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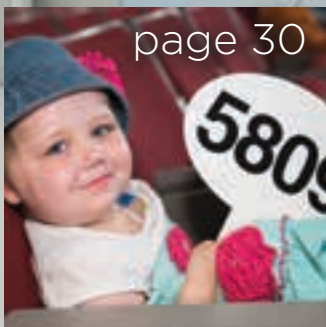
DECEMBER 2015/JANUARY 2016



RISE UP!

ALSO INSIDE:

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- | 40 YEARS OF CAI
- | 6 SOCIAL MEDIA TOOLS FOR AUCTION PROFESSIONALS
- | RE: DICULOUS! AVOID THESE EMAIL SUBJECT LINES



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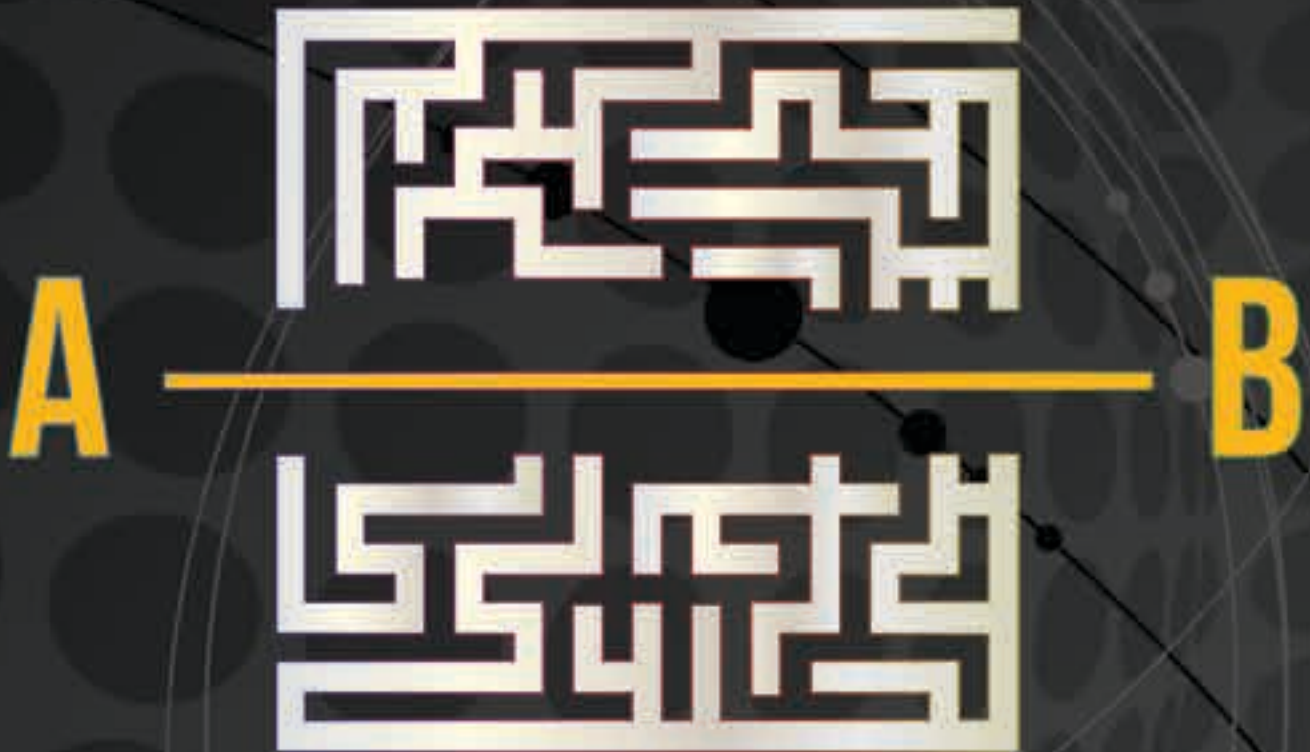
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Spanky Assiter
NAA President

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

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

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

Why you should hire me

Hello, my name is Spanky Assiter and I am an auction professional.

Today, I want to help you understand why you should use auctions. They are fast, fun, and transparent, and they can put money in your pocket. Why should you hire me? I have 33 years of experience and as a member of the National Auctioneers Association, I am committed to continuing education, which means I bring best practices to you, and I am committed to the NAA Code of Ethics.

That is my elevator speech.

When people hear that I am an Auctioneer, they want to hear me bid call. (And you and I both know how much I love to call bids!) When I'm talking to potential clients, they want to know more about what I can do for them. Last summer, the Promotions Committee gave me what I was looking for - my very own elevator speech. It helps me tell people why they should hire me.

If you attended Conference and Show, you were given a business card. This card was a conversation starter that included reasons why you should use auction to sell your assets (fast, fun, and transparent) and why you should choose an NAA auction professional (committed to continuing education and the NAA Code of Ethics). The committee thought if you had one of these cards, it would be easier to help you develop your own elevator speech. It helped me. You can read more about developing your own elevator speech on page 10.

Three years ago, the NAA Board of Directors revised the vision of the organization: Ensure NAA members are the preferred auction professionals used in the marketplace. We've shown you how we are using *USA Today* to promote our members (each week, the publication positions your paid advertisements under the banner of the NAA Auction Showcase and each month, we provide editorial content to promote our members). In October, the article's

headline screamed "NAA Designation Matters When Seeking Auctioneers."

It wasn't long after it appeared that Lynne Zink, CAI, BAS got a call from a local non-profit telling her they had seen this article and they were looking for an Auctioneer with the BAS designation. Lynne got the job.

Now, I can't guarantee that will happen for every member. But, it is the Board's vision that we continue to show the public that when they hire an NAA member, they are hiring someone who IS committed to continuing education and who IS committed to the NAA Code of Ethics. And, it is our hope that these efforts combined with helping you communicate what you can do for your clients will make our vision a reality. But, if one side of the equation is left out, it will not be successful. We need YOU to be successful.

We also need you to be engaged with NAA. In July, we will be electing a vice-president and two new Board members. To fill those positions, we are looking for people who have the characteristics and attributes of an ideal NAA Board member (go to Auctioneers.org for position descriptions and for candidate information). Check it out. Talk to your friends and colleagues, and think about how you can contribute on the NAA Board of Directors.

I'm writing this column on the anniversary of John F. Kennedy's death and remembering one of his most famous quotes: "My fellow Americans, ask not what your country can do for you, ask what you can do for your country." What can you do for your association? Take part. Engage. We need you! ❖

Love ya
Love ya
Spanky



10 COVER: Rise up with your elevator speech

Knowing when and how to use your introduction is really what will make you stand above your competition.

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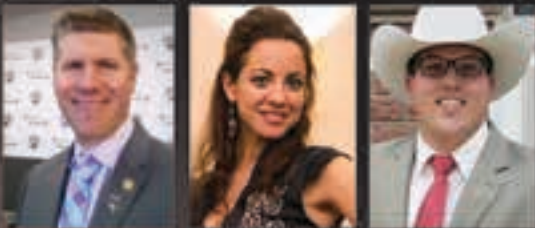
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Indiana Auctioneers gather for annual convention



NAA members Laura Mantle (left) and Juston Croy (far right) were bid-calling award winners in Indiana.

Auction professionals from across the state convened Nov. 5-7 for the Indiana Auctioneers Association (IAA) annual conference.

The conference, held this year at the Radisson Star Plaza in Merrillville, with the Title Sponsors of Schrader Real Estate and Auction Company and Mid-Country Media.

Highlights of this year’s conference included the, Indiana Champion Auctioneer Competition, Auction Marketing Awards, Hall of Fame Inductions, the Presidential Luncheon and the election of the Board of Directors. Also throughout the weekend, Auctioneers were presented with dynamic and engaging educational seminars from industry leading Auctioneers and presenters.

The Indiana Champion Auctioneer Competition saw 19 contestants compete. Jarron Miller, of Huntington, Ind., was crowned the 2015 Indiana Senior Champion Auctioneer. Justin Croy, Culver, Ind., was named Senior Reserve Champion, and Laura Mantle was named Senior First Runner-Up. Anthony Miller of Nappanee, Ind., was crowned the 2015 Indiana Junior Champion Auctioneer. Taylor Knotts, Danville, Ind., was named Junior Reserve Champion and Kalen Poe, Franklin, Ind., was named Junior First Runner-Up.

The results of the annual election form the following current board: Mike Berger – President 2016; Chip Kugler – President Elect; Seth Seaton, CAI, AARE – Vice President; Jonathan Baker, CAI, CES – Secretary/Treasurer; Directors: Mike Heimel; Sue Wickliff, CAI, GPPA; Steve Shupperd, CAI; John Beechy; Andrew Wagner; Jack Christy, Jr., CAI, ATS, BAS, GPPA; Jonathan Kraft – Immediate Past President. ❖



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NAA member wins Northwest Auction crown

Tate Heinzerling, of Boise, Idaho, was named the Northwest Auction Champion, beating out eight competitors to lay claim to the prize. Heinzerling's championship came as part of the Washington Auctioneers Association's annual convention, held Oct. 4-5.

The event, which saw 45 convention-goers and 70 attendees to the event's auction, was held at the Great Wolf Lodge, in Grand Mound, Washington.

NAA members Heidi Hill, BAS, CES, and John Nelson finished First Runner-Up and Second Runner-Up, respectively.

Outside of the bid-calling championship, the WAA also held its annual election. The results of that election form the following current board: Chad Ehli, CAI, ATS, MPPA – President; Chastity Clark – 1st Vice President; Patty Roll – 2nd Vice President; RL Heaverlo – Treasurer. ❖

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The institution synonymous with auction industry excellence hits four decades.

By James Myers, contributor

March 2016 marks the 40th anniversary of the Certified Auction Institute (CAI) – an institution that has become synonymous with excellence in the auction industry.

First, a little history: CAI was the brainchild of the Indiana Auctioneers Association, which saw the program grow so large that the Auction Marketing Institute was founded to oversee CAI operations. Finally, in 2002, the National Auctioneers Association began discussions to merge the entities, which led to CAI being managed by the NAA's Education Institute of Trustees.

Since March 1976, Indiana University, based in Bloomington,

has played host to CAI and its waves of up-and-coming auction professionals. They make their journey from all around the U.S. to the campus to take part in intensive, week-long courses designed to develop their skills as Auctioneers and business people.

After completing three years of courses, auctioneers earn their professional CAI designation, which is the most respected professional designation any auctioneer can attain.

Any CAI designee can tell you that one of the greatest attributes of the program is its networking component.



The charter CAI class (shown on page 8) graduated in 1978. Times and looks have changed, but classes are still graduating at Indiana University including the 2015 class (left).

Chris Pracht, CAI, AARE, CES, winner of the NAA President's Award in 2005 and 2015, has strong feelings about the mission statement and the philosophy of CAI. He has more than 10 years of experience as a CAI instructor and has had the designation for about 25 years.

Pracht also served as a chairman on the first board that oversaw the CAI after the merger with the NAA.

"[CAI] is one of the best things I've done to educate myself and improve my business," he said.

Furthermore, Pracht said CAI is a springboard for networking and education for anyone who wants to move their practice forward, the largest examples of which are Marknet Alliance and Tranzon Auction.

"Education, experience and networking – that's the real sound bite for the CAI," Pracht said.

The number of auction professionals with college degrees has risen from five percent to around 30 percent, but CAI, especially since it is based on the campus of a major university, has the qualities of an advanced degree.

"It's the crown jewel of auction designations," Pracht said of the Auctioneers who come to the campus in Bloomington and work their way through the courses. "I can tell you, with NAA and the CAI designations, your business life and your personal life will improve and change. It's a small family and everybody works hard to help each other."

This is something people like Bobby Ehlert, BAS, learn quickly. Even with just one year of classes under his belt, Ehlert, along with the rest of his soon-to-be second-year classmates, is working on 40th anniversary events.

"It's been amazing," Ehlert said. "The networking ... the brother-and-sisterhood. We're asking questions all the time."

Ehlert said his class learned how to write a better proposal during his first-year, which is something he put to work in his benefit auction business.

"I've seen a 90-percent close rate," he said. "It's taken it to that next level. I learned a ton in applying strategies for fundraising and benefit auctions."

Ehlert is the chair of the committee planning the "Black and Ruby Gala – Celebrating the 40th year of CAI." The event will be held on March 22 in one of Indiana University's largest banquet rooms. The gala features fundraising auctions for St. Jude Children's Research Hospital and for the Wounded Warrior Project.

Furthermore, the gala will feature raffles and auctions that will benefit the National Auctioneers Foundation. Gala participants are urged to bring items to put up for auction.

"We're going to raise as much as we can," Ehlert said, "but it's a celebration of where the CAI was and where it is now, but especially, where it will be next." ❖



PROGRESS



Your elevator speech: Rise up in 2016!



Having an elevator speech is just a start. Knowing when and how to use it is really what will make you stand above your competition.

By Curtis Kitchen, NAA Director of Publications and Trade Show

You probably can't remember the first time you stepped into an elevator. Chances are, however, that you were young and entranced by the huge amount of buttons you could push.

You even may have had a specific button in mind – the button that would deliver you where you were supposed to go. But ... all those buttons! Your mind sped up, and your hand did, too. It reached out and before you could stop, every single button lit up! It seemed pretty awesome at the time, but the actual result was a long, slow, boring ride to your final destination.

If you don't know when or how to use an elevator speech effectively, that long, slow, boring ride is exactly how you're coming across to people you meet. They don't want to be on the elevator with you. They would rather take the stairs.

That thought's not good for business. Let's not think it.

Instead, remember what the purpose of an elevator speech is, which is to provide someone with your name, your company and a nugget or two of information that will both pique interest and strike enough of a chord that they will remember you later when you follow up with them.

Also remember what an elevator speech is not: It is not a full-on product sales pitch. It is an introduction to your company; an opportunity to share how what you do would be a good fit or asset to the person with whom you're speaking.

So, how do you make sure you only push the right button? You

have to Plan; Use control; Slow down; and, Have a single close to make sure your message is delivered as intended.

PUSH your speech

Plan. The fatal mistake that many business people make is to believe that because an elevator speech is quick and seemingly under impromptu pretenses, it doesn't need to be thought out or planned. That's dead wrong.

Even if the presentation is only 30 seconds or a minute, it is still a presentation. It needs a solid message throughout – something that can't happen if you haven't thought things through or practiced.

Use control. What you'll realize as we go along here is that discipline is a central theme. You have to use control over your natural instinct to vomit as much information as possible because of that clock burning time in your head. You also need to use control over your hand movements, voice level, and making sure you are engaged in the conversation effectively through eye contact and body direction (turned toward the person, standing confidently, etc.).

Remember, the sole purpose of your elevator speech is to make a connection and sell the person on believing you're someone they should know. Present yourself as such.

Slow down. Again, it's a control thing, but this is specifically about your speech. When we feel rushed, we talk faster (which would seem okay for an auction professional in most cases!).

