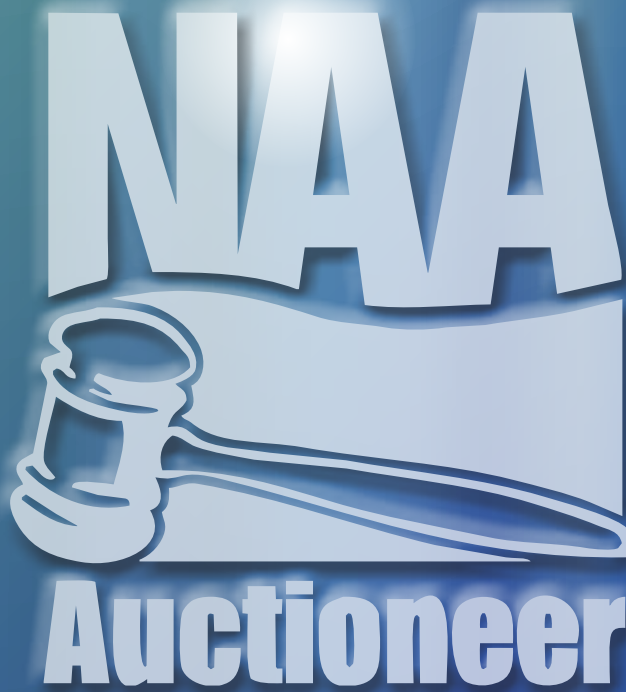




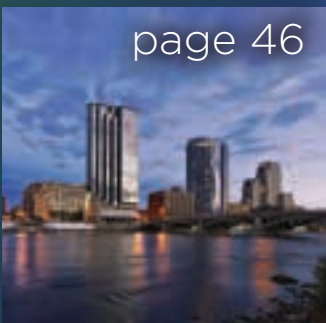
Auctioneer

FEBRUARY 2016



ALSO INSIDE:

page 46



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CAI kept me in auction



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.

This issue features one of my favorite topics: education.

One of NAA’s foundational values is continuing education. If we continue to learn, we will improve; our clients will benefit and so will our businesses! To help us communicate this, 40 years ago, a group of individuals in Indiana began a program to help them be more successful.

The Certified Auctioneers Institute was born, and CAI was the first designation developed in what is now NAA (at that time, CAI was a separate organization managed by a Board of Governors, which then morphed into AMI, which then merged into NAA).

I began to understand the importance of education in the late 1980s. And, if it were not for CAI, I would not be in the auction business. I was discouraged and almost quit, but what I got acquired from CAI helped me take my business to the next level. In the mid-2000s, I was working as a contract Auctioneer but wanted to start my own real estate business. I earned the AARE designation, and, today, that part of my business is key to what we do.

But, why are designations important? They communicate to our clients and to our bidders that we have completed a course of study that focuses on a specific element of our business. They probably don’t have a clue as to what those letters mean, but they know from society’s use of “letters” that those initials have meaning.

We all know certain designations: CPA (Certified Public Accountant), CCIM (we may not know what the initials stand for but we know it means someone who specializes in commercial real estate. But, our CEO, Hannes Combest, has her CAE – what the heck is that? (By the way, it’s a Certified Association Executive). Okay – so few designations are known. But, most of society recognizes that if you have “letters behind your name” that it means you have done something to help improve yourself and/or your business.

It is our responsibility to help educate our clients and our bidders as to what our designations mean. These designations are not “given,” they are earned. Every NAA designation offered requires a project or projects to be completed

and reviewed in addition to the coursework. We need to help our clients understand how this differentiates us from our competition. NAA’s designations are earned not just from coursework but from proving real-world proficiency in the industry as well as extensive knowledge.

About one-third of NAA members hold at least one designation. Does this mean they are better auction professionals than the other two-thirds? Heck no. However, it means that they have been exposed to education and choose to communicate the completion of that education to their clients. That can be valuable in a competitive environment.

We also have to remember that this is continuing education. There are renewal requirements – earning 24 hours of continuing education every three years and paying a renewal fee. The renewal fee is used to keep these programs current and relevant.

If you have that designation, you can audit the program for only \$75 – and because the minimum amount of days spent in a designation program is three days (24 hours), you can kill two birds with one stone. You have earned your continuing education hours and kept updated on your area of specialization.

Why don’t you take a moment and start with page 10 to see what all this fuss is about? All of the designations except GPPA and CAI will be offered at the pre-conference Designation Academy in Grand Rapids this July. That schedule will come out on March 1.

So, read this information, talk to people, and make it your New Year’s resolution to improve your business – you are never too old to learn. Take it from me! ♦

Love ya
Love ya
Spanky



10

COVER: The value of an NAA Designation

Just what are those letters behind your peers' names? They are specialized skill sets, and they each expand an auction professional's ability to generate positive cash flow.



18



26

FEATURES & NEWS

6 Firearms executive actions: What it means for NAA members
Here's your no-frills need-to-know on where things stand regarding the sale of firearms at auction.

18 Remembering Steve Proffitt: His knowledge, humor, and honesty
Through stories, we honor one of the auction industry's best educators, leaders, and friend.

27 2015 NAA Annual Report Summary
A review of 2015's strategic priorities and the progress made on those and more.

28 NAA Hall of Fame: What makes a good candidate?
Have someone in mind for nomination? We provide some key areas of accomplishment to consider.

34 Managing absentee bids
Use your terms and conditions to help manage buyers' and sellers' expectations.

40 ATS: Rogue marketing
Armed with real data, ATS is punching conventional auction marketing theory in its gut feeling.

44 Is your social media marketing built to fail?
If you aren't building that way, you should be.

46 #NAACS16: The Amway Grand Plaza Hotel
Over 100 years of local history will greet attendees in Grand Rapids this July.

NETWORKING

- 16 NAA Ambassadors
- 24 BOD requirements
- 25 EI requirements
- 48 Success stories
- 54 In memory
- 56 School Showcase
- 58 New members
- 62 Commitment
- 64 Filler words

DEPARTMENTS

- 63 Education calendar
- 67 Marketplace

FACES OF NAA

32 Volunteer pride
NAA member Patty Baldini, CAI, CES, is the first woman inducted into the Tennessee Hall of Fame.

36 NAA member earns IAA lifetime honor
Ross Dove was honored by the Industrial Auctioneers Association for being an industry innovator and pioneer.

BUSINESS PRACTICES

20 Is it a seller's right to sell?
Auction professionals should verify a seller's authority.

22 Clarity: Don't mess with your message
Too many images or visual "aides" will get your message lost in the weeds.

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A bidder looks over a firearm at a recent sale. Auction professionals who are in the business of selling firearms must have a license and conduct background checks.

Firearms executive actions and the auction industry

Here's your no-frills need-to-know on where things stand.

By NAA Staff

In early January, President Barack Obama announced a series of executive actions aimed at reducing gun violence. Though this is still a work in progress, some announced actions could have a more immediate impact on your business if you sell firearms.

The National Auctioneers Association will continue to monitor this important issue moving forward.

1. “If you’re in the business of selling firearms, you must get a license and conduct background checks.”

The Department of Alcohol, Tobacco, Firearms and Explosives (ATF) has clarified that a background check through the National Instant Criminal Background System is required regardless

of the location where firearms transactions are conducted, including at gun shows and online. Additionally, ATF continues to better define what it means to be “engaged in the business,” but that definition is yet to be made fully clear. It said that a few transactions or guns sold could be sufficient evidence to establish that a person is engaged. Failure to be licensed and/or conduct background checks may be subject to prison time and/or fines.

2. Background checks will be required on the sale of most “dangerous weapons” and items purchased through a trust or corporation.

This pertains to National Firearms Act regulations that allowed individuals to avoid background checks when purchasing specific weapons through a trust or corporation.

3. Dealers must notify law enforcement about the theft or loss of guns.

While current laws say that federal firearms dealers and other licensees must already make such reports, the regulations were somewhat ambiguous about guns lost or stolen in transit. ATF has clarified that the licensee shipping a gun is responsible for notifying law enforcement upon discovery that it was lost or stolen in transit.

Also worth noting:

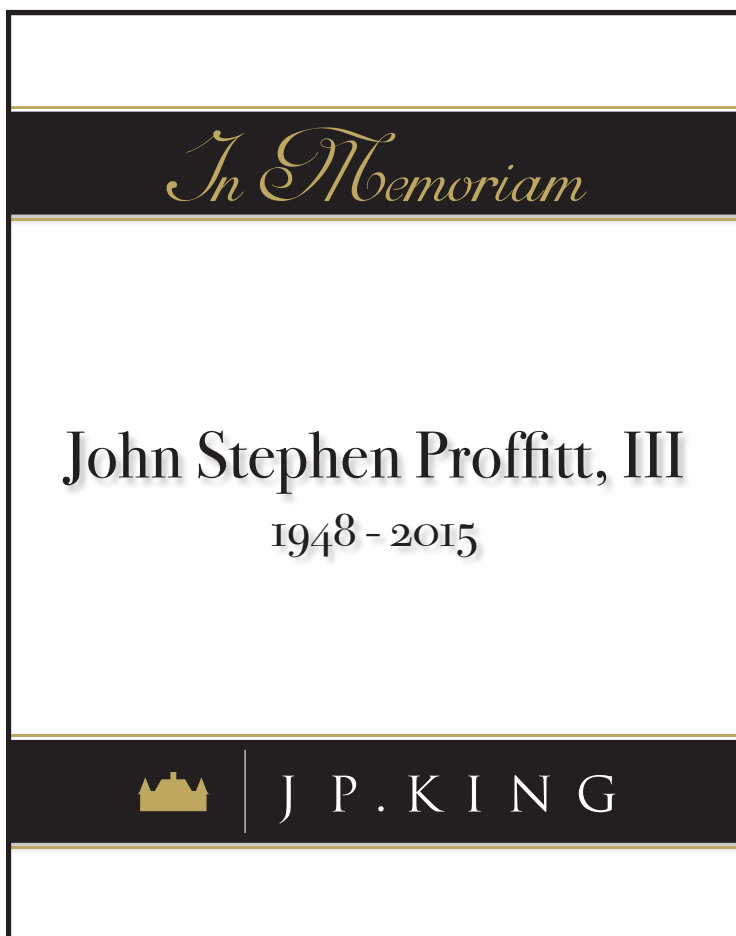
- The Federal Bureau of Investigation plans to overhaul the background check system to make it more effective and efficient. Envisioned improvements include 24/7 processing and improved notification to local authorities about potential threats.
- ATF has established an Internet Investigation Center to track illegal online firearms trafficking and will enhance the National Integrated Ballistics Information Network.
- The FBI will hire more than 230 new staff to help process background checks, while ATF hopes to add 200 new agents and investigators to enforce regulations and laws.
- The Social Security Administration and Department of Health and Human Services will work to improve mental health

reporting incorporated into the background check system.

We encourage anyone who deals in the sale of firearms to get educated on how this could impact their business and to be appropriately licensed. You can read more about the proposed executive actions at: <https://www.whitehouse.gov/the-press-office/2015/09/15/fact-sheet-president-obama-signs-executive-order-white-house-announces>. You can also obtain information on obtaining your FFL at: <https://www.atf.gov/firearms/apply-license>. ❖

UPDATE: Do you need a license to auction guns?

The ATF has material that provides more clarification on the necessity of a license for auction professionals. Read the entire document, but refer specifically to page 6 for an answer on "Do I need a license if I'm an auctioneer and simply auction guns for my customers?" Find it at: http://www.auctioneers.org/wp-content/uploads/atf_p_5310.2_web.pdf.



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Fed raises rate: Will it affect auction?

NAA leaders discuss what the quarter-point increase may mean for the future.

By NAA Staff

Fed rate increase? “Ho-hum...”

The Federal Reserve raised its benchmark rate in mid-December to range between 0.25% and 0.50% — a move that had been anticipated for months by many, including those within sections of the auction industry.

According to Fed Chairwoman Janet Yellen, the move came in response to the economy’s showing signs of “sustainable improvement.”

“The Fed’s decision today reflects our confidence in the U.S. economy,” she said during a press conference on Dec. 16, 2015.

