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JUNE/JULY 2015

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**Thomas W. Saturley**  
CAI, NAA President

National Auctioneers Association President Thomas W. Saturley, CAI, joined NAA in 1991. He served two terms on the NAA Board of Directors as Presidential Appointee before being elected as Vice President in 2013. Prior to that, Saturley served one term as a Director beginning in 2002, and was awarded the NAA President's Award of Distinction in 2003. Also, he served on the Board of Governors for the Auction Marketing Institute.

Saturley is President of both the NAA and Tranzon Auction Properties. He has an extensive background in law, real estate, auction marketing and business management. He makes his home in Portland, Maine, with his family.

## Thank you!

Just 11 months ago, you honored me by electing me President of the National Auctioneers Association Board of Directors. From the bottom of my heart, I thank you.

Your votes also assembled an amazing team.

As Past President, Paul C. Behr, BAS, served as our Chairman of the Board. Following in the footsteps of Paul, a man of great integrity, has been humbling. Along with Paul, I was fortunate to serve with Vice President, Spanky Assiter, CAI, AARE – an icon in this industry and perhaps the most recognized Auctioneer in the world. My friend and colleague, Chris Pracht, CAI, AARE, CES, provided great support and counsel during his tenure as Treasurer as did Will MeLemore, CAI, chair of the Education Institute Trustees and Larry Theurer, CAI, GPPA, Vice-President of the National Auctioneers Foundation. The six of us formed the Executive Committee team of the Board of Directors – and I do mean “team.”

The Board of Directors that you elected has served you well, addressing serious issues, including developing sustainable plans for NAA's three strategic initiatives: education, promotions and advocacy. After naming the leadership and its dedicated members, the Promotions and Advocacy Committees met to develop and forward to the Board committee structures and detailed plans for initiation.

We are sincere about making the NAA member “the preferred auction professional used in the marketplace.” It will take all of us to accomplish this vision, and your entire Board of Directors is working toward that goal. However, they also recognize we are not an organization with unlimited resources and as such have charged the Education Institute Trustees, members of the Promotion Committee and members of the Advocacy Committee to provide recommendations that advance our strategic initiatives while staying within our means. They will be meeting this summer to provide recommendations to the 2015-2016 Board of Directors on how these initiatives should proceed.

It is this group of committed individuals – the Board of Directors, Education Institute, Foundation and Auxiliary Trustees, committee members, volunteers and most importantly, you, the member, who gives me great confidence that we will succeed. Thank you.

I would be remiss if I didn't also thank the NAA Staff. Led by our CEO, Hannes Combest, this group of professional individuals is committed to our success, and I know neither you, nor I, take them for granted. NAA Staff, for making us better, thank you.

I need to also thank my Tranzon family. Serving on the Board is a commitment – but it is not just my commitment. I am fortunate to own a business where the individuals who make up Tranzon provide me the opportunity to serve you. It is because of them that I am able to put my heart into the industry and organization that I love.

And of course, the ones who have to live with me day-to-day – with my continued absences, constant phone calls, text messages and emails – are my family – my wife, Ellie Baker, and daughters Samantha Kelly and Hannah Saturley. These people are the foundation upon which I build my life – the people who will call me on the carpet when I don't do well and who support me with total love and confidence. To all of them – thank you.

And, as I started off this column – thank you to all of you. I know that I have held this position ONLY because you put me here. I don't take that responsibility lightly, and I hope that I have been worthy of the trust you put onto me. It's been a remarkable year – and I look forward to seeing you at the International Auctioneers Conference and Show in Addison, Texas, so I can properly say ... thank you! ♦



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**COVER: NAA Marketing Competition winners!**

The 2015 NAA Marketing Competition, presented in partnership with USA TODAY, was its usual stellar self. More than 900 entries flooded NAA HQ, and the results turned out phenomenal marketing work. We celebrate the winners here and again in Addison!



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Like it or not, even if you aren't responsible, as an Auctioneer, you are the "face" of the auction.

**On the cover:** NAA is represented across the entire commercial and industrial landscape. Never is it more apparent than in the array of marketing pieces submitted by members each year.

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# New task force to revise NAA Code of Ethics

**A**t its spring meeting, the National Auctioneers Association Board of Directors approved a new task force to review and revise the NAA Code of Ethics.

Since 2000, the Code has undergone several reviews, including a massive rewrite in the early 2000s and one in 2008. However, as the business climate has changed, it is important the Code be reviewed in detail once again.

Consisting of President Tom Saturley, CAI; David Hart, CAI, AARE; Christopher Pracht, V; and Curtis Bainum, CES; will meet in the fall and review the Codes of several other organizations in order to obtain best practices. They have been charged with

providing a report to the Board for their October meeting.

“This is important as we begin to promote NAA members in the marketplace,” Saturley said. “We need to ensure that our Code of Ethics is clear, equitable and enforceable – all objectives that are easy to site but difficult to attain.”

Saturley noted that the current Code has been enforced, most notably at the April Board meeting where one NAA member was suspended from membership and one privately sanctioned for improper business sanctions.

## NAA Job Board now online!



Have a job you need filled? Auctioneers.org now has a free job board for you to post your listing and recruit other members to help you!

**N**AA members have a new way of connecting with each other and continuing to find those Auctioneers Helping Auctioneers experiences.

Members who are looking for a new employee – whether that’s someone with some auction industry experience or an NAA member peer – can now use the free NAA Job Board at [auctioneers.org/membership/job-board](http://auctioneers.org/membership/job-board) to post help needed information and fill those needs.

Using the free service is simple. Log on to the Members Only area of [auctioneers.org](http://auctioneers.org), look to the bottom left of the page, and check out the Job Board. Fill out the writable PDF, and submit it. NAA will post the listing on the page for free as a member benefit.

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Some examples of jobs you may want to include: contract auctioneer; auction manager; marketing assistant; clerks; ringmen/bid assistants, etc.

# NAA to attack Capitol Hill



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

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

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

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

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

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

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# Nebraska Auctioneers flood Omaha

OMAHA, Neb. – More than 140 auction professionals gathered May 29-31 in Omaha for the 2015 Nebraska Auctioneers Association convention, which hosted a new round of state hall of fame inductions, saw the awarding of the Nebraska Auctioneer of the Year, and turned out the newest state leaders through the association's election.

Deserving of the honor, Marvin Caspers and Randy Ruhter were inducted into the Nebraska Auctioneers Association Hall of Fame.

Ruhter, an NAA life member, is a first generation, self-taught Auctioneer known for his no-nonsense, shooting straight attitude who is not afraid to share his knowledge of "trade secrets." He has presented at numerous annual conventions and seminars. He is one of the original staff of instructors of the Nebraska Auction School and has instructed for over 10 years.

Elsewhere, NAA member Russ Moravec was named Nebraska Auctioneer of the Year.

Moravec has been an Auctioneer all of his life; a professional



Auctioneer and ring man. He's also been very active in the Nebraska Auctioneers Association and held the office of President in 2009-2010. Russ graduated from David City Aquinas and attended the University of Nebraska-Lincoln. He obtained his Nebraska real estate license in 1981 and attended Billings Montana Auction School later that same year.

The results of the annual election form the following current board: president – Kevin Schow; president-elect – Regina Andrijeski; vice president – Miles Marshall; executive officer – Shayne Fili, CAI, BAS; secretary/treasurer – Mark Beacom, CAI.

# NHAA discusses industry topics with NAA President

CONCORD, N.H. – The New Hampshire Auctioneer Association held its state convention May 12, 2015, with 13 auction professionals meeting to help shape the local and state direction for the auction industry.

NAA President Tom Saturley, CAI, helped lead the discussion by presenting a session on auction law and shining light on several issues from around the industry.

The group also held its annual election during the convention. The results of that election form the current board: president – Justin Conway; vice president/treasurer – Ailie Byers, BAS; secretary – Kenneth Main, CES; director #1 – Russ Abbott, CAI, GPPA.





# ISAA in giving mood at state convention

PEORIA, Ill. – Aside from the normal camaraderie and discussion, the Illinois State Auctioneers Association also found time for scholarship and Hall of Fame presentations during its state convention, Feb. 14-16.

More than 100 auction professionals were on hand to witness the entire three-day event, where they also spared enough time to hold the annual election. The results of that election form the current board: president – Bill Houchens; president-elect – David Brooks, CAI, AARE, CES; district 6 governor – Les Crandall; district 4 governor – Jeff Prochnow; district 8 governor – Joseph Wieseman.



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# Does your company mobile app increase your customers' fraud risk?

New forms of malware make bank and retail apps vulnerable, says expert.

**M**obile apps are becoming big business for businesses.

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

"The apps for financial institutions and retailers are getting greater use and that can be wonderful for business," says Gary Miliefsky, CEO of SnoopWall, a company that specializes in cyber security.

But as with so many things in the cyber world, caveats are connected. Even as companies provide additional services through those apps, they may be putting their customers at risk for fraud.

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

He suggests a few reasons why most companies need better protection for their mobile apps:

- New forms of mobile malware are being widely deployed in the major app stores and can eavesdrop on a customer through a company's app. "These new forms of malware are undetected by anti-virus engines and are able to circumvent encryption, authentication and tokenization," Miliefsky says. "That makes it



easy for cyber criminals to exploit the personal information of a company's customers and commit fraud."

- The PCI Data Security Standard requires merchants to protect credit-card holder data. Likewise, mobile-commerce providers must protect any payment card information, whether it is

printed, processed, transmitted or stored, Miliefsky says. "Even though a customer has the breach on their mobile device, the retailer is responsible because it was their app that allowed the eavesdropping," he says. A breach of credit-card information potentially could result in fines for the retailer, Miliefsky says.

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

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

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

# ALL THE FUN!



## National Auctioneers Foundation Children's Fun Auction

Each year at Conference and Show, the National Auctioneers Foundation provides a stage for tomorrow's auction professionals to show their stuff! Children of all ages sell items to friends and family (especially grandparents), raising bids and stealing hearts all at once.



