

# Auctioneer

AUGUST 2015

The official publication of the National Auctioneers Association

## Spanky Assiter

2015-16 NAA PRESIDENT

- | MEET NAA'S NEWEST PRESIDENT
- | ADDISON, IN PICTURES
- | FAST, FUN & TRANSPARENT: NAA HAS YOUR AUCTION ELEVATOR SPEECH!
- | NAA iSERIES RETURNS FOR SECOND YEAR

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**Spanky Assiter**  
NAA President

National Auctioneers Association President Spanky Assiter, CAI, AARE, has a long history with the NAA since joining the Association in 1985. Now a life member, Assiter's first tenure with the Board of Directors came as a Director in 1994 – the same year he was named both Texas State Champion Auctioneer and NAA IAC champion.

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

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

## Why I “Love ya, Love ya”!

“**L**ove ya, Love ya ...  
Yeah, that's my tag line and I'm sticking to it!

Many of you may think it is goofy, but most of you don't understand it. As with all of us in the auction industry, there is a story to it. And in my case, it's ended with ... “he lived happily ever after.”

Eleven years ago, I had recently married my best friend, Amy. I was on the top of the world and thought I would continue my climb up!

But, it didn't take me long to realize what was really important. Anytime a doctor tells you that you have a life-threatening disease – in this case, a brain tumor – your life changes. For me, what changed was seeing how my family gathered around me – not just Amy and my daughters, but my auction family. You waited with Amy and the girls. You brought them food. You gave them support. You gave ME support.

It made me realize that I don't ever want to have anyone ever again not know what I think about them. For this organization, that means I Love ya, Love ya. And today, 11 years later, I stand with you as a leader in one of the greatest organizations in the world – the National Auctioneers Association.

Recently, I attended the Promotions Committee meeting in Overland Park (WOW, do they have some great things planned!). David Taylor from South Carolina was attending his first meeting ever at Headquarters and he was telling his story – starting off as a law enforcement officer and working his way through CAI and now conducting auctions all over the country all because NAA members had supported him. He said that he knew there were lots of organizations that had a “strong fraternity.” But, he said NAA is different: NAA members want YOU to succeed and they will help YOU to succeed.

And we do – we want everyone in this organization to be successful. That's why Tom Saturley's “three-legged stool” is so crucial. The strategic imperatives of advocacy, promotions and education will provide us an organization that advocates on behalf of ALL of us, promotes ALL of us and educates ALL of us– because that's what we do – we support each other!

I don't have a platform to stand on. Instead, I stand on the three-legged stool because NAA is the APE (Advocacy, Promotions, Education) holding this industry on its shoulders.

And would we have it any other way?

I want to thank all of you who voted me into this position. Standing in front of the membership at the NAA Annual Business meeting was an incredible feeling. In fact, the whole conference was outstanding. (Of course, this issue of *Auctioneer* has a lot of photos in it so if you weren't there – you can see for yourself.)

And if you weren't there (or even if you were), please mark the dates on your calendar now for the 2016 International Auctioneers Conference and Show in Grand Rapids, Michigan, from July 19-23. We want you there!

I'm looking forward to this year. I won't take this time – or you, the NAA members - for granted. You have entrusted me with an awesome responsibility, and I appreciate it.

I'll end this column the way I began it – and I hope now you will understand why...

Love ya, Love ya! ❖

Love ya  
Love ya  
Spanky



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*On the cover:* 2015-16 NAA President Spanky Assiter, CAI, AARE.

Auctioneer issue 7 AUGUST 2015 (ISSN 1070-0137) is published the first of every month, with the exception of combined issues in June/July and December/January, which are published in mid-June and mid-December, respectively, by the National Auctioneers Association, 8880 Ballentine St., Overland Park, KS, 66214-1900. There are 10 issues printed annually. Auctioneer is a means of exchanging ideas that will serve to promote the auction professional and the auction method of marketing. The views expressed by columnists do not necessarily reflect the opinions of the National Auctioneers Association. Periodicals postage paid at Kansas City, MO, and additional mailing offices (USPS 019-504). POSTMASTER: Send address changes to Auctioneer magazine (NAA), 8880 Ballentine St., Overland Park, KS 66214-1900. Copyright © 2015 by the National Auctioneers Association. Materials may not be reproduced without permission.

# NAA has your elevator speech!

Not totally sure how to pitch auction or NAA to a client?  
Here's what to say ...

## Why use auction?

It is the **fast, fun, and transparent** way to sell at true market value.

## What does this mean?

**Fast** - time-defined sale  
**Fun** - for buyer & seller - no negative negotiations  
**Transparent** - everyone's on the same playing field

## Why use an NAA Auction Professional?

An NAA member belongs to an ethical, educated network.

## What does this mean?

**Ethical** - members agree to NAA's Code of Ethics  
**Educated** - trained to use industry best practices  
**Network** - a worldwide buying & selling audience

The NAA Promotions Committee has devised a quick, simple way for all NAA members to guarantee they capture the best talking points for why someone should choose auction and choose an NAA auction professional.

First, why should someone choose auction? Because it is the fast, fun, and transparent way to sell at true market value.

“Fast” means it is a time-defined sale. There is no question when a sale will occur. There is no agony of waiting for someone to randomly inquire if an item is available. Everybody from seller to buyers knows a transaction will take place at a specified time.

“Fun” means there are no negative negotiations for the buyer and seller. The lot is available. The bidder communicates how much they are willing to pay through bids. The gavel or “SOLD!” takes care of the rest.

“Transparent” means everybody is on the same playing field. Once rules are set and bidding starts, it is truly down to who wants the item the most, with the final bid the winner.

Next, why should someone use an NAA Auction Professional? Because a member belongs to an ethical, educated network.

“Ethical” means NAA members agree to NAA's Code of Ethics.

“Educated” means NAA members are trained to use or have the opportunity to learn industry best practices.

“Network” means NAA members are connected with other members – opening the door to a worldwide buying and selling audience.

The Committee delivered the points on business cards during its AuctionNOW presentation at Conference and Show in Addison, but that doesn't mean the information is only sharable in person.

Put the information and an NAA logo on your company website. Share the information on your social media feeds. Tell everyone you know why someone should use auction, and why they should use an NAA member! ❖



**DON'T FORGET! Be an NAA Advocate!**

## NAA to attack Capitol Hill



The NAA will meet with Congressmen and host a reception in Washington, D.C., in September.

**N**AA will be attacking the Hill – Capitol Hill that is!

Members are invited to participate in the 2015 NAA Day on the Hill on Thursday, September 10. The NAA Advocacy Committee and Board of Directors also will be hosting a reception honoring Congressman (and NAA member) Jeff Duncan (R-SC) and Congressman (and NAA member) Billy Long (R-MO) on Wednesday, September 9 and individuals who are interested in participating in the Day on Hill will be invited to attend.

This initial visit to Washington, D.C. will be introductory as the Advocacy Committee will meet prior to the Day on the Hill.

The purpose of that meeting will be to develop the Committee's recommendations to the NAA Board on what NAA's legislative agenda should include. The NAA Board will review those recommendations at its October 2015 Board meeting.

Members who are interested in the Day on the Hill activities are responsible for all associated costs. However, a special hotel rate has been negotiated for \$169. To register for a room and get hotel information, contact Brandi McGrath Kong at 913-563-5429.

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# Put the “You” in NAA’s iSeries!

It’s said the sequel is rarely as good as the first. But, for iSeries – the education and promotional webinar series introduced a year ago by the National Auctioneers Association – the second year is primed to build off the inaugural slate’s successful run.

Since its debut webinar in September 2014, which focused on working with Nonprofit Boards, attendees have had the opportunity to hear and learn more about topics ranging from effective sales force development, to marketing and bid-calling tips, to becoming better at appraisals as auction professionals.

Every session, which included a presentation and follow-up Q&A with the presenter, showed increasing interest in the format’s offerings. Two whitepapers were also published and focused on legal issues within the auction industry and promotions, respectively.

“The quick, 30-minute, educational settings have proven to be extremely popular with our NAA members,

as well as the general public,” said Curtis Kitchen, NAA Director of Publications and Trade Show. “We know some members have also used the archives in their own company meetings or introduced clients to the auction method of marketing through iSeries as well.

“It’s pretty exciting to see the iSeries tool be used in so many great promotional and educational ways, and we encourage all members who haven’t yet experienced it to do so in now its second year.”

The Benefit Auctions session, with Greg Quiroga, BAS, of Stellar Fundraising Auctions, will take place Wednesday, Sept. 2, at 2 p.m. CT. For more information and to register for the free webinar, visit [auctioneers.org/iseries](http://auctioneers.org/iseries).

See the next page for the full run-down for the 2015-16 iSeries program. ♦

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



# iSeries

*Because it's about you!*

Now available at [Auctioneers.org/iSeries](http://Auctioneers.org/iSeries) ...

As an auction industry professional, you spend most of your time helping others reach their goals. Now, it's your turn. With skill-sharpening webinars and whitepapers touching on a mix of general and industry-specific marketing topics, NAA is your support. Make sure to check out the iSeries archive as well as plan for the year ahead!

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**OCT. 7, 2015**

**Auction Marketing**

**NOV. 4, 2015**

**Whitepaper: Social Marketing**

**DEC. 2, 2015**

**Future Auction Industry Trends**

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**Whitepaper: Advocacy**

**APR. 6, 2016**

**Bid Calling Tips**

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**Your Elevator Speech**

# THOROUGHBRED



The NAA's planned, solid future puts a smile on NAA President Spanky Assiter's face.

## Spanky Assiter wants NAA to continue to pursue its Education, Advocacy and Promotions Triple Crown.

By Nancy Hull Rigdon

The speech Spanky Assiter delivered last year while running for NAA President included a well-timed horse racing analogy that adds momentum to his year at the helm.

During his campaign speech in Kentucky last year, Assiter, CAI, AARE, likened implementing the three main initiatives of NAA's *Pathways to 2020* to achieving the Triple Crown in horse racing. This past spring, a horse won the coveted

Triple Crown for the first time in 37 years. Now, with Assiter serving as President for the next year, it's the NAA's turn.

"I am going to continue to race to win our Triple Crown," Assiter said.

*Pathways to 2020*, which serves as the NAA's multi-year business plan, focuses on three initiatives: advocacy, promotion and education. Assiter said that to move the



Assiter (center) shares a small-group moment with Barney Barnhart (left), a 94-year old NAA member from Michigan who attended his first Conference and Show this summer.

NAA forward in those key areas, he aims to build on the progress made under prior presidents.

“My plan is to follow in the footsteps of the immediate past presidents. Tom Saturley and Paul Behr have carefully developed and defined the plan the last couple of years,” Assiter said. “I’m not trying to change anything.

“I’m here to continue to strive toward our goals and enhance what has already been built.”

He hopes to partner with NAA members to move the organization forward.

“I want to motivate each and every member to continuously keep our visions in mind and work toward fulfilling the goals. The leadership cannot make change alone,” he said.

Plans are underway to advance the three main initiatives. First, when it comes to advocacy, there are dates on the calendar for NAA leaders to meet with national and local government leaders throughout the nation.