Here, however, words jumble and messages crumble.

The easiest cure for slowing down, other than focusing on control? Focus on that planned piece of information you have. Concentrate on speaking about that one point. Knowing you don't have 10 other things to talk about will help you relax and easily deliver your core message. Once that point is made in a matter of a few moments, then it's time to hit the homestretch.

Have a single close. Okay, so you've planned and perfected your quick introduction, and you've mastered your main point so that you deliver it clearly. Now, it's time to put a big bow on things.

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Remember, the sole purpose of your elevator speech is to make a connection and sell the person on believing you're someone they should know.

Deliver a super action step for a close.

There are appropriate actions depending on your goal. Would you like to give the person a call for an appointment? Perhaps, you like to send them some information about something specific you discussed or simply get them on your general mailing list? It might just be leaving them a card with instructions on how to reach you.

The important factor here is to pick a single action. It's neat and clean, and doesn't leave the conversation hanging open awkwardly. Both parties know where things stand and what the expectation is moving forward.

Don't go at it alone

Albert Einstein is quoted as saying, "never memorize what you can look up." When it comes to an elevator speech, you want to have your own thoughts and words in order, but it also doesn't hurt to have a little help in PUSHing your message.

Carrying a small card (see page 13) that contains a couple of major points with you isn't bad at all – in fact, it may actually illustrate how organized you are if you're able to provide someone with information instead of only talking.

However, you won't want to stare at the card and read it word for word, just as you won't want the card to do all the talking for you. You're still selling you and your company, not just the card's information. Work that information into your speech, deliver it effectively, and you'll be headed in the right direction. ❖

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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! ❖

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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.

Getting unstuck

Why you can't get that copy written, and how you can.

We all have to do things that don't suit our talents or training.

I have to keep books, for example, even though I never took an accounting course. Auction professionals are often great at appraising values or navigating complex local, state, and federal regulations, but many lack training in how to write copy for their proposals, brochures, web sites, e-mail blasts and other media.

Yet, it has to be done, and there's rarely money in the budget to hire a professional copywriter. So, it becomes a do-it-yourself project. Sometimes, it goes easily enough. At other times, however, we get stuck. The words just won't come.

It happens to the best of us. I've been writing professionally for many years, and I get stuck all the time. Over the years, most of us learn a few ways to get rolling again. Here are some of my favorites:

Start in the middle. I spent the first decade of my career as a reporter on a newspaper that went through four editions in a day. Deadlines were real, and they were often minutes away. Sometimes, you had a great "lede" (journalism jargon for first paragraph, usually one sentence) in your head. But, when it wasn't there, we used a simple trick: We started writing with the second paragraph. With the pressure of a great opening relieved, we could relax and tell the story. By the time we got to the end, we generally knew what the lede needed to be. (Often, that "second paragraph" turned out to be a perfectly fine lede after all.)

Do more research. Sometimes your problem is that you're trying to write around things you don't know. Or maybe you just don't have enough information to make your copy compelling. If you try to press on with what you have, you'll end up with dull, passive, lifeless text that may not get the job done. Go back to the source and get what you're missing. Or, do some research that will shed light on your current piece. A brochure about a hunting property, for example, might come alive if you look up the deer harvest records for the area. A traffic count or area growth rates may bring some life to your copy about a commercial property.

Go tell somebody about it. My first writing mentor used to say, "Pretend you're telling your mama about it. That's your best story." He was right. Tell the story to your spouse or a co-worker. Saying it out loud and answering that person's questions can do more than anything I know to get you on track.

Look at a broader picture. Once, when I was having trouble making sense of some survey results for a client, I printed charts on all the questions and scattered them around on the floor. I walked around looking at the various charts until things began to make sense. Then I started picking up the charts, grouping the ones that seemed to shed light on each other. One of my co-workers thought I'd gone crazy, but it resulted in a great presentation and a happy client. Look at your asset in the broader context, and you'll be surprised at how it comes together.

Step away for a bit. We all know that procrastination is a bad habit that can get us into trouble. But,

When I'm really stuck, I'll leave it all behind and take a hike in some nearby woods along a nice creek. It nearly always works.

sometimes it just isn't there. You may be fatigued from lack of sleep, or preoccupied with another problem. Take a walk. Work out. Go to lunch. Do whatever it takes to clear your head. When I'm really stuck, I'll leave it all behind and take a hike in some nearby woods along a nice creek. It nearly always works.

Respect your body clock. I'm a morning person, so I try to

cluster my writing early in the day and push less demanding tasks to the late afternoon. Often, I'll struggle for an hour with something that might take me 10 minutes the next morning.

Whatever you do, don't panic. You've no doubt evolved in your own ways to get going. Add a couple of these to your arsenal, and you'll write better copy, probably in less time. ❖





Steve Proffitt

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

Ears, fears, and sellers

Ears and fears – we all have them. Have you ever thought about them in the same context? More particularly, think about them in relation to auction sellers and what they all have in common. Five principles and an example will make the point.

Word king

Language is the medium for communication that facilitates the flow of information between us. This gives language its pinnacle importance. Nothing means more to understanding communications than clarity in the words used. Oftentimes, however, communications between parties are confusing, with the result being misunderstanding, disappointment, and even harm. This not infrequently occurs in the Auctioneer-seller relationship.

All communications are potentially subject to issues, but oral ones can be even thornier than written. This is due to oral communications generally involving looser composition and requiring faster comprehension, which make spoken messages less subject to careful review than their written counterparts.

Understanding

There are two primary reasons communications fail. First, a speaker uses less than adequate language to express an intended message. Second, a listener fails to grasp the meaning that the speaker intended. Frequently, a combination of both factors underlies a comprehension breakdown.

It doesn't matter how correct a speaker is in communicating something to a listener. The success or failure of the communication will be determined by whether the recipient understood the information.

Differences

When a speaker delivers a message, he knows exactly what he's trying to impart. That doesn't

ensure the listener does. Even if the speaker uses clear, complete, and correct language, the meaning may not come through as intended. This can be due in part to the differences in people and their abilities to grasp a communication and retain it.

No two people are the same. As a result, everyone has a unique mindset through which information is filtered. This is why different people can interpret the same message in varying ways – which explains why sellers look at auctions differently than buyers, and why Auctioneers have a different slant than either of them.

Here's an example of how an Auctioneer's communication with a seller can become skewed.

Seller: "I'm really counting on this auction."
Auctioneer: "At the end of the day, you will have gotten the best prices for your things."

The seller means he is under duress and needs a lot of money from this sale to meet his needs. The Auctioneer may or may not recognize this, but she intends only to give a simple answer that reflects what an auction does. She means she will sell each lot to the highest bidder in the auction crowd.

Nevertheless, the seller may interpret this statement as a guarantee that the Auctioneer will get the top prices that might be paid anywhere for the goods. Furthermore, the seller may ascribe a guarantee of satisfaction to the Auctioneer's statement – something the Auctioneer never intended.

A misunderstanding between the Auctioneer and seller could result from both of them using nebulous language, instead of stating clearly what each meant. This indefiniteness could be exacerbated by the variance in their views of the auction. The seller sees the auction as an extraordinary event needed to solve a pressing problem by liquidating goods for maximum prices. The Auctioneer looks at the auction as a routine matter where the broad goal is always the same – to sell property and make a commission.

Self interest

A key reason for the seller's different interpretation of what the Auctioneer said is that this is what the seller wanted to hear. The seller doesn't care about the Auctioneer's interests. The seller's concern is solely with his own interests. His interpretation of the statement supports his interests. Given the chance, most people will readily interpret a communication in the manner that best serves them. To do otherwise might go against the listener's interests, and that would cause uncertainty which would undercut any sense of security. Human nature drives us to avoid that which would make us uneasy and to seek the comfort of security.

This explains why an Auctioneer shouldn't use language that might allow a seller wide latitude in interpretation. That interpretation might be far from what the Auctioneer intended. Auctioneers should be precise and accurate in crafting communications. Likewise, sellers should be encouraged to pay close attention to messages to enhance the chance for genuine understanding. Nevertheless, this solution could be undercut by another factor.

Fear

Many times Auctioneers are nebulous in framing communications to sellers because they feel the need to be. They fear being clear where they see the potential that accurate understanding by the seller might cause the Auctioneer trouble. In such a case, an Auctioneer will often bury a message in "general-speak" in hope that the seller doesn't catch on and a problem doesn't arise.

The Auctioneer in the example gave a simplistic response to the seller. She could have more fully explained her view of the auction like this:

"Based upon the desirability of your things and the effectiveness of the advertising you wanted, we're going to have a group of bidders at the auction. We don't know how many. You and I both

hope these folks will bid a lot to buy what you're selling, but there's no way to know that in advance and no guarantee of any particular outcome. What I can tell you is that, at the end of the day, you will have gotten the best prices for your things that the auction crowd would pay."

Part of the last sentence is the same as the example. Everything else is additional explanation. Many Auctioneers would not want to give this expanded explanation to a seller. They would fear that a hint of uncertainty or weak results might frighten the seller and trigger questions and issues they would prefer not to deal with – maybe even lead the seller to cancel the auction. Yet, everything stated in the longer explanation is true. Presented the right way, however, the message would not scare the seller off. Instead, it would inform the seller on the process and help prevent what could be an unpleasant surprise if the sale's results turn out to be disappointing. A statement by an Auctioneer like the following would give more information to the seller, while retaining an encouraging tone:

"We did all of the marketing you wanted, and that will bring a group of bidders to the auction. We don't yet know what they will bid for your things. The bidders will compete and set the market values. What we know is what we can do and that is to work hard to get the best results that we can from the bidders at the auction. We're going to do that for you."

Candor

Finally, Auctioneers should always use candor in their communications with sellers to ensure they are clear and helpful. The failure to communicate clearly, correctly, and completely on a key matter could be the path to trouble that could have been avoided.

Smart Auctioneers don't want trouble and work to avoid it. They do this by embracing the truth and using it to candidly inform sellers on important points because, after all, it is the truth – and we owe that to our sellers. ❖





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

Public benefits

A benefit auction is a public auction and must be handled professionally or risk liability pitfalls.

Question: Can I be held liable for problems related to calling a benefit auction? If so, what type of liability should I be concerned about?

Answer: Yes, Auctioneers should be aware of the risks associated with benefit auctions ("benefit auction"). From a legal perspective, there is no real difference between having a non-profit business, an individual, or a for-profit business as the client for an auction. There may be differences regarding who can sign the auction contract, verifying the client's authority, the terms of the auction contract, and other items of that nature. The essential point to remember is that a benefit auction is a public auction and must be handled professionally.

A non-profit or charitable business has its own separate legal status, just like for-profit corporations and limited liability companies. A non-profit or charitable business can sue or be sued the same as a for-profit businesses. An Auctioneer may be held liable for problems that come up relating to calling a benefit auction.

What type of liability should Auctioneers be aware of and thinking about? There are essentially three categories that Auctioneers should keep in mind. First, an Auctioneer could have liability to the client. This relationship is governed by the auction contract and the agency relationship. It is essential to have a written auction contract for every auction, including benefit auctions. If problems arise from the auction, a non-profit company could sue an Auctioneer for violating the terms of the auction contract, breach of his or her fiduciary duty, engaging in unauthorized activities, mishandling the auction funds, or negligence.

Second, an Auctioneer could have liability to bidders or buyers at the auction. These risks could include, for example, the condition and description of the goods, express warranties,

implied UCC warranties, negligence, products liability, or bidding irregularities. Third, an Auctioneer could have liability to the state licensing commission or the public. These risks could include, for example, not having the proper licensing (or the license lapsed), violating state or federal law, and violation of ethical rules.

From a legal perspective, there are also some unique issues to think about before conducting a benefit auction. First, if the Auctioneer will be selling donated goods at the auction, he or she should verify the receipt of the donated goods prior to the sale. There have been situations where a business said it would donate something and later changed its mind. Second, are the goods going to be sold absolute? Or will there be a reserve? If there will be a reserve, what will be the reserve? Third, who is insuring the items prior to the sale? It is possible that the goods could be damaged in some manner prior to the sale. This could be during transport or while bidders are inspecting the items. Fourth, there could be issues regarding collecting and handling the money.

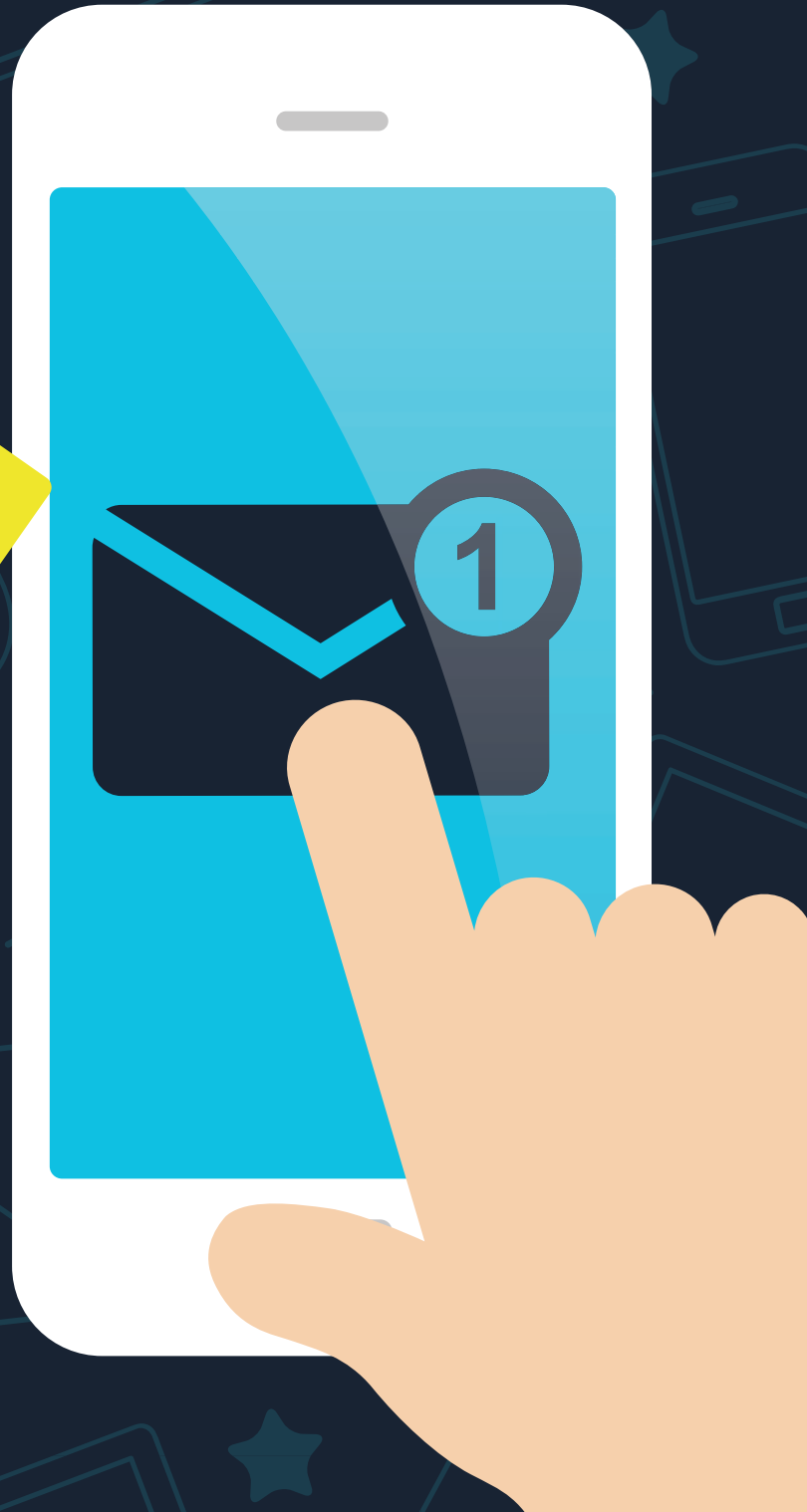
Some non-profits want their volunteers or employees to be involved with collecting and



RE: Diculous

Want to increase email marketing open rates? Here are **10** email subject lines you shouldn't use.