**The Children's Fun Auction event takes place on Saturday, July 18.**



**SEE PAGE 54 FOR THE FULL C&S SCHEDULE!**



**Kurt Bachman**

Attorney and licensed Auctioneer from LaGrange, Ind. He can be reached at (260) 463-4949 or [krbachman@beersmallers.com](mailto:krbachman@beersmallers.com).

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

# Of liens and livestock



**Question:** Is there any issue in selling livestock that involves liens or other encumbrances against the animal? Do I need to be concerned that I am selling an animal that a bank or person may have a lien?

**Answer:** *In finance, most property can be leveraged in order to raise capital. Livestock is property and, as property, can be used as collateral for a loan. Because livestock is big business, the law has developed rights of owners of livestock (borrowers) and investors or banks (lenders). The law places requirements on lenders to properly place a lien on the livestock and "perfect" their security interest in the livestock as collateral. The Uniform Commercial Code ("UCC") sets out the rights and obligations of borrowers and lenders with respect to their interest in livestock.*

**A**n example may help illustrate how the UCC applies in the sale of livestock. John is a farmer who owns 300 cattle and farms 1,200 acres. In order to take care of the cattle and farm, John must purchase grain, hay, veterinary services, seeds, gasoline, machinery, fertilizer and other things. In order to obtain capital for the farm, John can go to a financial institution and discuss obtaining a loan. The loan officer wants to have as much collateral as possible to secure its loan should John fail to repay the bank. If John's assets consist of

his homestead, farm ground, machinery and his livestock, the bank could use these assets as collateral for the loan. The UCC includes livestock in its definition of "farm products." Ind. Code 26-1-9-1(a)(34)(B).

If the financial institution agrees to loan money to John, then the bank should take steps to obtain a security interest in the collateral and perfect its lien. In general, there are two (2) methods of perfecting a security interest. First, the lender can file a Financing Statement (also known as

a UCC 1) with the Office of the Secretary of State in the state where John resides and maintains the collateral. The filing of the Financing Statement perfects the financial institution's security interest in John's farm products, including livestock and unborn animals. The UCC 1 is a public record that places the world on notice that John's farm products are pledged to secure a loan to the financial institution. If John defaults on the loan, then the financial institution will be able to take steps to obtain control of the livestock and potentially sell them to reduce or payoff the loan.

The second means of perfecting a security interest is to take physical possession. Taking physical possession of the livestock has some logistical factors that could be problematic for a financial institution. If the livestock is on the borrower's property, a court order may be necessary for entry in order to avoid disturbing the peace. Second, there will be an expense to transport and temporarily house, feed, and insure the livestock being taken into possession by the lender. Market volatility may also make possession problematic. For example, what happens if the lender takes possession of livestock when the prices are

high and prices subsequently plummet? Because of these issues, taking possession of the livestock is generally not a realistic option for lenders.

When selling livestock, Auctioneers should be aware of this issue and take into account the existence of any liens. Auctioneers should generally inquire about whether the livestock is security for a loan and whether the seller is current with their payments to the lender. Ultimately, the seller is the party responsible for representations regarding the status of the livestock being sold. However, if the seller is insolvent, then the secured party may try to recover damages from the Auctioneer for selling livestock in which they held a perfected security interest. A good practice is for Auctioneers to request information about liens on property to be sold, if any, in the auction contract.

In order to verify the existence or non-existence of a lien, Auctioneers can research whether a UCC 1 has been filed by a lender on farm products, including livestock, by contacting the appropriate secretary of state office. ❖



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### Steve Proffitt

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

# Face the facts

**A**uction-goers frequently send me complaints about one thing or another. Sometimes shill bidding is involved. Here's an example:

## An email cometh ...

"I had seen an auction advertised, and it appeared to have some good pieces, so I spent the time and money to make a trip there. It turned out to be a despicable experience. I bid on a particular lot I wanted, and it came down to another fellow and me. He was standing behind me and off to the side. I really wanted this piece, and it seemed he did, too. We went back and forth and I finally got it, but then I wished I hadn't. I had gotten caught up in the competition and bid right much more than I should have.

"Awhile later, I was talking with another man when I saw the same fellow who had bid against me bidding on another expensive piece. I said, 'I wonder who that guy is?' and motioned toward him.

"It turned out the man I was talking with knows the seller.

"He said, 'That's the seller's son. Don't bid on anything he does, because he's just running people up.'

"I had no idea and was really disgusted by this news. I wasn't sure what to do, but I finally decided to pay for what I had bought and leave. Now that I've thought about what happened, I'm considering some action against the Auctioneer, including making complaints against him to the state board and the associations to which he belongs. Can you offer any other ideas about how I can best address what turned out to be a very bad deal due to the Auctioneer's illegal conduct?"

If you're an Auctioneer and the prospect of something like this whacking you in the head is of concern, keep reading.

## The scam

If the report is true, and we will assume that it is, the buyer was victimized by shill bidding. A shill operates on behalf of a seller, as the buyer described. The shill places hollow bids on an

auction lot with the sole intention of tricking legitimate bidders into bidding more for the lot than legitimate, competitive bidding would have required. The goal is to drive up the lot's selling price for the seller's benefit.

## Illegal conduct

Shill bidding is a violation of three major laws.

First, it is a breach of the subject state's commercial code that prohibits a seller, and anyone acting on a seller's behalf, from bidding in an auction where the seller has not reserved the right to do such bidding and announced it to other prospective bidders ahead of the auction. Second, shilling is fraud – the misrepresentation of a material fact. Here, that misrepresentation is that all bids are legitimate and being made by third-party bidders, when some are hollow and made on behalf of the seller to artificially drive the bid-price higher. Third, shilling is a "conspiracy in restraint of trade" (bid rigging) made between two or more persons (seller and shill bidder) which violates the federal Sherman Antitrust Act.

The possible legal remedies against anyone involved in shill bidding include both criminal and civil actions. Here's a brief summary:

Shill bidding could be prosecuted criminally on a state or federal level as fraud, with the incarceration periods and monetary fines, as provided for by the applicable statutes. The offense could also be pursued as a felony under the Sherman Act where the penalties for an individual could include imprisonment for up to ten years and a fine that could reach \$1 million.

A civil suit could be filed against the perpetrator(s) for fraud, under either federal or state law. A fraud action would allow the buyer to void the sale contract and seek both compensatory and punitive damages.

The state's commercial code offers two remedies for a buyer victimized by shill bidding. One is that the buyer can declare the sale to be void, which could lead to the buyer returning the goods purchased in exchange for the seller's refund of the purchase price paid. The other option is that

the buyer could demand to purchase the goods for the amount of the “the last good faith bid (made) prior to the completion of the sale” – i.e., the last bid made for the goods before the shill started driving the bid higher.

### Off track

While I agree that the gentleman who wrote me was lured into bidding higher by a shill, that’s where his view of the matter and mine diverge. Focusing his complaint on the Auctioneer is both unfounded and way off track.

The evidence implies that the seller dispatched his son to attend the auction and bid on certain lots to run up the prices that buyers would have to pay. Note that the implication is the seller sent the son to do this bidding.

Strangely, the buyer never mentioned any grievance with the seller. Instead, all of his anger and disgust are aimed solely at the Auctioneer, yet he provided no evidence that the Auctioneer played any role in the shill bidding.

### “The face”

This complaint makes a point clear that is often little considered in matters such as this – the Auctioneer is “the face” of an auction and, therefore, the likely target for every complaint that a bidder or buyer might make, whether the facts point to the Auctioneer’s involvement or not. This is what the fellow who emailed me did. He singularly targeted the Auctioneer for wrongdoing when he offered no evidence to support such a charge. Just because a shill bid in an auction is not a per se indictment of the Auctioneer.

### Two kinds

When it comes to shill bidding, there are two kinds of Auctioneers – those who allow this illegal bidding and those who do not. Auction-goers should realize that shill bidding can occur even in auctions run by Auctioneers who would never allow this illegal activity. This happens when a shill bids and the Auctioneer has no knowledge of it. The explanation for this is simple. There is no way for an Auctioneer to know all of the people that a seller might dispatch to do this kind of bidding on the seller’s behalf. Unfortunately, instead of recognizing that Auctioneers can also be victims of this wrongdoing when shill bids occur, many auction-goers immediately brand the Auctioneer as a crook, resulting in harm to the Auctioneer’s reputation and business.

### Speak up

Auctioneers who would never tolerate shill bidding need to

recognize their vulnerability to false accusations and act to protect themselves. Each Auctioneer has to decide what this protection should look like. Some will announce that shilling is prohibited and request auction-goers report any suspicious activity. Others will post notices against wrongful acts such as shilling, bid rigging, and undisclosed seller bidding. Still others will wait to respond on an as-needed basis. Whether an Auctioneer chooses to be proactive or reactive on this issue, he or she should maximize every opportunity to build a reputation for honesty and fair dealing aimed at preventing illegal auction activity and protecting the integrity of the auction markets.

Being “the face” of an auction brings a lot of responsibility to an Auctioneer. Practitioners should embrace this burden and develop procedures and practices that will facilitate creating and maintaining legitimate markets. These markets build confidence with auction-goers, which leads to more enthusiastic participation in the auctions and higher bids for the benefit of sellers and Auctioneers alike. ❖

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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.

# Your first draft isn't good enough. Do it again.

**N**ow and then, I'll find myself blown away by the sheer beauty of an Auctioneer's web site or brochure, only to end up lost in a slog of big words, endless sentences and fuzzy details.

That mess is also known as "the first draft."

No matter how experienced you are, your first draft isn't good enough. That includes mine. It's a lesson I first learned from William Zinsser. Hardly anybody knew his name 40 years ago when he published "On Writing Well," but when he died in May, his obituary filled most of a page in *The New York Times*.

As a rookie reporter, I thought I was pretty hot stuff. That's when my newspaper's book review editor offered me a copy of "On Writing Well." More than anything I ever read, it changed how I go about my work, even now. (That's why you're reading about the seventh rewrite of this column.)