While anticipated, the change won’t go without affecting day-to-day life for the general public. However, it’s not so much a matter of if it will spur some effect, but how deep the effect will be. One of the useful measuring sticks the Fed and others can use moving forward is the auction industry. Auction long has served as representation of markets and individuals’ financial situations.*

**That’s not to say it is as simple as when the economy is weak, auction activity picks up; or vice versa. In general, auction is the most efficient and quickest way to gain or move assets, and the industry has shown in the past its ability to thrive in strong economic climates just the same as it might in weaker ones.*

So, with the Fed having outlined its general direction for the immediate and foreseeable future, what is in store for the auction industry?

Fed rate increase? “Ho-hum...”

“I think the initial reaction is ‘ho-hum,’” said National Auctioneers Association Past President Tom Saturley, CAI. “Wall Street’s initial reaction is probably fairly instructive. Up 220 points on the day of the event, down 250, plus or minus, the next. In other words, the rate increase announcement appeared to do little to sway the market from its volatile ‘business as usual’ attitude over the past several months.”

That “business” appeared to take the announcement in stride had much to do with the increase amount, Saturley said.

“It’s important to keep in mind that the increase is only a quarter-point,” said Saturley, who is also President of Tranzon Auction Properties, based in Portland, Maine. “[It is] not a significant economic impact on many for either the mortgage payment they are making or on the savings account they are trying to build. But, there are two issues to keep in mind.

“We are all human, and to have the Fed after seven years of not charging interest on the funds to finally change the model may be psychologically significant. Do we react positively because it demonstrates our economy has finally recovered from this devastating recession, or negatively because, despite the ‘good news,’ the lingering ‘shadow unemployment’ and failure of paychecks to keep up with rising prices results in the Fed having to reverse course?”

“That is our second issue: time. A quarter-point doesn’t in and of itself have great effect, but the trend that the Fed creates as next steps, either in reaction to rate hikes or lack thereof, will be far more significant.”

Mike Brandly, CAI, AARE, is an NAA instructor in the association’s Accredited Auctioneer, Real Estate (AARE) designation program. And, like Saturley, he believes any immediate effects from the increase will be minimal — at least up front.

“The obvious direct impact of any rate increase is a lessening in demand for real property purchases,” said Brandly, who also is the Executive Director of The Ohio Auction School. “Indirectly, it means just a bit less in discretionary spending for anything — especially for adjustable rate borrowers and those just borrowing for new purchases.

“I foresee this increase sustaining for a while – years – and only going up again if we see any significant inflation. Most are saying this increase will have little or no impact on the overall economy, which is what the Fed hopes, I suspect.”

If the Fed’s decision and plan to gradually increase rates based on market reaction holds to form, it may come down to who may benefit more between auction buyers and sellers.

“Not surprisingly, the auction industry is a great barometer of our economy,” Saturley said. “If, as a result of the hike, consumer confidence continues to grow, auction prices from collectibles to real estate will result in happy sellers.

“Obviously, the pendulum swings both ways, and if sellers fear we are closer to retreat than a rally, we’ll have lots to sell and happy buyers.” ❖

Each NAA designation stands for a valuable skill an auction professional earns through continuing education.



The *value* of NAA Designations

Just what are those letters behind your peers' names? And, just how valuable are they? Extremely.

By NAA Staff

As the Director of Education for the National Auctioneers Association, Aaron Ensminger gets asked lots of questions – some more than others.

“Where’s the next Benefit Auction Summit?” (San Diego, Calif., Aug. 28-30)

“Can I get Conference and Show sessions online?” (Yes, for \$100, you can get the whole online offering.)

“How can I be a presenter at Conference & Show?” (Send an email to aensminger@auctioneers.org.)

More than anything else, however, he is most frequently asked about designations.

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

“How do I start CAI? I took BAS ten years ago ... can I get my designation? “What’s happening with that new ATS, anyway? I’m hearing all of that and more.”

Also, Ensminger said, as those conversations develop, there are questions on exactly what a designation is and what it means to have one.

Designation – what is it?

A designation is something you earn and then continue to earn. It is a set of NAA guidelines and material that, when completed, will give you confidence to tell the world: “This auction professional is exemplary in a certain skillset.”

It also allows NAA to say the same about you, which is why different guidelines and material apply to each certain skill – whether it be real estate, personal property, benefits, etc. And, because NAA wants to support the fact that its members are and will continue to be at the forefront of their chosen paths as things evolve, it’s not a one-and-done, in-and-out proposition.

NAA Designations

Let’s do a quick overview of each of our designations. Each is designed around a specific area of the industry, whether it’s asset class or something else.

Accredited Auctioneer of Real Estate (AARE). AARE is designed to give attendees an overview of the auctioning of real

estate, from prospecting for properties and buyers to finalizing a deal; from conducting an auction to closing on a property... and what to do if it doesn’t close. In addition to the class, there are some other requirements. An AARE applicant must sell (or at least hold auctions on) 10 properties or have aggregate sales of at least \$3 million and hold an active state real estate license. You’ll also submit an auction summary report on one auction.

Auction Technology Specialist (ATS). ATS focuses on technology and marketing. ATS began its life as a designation about conducting online auctions, marketing online and selling online. But, as online auctions have become more ubiquitous, the designation has changed too, to be more about marketing than anything else. This year, in fact, ATS will go through an enormous change, which you can read about on page 14. ATS has the simplest after-class requirements: hold two online auctions.

Benefit Auction Specialist (BAS). Increasingly, this designation has picked up a lot of steam recently, as people start to realize they can actually get paid for doing benefit auctions (NAA teaches you how to do that). It’s also one of the designations that, interestingly, discuss methods other than auctions, like fund-a-needs and games to play during a benefit fundraiser.

“We realize that a Benefit Auctioneer does a whole lot more than sell items, and we try to show you how to do all of it,” Ensminger said. BAS has an exam you’ll complete on the last day of class, and you’ll need to submit a summary of at least one auction.

Certified Estate Specialist (CES). CES is another one of the designations that dives into methods of liquidating assets other than auction. If you’ve ever done an estate sale, you know that you won’t sell everything at auction; you may use tag sales or recommend donating some items. This designation shows you how to build a team of contacts you can use to help your clients in every way possible. Similar to BAS, you’ll submit an auction summary report, detailing all aspects of the auction.

All of the above designations are similar in one way: the length of the required class. Generally, NAA’s designation classes are three days, with two notable exceptions.

Graduate Personal Property Appraiser (GPPA). The first exception is GPPA. This designation really goes outside of the realm of auctions, because there is no auction taught in the class at all. So, what’s the value? GPPA is a great designation for auction professionals who want to develop a new revenue stream as an appraiser or just be a more competent auctioneer-appraiser. GPPA is built on Uniform Standards of Property Appraisal Practice (USPAP) standards. This is important because a USPAP-compliant appraisal is one that will be acceptable in legal proceedings.



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GPPA, more than any other designation, is a “learn by doing” class. For example, when you take GPPA, you’ll come out of the class with at least three full appraisals. In the five-day class, you’ll learn to do more than you ever thought, and you’ll appraise things you never knew existed.

Most attendees take the two-day USPAP class along with GPPA (for a total of seven days in class) because becoming USPAP compliant is a requirement to obtain the GPPA designation. Additionally, GPPA applicants need to complete three more appraisals outside of class to get the designation.

Certified Auctioneers Institute (CAI). NAA’s oldest designation breaks the mold for designation classes. CAI is completely different whereas most designations are a few days, CAI is three separate weeks over three years. And, where most designation classes are offered in multiple locations at different times each year, CAI is in one location (Bloomington, Indiana) every March.

CAI has a long history. It began as a designation taught by Indiana University professors teaching condensed courses filled with college material. As the needs of our learners changed, CAI has changed with it.

“Today, CAI is a designation about the business of the auction industry, taught by some of the leaders in the field,” Ensminger said. “You’ll learn how to build your business, how to structure your business and how to be more productive, among other things. You’ll also become a part of an exclusive network.”

A typical CAI class will have about 50 people in it, and classmates see each other for a week each year for three years... so business connections and friendships are strong. That’s not to mention class projects and other activities that will keep you up late at night with your colleagues sharing stories.

CAI is also NAA’s most stringent designation when it comes to entrance requirements as well. To be admitted to the program, an applicant needs to have a high school diploma or its equivalent, two years in the auction industry, and at least three references who will be contacted by NAA.

Keeping your designation

So, once you get your designation you’re all good, right? The answer is yes ... as long as a designation holder meets his or her yearly requirements.

A designation isn’t like a degree or a certification, where once it is earned, it is done and the information learned static. A designation grows and changes with its environment, so NAA has two requirements to maintain your designation.

First, a designation holder must show, every three years, proof of attending at least 24 hours of continuing education.

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“This lets NAA attest that your learning didn’t stop, and it shows your current and future clients and customers you’re committed to being cutting-edge and constantly improving,” Ensminger said.

Second, each designation carries a designation fee. Each year, NAA asks its designation holders to help with the costs of maintaining that designation program. Those costs include: rewriting curriculums every few years to remain current; training new instructors; and research – both for materials purposes and training.

However, with those designation fees come some added perks. First, did you know that once you hold a designation, you can audit it at any time for a nominal \$75 charge? That’s how we can help you stay on top of the business. Additionally, there are occasional designation-holder only events, like CAI Next, a special summit we hold every few years that’s only open to CAI holders.

So, after all that, you are ready to take the next step forward with your career and business. Check with NAA and work with staff to determine whether one, two or all of the designations are right for you. ❖

Contact NAA education at education@auctioneers.org for more information.



SO what about ATS?

ATS began its life as a designation centered around technology. It was first offered when online auctions were a fledgling industry and many auction professionals needed to be educated about the ins-and-outs of virtual space.

As time has passed and an online presence has become a given, the ATS curriculum has shifted to be about social media, search engine optimization, and direct email marketing and other digital topics.

“With the shifting digital landscape, the NAA Education Institute Trustees made the decision in 2015 to change the designation to a marketing designation, keeping most of the content from ATS intact and adding more traditional marketing information, such as audience development and branding,” said Aaron Ensminger, NAA Director of Education.

The full changeover will happen in July of 2016, when Auction Marketing Management (AMM) is offered as its own course for the first time. ATS will cease to be.

So, what if you already hold the ATS designation? NAA will be contacting you to ask whether you’d like to retain your ATS designation or convert it to AMM. If you convert it, there are no more necessary steps. In order to keep your ATS designation, you’ll need to treat it like any other designation ... however, should you come back and audit AMM in the future, we’ll switch your designation automatically to AMM.



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Ambassador Spotlight



Name:
Belinda McCullough

Who I represent:
Henderson Auctions

Where I call home:
Livingston, Louisiana

Q: Describe one of your best experiences with NAA.

“During an NAA Conference and Show, I was asked by a successful Auctioneer my thoughts on a customer issue. That is when I realized that we ALL need each other.”



IN REMEMBRANCE

Steve Proffitt: Fount of knowledge, humor, honesty

Through stories, we remember one of the auction industry's finest.

By Eric C. Rodenberg, *AntiqueWeek*

The auction industry lost a superb story-teller, sincere advisor and friend when J. Stephen Proffitt III died on Dec. 25, 2015.

Proffitt taught seminars on law and ethics in 31 states and several Canadian provinces, in addition to penning at least 100 columns a year for publication, including for the National Auctioneers Association Auctioneer magazine and the weekly column "It's Auction Time" for *AntiqueWeek*. His columns – as well as his seminars – dispensed practical legal advice on key auction issues, frequently spiced with folksy humor and a special insight to human nature.

He was vice president and general counsel of J.P. King Auction Co. Inc. in Gadsden, Alabama. He was a graduate of the University of Richmond and the University of Virginia School of Law. He was also a graduate of the Missouri Auction School and a licensed auctioneer.

He also taught legal classes at Reppert School of Auctioneering in Auburn, Indiana, and Mendenhall School of Auctioneering in High Point, North Carolina.

Proffitt was engaged in the practice of law from 1981 until his death, specializing in commercial law, contracts, litigation and torts.

As an expert in all facets of the auction industry, Proffitt was interviewed by numerous media outlets regarding legal and ethical issues relating to auctions, including *The Wall Street Journal*, *Los Angeles Times*, *Money Magazine*, *Forbes* and *MSNBC*.