By Nancy Rigdon, contributor



Think of a professional email subject like a first impression. If the line isn't well received, a business lead could crash and burn, via a hasty delete. On the other hand, if you nail the subject, one thing could lead to another, and business is booming before you know it. And, as everyone knows, you get only one chance to make a first impression.

As the research team for leading marketing email service Contact Contact put it: "The words you choose for your email subject lines can have a big impact on whether or not the hard work you've put into your email will pay off. Spending a little extra time on your subject line will help you boost email open rates, avoid the junk folder and get your message in front of the right people."

As we roll into 2016, let's take a look at 10 email subject lines that auction professionals should avoid moving forward.

RE: About our conversation

Starting an email subject line with "RE:" is a devious tactic to bait someone into opening an email because it appears the sender has responded to prior communication. If the recipient does indeed bite, the individual will quickly realize he or she has been had and promptly delete the email. Instead of turning to a ploy, engage your audience, such as a prospective client, by highlighting what's unique and applicable about the email. *Try: 3 effective out-of-the-box auction marketing tactics.*

The Auctioneer You've Been Looking For

This email subject line has an overinflated ego. Instead of just telling someone you are the best, show them through examples why you are the best person for their situation. For instance, if you're pursuing a potential client, use a straightforward subject line that pinpoints an individual's need and how you can assist. *Try: Our tailored solution for the estate of John Doe.*

DEAL OF THE DAY

All caps comes on too strong – every time. When scrolling through an inbox, big letters are alarming. With face-to-face communication, the point a screamer is trying to make often gets lost due to tone, and the same holds true in the virtual world. A calm delivery commands attention – both in-person and over

email. With this particular subject, tone it down and also hint at something specific. *Try: Hot item: rare vintage chandelier.*

Every seller's dream come true!

Unless an email presents news that will secure an early retirement, resist this urge to gain opens through exaggeration, as reality will likely disappoint the audience. There's a saying that it is best to under promise and over deliver, and that definitely applies here. *For example, if you know of proven methods for increasing auto sales profits try: Are you ready for auto sales growth?*

ABC Auction Company Newsletter

There's a fine line between straightforward and boring, and this drowsy subject puts the public to sleep immediately. A subject must serve up a reason for someone to open an email, and stating a business name followed by a redundant word like "company" and a generic term such as "newsletter" doesn't cut it. Always ask yourself: If this wasn't about me, would I want to open it? In this case, tease the most interesting part of the newsletter. *Try: ABC Auction launches new division.*

ABC Auction starts online sales today to give customer another method.

This subject commits a trio of offenses: lackluster language, too long, and worse of all – too much information. The intro spoils the ending. Anyone reading this will know the company added online sales, so what reason is there to click and find out more? The alternate line from the prior example, ABC Auction launches new division, does a better job of piquing curiosity, which could improve open rates as well as engagement. *Try: ABC Auction starts online today.*

hey

You'll be lucky if this makes it past the spam filters into an inbox. If the message does appear before the intended recipient's eyes, it may never get clicked, considering the subject has become infamous for accompanying scam emails urging people to wire large sums of money overseas. If you want to go casual, quickly throw out something relevant to your email. *Try: tomorrow's lunch.*

Let's talk, Jane

The attempt at personalization actually is too intrusive, plus it's no secret that senders can subscribe to services that automatically spit out each recipient's name. Instead, impress your reader with a bit of research and custom-tailored thought, such as using the name of the recipient's company plus the discussion topic. *Try: Company A's appraisal needs.*

Important Reminder

While a sender may consider this line a quick way to alert someone to a pressing task, it comes across as rude. The recipient will intuitively realize the email serves as an important reminder, but pointing that out enters nagging territory. Instead, highlight what is important in a matter-of-fact way. *Try: quarterly report: due Tuesday.*

Happy New Year!!!

Not only is this obnoxious by way of punctuation and emoticon overload, but also, the words are too predictable. As you leave 2015 behind and kick off 2016, make a resolution to up your email subject line game. Push yourself to stand out from the

inbox crowd with captivating email subject lines, and don't be afraid to let your personality shine. You can still have a little fun with it. *Try: New Year, New You, New Auctions to Explore.* ❖



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Effective email marketing: More than an open



**You Have
1 New
Message**

High open rates are nice, but they may mislead you into thinking your marketing is good.

By Curtis Kitchen, NAA Director of Publications

Open rates are a close-minded, incorrect way of determining email marketing success these days.

According to an April 2015 article from email-marketing supernova Epsilon, mobile email opens have increased more than 180 percent in the past three years. That growth means more than half of all emails opened are now done so on a mobile device.

Maybe that doesn't sound all that impressive to you. If not, maybe you don't realize that the average working adult's inbox now takes 147 emails per day, according to Digital Marketer. That means more the average adult whizzes through more than 70 emails every day on their mobile device.

magic and conjured up a click out of the 70+ opens? There are usually several pieces in play.

A good subject line. Though preview panes can make up for a shaky subject (because consumers will sneak a peek at just about anything if they feel it won't catch their email or device a virus), a great attention-grabber usually gets your content in the door. There are some really terrible subject lines you should avoid (see page 22 for 10 awful offenders), so put some thought into being a little catchy but to the point. Always be to the point.

Message length, delivery style and tone. Now that you're in, don't blow your chance with 500 words of blah, blah, blah.

No matter how creative you get, remember the sole purpose of marketing is to convince customers to purchase your product or service.

Going further, recent email data from Constant Contact shows open rates continue to trend upward. It also should be known that platform tweaks by Google (Gmail) and other providers now allow for automatic image download. This is important because some email trackers count an "open" when the image is loaded, which means someone browsing emails in a preview pane on their mobile device may get lumped into the "open" group without ever clicking anything.

All of this is to say if you're still hanging onto email open rates as your lone source of email marketing success, you shouldn't be. In terms of reliable metrics, you should focus more on clicks. Clicks matter because they prove an action occurred. Your effective content – be it imagery, text, video, etc. – is what spurred that motivated action.

But, do you know what part of your email worked some

We've all heard how consumers have the attention span of a goldfish (if you hadn't, it's about six seconds) when it comes to message consumption, so make sure you neatly pack a crisp, easy message. If it's text-based, keep it as short as possible. People want a quick highlight package, not a novel.

Careful with the imagery. Many marketers incorrectly think boring content is only a concern for text. Not so. Cramming an email full of 50 images of land, equipment or personal property overwhelms the eyes just as much as a long letter with no paragraph breaks. Just one image is usually enough, and it has to be worked into the overall design as to not appear forced or clunky. Plastering it in the middle of your email and wrapping some text around it probably just won't impress anybody; not these days.

Call to action. Let's say you've convinced a consumer to

open your email, read it and love what you're selling. Great ... now what? Always be closing; that's what! Remember back to the beginning of your email marketing plan: What was the point of this piece? A click. So, whether it's a link to your sale, or a huge, shiny button yelling "CLICK HERE!" or something else with a strong action verb (e.g., PUSH, CLICK, GO, MOVE, RUN, HEAD OVER), make it easy for a consumer to finish strong and go where you want them to go.

Overall branding. Okay then, you've crafted a great subject, message, and action step to go with a beautiful piece of email creative... except... where's your logo? Or, why doesn't your name appear until halfway through the message? Or, your company's colors are blue, so what's with all the yellow or red?

No matter how creative you get, remember the sole purpose of marketing is to convince customers to purchase your product or service. Part of that process is building trust, which comes from familiarity. It's fine to stretch some custom designs once in a while, but keep your logo and company name at the forefront of everything you do so that your pieces are instantly recognizable.

Finally, clicks are valuable these days. Don't undervalue what it means that your message won out over so many others. Make sure your landing page is ready to go, including being responsive (i.e., can respond and look good on desktops, mobile device screens, etc.). And, check on your email marketing system. Are you able to track those clicks and see who clicked in order to follow up with them?

Those are some bigger challenges, but the most important one is the first one. High open rates are nice, yes, but until folks are clicking your message and moving down the conversion path, it's hard to say your email marketing is as effective as that rate might have you believe. ❖



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Need email help? Take advantage of NAA's Constant Contact program!

Perhaps you are ready to try something a little more than relying on your own email wherewithal to draw in potential buyers and sellers. Maybe you've had a little bit of success with email but know there's a lot more your email marketing could be doing to serve your business.

NAA and Constant Contact have teamed up to provide NAA members with exclusive membership benefits. In fact, NAA Auction Professionals have access to Constant Contact e-marketing solutions at up to 25 percent off.

Send emails, run promotions and get feedback all from one easy-to-use account. Email marketing can help you build stronger relationships with your clients to keep them coming back!

What NAA Members receive:

- 20% off six months and 25% off a year when you pre-pay. Prices start as low as \$15 per month.
- Free no-risk 60-day trial.
- Access to free branded templates.
- Industry-leading delivery rate – avoid getting flagged for spam!
- Free live phone support from product experts.
- Resources like "Why Email Marketing is the #1 Tool for Small Businesses" and "Email Marketing Demo."

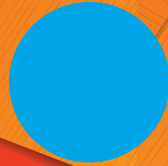
Sign up or start putting your NAA membership to use even more than you do now! Start by:

- Visiting the NAA Constant Contact page at www.auctioneers.org/constant-contact.
- Or, call (855) 815-5450, or email coach@constantcontact.com.
- Already a customer? Call (855) 854-8609 or email partnersupport@constantcontact.com and get your NAA discount!

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20 years

OF ST. JUDE

By NAA Staff



NAA members and children at St. Jude have been building relationships for the past two decades.



On a Thursday morning this past November, in a cozy, white interior hallway tucked inside the massive St. Jude Children’s Research Hospital, representatives from the National Auctioneers Association, St. Jude and ALSAC (the fundraising and awareness organization for St. Jude) gathered to celebrate the efforts of thousands of NAA members.

Spread over 20 straight years of the NAA St. Jude Toy Auction, countless fundraising initiatives, and invaluable investment into helping treat children’s cancer and support those affected by it, NAA members’ efforts were warmly remembered and rightly honored as everyone celebrated NAA’s achieving its fundraising commitment goal of \$500,000 in five years – and hitting that dollar figure in only three years.

That is truly incredible.

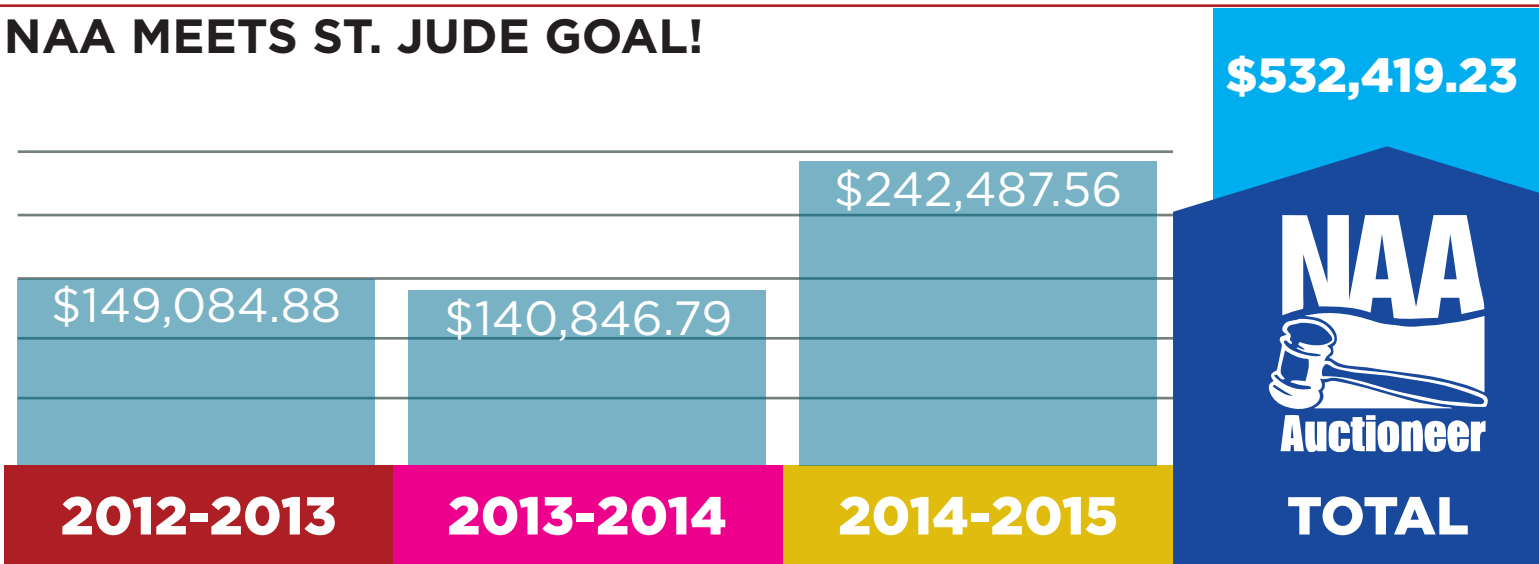
It’s hard to fathom how much has changed in the years since the St. Jude Toy Auction event began, but what isn’t hard to gather is how much the patients and families at St. Jude have treasured each year what NAA members have been able to provide in support.

The following pages bring to life some of the most recent event’s interaction, along with a look back over some images from past events.

While you look, please know you made a difference each time you took part in the fundraising effort.

You made all the difference. ❖

NAA MEETS ST. JUDE GOAL!



NAA staff and volunteers display the results of another great shopping experience at Target.