If you think you're such a good writer that your first draft is good enough for the front of your web site, I can't help you. As Zinsser put it, "The newly hatched sentence almost always has something wrong with it. It's not clear. It's not logical. It's verbose. It's clunky. It's pretentious. It's boring."

Assuming you want to do a better job of communicating about your company and the assets you're selling, here are some more Zinsser gems:

**"Trust your material."** Fancy writing is one of my favorite whipping boys. Sometimes you don't think an asset is interesting enough, so you layer on fancy words like icing on a cake. You don't

need to. As Zinsser says, "There's nothing more interesting than the truth." People are going to buy what you're selling anyway. Tell them what it is.

**Lose the "qualifiers."** These are words like "a bit," "sort of," and "quite." At best, they get in your way, waste space and bog down your writing. They never make it better. I use them far too much, and you probably do too. Next to some of life's most common unhealthy vices, I can't think of a worse habit.

**Write shorter sentences.** "There's not much to be said about the period except that most writers don't reach it soon enough." The Missus and I have been enjoying the TV series, "Turn," and I decided to read the book on which it was based. I tried, but I just couldn't get into it, even though I wasn't sure why. Finally, I realized it was chock-full of long, complex sentences. Your readers usually don't know why something doesn't grab them. They just know something is wrong.

**Delete a bad sentence rather than fix it.** "Surprisingly often, a difficult problem in a sentence can be solved by simply getting rid of it," he says. I run across this a lot, especially when I'm going over a press release or a property description where a sentence isn't quite right. We start trying to change a word here and there, and nothing quite fits right. At that point, I usually scrap the whole sentence and come up with something simpler and more straightforward.

**Use exclamation points rarely.** Kansas Auctioneer Aaron Traffas, CAI, ATS, CES, who is a pretty good writer himself, has a rule that we only get to use two exclamation points per year,



**“No matter how experienced you are,  
your first draft isn’t good enough.”**

so we should use them wisely. He has a point. It’s also a cheap way of bringing emphasis to what you’re saying, rather than using the words themselves to convey the really important stuff.

**Keep it simple.** Zinsser said, “We are a society strangling in unnecessary words, circular constructions, pompous frills and meaningless jargon.” Substitute “industry” for “society” and it’s even truer.

**The best writing goes unnoticed.** Tell your story or describe your asset without calling attention to the words. If people compliment the writing itself, it’s probably not good enough yet.

Try again. ❖

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# “Fast Talking” getting fast attention

A new auction podcast is helping Auctioneers build business.

By Sarah Bahari, contributor



Podcasts have grown into a media mainstay, and the auction industry now has one of its own.

**A**ndy Imholte is a self-described podcast junkie. So, it makes sense that the second-generation Auctioneer developed “Fast Talking,” a weekly podcast that aims to help Auctioneers improve their businesses.

“Podcasts have been around for 10 years, but recently they are seeing enormous growth in popularity,” says Imholte, ATS, BAS. “People got tired of listening to music on radio, and then they got tired of talk radio. Podcasts allow people to choose their content.”

Imholte first began hosting the podcast for fun in November of 2012 with fellow Auctioneer John Schultz, ATS. When Schultz became too busy with work, Imholte decided to continue the program on his own, launching the 2.0 version in March of this year.

Fast Talking, which now runs 15 to 20 minutes per episode, tackles issues as diverse as developing a strong chant to advertising on social media. The target audience is Auctioneers who have worked in the business fewer than 10 years, Imholte says. The podcast is available to download at [www.fasttalkingpodcast.com](http://www.fasttalkingpodcast.com).

“My goal is to simply help people be better business people, and we do that through the lens of an auction company,” Imholte says. “Many Auctioneers have never had to manage people, or aren’t great with finance or could use some help with marketing.”

Imholte, who records every episode from a small office in his home in Minneapolis, Minnesota, prefers to conduct interviews in person, but said he frequently speaks with sources on Skype. Usually, he suggests the interviewees sit in their closets because the clothes are excellent at absorbing sounds and echoes.

Past shows have focused on auction law, social media and even intergenerational communications, and future shows could broach retirement planning or best hiring practices. One of Imholte's favorite episodes included an interview with NAA instructor Tim Luke, BAS, MPPA, on the keys to a great voice. But, so far, the single most downloaded episode was an interview with Peter Gehres, CAI, CES, the reigning Ohio Auctioneer Champion, discussing how to win an Auctioneer contest.



Imholte

"Every time I get stumped for a new topic, I step back and ask myself, 'What would I want to know as a business owner?'" Imholte says. "And, there is no end to story ideas."

Imholte grew up around his father's auction business in St. Cloud, running receipts and working as a ringer. After graduating in 2003 from the University of Minnesota-Stout with a degree in marketing and graphic design, Imholte attended Continental Auction School and planned to work in graphic design for Auctioneers.

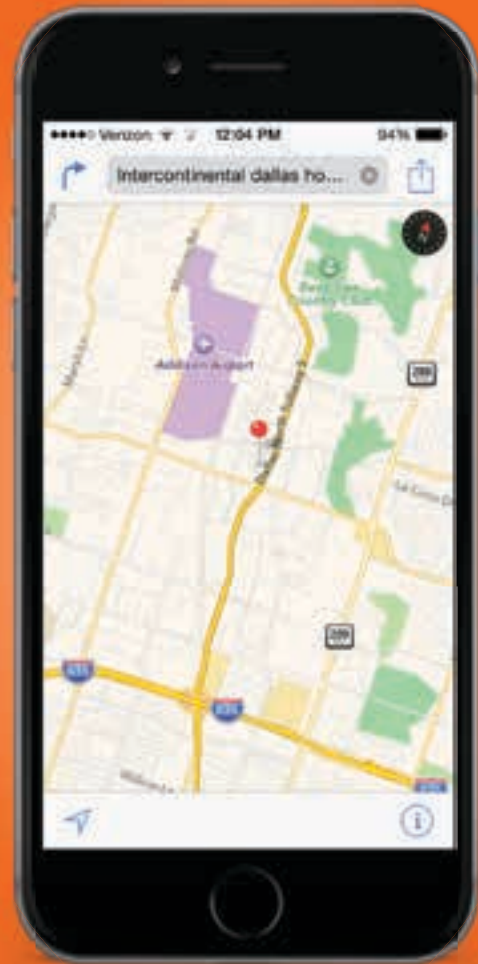
Soon, he decided to conduct benefit auctions himself and is now as an associate at Fladeboe Auctions. He also works as creative director for a Minneapolis nonprofit.

Since March, Fast Talking has garnered support from fellow Auctioneers, says Imholte, who has begun to sell sponsorships to offset expenses.

"This is a passion project, definitely not a money maker," he says. "My goal here is to build a library of great educational materials that Auctioneers can take with them on their phones."

This summer, Imholte plans to record a live podcast at the Conference and Show in Texas, where he hopes to spread the Fast Talking word.

"I only want to broadcast top-notch shows that will really help people build their businesses," he says. "People have enough things competing for their attention. I do not want to waste anyone's time." ❖



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# Responsive vs. Reactive marketing



Though some marketers try to interchange the terms, the difference between the two is black and white.

They sound the same and aren't anything alike.

By Curtis Kitchen, editor

**R**emember when marketing was just simple “marketing”? One person on your staff might have been the catch-all “marketing person” – the one who handles all public relations, marketing, communications and sometimes even photography and IT!

Wait ... *that's what you still have?*

You aren't alone, but it is absolutely necessary that you, your marketing person or small staff understands the many niches of marketing in the current climate. That's not an easy task. It might be content marketing, or direct marketing, or “traditional” marketing, or knowing how to market in a business-to-business setting versus business-to-consumer. While all of those are “marketing,” each is unique in its specific benefits and tool sets.

It is easy to get confused or lost in the jargon as many marketers do when it comes to two of the most-often misused terms I hear – responsive marketing and reactive marketing. They sound pretty much the same, don't they?

They aren't.

## What does “responsive marketing” mean?

Responsive marketing is making your overall design and strategy flexible to a multi-outlet environment – your website loading “correctly” on the many different screen sizes and platforms, for example.

You need your gorgeous site and its many menus to be able to “respond” automatically and efficiently to smart phones, tablets, watches, and anything else with a unique display size. In fact, it isn't a stretch to say that this – just behind knowing how to run a great auction – might be the single most important marketing concept for auction professionals to learn and master (or find staff who can) as smart technologies continue to emerge. Rigid concepts and designs incapable of bending to stay in line with climate change is a recipe for disaster.

Think about the long list of functions and pieces to your auction company website: lot lists and images, auction calendars, online bidding platforms, and a whole host of other critical functions. Think about how important it is to a potential client or bidder who tries accessing your unresponsive site through a mobile device. Pictures don't line up right. Text is spread all over the screen. Or, worst, folks are left to try and scroll side-to-side on a small screen. Now, think of them moving on to another site that "looks right" on their device.

In today's world, yes, responsive marketing is crucial.

### What does "reactive marketing" mean?

In a boiled-down definition, reactive marketing is exactly what it sounds like: a marketing reaction to clients' and consumers' wants.

Let's say a topic is trending on social media, and you (or your marketing team) decide to build a nifty ad that incorporates that trendy topic's conversation into a message for your business. It might be a real-time (instant) reply on social media, or it can be a week-long campaign. Your marketing "reacted" to the current climate.

When done correctly, the long-term benefit from an immediate action can be huge. Oreo, Mini and Tide are all brands that have effectively jumped on events as they happened and made favorable, memorable instant campaigns work for them.

### How to use both effectively

While the names "responsive" and "reactive" suggest both strategies are built on the idea of spontaneity, and thus should be executed as such, that is hardly correct.

The secret to both strategies: planning. Lots of planning.

Having a site be able to react to any screen without a hiccup means a developer planned and programmed for it. Having a person or team stay on top of social media conversations and react optimally means they were put in place well before then and trained to react accordingly when a situation called for it.