In 2004, the NAA awarded him its President's Award of Distinction.

"As I recall, it was a unanimous decision to give the award to Steve," NAA Past President Larry Theurer, CAI, GPPA, said. "He was a great guy. He had that old country charm. He scared the hell out of some of the new auctioneers with his stories. But he sincerely didn't want them to step on the 'landmines' that he was always referring to ... he was always looking out for the auctioneer."

Proffitt, 67, was a columnist who never minded the "heat" his written perspective generated, and he was steadfastly adamant in promoting honesty and integrity inside the auction ring.

"His personality was larger than life. He also had a nice writing style. Steve was extremely funny. I think he harbored a secret wish that he had been a standup comedian, rather than an attorney specializing in auction law," *AntiqueWeek* former Managing Editor Connie Swaim said. "I would see him several times a year at various state and national auctioneer conventions. He always had a place at his table for me during the lunches and dinners.

"I never understood the phrase 'Southern gentleman' until I met him," Swaim said. "His weekly columns were peppered with his background. Not many people can turn a memory of a hunting trip with dad into a lesson about auction law. I'm sure he is in Heaven right now arguing about buyer's premiums and reserves."

Proffitt actively supported his seven children in their endeavors, spoke of the wisdom received from his parents, and oft-times wrote about his lifelong ambition to educate "Cousin Junior" – while also admitting he often learned important life lessons from him. He was also an avid fan of Alabama football.

That Roll Tide passion was evident nearly everywhere, as Christie King, CAI, AARE, BAS, and Scott King, CAI, AARE, of J.P. King, remembered him.

You can't make the DAMN stuff up

J. Stephen Proffitt III, Esq.



In the classroom, in his writings, or just in a random lobby, Steve Proffitt was “an amazing man.”

“Steve was my friend and mentor. His office was next to mine and everyday he’d stop and visit,” Scott said. “We’d talk business and life. Incidentally, you know Steve was a HUGE Alabama fan and one day I get a voicemail on my cellphone I knew Steve would go bonkers over, so I went into his office.”

“I set up the situation telling him I needed him to listen and tell me what I needed to do. He stopped what he was doing thinking I needed deep legal help. He leaned over the phone so he could carefully listen. I had him hooked at that point, so I played it. I’ll never forget his reaction. He started giggling. He made me play it over and over and he just giggled excitedly every time.”

“You see, it was from [Alabama head coach] Nick Saban.”

“After Steve came to work at J.P. King in 2004, I asked him how a guy from Virginia could be one of the biggest Alabama football fans that I’d ever seen,” Christie King said. “I live in the heart of Alabama football, and I know an Alabama fan when I see one. He said he had been an Alabama fan since he was a child.”

“His family could only get three radio stations in Virginia, and one of the stations played Alabama football every Saturday. Now naturally, being the story teller that Steve was, his explanation didn’t come out in one sentence. I believe he went on for 20 minutes in his explanation, and his cousin Junior was involved.”

Although he attended nearly every NAA event, Proffitt was in great demand among several state auctioneer associations. His death will leave a large hole within the auction industry, according to Hannes Combest, CAE, the NAA’s chief executive officer.

“I can’t imagine how many people he touched,” Combest said. “He was an icon in our industry. There will never be another Steve Proffitt.”

Beyond freely dispensing advice (which, to most attorneys, is “billable hours”), Proffitt was a friend who auctioneers learned to trust.

“Steve Proffitt was an amazing man,” Christie King said. “He loved his family, both his biological family and his auction family. Steve was a giver. He never met a stranger.”

“When you spoke with Steve, he made you feel as if you were the most important person in his world at that time. He called everyone ‘friend’ because that is what you became to him, his friend.”

To auctioneers, Proffitt was a fount of knowledge, good gentle humor and a sincere promoter of honesty.

“He was a dear, dear friend. He had a heart of gold,” NAA Vice President John Nicholls, AARE, said. “He believed in the auction as a model of marketing. He was that rare breed of academia – an unequaled IQ – mixed with goodness and down-home common sense. An absolute master speaker, he will leave a vacuum in our industry that will never truly be filled.” ❖

This original piece initially appeared in the Jan. 11, 2016, issue of AntiqueWeek and was reprinted with permission.



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Is it seller's right to sell?

Auction professionals should verify a seller's authority.

Question: Should an Auctioneer verify the seller's authority to sell items at an auction? If so, what does an Auctioneer need to do?

Answer: Yes, Auctioneers should do some due diligence to verify the seller's authority before conducting the auction. Auctioneers should regularly ask themselves when talking with clients, who has authority to sell this property? Auctioneers should be proactive and take reasonable steps to verify the seller's authority to reduce the likelihood of expensive litigation.



should sign the auction contract with specific representations of ownership. The due diligence and representations here are important to avoid litigation similar to what happened with Kobe Bryant. Kobe's parents entered into an auction contract to sell items that belonged to their son. It resulted in the auction company and Kobe's parents being sued and embroiled in litigation. If the property is owned by two or more individuals, all of the owners should generally be in agreement to sell

What actions an Auctioneer should take depends on two primary factors: (1) who or what owns the property; and (2) the type of property to be sold. Personal property and real property can be owned by an individual, several individuals, as estate for a deceased individual, different trusts, a corporation, a limited liability company, a limited partnership, or other types of legal entities. In order for the auction contract to be effective, it should be signed by the individual, individuals, estate, trust, or entity that owns the property and has authority to sell it.

If an individual wants to sell his or her own personal property, for example, that individual

the property. In order to avoid problems, it is appropriate to have all owners sign the auction contract.

If the property to be sold at auction is owned by a trust, the auction contract should be signed by the trustee. If there is more than one trustee, it is appropriate to have all trustees sign the auction contract.

The second primary factor is the type of property to be sold. If someone wants to sell real estate, in addition to a representation or warranty in the auction contract, a title search or abstract should be obtained to determine who the legal owner

of the property is and who can lawfully transfer ownership of the property. In addition, Auctioneers should review the information in an effort to determine whether there are any liens on the property. If someone wants to sell a motor vehicle, the Auctioneer should obtain the certificate of title and registration information to verify who has authority to sell the vehicle. Also, when an Auctioneer is liquidating the assets of a business, or handling an auction for a business, special attention should be given to intellectual property, such as copyrights, patents, trademarks, domain names, and other items.

Auctioneers should be aware of issues regarding ownership and who has authority to agree to an auction. It is important to do some due diligence to verify the seller's authority to contract for and finalize the sale. Putting policies or procedures in place to verify ownership will reduce headaches and help you avoid costly litigation. The next two columns will provide additional information verifying the seller's authority when dealing with a decedent's estate and with legal entities (e.g. corporations or limited liability companies). ❖

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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.

Clarity: Don't mess with the message

Too many images or visual "aides" will get your message lost in the weeds.



Keep your message out of the visual aide "weeds." It should be supported by aides, not hindered.

During my early career as a newspaper reporter, I got my big chance to show off what a great editor I could be.

The regular editor of our weekend tabloid was on vacation, and the boss put me in charge. One of our better reporters had written a great story about tigers, and our art director, Ray Brown, painted a big picture of a tiger's head and shoulders for the cover.

A lightning bolt of creativity struck me and I said,

"Let's start the story on the cover, and let it flow across the drawing"

Ray, a nationally known veteran, shrugged. "If you say so," he said.

As the presses were running, I heard a shout: "Where's Carter?!?" Moments later, I saw the huge frame of my editor Clarke Stallworth towering over my desk. He threw down a copy of my masterpiece, and I wanted to disappear. The ink in the tiger and the type had run together, making

the story almost impossible to read.

It was, as we say these days, a teachable moment, and the lesson (cleaned up considerably from the original) was simple: “Don’t mess with the message.”

I still think about that tiger every time I see an auction brochure with type plopped on top of grass or tree limbs where it becomes virtually invisible.

These days, we have more ways than ever to outsmart ourselves by messing with the message. They’re snazzy, tempting and fun to use. Software. Die cuts. Widgets. Just a few weeks ago, I was experimenting with a fancy presentation program that looked promising. I could zoom in, back up, and send parts of the presentation flying around at all angles to show the relationship between various concepts.

With my presentation about half done, I broke away for a meeting with fellow communications professionals. Our speaker mentioned the very program I was using.

“It makes people dizzy if you overuse it,” she said. And that was that. Anyway, she didn’t need gimmicks. She looked us in the eye and talked to us straight up, using a few very basic slides, and no microphone. By the time she got done, we were impressed – not by her gadgets, but by her message.

Here are a few questions to ask yourself when you’re about to get fancy with your communications:

- *Does it have a function?* Thankfully, most of us have rid our web sites of things that flash and jump around. Always reaching for the “latest and greatest” gadget will create something that, in a few years, dates your site or brochure as surely as that old picture from the “big hair” 1980s.
- *Does it create more work for your reader, viewer, or listener?* For a while, I used a project management system that required clients to log on, upload files and download reports. I dropped that in a hurry when my clients told me how much they hated it.
- *Does it require more attention?* When NPR’s Bill Boilen first started a program called “All Songs Considered,” he decided to make it a “multimedia experience.” But it meant the listener also had to be planted in front of a computer rather than just listening. Nobody was willing to do that, so he quickly

dropped the visuals and ended up with a hit show that’s been running for 16 years.

When it comes to keeping the message pure, nobody was better than auction attorney Steve Proffitt, whom we lost this past Christmas Day.

Many of us knew Steve through the classes he taught and the articles he wrote. He was a superb writer and speaker, and stubbornly refused to let anything get in the way of what he was trying to say. He’d stand up (with or without slides – it didn’t matter) and say, “I’m going to talk about how to get your money and keep your money.” And, that’s exactly what he did.

You can’t get much plainer than that. ❖



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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:

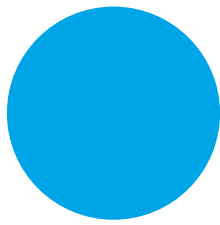
- Number of years in the auction profession
- Number of years as an NAA member
- Work history
- Education
- Prior volunteer activities

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?

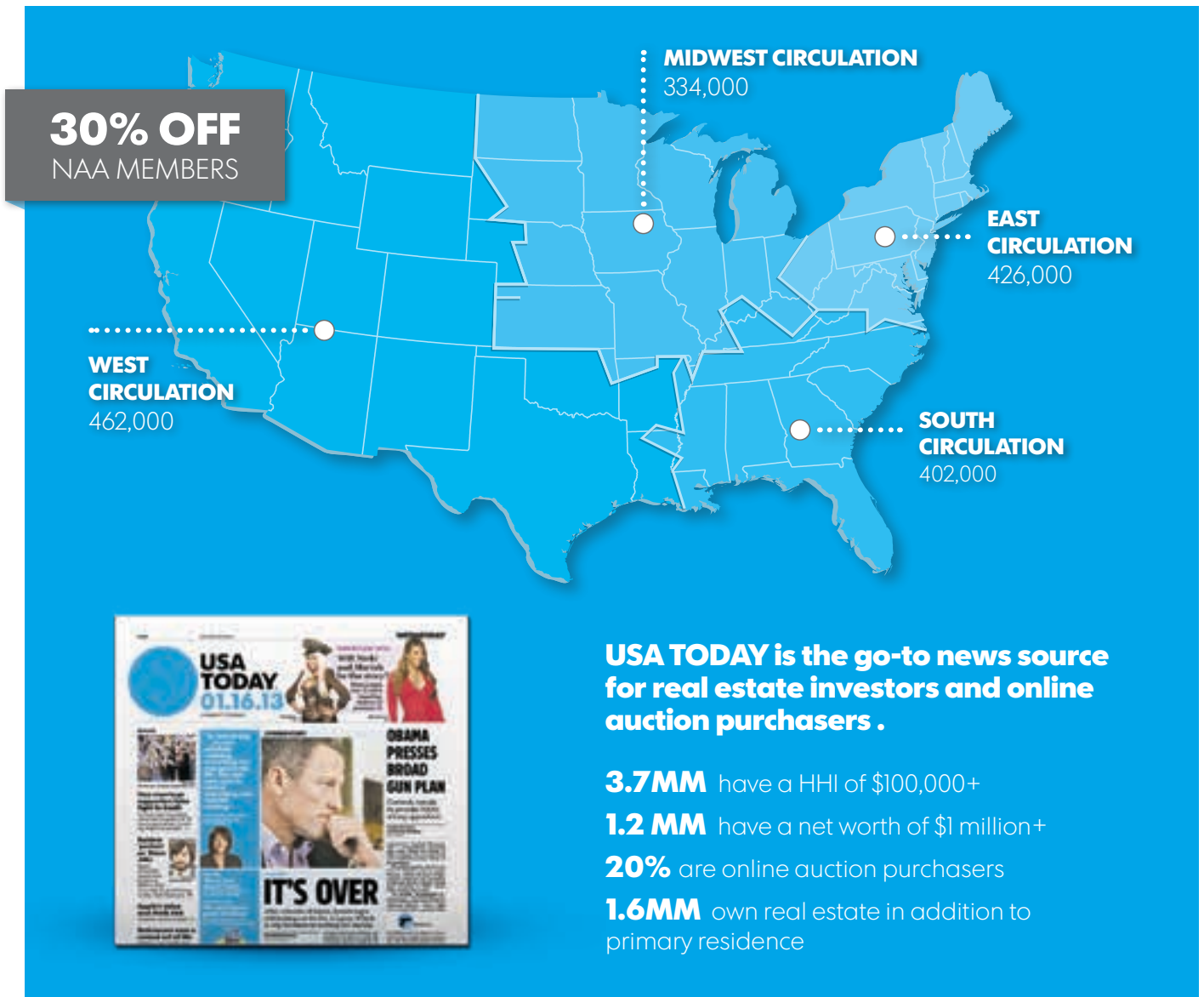
Please remember that we need all information by 4 p.m. Central time on Feb. 29, 2016. Please email the requested information to: education@auctioneers.org.