“It is imperative that we advocate for the auction methodology at the national and state level and continue to monitor the results,” Assiter said.

Assiter is impressed with the work of the NAA’s promotion team.

“They are working on visionary activities that will stimulate the auction method of marketing,” he said. “While we’d love to take out a Super Bowl ad, we’re instead working diligently to find and implement less costly but highly effective promotional activities.”

Every NAA member can contribute to promotional efforts.

“Grassroots marketing could be one of the NAA’s greatest strengths. A few can’t always accomplish great things, but if we all stand together, we will be amazed at what we can accomplish,” Assiter said.

With the education piece, Assiter is confident the Education Institute Trustees will guide the NAA into the future.

“The focus is to not only improve our educational offerings, but there is also an effort to magnify those offerings to ensure that, as our mission statement guides, we provide critical resources to auction professionals that enhance their skills and success,” Assiter said.

As Assiter looks toward his one-year presidency, he’s most excited about the travel aspect.

“I’m really looking forward to traveling to state associations and visiting with friends, creating new friendships and revisiting old friendships,” he said. ❖



From left to right (front row): Amy Assiter; Spanky Assiter; (back row) Robert Kranz, Alli Kranz, Julia Sparks; Brittany Sparks.

# BIG CHIEF

From starting with a Big Chief tablet and business cards to now leading the NAA, Spanky Assiter has loved auction and his family the entire way.

By Nancy Hull Rigdon

**M**ost NAA members know something about their new President, Spanky Assiter. IAC champ. NAA Hall of Famer. Celebrity-status classic car Auctioneer. Inspirational instructor and speaker.

his glasses on his forehead. The guy once known as “Tom” who now answers to his nickname. Perhaps most importantly, however, Assiter, CAI, AARE, is a man with two passions: auctions and family.

The Auctioneer with the smooth chant who, without fail, wears

“I love Auctioneering so much that it’s all I do, and I’d do it



for free. It's fast, fun, family-oriented, you get to put on a different hat every day," said Assiter, who entered the industry 40 years ago. "And people call us to help solve their problems. An Auctioneer has the opportunity to create big change in people's lives, which is incredibly rewarding."

When Assiter's not working an auction, he's likely with family.

"Family is my hobby, and I can't think of a better way to spend my time than with the people I love," he said.

Assiter's Auctioneering roots lead to Floydada, Texas. His father was a pumpkin farmer, and the town was known as the nation's pumpkin capital.

"In my little town, the celebrity was the Auctioneer," Assiter said.

During a radio square dance program, the song "The Auctioneer" by Leroy Van Dyke played. He memorized the song and soon asked to take the square dance stage. At 13 years old, he took the microphone for the first time, singing fitting lyrics: "He'd sneak away in the afternoon / Take a little walk and pretty soon / You'd find him at the local auction barn." He was a hit with the audience – feedback that fueled his interest in Auctioneering. After high school graduation, he headed to auction school and graduated from the World Wide College of Auctioneering in 1975.

With time and talented colleagues, including family members, he's built Assiter Auctioneers – an auction company specializing in real estate and heavy equipment based in Canyon, Texas.

"It started with one man selling pots and pans and miscellaneous items, and now, we can say that our largest real estate auction was near \$17 million," he said.

Outside of his company, he's enjoyed exploring various



Assiter and his wife, Amy, form their own dynamic duo in the original Batmobile (above left). Both of them are IAC Champions.

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Assiter calls bids during a company sale. "I love auctioneering so much that it's all I do," Assiter says.

areas of the auction industry. He's best known for auctioning classic cars as the Barrett-Jackson Auction Company lead Auctioneer. In addition, he auctioned racehorses for Keeneland Thoroughbred Racing and Sales for 10 years and spent 25 years selling on the wholesale automobile circuit.

As he reflects on four decades in Auctioneering, much has changed.

"I had a few business cards and a Big Chief tablet, and that was it," Assiter said of the early days.

He soon incorporated items that were revolutionary at the time – a portable PA system and bidder cards.

"And today, of course, we have simulcast bidding, online platforms and social media advertising," he said.

While Assiter is a first-generation Auctioneer, he has helped build an auction family. He met his Auctioneer wife, Amy Assiter, also an IAC champion, at auction. Together, they lead Assiter Auctioneers and have raised three daughters. Their oldest daughter, Alli Kranz, graduated from auction school as well as law school and is a practicing attorney. Brittany Sparks, their middle child, is a graphic artist in Denver. The youngest daughter, Julia Sparks, is an Auctioneer in the family business and an IAC Jr. Champion.

"I always say that if I could get all three of them to move back, one would do contracts, one would do marketing and the other would do the auctions, and I'd have it made," Assiter said with a laugh.

In addition, his sister, brother and nephew work in the auction business.

His business has grown to where he doesn't need to be present every day, which makes the timing of his NAA Presidency ideal.

"I've been very blessed, and I'm ready for this next chapter," he said. ❖

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# Is your app putting your customers at fraud risk?

New forms of malware make bank and retail apps vulnerable.



**M**obile apps are becoming big business for businesses. Many bank customers now check their account balances or transfer funds through an app on their cell phones. Savvy retail shoppers can use a favorite store's apps to learn about discounts, access coupons and find daily deals.

"The apps for financial institutions and retailers are getting greater use and that can be wonderful for business," says Gary Miliefsky, CEO of SnoopWall ([www.snoopwall.com](http://www.snoopwall.com)).

But as with so many things in the cyber world, caveats are

connected. Even as companies provide additional services through those apps, they may be putting their customers at risk for fraud.

"Most companies don't realize just how vulnerable their apps are and what the potential is for leaking their customers' personal information," Miliefsky says. "And when that happens, it's bad for business."

He suggests a few reasons why most companies need better protection for their mobile apps, including new forms of mobile malware are being widely deployed in the major



## These new forms of malware are undetected by anti-virus engines and are able to circumvent encryption, authentication and tokenization.

app stores and can eavesdrop on a customer through a company's app.

"These new forms of malware are undetected by anti-virus engines and are able to circumvent encryption, authentication and tokenization," Miliefsky says. "That makes it easy for cyber criminals to exploit the personal information of a company's customers and commit fraud."

### PCI Data Security Standard

The PCI Data Security Standard requires merchants to protect credit-card holder data. Likewise, mobile-commerce providers must protect any payment card information, whether it is printed, processed, transmitted or stored, Miliefsky says. "Even though a customer has the breach on their mobile device, the retailer is responsible because it was their app that allowed the eavesdropping."

A breach of credit-card information potentially could result in fines for the retailer, Miliefsky says.

### The FDIC's view

The FDIC requires banks that are providing an ATM-like online or mobile-banking experience to protect access to the confidential records of the consumer, the consumer's bank account information, user name and password credentials, and bill payment and check-deposit services. Just like with retailers, it doesn't matter that the breach happened on the customer's mobile device, Miliefsky says. The bank's app

caused the problem because it allowed the eavesdropping, so "the risk and the responsibility is the bank's not the consumer's," he says. And, as in the case with retailers, banks could face fines for a breach.

"Businesses have become great at creating useful apps that their customers eventually feel they can't live without," Miliefsky says. "But the failure to secure that app is going to come back to haunt the business over the long haul." ❖

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By Carl Carter, APR

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

# Facebook's power, news hosting ambitions may complicate your ad buying

It's not easy being *The New York Times*. For most of its history, the venerable Times was the ultimate media "brand." The standard. The one everybody recognized. The "newspaper of record."

Now picture the New York Times, hat in hand, forced to accept a deal in which they hand over much of their content to be hosted by Facebook. For several years now, news media have grown dependent on Facebook for much of their traffic. All over the country, news reporters are required not only to write news stories, but to post them on Facebook and other social media. Then they're being evaluated (and sometimes compensated) based on the traffic their stories and posts generate.

This dependency gives Facebook incredible power, because it can cut off their traffic anytime it likes. So it's forcing a deal with an incredibly high price for publishers: Facebook wants to keep their news on its own site, rather than sending readers back to the media branded sites such as nytimes.com and cnn.com. And the media are complying. The New York Times and NBC have both signed up for the program. So have The Atlantic, BBC News, The Guardian and BuzzFeed, and others are expected to follow soon.

They have little choice. According to a major new Reuters study on how we access digital news, the number of people going directly to branded sites for news is only 36 percent – less than the number getting their news through search engines (40 percent) and barely more than the number getting it through social media (35 percent).

And the king of the social media is Facebook. In the Reuters study, 40 percent of those who get digital news access it through Facebook.

Twitter came in a distant third, at 11 percent.

The implications are obvious for *Auctioneers* trying to decide where to advertise, especially for major real estate auctions. You don't want to be advertising where people used to be, only to learn that they aren't there anymore.

Right now, we're at a tipping point. Readers don't seem concerned about who wrote or published a story, or where it's hosted. They see a link to an article of interest – whether on social media or in an online search window – and they click it. If the reader's looking for, say, Memphis, Tennessee news, he or she doesn't care if it's on commercialappeal.com (the website for *The Commercial Appeal*) or on *Huffington Post* or *The Guardian*. That's a bad thing for the newspaper, because it has to have traffic to sell advertising. It can also be a challenge for *Auctioneers*, because advertising to people in Memphis may not be as easy as it used to be. No more "one stop shopping."

Another critical element of news reading preferences is what device or platform people are using. Your advertising strategy for reaching smart phones might need to be very different than for tablets or computers. A twist to this is the apparent decline of tablets for getting news. Currently, 64 percent report getting their news by computer, 44 percent by phone, and 21 percent by tablet.

Obviously, this doesn't play into the widely held belief that the computer is going away. This is just a guess, but it may be that the market for tablets is being nibbled from both ends – by bigger phones and by smaller, lighter notebooks that boot up quickly and have very long battery life.

So where do you advertise? The answer is fuzzy

**Currently, 64 percent report getting their news by computer, 44 percent by phone, and 21 percent by tablet.**

at best. You'll find readers almost anywhere you go, whether print, or online. They're reading print. They're on Facebook. They're doing Google searches. The question is where you can reach the best prospects cost effectively, and where you're getting the best response. There's no shortage of opinions. Auctioneers are getting results following a wide range of media strategies, and there's something for the "If it ain't broke, don't fix it" rule.

Keep thinking. Try different things. And let me know what's working for you. ❖

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# Public vs. Private: Different rules?

**Question: What are the differences between a public auction and a private auction? Are private auctions under different rules than public auctions?**

**Answer:** *Public auctions are auctions in which the public is invited to participate by registering and bidding on items being sold. The Court of Special Appeals in Maryland defined a public auction as "a method of selling [property] in a public forum through open and competitive bidding." Pyles v. Goller, 109 Md.App. 71, 75 n. 2 (quoting the NAA's Glossary of Real Estate Auction Terms). To be "open" means there is "full transparency" to allow bidders and other interested parties to verify that the rules are followed. Gardner v. Ally Financial Inc., 61 A.3d 817, 827 (Md. Ct. App. 2013). A private auction is an auction where bidders are excluded or it is not open and transparent. Id. at 827-28.*

**I**n a private auction, the seller will prepare rules that apply to their specific sale of property (personal property or real property) and these rules will be disclosed to potential bidders. As the name suggests, private auctions are not open to the public. Rather, bidders are invited by the seller or the Auctioneer to participate in the auction. These invitations may be extended by the seller or Auctioneer to people with unique relationships to the items being sold. For example, the death of a family member may result in the personal representative inviting relatives to participate in a private auction of the decedent's property. The decedent may have owned family heirlooms and wants his or her relatives to have the opportunity to purchase those items. An industrial business may elect to sell some of its heavy manufacturing equipment in a private auction and invite certain companies to participate due to their ability to purchase and use the equipment being sold.