It might seem lucky when a brand hits on a reactive mark, but it reminds me of a favorite saying: Luck is the result of skill meeting opportunity.

So, in short, prepare now. Take the steps necessary for your site and marketing strategies to be responsive to a changing environment. Take the steps necessary for your brand to be at the

ready for when a reactive situation presents itself.

Then, blend it all together so that your responsive platform is capable of serving your business to a curious public as they find your site through any and all devices after getting hooked by your on-the-mark reactive marketing. ❖

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Donald B. Cotton, CAI, CES  
J.J. Dower, CAI, AARE, ATS, CES  
Tiffany Dawn Earnest, ATS  
Buster Gay  
John John Genovese  
Wendell L. Hanson, CAI, AARE, GPPA  
William D. Howze, CAI, AARE, ATS, CES  
Janine Huisman, CAI, ATS, BAS GPPA  
Matthew S. Hurley, CAI, AARE  
Katherine T. Imholte, BAS  
Mike Jones, CAI, CES, GPPA  
Mark A. Kennedy  
Ray Krakowski, GPPA  
Damien R. Massart, CAI, BAS, GPPA  
Braden R. McCurdy, CAI

Darron J. Meares, CAI, BAS, MPPA  
Charlie Moon, BAS  
Richard D. Ranft, CAI, AARE, GPPA  
Christopher R. Rasmus, CAI  
Timothy Roy, MPPA  
Shannon Schur, CAI, BAS, GPPA  
Stephen K. Shupperd, CAI  
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Jimmie Dean Coffey, CAI, AARE, ATS, BAS, CES, MPPA  
J. J. Dower, CAI, AARE, ATS  
James Devin Ford, CAI, CES  
Chris Pracht, CAI, AARE, CES  
Krista Shuman  
David W. Taylor, CAI  
Brad White, CAI  
2015 Second Year Focus Group  
Kathy Jo Marie Otis, AARE  
Sarah E. Shafer  
Joshua S. Puffenbarger  
Trayor Reid Lesnock

Robert Grant Morper  
Daniel P. Stuenzi  
Chris Bohr  
Mark S. Welchert  
Deborah I. Roth-Bush  
Michael S. Foster  
Garry L. Wolfe  
Angela Johnson  
Michael S. Bendele  
Emilie Wells  
Paul A. Lynn  
Daryl Delgado  
Michael Avery  
Martin Claire  
Carlette F. Metcalf, BAS  
Milton E. Green, CES  
Eric A. Johnson, BAS  
Tammy Ann Miller, BAS  
Adam Ray Haley, AARE  
Katherine T. Imholte, BAS  
Marsha A. Balliet-Brown  
Sam Minor  
Lee Erik Frisendahl  
Shareif K. Eisa  
Bryce Elemond  
David M. Barber  
Megan R. Mahn Miller, GPPA  
Joshua Michael Muffley  
Brendan Kramer

### 2015 Code Of Ethics Task Force

*Chair* Thomas W. Saturley  
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# Media disconnect

Here are five common media complaints and how you can help curb issues.

By Curtis Kitchen, editor

**W**hen wearing your marketing cap as an auction professional, working with the media can be your best friend. The media provides a platform unlike any other, and when it is used correctly, the benefits can be huge for your auction event.

However, disagreements can happen even with your best friend. Perhaps coverage wasn't as great as you expected. Or – and here's a real disappointment – the two-minute television package or 1,200-word feature was rife with incorrect information.

How did THAT happen? Wasn't the reporter watching the same event you were? Didn't they take notes the whole time? They even had a voice recorder rolling! So, how did it all go haywire?

You're hurt by the experience and vow to never trust media again – let alone work with them. You even voice your displeasure, but it goes mostly ignored as the people involved already have rushed off to the next story.

You have two choices at this point: 1) You can keep your vow. 2) You can audit your media process, identify where the disconnect occurred, and fix it. Here are five examples of common complaints and what you can do:

**1. "I was misquoted."** – Spend enough time playing the media game, and you're going to run into this issue. A couple of quick self-checks here: Were you actually misquoted? Is it possible you

said something in a rush of words and don't remember? (They answer is usually yes.)

**FIX IT:** Hammer out two or three bullet points you want to say. Practice them in the car, in the shower, or even five minutes before the interview. Now, stick to them. Lessening what you say lessens the chance of you saying too much or saying the wrong thing on record. For print pieces, ask the reporter if they can email you their questions for you to reply. You can see your answers in full before sending them back.

**2. "We won't let you read it prior to publish."** – This is standard for a lot of media outlets – for good reason. It protects journalists who are trying to do their job in reporting. However, honestly, it opens the door for misinformation.

**FIX IT:** After your initial interview and prior to deadline, call the reporter back. Tell them you would like to go over key pieces of factual information – not because you don't trust the work; you just want to confirm the correct info is there. Most reporters don't want to be wrong and will oblige.

**3. They used a terrible image, or worse, a wrong one.** – Sounds impossible, doesn't it? How does a story have an image of the wrong person or wrong event? It happens, normally because a layout person is in a hurry or a file is named incorrectly, or artwork wasn't readily available, so someone just "picked something close."



**FIX IT:** Have artwork readily available. This means: 1) a mugshot of yourself; 2) a stock image of you “in action” calling bids or working with a client; 3) a stock image of your building on event day that shows a crowd. If you have these images and can submit them each time you have a piece coming, then you lessen the chance of “just picked something.”

**4. They wrote an incorrect outline.** You worked hard and did everything right. You spoke with a reporter and delivered your bullet points. You supplied a great image for the outlet to use, and they promise it will be a feature image. And, it is. Huge, full color, and above the fold, your community sees you. It’s perfect! Except, there’s no story, it’s just the image. And, the information below – the who, what, when, why – is all wrong. Say whhhhhhat?

**FIX IT:** This step is an extension of No. 3. Once you have your photos, craft your own captions so that you take the guesswork out of it for a random page editor who doesn’t know your story. Keep your outline to a maximum of two sentences or about 25-30 total words. Submit it with your image.

**5. Learn/understand the media process.** A lot of stress and anxiety is caused when people who work with the media don’t understand how the media works. For example, did you know the reporter you speak with isn’t the one who will ultimately edit or design your piece (see above). Or, they may be on deadline with multiple pieces and need your info sooner than you were

told (be prepared), or need to reschedule (don’t be put off by the request).

**FIX IT:** Spend time with your local media. Invite them to lunch for a soft pitch or no pitch at all (balance your and their schedules here – you don’t want to waste peoples’ time!) just to pick their brain on what works best for their coverage needs and wants. Shape your marketing and media strategies to what works best for your outlet needs from you, and your success rate (especially when combined with the tips above) will increase dramatically. ❖

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John Nicholls for NAA Vice President 2015

Download a ballot at [john4naavp.com](http://john4naavp.com)

Ballots are due to the NAA office by July 1 and must include your name & NAA memeber number on the outside of the envelope.

# Stickin' and movin'

Joe Gribbins has glued himself into many parts of the auction industry, and he continues to help move it forward.

By James Myers, contributor

Joe Gribbins, BAS, CES, has earned a reputation as a top-notch Auctioneer.

He was the Kentucky Auctioneer Association's 2012 Auctioneer of the Year and is a member of the that association's Hall of Fame. He has also accepted an appointment by the governor of his state to the Kentucky Board of Auctioneers. However, after decades spent educating young Auctioneers and developing curriculums, he's also helped to mold generations of Auctioneers.



Gribbins

Gribbins' father and grandfather were Auctioneers. He cut his teeth at a young age working in his father's auction house. He saved up for college by working auctions during the summers and on weekends. He actually got his first experience teaching Auctioneering courses for the Kentucky Board of Auctioneers while he was still a co-ed at Western Kentucky University, where he graduated in 1976 with a BS in business administration.

Gribbins has worked many types of auctions, from real estate to commercial and industrial. However, he said he finds working estate auctions and interacting with the families to be among the most rewarding experiences.

"They are usually going through a very difficult experience," Gribbins said of estate clients, "and as their Auctioneer, my goal to not only to sell the assets, but to assist them through the estate process whenever possible."

With nearly five decades of auction experience behind him, he's watched the landscape change. He said the estate settlement and transitional industry is no exception to this change.

"Many [clients] are now disposing of their existing homes, furnishings and collections long before there is an estate situation," he said. "The downsizing or transitional process is opening up many possibilities for today's Auctioneer."

Gribbins said Auctioneers accustomed to conducting estate auctions find themselves working what some in the industry call "living estate auctions," which is an area that is growing. In fact, he said many Auctioneers have for years offered some estate and transitional services, but most don't recognize or promote/market this aspect of their business.

"It is time to start promoting some of the additional services that we can offer to assist the families in these situations," he said, adding that Auctioneers need to start the process of "not just being the auction specialist, but the estate and transition specialist."

While he honed his abilities as an Auctioneer over the last five decades, Gribbins slowly began teaching more for the Kentucky Board of Auctioneering. He also began to take on special projects for the Board, included updating the license exams and study guides, writing a Kentucky Sales Tax guide specifically for Auctioneers, serving as a consultant and a primary author for a major auction license law revision in 2009. A few years ago, he developed the required Kentucky Auction Core Course and instructor's guide.

Given his breadth of experience in this area, it's no surprise that the NAA would invite Gribbins to be part of the CES rewrite committee. He said he was honored to be included in the group.

**Gribbins said Auctioneers accustomed to conducting estate auctions find themselves working what some in the industry call “living estate auctions,” which is an area that is growing.**

“It is vitally important that the NAA prepare its members for these changes,” Gribbins said. “Teaching the revised CES class will be both exciting and challenging. As with all businesses, we must either adapt to changes or find ourselves at some point looking back and asking ourselves, ‘What happened? When did this all change?’”

Also currently, Gribbins is the principal Auctioneer and principal broker at Wardlow Auctions Inc. He is also an approved Auctioneer for the Western Kentucky District U.S. Bankruptcy Court, and developed the Auctioneering course and auction examination course for A-Pass-Weikel Institute. He also has been a part of his organization’s 575 benefit auctions, which have raised more than \$15.8 million over the last 12 years. ❖



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# Auxiliary awards trio scholarships

Three more deserving grandchildren receive money to further their education.