20 years

NAA CEO Hannes Combest, CAE, accepts the donor appreciation brick from ALSAC CEO Rich Shadyac



After shopping was complete young bidders claimed their prizes as adults directed the auction.





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

When Audrey was just 8 months old, she was found to suffer from neuroblastoma. Audrey's family was referred to St. Jude Children's Research Hospital®, where her treatment included chemotherapy, surgery to remove the tumor, a bone marrow transplant, radiation therapy and an antibody therapy. Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to 80 percent since it opened 50 years ago.

But on the last day of Audrey's treatment, scans showed the cancer had returned. "We were devastated," said her mom, Corinne. Audrey's continuing treatment at St. Jude has included chemotherapy, antibody therapy and a natural killer (NK) cell transplant.

Audrey's family is grateful for everything St. Jude has done for their family. "This has been so scary, but at the same time, it's taught me a lot of life's lessons," Corinne said. "And one of the biggest ones is just the goodness of people. I think that's exemplified through St. Jude."

In spite of everything she's been through, Audrey is a happy girl who loves to laugh and dance. "St. Jude saved my baby's life not once, but twice," said Corinne. "At night, I thank the Lord for the nurses, the doctors and the researchers at St. Jude."



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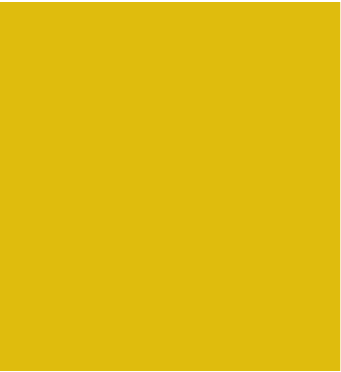
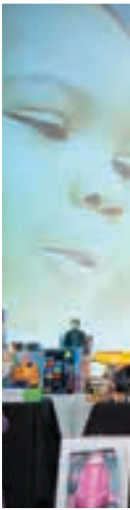
Audrey
age 3
Louisiana
neuroblastoma

©2015 NAA by Jean Children's Research Hospital (12/15/15)

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St. Jude Children's Research Hospital
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Finding cures. Saving children.

20 years

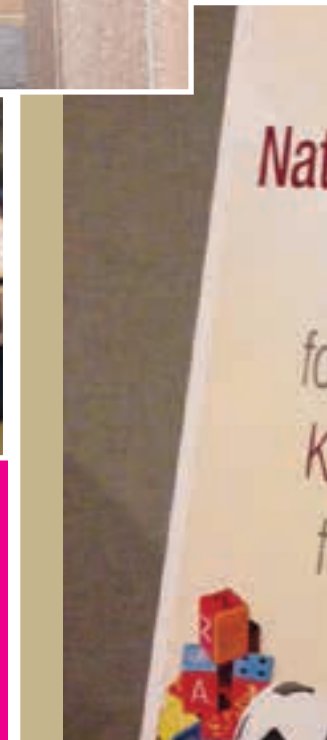


It was a life-changing week for everyone involved, including 2015 IAC champions Peter Gehres and Tammy Tisland (shown right).



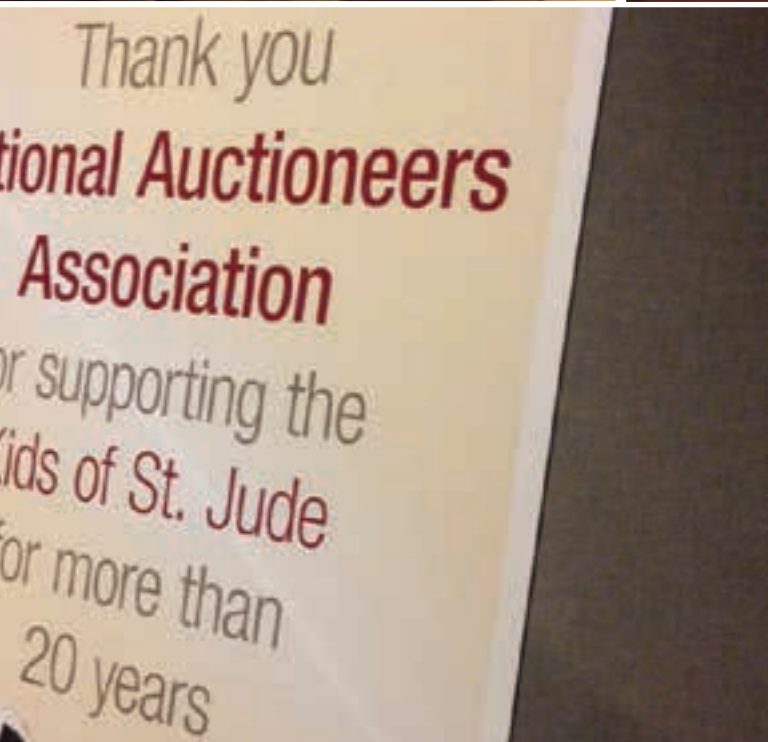
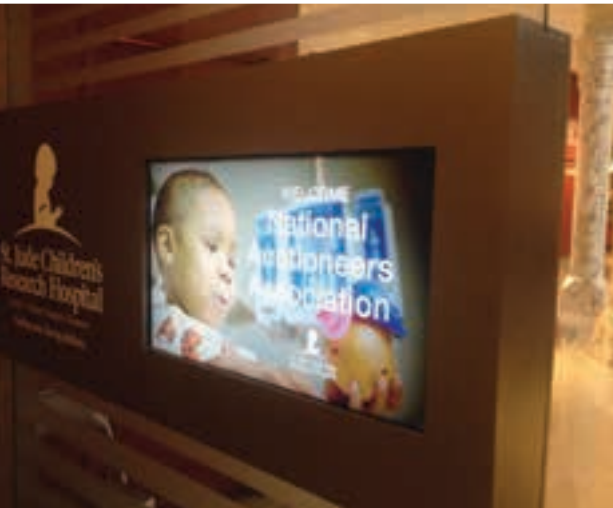


20 years

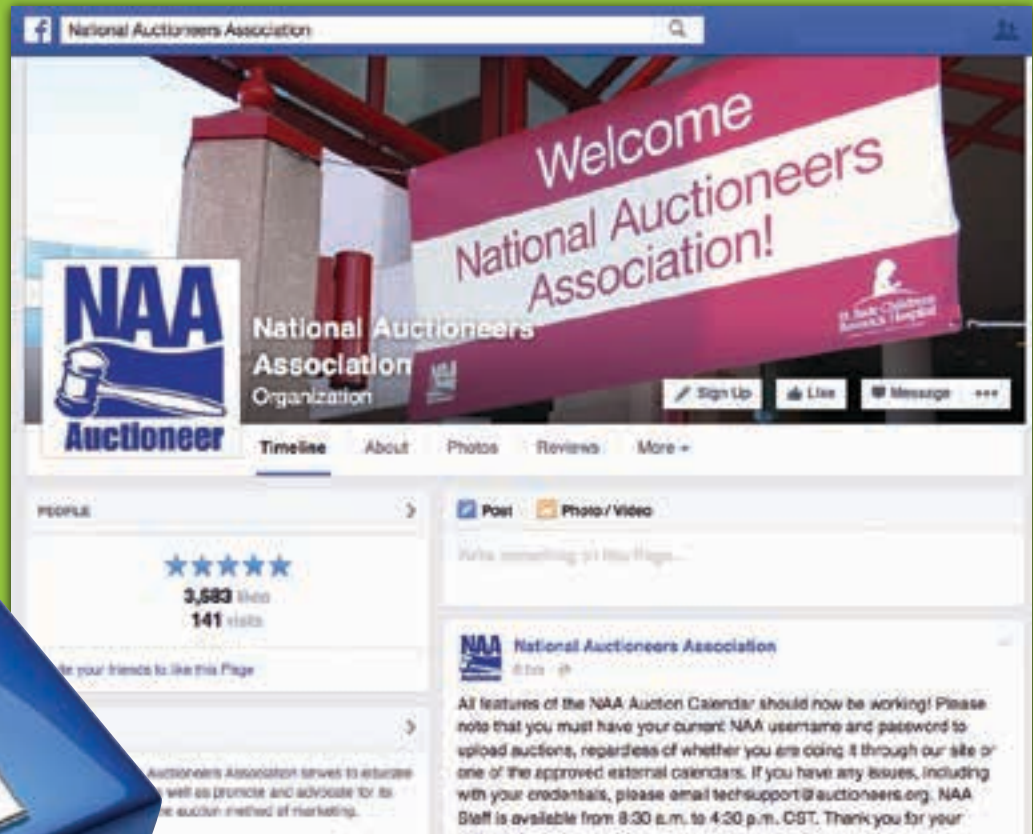


NAA staff and members were given a tour of St. Jude and saw the colorful ways patients and their families are supported.





JOIN. LIKE. SHARE.



...the NAA Facebook page!



Be a part of your Association's daily conversation, and share NAA with your industry contacts and clients!

Hard facts on what it means to be a volunteer

Your heart, your mind, your time, your energy. As a volunteer in the National Auctioneers Association, you don't just help drive your industry. You help drive the world around you.*



NAA members often ask: “Why should I be more involved with my association? Why should I find ways to volunteer my time?”

The answer: Why wouldn't you want to take part in or help lead something that already captured your heart? The first step is to join. The second, third and all the rest of the remaining steps you take should matter. They should matter a lot. Getting involved is a perfect way to make sure that happens.

The American Society of Association Executives (ASAE) keeps tabs on the entire country's massive amount of associations and their volunteers – paying attention to just how much volunteers matter in America.

For example, did you know that association members contribute their time? According to ASAE, over 90 percent of association members in ASAE's Decision to Volunteer study reported having volunteered within their organization in the past year.

In NAA, we know how much the auction industry dearly means to you as a member. We see it every time we hold an NAA event.

According to ASAE, associations saw an increase in the number of members volunteering, going from 31.9 percent to 44.8 percent in a year's time just a few years ago.

In NAA, our lists of volunteers – from event support, to a growing ambassadors program, to passionate instructors to committed governance and thriving committees – also continues to be strong, because of your willingness to take part.

According to ASAE, 30 percent of the people who volunteer their time do so through an association.

In NAA, it makes sense, right? When you volunteer in NAA, your time and energy is 100-percent committed to helping some of the folks you love best in life. Why wouldn't you want to do amazing things for those you care about!

According to ASAE, association members are more likely to volunteer for organizations in which they are involved than non-association members. Half of association respondents to an ASAE survey volunteer for one or two organizations, and the other half volunteer for three or more.

In NAA, we see the immense generosity of volunteers through their efforts when they take part in multiple projects or events at once. Hey, auction professionals aren't afraid of a little elbow grease and effort! It's one of the things that make this industry one of the best in the world!

According to ASAE, association members contribute money. In fact, association members are more likely than the general public to give to charities every year – 84 percent of the respondents in ASAE's Decision to Give study reported charitable giving compared to 70 percent of the general public.

In NAA, we are constantly reminded how charitable NAA volunteers are, whether it shown through members' local fundraising events or in support of NAA's philanthropic initiatives. Words don't describe how truly amazing NAA members are with their time ... and money.

All of this illustrates just how special NAA volunteers have been, are, and will continue to be. It is why NAA will continue its strong march toward its vision that National Auctioneers Association members will be the preferred auction professionals used in the marketplace. ❖

**Get involved with NAA! Contact support@auctioneers.org or call 913-541-8084 to find out how you can be a driving force in NAA.*

BOARD OF DIRECTORS DIRECTOR/OFFICER REQUIREMENTS

An NAA member who wishes to be elected as an Officer or Director of the association at the 67th International Auctioneers Conference and Show in Grand Rapids, Michigan in July must announce his or her candidacy by **4 p.m. Central time on February 29, 2016.**

NAA POSITIONS AVAILABLE

Vice President: One-year term. Will ascend to the presidency the next year. Must have served a full term on the Board of Directors, Education Institute Trustees, AMI Board of Governors, National Auctioneers Foundation Trustees or NAA Auxiliary.

Directors: Two are elected to three-year terms.

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

APPLICATION PROCESS

Complete position descriptions for Vice President, Treasurer or Director can be obtained by emailing NAA CEO Hannes Combest, CAE, at hcombest@auctioneers.org or going to www.auctioneers.org where the entire process is outlined.

The application process is outlined at www.auctioneers.org. It also can be obtained by sending an email to Hannes Combest.

Once an NAA member has reviewed the aforementioned information, he or she may run for election by first submitting a **letter of intent** answering these questions:

- Why are you interested in serving?

- How many years have you been a member of the NAA?
- What committees have you served on?
- What have you learned from serving on a volunteer board, if applicable?
- What state Auctioneer association(s) do you belong to?

Candidates must then submit **two to three sentences indicating how they demonstrate the characteristics of each of the competencies of the "Characteristics and Attributes of an Ideal NAA Board Member,"** which can be obtained in the information packet. They also must provide the Committee **three references** and

a **professional photo** of themselves.

After the Nominating Committee receives the above information, it will then interview the candidates and nominate **up to two candidates** for each position.

Candidates will be notified if they are being nominated by March 18.

Candidates who are not nominated by the Committee but still choose to run must notify the Committee of their intentions by April 1 in order to appear on the ballot.

Contact hcombest@auctioneers.org for questions.

2016 NOMINATING COMMITTEE

- Past President Tom Saturley, CAI - Chair
- President Spanky Assiter, CAI, AARE
- Vice Chair, EI Trustees Peter Gehres, CAI, CES, GPPA
- National Auctioneers Foundation Vice President Mike Jones, CAI, BAS, GPPA
- State Representative from Michigan William Sheridan, CAI, AARE, GPPA

NAA EDUCATION INSTITUTE TRUSTEE CANDIDATE REQUIREMENTS

NAA members and designation holders who wish to be considered for a position of Trustee for the NAA Education Institute in 2016 must submit information declaring their interest by Feb. 29, 2016.

Two (2) new Trustees will join the Education Institute as of the 2016 Conference and Show in Grand Rapids. Terms are for three (3) years, and Trustees are expected to take a very active role in the plan-ning and implementation of education efforts of the NAA. EI Trustees plan the educational activ-ities of the NAA, including designation programs such as CAI, AARE, ATS, BAS, CES, GPPA and MPPA, summits and educational offerings at Conference and Show.

TRUSTEES MUST MEET THE FOLLOWING REQUIREMENTS:

- Must have been a member of NAA for 5 years
- Have an NAA designation (CAI, AARE, ATS, BAS, CES, GPPA or MPPA)
- Submit a letter confirming a commitment to serve
- Attend the International Auctioneers Conference and Show

TRUSTEE CANDIDATES SHOULD BE AWARE THAT:

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

CANDIDATES MUST SUBMIT ALL OF THE FOLLOWING BY 4 P.M. CENTRAL TIME ON FEB. 29, 2016:

1. A signed letter of intent to seek a trustee position
2. A brief response (75 words) for each of eight questions listed below
3. A color photograph of yourself

4. The following profile information:

- Number of years in the auction profession
- Number of years as an NAA member
- Work history
- Education
- Prior volunteer activities

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

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

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

Please remember that we need all information by 4 p.m. Central time on Feb. 29, 2016. Please email the requested information to: education@auctioneers.org.

