
(270) 926-8553  
amy@kurtzauction.com

## Louisiana

Belinda McCullough  
Livingston  
(225) 620-8040  
belinda@hendersonauctions.com

## Maine

Ruth Lind, GPPA  
Stockton Springs  
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Brian Cooper, CAI, ATS, CES,  
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Towson  
(443) 470-1445  
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## Massachusetts

Michael Chambers  
Atkinson, NH  
(603) 770-5180  
chambersauctions@aol.com

## Michigan

Sheila Howe  
Okemos  
(517) 204-4553  
Sheila.epicauctions1@gmail.com

## Minnesota

Kristine Fladeboe-Duininck, BAS  
Spicer  
(320) 212-9379  
kristine@fladeboeauctions.com

## Mississippi

Benny Taylor, CAI, AARE  
Grenada  
(662) 226-2080  
benny@taylorauction.com

Ruthie Taylor, CAI

Grenada  
(662) 226-2080  
ruthie@taylorauction.com

## Missouri

Jeff Pittman  
Rosendale  
(816) 262-8753  
pittmanauctions@live.com

## Montana

Chris Logan, CAI, CES  
Clyde Park  
(406) 686-4728  
loganauction@yahoo.com

James Logan, CAI, CES, GPPA

Clyde Park  
(406) 686-4728  
loganauction@yahoo.com

## Nebraska

Courtney Nitz-Mensik, CAI  
Freemont  
(402) 727-8800  
courtney@omni-tech.net

## Nevada

Chris Vaughan, AARE  
Escondido (Calif.)  
(858) 382-6030  
nationalauctionteam@gmail.com

## New Hampshire

Michael Chambers  
Atkinson  
(603) 770-5180  
chambersauctions@aol.com

## New Jersey

Robert Dann, CAI, AARE  
Ambler, PA  
(908) 735-9191  
rdann@maxspann.com

## New Mexico

Rob Morper  
Angel Fire  
(505) 250-8315  
rob@landtycoons.com

Anise Golden Morper  
Angel Fire  
(505) 228-7884  
anise@landtycoons.com

## New York

Jennifer Mensler, ATS  
Pleasant Valley  
(845) 635-3169  
jennifer@arauctions.com

## North Carolina

Lisa York  
Sanford  
(919) 880-9225  
ldyorkauctions@gmail.com

## North Dakota

Jonathan Larsen, BAS  
Sioux Falls, SD  
(605) 376-7102  
jonathan@larsenauctioneering.com

## Ohio

Susan Johnson, CAI, BAS, CES  
Guilford, IN  
(513) 403-6734  
bidcaller@etczone.com

Laura Mantle, CAI

Groveport  
(614) 332-7335  
laura@lmauctioneer.com

## Oklahoma

Morgan Elizabeth Hopson  
Oklahoma City  
(903) 271-9933  
mhopson@bufordresources.com

Rick Scrivner, AARE

Union City  
(405) 919-2271  
scrivnerauctioneer@yahoo.com

## Oregon

Camille Booker, CAI, CES  
Eltopia, WA  
(509) 989-1061  
camille@bookerauction.com

## Pennsylvania

Mike Keller, CAI  
Lancaster  
(717) 725-2487  
mike@kellerauctioneers.com

## Rhode Island

Michael Chambers  
Atkinson, NH  
(603) 770-5180  
chambersauctions@aol.com

## South Carolina

Gwen Bryant, CAI, AARE, CES,  
GPPA  
Florence  
(843) 617-8449  
gwen\_bryant@bellsouth.net

**South Dakota**

Jonathan Larsen, BAS  
Sioux Falls  
(605) 376-7102  
jonathan@larsenauctioneering.com

**Tennessee**

Junior Staggs  
Tennessee  
(731) 363-3634  
junior.staggs.auctioneer@gmail.com

**Texas**

Jacquelyn Lemons-Shillingburg, CAI  
Tomball  
(281) 357-4977  
jackie@lemonsauctioneers.com