By Nancy Hull Rigdon, contributor

SCHOLARSHIP  
WINNERS



**Sarah Determan**

Parents:  
Connie and Rod Determan  
NAA auxiliary member:  
Judy Bohn, grandmother.  
Future education:  
She is still deciding on which  
university to attend.



**Paul "Preston" Provins IV**

Parents: Paul and Codi Provins  
NAA Auxiliary member:  
Tomi Ayers, grandmother.  
Future education: Plans to attend  
Virginia Tech and dreams of becoming  
a computer or chemical engineer.



**Payton Bjorkman**

Parents: Jillien and Brian Bjorkman  
NAA member: Jack Hines, grandfather.  
Future education: Plans to attend the  
University of Wisconsin-La Crosse and  
hopes to enter school's pre-medicine program.

The NAA Auxiliary Scholarship Program boasts substantial numbers: 67 winners, \$116,000 awarded, 22 years.

"It's impressive when you look at the totals, and we couldn't do this without the generosity of the auction community," says Traci Dower, CAI, AARE, NAA Auxiliary Chair.

Those numbers include 2015's three winners. The Auxiliary recently announced this year's winners, and will recognize the students during the 66th NAA International Conference & Show in Addison, Texas, in July. The newest winners include:

- Sarah Determan of Omaha, Nebraska. Granddaughter of Chuck Bohns and the daughter of Connie and Tod Determan.
- Payton Bjorkman of Elsworth, Wisconsin. Granddaughter of Shirley and Jack Hines and daughter of Jillian and Brian Bjorkman.
- Preston Provins of LaFollette, Tenn. Grandson of Tomi and Hack Ayers and son of Codi and Paul Provins.

Many well-deserving students of Auxiliary members applied for the scholarships this year – as always, Dower said. The 2015 judges – all of them independent of the auctioneering profession – reside in Texas, Georgia and Tennessee.

"I'd hate to judge those applications. There are so many outstanding students applying that I know it's tough to narrow them down," Dower says.

Through the years, the scholarship program has built a reputation on its prestige.

"Both of my girls won the scholarship, and to them, of all the scholarships they won, they were most proud of the Auxiliary scholarship," Dower says. "They knew the competition was tough and that the competition was from throughout the U.S."

The scholarship program's success wouldn't be possible without

fundraising efforts, including: the Auxiliary's annual luncheon and fun auction during the NAA's Conference & Show; memorials in honor of late Auxiliary members; and selling "The Unsung Heroes" prints by Joani Mangold.

Auxiliary members hope the saying "Everything is bigger in Texas" transfers over to their fun auction at Conference & Show. Participants are encouraged to get creative with auction baskets with the goal of raising big money for scholarships. The auction will bring the fun with the theme, "Boots & Bids in Big D." Western hats and big hair are encouraged, and a prize awaits the best dressed.

Out of everything Dower does for the Auxiliary, awarding scholarships is one of the most rewarding aspects, she says. She and other longtime Auxiliary members hope many other Auxiliary members can experience those rewards in the near future.

"We're looking for Auxiliary leaders to step up," she says. "The Auxiliary is a wonderful place to make lasting friendships, and I certainly wouldn't trade my experience in the Auxiliary for anything." ❖



## ★ Vote ★ **RICH SCHUR**

### Proven Service to the NAA

- NAA Director
- GPPA and USPAP Instructor
- CAI & Conference & Show Guest Speaker
- Involvement with various committees including Data Collection Task Force and HR Audit Committee

### Hard Working Auctioneer

- Business Owner, Auctioneer, Appraiser, REALTOR®
- Champion Auctioneer
- Auction School Staff Instructor
- CAI, BAS, MPPA Designations

### Proven Organizational Leadership

- Colorado Auctioneers Association: Past President & Chairman of the Board
- American Society for Training & Development - Colorado Springs: Past President
- Founder & Chair, Lake County (IL): Traffic Safety Task Force
- Board Member and Leader for a variety of civic and community organizations

*Your vote allows me to continue my proud service to the NAA. Thank you for your vote and your support!*

**NAA Board of Directors**



## Liquid gold

The tweaked CES curriculum is even more set to handle today's estate liquidation market.

By James Myers, contributor

**A**s the auction landscape changes, the National Auctioneers Association education curricula receive an overhaul to better position NAA members in their designations.

Estate Auctioneers have definitely witnessed a change in their field in recent years, and to keep up with them, the Certified Estate Specialist (CES) designation curriculum has undergone a rewrite that reflects the attitudes that different generations have on liquidating estates.

Aaron Ensminger, NAA Director of Education, said all curricula are analyzed regularly, but the CES course needed to be altered from one that was more a general "Auctioneer class" to one that puts more emphasis specifically on estate liquidation.

"Assets aren't necessarily changing hands as they used to, generation by generation," Ensminger said. "Assets that were once handed down ... we're seeing Gen Xers saying, 'I don't want this stuff.'"

Some outlets like Business Insider have reported in 2015 an impending transfer of wealth and assets to be worth nearly \$12 trillion over the next 30 to 40 years. In other words, assets are going to move, perhaps at an unprecedented level, and NAA is preparing its members to be ready as the transfer occurs.

Another big difference in estate sales today is the "sheer number of estates that are out there to deal with," Ensminger said of the Baby Boomers' estates.

To tackle the curriculum change, the NAA put together a five-person committee made up of Auctioneers for whom the "sun rises and sets on estate auctions," and a curriculum specialist, Ensminger said.

One of those committee members is Tim Keller, CAI, ATS,

CES – an Auctioneer with Keller Auctions from Lancaster, Pennsylvania. Keller said the committee met in Las Vegas last December in multiple intensive planning and brainstorming sessions. Poster boards set up around the meeting room charted their path to a revised curriculum.

"We walked through ideas in different stages," Keller said. "It was great to have a variety of people and experiences on the team."

Keller said the biggest change in the curriculum is in the focus on making Auctioneers more adaptable to different scenarios. They also included training on how Auctioneers can develop their businesses and gain more clients.

"You want to be not just current," he said in how Auctioneers handle the massive redistribution of wealth the U.S. is experiencing now, "but ahead of the curve, leading the way"

Keller echoes Ensminger's analysis of the differences between the older and younger generations and has witnessed it in the field. For instance, Keller said, Baby Boomers were big on collecting niche items, like coins or stamps, whereas the younger generation places less value on "stuff" than they do on relationships.

"You have furniture that has lasted 100 years that people want to give to their kids and grandkids," Keller said. "Kids have different tastes. They look at you now like, 'why would I ever want that thing?'"

Ensminger said approaching every estate sale with the auction mindset isn't always the best strategy for the client. The new curriculum covers how Auctioneers can approach situations that might require a tag sale or putting some items up on eBay. Furthermore, bringing in other Auctioneers with expertise in specific pieces might also be warranted with some estate sales.

“(The curriculum) doesn’t simply follow a one estate/one auction model,” Ensminger said. “It looks at the best way to dispose of an estate.”

To attend the CES class, one is required to be at least 21 years old, a high school graduate or equivalent, and completed the prerequisite designation course or hold another NAA designation. Completing the CES designation involves passing a final exam, completing all assignments, and completing 24 hours in the classroom.

“This is a designation that has always done well for us in terms of attendance,” Ensminger said. “That’s not our goal. Our goal is to offer the most up-to-date information we can and have our NAA Auctioneers go out and continue to be the cream of the crop.” ❖

## CES training includes:



Understanding the relationships between the many different parties involved in the estate



Working with estate professionals, from tax attorneys to financial planners to trustees, etc.



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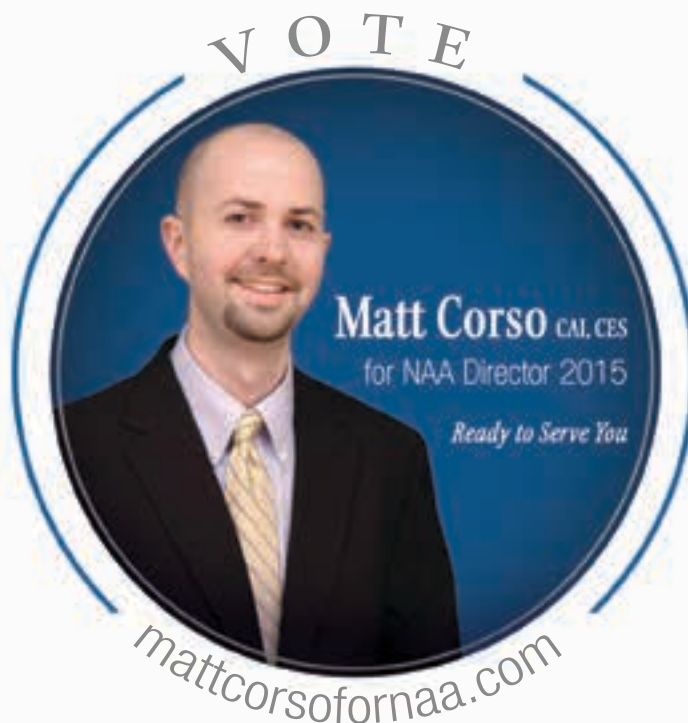
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# NAA ANNOUNCES WINNERS IN

# 2015

## AUCTION MARKETING COMPETITION



**OVERLAND PARK, Kan.** — Winners of the 2015 National Auctioneers Association Marketing Competition, presented in partnership with USA TODAY, have been announced, with four emerging from among more than 910 entries to take three “Best in Show” honors and one “Auction Marketing Campaign of the Year” award.

One “Best in Show” was awarded for Print, Digital, and Photography, along with the selection for Auction Campaign of the Year.