When determining whether to conduct a private auction or a public auction one consideration is advertising costs. Promoting a public auction takes time and money. In a private auction, sellers and Auctioneers simply invite specific bidders to the auction. In addition, Auctioneers can design the rules and format of the auction in an attempt to maximize the sale price submitted by bidders. If agricultural real estate is being sold at private auction, for example, the rules can state whether the property can be sold in separate lots or as one lot. The rules can also provide for

public bidding or sealed bids. In this respect, private auctions give sellers and Auctioneers more flexibility. Also, some individuals simply like their affairs to be managed more privately. Also, private auctions can be used to resolve disputes or litigation—the individuals who claim an interest in the property are invited to the auction. Finally, private auctions can generally be scheduled and held quicker.

While there are some benefits to private auctions, there are potential draw backs as well. So, whether property should be sold at a public or private auction will depend. Since bidders are invited to private auctions, it will exclude some individuals who may be interested in the property. These bidders may have participated and could have increased the final sale price for the property being sold. Fewer bidders could reduce the competition and the sale price.

A private auction can be a viable option for Auctioneers and sellers to consider. However, a private auction is not necessarily the best auction method for all circumstances. Auctioneers should be aware that unique circumstances and relationships influence the decision to conduct a private auction. The rules for private auctions must be carefully prepared. Auctioneers should have a licensed attorney prepare or review the rules of the private auction to make sure that they are clear and to protect the seller and Auctioneer. ❖

# Congratulations on your achievements at Conference & Show 2015!



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**Sherm Hostetter**,  
CAI, AARE, GPPA, GRI, CES, SRES  
Hall of Fame Inductee



**Chris Pracht**, CAI, AARE, CES  
**Traci Dower**, CAI, AARE  
President's Award of Distinction  
pictured with NAA Immediate Past  
President Tom Saturley, CAI



**Matt Corso**, CAI, CES  
NAA Director  
**Devin Ford**, CAI, CES  
NAA Treasurer



**Dustin Rogers**, CAI  
International Auctioneer  
Championship  
1<sup>st</sup> Runner-up, Men's Division



**Emily Wears**, BAS, ATS  
International Auctioneer  
Championship  
2<sup>nd</sup> Runner-up  
Women's Division



**Tyce Freije**  
International Junior  
Auctioneer Championship  
2<sup>nd</sup> Runner-up



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**Nolan Bell**, CAI, Bob Steffes Rising Star Award

# Is work-life ‘balance’ the right idea?

As many auction professionals know, a better ‘balance’ is finding the right job for your purpose.



The corporate world is susceptible to fads.

Work-life balance, a push to properly prioritize work in relation to lifestyle, features the kind of fad-ish thinking that can lead gifted people down the wrong path, says talent expert Brian Mohr.

“Think of those who love their job – for them, it’s not exactly ‘work’ as they exercise their capabilities fully toward a goal that they believe in,” says Mohr, co-founder and managing partner

for Y Scouts, a purpose-based leadership search firm.

“Finding the right fit – whether an organization is searching for leadership or an individual is seeking the right job – is more important than people realize. The problem of work-life balance starts farther upstream.

“When the appropriate person is aligned with the appropriate goal, balance is natural.”



A concept like work-life balance is a claim on how we should prioritize our lives, which, if believed, can be confusing. Mohr says an organization's employees, from bottom to top, can benefit from a more helpful perspective.

### “Work you” vs. “Real you”: Don't buy it

We spend 8.8 hours of each day working, according to the United States Bureau of Labor Statistics – the largest amount of time spent in any single activity (sleeping is second at 7.6 hours).

Work-life balance enforces a strange notion that you are essentially different on the clock than off the clock, which hurts both employers and employees. Who wants this divided personality? Why not be yourself while doing what's important – providing for your well-being and that of your family?

“Costumes are for Halloween,” Mohr says. “In my line of work, I want to offer a leader who is authentic and not some impostor version of who they really are.”

### Not everyone is working for the weekend

Rather than work-life balance, it's more helpful to think of your role in a company or nonprofit as work-life symbiosis. Just do the math. Working nearly nine hours in a role that you do not like doesn't stack up well with two days that quickly pass by – assuming you hate your job. How many years of your life do you want to waste not doing what would make you happier?

“Most importantly of all is aligning the right people with the right role,” Mohr says. “That means aligning the purpose and values of an organization to the purpose and values of the right people. Everyone owes it to themselves to find the right organization.”

### Take a cue from your technology

In today's world, we simply cannot compartmentalize different areas of our lives like people used to. You can communicate with your spouse at any time and know people better through social media than through real-life interaction. And, for work, most of us carry our work around in our smartphones. If not text messages, then we get emails sent to our phones.

“Whether through our technology or the software running in our brains, we don't simply turn off work when we leave the

## Who wants this divided personality? Why not be yourself while doing what's important – providing for your well-being and that of your family?

office,” he says. “We should drop the idea that ‘work’ and ‘life’ are somehow separate. They're not.” ❖

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# NATIONAL AUCTIONEERS ASSOCIATION CONFERENCE & SHOW

## 2015 IN PHOTOS



Clockwise from top left:  
Spanky Assiter and Tom  
Saturley, CAI, listen intently  
during the Board's meeting;  
You had to be quick on the  
draw at the C&S Welcome  
Party at Eddie Deen's Ranch;  
Members of the Board of  
Directors discuss Association  
matters prior to Conference  
and Show.





Clockwise from middle left: Will McLemore and Lance Walker, CAI, BAS, CES, listen to a question; the NAA Tech Bar was a big hit in Addison; The work never stops for an auction professional, even at C&S; Kathy Kingston, CAI, BAS, raises bids during the Foundation's "Pay it Forward" campaign.

Left: The 2015-16 NAA Board of Directors - (L-R, front row) CEO - Hannes Combest, CAE; Past President - Tom Saturley, CAI; Vice President - John Nicholls, AARE; President - Spanky Assiter, CAI, AARE; Treasurer - Devin Ford, CAI, CES; El Trustees Chair - Jason Winter, CAI, AARE, CES; (L-R, back row) Director - Will McLemore, CAI; Director - Matt Corso, CAI, CES; Director - Joseph Mast, CAI; Director - Tim Mast, CAI, AARE; Director - David Whitley, CAI, CES; Director - Scott Shuman, CAI.

Everyone was in a Texas-theme mood throughout the week ...



# USA TODAY WINNERS



... and USA TODAY once again proudly presented "Best In Show" winners from this year's NAA Marketing Competition, which had over 900 entries.

# HALL OF FAME



Clockwise from top: The 2015 NAA Hall of Fame class included: Sherman Hostetter, CAI, AARE, BAS, CES, GPPA; Kurt Kiefer, CAI; Danny Ford, CAI, CES; and Larry McCool, CAI.



NAA C&S 2015 IN PHOTOS



The entire week was filled with big crowds, awards and luncheons, summits, and attendee gatherings, making the 66th Conference and Show one to remember for lots of great reasons!





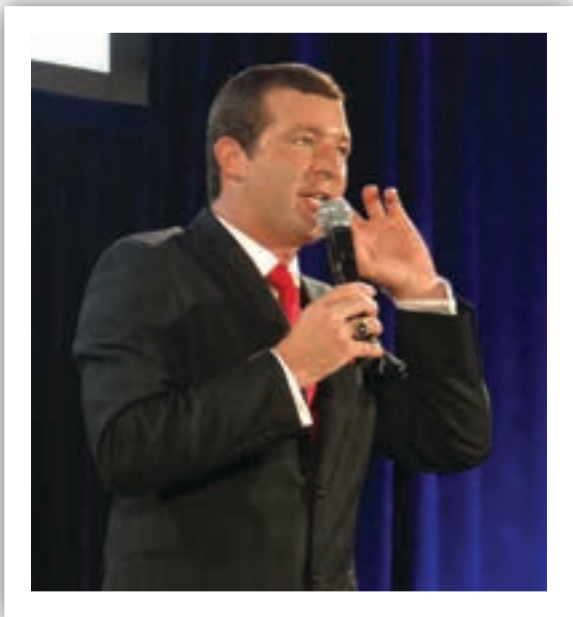
Clockwise from top left: Dean Gunter is presented with an award from Foundation President Tommy Rowell for his support of the Foundation over the past year; Networking is a huge part to NAA, regardless of age; Keynote speaker Dan Lier told attendees that their attitudes should be “on fire, baby!”; NAA members once again stepped up huge in their efforts to support St. Jude Children’s Research Hospital; and, China was one of several nations that brought a great group of attendees to Texas!

NAA C&S 2015 IN PHOTOS



Clockwise from top: The Foundation's Children's Fun Auction was at the end of the week, but it brought a packed house on Saturday morning; the flags represent every country that attended Conference and Show in 2015; IAC competitors gathered for a quick roll call and orientation early Friday; and the future auction professionals brought it strong a day later!

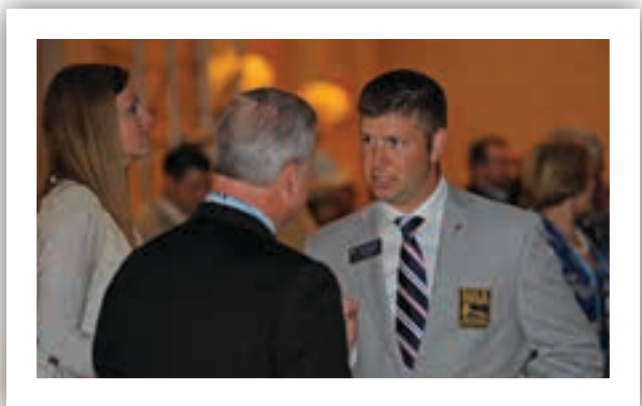
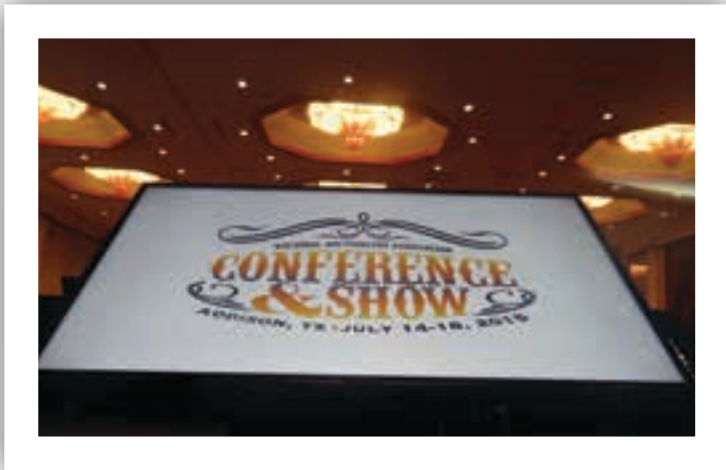




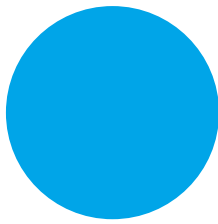
Clockwise from top left: A young man gets a little help from 2015 IJAC Champion Jeremy Garber; Tammy Tisland (right) can't hide her initial shock at winning the women's IAC crown; IAC hardware is always impressive; a little guy plays on heartstrings with his bid call; IAC TV was a hit in its first year, thanks to talent like Tim Luke and Christie King; an IAC competitor listens for a bidder number during competition.