Phillip Pierceall, CAI, BAS  
Plano  
(972) 800-6524  
ppierceall@gmail.com

**Vermont**

Michael Chambers  
Atkinson, NH  
(603) 770-5180  
chambersauctions@aol.com

**Virginia**

Kelly Strauss  
King George  
(540) 226-1279  
kd.strauss@verizon.net

**Washington**

Camille Booker, CAI, CES  
Eltopia  
(509) 989-1061  
camille@bookerauction.com

**West Virginia**

Andrew Yoder, CAI  
Bridgeport  
(304) 931-1185  
jryoderauctioneer@yahoo.com

**Wisconsin**

Damien Massart, CAI, BAS, GPPA  
Green Bay  
(920) 468-1113  
damien@massartauctioneers.com

**Wyoming**

Brent Wears, CAI, AARE, ATS, CES  
Solon, IA  
(319) 624-3779  
brent@wearsauctioneering.com

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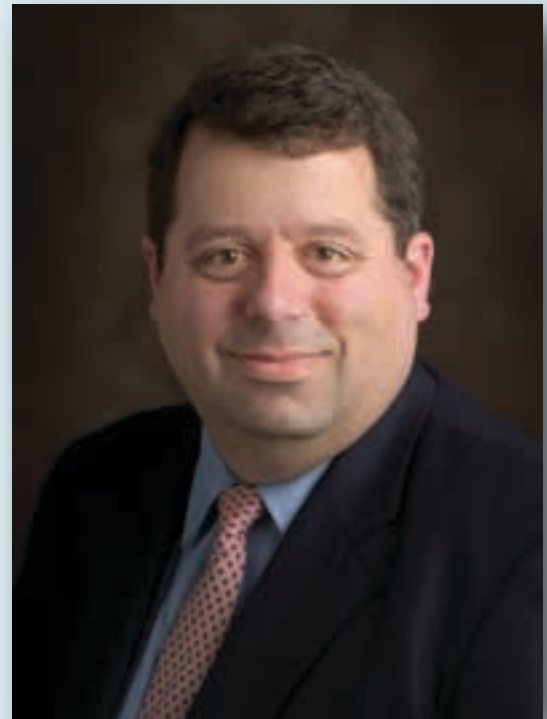
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**Q: What about your membership in NAA do you value?**

Attending AARE - The new three-day course is ALL MEAT, no filler!



## IN THE RING

**PAGE** *“Be patient. Make sure you are setting the stage for a successful event instead of trying to force that square peg in a round hole.”*

18

**Shawn Terrel, CAI, AARE**

*United Country Auction Services  
Smithville, Missouri*

**PAGE** *“The [CAI] class discussions surrounding law, the revised NAA Code of Ethics and professionalism demonstrated once again the caliber of the candidates seeking to advance in our great profession.”*

38

**Tom Saturley, CAI**

*NAA Past President / Tranzon Auction Properties  
Portland, Maine*

**PAGE** *“He says all the time that he wishes we had the technology 20 years ago.”*

42

**Damien Massart, CAI, AMM, BAS, GPPA - on his father's opinion about the tools taught in the AMM class.**

*Massart Auctions  
Green Bay, Wisconsin*

## AROUND the BLOCK

- **Metzger Property Services has introduced four new Auctioneers** to its team.

Brenda Rose, Metzger Property Services Associate Auctioneer, will open her new office April 20, 4 p.m., at 110 E. Main St., Mentone. The office will handle auctions, appraisals, and real estate sales. Rose is a graduate of the Missouri Auction School and achieved her Benefit Auctioneer Specialist (BAS) and Certified Appraiser Designations.

Gary Spangle, of Claypool, is an associate auctioneer and a graduate of World Wide College of Auctioneering. He has been the director and a member of Kosciusko County Cattleman's Association and a local farmer for the past 25 years.