The “Auction Marketing Campaign of the Year” was awarded to Rex D. Schrader, II, CAI, of Schrader Real Estate & Auction Co., Inc., in Columbia City, Indiana, for his company’s Proventus National Farmland Portfolio campaign. The sale saw 13,468+ acres in six states move across the block between Oct. 20-25, 2014. The marketing efforts resulted in a \$46.3 million total sale over 31 tracts.

Lonny McCurdy, AARE, of McCurdy Auction, LLC, in Wichita, Kansas, won “Best in Show — Advertising & PR — Digital/Social” for the “Where Your Dreams Come True” auction promotional video. Chad Roffers, of Concierge Auctions, LLC, in New York, New York, received “Best in Show — Advertising & PR — Print” for the Northstar Luxury Chalet Look Book entry.

David W. Thornhill, of Thornhill Auction, in Troy, Missouri, took “Best in Show — Photography” for the entry titled “Butter Churns & Cocks.”

Winners of the 2015 contest will be formally recognized during the NAA Marketing Competition Awards Reception in Addison, Texas, at the 66th International Auctioneers Conference and Show, July 14-18. Winners will receive an award, and their entries will be on display.

### AUCTION MARKETING CAMPAIGN OF THE YEAR — First Place

Proventus National Portfolio

*Rex D. Schrader, II, CAI, Schrader Real Estate & Auction Co., Inc.,  
Columbia City, Indiana*

### AUCTION MARKETING CAMPAIGN OF THE YEAR — Second Place

Kyalami Racetrack auction

*Joff Van Reenen, CAI, AARE, The High St. Auction Co.,  
Johannesburg, South Africa*

Overall, the annual NAA Marketing Competition, presented in partnership with USA TODAY, continues its rise as the premier contest for NAA members to showcase their marketing efforts. The total number of entries continued its steady climb seen over the past several years, as did the quality level of those entries.

This year’s contest highlighted coast-to-coast, top-level marketing efforts as winners from 18 states and South Africa emerged. The competition featured 57 sub-categories in seven categories: Postcards, Brochures & Catalogs, Newspaper/Magazine Print Ads, Public Relations & Marketing, Digital & Social Media, Photography and Auction Marketing Campaign of the Year.

The task of determining winners was given to a panel of marketing and advertising professionals, all of which have backgrounds in branding, promotion, media, public relations and graphic design. Judging criteria included considerations such as creativity, ad effectiveness, clarity and visual appeal.

Please visit [auctioneers.org](http://auctioneers.org) for a complete list of this year’s award recipients.



**Best in Show — Advertising & PR – Digital/Social**

Where Your Dreams Come True

Lonny McCurdy, AARE, McCurdy Auction, LLC, Wichita, Kansas



**Best in Show — Advertising & PR – Print**

Northstar Luxury Chalet Look Book

Chad Roffers, Concierge Auctions, LLC, New York, New York



**Best in Show — Photography**

Creative Photography

Butter Churns & Crockes

David W. Thornhill, Thornhill Auction, Troy, Missouri



# POSTCARDS



## Automobiles & Trucks

### Direct Buy of Woodbridge

Richard Hart, CAI, BAS, GPPA, Baterby Art Gallery, Orlando, Florida  
**(Second place)**

James T. Pike, CAI, AARE, Key Auctioneers, Indianapolis, Indiana

## Benefit

### Strickland Farm Auction

Kevin Oldham, United Country Auction Services, Kansas City, Missouri  
**(Second place)**

### Year End Fine Art Auction #1

Richard Hart, CAI, BAS, GPPA, Baterby Art Gallery, Orlando, Florida



## Business Liquidation

### Sewing Business Liquidation

Barry Hansen, GPPA, Hansen & Young Auctioneers, Prairie Farm, Wisconsin  
**(Second place - tie)**

### Aronstam Jewelers

James T. Pike, CAI, AARE, Key Auctioneers, Indianapolis, Indiana

### Industrial Auction, Winchester, KY

Mark Motley, CAI, AARE, Motleys Asset Disposition Group, Richmond, Virginia



## Commercial/Industrial Real Estate

### Arensberg Trust Auction

Kevin Oldham, United Country Auction Services, Kansas City, Missouri  
**(Second place)**

### Suffolk Land Auction

Kevin Oldham, United Country Auction Services, Kansas City, Missouri



## Development Land Real Estate

### Park Subdivision

Kevin Oldham, United Country Auction Services, Kansas City, Missouri  
**(Second place)**

### Luxury Waterfront Estate Lots

Beth Rose, CAI, Beth Rose Real Estate and Auctions, LLC, Maumee, Ohio



## General Household & Estates

### Swansea

Joe Burns, CAI, AARE, CES, Burns & Associates, Inc., Swansea, South Carolina  
**(Second place)**

### Everything Must Go

Lonny McCurdy, AARE, McCurdy Auction, LLC, Wichita, Kansas

**Machinery & Equipment - tie**

**BRB Auto**  
 William J. Summs, CAI, AARE, ATS, BAS, CES, GPPA, Atlantic Asset Management Group Inc.,  
 Norfolk, Virginia

**Multiple Farm Machinery Auctions**  
 Barry Hansen, GPPA, Hansen & Young Auctioneers, Prairie Farm, Wisconsin  
**(Second place)**

None awarded



**Multi-Property Real Estate Auction**

**Horton/Wyne Auction**  
 Kevin Oldham, United Country Auction Services, Kansas City, Missouri

**(Second place - tie)**

**Sundance Community Lot Auction**  
 Warren A. Ward, CAI, AARE, Albert Burney, Inc., Huntsville, Alabama

**Waterfront Homes, Lancaster County**  
 Mark Motley, CAI, AARE, Motleys Asset Disposition Group, Richmond, Virginia

**Personal Property (Antiques, Collectibles, Etc.) - tie**

**Copper Canyon Brewery Auction**  
 Beth Rose, CAI, Beth Rose Real Estate and Auctions, LLC, Maumee, Ohio

**Oct. 30-Contemporary Art**  
 Richard Maltz, CAI, CES, David R. Maltz & Co., Inc., Central Islip, New York

**(Second place)**

None awarded



**Recreational Real Estate**

**Waterfront Lot – Great Wicomico River**  
 Mark Motley, CAI, AARE, Motleys Asset Disposition Group, Richmond, Virginia

**(Second place)**

**Lakefront Home Absolute Auction**  
 Beth Rose, CAI, Beth Rose Real Estate and Auctions, LLC, Maumee, Ohio



**Residential Real Estate: Luxury**

**Crane's Creek**  
 Mark Motley, CAI, AARE, Motleys Asset Disposition Group, Richmond, Virginia

**(Second place)**

**Northstar Luxury Chalet**  
 Chad Roffers, Concierge Auctions, LLC, New York, New York

**Residential Real Estate: Traditional**

**Wheeler**  
 Arden Schrader, Schrader Real Estate & Auction Co., Inc., Columbia City, Indiana

**(Second place)**

**The Venhuizen Auction**  
 Kevin Oldham, United Country Auction Services, Kansas City, Missouri



# BROCHURES & CATALOGS



### Automobiles & Trucks

Mitchell Museum

Troy Crowe, Sheridan Realty & Auction Co., Corunna, Michigan

**(Second place)**

16th Annual Classic Car Auction

Ken Girard, CAI, AARE, Girard Auction & Land Brokers, Inc., Wakonda, South Dakota

### Benefit

Winter 2014 Quarterly Art Review and Reference Guide

Richard Hart, CAI, BAS, GPPA, Baterby Art Gallery, Orlando, Florida

Baterbys...Where Art Is Passion Catalog

Richard Hart, CAI, BAS, GPPA, Baterby Art Gallery, Orlando, Florida

**(Second place)**

None awarded.

### Business Liquidation

Land

Kevin Jordan, CAI, Schrader Real Estate & Auction Co., Inc., Columbia City, Indiana

**(Second place - tie)**

Bang! All in 2 Days!

Jamie Cochran, J.G. Cochran Auctioneers & Assoc. LTD, Boonsboro, Maryland

### Commercial/Farm/Industrial Real Estate - tie

Kathleen Micek Estate land Auction

Courtney A. Nitz-Mensik, CAI, United Country - Jack Nitz & Associates, Fremont, Nebraska

Dreier Farm Auction

Jay D. Nitz, CAI, GPPA, United Country - Jack Nitz & Associates, Fremont, Nebraska

**(Second place)**

None awarded

### Development Land Real Estate

63 MB Brochure 08-06

Jeff Cates, CAI, AARE, CES, Cates Auction & Realty Co., Inc., North Kansas City, Missouri

**(Second place)**

Sudbury Land Auction

Kevin Oldham, United Country Auction Services, Kansas City, Missouri

### General Household & Estates

Baxter, et al

Dennis Bennett, AARE, CES, MPPA, Schrader Real Estate & Auction Co., Inc., Grabill, Indiana

**(Second place)**

Jones Life Collection

Sandy Alderfer, CAI, MPPA, Sanford Alderfer Auction Co., Inc., Hatfield Pennsylvania



**Machinery & Equipment**

**Machinery & Equipment entry**

Jason Smith, DreamDirt Farm & Ranch Real Estate, Mondamin, Iowa

**(Second place)**

**Bulls Bay Farm Equipment Auction**

Kevin Oldham, United Country Auction Services, Kansas City, Missouri

**Multi-Property Real Estate Auction**

Nov 20-Dec 4 – 5 properties

Richard Maltz, CAI, CES, David R. Maltz & Co., Inc., Central Islip, New York

**(Second place)**

**Cheetah**

Joff Van Reenen, CAI, AARE, The High St. Auction Co., Johannesburg, South Africa

**Personal Property (Antiques, Collectibles, Etc.)**

**Where Art is Passion**

Richard Hart, CAI, BAS, GPPA, Baterby Art Gallery, Orlando, Florida

**(Second place)**

**Firearms Auction – 4/14/15**

Sandy Alderfer, CAI, MPPA, Sanford Alderfer Auction Co., Inc., Hatfield Pennsylvania