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Ambassador Spotlight



Name:
 James (JimBo), CAI, CES, GPPA;
 and Chris Logan, CAI, CES

Who we represent:
 Logan Auction Service, Inc.

Where we call home:
 Clyde Park, Montana 59018

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

“Our best experience was our first NAA Conference and Show in Nashville. The next best was attending CAI together. The friends we have made along the way are priceless.”

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6 crucial social media tools for auction professionals

The latest NAA iSeries whitepaper examines Facebook, Twitter, Instagram, YouTube, and more, and it's available for free download!

By Curtis Kitchen, NAA Director of Publications and Trade Show

No more “small” talk. If you listen long enough to technology discussions – and, it doesn't take long – involving family, friends, and business colleagues, someone invariably notes at how the world just doesn't seem very big anymore because things are “too connected.”

Count me in as believing one person's “too connected” is another's “opportunity.”

There has never been another time in our history when we have had such an incredible ability to reach new clients or the general public. Sure, the number of tools out there has exploded, and that part can be overwhelming – I'll give you that. However, the conversation has thankfully overcome its fear that if you aren't using every tool, then you're missing out.

Marketers now have enough success examples to which they can point where target quality in social media marketing was more important than the number of tools used. This is true even within the auction industry and NAA, where members have shown strong results using as little as a single platform to successfully draw a significant number of qualified bidders to a sale.

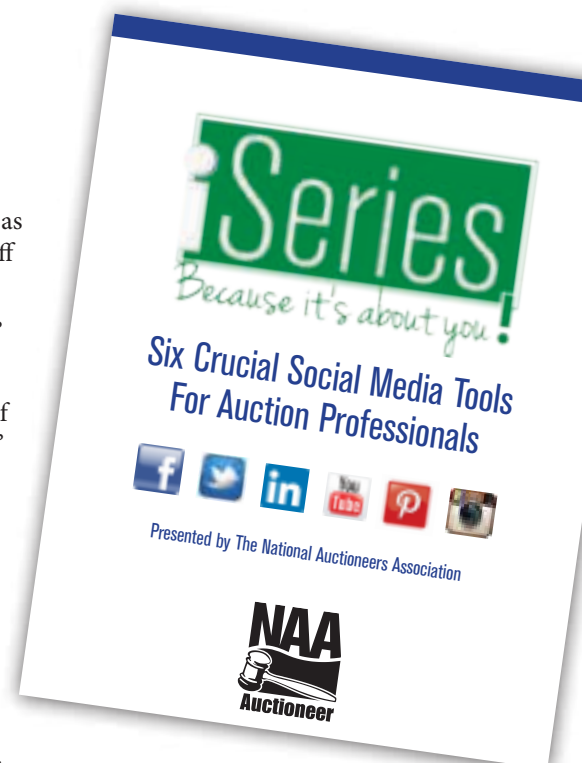
Personally, what intrigues me most in this and other examples is how far today's reach goes. “Too connected,” when channeled, means delivering a targeted message as far as someone wants to reach with it. It means company size and huge budget are no longer the hard, separating factors they were once; not when the smallest company can get worldwide attention because of its deliverable talent to go viral.

Even going viral isn't as black magic or one-off lucky as it once was. In this age of sharing, app and mobile technologies have sprung on the basis of “the more, the better” in terms of users. That line of thinking has paid handsome dividends as user numbers skyrocket among popular apps and platforms.

For auction companies of all sizes, those user groups are very much in play – it's just a matter of knowing how to use the social media tools effectively. Therefore, we have picked out the six tools we believe NAA members stand to benefit from the most. Again, it doesn't mean we think you should use every one, but it means picking one, two, or more of them and making them work for you.

Most of them can accomplish what you want without you spending anything more than your time (though, a few dollars will only help expand your reach even more). We encourage you to expand your reach, just like the biggest companies in the world are doing.

Social media marketing is a level (and still developing) playing field, and there is certainly room for auction professionals to take part. ❖



Willing and able

Philip Gableman has prioritized client services from the moment he entered the auction industry. That decision has never let him down.

By Nancy Hull Rigdon, contributor



Philip Gableman (center) graduated from auction school in 2008 and knew he would be in auction for the rest of his life.

Philip Gableman was a construction worker and college student with aspirations of trading on Wall Street when auctioneering found him.

The year was 2006, and he had started dating Jennifer Mensler, ATS, whose aunt and uncle, Susan Doyle, CAI, ISA, and Robert Doyle, CAI, ISA, CAGA, CES, own Absolute Auctions & Realty in Pleasant Valley, New York.

“It started with just helping out at live auctions. That turned into Saturday nights too, and then it was, ‘Oh, can you come

in during the week too?’ I turned part-time, then full-time, and then one night we went to dinner to talk auction school,” Gableman, CAI, GPPA, says.

He graduated from Texas Auction Academy in 2008 and has never looked back.

“I love this industry. I knew from my early days helping at auctions that I would do it for the rest of my life,” he says. “I originally wanted to trade stocks because I was attracted to the exchange of goods and services and the dynamic aspect of the



GABLEMAN

“The number of people we’ve been able to help is amazing. When you hear, ‘You guys did a fantastic job,’ it’s an incredible feeling.”

job, and I’ve found those same aspects and more in auctioneering.”

Today, Gableman, who has a bachelor’s degree in business management and marketing, holds the title of Auctioneer & Personal Property Coordinator at Absolute Auctions & Realty. He focuses his time on business development and managing field staff.

“No two days ever the same – there’s no monotony,” he says. “Every day is a lot of fun. So many people hate their jobs and can’t wait to leave at 4:30, and I love my job so much that I’ll sometimes want to stay until 7 at night.”

He feels fortunate to be part of a family business where he works alongside his longtime girlfriend, Mensler, as well as his brother, Paul Gableman.

“We work close together, respect each other and know we can rely on each other. That allows us to move fast, and that in and of itself allows us to operate very efficiently,” he says.

The greatest rewards of his career, he says, are tied to client moments.

“The number of people we’ve been able to help is amazing,” he says. “When you hear, ‘You guys did a fantastic job,’ it’s an incredible feeling.”

Through the years, he’s realized the value of prioritizing client services.

“The relationships in this business are the most important aspect, although it’s an often overlooked detail,” he says. “You have to be understanding and fair. Without that solid relationship at the base, people won’t trust you, and without trust, it’s tough to get anything accomplished.”

Absolute Auctions & Realty is known as an early adapter to online auctions, which has led to Gableman serving on the committee for the NAA’s Internet Only Auction Summit for Real Estate. His NAA involvement has also included serving on the CAI committee. Additionally, he continuously looks for ways that his state association, the New York State Auctioneers Association, can collaborate with the NAA.

Gableman owes much of his auctioneering success to the NAA, he says.

“The networking has been a huge benefit. I’ve built so many relationships in the NAA, and now, some of my closest friends are people I met through the NAA,” he says. “I can pick up the phone and call my NAA colleagues for advice at any time to bounce ideas off of them and gain new perspectives, and that is invaluable.”

He continues, “I signed up for the NAA the second I started my auctioneer career because everyone in the industry that I looked up to encouraged me to do so, and taking that advice is one of the best decision I’ve ever made.” ❖



Two ears, one mouse

The number of social marketing faux pas seems to be rising despite marketing strategies supposedly getting sharper. Why? People don't socially listen.

By Curtis Kitchen, NAA Director of Publications and Trade Show

“I think that the emergence of social media platforms and the immense connectivity this brings to market unfortunately shines the spotlight on brands that don’t do their homework.”

Way back in the day, like two years ago, it seemed one would occasionally hear of a major social media fail by a brand. We’d point and laugh in disbelief at how anyone could be so tone deaf, insensitive or downright ignorant in their social dealings with the public.

Remember the epic and infamous Facebook meltdown by Amy’s Baking Company that saw the brand burn faster than forgotten bread? In a single fit, the company managed to resort to name-calling and try to invoke celestial favor against Facebook commenters and Reddit users.

Or, how about in 2014, when DiGiorno unfortunately managed to drop its hot brand all over the floor by misusing the Twitter hashtag #whyIstayed – a nod toward the domestic violence conversation – by replying “#WhyIStayed You had pizza.”

Yikes.

As more of those examples make it to the public forum, it becomes hard to think that social media strategists, public relations teams and marketing departments have improved their ability to gauge public waters. After all, that’s what experience is supposed to do, right? We should get better at something over time? If so, then why are we hearing about it more often?

It’s pretty simple, really: The people put in charge of social media things, regardless of age, experience, or wisdom all have a common flaw: They don’t socially listen. They wade into the deep end of social conversation and eventually sink because they didn’t wear a preparation lifejacket.

“I think that the emergence of social media platforms and the immense connectivity this brings to market unfortunately shines the spotlight on brands that don’t do their homework,” said Alex Greenwood, principal of Kansas City-based PR firm AGPR. “By that, I mean brands with sloppy, expired or just plain untested messaging and poor social media community management training. It’s one reason I preach that public relations professionals are very good at social media community management and content strategy.

“We know how to package information and messaging in such a way that it does not offend, confuse or impugn brand credibility. Marketers struggling with this should seek out a good PR pro colleague or firm to help test messaging or set up training.”

Though famous rants or extreme mishaps often garner the most attention, it’s a more subtle form of tone deafness that plagues many more brands. Often, it’s the case of trying to prepare for every possible conversation before it happens and having a quick, legal-approved answer – something that sounds quite good on paper but rarely works in real-time.

“There is a very “broadcast oriented” message strategy that is the most egregious. Rather than actually addressing what is being said by a customer via social media, marketers are pulling lever A, B or C in response – whether it be to a crisis, general inquiry or even a day-today interaction,” Greenwood said. “I see brands large and small, playful or corporate in tone; they get into an obvious broadcast mode. It’s a one-way communication, which is not what social media is supposed to be.”

In the end, the tone deaf issue is a completely avoidable one. Companies and brand managers simply must make the effort to listen more and respond in a manner that today's consumers' expect – which is to be as forthright as possible in a sometimes uneasy environment. Consumers expect a person on the other end of the brand.

According to Greenwood, there are varying levels of mismanagement. One sticks out more than others to him due to personal experience.

“The worst offenders are brands that set up a Twitter account specifically to deal with ‘customer service’ and either populate it with vague, often infuriating, canned statements telling you to call a toll free number,” he said. “Or, worse than that, they leave it unattended for hours or even days on end.

“I just had that happen with a very large, well-known brand when I bought a new refrigerator and dishwasher. The delivery was four hours late, and I tweeted to them several times. Never heard back. Not once. I can tell you it did not add to my brand loyalty, though it did raise my blood pressure. My alternative was navigating a series of recordings on a toll free number.

“The brand would be better off to delete their Twitter account and quit pretending they care. Just put a toll-free number on the website and move on.”

In the end, the tone deaf issue is a completely avoidable one. Companies and brand managers simply must make the effort to listen more and respond in a manner that today's consumers' expect – which is to be as forthright as possible in a sometimes uneasy environment. Consumers expect a person on the other end of the brand.

“Leave the auto-pilot off. Respond to engagements--even if the response is “I don't know – yet,” Greenwood said. “Most of the time, customers just want to be heard. If there's a problem, often a listening ear solves the majority of the issue.

“But, don't operate on the pretense that you are listening and you care if you do not have the properly-trained staff to do so. It will backfire.” ❖





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2016: The Year of You

In preparing for the year ahead, don't leave out personal growth. It could be your most important plan.

By NAA Staff

When we think of plans for an upcoming year, we mostly think along business development – staff, budgets, brand, etc. The elements to those pieces are often complex and take up a lot of time, which leaves next to none for your one of your business' most critical components: You.

Having a personal development or personal business plan is key because it provides you the opportunity to reflect on your direction, your skills set, and your overall well-being. All of these things tie back to what you provide to your business.

When we don't pay attention to those aspects, we are often left wondering what our purpose is, or why things are such a grind when there doesn't seem to be any progress. A personal development plan keeps us engaged in the present, while reminding us why those present things are important for the future.

So, what goes into a personal development plan?

First, determine what you want to be and define it in a Mission Statement. For NAA, the Mission Statement is: "The National Auctioneers Association exists to provide critical resources to auction professionals that will enhance their skills and successes." This statement was derived from many conversations centered on what the NAA wants to achieve both in its short and long-term goals. For you, a personal mission may resemble something like: "I choose my words and actions in a manner that benefits my family, friends and the world around me." Or, it can be more specific: "I will be a positive influence on those around me through my daily words and actions at home and at work." Your statement should reflect who and what you want to be.

Your mission is probably different than that, but what is important to notice is the action-oriented voice of your statement. This will be the core of your detailed plan. It needs to be a leading power statement; one that you will refer to as you meet and set new goals through the year.

After setting your mission statement, expand from there. Develop three, four or five core values that fit your mission. For example, if you want to be a positive influence in the workplace, how will you do that? Can you do it physically, emotionally, or mentally?

Is there a core work value you would like to be known for such as treating all clients in a particular way? Document those.

Then, under each core value, determine two or three goals. Put action steps in place that will help ensure you continue to develop and live up to your core values that fall in line with your overall mission statement. If it is a personal physical goal, maybe you lead a staff workout session or encourage activity during the day. Or, if it is your work values, perhaps you set a goal to make sure you are on time for all meetings, and that you always end employee interactions with a respectful comment or "thank you."

Once your list is set, it's time to build in accountability because, let's face it, there will be many days in the coming year where you won't care or remember to refer back to your personal development plan. To hold you accountable, form a group of 4-6 people you respect and trust. Tell them about your plan. Have them look it over for you. And, set a time once per month to check in with them about how your plan is working and if any adjustments are needed. Some days, this personal Board of Directors will be as important as the plan itself.

And finally, now that your plan and your people are in place, set a timeline. Your goals should all have a timeline, and your regular check-ins will help as well. However, set deadlines and strive to beat them. This will move you forward and leave time for new goals to be set. Goal achievement, especially within the construct of personal development, is one of the biggest and best benchmarks. Keep setting and hitting your goals as they are defined with in your mission statement, and you'll be well on your way to being the person and business you want to be in the coming year. ❖

2016 Goals

- 1.
- 2.
- 3.





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“Mass”ive pull

Once Damien Massart rejoined the family business, a tradition was cemented.

By James Myers, contributor

Damien Massart grew up going to the NAA International Auctioneers Conference and Show. Only 43, Massart believes he’s gone to at around 35 of the annual events.

“Growing up as a child, that was our family vacation to go to the convention,” said Massart, CAI, BAS, GPPA, president of Massart Auctioneers Inc.