Clockwise from top right: “Learning from the Legends” sessions on the Proxibid + ebay stage on the trade show floor gave attendees a chance to hear insight from the industry’s best; Paul C. Behr waves a Texas flag; Who could say no to a bid call coming from such a great smile!?!; Another legend, O.C. Mangold, CAI, AARE, CES, shows he still has it behind the mic; while a couple of attendees flash a smile of approval for the week that was Addison.



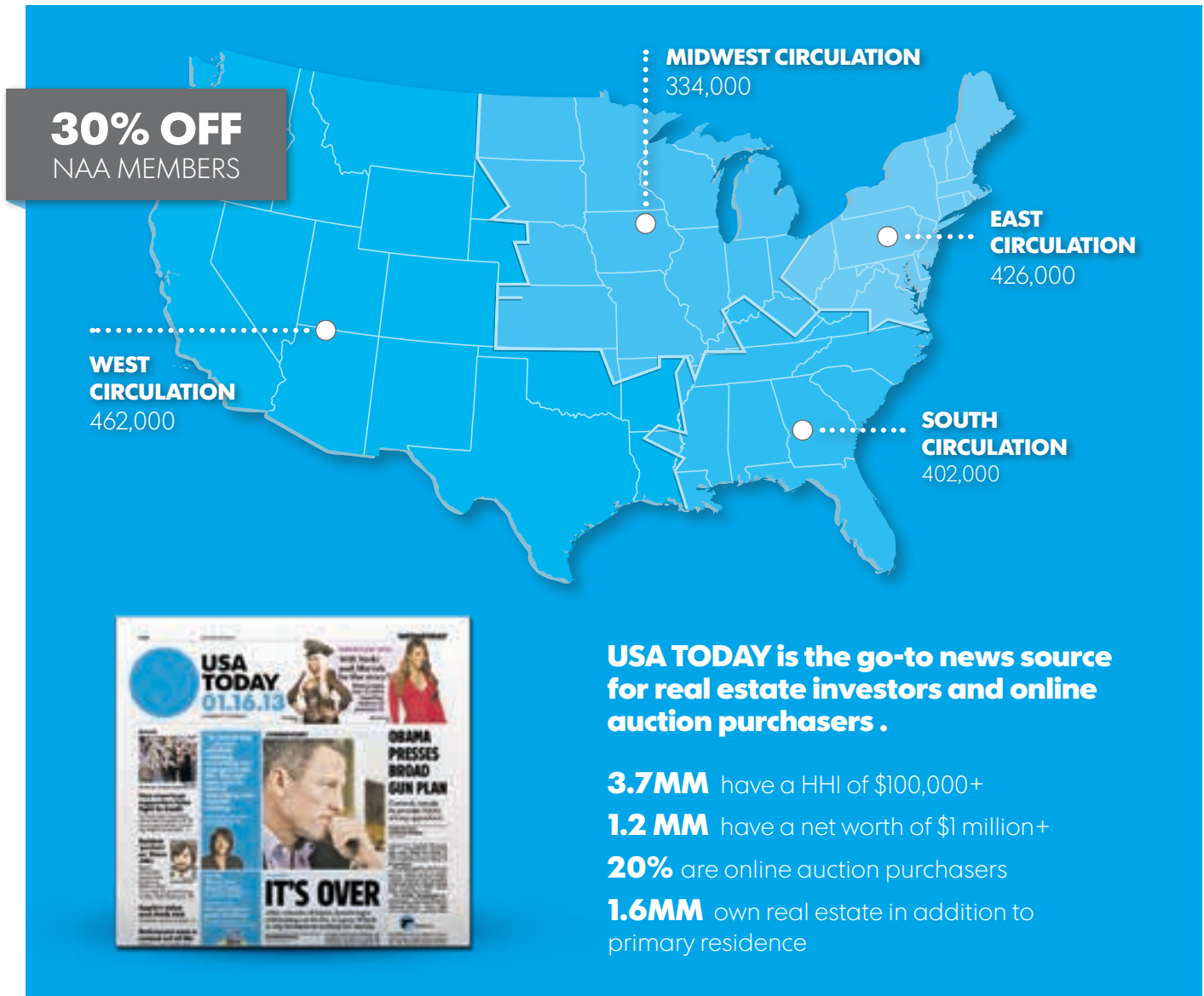
Clockwise from top left: IAC judges determine the fate of a competitor; former NAA Treasurer Chris Pracht enjoys a little conversation with a Texas gal; IAC hardware was hard-earned in 2015; NAA Director Joseph Mast shares a chat with attendees; “Learning from the Legends” day 2 saw more than 100 people in attendance; which only added to the fantastic week that made up the 2015 Conference and Show.



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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)



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# The Hit Man

Sam Grasso's "big-time" auction industry aspirations came true – just not how he thought they would.

By James Myers

Sam Grasso, GA, doesn't have a problem going after his passions. From truck driving to law enforcement to auctioneering, Grasso scratched the itch and has been a success in every career he's pursued. Today, he's in high demand throughout the country as a ringman, and he's popularly known as Sam "Hit Man" Grasso.

At 22 he jumped into trucking and over his career drove one million miles without an accident. In the late 1980s, he joined his hometown of Baltimore's police force, eventually taking charge of emergency safety vehicle driving training. In 1999 he saw an ad for a part time job working estate auctions and applied. He got the position and started working weekends with Auctioneers while keeping his position on the force.

Grasso said he had an idea to become a "big-time Auctioneer," so he went to Mendenhall School of Auctioneering in North Carolina to become certified.

"That was the best two weeks I ever spent in a school," Grasso recalls. "I met good people; had instructors who even to this day I'm still friends with."

Another life-altering experience occurred

when Grasso saw for the first time a ringman working with an Auctioneer during a horse Auction.

"That changed my whole idea of being a big-time Auctioneer," he said. "I wanted to learn the art and science of working the auction ring."



The ringman work didn't come easy. In fact, he had more than one door slammed in his face and became quite frustrated with the industry. Finally, as Grasso puts it, "things just started falling into place."

After 25 years working with the public as a police officer, Grasso has learned how to read people – a skill that is invaluable as a ringman.

"I could almost figure out if they were interested in bidding," said Grasso as he scans faces in the crowd of buyers.

Grasso has a habit of goading buyers to make another bid by saying, "hit it again." Auctioneers liked this aspect of his and started calling him the "Hit Man."

Grasso, whose parents are Sicilian, is a first-generation American. The Grasso family settled in an area of Baltimore called "Little Italy." He's proud of his

**“A good ringman will add bottom line dollars to the final auction figures at the end of the day. A good ringman is money in the bank.”**

— Grasso

heritage and at first thought the “Hit Man” moniker was a slight against his ethnicity. However, he’s come to accept it as a term of respect. He’s even got a Facebook page where he uses the name.

“After a while I just got used to it and it didn’t bother me,” he said. “In fact, I make fun of it now.”

He almost has to. The “Hit Man” is in demand, though he’s too humble to talk about it. He flies extensively to all areas of the country working with a number of Auction companies. Grasso doesn’t reflect much on his popularity, and instead focuses on what a good ringman is: the person who fills the boots on the ground and in the crowd, an extension of the Auctioneer. He’s trying to make things happen, create excitement and make bidders feel comfortable.

He’s developed a course titled the “Art and Science of Working the Auction Ring,” which he’s presented to several state Auction associations and at the NAA Conference & Show.

“Any Auctioneer who works with professional ringmen know the true value of their services,” Grasso said. “A good ringman will add bottom line dollars to the final auction figures at the end of the day. A good ringman is money in the bank.”

His talents in the ring haven’t gone unnoticed. For instance, Grasso is the first Maryland Auctioneer to be designated Graduate Auctioneer (GA) by the National Auctioneers Association, and was named the 2008 Maryland Auctioneer of the Year. He has been a finalist in the NAA International Ringman Championship (IRC) three times, and currently serves as Vice President of the Auctioneers Association of Maryland.

“At my age,” said 64-year-old Grasso through a laugh, “my sights are just set on trying to do the right things for the right reasons. When I die, the priest won’t have to tell any lies on how good a guy I was.” ❖



Sam “Hit Man” Grasso



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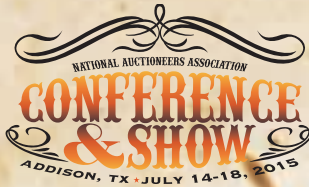
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***May God Bless You & Keep You***



# Tisland, Gehres, take 2015 NAA IAC titles

The pair outlasted a field of 97 competitors to take the women's and men's crowns.

By NAA Staff



Gehres



Tisland

**ADDISON, Texas (July 17, 2015)** - Emerging from an overall field of 97 competitors, Tammy Tisland, of Hines, Minnesota, and Peter Gehres, of Hilliard, Ohio, were crowned as winners of the women's and men's National Auctioneers Association 28th International Auctioneer Championship, which took place Friday at the InterContinental Dallas Hotel.

Both Tisland and Gehres received a \$5,000 cash award, trophy and championship ring for their winning efforts through the preliminary bid-calling round, an interview round consisting of three questions, and a final round of bid-calling that included the top 15 men and seven women. In the two divisions, 72 men and 25 women competed for the right to be known as one of the best auctioneers in the world.

Gehres, CAI, CES, is a first-generation auction professional who also serves as an instructor at The Ohio Auction School. He topped a fiercely competitive overall men's field and finals group, coming in ahead of runner-up Dustin Rogers, CAI, of Mount Airy, North Carolina, and second runner-up Scott Mihalic, CAI, of Chardon, Ohio.

A full-time Auctioneer for the past 15 years, Tisland's title comes in her third attempt after competing in the IAC in 2012 and 2014. She is also the reigning Minnesota State Champion Auctioneer. Beth Rose, CAI, of Maumee, Ohio, finished runner-up. Emily Wears, ATS, BAS, of Solon, Iowa, took second runner-up.

Earlier in the evening, Jeremy Garber, of Lincoln, Missouri, was crowned as winner of the International Junior Auctioneer Championship, which features competitors ages 12-18 and helps cultivate the next generation of auction professional talent.