**Recreational Real Estate**

**Bar F Ranch Auction**

Kevin Oldham, United Country Auction Services, Kansas City, Missouri

**(Second place)**

**Terre du Lac Auction**

Kevin Oldham, United Country Auction Services, Kansas City, Missouri

**Residential Real Estate: Luxury**

**Northstar Luxury Chalet Look Book**

Chad Roffers, Concierge Auctions, LLC, New York, New York

**(Second place)**

Nov 20-Dec 4

Richard Maltz, CAI, CES, David R. Maltz & Co., Inc., Central Islip, New York

**Residential Real Estate: Traditional**

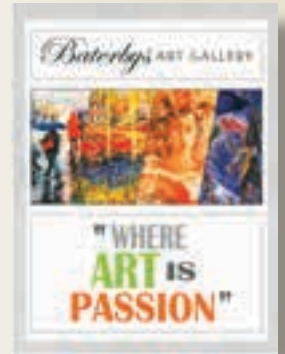
**Owens**

Gary A. Boggs, CAI, Schrader Real Estate & Auction Co., Inc., Columbia City, Indiana

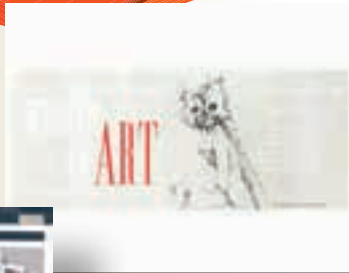
**(Second place)**

**Lee**

Gary Bailey, AARE, GPPA, Schrader Real Estate & Auction Co., Inc., Leesburg, Indiana



# DIGITAL & SOCIAL MEDIA



## Banner Advertisement

Online Banner – Women in Art

*Richard Hart, CAI, BAS, GPPA, Baterby Art Gallery, Orlando, Florida*

**(Second place)**

Online Banner – Florida Wildlife Local Artist

*Richard Hart, CAI, BAS, GPPA, Baterby Art Gallery, Orlando, Florida*

## Company E-Newsletter - tie

The High Street Hammer – June 2014

*Joff Van Reenen, CAI, AARE, The High St. Auction Co., Johannesburg, South Africa*

The High Street Hammer – February 2014

*Joff Van Reenen, CAI, AARE, The High St. Auction Co., Johannesburg, South Africa*

**(Second place)**

*None awarded.*

## Company Website

Dreamdirt.com

*Jason Smith, DreamDirt Farm & Ranch Real Estate, Mondamin, Iowa*

**(Second place)**

The High St. Auction Co.

*Joff Van Reenen, CAI, AARE, The High St. Auction Co., Johannesburg, South Africa*

## Promotional E-mail - tie

Speed and Agility

*Joff Van Reenen, CAI, AARE, The High St. Auction Co., Johannesburg, South Africa*

Kyalami Racetrack

*Joff Van Reenen, CAI, AARE, The High St. Auction Co., Johannesburg, South Africa*

Auction Alert

*Chad Roffers, Concierge Auctions, LLC, New York, New York*

Albermarle Beach Auction

*Kevin Oldham, United Country Auction Services, Kansas City, Missouri*

**(Second place)**

*None awarded.*

## Social Media - tie

Facebook

*Beth Rose, CAI, Beth Rose Real Estate and Auctions, LLC, Maumee, Ohio*

Social Media – Villa Maria

*Chad Roffers, Concierge Auctions, LLC, New York, New York*

**(Second place)**

*None awarded.*

**Radio – Auction Promotional - tie**

**Tax Deduction**

Lonny McCurdy, AARE, McCurdy Auction, LLC, Wichita, Kansas

**Newman Auction**

Kenny Schum, CAI, Murry Wise Associates LLC, Champaign, Illinois

**(Second place)**

None awarded.

**Radio – Company Promotional**

**Ask Siri about Auctions**

Jeff Cates, CAI, AARE, CES, Cates Auction & Realty Co., Inc., North Kansas City, Missouri

**(Second place - tie)**

**Company promotional – radio**

Joff Van Reenen, CAI, AARE, The High St. Auction Co., Johannesburg, South Africa

**Scott Johnson**

Aaron Traffas, CAI, ATS, CES, Purple Wave, Inc., Manhattan, Kansas

**Video – Auction Promotional - tie**

**Where Your Dreams Come True**

Lonny McCurdy, AARE, McCurdy Auction, LLC, Wichita, Kansas

**Innocence Island Video**

Chad Roffers, Concierge Auctions, LLC, New York, New York

**(Second place)**

None awarded.

**Video – Company Promotional - tie**

**The Time is Now**

Andrew Yoder Jr./Wayne Yoder, Joe R. Pyle Complete Auction & Realty, Shinnston, West Virginia

**Company promotional series**

Chad Roffers, Concierge Auctions, LLC, New York, New York

**(Second place)**

None awarded.



**NEWSPAPER/MAGAZINE PRINT ADVERTISING**

**Half-page or smaller**

**Above Par**

Lonny McCurdy, AARE, McCurdy Auction, LLC, Wichita, Kansas

**(Second place)**

**Kyalami Racetrack**

Joff Van Reenen, CAI, AARE, The High St. Auction Co., Johannesburg, South Africa



**Larger than Half-page - tie**

**Aspen Times Weekly**

Chad Roffers, Concierge Auctions, LLC, New York, New York

**Athlete's Quarterly**

Chad Roffers, Concierge Auctions, LLC, New York, New York

**(Second place)**

None awarded.

# PHOTOGRAPHY

**1 Auction Crowd**  
**21st Century**  
*Rex D. Schrader, II, CAI, Schrader Real Estate & Auction Co., Inc., Columbia City, Indiana*  
**(Second place)**  
**How Much Can I Bid?**  
*George Jeffrey Martin, Jeff Martin Auctions, Inc., Brooklyn, Mississippi*

**2 Auction Team**  
**Like Father, Like Son**  
*Braden McCurdy, CAI, McCurdy Auction, LLC, Wichita, Kansas*  
**(Second place)**  
**August 2014 Booker Auction Team**  
*Chantel Kimball, CAI, Booker Auction Co., Eltopia, Washington*

**3 Auctioneer in Action**  
**Getting the Bid – Steiner**  
*Jr. Miller, Kaufman Realty & Auctions, Sugar-creek, Ohio*  
**(Second place)**  
**Selling at Steiner**  
*D. Anthony Kaufman, CAI, Kaufman Realty & Auctions, Sugarcreek, Ohio*

**4 Benefit Auction**  
**Fundraising for our Future**  
*Scott Robertson, CAI, BAS, Scott Robertson Auctioneers, Matlacha, Florida*  
**(Second place)**  
**Raising Funds Robertson Style**  
*Scott Robertson, CAI, BAS, Scott Robertson Auctioneers, Matlacha, Florida*

**5 Buyer Excited About Purchase**  
**Dreaming of Greens**  
*Braden McCurdy, CAI, McCurdy Auction, LLC, Wichita, Kansas*  
**(Second place)**  
**Jumping for Joy**  
*Lonny McCurdy, AARE, McCurdy Auction, LLC, Wichita, Kansas*

**6 Creative Photography**  
**Butter Churns & Crocks**  
*David W. Thornhill, Thornhill Auction, Troy, Missouri*  
**(Second place)**  
**Paddles Up**  
*Chad Roffers, Concierge Auctions, LLC, New York, New York*

**7 Equipment Auction**  
**21st Century**  
*Rex D. Schrader, II, CAI, Schrader Real Estate & Auction Co., Inc., Columbia City, Indiana*  
**(Second place)**  
*Jeff Storm, CAI, Bradeen Real Estate & Auction, Custer, South Dakota*

**8 Estates & Personal Property**  
**Reading at Stingels**  
*D. Anthony Kaufman, CAI, Kaufman Realty & Auctions, Sugarcreek, Ohio*  
**(Second place)**  
**Sommers**  
*Curt Yoder, Kaufman Realty & Auctions, Sugar-creek, Ohio*

**9 Farm Auction**  
**All Lined Up**  
*Bryce Hansen, GPPA, Hansen & Young Auctioneers, Prairie Farm, Wisconsin*  
**(Second place - tie)**  
**The Purchase**  
*Chad Metzger, CAI, Metzger Property Services, LLC, North Manchester, Indiana*  
**Bid Boards**  
*Chad Metzger, CAI, Metzger Property Services, LLC, North Manchester, Indiana*

**10 Real Estate Auction**  
**My Ole Kentucky Home at Auction**  
*Christopher B. Wilson, CAI, CES, Golden Rule-Wilson Realty & Auction, Columbia, Kentucky*  
**(Second place)**  
**Colonial Crowd**  
*Lonny McCurdy, AARE, McCurdy Auction, LLC, Wichita, Kansas*

**11 Technology in Use at Auction**  
**Off-Screen**  
*Jodi Seaver, Equify Auctions, Rowlett, Texas*  
**(Second place)**  
**Photo by Drone**  
*George Jeffrey Martin, Jeff Martin Auctions, Inc., Brooklyn, Mississippi*

**12 Wild Card: Novice**  
**Father Time**  
*Jodi Seaver, Equify Auctions, Rowlett, Texas*  
**(Second place)**  
**Bid Now on '04 Mack Truck**  
*Aaron McKee, CAI, AARE, ATS, Purple Wave, Inc., Manhattan, Kansas*

**13 Wild Card: Professional**  
**Northstar Luxury Chalet – Interior**  
*Chad Roffers, Concierge Auctions, LLC, New York, New York*  
**(Second place)**  
**Peace Ranch – pool**  
*Chad Roffers, Concierge Auctions, LLC, New York, New York*



6

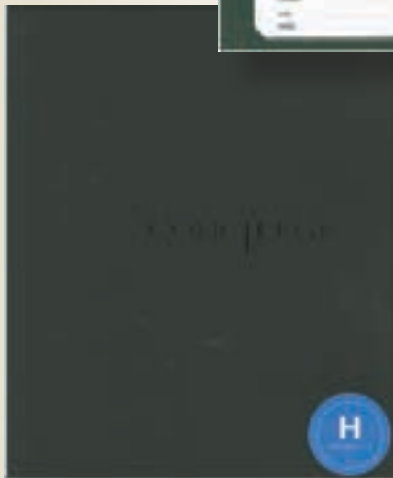


10





# PUBLIC RELATIONS & MARKETING



## Auction Promotion: Signage, Vehicle & Outdoor Advertising

Cars in the yard

Joff Van Reenen, CAI, AARE, The High St. Auction Co., Johannesburg, South Africa  
**(Second place)**

Kyalami signage

Joff Van Reenen, CAI, AARE, The High St. Auction Co., Johannesburg, South Africa

## Bidder Card

Etopia Bid Card

Camille Booker, CAI, CES, Booker Auction Co., Etopia, Washington

**(Second place)**

Bidder Number

Beth Rose, CAI, Beth Rose Real Estate and Auctions, LLC, Maumee, Ohio

## Company Brochure

Concierge Auctions Company Profile

Chad Roffers, Concierge Auctions, LLC, New York, New York

**(Second place)**

Beth Rose Real Estate

Beth Rose, CAI, Beth Rose Real Estate and Auctions, LLC, Maumee, Ohio

## Company Newsletter - tie

First Quarter 2015 – Farmland Values

Kenny Schum, CAI, Murry Wise Associates LLC, Champaign, Illinois

Motley Report

Mark Motley, CAI, AARE, Motleys Asset Disposition Group, Richmond, Virginia

**(Second place)**

None awarded.