The tradition has carried forward as Massart and his wife, Michelle, CAI, BAS, take their three children to Conference and Show every year. But, it almost didn’t work out that way.

While Damien worked at his father’s auction business throughout high school, he felt a pull to do something different with his life.

“I wanted no part of the auction business,” he said, growing up witnessing the long hours his parents put into creating a thriving business. “I didn’t want to do it for a permanent job.”



Michelle and Damien Massart take their three children to conference and show every year.

After graduating high school, the Green Bay, Wis., native headed off to the Navy, actually following in his father’s footsteps in that respect. He spent the next four years of his life in the service, picking up some responsibility skills and mulling over his future. He said something “ticked” while he was in the Navy and decided that

when he finished his enlistment, he’d head home to the family business.

“When I came back I jumped in with both feet,” he said of joining the family business in 1995.

He still can’t pinpoint exactly what it was that made him change his mind about the auction industry, but he had expert guidance from his mother, Pat Massart, CAI, BAS, CES, GPPA, who passed away in 2008 and was posthumously inducted into the NAA Hall of Fame in 2012. He also had his father, Bob Massart, CAI, AARE, CES, MPPA, who, with his wife in 1974, converted an old dairy building into an auction house and effectively established Massart Auctioneers, Inc., in Green Bay.

“The success that I have is a direct result of being an NAA member. The things you learn at the conferences, the classes, the ATS (auction technology specialist) class was lights out; stuff you learn just blows your mind.”



DAMIEN MASSART

Their weekly Thursday auctions continue to this day.

Damien and Michelle bought the business from Bob in July; however, the patriarch still comes to work everyday, said Damien.

Michelle, a former banker, began attending auctions when she and Damien were dating in 1998. She had never been exposed to the auction industry before dating Damien. “I couldn’t understand them,” she said of the bid calling. Nevertheless, she worked the auctions as a cashier, began meeting all the regulars and found herself having a good time. She saw for herself a role working behind the scenes – never in front of the crowd.

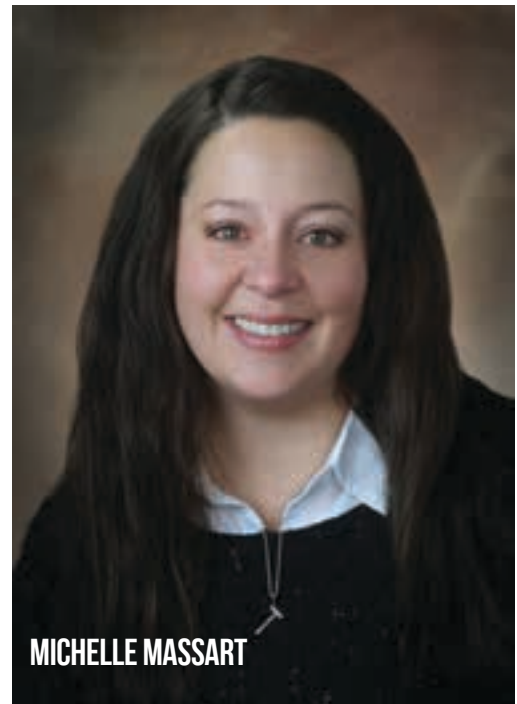
“I went off to auction school and did better than I thought I was going to do,” she said. “Now I’m calling auctions on top of everything else. I never thought I’d get up in front of everybody and do (the bid chant).”

Damien is the current NAA ambassador to Wisconsin, a role he gladly accepts.

“The success that I have is a direct result of being an NAA member,” Damien said. “The things you learn at the conferences, the classes, the ATS (auction technology specialist) class was lights out; stuff you learn just blows your mind.”

Michelle said their business is completely family oriented; even clients feel like family, something she didn’t experience as a banker. The NAA and the Wisconsin Auction Association also help to promote that family feeling.

“I don’t see myself going anywhere,” she said of their futures. “We’ll be here until we retire.” ❖



MICHELLE MASSART



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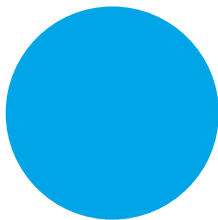


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Sources: 2012 Mendelsohn Affluent Survey, adults 18 or older, HHI \$100,000 or more; September 2012 ABC Publisher's Statement (print copies only)



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 Complete this form and return with payment to: NAA Membership, 8880 Ballentine, Overland Park, KS 66214

1

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

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The NAA's programs and benefits are designed to help you – the auction professional – promote and grow your company. Here's how we can help:

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Maybe you're looking for new ways to market your company and auctions!

Our online **PR Toolkit** at auctioneers.org includes access to the NAA Media Guide, state media directories, the NAA logo and customizable PowerPoint presentations. You can also customize your profile on the **Find an Auctioneer** online directory, where consumers can search for auction professionals by company, specialty, location and more! Add another resource to your marketing toolbox when you promote your clients' auctions at no cost on the exclusive **NAA Auction Calendar**.

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Mission

The National Auctioneers Association exists to provide critical resources to auction professionals that will enhance their skills and success.

Vision

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

Code of Ethics

The NAA Code of Ethics and its accompanying Standards of Practice guide members in the performance of their professional responsibilities and duties. Read the complete Code of Ethics at auctioneers.org.

Millennials Embrace Mobile Apps for Holiday Shopping

Wanderful Media's annual survey reveals latest mobile habits amongst holiday shoppers

LOS GATOS, Calif. (Nov. 17, 2015) – Wanderful Media™, has released its 2015 Annual Holiday Shopping Survey. The findings feature insights on the role mobile plays in holiday shopping, and specifically for millennial shoppers.

Of the millennial holiday shoppers, 92 percent said they use their mobile phones while shopping, compared to 73 percent of all shoppers who were surveyed. All shoppers, including millennials, primarily use mobile to find deals, coupons and/or promo codes for stores nearby; compare prices from other stores or online; and find store locations.

The survey also found mobile shopping apps are popular, since 78% of millennials said they are willing to use shopping apps this holiday season – compared to 67% of all shoppers surveyed.

More than 80 percent of millennial holiday shoppers said they are interested in mobile app notifications on holiday sales, while about 65% of all surveyed either receive – or would consider signing up to receive – mobile alerts on the latest deals.

While 57 percent of all surveyed prefer to shop alone, millennials are 94% more likely than all others to shop with friends or family members.

Other key findings include:

- * About 72 percent of all the shoppers surveyed, and 79 percent of millennials, would be motivated to take a photo of their receipts with a mobile phone and submit it for a rebate of \$10 or less.
- * For a rebate of \$5 or less, 56 percent of all shoppers, and 64 percent of millennials, would take a photo of their receipts.
- * About 10 percent of all surveyed said they would not take a photo of their receipt and submit it for a rebate, while only 2 percent of millennials shoppers said they wouldn't.
- * Nearly half (49 percent) of shoppers surveyed plan to spend at least \$500 on holiday shopping this year, while closer to one-third (36 percent) of millennials plan to spend at least \$500.

While all holiday shoppers surveyed said newspaper circulars (weekly ads bundled in a newspaper) are the best source of information for finding holiday sales, millennial shoppers ranked newspapers much lower and said emails from stores are the best source.

All Holiday Shoppers:

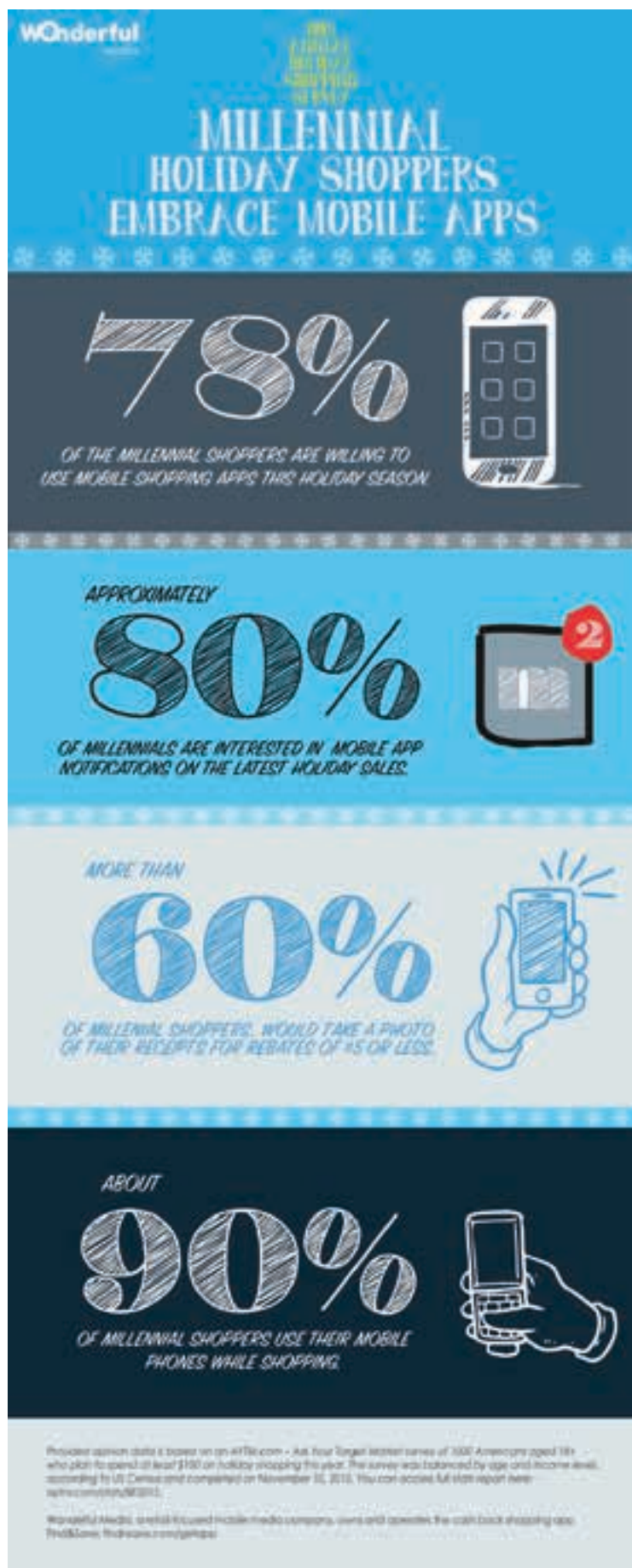
1. Newspaper circulars (weekly ads bundled in a newspaper)
2. Emails from stores
3. Ads delivered by mail
4. Television commercials
5. Websites or apps that show sales from multiple retailers
6. Friends, word of mouth
7. Online store circulars
8. Individual retailer websites or apps
9. Social media (Facebook, Twitter...)

Millennial Holiday Shoppers:

1. Emails from stores
2. Websites or apps that show sales from multiple retailers
3. Social media (Facebook, Twitter...)
4. Individual retailer websites or apps
5. Friends, word of mouth
6. Ads delivered by mail
7. TIE: Online store circulars
8. TIE: Television commercials
9. Newspaper circulars (weekly ads bundled in a newspaper)

About the survey

Provided opinion data is based on an AYT.com – Ask Your Target Market survey of 1000 Americans aged 18+ who plan to spend at least \$100 on holiday shopping this year. The survey was balanced by age and income level, according to US Census, and completed on November 10, 2015.



Aggressive marketing leads to strong response, big sale



This building at 55 Ferncroft Road had an opening bid of \$3 million and finished at \$5.3 million – a good result for both buyer and seller.

“This acquisition enhances our growing portfolio of trademark properties throughout Greater Boston and the increasingly hot 95 suburban market.”

Danvers, Mass. (Nov. 16, 2015) - Tranzon Auction Properties and U.S.-1 Ventures are pleased to announce the successful auction of 55 Ferncroft Road, in Danvers. The auction sale held on November 12, 2015 concluded with a high bid of \$5.3 million by U.S.-1 Ventures.

This bank-owned asset was aggressively marketed by Tranzon Auction Properties starting Oct. 2, and the multifaceted marketing campaign generated very strong response. “Eight parties registered for the auction, depositing \$100,000 in certified funds to be a qualified bidder,” says Mike Carey, Vice President at Tranzon Auction Properties. “After asking for \$5 million to open the auction, our President, Tom Saturley, accepted an opening bid of \$3 million and proceeded briskly to \$5.1 million, at which point bidding slowed.

“We took a brief break to consult with the seller and with U.S.-1 Venture’s assistance were able to increase bidding to \$5.3 million and say sold. This is a good result for both buyer and seller.”

“This acquisition enhances our growing portfolio of trademark properties throughout Greater Boston and the increasingly hot 95 suburban market,” said Christine Diarbarkerly, Director of Development for U.S.-1 Ventures. “We are excited about increasing our presence in the North Shore/95 suburban market.

“I’m looking forward to activating the ground floor with some new retail tenants, specifically by adding a fitness center and dining options. We are already fielding calls from tenants looking to occupy some of the vacant space.”

Kevin Diabarkerly, U.S.-1’s representative at the auction, was thrilled after the bidding ended.

“We couldn’t be more pleased with this purchase,” Diabarkerly said. “We’re financing through Northern Bank and Trust and closing as soon as we can.”

The property, located in the Ferncroft area of Danvers, is a 108,000+/- office building currently 30%+/- occupied. After seeing post-recession contraction, the suburban office market is generating renewed vitality and interest from large and small landlords and developers. ❖

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Two records set at California & American Fine Art auction



\$54,000



\$45,000



\$36,000

PASADENA, Calif. – On Tuesday, Oct. 20, John Moran Auctioneers opened the doors on their second and final California and American Fine Art Auction of 2015. The curated sale featured over 230 lots of American works of art spanning from the 19th century to the contemporary, with bidding available online via LiveAuctioneers, Invaluable and Bidsquare.

In-person attendance at the event was strong, and reserved telephone lines were at capacity for a number of the evening's top lots; because of robust attendee participation, a relatively modest 12 percent of sales were achieved via online platforms. Sales for top-tier California artists were strong, with two new auction records set for prominent 20th century women artists.

Attendees of Moran's Oct. 21 California Fine Art Auction were presented with a number of quality choices by top-tier artists. One such work, San Diego-based Maurice Braun's (1877-1941) "Nocturne", was very well received by Moran's buyers; the verdant impressionist composition depicts a pair of hilltop eucalyptus trees against a hazy rolling backdrop. "Nocturne" was offered for \$20,000 to \$25,000, and earned \$36,000 thanks to competition between multiple absentee bidders.

Jack Wilkinson Smith (1873-1949 Alhambra, CA) was represented in Moran's catalogue with five works; one coastal composition featuring pink-tinged clouds above an expanse of crashing waves proved especially popular with buyers. An online buyer proved the successful high bidder, taking possession of the work for \$18,450 (estimate: \$10,000 to \$15,000). Franz A. Bischoff's poppy and lupine-studded landscape from the Jim and Lauris Philips Collection in San Marino, CA was brought to the block with a \$10,000 to \$15,000 estimate, and exceeded all expectations after the bidding on the floor outpaced that of the interested phone buyers; the bidding topped out at the \$22,800 mark.