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

Last year, the NAA Board of Directors released its first annual report to the membership outlining the progress made on the 2014 business plan. This year we continued work toward the vision of ensuring that NAA members are the preferred auction professionals used in the marketplace. In order for the NAA to grow and maintain relevance, the association will focus its attention and resources in three key areas:

- 1) EDUCATION for its members to enhance their business goals and professional development.
- 2) PROMOTION of the auction method of marketing and the NAA professional.
- 3) ADVOCACY of the auction methodology and for NAA auction professionals.

Strategic Priorities Selected by Leadership for 2015

Develop the infrastructure necessary to guide future efforts for promotion. Develop the infrastructure necessary to guide future efforts for advocacy.

Both the Advocacy and Promotions committees are now fully functioning committees within NAA's governance, and participated in the Strategic Planning process by providing plans and ideas for Board consideration in the 2016 Pathways to 2020. The Committees worked together on developing an educational program at Conference and Show. In addition, the Advocacy Committee held a NAA Day on the Hill in Washington, D.C., that had 20+ participants. And at its recent meeting in October, the NAA Board of Directors approved the NAA Public Policy Agenda recommended by the Advocacy Committee.

Develop an educational process that revises designation programs for international members.

NAA staff are currently working with representatives from South Africa to use the AARE curriculum and to make it relevant for members in South Africa (ensuring legal, monetary and cultural issues are accurate for that country). Depending on the outcome of this project, this model will expand to other countries, making NAA education even more relevant for members across the world.

Continue efforts to rewrite CES

The Certified Estate Specialist was entirely rewritten and offered in July at the Conference and Show; 87 percent of the participants indicated the class was Very Good or Excellent!

Continue to rewrite the ATS program so that it can benefit today's auction professional as well as those needs for the future.

ATS has been rewritten and renamed to the Auction Marketing Management (AMM). In the Spring, all individuals who hold the ATS designation will be contacted to see if they want to convert to AMM or remain ATS. They may keep their ATS designation until they audit AMM and at that time will convert to the AMM designation. As of Conference and Show in Grand Rapids, only AMM will be offered.

Conduct an audit of CAI to evaluate the marketing and selection processes as well as the curriculum.

NAA employed an outside educational audit firm to take a hard look at CAI's curriculum, policies and processes. The audit was very complimentary of the program and the curriculum.

Develop and begin to implement a meaningful data collection plan to determine needed information about our members.

Staff has collected demographic information from approximately 25 percent of NAA members. Demographic data collection will continue in order to establish trends in the industry and specifically within our membership. ❖

Visit auctioneers.org for the full NAA 2015 Annual Report, which includes progress updates regarding membership, state association relationships, event attendance, information regarding the National Auctioneers Foundation, and much more.





The NAA Hall of Fame: Who makes a good candidate?

At its recent meeting last July, the Hall of Fame committee, which consists of all members of the Hall of Fame, discussed how to ensure that those making nominations understand what the group is looking for in naming candidates to the Hall.

According to Terry Dunning, the group is interested in what the nominee has done during his/her membership in NAA. Have they actively participated and shown leadership in the varied activities within the organization? Also, NAA membership for at least 10 years is a requirement.

Dunning said that this involvement within NAA is critical because without the participation and leadership shown within the NAA, the other criteria are not considered unless there is an individual who has made an extremely positive influence on the auction profession.

Furthermore, Dunning said, the Hall of Fame wants to know about the type of person the nominee is. What are the character traits that make it important to consider this nominee as a candidate for induction.

Finally, Dunning said that a candidate's involvement in their state association, community activities and, of course, the strength of their auction business is considered. And, what kind of reputation do they have in the auction industry?

The Hall of Fame committee will accept nominations this year until June 1. Nominees are considered for up to five years and then must be nominated again. ❖

See page 30-31 for
the official 2016
NAA Hall of Fame
nomination form.



2016 NAA HALL OF FAME

Name of Nominee		
Residence Address		
City	State	Zip code
Phone		

BUSINESS INFORMATION

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

PERSONAL AND FAMILY INFORMATION

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

PROFESSIONAL INFORMATION

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

NAA ACTIVITY

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



NOMINATION FORM

STATE ASSOCIATION ACTIVITY

List state association involvement, offices held, etc.:

COMMUNITY INVOLVEMENT

List any notable community activities:

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

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

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NOTE: Nominee will remain on the ballot for five (5) years. If not elected, they will be removed from the ballot and are eligible to be nominated again after one year.

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Volunteer pride



NAA member Patti Baldini named first woman to enter Tennessee Hall of Fame.

By Nancy Hull Rigdon, contributor

Patti Baldini has pride in the numerous titles she's won at competition. That includes her 2008 National Auctioneers Association International Auctioneer Championship Women's 1st Runner Up and 2004 Tennessee State Bid Calling Champion.

Yet, her proudest achievement came this past summer, when her peers chose her as the first female inductee into the Tennessee Auctioneers Hall of Fame.

"I felt like I had won an Academy Award," says Baldini, CAI, CES. "It is such an honor for your colleagues to essentially say, you've done a good job, we want to recognize all your efforts, we like who you are."

The recognition at a banquet in June 2015 was a surprise to Baldini. When a colleague began his speech by praising the efforts of the hall of fame's newest member, she figured it was anyone but her. When he said the honoree "used to dress to match their plane," Baldini, who previously flew small planes, entered a state of shock.

"It was such an amazing, stunning honor," she says.

The accomplishment came nearly 23 years into Baldini's Auctioneering career. She has grown her company, Baldini Auction Company, LLC, in Hermitage, Tenn., into an auction firm well-known for its auctions in the areas of real estate, antiques and fine art. Baldini is also very active in the benefit auction arena.

She is a real estate broker, and her involvement in local Auctioneering organizations includes serving as a two-time past President of the Middle Tennessee Auctioneers Group as well as past Vice President and Board of Directors member of the Tennessee Auctioneers Association.

It may seem hard to comprehend after such a full career, but Baldini had much to prove early on.

"I had this long, blonde hair, and I was selling farm equipment. I knew everybody thought, 'What does she think she's doing? She's never going to last,'" Baldini says.

She put in her hard work as an Auctioneer, and at the same time, she was a single mother raising two girls. She gained respect from clients as well as colleagues while valuing integrity above talent. As she puts it, "You do have to have a lot of skill, but you also have to have a lot of heart."

That heart is vital in making sure all aspects of an auction career are up to task.

"People love to talk about the bid-calling aspect of Auctioneers," Baldini says. "But, being a good bid caller is such a small part of what it takes to run a business. At the end of the day, your name is all you have. So be good and kind and treat people the way you would want to be treated, and you will do well."

The rush of auctioneering keeps Baldini running strong in the game.

"I used to ride a motorcycle on Saturday mornings and then go teach ballet. I've always had this need for the thrill of what's around the corner," she says. "I love the challenge of auctioneering. I'm most comfortable when the adrenaline is really pumping."

The support and advice she's received from fellow Auctioneers has been key to her career, she says. As female Auctioneers, she and Terri Walker, CAI, BAS, CES, have formed a powerful bond. And the words of the late Bill Colson have empowered her.

"He told me what you need for a good auction – preparation, preparation and a little bit of luck," Baldini says. "That has stuck with me, and I'm always looking for that one more thing I can do before an auction to be as prepared as possible."

Now, she finds herself in a position to help influence younger Auctioneers. During a Tennessee Auctioneers Association fun auction, Baldini called an Auctioneer fresh out of auction school up to auction a necklace.

"When I was a new Auctioneer, it took me two to three years to get up the nerve to sell in front of everyone, and so I thought, let's go ahead and break him in," she says. "He was terrified, and then he did so well. Everyone was applauding, and he had this smile that wouldn't go away. And, it felt so good for me too." ❖

"I'm always looking for that one more thing I can do before an auction to be as prepared as possible."

— Patti Baldini

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Managing absentee bids

Use your terms and conditions to help manage buyers' and sellers' expectations.

Absentee bids left with an Auctioneer are generally seen as an accommodation to bidders who are unable to be physically present at an auction.

The acceptance of absentee bids can also benefit the seller by providing a starting point for bidding, and by potentially increasing the hammer price achieved on a lot. It is important, however, for Auctioneers to recognize that bidders and sellers may bring their own expectations to absentee bidding, and that those expectations may be inconsistent with industry standards.

As such, in order to educate the parties, manage their expectations, avoid disputes, and reduce the risk of liability, Auctioneers who accept absentee bids should clearly establish the nature of absentee bidding and the procedures employed by the Auctioneer.

As a starting proposition, the Auctioneer is the seller's agent. This means that the Auctioneer acts on behalf of, and for the benefit of, the seller. Notwithstanding this essential truth, when an Auctioneer agrees to accept and execute an absentee bid, two questions arise:

- 1) What, if any, relationship and potential liabilities are established between the absentee bidder and the Auctioneer?
- 2) How, if at all, is the relationship between the Auctioneer and the seller affected by the Auctioneer's acceptance of an absentee bid?

"Like so many issues confronted by Auctioneers, the answers to these questions should be found in the Auctioneer's bidder

terms and conditions in the written contract between the Auctioneer and the seller," says NAA member and lawyer George A. Michak, Esq. "The bidder terms and conditions provide the Auctioneer with the opportunity to establish rules applicable to the auction and to describe the contractual relationship between the Auctioneer and the bidders."

The bidder terms and conditions should clearly state that the Auctioneer is the seller's agent, and that, under no circumstances (including the acceptance of absentee bids), will the Auctioneer act as, or be deemed, an agent of a bidder. Additionally, the bidder terms and conditions should indicate that if absentee bids are accepted, they will be accepted in the Auctioneer's sole and absolute discretion. Absentee bids are, thus, a ministerial accommodation – not an obligation.

Should an Auctioneer be willing to make the accommodation of accepting absentee bids, he or she must determine, as a matter of policy, whether an absentee bid will be executed at its full amount or whether it will be executed competitively (i.e., initiated at a lower opening amount that is typically a percentage of the maximum bid established by the absentee bidder and only executed up to the amount necessary to constitute the high bid, or until exhausted (whichever comes first)).

In this regard, note that there is a world of difference between a \$500 maximum bid and a bid that will be executed at \$500. Once this determination is made, it should be stated clearly in the bidder terms and conditions so that there are no surprises.