Jason Conley, of Warsaw, is an associate auctioneer and graduate of the Reppert School of Auctioneering. Conley spent the last ten years as a business development manager for Kiefer Manufacturing.

Rainelle Shockome, of Columbia City, is an associate auctioneer and real estate broker. She is a 2015 graduate of Reppert School of Auctioneering and a licensed real estate broker since 2000.

- **GENERAL MOTORS FINANCIAL COMPANY, INC.** (“the Company”) **has named ADESA Kansas City, in Kansas City, Mo., as its 2016 Open Sale Auction of the Year.** This prestigious award is presented annually and is part of the Company's nationwide Auction of the Year program.
- **Casey Mull, BAS, 33, recently completed Officer Candidate School** at Maxwell AFB in Alabama. The nine-week course develops leadership skills to equip officers in leading more than 330,000 Airmen in their mission to fly, fight, and win in air, space, and cyberspace. Mull was commissioned as a Second Lieutenant in March.



# MEMBERS' CORNER

The Active Auctioneers Foundation lived up to their moniker when they presented a dynamic dinner, energetic live auction, and silent auction mid-January at the Thunder Valley Casino Resort in Lincoln, California. Nearly 300 attended the “Denim & Diamonds” event that was supported by the Active Auctioneers Association.

The foundation’s president Ty Beahm, BAS, hosted the event where items like a wild boar hunt, autographed sports memorabilia, and vacations went to the highest bidder. More than \$100,000 was raised to benefit the foundation’s support network created to assist auctioneers in times of financial hardship due to illness, injury, or death. The foundation has assisted many auctioneers in times of difficulty since 2010 when it was created by NAA members Scott Caldwell and Mike Hoch.

Hoch said the event received a strong show of support from all facets of the auction community and he hopes it serves as an inspiration to others in the industry.

“The Active Auctioneers Foundation wishes other state associations would follow suit,” he said. “Bring everyone in the auction community together.” ❖



NAA member Ty Beahm (shown here with his wife, Nichol) is current president of the Active Auctioneers Foundation, which has assisted auction professionals in times of difficulty since 2010. The group was founded by NAA members Scott Caldwell and Mike Hoch.

The TAA Proudly Endorses

## Tim Mast <sup>CAI, AARE</sup> for NAA Vice President

At the TAA Winter Convention the Board and Membership voted Unanimously in Favor of this Endorsement

### Mr. Mast served in the Following Capacities for the TAA

- President
- Vice President
- Board of Directors
- Education Committee Member

### During TAA Leadership

- TAA Membership Increased
- TAA Savings Increased
- Sponsored Initiative to Communicate with and Engage the Membership

### ENGAGED

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 Galaxy Audio.....43  
 Kiefer Auction Supply.....13  
 Lampi Auctioneer, Inc.....53  
 Mendenhall School of Auctioneering ....13  
 NAAA.....37  
 Reppert School of Auctioneering..... 39  
 Satellite ProLink, Inc. ....18  
 St. Jude Children’s Research Hospital....60  
 TAA-Endorsement ..... 65  
 Texas Auction Academy.....41  
 Tim Mast, Candidate Ad..... 33  
 United Country Auction Services ..... BC  
 USA TODAY .....46  
 World Wide College of Auctioneering ..53

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**Coming up in June**

Coming up in June/July: It’s time to celebrate the best marketing materials produced by NAA members over the past year! We’ll show you the full list of 2017 NAA Marketing Competition Presented in Partnership with USA Today winners and their entries, giving you a ton of fresh ideas for your own auction business and event collateral in the future!