One of the top lots for the evening was a richly patinated bronze sculpture by Cyrus Edwin Dallin (1861-1944 Boston, MA), titled "On the Warpath". The work, modeled with a Native American man on horseback, was conservatively estimated to bring \$15,000 to \$20,000, which was quickly outstripped thanks to a phone bidder, bringing a surprising \$54,000.

Happily, Moran's October event saw two new records set for 20th century California women artists. The first was for



\$22,800



\$16,800

Joane Cromwell's (1895-1969 Laguna Beach, CA) historically important work "Laguna Beach Festival Of Arts". Cromwell herself served on the Board of Directors and as a Juror of the Laguna Beach Art Association and was integral in the organization and growth of the festival. Dating to 1936, "Laguna Beach Festival Of Arts" depicts the fourth Laguna Beach Festival, and the third and final time it was held on El Paseo Street, adjacent to the Hotel Laguna.

The artist placed Frank Cuprien, a long-time member of the Laguna Art Association, directly in the center of the composition, and populated the rest of the scene with exhibitors, festival-goers, and families alike, giving the piece an overall warm, communal feel. The painting was offered with an initial \$20,000 to \$25,000 estimate, and established the new record with a \$22,800 selling price.

The second record was set for a work by Anna Katharine Skeele (1896-1963 Monrovia, CA), titled "Pueblo Life, Taos". Depicting two women collecting water from a stream, the composition is an excellent example of Skeele's fond depictions of everyday life in the Taos Pueblo, boldly



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\$6,600

executed in the artist's color-saturated modernist style. Skeele spent many summers working and living among the Taos Indians, and the paintings she completed there have become the most defining subject of her artistic career. "Pueblo Life, Taos" tripled its high estimate, realizing \$45,000.

Excellent prices were also achieved for modern artists such as Jack Laycox, Millard Sheets, Eyvind Earle and Peter Ellenshaw.

A fantastical take on the San Francisco shoreline as seen from the Bay by local artist Jack Laycox (1921-1984) appealed to a number of collectors vying remotely from the Northern California area; as a result the work shot to a \$6250 selling price within seconds of opening (estimate: \$6,000 to \$8,000). Millard Sheets' (1907-1989 Gualala, CA) "The King's Tent", a charming, jewel-toned oil dating to 1938 (while the artist was a student at Chouinard Art Institute) depicts a Gypsy tent camp located at the Whittier Narrows, erected when Gypsies from all over the United States assembled in order to elect a new queen.

Sheets' work earned \$33,000 at the block, within the \$30,000 to \$40,000 estimate. A highly anticipated large-scale acrylic by Eyvind Earle (1916-2000 Carmel, CA), offering an unusual view of cows grazing in a pasture beyond foreground trees, was offered for a conservative \$5,000 to \$7,000, quickly flying to a price realized of \$16,800. Finally, one of Peter Ellenshaw's ever-popular seascapes, this particular example featuring waves crashing along a rocky coast, rounded out the auction event when it sold for a very respectable \$6600 (estimate: \$2,000 to \$3,000).

Watercolor compositions by a number of California artists achieved strong prices at Moran's October 21st event:

- Marion Kavanagh Wachtel's (1870-1954 Pasadena, CA) depiction of a pastel-hued Ojai landscape brought \$13,200, within the \$10,000 to \$15,000 estimate.
- A well-executed study in gray, Arthur Burnside Dodge's (1863-1952 Los Angeles, CA) watercolor painting of well-dressed buyers and sellers at a Chinatown street market, framed within an elaborately carved giltwood surround, flew to an impressive \$6,600 selling price, after competition between telephone bidders and a very determined floor buyer (estimate: \$1,000 to \$2,000).
- Maynard Dixon's (1875-1946 San Francisco, CA / Tuscon, AZ) sweeping 1937 Nevada landscape brought a very respectable \$10,000 (estimate: \$10,000 to \$15,000). ❖

416 cars drive \$13.85 Million in Anaheim sales



\$270,000

WALWORTH, Wis. – The Mecum Anaheim 2015 auction held Nov. 12-14 at the Anaheim Convention Center in California achieved \$13,853,225 in total sales as 416 cars hammered sold throughout the three-day event.

Held annually since 2012, the Southern California auction has established itself as an important part of the Mecum Auctions' calendar. Plans to return in 2016 for the fifth-annual event are already in place with dates set for Nov. 17-19.

Volume and variety are always staple qualities of Mecum auctions, and the top 10 sales at this year's Anaheim auction could easily qualify as one of the best demonstrations of this. Muscle cars, Ferraris, a '50s classic, a Corvette, a Resto Mod, a modern-day supercar, high-end luxury and more all claimed positions among top sales. The auction's highest seller was a 2005 Ford GT (Lot S135.1) that hammered for \$270,000.



\$185,000



\$170,000

Immediately following in top sales was a rare and desirable “F-Bird,” a 1957 Ford Thunderbird F-Code (Lot S121.1). Selling for \$185,000, the car was a highly optioned example featuring a correct body-off restoration and stands as one of only 211 F-Code Thunderbirds produced.

Other top sales included a 1969 Ford Mustang Boss 429 Fastback (Lot S127) that brought \$170,000, a 1979 Ferrari 308 GTS (Lot S125) that brought \$162,500, and a 1967 Chevrolet Corvette Convertible (Lot S133.1) with its original tank sticker still affixed that demanded a \$130,000 high bid. ❖

The complete top 10 sales at the Mecum Anaheim 2015 auction:

1. 2005 Ford GT (Lot S135.1) at \$270,000
2. 1957 Ford Thunderbird F-Code (Lot S121.1) at \$185,000
3. 1969 Ford Mustang Boss 429 Fastback (Lot S127) at \$170,000
4. 1979 Ferrari 308 GTS (Lot S125) at \$162,500
5. 2008 Ferrari F430 Spider (Lot S188) at \$145,000
6. 2013 Bentley Continental GTC Mulliner Edition (Lot S100) at \$145,000
7. 1967 Chevrolet Corvette Convertible (Lot S133.1) at \$130,000
8. 1963 Volkswagen 23 Window Bus (Lot F195.1) at \$125,000
9. 1969 Shelby GT500 Convertible (Lot S100.1) at \$122,500
10. 1956 Chevrolet Nomad Resto Mod (Lot S129) at \$115,000

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Ringo Starr collection jams to world records

Beverly Hills, Calif. (Dec. 5, 2015) – Julien’s Auctions, the auction house to the “Starrs” closed the three-day auction of The Collection of Ringo Starr & Barbara Bach by setting more world records.

The Collection of Ringo Starr & Barbara Bach auction took place Dec. 3-5, and the once-in-a-lifetime collection curated by Ringo & Barbara themselves included extraordinary memorabilia. The auction raised nearly \$10 million.

Among the seven of Starr’s personal drum kits in the auction was the iconic musician’s first 1963 Ludwig Oyster Black Pearl three-piece drum kit. The kit was used by Starr in more than 200 performances between May of 1963 and February of 1964 and used to record some of The Beatles biggest hits including: “Can’t Buy Me Love,” “She Loves You,” “All My Loving,” “I Want to Hold Your Hand,” “Money,” and “I Wanna Be Your Man,” and many others. Paul McCartney also used the Oyster Black Pearl

kit on his first solo album, McCartney. This specific drum kit has not been seen in public for more than 50 years and sold for the record price of \$2.2 million to Indianapolis Colts owner Jim Irsay.

Breaking another record was the sale of Ringo Starr’s UK #1 White Album which sold for \$790,000. The last record was set when an Elvis acetate sold for \$310,000 at auction.

Other highlights of the auction included the Ringo Starr Snare Drum from the #2 Ludwig Drum kit which sold for \$75,000, the Ringo Starr Patek Philippe wristwatch which sold for \$179,200, the Ringo Starr blue stone pinky ring which sold for \$106,250, the black onyx pinky ring worn many times by Ringo Starr sold for \$100,000, the Ringo Starr “Hard Day’s Night” suit sold for \$50,000, the Ringo Starr RIAA White Matte Award signed by George Harrison sold for \$68,750, the George Harrison Gretsch Tennessean guitar sold for \$175,000.

More highlights include a Ringo Starr Beatles Road Case sold for \$40,625, the Ringo Starr “Hello Goodbye” used drums sold for \$112,500, the John Lennon Sgt. Pepper Caravan Panel & Photograph sold for \$125,000, a Ringo Starr Yellow Submarine premiere suit sold for \$31,250, a Ringo Starr British Sales Award sold for \$12,500, the John Lennon gifted Rickenbacker guitar sold for \$910,000, a Ringo Starr RIA White Matte Award sold for \$11,875, a Ringo Starr Hofner bass sold for \$22,500, a Ringo Starr “Hippie” Martin guitar sold for \$17,500 and a Ringo Starr worn t-shirt sold for \$15,000 among many other highlights. ❖



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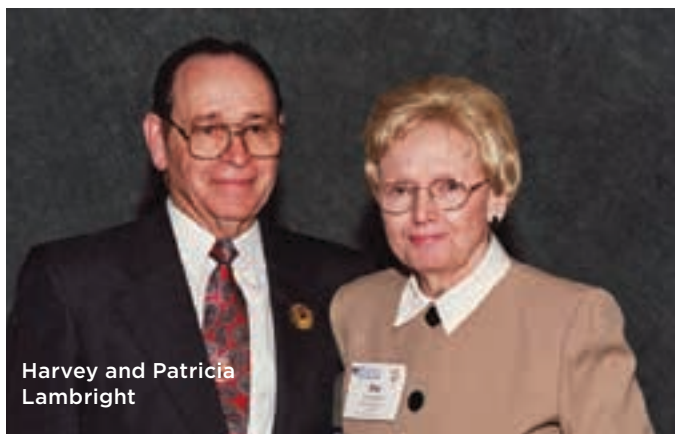
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Auxiliary Hall of Famer Lambricht passes away



Harvey and Patricia Lambricht

Patricia “Pat” M. Lambricht, 78, of Howe passed away Sunday, Nov. 29, 2015, at Parkview LaGrange Hospital in LaGrange, Indiana.

She was born on March 17, 1937, in LaGrange County to Winford “Wink” and Evelyn (Mickem) Lewis. On Oct. 14, 1956, in Brighton, she married Harvey Lambricht, CAI, AARE, CES, MPPA. He survives in Howe. He is an NAA Past President, having served the 1978-79 term.

Mrs. Lambricht was a lifetime LaGrange County resident. She was a graduate of Brighton High School.

Mrs. Lambricht was the co-owner of Lewis and Lambricht Auctioneer and Real Estate in LaGrange for more than 60 years. She was a member and past president of both the National Auctioneers Association Auxiliary (1981-82 term) and the Indiana Auctioneers Association Auxiliary. She was inducted into the NAA Auxiliary Hall of Fame in 2004.

She was a lifetime member of OES Sylvan Chapter No. 251 and a member of Brighton Chapel in rural Howe.

Also surviving are three daughters and two sons-in-law: Debra Lambricht and her fiance Meredith Cameron of LaGrange; Denise and Carl Scott of LaGrange; and, Dodie and J.R. Hart of Shipshewana; and a stepgrandson and his wife, Brodee and Sarah Hart of Elkhart.

She was preceded in death by her parents; two grandsons, Corey Whitcomb and Chase Scott; and a brother, Jon Kevin Lewis. ❖

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Multi-talented member found auction later in life

Thomas M. “Marty” Martzall, Jr., passed away July 22, 2015.

“Marty” or Tom was born June 15, 1936, in Lancaster, Pennsylvania, to Thomas M. Martzall Sr. and Esther Rintz. He grew up and attended schools in Manheim, Pa., and graduated from Manheim Central high school in 1954.

Upon graduation he enlisted in the US Air Force where he was an air traffic controller for 27 years. He was stationed in many places throughout his military career such as Europe, Libya, Thailand, Turkey and the United States.

During the 1970’s and 1980’s, he was employed during the fall beet harvest as a piler operator at American Crystal Sugar Co. He was also a Licensed Auctioneer going to school in Montana in the summer of 1983.

He retired from the military as a Senior Master Sergeant in January 1981. Upon retirement he enrolled at the University of North Dakota and graduated with a degree in Accounting in 1992. Upon receiving his accounting degree in 1992 he began working the tax seasons for H&R Block for 10 years. Finally, he fully retired in 2011.

He also was employed at the UND Rehab hospital as a security guard and then became a bus driver bringing rehab patients to and from their appointments. He then transferred to the UND

transportation department where he drove students and staff all around campus and to the airport. While at UND, he earned his motor coach chauffeur’s commercial driver’s license which gave him the opportunity to drive the UND sports teams and faculty to many away games and on numerous trips.

North Dakota was the perfect place for him to retire as he was an avid hunter, fisherman and trapper.

He was married to Patricia L. Kirkendall in Manheim, Pa. They were shortly then stationed in France. While there, they adopted daughter, Karen L. Martzall, in Luxembourg City, Lux. Upon returning to the United States in 1969 to California, they adopted son, James R. Martzall, in Fairfield.

He is survived by daughter, Karen Martzall and her boyfriend, Daniel Beine of Hatton, ND; son, James Martzall and his wife, Norma Martzall of San Antonio, TX. sisters: Phoebe and Glen Oelke, Leola, PA., Theenda and Lee Conner of Oviedo, Fla; granddaughter, Sophia Martzall, San Antonio, TX; grandson, Benedict W. Schill III of ND; and great grandson, Xavier Schill of Grand Forks, ND; and many nieces and nephews and grands.

He is preceded in death by his mom, dad and younger brother, Henry. ❖

‘Honest, tough, funny’ Auctioneer remembered

Richard M. Stone, 78, born December 3, 1936, a brother, husband, father and grandfather, passed away suddenly on May 20, 2015. He was a loving, supportive husband to Margaret for 52 years until her passing in 2009. A lifelong Chicagoland resident, he always said “Chi Town” was the place to be.

Though some personal ice hockey endeavors didn’t pan out in the early 1960s, it didn’t stop Richard from coaching youth hockey and eventually teaching scores of kids how to skate.

In 1970, he founded National Auctioneers, Inc., and over the next three decades conducted hundreds of auctions, numerous liquidation sales, and many charity auctions for the benefit of children – including many events and dollars for St. Jude Children’s Research Hospital.

Richard was an honest, tough, funny and determined businessman who always put the customer first. He is survived by his two children and three grandchildren. ❖



NATIONAL AUCTIONEERS ASSOCIATION PUBLICATIONS POLICY

The purpose of this policy is to outline rules that are believed to best support — through all of its publications and published materials, including *Auctioneer* — the National Auctioneers Association mission statement and NAA's member interests.