Next, the bidder terms and conditions should recognize the possibility that -- given the hectic nature of an auction -- it is



entirely possible that an absentee bid may not be executed. Here, the bidder terms and conditions should inform bidders that, while the Auctioneer will make reasonable efforts to execute absentee bids, there are numerous circumstances that may result in such a bid not being executed, and that there will be no liability for the failure to execute a bid.

This is important to reduce the risk of an absentee bidder claiming damages based on the bargain he or she might have gotten had the bid been executed (for example, an absentee bid of \$500 is not executed because the runner holding the bid was distracted, the lot sells for \$100, and the bidder claims that the lot was a sleeper worth at least \$1000).

Essentially, the risk of a failure to execute rests on the absentee bidder, and, if the lot is important to the absentee bidder he or she should take steps to attend the auction in person, through an agent, or by telephonic or electronic means. Each absentee bidder should also be advised, and acknowledge, that a lot subject to an absentee bid may be sold to another bidder for the maximum amount of the absentee bid based a bidding sequence that causes another bidder to reach that amount first (for example, the maximum amount of the absentee bid was \$100, the absentee bidder was in at \$90, and the lot sells to another bidder for \$100).

Additionally, the bidder terms and conditions should address how an absentee bid will be handled if its execution would be for less than a full bidding increment established by the Auctioneer. By clearly articulating the rules for handling absentee bids in the bidder terms and conditions, the Auctioneer can manage the bidder's expectations and reduce the risk of liability.

Having established the rules for absentee bidding in the bidder terms and conditions, the Auctioneer must also address absentee bids in the written contract between the Auctioneer and the seller. This is particularly important with respect to the possibility that an absentee bid may go unexecuted. Just as the Auctioneer wants to avoid exposure to liability to an absentee bidder because of the failure to execute a bid, the inadvertent failure to execute an absentee bid should not expose the Auctioneer to a claim for damages by the seller (for example, the hammer price on a lot is \$100, but there was a \$500 unexecuted absentee bid).

For this reason, the contract between the Auctioneer and the seller should clearly state that, an Auctioneer taking absentee bids may do so in the Auctioneer's sole and absolute discretion, that the handling of absentee bids will be in accordance with the Auctioneer's bidder terms and conditions, and that the Auctioneer will have no liability to the seller for the failure to execute an absentee bid.

"By properly addressing absentee bids in the bidder terms and conditions and in the contract between the Auctioneer and the seller, the Auctioneer gets everyone on the same page, manages the expectations of all parties, and will reduce the risk of a courtesy becoming a nightmare," Michak said. ❖

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NAA member Dove earns coveted IAA lifetime honor

Ross Dove was honored for being an industry innovator and pioneer.

By James Myers, contributor



Ross Dove's career in auctioneering borders on storied – he pioneered innovations that affect the way auction professionals work today. *Forbes*, *The Economist* and several other national publications included him in articles about Dove's groundbreaking online platform for auctions.

Dove's innovative thinking has made him a go-to professional in the auction industry, and it's also part of what earned him the Industrial Auctioneers Association's (IAA) lifetime award recently. Dove is only the third person to be honored with this distinction.

Dove comes from a family of Auctioneers. He joined his father and grandfather at the family auction house in San Francisco, California, decades ago and hasn't looked back. In fact, some would say he's constantly looking forward.

Scott Swanson, president of the IAA, remembers being in his early 20s, a rookie in the auction industry, travelling to Chicago for a large industrial auction and seeing a billboard advertising Dove's new online auction company outside of Chicago O'Hare International Airport. He was already aware of who Ross Dove was, and looking up at the billboard, he asked himself how he could ever compete in industrial auctions.

"There hasn't been another member who has brought more membership (to IAA) than Ross," Swanson said. "He's tremendously respected in the industry for his innovation and leadership."

Swanson said the technology developed by Dove has gone on to streamline the auction processes of everyone from general Auctioneers to worldwide Auctioneers.

"He's probably partnered with more auctioneering companies than anyone out there," Swanson said.

Dove was an early proponent of utilizing the Internet for auctions, and created DoveBid after seeing the success of eBay in 1999. He turned Dove Brothers, founded by his grandfather in 1937, into a company that still embraced traditional auction methods, yet included a website to bring Internet users into the fold. The site featured real-time webcast of auctions, which gave bidders the ability to feel like they are in the room with the Auctioneer.

Dove is a frequent lecturer and has spoken at institutions such as Stanford and the University of California – Berkley. He has served as chairman and CEO of Dovebid, Dove Brothers, and Ross-Dove Company. He's also the brains behind the theater-style auction where bidders sit and bid using their catalog and video instead of walking from auction block to auction block.

Volunteering his time on boards has also been a staple for Dove, who has served on a number of venture-funded companies and was a board director for Nasdaq-listed Critical Path, Inc., a global leader in communications software and services.

Dove said receiving this recognition was a great honor because it came from his peers. Also, he was happy to receive it during the IAA conference in November in front of his two sons who are also in the family business.

"The only negative is nobody wants to feel old enough to get a lifetime award," quipped the 63-year-old. "I was also shocked I got the lifetime achievement award at halftime. I feel along way from done."

If the family history is indicator, Dove still has at least two decades of work; his father and grandfather were still active in the industry into their mid-80s.

As for the future, Dove says his is a family of innovators, and it will remain that way. He said they are trying to build out a platform that his sons and nephew can use to continue growing the business. They are also looking at what new sectors can be brought into the business. For instance, they were the first to auction financial assets such as charged off credit card portfolios.

“We’re looking for new firsts,” he said. ❖



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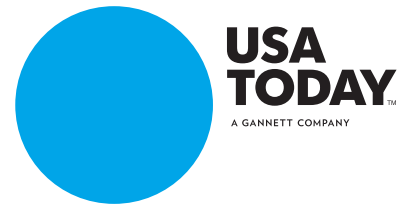


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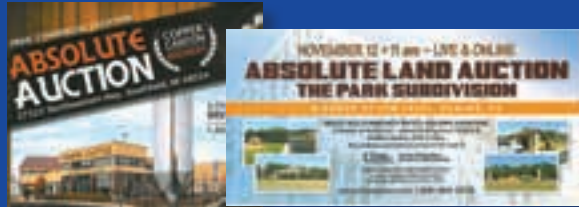
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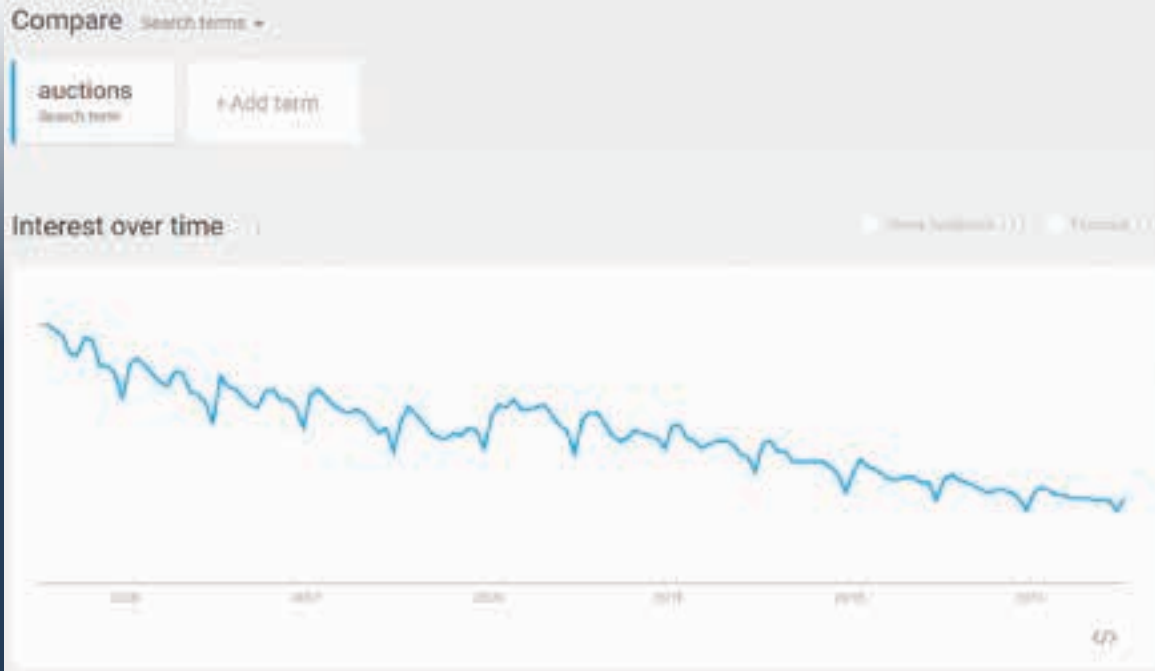
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A search on Google trends (google.com/trends) reveals a stark visual of how fewer people over the last decade are conducting searches with the word "auctions". NAA's ATS program points this out and is educating NAA members how to effectively market their auctions in the face of the trend.

ATS: Rogue marketing

Armed with loads of data, ATS is punching conventional auction marketing theory in its gut feeling.

By Curtis Kitchen, NAA Director of Publications and Trade Show

I had heard John Schultz's story before – how the Chief Marketing and Technology Officer for Grafe Auction Company decided to go rogue and spit in the face of traditional auction marketing.

Without as much as a whisper to anyone, including his boss, Schultz strapped on his life preserver – loads of buyer and seller behavioral data he had collected – and jumped full into a deep strategy of cutting off print advertising for his company's auctions. Instead, he directed those efforts and dollars into digital pieces – Facebook advertising, specifically.

His data lifejacket popped him to the top almost immediately, and Schultz finally spilled the beans to coworkers after about three months, only after they began noticing substantial increases in auction attendance, website traffic, higher bids and higher sales.

Print and print advertising aren't dead; but from that turning point back in 2013, they no longer were openly welcome to live at Grafe.

Schultz now shares this story with an earned certain amount of prideful glee each time he presents as an instructor with the National Auctioneers Association's Auction Technology Specialist

(ATS) designation course. He caps the tale by explaining how he'll still use print materials when forced, only to sadistically prove to a seller, after-the-fact, how much advertising money was wasted based on the number of buyers who actually a) attended, or b) bought something.

The latest rendition took place in Atlanta, Georgia this past January, where a full room of nearly 25 attendees, including myself, gathered to see convincing data and take away some piece of the digital and social media prowess Schultz, ATS, and fellow long-time digital advocate Robert Mayo, CAI, AARE, ATS, GPPA, have proven to possess.

It was Mayo who finally convinced Schultz a few years back to listen to and act on what his website analytics and early social media marketing were telling him. That conversion came after many discussions between two opinionated, well-reasoned, at-times stubborn individuals, and the back-and-forth dynamic between them presents itself in the ATS class setting.

Through inside jokes and snap-quick, light-hearted sarcasm, class attendees immediately notice the healthy tension that exists between two guys who share a common belief in the power of digital marketing but reserve their right to fight for first chair

as the other's devil's advocate. They burn their accountability fire hot, and their delivery is part of what has allowed NAA to forge a comprehensive but steel-strong marketing management designation program.

Day 1: Engagement from the start

Cups of coffee were still being poured and seats still filling the first morning when the Atlanta course provided insight into its innovation, albeit from an unexpected angle.

Many courses today communicate the message of "we're going to teach you," or "sit down and let us show our way of doing things." Instead, in perhaps an unintentional hat-tip to its content marketing and social media marketing elements, immediate engagement swung open the instructor/student door to collaborating and establishing the program's goals.

In an ice-breaker exercise, Mayo and Schultz asked what attendees hoped to take away from the three-day course. Answers were far-ranging and included: digital marketing; social media; brand development; marketing tools; remarketing tactics; project management; and, better data collection and analytics usage. As we would come to discover, the course accomplishes all of that, plus some (diving into strategies for content creation, headline writing and other various content marketing topics), in five modules.

After goals were established, well-known auction marketer Ryan George stressed the importance of brand. Personal brand, professional brand, the importance of brand consistency ("Strict consistency is the best way to guide brand association," George said.), and what your brand communicates. He approached each angle fully and laid down the necessary, overall marketing theme for Schultz and Mayo to later hook into as they explored granular processes, concepts, tools, and strategies.

Following George, the class took a swift turn toward the single platform that has captivated not just the auction industry but also the entire marketing world by storm – Facebook.