## NAA STAFF

### Administration

#### Chief Executive Officer

Hannes Combest, CAE  
(913) 563-5423  
hcombest@auctioneers.org

#### Executive Assistant

Cynthia Malone  
(913) 563-5438  
cmalone@auctioneers.org

#### Conference and Show Manager

Joyce Peterson  
(913) 563-5439  
jpeterson@auctioneers.org

### Accounting

#### Director of Finance & Administrative Services

Rhonda Truitt  
(913) 563-5422  
rtruitt@auctioneers.org

#### Accounting Associate

Ruth Richardson  
(913) 563-5435  
rrichardson@auctioneers.org

#### Accounting Associate

Cherie Ashton  
(913) 563-5434  
cashon@auctioneers.org

### Membership

#### Membership Manager

Brandi McGrath Kong  
(913) 563-5429  
bcmgrath@auctioneers.org

#### Membership Coordinator

Laina Gunsallus  
(913) 563-5425  
lgunsallus@auctioneers.org

#### Membership Assistant

Marilyn Wyatt  
(913) 563-5431  
mwyatt@auctioneers.org

### Education

#### Director of Education

Aaron Ensminger  
(913) 563-5426  
aensminger@auctioneers.org

#### NAF Administrator & NAA Education

#### Program Specialist

Lois Zielinski  
(913) 563-5428  
lzielinski@auctioneers.org

#### Education Coordinator

Kerry Boydston  
(913) 563-5432  
kboydstun@auctioneers.org

### Publications

#### Director of Publications & Trade Show

Curtis Kitchen  
(913) 563-5424  
ckitchen@auctioneers.org

#### Marketing & Sales Coordinator

Kari Duncan  
(913) 563-5421  
kduncan@auctioneers.org

#### Content Developer

Brittany Lane  
(913) 563-5430  
blane@auctioneers.org

## NATIONAL AUCTIONEERS ASSOCIATION INDEX

### NAA Board of Directors 2016-2017

#### Officers President

John S. Nicholls, AARE, AMM  
(540) 898-0971  
john@nichollsauction.com

#### Vice President

Scott H. Shuman, CAI  
(970) 716-2120  
Scott@HallandHall.com

#### Treasurer

James Devin Ford, CAI, CES  
(606) 682-0587  
devin@fordbrothersinc.com

### Chair of Education Institute Trustees

Darron J. Meares, CAI,  
BAS, MPPA  
864) 642-2196  
darron.meares@meares  
auctions.com

#### Past President

Spanky Assiter, CAI, AARE  
(806) 681-9211  
Spanky@assiter.com

#### Chief Executive Officer

Hannes Combest  
(913) 563-5423  
hcombest@auctioneers.org

### Foundation Representative

Thomas W. Rowell, CAI, AARE  
229) 985-8388  
trowell@rowellauctions.com

#### Directors

#### Term expiring 2017

David P. Whitley, CAI, CES  
(970) 454-1010  
david@whitleyauction.com  
Timothy W. Mast, CAI, AARE  
(731) 610-5436  
tmast@tranzon.com

#### Directors

#### Term expiring 2018

Matt Corso, CAI, CES  
(888) 307-6545  
matt@marknetalliance.com  
William T. McLemore, CAI  
(617) 517-7675  
will@mclemoreauction.com

#### Directors

#### Term expiring 2019

Scott King, CAI, AARE, AMM  
(256) 295-4715  
sking@tranzon.com  
Jason Winter, CAI, AARE,  
AMM, CES  
816-884-1987  
jasonbwinter@me.com

### Presidential Appointee

Doak Lambert  
(972) 839-6485  
doak@doaklambert.com

### National Auctioneers Foundation Board of Trustees 2016-2017

#### Officers President

J.J. Dower, CAI, AARE,  
AMM, CES  
(423) 569-7922  
jjdower@ayersauctionreality.com

#### Vice President

Thomas Rowell, CAI, AARE  
(229) 985-8388  
trowell@rowellauctions.com

#### Chairman of the Board

Larry Theurer, CAI, GPPA  
(620) 326-7155  
larry@theurer.net

#### Finance Chair

William L. Sheridan, CAI,  
AARE, GPPA  
(517) 676-9800  
bill@sheridanauctionservice.com