Since 1949, the NAA has published *Auctioneer*, the industry's leading publication for the auction professional. The magazine's goal is to provide insightful content to help Auctioneers advance their careers, grow their business, stay connected to the industry and remain competitive in an ever-changing auction marketplace.

Auction E-News, a bi-monthly e-newsletter, provides the latest industry and Association news. Content includes links to educational webinars, information regarding upcoming events, member and national news and more.

A) Member v. non-member coverage: NAA members will always be given first consideration in terms of story selection, placement and promotion when compared to non-member or general industry news. While some non-member or industry news may occasionally bear special consideration, NAA's publications' primary, month-to-month objective is to showcase the Association's members and news/topics that affect the membership directly.

When non-member or industry news does draw special consideration, it must be presented to the NAA Director of Publications, who will make a determination along with the NAA CEO before it is used or highlighted in any NAA publications.

B) Content standards: Content that appears in any NAA publication format must be presented in a manner that is not considered discriminatory in any fashion, including: race, religion, gender, national origin, age, marital status, sexual orientation or disability. Also, content that is considered profane in any fashion will not be considered. All content is subject to approval by the NAA Director of Publications.

B.1) Political agenda: On occasion, political agendas that do not directly apply to the NAA membership may attempt to enter NAA publications through content submission. It is NAA policy that if content is deemed to have such a political agenda attached, as determined by the Director of Publications or NAA Chief Executive Officer, it may be subject to non-use.

B.2) Viewing pre-published copy: It is not NAA policy to allow individuals who are interviewed for articles to view copy before it is published. Should an individual want to review copy prior to publication, a request can be made through the writer to the NAA Director of Publications. A request is not a guarantee, nor any sort of agreement, to allow a pre-published review.

B.3) Press releases: Press releases are welcome and accepted as a means of informing the NAA staff about NAA members' and industry news. Press releases should contain basic information, including: contact information (name, phone number, email); the news item; and at least one high-quality image that adheres to all standards outlined in Sections C and C.1.

Releases should be submitted to publications@auctioneers.org or to the NAA Director of Publications. Submission does not guarantee either partial or full use of the information provided.

B.3.a) Obituaries: Obituary information of NAA members may be submitted for publication in *Auctioneer*. The information may be submitted in the form of a written obituary or a link to the information if it has been printed online. Submissions should be emailed to publications@auctioneers.org and to the Director of Publications. All submissions are subject to approval by the NAA Director of Publications and/or NAA Chief Executive Officer.

C) Photo standards: It is the NAA's goal to protect the Association's and its members' good reputation and good standing, both within and outside the industry. Therefore, photos used in NAA publications should always be of the highest possible quality, including resolution (minimum 300 dpi). "Highest quality" also applies to photo content. Any image that depicts discrimination (as described in Section B), unlawful acts or anything else not considered in good taste will not be allowed. All images are subject to approval by the NAA Director of Publications.

C.1) Events vs. people: While the NAA's goal is to highlight its members, it aims to do so without favoritism or prejudice toward a single member or his/her business. Therefore, in industry event coverage deemed acceptable for publications inclusion, the NAA's publications will not use, in primary fashion, images that showcase an individual ahead of an event. Such images may be considered as support images throughout an article or other published piece.

NAA events, such as the National Auctioneers Association International Conference and Show, IAC Championship, Hall of Fame, elections and academy or summit coverage, may be exempt and allow for individual highlight. That determination will be made by the NAA Director of Publications, in concert with the NAA CEO.

C.2) The *Auctioneer* Cover: The cover will abide by the guidelines set in Section C and Section C.1.

D) Advertising in publications: Advertising is welcome in NAA publications. Any and all advertising copy must adhere to the discrimination guidelines set in Section B and all related sections. Any and all images contained within an advertisement must adhere to the image guidelines set in Section C and all related sections. All advertising is subject to approval by the NAA Director of Publications. NAA reserves the right to refuse advertisements.

E) Reprint permissions: Reprint of any material contained within any NAA publications (including *Auctioneer*, *Auction E-News*, white papers, slides, etc.) is prohibited unless permission is requested and obtained in writing (including email) from the Director of Publications or CEO. If permission is granted for material that appeared in *Auctioneer*, the reprint must include the following statement: "This material first appeared in the [issue, date] of *Auctioneer*, the official publication of the National Auctioneers Association, and was approved for reprint."

E.2) NAA Website: Any information or content that appears in the public sphere (i.e., not behind a member log-in) may be shared through provided social media and/or other sharing channels. If a full, verbatim web content reprint is desired, permission must be requested and obtained in writing (including email) from the Director of Publications or CEO. If permission is granted for any material reprint, the following statement must accompany the information: "This material is courtesy of the National Auctioneers Association and was approved for reprint."

Southeastern School of Auctioneering

South Carolina school prepares students to “go out and succeed in the business world.”

By Sarah Bahari, contributor

At Southeastern School of Auctioneering, business comes first.

The school in Pelzer, South Carolina addresses business startup, contracts, accounting, auction laws, and ethics. It spends about one-quarter of instruction on bid calling.

“We are first and foremost a business school,” said Larry Meares, CAI, GPPA, GRI, President and Owner of Southeastern School. “We prepare our students to go out and succeed in the business world.”

Opened in 1983 to help Auctioneers earn state accreditation, southeastern enrolls students from South Carolina and nearby southern states, including Georgia, North Carolina, and Virginia. The school offers three sessions per year, and class size is limited to 20 students. The limit, Meares said, allows for one-on-one interaction between instructors and students.

Throughout instruction, a strong focus is placed on ethics.

“There’s good job security in auctioneering. You can travel the world as an Auctioneer, but you’ve got to do a good job and be honest,” said Meares, who has worked as an Auctioneer for 44 years. “We believe in treating the buyer and seller fairly and honestly. That’s how to succeed.”

Southeastern runs eight days, so professionals can attend without missing more than two weeks of work. The school draws students who plan to work primarily as Auctioneers, but also those who want to pursue auctions as a side business, he added.

Over the eight days, students are introduced to a variety of auctions, including antiques, farm, automobiles, estates and environmental.

In addition to the regular sessions, Southeastern offers 18 continuing education seminars each year around South Carolina and North Carolina on topics from succession planning and the importance of discipline, to live and online auctions.

In 33 years, students have ranged in age from 18 to 86.



Notable graduates have included a long list of state bid-calling champions, South Carolina Congressman Jeff Duncan, a handful of attorneys, a past state inspector, and even a couple of chiropractors.

In addition to Meares, instructors include several members of the family who work together at Meares Auction Group; Larry Balentine, a Real Estate Auctioneer; and Jay Nichols, a local bank vice president.

“Our instructors know the business and the state of South Carolina very well,” Meares said. “And they are happy to share what they have learned with the younger generation.”

Near the end of school, students participate in a live auction, selling items at Meares Auction Group’s warehouse.

“It’s good practice, and it gives them a lot of confidence,” he said. “They learn a lot in class over a relatively short period of time, so it’s important to get a little real-world experience pushing items.”

Upon graduation, Meares said he wants students to understand what it takes to start a successful auction business.

“I want them to know they have to get out and find work. They can’t put up shingles and wait for someone to call them,” he said. “This is a self-starting industry.”

“You have to create your business, especially in the beginning.” ❖



Texas Auction Academy

In the Lonestar State, the Texas Auction Academy spurred another stellar class of new auction professionals in October as 36 students from Arizona, Illinois, Louisiana, Maryland, South Dakota and Texas took part in the session.



Mendenhall School of Auctioneering

Sixteen students from seven states graduated from the Mendenhall School of Auctioneering on Nov. 15. States represented included: Maine, Maryland, Michigan, Mississippi, New York, North Carolina, and Virginia.



Carolina Auction Academy

The 21st graduation class of the Carolina Auction Academy enjoyed a stellar group who presented some

firsts for the school. Among those, the class featured more female students than any other of the previous 20 classes, and students were interviewed on a nationally syndicated radio talk show.

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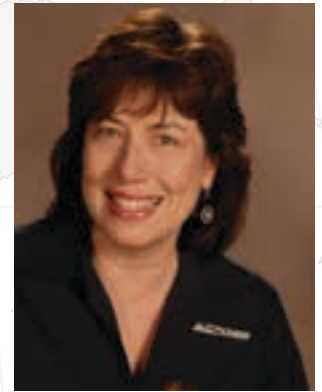
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Dee Dee Truesdel
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NATIONAL AUCTIONEERS ASSOCIATION

EDUCATION CALENDAR

STATE CLASSES



AUCTION TECHNOLOGY SPECIALIST
 New York - TBA - January 15-17, 2016



CERTIFIED ESTATE SPECIALIST
 Louisville, Kentucky - Crowne Plaza - February 2-4, 2016

FOR A COMPLETE LIST OF UPCOMING EDUCATION EVENTS, SEE PAGE 79!

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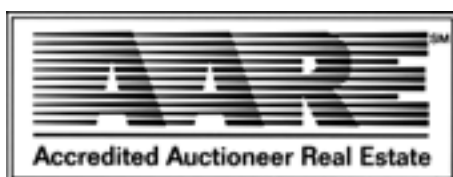
Daniel Shaffer

“
I joined the NAA to further my education...I want to take my benefit auctioneering to the next level, and I feel the courses offered at NAA fits the bill.”

Daniel Shaffer
Reading, Pa.

CONGRATULATIONS

**to all NAA members who
earned Designations in 2015!**



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.

NATIONAL AUCTIONEERS ASSOCIATION EDUCATION CALENDAR

DESIGNATION ACADEMY

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

AARE (December 6-8)
ATS (December 7-9)
BAS (December 10-12)
CES (December 10-12)

GPPA (December 6-10)
Interpersonal Communications
For Auction Professionals
(December 8-9)

Expert Witness (December 6-7)
Online Auction
Methods (December 6)
USPAP (December 11-12)

REAL ESTATE AUCTIONS IN 2016 SUMMIT

Las Vegas, Nevada • Bally's Hotel & Casino • December 10-11, 2015

Auction Technology Specialist

Watkins Glen, New York • Harbor Hotel • January 15-17, 2016

Atlanta, Georgia • TBD • January 21-23, 2016

Benefit Auctioneer Specialist

Boise, Idaho • Oxford Suites • January 10-12, 2016

Dallas, Texas • Embassy Suites-Frisco • January 29-31, 2016

Uniform Standards of Professional Appraisal Practices

Cincinnati, Ohio • Cowan's • January 7-9, 2015

Certified Estate Specialist

Louisville, Kentucky • TBD • February 2-4, 2016

CERTIFIED AUCTIONEER INSTITUTE

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

CAI NEXT

Bloomington, IN • Indiana University • March 22-24, 2016

(available for current CAI holders only)

CONFERENCE AND SHOW

Grand Rapids, Michigan • DeVos Place Convention Center • July 19-23, 2016

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

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

IN THE RING

PAGE *“Spending a little extra time on your subject line will help you boost email open rates, avoid the junk folder and get your message in front of the right people.”*
26 Constant Contact Marketing Team

PAGE *“I originally wanted to trade stocks because I was attracted to the exchange of goods and services and the dynamic aspect of the job, and I’ve found those same aspects and more in auctioneering.”*
46 Philip Gableman, CAI, GPPA
 Absolute Auction & Realty, Inc.
 Pleasant Valley, New York

PAGE *“More than 80 percent of millennial holiday shoppers said they are interested in mobile app notifications on holiday sales, while about 65% of all surveyed either receive – or would consider signing up to receive – mobile alerts on the latest deals.”*
60 Wanderful Media
 2015 Annual Holiday Shopping Survey
 Los Gatos, California

AROUND the BLOCK



Robert Burkheimer

- NAA member Robert Burkheimer volunteered his services to help raise funds during the annual dinner auction for local school Mount Aviat Academy.

According to the school, **Burkheimer has done the same event for more than 20 years and been responsible for helping raise hundreds of thousands** of dollars to fund everything from a new athletics

field; convent and school elevators; renovated classrooms; 30 iMac computers, 30 iPads; a new copy machine; new playground equipment; and, this year, a new electronic sign to replace an old one on a local highway.

- **Longtime NAA supporter E.R. Munro held its first annual charity auction** this past summer, and the event was a huge success thanks to staff participation. Through staff lot contributions, the auction featured antique jewelry, scale-model NASCAR cars, Coach handbags, candleholders and a Fit Bit, among many other items. By auction’s end, the event raised \$2,574, which was donated to St. Jude Children’s Research Hospital.



Fred Dietrich, III

- H. Fred Dietrich, III, of Orlando, Florida, recently was inducted into the Future Farmers of America Hall of Fame as part of its 2015 class. Among his lengthy list of contributions to FFA, **Dietrich conceived the idea for a countrywide veterinary animal science magnet program** in Orange County, the first of its kind in the U/S. and a model for similar programs across the state of Florida.



- **Paying \$1,600 for the honor**, NAA member Mark Capel, of Holland, Michigan, was one of two buyers of St. Jude Children’s Research Hospital neckties during a special fundraising auction at the Mendenhall School of Auctioneering. Capel was part of the Nov. 7-15, 2015, class, which raised a total of \$4,750 for St. Jude.

- Veteran NAA instructor Tim Luke, BAS, MPPA, of Hobe Sound, Florida, was part of an early December Julien’s auction event in Beverly Hills, California, that saw the sale of The Collection of Ringo Starr & Barbara Bach. The John Lennon Rickenbacker guitar (shown here) sold for \$910,000 during the second day.



A few days later, Luke sold a rare pressing of **The Beatles White Album** – a piece of Starr’s record collection - for **\$790,000**.

MEMBERS’ CORNER

#AuctionsWork!

In 2016, the National Auctioneers Association will ask its members to drive home a central point: #AuctionsWork.

NAA members know this, as do many loyal clients and customers. However, there are many, many people out there who haven’t heard the message, or maybe don’t truly appreciate just how much of an economical driver the auction method of marketing is in local communities all the way up to the top of some industries.

The challenge in 2016 will be for NAA members to unify under the #AuctionsWork hashtag and mantra. Members need to tag every post with it. They need to sign every email with it. They need to tell every current client and remind the returning ones that, yes, #AuctionsWork!

NAA CEO Hannes Combest, CAE, believes in it. Not only that, but spend a few moments with her, and she’ll tell you more than once that it is NAA’s vision that National Auctioneers Association members will be the preferred auction professionals used in the marketplace.

Even as she posted on Facebook from the road – admiring the wonderful way NAA members continue to lead the auction conversation - Hannes wanted to share the view from her vantage point. She reminded her followers that, indeed, #AuctionsWork.

NAA members, let’s do this. Let’s do what Hannes is doing. Let’s tell the world each and every day in 2016 that #AuctionsWork. Be on the lookout in the coming months for ways that the NAA Promotions Committee will provide you with ideas and ways to spread the message even more than you already do. But, start with this simple hashtag. Use it everywhere. Let everyone you know ...

#AuctionsWork!



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