While some of the room shared it had a little experience with Facebook advertising, nearly all were blown away as Schultz showed living proof of how "valleys are now lower than our previous peaks" with regard to website visits and how he has mastered the Facebook Lookalike Audiences tool. (NAA also uses this tool and others to push content and increase brand awareness.)

Schultz expertly illustrated the why's and how's on data collection, and, more importantly, how to apply Facebook data so that it sharpened his marketing campaigns.

Day 2: Take "auction" out of auction?

Now that attendees knew how to set up their audiences and



NAA ATS instructors Robert Mayo (left) and John Schultz (far back center) converse with ATS students in Atlanta. The duo is helping disprove longstanding auction marketing "gut feels" through data analysis.

employ some basic measurement principles, Mayo assumed control of the ATS ship on Friday morning and set sail toward a rather large beast – content. That is to say, once you've decided to market to your buyers and sellers, what should you say? And, how should you say it?

Operating on the thought that headline creation should take 80 percent of your content planning time, Mayo and Schultz took the class through a lengthy headline creation exercise that showed the thought process that should go into headline writing. What the class found was that it often is gut feeling and/or history that lead to a product description masquerading as a headline.

Data rips off that mask, showing that certain words are less used or searched online now compared to years ago. Schultz presented telling information from Google regarding the word "auctions," showing that it had trended down the past decade. However, that is not to say the public has stopped searching for auctions. It is to say the public may be searching for auctions with words other than the actual word "auction" or "auctions."

If that's the case, then one thought process is to use the same words in digital marketing pieces that the consumer is using to find assets – especially when word count is limited. In layman's terms: The fisherman should go where the fish are biting.

But, take the word "auction" out of auction marketing? You can already feel your gut resisting such a thing, which makes the exercise one of the best in showing how much we rely on gut feel versus data on a regular basis – even if all indications are that means we are choosing the less-than-optimal result simply because we (not our buyers and sellers) prefer the other option.

Aside from headline and content creation, Schultz also dove into Google Analytics. There, he discussed several Key Performance Indicators (KPIs) that even those who are just beginning to learn



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how to use data can immediately start to make sense of how their site is performing and adjust accordingly.

Day 3: For love of process

I stole a few minutes Saturday morning to start the final day – jumping to the front of the classroom to share how NAA began its own data-driven strategies (and continues to develop them) over the past few years. I also shared how NAA uses content-pushing platforms such as Outbrain to wedge the NAA brand into consumer conversations.

After I finished, attention then turned back to data and analytics because the monster, with its superhuman ability to paralyze thoughts and actions, unapologetically refused to fit into a single day. Comments and questions were plentiful, and answers robust.

Mayo then introduced the final module, guiding conversation into business efficiencies. It is a tricky thing, efficiency, especially when you're a small company. Every minute, you think, that you spend not focused on your day-to-day work (taking a day to attend a class versus using that time to prospect a sale, for example) is time not spent being optimally productive.

The key, Mayo explained, is that many times there are inefficiencies embedded in your activities when you are working. Things like minor task disorganization, improper task prioritization, not enough delegation ... these all add up to inefficiency that limits your ability to accomplish more in less time.

He pointed out a task manager or two that can assist with better project management and offered future assistance to those who needed or wanted to try things he suggested. A final general questions-and-answers session then followed before ATS – Atlanta drew to a close.

ATS to AMM ... what's next

As you read in the NAA Designations cover story (page 10), ATS will officially complete its branding metamorphosis later this year. Where it once focused on then-new online technologies, the curriculum has expanded to provide one of the most well-rounded continuing education marketing programs you'll find – either in this industry or others.

For more information on the upcoming ATS/AMM in Tampa, Florida, May 10-12, email education@auctioneers.org. ❖

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Are you building your social media marketing to fail?

If you aren't, you should be.

By Curtis Kitchen, NAA Director of Publications and Trade Show

Your social media marketing and content marketing should be built to fail.

That thought first struck me through a breakfast conversation I had with my wife – who is a perfect representation of the general consumer.

To paraphrase, she told me advertising and/or marketing on Facebook is a waste of time, especially if you want to reach a younger audience. She also indicated that nobody wants to click on ads, so it's a waste of time for marketing to take place there. While those points easily could (and should) be debated (not by me with her ... I enjoy my marriage), reading between the lines of her comments provided some really great insight into why content marketing and social media marketing work so well. It's because they "fail" the public's test as "ads".

Think of it from this angle:

Like nearly all consumers, my wife doesn't care to know the ins and outs of marketing best practices, let alone dig into the layered,

sometimes complicated relationship between content, social media and consumers. (She shouldn't worry about such things; that's for content marketing and social media professionals to lose sleep over.) For marketers, however, the incredibly important takeaway from my wife's opinion is this: Whether she realizes it or not, all she wants to know, and feel, more importantly, is that she controls a relationship she didn't even realize she's in.

For example, from the moment she sees a simple Nike shoe image post on her feed (targeted to her because she has running listed as a Facebook hobby, recently visited Nike's site, or shown browsing behaviors all logged through tracking pixels), to the moment she clicked it because the shoe was pretty, to the moment she read about the new shoe's technology helping women her age conquer tougher courses and feel better physically doing it, to the moment she checked "just to see" if they had her size because she, too, wanted to conquer tougher courses thanks to that shoe, to the emotionally-connected moment when "in stock" appeared, to the moment she purchased it ... she believed she was in control.

And all the while, she believes social media marketing is a waste of time.

So, who wins here? Her? The company selling the shoe? The marketing department or firm that unobtrusively convinced a consumer through content to make a purchase?

The answer, of course, is ... yes.

It doesn't matter if you spend \$10, \$100, \$1000 or even \$1 million on campaigns, if you're doing social media marketing and content marketing correctly, it will appear as if you're doing nothing. Your marketing efforts will "fail" as traditional advertising, slipping past consumers' ad radars and into their psyches, which positions your product or brand even more firmly than it was previously.

How to beat the ad radar

Here are a few quick tips to help you "fail" better.

Headline: As B-2-C has evolved into a relationship, it stands to reason that relationship rules apply. Therefore, screaming never works, and your social media or content marketing headline shouldn't either. Depending on the platform, you have room to work, especially on Facebook. Be kind. Be gentle. Be inviting. Above all else, be interesting. Use your data to identify what drives your consumer group and build brand-centric messaging that communicates using those driving words.

Copy: Again, depending what platform you're using your copy will need to abide by different rules. On Facebook, for example, your ad can only have 20% text. This makes your artwork incredibly valuable, and the words you choose even more so. It can't be stressed enough – use data. Use a keyword search as it relates to your consumers to find out what words draw them most. Build your copy with those words. In other words, speak their language and connect with them. Remember, the purpose to all of this is to engage and build a relationship.

Images: The same concepts for copy can be applied to images (should your A/B testing prove to show your audience wants them). Sharp, clear images depicting those things that resonate most deeply with your buyers and sellers. Use those and avoid images that you think just "look cool." Apply data and science; not gut feel. And, if something feels culturally risky, don't do it. The potential harm to your brand always far outweighs any potential flash notoriety.

So, how will you know all of this is working?

Your social media Key Performance Indicators (in addition to your site KPIs) will show increased engagement, increased web traffic, and, eventually, increased conversions from leads to purchases. (That's all provided your entire sales conversion funnel process is in good shape, of course.)

If you have increased social media marketing and content

marketing tactics, but you aren't seeing results, keep a few things in mind: 1) these practices take time, so if you just started, let things work before bailing; and, 2) if you've been trying for months to no avail, use all the relevant data you can to make sure your copy and content are positioned to play favorably to your demographic.

Get that in line, and your campaigns will be better set up to "fail" to your brand's benefit. ❖




#NAACS16: The Amway Grand Plaza Hotel

Over 100 years of local history will greet attendees in Grand Rapids this July.

This summer, attendees of the National Auctioneers Association International Auctioneers Conference and Show in Grand Rapids will enjoy a true step back in time as they congregate in the place now known as the Amway Grand Plaza Hotel.

Since the cornerstone of the former Pantlind Hotel was laid in 1913, the hotel has seen both boon and swoon through its 103 years of history along the Grand River.

In the early 1900's, the original Sweet's hotel was purchased by J. Boyd Pantlind, who renamed it the Pantlind Hotel. Renovated and reopened in 1913, it was fashioned after English Adams Architecture by its designers, Warren & Wetmore of New York City, who also designed that NYC's lavish Grand Central Station and Biltmore Hotel.

As part of the design, three magnificent chandeliers came from Czechoslovakia. Made of Austrian crystal— a type that retains its brilliance, color, and luster — the two end chandeliers are 11.5 feet in length and 8.5 feet in diameter; the center chandelier measures 10 feet long and 8.5 feet in diameter. Each chandelier weighs approximately 4,000 pounds. Support chains and automatic lowering devices are concealed beneath the velvet caps. (Incidentally, all heating and air conditioning ducts are hidden in the ring between the chandelier and the ceiling.)

Above the fixtures, the domed ceiling was and is meticulously hand-applied, tissue-thin gold leaf. More than 7,000 sq ft of ceiling area is covered, making this the largest gold leaf installation in the United States. If one looked down from there, he or she would see a tiered fountain made of copper and has an ornate pineapple spigot, which is rather quaint today. However, before 1920, the pineapple was a popular symbol for hospitality in the United States.

After five-plus decades, a changing local environment and growing affinity for the suburbs opened the opportunity for The Amway Corporation to acquire the famed Pantlind in 1979. Amway then undertook the great task of carefully restoring the city's treasure to its former glory. Featuring the new Glass Tower, the renamed Amway Grand Plaza opened in 1981.

Since that time, the hotel's reemergence has helped spark a renewed vitality to Grand Rapids' downtown over the past two-plus decades, spurring growth and civic pride.

That energy mirrors the same level brought by people who have had various meeting rooms named after them; people who were influential in the history of Grand Rapids and our nation. The Robinson room is named for Rix Robinson, the founder of Ada, Michigan, site of the Amway Corporation world headquarters; the Campau room is named after the city's founding father, fur trader Louis Campau; and the Lyon room is named in honor of Lucius Lyon, a U.S. Senator from 1836-1840 and prominent surveyor and early land developer.

A last note of interest: Conference and Show attendees will notice during their stay at the foot of the stairs to the left stands a stately, old grandfather clock with an unusual story. Like the old Pantland Hotel itself at one point, the clock was in dire need of repair and refurbishing. It was sent to the Howard Miller Clock Co. where the craftsman assigned to repair the piece was astounded to discover, by an interior plaque, that the grandfather clock had been originally built by his grandfather!

History had come alive, again, and the Hotel, along with all of its living history will welcome NAA members in July. ❖

The chandeliers in the Amway Grand Plaza Hotel are Austrian crystal and weigh approximately 4,000 lbs. Support chains and automatic lowering devices are concealed beneath the velvet caps.



PURE Experience



**Mark your calendar:
Registration for NAA Conference and Show opens March 1!**



NAA VP Nicholls receives Virginia Auctioneer Hall of Fame Award



ROANOKE, Va. — National Auctioneers Association Vice President John Nicholls, president of the Nicholls Auction Marketing Group, has received the Virginia Auctioneers Association Hall of Fame Award for 2016.

The annual award recognizes outstanding service to Virginia Auctioneer Association and the auction industry. Nicholls was presented the award at the VAA's 58th annual convention last month in Roanoke.

A second-generation championship Auctioneer, Nicholls is a chip off the old auction block, attaining the same honor VAA awarded to his father Charles in 2006.

In comments after this seminal award John thanked his family, auction team and the association members for their guidance, support, and assistance.

Nicholls has amassed a number of professional achievements, which include being named 1994 Virginia State Champion Auctioneer; 2003 Virginia Auctioneer of the Year and 2003 World Automobile Auctioneer Champion; and the 2006-07 NAA International Auctioneer Championship Men's Division Champion.

Under his leadership, Nicholls Auction Marketing Group recently earned recognition as Business of the Year by the Fredericksburg Regional Chamber of Commerce.

Nicholls also takes a leadership role in professional organizations. In addition to his current NAA position, he is on the board of the World Automobile Auctioneers Professional Association. He is a past president and chairman of the board of the Virginia Auctioneer Association and a past member of the NAA board of directors.