#### Trustees

#### Terms expiring 2017

Marvin Henderson  
(225) 686-2252  
belinda@hendersonauctions.com  
Homer Nicholson, CAI, AARE, CES  
(580) 767-1236  
nicholsonauction@cablone.net  
Jay D. Nitz, CAI, GPPA  
(402) 727-8800  
jaynitz@omni-tech.net

#### Trustees

#### Terms expiring 2018

John Dixon, CAI  
(770) 425-1141  
john@johndixon.com  
Lonny McCurdy, GPPA  
(316) 683-0612  
lmccurdy@mccurdyauction.com  
Scott Steffes, CAI, CES  
(701) 237-9173  
scott.steffes@steffesgroup.com

#### Trustees

#### Terms expiring 2019

Barbara Bonnette, CAI,  
AARE, GPPA  
(318) 443-6614  
barbara@bonnetteauctions.com  
David W. Huisman, CAI  
(209) 745-4390  
david@huismanauction.com  
Mike Jones, CAI, BAS, GPPA  
(214) 906-5265  
mikejones@unitedcountry.com

### NAA Board Representative

#### NAA Past President

Spanky Assiter, CAI, AARE  
(806) 655-3900  
spanky@assiter.com

#### Executive Director

Hannes Combest, CAE,  
(913) 563-5413  
hcombest@auctioneers.org

#### Foundation Staff

Lois Zielinski, Administrator  
(913) 563-5427  
lzielinski@auctioneers.org

### NAA Auxiliary Board of Trustees 2016-2017

#### Officers Chair

Debra Brock  
(315) 641-0748  
djbrock2@cox.net

#### Vice Chair

Terri Walker  
(901) 413-9738  
Terri@walkerauctions.com

#### Secretary

Krista Shuman  
(970) 978-5928  
krista@hallandhall.com

#### Past Chair

Angela Johnson  
(352) 672-2038  
Johnsonsix1994@gmail.com

#### 2nd Past Chair

Traci Ayers-Dower  
(423) 912-1122  
Tracidower@aol.com

#### Historian

Lucinda Terrel  
(816) 420-6257  
lrterrel@hotmail.com

#### Trustees

Sandy Bauermeister  
(260) 403-1660  
bauermeister@earthlink.net  
Kay Kruse  
(260) 645-0205  
kaykruse@gma ii .com  
Hannes Combest, CAE  
(913) 541-8084 ext 13  
hcombest@auctioneers.org

#### Member at Large

Britni Rogers  
(336) 528-0511  
britni@rogersrealty.com

### NAA Education Institute Trustees 2016-2017

#### Officers Chair

Darron Meares, CAI, BAS, MPPA  
(864) 642-2196  
darron.meares@meares  
auctions.com

#### Vice Chair

Janine Huisman, CAI, ATS,  
BAS, GPPA  
(209) 745-4390  
janine@huismanauction.com

#### Trustees

#### Through July 2017

Janine Huisman, CAI, ATS, BAS, GPPA  
(209) 745-4390  
janine@huismanauction.com  
Andy Imholte, ATS, BAS  
(612) 799-7471  
andy@solditdatauction.com

#### Trustees

#### Through July 2018

Jimmie Dean Coffey, CAI,  
AARE, ATS, BAS, CES, MPPA  
(812) 822-3200  
jcoffey@unitedcountryin.com  
Thomas C. Jordan, CAI, AARE,  
ATS, CES, MPPA  
(919) 832-8005  
bid007@nc.rr.com

#### Trustees

#### Through July 2019

Beth Rose, CAI, AARE  
(419) 534-6223  
beth@bethroseauction.com  
Philip Gableman, CAI,  
ATS, GPPA  
(845) 635-3169 x100  
Philipp103@gmail.com

#### NAA Representative

Scott Shuman, CAI  
(970) 716-2120  
scott@hallandhall.com



8880 Ballentine St.  
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