Also during the IAC competition, which was streamed live throughout the day on [auctioneers.org](http://auctioneers.org) and [conferenceandshow.com](http://conferenceandshow.com), the Chuck Cumberlin Sportsmanship award, awarded to the IAC competitor who shows the best sportsmanship, was given to Denis Barrett, of Cork City, Ireland. The Bob Steffes Rising Star Award, given to a competitor who shows the potential to win a future IAC title, was given to Nolan Bell, of Somerset, Pennsylvania.

Both the IAC and IJAC were conducted as part of the NAA's 66th Annual International Auctioneers Conference and Show, which took place in Addison this past week. IAC contestants must be 18 years of age or older, a current NAA member, and registered for conference. Seven judges score the contest. Final scores are determined by combining the interview score (40 percent of the total) and the bid-calling score (60 percent of the total). ❖



# Nice work, juniors!



First Runner-Up: Tyce Freije - Clayton, Indiana



Brooke Gillespie - Graceville, Minnesota



Champion: Jeremy Garber - Lincoln, Missouri



Cotton Booker - Colfax, Washington



Second Runner-Up: Jon Ross Yaden - London, Kentucky

Getting on stage, taking the microphone, and selling to a crowd is never easy, but that didn't stop a fantastic group of five - all between the ages of 12-18, from taking part in the International Junior Auctioneer Championship in Addison. After a preliminary and final round, Jeremy Garber, of Lincoln, Missouri, was crowned the 2015 IJAC Champion.

# Century Kings

Four-consecutive generations of Kings have led to 100 straight years of auction.

By James Myers



J.P. King Auction Company is 100 years old and is run today by President/CEO Craig King, CCIM, CAI, AARE (middle); Executive Scott King, CAI, AARE (left); and Christie King Ray, CAI, AARE, BAS, who serves on the company's Board and is company principal.

It's doubtful that J.P. King could have imaged 100 years ago that his startup auction company would not only survive a century, but also evolve into one that has become synonymous with high-end, luxury property sales. The company, celebrating its centennial this year, is now in the hands of the fourth-consecutive generation of Kings.

Walking through the humble headquarters of the J.P. King Auction Company in Gadsden, Alabama, one can witness the history of the company through pictures on the walls – from a 1920s sepia-toned photo of a company car tagged with information about upcoming auctions, to black and white photographs of early leaders of the company wearing attire from a bygone era, to modern pictures of celebrity estates they've auctioned.

Craig King, CCIM, CAI, AARE, is the president and CEO of the company. He jokes that his brother, Executive Vice President Scott King, CAI, AARE, serves as the company historian due to

all the documents he's collected over the years.

Scott said in the early days, public auction notices were placards nailed to telephone poles. Some King family members were pilots who were utilized to fly over towns and drop pamphlets promoting upcoming auctions. Blow horns in the back of trucks once cruised through neighborhoods announcing auctions. The landscape has certainly changed.

"Today, our buyer profiles are national and international," said Scott. "In many cases, they're high net-worth individuals. The marketing tools we use are very fragmented today."

The legacy hasn't always been a sure thing. For instance, their grandfather, Leslie King, was the only one in the family with an interest in carrying the business forward. His son and the current leaders' father, J.P. King III, was one of six children, most of whom had a hand in the business, but J.P. III would carry on the legacy.



A “Your Price is Our Price” company promotions truck used in the 1960s. The speakers mounted to the top of the sign were used for audio.

“Dad took over in 1961 and was the only sibling of his group that had an interest in the auction business,” said Craig.

Asked if there is a feeling of pressure to carry on that legacy now, the three Kings pause briefly and let out a collective chuckle.

“We feel that pressure everyday,” said Craig. “That’s an important thing. We feel responsibility to our family and the legacy of the company.”

They’re all passionate about what they do, which has changed considerably from what their great grandfather did when he started the company as a general auction business in Tullahoma, Tenn. J.P. would begin auctioning real estate in 1917, but it wasn’t

## J.P. King Auction Company Timeline

**1920**  
Bank auction for Security National Bank in Jackson, TN, 3 farms, 42 horses, 30 lots & acreage tracts.

**1924**  
Opens offices in Chattanooga, TN, Mobileville, TN and Atlanta, GA, total 8 offices.

**1932**  
Sells in AL, becomes headquarters for J.P. King Auction Company.

**1939**  
Leslie King becomes chief executive of J.P. King Auction Company.

**1961**  
3rd generation, J.P. King, III, becomes chief executive.

**1966**  
First use of Bidder's Auction Method. Governed in Mobile, AL.

**1975**  
Historic Russell Snider's Metal Auction, Huntsville, AL.

**1978**  
Auctioned Grayson Valley Country Club, Birmingham, AL.

**1985**  
J. Craig King becomes President of J.P. King Auction Company.

**1988-1995**  
Financial Services Division: auctions for the Federal Deposit Insurance Corporation (FDIC), Federal Trade Commission, U.S. District Courts, Federal Land Bank and dozens of banks including Citibank, Regions, Wachovia, Fleet Bank, Bank of New York, and thousands of properties for Wall Street firms such as C&S. First business and Prudential from their purchase of distressed loan packages.

**1992**  
Company ownership assumed by 4th generation Craig King, Scott King and Debbie King Ray.  
CEO Craig King testifies before a U.S. House of Representatives Banking Subcommittee as president-elect of the Certified Auctioneers Institute and board member of the National Auctioneers Association regarding RTC auctions.  
Auctioned legendary horse Tarn Colleton Farms for \$75,000, Lexington, KY. J.P. King shifts to non-disclosed, premium property auctions.

**1999**  
1st auction outside of the U.S., 12,000 sq. ft. Casa Grande overlooking Sea of Cortez, Cabo San Lucas, Mexico.

**2003**  
Auctioned holdings of Baptist Health Foundation, Stillwater's Resort in Oakville, AL for \$13.6M.

**2007**  
Auctioned Sarasota Collection of premier estate homes, Sarasota, FL for \$19M.

**2011**  
Christie King Ray elected President, National Auctioneers Association, 1st female association president.  
Sold Donald Trump the majority of Kluge Winery & Vineyard, Charlottesville, VA for \$6M.

**2014**  
Firm surpasses \$2 billion in sales since 4th generation of King Family assumed leadership.

**1915** J.P. King founded J.P. King Auction Company as a general auction business in Tullahoma, TN

**1917** J.P. King Auction Company began auctioning real estate

**1929** Firm conducts its first auction in Florida at Tropical Pines development near Tampa, FL

**1940** Leslie King establishes the Buyer's Premium Business model for auctions, becomes industry standard practice

**1967** J.P. King, III is one of the first to use the High Bidder's Choice auction method

**1982** Auctioned 4,500 acres John Foley Estate, Foley, AL, founder of Foley, AL

**1984-1995** Developer Division: Condo Auctions, High Bidder Choice Auctions

**2000** Firm surpasses \$1 billion in sales since the 4th generation of the King Family assumed leadership.

**2010** Alaska becomes firm's 50th state auction, excellent home, Escalante, AK for \$1.42M

**1991 - Present** Luxury Property Auction Firm

**1988 - 1995** Financial Services Division

**1984 - 1995** Developer Division

**2015** J.P. King Auction Co. celebrates its milestone with 100 affiliated associates across 104 United States.

**1923**  
Opens offices in Sadsden & Birmingham, AL.

**1937**  
Auctioned entire properties of Lowe Mill, Huntsville, AL, including manufacturing plant, 178 employees housed and 150 lots

**1964**  
J.P. King Auction Company incorporates in the state of Alabama

**1976**  
Conducts Birmingham Trust National Bank auction of 2,300 acres throughout St. Clair, Sealeville & Clay Counties, AL

**1989**  
Firm's list of many New England auctions, Breakwater Key Condominium development inventory in Stratford, CT for \$4.6M

**1991-1995**  
J.P. King selected as a government contractor for the Resolution Trust Corporation (RTC). Auctioned 2,000+ properties in 40 auctions in 11 states for \$300M+

**2004**  
Auctioned Paradise Ranch, Paradise, CO for \$20M

**2012**  
Firm auctioned millionth acre of land, with sale of 965 acres in Bowling Green, KY for \$6.0M

**Historical Eras: J.P. King Auction Company**

1917-1991: General Real Estate Auction Firm

1984-1995: Developer Division: Condo Auctions, High Bidder Choice Auctions

1988-1995: Financial Services Division: RTC Government contractor

1991-present: Core Business Change: Luxury property auction firm



Leslie C. King (right) worked with his dad and became CEO of J.P. King Auction Co. in 1939. This photo was taken in the 1920s.

(far right) J.P. King, founder of J.P. King Auction Company. This photo was taken in 1917, 2 years after founding the company.

(above) J.P. King, III - immediate past CEO and Craig, Scott and Christie's dad. J.P. was an NAA member and encouraged them in the NAA.



anything like what the heirs are handling today.

“Back then,” said Craig, “selling at auction was pretty tough. It was hard to get people to understand the principles and the benefits of the auction.”

When J.P. III retired in the early 1990s, his sons and daughter took the company nationwide. Their first big-time real estate auction was the landmark thoroughbred racing property nearly in Lexington, Ky. – Calumet Farm, which sold for \$19 million.

“People realized then you could take a prized property and sell it at public auction,” Craig said. “That’s when J.P. King realized you can sell prized property just like art ... that’s really been the thrust of our business for the last 20 years.”

The company reached a milestone in 2010 when it auctioned a property in Alaska, making it the 50th state they’ve worked in. They auctioned their millionth acre of land in 2012.

“I really think he’d be proud of it,” Craig said of their great grandfather’s feelings about his company today.

The family company got involved with the NAA at the behest of J.P. III, the company’s first NAA member. They have for years relied on other NAA members for business leads, and they continue to stay active in the organization, including Scott who is an NAA instructor.

Christie King Ray, CAI, AARE, BAS, serves on the board of

directors and is principal of the company. She has also served as president of the NAA from 2011-2012. She said she feels the NAA sets standards for the industry, and that’s why they wanted to get involved. Throughout an eight-year term as an NAA board member, including serving as the NAA’s first and only woman president, Christie has spoken at auction association events in 30 states.

“I’ve learned so much from the NAA,” she said. “The education classes that we have, the designations – all three of us have designations through the NAA. My experience has been fantastic.”

Craig agrees, adding that they’ve all got “real deep friendships and relations” with other members.

“We’re sharing and working in this business everyday,” he said. “That’s been valuable. We sometimes learn more in the hallways than we do in the classes.”

They’re still in the planning stages for a centennial party as they reflect on the future of the company. However, the family business finds itself in familiar territory as there is no young family heir ready to jump into the business as of right now.

“Our goal is to continue to grow our business and expand it,” Craig said. “What the future holds? We don’t know. It might be family; it might be employees who take over the business. We’ll just keep going and see what the future holds for us.” ♦

# Daum Nancy French Cameo art glass vase realizes \$12,000



\$2,500

**DOUGLASS, Kan.** – A monumental, gorgeous, signed Daum Nancy French cameo art glass vase, 19.5 inches tall and with a winter scene, in superb condition, sold July 11 for \$12,000 at a sale of the large and eclectic collection of Virginia and the late Dr. Jimmie Downing held by Woody Auction in Douglass.