He travels around the country as a featured speaker at many other state auctioneer associations and has represented the profession on NBC's TODAY Show, at the National Association of Realtors Convention and St. Jude Children's Research Hospital, in multiple news publications, and on a real estate auction consulting trip to South Africa.

Residing in the Fredericksburg area with his family, Nicholls is involved in his community. He is an active member of the Spotswood Baptist Church and serves on the boards of the Virginia Community Bank and the Joe Gibbs Youth for Tomorrow Foundation. Nicholls applies his championship bid calling talents at charity auctions to benefit a variety of organizations, such as schools, colleges, and hospitals, as well as Rappahannock Goodwill, Ducks Unlimited, Trout Unlimited, and the National Wild Turkey Federation. ❖

A second-generation championship Auctioneer, Nicholls is a chip off the old auction block, attaining the same honor VAA awarded to his father Charles in 2006.

2.78ct fancy light diamond cuts \$504k bid

MONROVIA, Calif. – John Moran Auctioneers’ annual December Fine Jewelry Auction was a decided success, amassing just over \$1.2 million in total sales during the Dec. 8 event.



\$21,250

The jewelry cases were well appointed, containing all the glitz and glamour appropriate of a holiday auction event. The sale was well attended, though most of the big-ticket items went to telephone buyers from around the globe. Ten phone lines were in full swing throughout the evening, and plenty of bids came via the Bidsquare, Liveauctioneers and Invaluable online platforms.

The evening’s decided top lot was a highly-anticipated, unmounted, natural fancy light gray-blue diamond, weighing in at 2.78ct. Following a protracted bidding war between ten phone agents and a number of attendee bidders, two phone buyers were left standing, with the winning bidder ultimately paying an equivalent of \$181,294 per carat for the rare stone, for a total price realized of \$504,000.

Initially, the diamond was estimated to bring \$50,000 to \$70,000, however it became clear that the diamond would exceed expectations when interest in the lot reached a fever pitch the day before the sale.

Overall, Moran’s did well with diamonds; the very first lot up at the block was a gorgeous Art Deco diamond and platinum ring, which was knocked down at the high end of its estimate, realizing \$2,760 (est.: \$2,000/3,000). Shortly thereafter, a stunning late Art Deco diamond and platinum bracelet, set with over ten total carats of diamonds quickly shot to a \$27,000 selling price (est.: \$25,000/35,000).

The second-highest earning lot of the evening was a 5.22ct pear-shaped diamond, graded K color and VS1 clarity, which brought a very respectable \$45,000 at the block (estimate: \$30,000 to \$40,000).

Pieces by contemporary designers certainly received a lot of attention during the preview, and proved their popularity with excellent selling prices throughout the night.

A 14K gold cuff bracelet by Hopi maker Charles Loloma featuring a channel-set turquoise, coral and lapis lazuli to the interior inspired fervent online bidding, realizing \$21,250 (est.: \$4,000/6,000).

French makers Boucheron and Cartier were represented in Moran’s December jewelry catalogue with some charming selections; a set of understatedly elegant cufflinks by Boucheron with interchangeable stones were a surprise hit, shooting to an excellent \$3,300 selling price (est.: \$500/700). Two Cartier lots, each of 18K yellow gold with carved lapis lazuli and diamond accents were expected to prove popular but by all accounts exceeded expectations; the ring earned \$13,750 while the bangle brought \$22,500 (est.: \$2,000/3,000 and \$4,000/6,000, respectively).

Moran’s catalogue featured a number of wonderful examples of antique jewelry, including a diamond and plique-à-jour enamel necklace dating to the turn of the century with fanciful pearl accents. The necklace flew to a selling price of \$28,800, thus joining the collection of a very happy phone bidder (est.: \$4,000/6,000). A second enameled piece, this one 14K gold plaque pendant/brooch set with a moonstone cabochon, diamonds and rubies, went up at the block with a \$500 to \$700 estimate, bringing \$1,920. ❖



\$504,000

Egyptian armor leads \$15 million sale



\$2,300,000

ROCK ISLAND, ILL. – If anyone ever wondered whether Rock Island Auction Company knows how to end the year with a flair for the dramatic, the 2015 December Premiere Firearms Auction left no doubt.

Led by the \$2.3 million dollar sale of a 15th-century Egyptian shirt of chain and plate, the auction achieved a realized total of nearly \$15 million and pushed the annual sales of the auction house to over \$51 million.

The results are attributed to two sources, according to Kevin Hogan, Director of Auction Services. “

“It really comes down to our customers and our employees,” he said. “Our customers are extremely loyal. The consignors place a lot of trust in us to present their items well and to market them, and the buyers trust us to honestly represent thousands of the world’s top firearms.”

The biggest battle on the sale’s second day, the weekend, and arguably in the history of Rock Island Auction Company was for the contents of lot 1262, a 15th-century shirt of chain and mail identified to military powerhouse and architectural patron Qaitbay, Sultan of Egypt.

The armor possessed the highest estimate in the auction, \$200,000 - \$500,000, but murmurs were exchanged among staff and collector alike wondering just how much the armor would sell for, as if those in attendance had their own inklings that they were on the precipice of witnessing something special. They would not be disappointed.

Bidding began well into the six figures, but it didn’t take long for bids to break into the seven figures. By that time, the competition was already down to two buyers bidding live via telephone, and the auction hall began to fill again with people from adjacent rooms who couldn’t believe the bids they were hearing.

A pause between each bid was interrupted by gasps, cheers, and disbelieving laughter as the two rival bidder cards flew up again and again. It could’ve only taken a few minutes, but to those in attendance waiting on the edge of their seats for each new bid, time stopped.

Cheers erupted when the bidding struck the \$2 million mark, but the second prospective buyer could not make the required \$2.1 million dollar bid, leaving the treasured armor to rest at its final realized price.



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Whoops and hollers were heard throughout the hall, and it set the tone for the rest of the second day.

Day one of the sale started strong with a host of Winchesters flying off the block such as the deluxe Winchester 1873 in lot 8 with vivid casehardening that sold for \$86,250, far surpassing its estimate of \$65,000. Other popular genres enjoyed success as well. Lot 281 contained a stately cased and engraved John Rigby side lever, double barrel rifle that exceeded its \$12,000 estimate en route to a sale price of \$27,500.

A Kentucky rifle from the illustrious Piedmont Collection provided a highlight when the Jacob Dickert Lancaster Flintlock rifle with its distinct rattlesnake-shaped patchbox in lot 129 rang the bell at \$25,000, ignoring its estimate of \$16,000.

Throughout the event, surprising bids came in for every type of item. A finely carved powder horn with engravings themed around the French-Indian War in lot 1132 spurred a huge bidding battle, shattering its humble \$1,800 estimate and bringing \$22,500.

Living up to the second day was no easy task, but day three managed in its own special way via a number of remarkable antiques and historic items that some bidders had been waiting for all weekend.

Their patience was short-lived, however, once the bidding started.

Lot 3083 was a cased presentation sword that was surrendered after a pivotal naval battle in the War of 1812, and formerly displayed at the U.S. Naval Academy Museum. It struck true with a collector who paid no attention to its \$45,000 estimate and gave \$74,750 to place it in his collection.

The very next lot, number 3084, was a cased, brass Dolland spyglass once belonging to George Washington was won for \$40,250 by a live internet bidder who clearly felt the \$15,000 estimate was modest. ❖

Colts, Winchesters deliver in Pennsylvania



\$2,600

HARRISBURG, Pa. – Cordier's Dec. 6, 2015, Firearms and Militaria Auction, in Harrisburg, featured an exciting array of high-quality handguns and long guns, as well as edged weapons.

Colts and Winchesters continue to deliver, including a Colt Combat Cobra revolver in .357 Magnum (\$3,400) and a Winchester model 1895 rifle .35 W.C.F. (\$3,100).



\$2,900

Antique handguns featured a Elliot's ring trigger Derringer .32 Rimfire (\$475). Military handguns were highlighted by a Mauser S42 (1939) Luger pistol in 9mm Cal. (\$900). In modern handguns, models by Colt and Smith & Wesson drove active bidding both from the room and online.

A Colt engraved 3rd generation SA Army .44-40 - sold for \$2,900, while a Colt Combat Cobra revolver .357 Magnum brought \$3,400 in spirited bidding. Among the Smith & Wessons, a handsomely outfitted model 657-5 limited hunting edition revolver in .41 Magnum sold for \$1,100 while a 125th-anniversary model 25-3 in .45 long Colt hammered down at \$1,100.

Antique long guns featured buffalo guns and muskets, including a J. Harder Spencer buffalo rifle (\$2,100) and a Harper's Ferry model 1816 musket .69 caliber (\$1,300).

In modern long guns, a number of high-quality offerings from collectors, including the Estate of William Britcher, of Newport, delivered solid results. A Weatherby mark V rifle in .416 Weatherby Magnum hammered down at \$1,500, while a Parker Brothers VH side-by-side shotgun 20 gauge sold for \$2,600. A Winchester model 1895 rifle .35 W.C.F. sold for \$3,100 after heavy bidding.

More than 50 lots of edged weapons were highlighted by a WWII Era Japanese Sword which sold for \$1,900, and an Ames Manufacturing M1840 Cavalry Sword & Scabbard, which brought \$600. ❖



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NAA Hall of Famer Goggins passes away



Patrick King Goggins, died peacefully surrounded by his whole family on Thursday, Dec. 31st, 2015.

Born in Orland, California, on May 28, 1930, Pat was the last of John and Pearl Goggins's six sons. His sister Jane arrived ten years later. As a toddler, Pat's family returned

to Montana. Being raised in the Great Depression, Pat learned to work at a very young age and the value of a day's work, done right, stuck with him throughout his lifetime.

On Dec. 26th, 1951, Pat married Babe Becker, and the "Great Partnership" began! Together, they raised six children and were blessed with 16 grandchildren, and 19 great grandchildren (number 20 is on the way in June).

Pat received an Animal Husbandry degree from Montana State University in 1952. He worked as a herdsman early on, and then was a fieldman and ringman for Western Livestock Journal, the Montana Farmer Stockman, and finally the Western Livestock Reporter. In March 1957, Pat started sharing his opinions, comments, and advice in the weekly column "As I See IT" and continued to do so for 54 years.

In 1961, Pat bought the Western Livestock Reporter. Pat taught himself to auctioneer as he drove miles and miles selling advertising for the paper. Auctioneering grew into a career where he has been recognized as one of the leading purebred livestock auctioneers in the country. Even after he retired, and with all his business interests, auctioneering was his passion and he dearly missed it.

Goggins was inducted into the NAA Hall of Fame in 1998.

In all, Pat's entrepreneurship continued and his keen business savvy allowed him to acquire three auction markets, numerous ranches and feedlots, the first livestock video auction, a real-estate company, in addition to numerous other business ventures. Truly, this man thrived on being an achiever and never looked back once he had a plan. ❖

Auctioneer had many successful business ventures

Amos M. Wittmer, 88, of Montgomery, Indiana, passed away Dec. 21, 2015, at Memorial Hospital and Healthcare Center in Jasper.

He was born September 29, 1927, in Allen County, Indiana, to the late William and Anna (Miller) Wittmer.

Amos moved with his family to Daviess County when he was two years old and lived there his entire life. He was a farmer, auctioneer, real estate agent and a partner in Myers & Wittmer Real Estate Agency. He was a director at Home Building Savings and Loan for many years. He was a partner in founding Country Oaks Golf Course and had many other successful business ventures through the years.

He was a member of Providence Mennonite Church.

He was preceded in death by his son, Nelson Wittmer; parents, William and Anna (Miller) Wittmer; brother, Joe Wittmer; sister, Mary Wagler; brothers-in-law, Alvin Wagler and Ervin Graber.