“What a wonderful first auction to have at our new facility,” said Jason Woody of Woody Auction. “The Downings were widely known among auction-goers and they attended many of my auctions. They were a spirited couple, very serious about acquiring fine quality items.

“We had nearly 100 bidder numbers out, 30 absentee bidders and over 750 registered online bidders.”

After Jimmie’s passing, Mrs. Downing surrounded herself with beautiful French art glass and American Brilliant Cut Glass pieces, paintings, vintage quilts, pottery, Victorian furniture and more. She sold many items the way they were acquired – through public auction and without reserve.

“This was a grand event as well as a grand opening,” Mr. Woody said, “a huge success.”

Other Daum Nancy French cameo pieces also did well. A small, signed pillow vase, having a yellow and purple mottled background with carved floral, wasp and spider web design, fetched \$3,250; and a signed, 17-inch art glass vase, having a colorful mottled background of yellow, pink, white and blue tones and a cameo carved floral décor with enameled highlights, hit \$3,300.

A 4.5 x 5.5-inch signed Daum Nancy French cameo art glass bowl with a winter scene décor, signed on the base and also on one side, changed hands for \$4,250; while an extra nice signed Daum Nancy French cameo art glass covered box, having a yellow, green and white mottled background with cameo carved floral décor and enamel highlights, gaveled for \$1,400.

A rare, framed French cameo art glass plaque, artist signed (“J.



\$2,750



\$1,200

“Prairie Printmakers” who often utilized a Chinese technique called “sumi-egg emulsion,” were sold as one lot for \$4,000.

A beautiful 85-piece sterling silver Reed & Barton flatware set in the French Renaissance pattern (1941 period), totaling 126 troy silver ounces and housed in a fitted wooden chest, topped out at \$2,750; and an 8 x 9-inch Moser-style art glass jewel casket, amethyst with extensive enamel floral décor and set on an elaborate Meriden silverplate base, changed hands for \$1,300.

A Native American blanket in brown, gray and red tones, approximately 80 inches by 52 inches and in surprisingly good condition, breezed to \$1,200; and a pair of vintage American hand-stitched quilts (one white, red and green, about 70 x 78 inches; the other having green, red and white floral squares, 86 x 68 inches, both pre-Chinese imports), brought \$1,000.

Rounding out just some of the auction’s top lots, a group of 36 vintage books and booklets from around the 1930s (Tillie the Toiler, Winnie Winkle, Moon Mullins, Popeye, Joe Palooka, Felix the Cat, Barney Google, Mutt & Jeff, etc.) garnered \$2,500; and a signed Galle French cameo three-color pedestal art glass vase, 16.5 inches, in an unusual color combination, hit \$1,700.



\$12,000

Gruber”) an featuring a carved river scene with trees, 5 inches by 8 ½ inches, went for \$4,500. Also, four framed paintings by the artist Charles Rogers (Kan./ Calif., 1911-1987), a member of the

# Julia's conducts final antique advertising, toy & doll auction

**FAIRFIELD, Maine (June 19, 2015)** – For over 30 years, Julia's has been a major force in the antique advertising, toy and doll world. But, its June 19 sale represented the last such auction for the firm.

“Andrew Truman, the Department Head, has done a great job,” Jim Julia, owner and president of James D. Julia Auctioneers, stated. “He has been a hard worker throughout his 15-year tenure and during that time continually received accolades from the clients that he worked with.

“However, there is tremendous competition in this field and everyone is struggling for market share. The profits for some time now have been marginal in this department despite Andrew's tremendous efforts. On the other hand, there are wonderful opportunities in other areas of the antique world for our company that we have considered for some time now.

Julia explained that they have sold the division to Dan Morphy of Dan Morphy Auctions, LLC of Denver, Pennsylvania. The sale is effective immediately.

Julia's June 19 catalog was chock full of fun from start to finish, starting off with selections from the collection of the late Laurence Hapgood. Hapgood was an avid traveler and collector whose penchant for top shelf cast iron and tin plate toys was well-known in the industry.

Highlights included an extraordinary all original 1930s Arcade Buick sedan in extremely fine condition right down to its white rubber tires. Estimated for \$2,000-4,000, it sold for \$6,682. In equally strong original condition was his Dent Public Service bus enameled in brilliant orange with raised black louvered roof that boasted like new paint with hardly a scratch on it.

Considered one of the greatest cast iron toy buses ever manufactured, it sold for \$5,771 against a \$3,000-6,000 estimate. Wise to focus on strong condition, his Arcade Mack gas truck in red with gilt highlighting likewise exceeded its \$800-1,200 estimate to bring \$2,065. From other collections, cast iron toys included a lot of five near mint miniature cars by Arcade along with a small Kilgore truck finished up at \$2,673, surpassing expectations of \$750-1,250.

The auction continued with a select grouping of quality coin-operated machinery. Of particular note was a rare Caille Busy Bee trade stimulator. This nickel plated tombstone shaped machine with a central roulette wheel circumvented the gambling laws of the day by rewarding the winner with cigars instead of cash. The consignor remembers seeing this very machine as a child in the cigar store her grandfather would

frequent, letting her tag along. When the store closed, the grandfather bought the machine and she kept it as a memento of him until she consigned it to Julia's after seeing department head Andrew Truman on a recent episode of Antiques Roadshow. Estimated for \$8,000-12,000, it went out at a solid \$27,337.

One machine that couldn't navigate the laws by its sheer nature of being a payout gambling machine was a massive and rare Mills double Dewey slot machine. Allowing the player to play both nickels and quarters on the same unit, this impressive machine with elaborate castings and carvings, colorful roulette wheels, this homage to an American hero sold within estimate for \$41,310.

**However, there is tremendous competition in this field and everyone is struggling for market share.**

The segue between coin-op and music came by way of a classic Wurlitzer 1015 jukebox. Its popularity from its initial release has hardly waned and continues to this day. Often found set for free play for home use, it's difficult to find with its coin mechanism still intact. This example was complete and found favor above its \$3,000-5,000 estimate to the tune of \$6,682.

The diversity of the sale continued with a varied grouping of quality antique advertising items.

One of the earliest forms of advertising was the figural trade sign. Before literacy was commonplace, it was typical for a business to have a three-dimensional representation of their trade hanging above their door so passersby would know where to go. This auction featured a wonderful dentist trade sign in the form of a gold capped molar. Hand painted (and for those able to read) it mentioned particular services such as “Artificial Teeth” and “Teeth Extracted” on the sides. This outstanding piece chewed through its \$8,000-10,000 estimate to sell for \$10,935.

Store advertising items included an exceptional John Hancock & Sons 7-bay spice bin. Tole painted and elaborately stenciled, the countertop bin was in the nicest original condition example to hit the market in many years. It sold for \$5,771, surpassing expectations of \$3,000-5,000.

Salesman samples, always a popular advertising collectible that Julia's specializes in, included two outstanding wood and brass Adriance Buckeye sickle bar mowers, each with their original carrying cases.

Depicting slight variations of the company’s evolving line and they exhibited exceptional craftsmanship and detail. Both exceeded presale forecasts. The first lot, a chain driven example went out at \$6,682 while the other with the covered gearbox did a few dollars more at \$7,290. Also up for bid, two salesman sample Oliver chilled plows. Both were fresh to the market and otherwise nearly identical, but showed how important condition was. The lead example that boasted perhaps the finest original condition one could hope to find sold for \$8,505 against a \$5,000-7,000 estimate. One that had seen a bit more weather and was estimated more conservatively at \$2,500-3,500 brought a respectable \$2,733.

One of the genres that was most prolific in advertising was the soft drink market. In the decades from the late 1800s through the 1940s and 50s, companies created countless artistic and creative signs, calendars, and other advertising premiums to promote their product, which today are highly sought after for their decorative qualities as well as their artistry and collectibility.

An unusual die-cut cardboard shelf sitter shows a classic 1940s-50s young lady lying on her belly enjoying a bottle of Dr. Pepper. A great piece in strong condition, it sold for \$1,822 against an estimate of \$1,200-1,800.



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## Inaugural Mecum Denver auction exceeds \$12 Million



WALWORTH, Wis. (July 1, 2015) – Mecum Auctions' first-ever Denver-area auction brought enthusiasts flocking to the Colorado Convention Center leading to standing-room-only crowds both days, June 26-27.

With 396 cars sold, a 66-percent sell-through rate was achieved and overall sales totals reached \$12,003,418.

“We were excited to bring the Mecum Auction action to the Denver area, and the reception from nearly 14,000 enthusiasts in the Rocky Mountain Region and beyond was overwhelmingly positive,” says Dana Mecum, president and founder of Mecum Auctions. “This auction was an excellent inaugural event with strong sales and consignments coming from 27 states. We look forward to finalizing details on our return to the Denver area in 2016.”

Sales were topped by a first-year Lamborghini Aventador (Lot S105.1) sporting just 8,459 actual miles. Hammering for a high bid of \$285,000, the bold Orange supercar presented in like-new condition equipped with a V12 capable of producing a whopping 810 horsepower.

Demanding a \$200,000 sale price was a unique and fully-



customized 1962 Western Pacific 40-foot Airstream trailer (Lot S109). The mid-century modern-styled trailer was restored by Timeless Travel Trailers and is believed to be only one of five of its kind left in public possession. Other top sales included a 1969 Pontiac Trans Am Ram IV (Lot S114) that brought \$180,000 and a 1989 Porsche 911 Speedster (Lot S93) that changed hands for \$165,000.

The complete top 10 sales at the Mecum Denver auction include (all individual sales reflect hammer prices):

1. 2012 Lamborghini Aventador (Lot S105.1) at \$285,000
2. 1962 Western Pacific 40' Airstream (Lot S109) at \$200,000
3. 1969 Pontiac Trans Am Ram Air IV (Lot S114) at \$180,000
4. 1989 Porsche 911 Speedster (Lot S93) at \$165,000
5. 1957 Chevrolet Bel Air Hardtop (Lot S157) at \$160,000
6. 1967 Shelby GT350 Fastback (Lot S115.1) at \$150,000
7. 1966 Chevrolet Corvette Resto Mod (Lot S107) at \$135,000
8. 1967 Porsche 911S Soft Window Targa (Lot S120.1) at \$130,000
9. 1970 Pontiac GTO Judge (Lot S137) at \$115,000
10. 1969 Oldsmobile Hurst/Olds (Lot S129) at \$110,000

## Firearms June regional nets rock-solid \$4.5M

ROCK ISLAND, Ill. – When one plays the markets, they expect certain behaviors from certain stocks. “Blue chip” stocks generally experience slow, steady growth, while “Small Cap” stocks can enjoy rapid and monumental upswing. During the 2015 June Regional Firearms Auction at Rock Island Auction Company, there were plenty of both!

It made for an auction filled with old favorites and exciting bidding on items nobody could have anticipated, resulting in a final sales figure of \$4.5 million.

The first day of auction started with those “slow and steady” favorites of gun collectors everywhere. A gorgeous, deluxe,





factory engraved Marlin Model 1893 lever action began the auction, followed quickly by a host of classic Winchester lever guns, all of which received respectable prices. Lot 29, a Civil War-era U.S. Martial-inspected Henry rifle brought \$20,700, while the very next lot contained a deluxe, engraved Winchester 1866 saddle ring carbine that found a notable \$10,925.