Amos is survived by his wife, Lily Mae Wittmer of Montgomery; two sons, Brent (Chris) Wittmer of Washington and Merlin (Beth) Wittmer of Sarasota, FL.; three daughters, Coleen (Ed) Swartzentruber of Washington, Janell (Bob) Graber of Cannelburg and Carmen (Mark) Yoder of Montgomery; 16 grandchildren and 7 great-grandchildren; brothers, Hank (Martha) Wittmer of Montgomery and Wilmer (Dora) Wittmer of Evansville; sister, Rosa Graber of Cannelburg; sister-in-law, Sue Wittmer of Gainesville, FL. and numerous nieces and nephews. ❖

Longtime Auctioneer was beloved family man

H. D. Wilkinson, 71, passed Monday, Sept. 28, 2015. He was born Sept. 16, 1944, in Long Branch, New Jersey, to Howard and Lila Wilkinson.

H.D. moved to Charlotte County, Florida, in 1983, where he pursued his Auctioneer and real estate career. He was a beloved family man and faithful friend, who truly loved unconditionally. H.D. will be greatly missed by everyone who was lucky enough to know him.

He enjoyed fishing, days on the beach, and always looked forward to family game nights.

He is survived by wife of 49 years, Annette Wilkinson; daughters, Kimberli Calabrese and Lucinda Fultz; siblings, Timothy Wilkinson, Mary (David) Cox and Patrica (Robert) Cabello; grandchildren, Anthony, Briana, Kansis, Corrina, Katelyn and Richard; great-grandchildren, Denver and Avery, six nieces and nephews; and seven great-nieces and great-nephews. ❖

Man who started Nashville's first public auto auction passes away

Bill Colson, 73, passed away Sept. 20, 2015. He was born Aug. 23, 1942.

Bill graduated from Peabody Demonstration School in 1960 and worked for the Tennessean and Nashville Banner papers for 20 years. He was an Auctioneer and Realtor for 40 years and began Bill Colson Auction and Realty Company in 1974.

Bill started Nashville's first public Auto Auction and has sold everything from real estate and autos to fighting chickens. He served on the Tennessee Auctioneer Commission, the Tennessee Auctioneers Association, National Auctioneers Association, and Middle Tennessee Auctioneers Group. Bill was inducted into Tennessee Auctioneers Association Hall of Fame in 2000.

He was a member of McWhitersville Masonic Lodge #375, York Rite, 32nd Degree Scottish Rite, and of Al Menah Shriners.

Bill is survived by wife of 53 years Katherine Little Colson; sons, Walter (Susan) Colson and Marc (Nikki) Colson; daughter, Kimberly K. Colson; brother, Bobby Colson; grandchildren, Kate Colson, Abbie (Austin) Knobloch, Jet (Kayla) Colson, Austin Colson, Riley Colson, Jillian Colson, Grant Colson; and great-granddaughter, Thea Colson and last, but not least his faithful four-legged companion, Ella.

He was preceded in death by mother, Hazel Caldwell Colson; father, George Malcom Colson; step-mother, Ethel Lee Colson; and sister, Betty Ann Mitchell. ❖

In memory

Northeast School of Auctioneering

Support for students extends well after class is over.

By Sarah Bahari, contributor

Northeast School of Auctioneering in New Hampshire follows a mantra:

“The auction school that never ends.”

“We are there to help our graduates after they finish school,” said Roscoe Putnam, co-director of the school. “We will attend their first auction and give them feedback. We’re available by phone if they need support or inspiration. Many of our students have even called upon us to be a scribe, runner or cashier at their auctions, or just help them set up.”

Launched in 2012, Northeast School is the only permanent and regularly scheduled auction school in New England. Co-owners Putnam and Tom Troon started the school after a previous auction college in New Hampshire closed in 2008.

“There were a handful of auction schools that would come in, usually to the Boston area, and set up once or twice a year,” Putnam said. “But if the school did not have enough students sign up, they would cancel the session. So, people were getting their hopes up and having the rug pulled out from underneath them.

“We got the idea to offer something consistent.”

The eight-day school aims to provide a well-rounded curriculum, touching on auction law, ethics and bid calling, as well as antique auctions, estate sales, and online auctions.

“It’s an intense, exhausting eight days,” Putnam said. “Everyone involved puts in a lot of effort.”

From day one, students practice bid-calling and selling props to fellow students.



“We try to promote an interactive environment,” he said. “We want students to get out of their seats and behind the podium. This is not just a classroom setting. Auctions are interactive, and so are we.”

Held four times per year, the school has trained students from every New England state except Rhode Island, and this year it will take its first students from Canada. Students have ranged in age from 17 to 73, and class size is capped to 20 students.

Instructors include Putnam, who owns RH Putnam Auctions in Lempster, New Hampshire; Troon, who owns Troon and Sons in Conway, New Hampshire; and auction professional Russ Abbott, the state’s Auctioneer Association Director, who discusses law and ethics. A mathematics teacher provides a guest lecture on auction math and electronic auction accounting software.

Students graduate from the auction school with a complete understanding of the industry and what it takes to succeed but also the importance of ethics, Putnam said.

“You are taking people’s personal property and handling money that belongs to someone else,” he said. “We owe the upmost ethical responsibility to our consignor, and we try to instill that into our students. They leave here with a strong understanding of what is expected of them.”

Since 2012, the school has trained about 80 students, and Putnam said the college prefers a low student-to-teacher ratio.

“We are not a cookie-cutter school. We get to know our students very well,” he said. “And when they leave here, we really enjoy watching them succeed.” ♦



Reppert Auction School

Class 244 graduated on Dec. 13, 2015. The latest class was represented by students from Indiana, Kentucky, Michigan, New York, Ohio, Tennessee, and Wisconsin.

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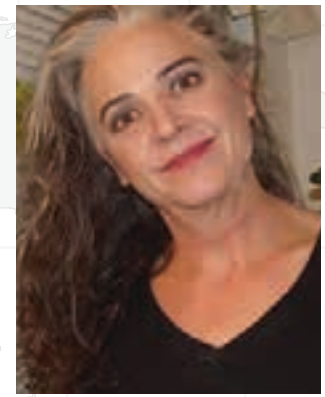
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EDUCATION CALENDAR

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

Registration Opens March 1, 2016

AARE • July 17-19

AMM • July 17-19

BAS • July 17-19

CES • July 20-23 (comes with a comp registration without meals)

USPAP (15 Hour) • July 18-19

USPAP (7 Hour) • July 23

Train the Trainer • July 19

Interpersonal Communications for Auction Professionals • July 18-19

Internet Auction Methods • July 19

Benefit Auction Summit

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

IN THE RING

PAGE *“I can’t imagine how many people he touched. He was an icon in our industry. There will never be another Steve Proffitt.”*

19

NAA CEO Hannes Combest, CAE – on the passing of longtime NAA and auction industry contributor **Steve Proffitt**

Overland Park, Kansas

PAGE *“[The late Bill Colson] told me what you need for a good auction – preparation, preparation and a little bit of luck. That has stuck with me, and I’m always looking for that one more thing I can do before an auction to be as prepared as possible.”*

33

Patti Baldini, CAI, CES

Baldini Auction Company, LLC

Hermitage, Tennessee

PAGE *“Take the word “auction” out of auction marketing? You can already feel your gut resisting such a thing, which makes the exercise one of the best in showing how much we rely on gut feel versus data on a regular basis.”*

41

From: “ATS: Rogue marketing – Armed with loads of data, ATS is punching conventional auction marketing theory in its gut feeling.”

AROUND the BLOCK

- Compass Auctions & Real Estate was excited to announce that local Auctioneer and Realtor **Ray Hubner claimed the 2016 State Bid Calling Championship title** for the Tennessee Auctioneers Association.

“It is truly an honor and a humbling experience to have been selected as the state champion,” stated Hubner. “The competition included some of the best auctioneers across the state, and I feel blessed to be able to share the stage with them.”

- **Cordier Auctions and Appraisals, in Harrisburg, Pennsylvania, has announced the addition of Jeff Sensenig** to its licensed Auctioneer staff. A graduate of Alvernia University, Jeff has worked in both the public and private security sectors. He also owned and operated an antiques shop in Middletown, Pennsylvania.

“After being in the antique and collectibles profession for many years, I decided to return to school to become an Auctioneer and graduated from the HACC School of Auctioneering in 2014,” Sensenig said. “I have observed Cordier Auctions’ dedication to serve their clients with the highest standards, and I am proud to be a part of this organization.”

Cordier Auctions and Appraisals is a full service auction company holding consignment, estate, personal property, and real estate auctions.



- **NAA Past President and NAA Hall of Famer Hack Ayers has published a new book.** “Hills, Deals, and Stills – A country Auctioneer from Stinking Creek, Tennessee” is a collection of memories and stories as told by Ayers to author Beverly J. Porter.

It explores Ayers’ beginnings and travels through time via colorful storytelling to today. Books may be purchased for \$15 by sending

a check and return address to: Ayers LP P.O. Box 1467 LaFollette, TN 37766.

MEMBERS' CORNER



Image courtesy of Jennifer Burden, of the *Buffalo Bulletin*.

On a high horse

Being President of the National Auctioneers Association brings forth opportunities one may never expect. It's bound to happen when your membership spans the entire United States. That said, NAA President Spanky Assiter, CAI, AARE, recently had the unique chance as an NAA representative to address attendees of the Wyoming & Montana Combined Convention ... while sitting high atop a horse ... inside a Holiday Inn ... in Sheridan, Wyoming.

NAA Past President Paul C. Behr, CAI, BAS, also attended the convention, making it a fun event for all.

As for the horse, the gentleman who ended up winning the convention's bid-calling contest, NAA member Larry Brannian, of Buffalo, Wyo., rode a horse in during the contest, which took place alongside a Fun Auction. Once the horse was in, Spanky had his chance to get on a high horse, literally!

**Support
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In January 2015, at home in Mexico, Sarah came down with a persistent fever. She was in the hospital for a month before tests revealed she had hepatic sarcoma, a type of liver cancer. She started chemotherapy, but the tumor inside her continued to grow.

Extended family encouraged Sarah's doctor and parents to look into St. Jude Children's Research Hospital®.

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Sarah
age 8
Mexico
hepatic sarcoma

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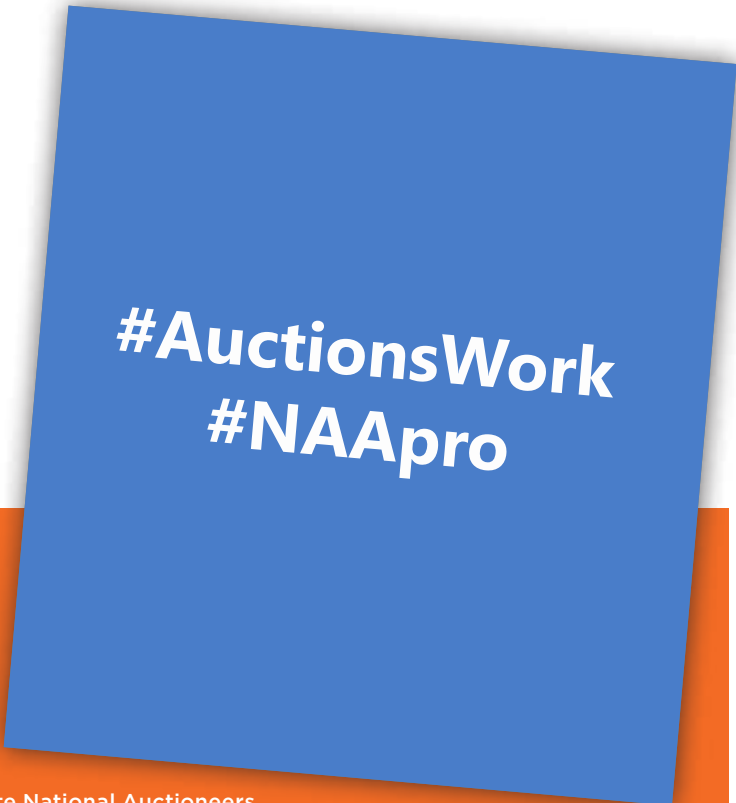
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Coming up in March...

You may have noticed ads and social media posts lately using the #AuctionsWork hashtag. In March, the National Auctioneers Association will roll out its plan and schedule for a full-on #AuctionsWork & #NAApro campaign – a list of easy but very effective ways for members help spread the messages that #AuctionsWork, especially when they use an #NAApro! We will also have a full list of social media events for members to engage with in order to celebrate National Auctioneers Week coming up in April. We want you to have the information now so that you can plan and take part with NAA!

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