However, it would be the lots later on that would bring the most surprise from the crowds present.

Lot 680 contained two customized versions of legendary military rifles, the M1903 and the Mauser Model 98. Estimated at a humble \$1,100, the two rifles had more than a few collectors checking their catalogs as the bidding approached its final price of \$5,462. A lot containing four Krag-Jørgensen bolt action rifles contained one “Stomperud” model (as featured by Forgotten Weapons) which exceeded its estimate on the way to realizing \$4,025.

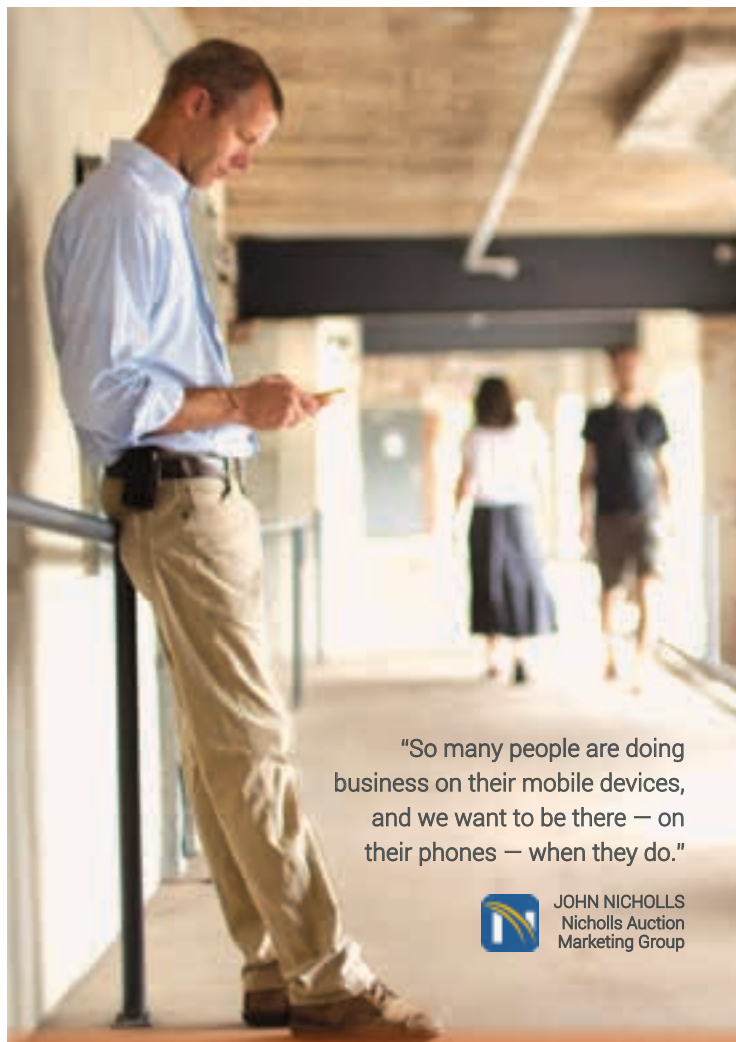
Despite the ubiquitous nature of the AK-47 and its variants, they were definitely some of the “Small Cap” guns of the weekend.

Examples abounded like lot 620 – a lot of five semi-automatic rifles in AK and SKS styles – that saw a surprising \$3,450 in price. Bladed weapons from Europe also proved to be one of the weekend’s surprises. Lot 396 was one such lot that not only more than tripled its \$800 estimate, but also generated its own bidding war between three live, online bidders before selling for \$2,587. Smith & Wesson double action revolvers continued to show the strong market demand of beefy wheel guns like those in lot 1029, which were estimated at \$900, but reached an impressive \$3,450.

The second day provided more strong blue chip performances and surprising upstarts.

Representing the “big boys,” lots like 2287, an Antique Colt SAA with a nickel finish and beautiful antique ivory grips, smashed its \$1,400 estimate to bring \$4,887. Lot 2259, one of the rare Smith & Wesson Model 320 revolving rifles with the super rare 16” barrel, had no trouble bypassing its \$7,000 estimate en route to a \$16,100 final figure.

German rifles enjoyed a strong performance throughout the auction, evident in lots like 2595, containing three Nazi



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German Model 98 bolt actions that blitzed their estimate by hammering at \$4,312. Surprises were again present in the European edged weapons! The crowd let loose of more than a few chuckles when a large grouping of knives and bayonets in lot 2835, started low, quickly passed its estimate of \$900, and proceeded to increase steadily in an online bidding battle that drove the realized price to \$3,450.

The final day of auction continued the trend, but with high bids coming for a myriad of genres and popular weapons. Perhaps most surprising was a Pietta reproduction of a Colt 1851 Navy attributed to being used in “The Outlaw Josie Wales”, with

related framed documents in lot 4878.

Estimated between \$2,500 - \$5,000, the revolver skyrocketed in a bidding battle between two internet bidders and a phone bidder and couldn't be had for less than \$17,250. Other surprises included the 1943 Mosin Nagant PU (sniper rifle) in lot 4343 that sold for \$2,300, and the continued high values of edged weapons. Never more clearly seen than in lot 4332, this grouping of 17 European style daggers was the true sleeper of the auction - its \$1,000 estimate easily eclipsed by online bidders who drove the price to \$6,325.

## Auction hits mark for former newspaper headquarters



**LYNN, Mass. (July 15, 2015)** – JJManning Auctioneers is pleased to announce the sale of 38-54 Exchange St. & 74 Mt. Vernon St., Lynn, Massachusetts, at Absolute Auction for \$880,000.

The iconic former headquarters of “The Daily Item” newspaper is a 34,735+/- sf. commercial building, comprised of a circa 1900 5-story limestone flat iron structure with a circa 1972 3-story addition, complete with the original hand-operated passenger elevator and a variety of period detail.

Ultimately the Absolute Auction method elevated the number of inquiries, website hits, social media activity, and property tour attendance culminating in 14 registered bidders – each with a certified deposit of \$25,000 in hand competing to own the property on auction day.

A high visibility location on Cosgrove Square near the MBTA commuter rail station with ocean views provides tremendous potential for an office and/or possible residential development. The property is situated on .36+/- acres comprised of 2 adjoining Assessor's parcels with an 18+/- space parking lot in the middle of the Central Business District.

The uniqueness of the property held by the same family for three generations, in combination with special considerations to be made in regard to an onsite National Grid power room and large areas containing built-in press equipment to be included with the sale, made it an ideal candidate for a real estate auction where true market value is achieved through competition between ready, willing, and able buyers.

# Garber 'gets it'

Just 16 and well-grounded, Jeremy Garber is already a high school graduate and now an IJAC champion.

By Sarah Bahari

Just 16 years old, Jeremy Garber is already well-versed in the auction business.

Garber, a recent high school graduate, completed auction school this summer and is now working as contract Auctioneer.

The teenager now has another notch in his short career. Garber recently earned the title of International Junior Auctioneer Champion during the National Auctioneers Association's International Auctioneers Conference & Show in Addison, Texas.

"I was pretty nervous, but I felt confident," said Garber, who lives in Lincoln, Missouri. "And when I looked out into the crowd, I saw all my brothers pumping their fists in the air."

One of six children, Garber first began attending farm and cattle auctions growing up in Bainesville, Ohio. He recalls being immediately mesmerized.

"There is nothing like a good chant," said Garber. "I love the fast pace of the auction and the excitement."

A couple of Garber's cousins and his older brother, Jeff, 21, began working as Auctioneers, and Garber decided to follow in their footsteps, attending World Wide College of Auctioneering in Mason City, Iowa in June.

"It was an awesome experience," he said. "The one-on-one instruction was really helpful, and it gave me a lot of confidence to sell on a public stage."

Soon after, Garber decided to sign up for his first Conference & Show this year, where he attended classes on benefit



auctions and tips from champions, among others.

To practice selling, he decided to compete in the International Junior Auctioneers Championship. On the day of the preliminary competition, he sold a motion-activated drum stick set and an art set. In the final round, he sold a jewelry set and arcade basketball game.

Garber's family, including his parents, siblings, an uncle and first and second cousins, attended the competition to cheer him on.

"It was something I'll never forget," he said. "I met some of the greatest professional Auctioneers out there and learned so much."

Garber, who graduated earlier this year from Gospel Light High School, hopes to use the skills he picked up to pursue a career in the industry and eventually open a business with his brother. For now, he is seeking work as a contract Auctioneer and conducting produce auctions two days a week. Recently, he conducted an aviation auction and sold air flight parts.

Garber said he sees a bright future for the live auction business, even as online auctions grow in popularity.

"I don't think the Auctioneer will ever not have a job. Everyone wants to listen to the fast pace of an auction," he said. "Online auctions are changing the industry, but it will never replace the live auction." ❖

## Former owner of World Wide College of Auctioneering passes away



**G**ordon E. Taylor, 91, of Mason City, Iowa, died Thursday, June 25, 2015, at the IOOF Home.

Gordon was born Dec. 9, 1923, in Dallas Center, Iowa, the son of Harry and Hazel (Gift) Taylor. He graduated from Dallas Center High School in 1943. Gordon was united in marriage to Eva May Jensen on Sept. 26, 1948, at her family farm west of Mitchell, Iowa. Following their marriage, they lived on the Taylor family farm near Swaledale, Iowa.

In 1957, the couple purchased a farm of their own southeast of Mason City where they raised their two children, son, Mark, and daughter, June. In 1974, they purchased the Reisch American School of Auctioneering, renaming it the World Wide College of Auctioneering, which they sold in 1993. Gordon continued auctioneering full time, and Eva clerked. He deeply loved and enjoyed his family and his community. Gordon was a member of First United Methodist Church of Mason City.

Gordon and Eva both loved to travel — especially out West. One of their favorite trips in later years was driving to Alaska. Aside from auctioneering and travel, his favorite past time was being with people. He would daily be found at morning coffee in Hardees or Hy-Vee West, laughing it up with friends, or at lunch in Pies N More, sitting around the community table with the “regulars.”

He is survived by many, many family members and friends.

Gordon was preceded in death by his parents; his wife in 2010; and brothers: Howard Taylor, Ralph Taylor, Wendell Taylor, and Alan Taylor.

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## Auctioneer met wife at CAI; sang in quartet at Grand Ole Opry

**F**rank “E” Bolton, of Woodbridge, Virginia, passed away at his residence on June 15, 2015.

Frank is the son of the late Stella Mae Nelson Bolton and Lester Willie Bolton, Sr. He was also preceded in death by his sister, Aileen Cary, and his brothers Leo, Claude, Warren, Earl “John” and David.

Frank “E” retired from the International Brotherhood of Electrical Workers (IBEW Local 26). Frank “E” was also a licensed auctioneer and was a member of the National Auctioneers Association, Virginia Auctioneers Association and served two terms on the Auctioneers Department of Regulatory Board in Richmond.

He also attended the Certified Auctioneers Institute (CAI) at Indiana University in Bloomington, Indiana, where he met Donna.

He sang Southern Gospel Music & four-part harmony with

the Chordmasters Quartet, who were regular performers at the Grand Ole Opry in the 1950s, 60s, and 70s. They toured the country entertaining crowds wherever they went. He was also a member of the Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America (S.P.E.B.S.Q.S.A.) Manassas chapter.

Frank “E” was a member of the Manassas Host Lions Club, a 50+ year member of the Manasseh Lodge 182 A.F.& A. M., Lake Ridge Toastmasters and St. Paul United Methodist Church.

He is survived by his wife, Donna Blake Bolton and his daughters, Tammy Raypush and her husband, Bob, of Savannah, Georgia; and Dawn Maloney Horn, of Highlands Park, Colorado, and her children, Christina and Natalie. He is also survived by his sister Betty Mohler of Gainesville, VA and brothers L. W. (Les) Bolton and wife Mickey of Seymour, TN and Jim Bolton and his wife Eliza of The Villages, FL. Also survived by multiple grand nieces and nephews.

## Auctioneer started with his father

**D**avid Douglas Deibler, 71, was home and surrounded by loved ones, when he passed away June 28, 2015.

Dave was born on Oct. 16, 1943, the middle son of Mark and Arlene Deibler. He was a 1961 graduate of Millersburg Area High School and a graduate of Thompson Business Institute. Dave first worked for Dauphin County and was later employed by PHEAA where he retired in 1996.

He also worked as an Auctioneer for many years and was a long-time NAA member, first starting with his father's auction business (Deibler & Chubb) and then partnering with Ed Shoop for over 25 years (Deibler & Shoop).

Dave was an avid hunter and loved the outdoors. Walking in the woods and maintaining his land brought him great joy. He loved sports, both as a competitor and as a spectator, he considered himself the #1 Yankees fan. He also was a big fan of his children and grandchildren and their teams. He was a member of the Silver Stragglers at Lykens Valley Golf Course and enjoyed

their camaraderie. He was a very active member of David's Community Bible Church, where through the years he taught Sunday School, was a youth leader, choir member, and served as an elder. He loved his Lord deeply and he loved his church. He also had a strong love for his family and extended family.

Dave is survived by his loving wife of 52 years, Jacqueline Mattis Deibler, three daughters, eight grandchildren, and two brothers.

## Auxiliary member was ordained minister



**G**ayle Alice Feuerbacher Dietrich passed away July 16, 2015. She was born in Orlando, Florida, March 11, 1947, to William J. and Mildred McClain Feuerbacher.

She graduated from the University of Florida in June 1970 with a Bachelor's degree in Animal

Science and was a member of the Livestock and Meat Judging Teams and Bock and Bridle Club.

She was the third female ever to teach agriculture in the history of the University, and she served as a volunteer in the ag school for more than 20 years. She graduated from the International Seminary in 1990 and was an ordained minister in the International Pentecostal Holiness Church. She was an active member in the National Auctioneers Auxiliary, Orlando International Worship Center and Florida Cattlewomen.

Gayle was preceded in death by her parents and two brothers – Jim and Rex Feuerbacher. She is survived by her husband of 44 years, Hugh, along with numerous nieces, nephews, great nieces, great nephews and friends.

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# World Wide College of Auctioneering

The school has strived to provide the best auction education for more than 80 years.

By Sarah Bahari



Students learn from WWCA President Paul C. Behr. Behr was the first-ever IAC Champion, winning the title in 1988.

**S**tudents work hard, have fun at country's largest auction school

World Wide College of Auctioneering follows a simple philosophy.

"Our goal is to provide the finest education in the auction profession, which we have strived to do for more than 80 years," President Paul C. Behr, BAS, said.

As the largest auction college in the country, World Wide has trained more than 40,000 professionals since it was founded by Joe Reisch in 1933.

Today, the college in Mason City, Iowa, offers four sessions a year and a slate of first-rate instructors that include International Auctioneer Champions, World Champion Auctioneers, World Champion Automobile Auctioneers, successful business owners and various subject experts.

Behr, who has owned the school since 2001, begins each session the same way.

"The very first day I tell people we are going to work hard and have fun," Behr says. "The only thing that is required is your best effort. Give us that, and the rest will fall into place."

The two-week curriculum is divided into classroom lectures and public speaking.

Lectures cover the ins and outs of auctioneering, auction law and ethics, vocal techniques and voice care, real estate, benefit auctions, marketing, technology, social media, networking and online auctions, among other subjects, said Vice President Vicky Flickinger, who is also a principal owner of the college.

Students also can choose to enroll in bilingual training to learn the basics of Spanish bid calling, Flickinger said, which many in the industry find increasingly helpful.



A student views his new WWCA graduate certificate.

The second half of the instruction focuses on bid calling and developing a chant.

“The chant is the signature of the Auctioneer,” Behr said. “There are a lot of ingredients to being a successful Auctioneer. Bid calling is one.”

By providing lessons in business and bid calling, Behr said, World Wide aims to provide a well-rounded education that will help students achieve success in a rapidly changing industry.

“The auction profession is a real people business,” Behr said. “In our day and age, we have so many good technological tools, but no one has ever been hired by a computer or cell phone or Facebook. It’s the person behind the technology who matters and makes the decisions.”

Each session has about 50 students, who come from across the United States and abroad.

Once students have graduated, they have the opportunity to return to World Wide to take any class for free.

“It’s a lifetime scholarship,” Behr said. “We want to help our students be successful. We ask them to invest in school, and we invest in their success.”

Behr said the school aims to teach students about auctioneering, but also how to conduct their businesses and themselves.

“Our goal is to train successful Auctioneers who return to their families, communities, schools and churches and do their very best,” he said. “It does not end at auction school. It’s just the beginning.” ❖



## Western College of Auctioneering

In June, 27 students from 10 states and Canada graduated from the Western College of Auctioneering to make up school Class 236.



## Texas Auction Academy

Measuring 32 students in all, the Texas Auction Academy celebrated this past June a great class made up of auction professionals from across the United States.



## World Wide College of Auctioneering

The World Wide College of Auctioneering turned out another healthy class of auction professionals this past June.

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Felix Oyediran

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Dale Barger  
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### EARN YOUR DESIGNATION!

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

NATIONAL AUCTIONEERS ASSOCIATION

# EDUCATION CALENDAR

---

## BENEFIT AUCTION SUMMIT

New Orleans, Louisiana • Hyatt French Quarter • August 30-September 1, 2015

### BENEFIT AUCTIONEER SPECIALIST

Denver, Colorado • Westin Hotel • October 5-7, 2015

### AUCTION TECHNOLOGY SPECIALIST

Milwaukee, Wisconsin • Crowne Plaza • November 2-4,

## ACCREDITED AUCTIONEER REAL ESTATE

Columbus, Ohio • Marriott Northwest • November 22-24, 2015

## DESIGNATION ACADEMY

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

### CERTIFIED AUCTIONEER INSTITUTE

Bloomington, IN • Indiana University • March 20-24, 2016

### CAI NEXT

(available for current CAI holders only)  
Bloomington, IN • Indiana University • March 22-24, 2016



# CONFERENCE AND SHOW

**Grand Rapids, Michigan • DeVos Place Convention Center • July 19-24, 2016**

Pre-Conference Designation Classes • July 17-19, 2016

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

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

## IN THE RING

**PAGE** *"I want to motivate each and every member to continuously keep our visions in mind and work toward fulfilling the goals. The leadership cannot make change alone."*

13

**NAA President Spanky Assiter, CAI, AARE**

*Assiter Auctioneers  
Amarillo, Texas*

**PAGE** *"Everyone owes it to themselves to find the right organization."*

25

**Brian Mohr, Talent Expert**

**PAGE** *"The only thing that is required is your best effort. Give us that, and the rest will fall into place."*

54

**WWCA President Paul C. Behr, CAI, BAS**

*Centennial, Colorado*

## AROUND the **BLOCK**

- **Warner Real Estate & Auction, a full service real estate brokerage and auction marketing firm** headquartered in Woodstown, New Jersey, has announced the results of the March 4, 2015 and the November 12, 2014 Online Only Absolute Auctions of 45 New Jersey residential foreclosures on behalf of USDA Rural Development.

Warner launched two highly visible marketing campaigns to promote both auctions, producing more than 250 inquiries, 206 registered online bidders, 150 active participants and 2,464 total bids.

The two online auctions generated a total of \$2,443,811 for USDA, successfully mitigating the losses of 45 loans.

- **Key Auctioneers has announced the hiring of Old National Bank executive Zac Nelson** as Vice President of Operations. Nelson has served as ONB's market president for the Columbus region since 2012, and previously held a variety of other executive positions with the bank, including Senior Vice President and Special Assets Manager for the bank's northern region.

"Zac is a seasoned and trusted leader who understands the challenges faced by special assets departments," said Key Auctioneers' Kevin Martin. "His strong banking and executive experience makes him the perfect person to align Key's operations with the needs of our banking and special asset customers."

- **NAA Hall of Famer and famous musical talent Leroy Van Dyke** will be the guest keynote speaker of the Illinois State Auctioneers Association, Monday, August 17, in Springfield. He will present "Auctioneering-Motivation-Success," and then make a guest appearance at the Illinois State Fair on August 18.



- **Proxibid has been selected by Silverstone Auctions**, a specialist auction house for the sale of collector cars and automotive memorabilia, to be its exclusive provider for online bidding.



**MEMBERS' CORNER**



Jason Miller (center) poses with the tie he sold to help raise money for St. Jude Children's Research Hospital.

Jason Miller, CAI, has had an extremely busy year over the past 12 months. In addition to taking care of regular work things back in Quaker City, Ohio, the 2014 IAC Men's Champion has been asked to take part in speaking engagements and other events all over the United States.

One of those opportunities led to the chance for Miller to auction a couple of ties, with proceeds going to St. Jude Children's Research Hospital. Doing what he does best, Miller jumped right in and turned the ties into \$2,200 (\$1,100 each) for St. Jude.

Way to go, Jason! And, thank you to the winning bidders for your support!

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

When Lilly was found to have blood cancer, she was airlifted immediately to St. Jude Children's Research Hospital®. "It all happened so quickly," said Lilly's mom, Jessica. "I thought 'this has to be a mistake.'" But St. Jude doctors pinpointed the diagnosis as acute myeloid leukemia (AML), and worse, Lilly had a rare subtype that made her AML more aggressive, more resistant to treatment and more likely to relapse.

At St. Jude, Lilly's treatment included six months of high-dose chemotherapy and a natural killer cell transplant. Families never receive a bill from St. Jude for treatment, travel, housing or food – because all a family should worry about is helping their child live. "St. Jude helps us with everything," said Jessica. Lilly recently completed treatment and returned home cancer-free.



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Lilly  
age 5  
Texas  
acute myeloid  
leukemia

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[stjude.org/naa](http://stjude.org/naa)



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**Coming up in September:**

We'll get to know the 2015 NAA IAC winners better with profiles of both Tammy Tisland and Peter Gehres. Plus, did you know there are new credit card readers available? Or, that there is a deadline for having the technology in place? We'll take a look at what NAA members can or should be aware of before an October deadline.



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