**Company Promotion: Signage, Vehicle & Outdoor Advertising**

Company promotion ad outpost

*Joff Van Reenen, CAI, AARE, The High St. Auction Co., Johannesburg, South Africa*

**(Second place)**

New and Improved

*Lonny McCurdy, AARE, McCurdy Auction, LLC, Wichita, Kansas*



**Company Promotional: Give-away item**

Washer Toss Game

*Aaron McKee, CAI, AARE, ATS, Purple Wave, Inc., Manhattan, Kansas*

**(Second place)**

The Key – Volume 2

*Chad Roffers, Concierge Auctions, LLC, New York, New York*



**News Release**

Estate of Dorothy H. Cooke

*Samantha Rowell, CAI, Rowell Auctions, Inc., Moultrie, Georgia*

**(Second place)**

Assistance Fund Auction

*Richard Hart, CAI, BAS, GPPA, Baterby Art Gallery, Orlando, Florida*



**Non-Traditional Marketing**

Masquerade Invitation

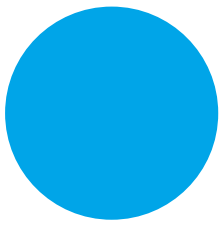
*Joff Van Reenen, CAI, AARE, The High St. Auction Co., Johannesburg, South Africa*

**(Second place)**

Invite – Cheetah

*Joff Van Reenen, CAI, AARE, The High St. Auction Co., Johannesburg, South Africa*

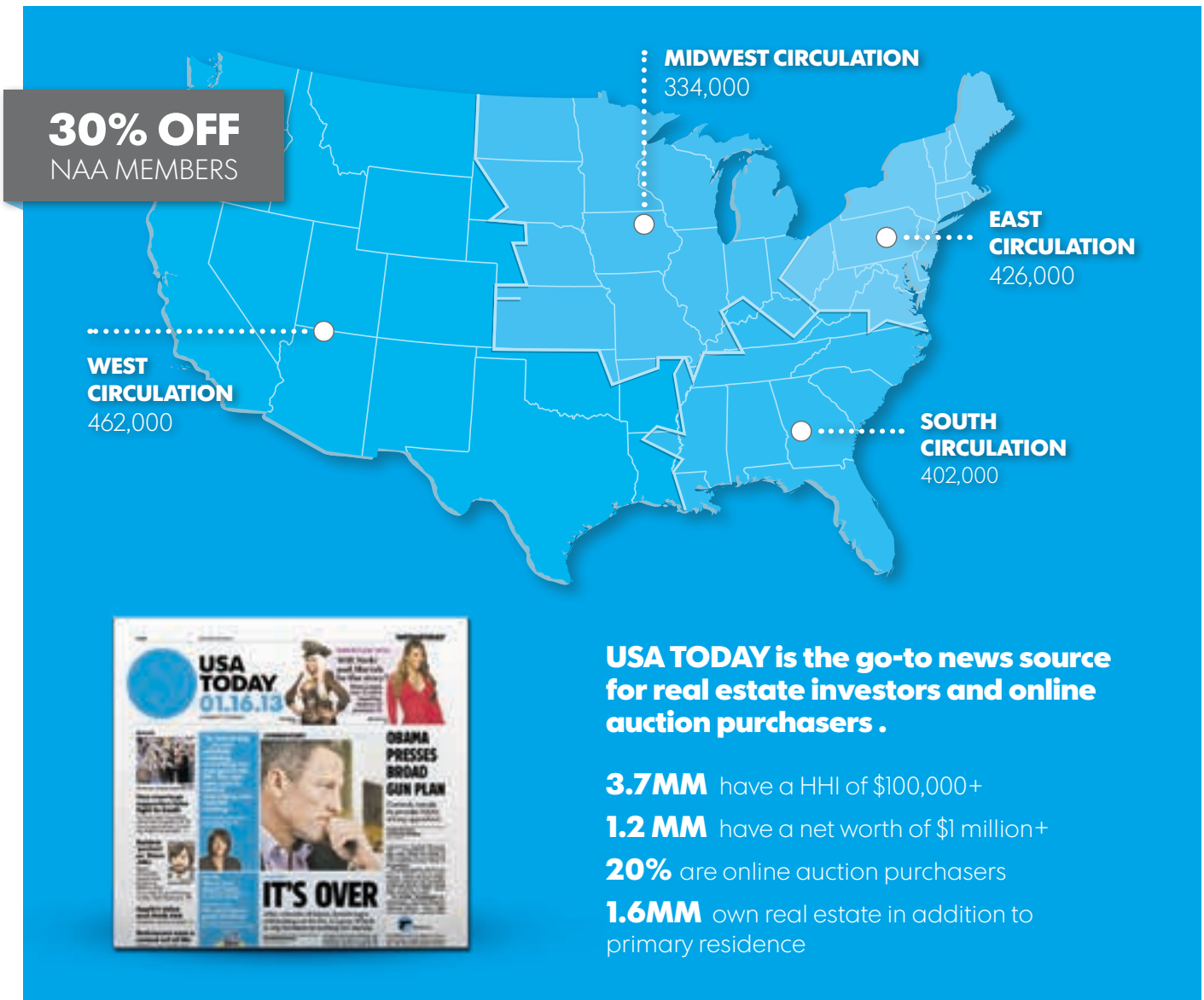




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Sources: 2012 Mendelsohn Affluent Survey, adults 18 or older, HHI \$100,000 or more; September 2012 ABC Publisher's Statement (print copies only)



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Working with Nonprofit Boards

OCT. 1, 2014

Whitepaper: Legal

NOV. 5, 2014

Auctions in Today's Real Estate Market

JAN. 14, 2015

Sales Force Development

FEB. 4, 2015

Whitepaper: Promotion

MAR. 4, 2015

Marketing From a Winner

APR. 1, 2015

Audio: Tips from IAC Champions

MAY 6, 2015

Bid Calling Tips

JULY 1, 2015

Appraisals for Auctioneers

Archives available at [auctioneers.org/iserie](http://auctioneers.org/iserie).



*national auctioneers association*

# CONFERENCE & SHOW

ADDISON, TX ★ JULY 14-18, 2015



EVERYTHING

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HAPPENS

# HERE



# C&S 2015

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# #NAACS15 Keynote: All about attitude

Dan Lier: “It is impossible to be doing great and have a bad attitude.”

By Nancy Hull Rigdon, contributor

**D**an Lier, this year’s NAA International Auctioneers Conference & Show keynote speaker, stresses that success often boils down to one aspect everyone can control: attitude.

“If you think about it, it is impossible to be doing great and have a bad attitude. When you look around, the people who are doing well are the people with positive attitudes, and when people are struggling, I can guarantee there’s a bad attitude,” Lier says.

That said, he recognizes people can’t simply flip an attitude switch.

“Attitude is a learned skill, and when I speak, I share the tools that allow people to be able to shift the way they think, make changes in their attitudes and become peak performers,” Lier says.

Lier is a best-selling author and internationally recognized sales and leadership motivational speaker who has presented more than 3,500 customized talks to professionals around the world. In the past two years, he has spoken in at least 30 countries on the topic, “Maximizing your true potential.”

He’s a behavior expert, and his talks are rooted in psychology.

“What separates a top performer from someone who is struggling? What would a top Auctioneer be thinking? And, how does that Auctioneer manage his or her mindset?” Lier questions in advance of preparing for Conference & Show. “When it comes to the psychology of success, embracing change and overcoming adversity are key.”

Lier hosts his own TV show, “Your True Potential,” and was a regular on HSN, where he was known as America’s Coach



Lier

and shared what he titled his “Strategies for Success” with millions. His work has been featured on shows including “The Today Show” and “Inside Edition,” and he’s appeared as a guest on shows including “The Howard Stern Show” and “The O’Reilly Factor.”

Previously, Lier worked as an international speaker and was a top performer for well-known life coach and self-help author Tony Robbins. Early in Lier’s career, he achieved the title of No. 1 sales performer in the country. In addition, as a college basketball player with Fort Hays State (Kan.), he was part of back-to-back NAIA national title teams in 1984 and 1985.

He’s known as a speaker with a high-impact message and charismatic delivery style that connects with audiences and provides attendees inspiration as well as proven strategies for achievement.

“I gave a talk yesterday in L.A.,” Lier said last month. “Afterward, people said to me, ‘That is just what I needed. You made me realize that everything is about me and my mindset and how I’m approaching these situations. I am in control of my own destiny.’”

The reaction was precisely his goal.

“I’m there to give people the tools to realize, ‘No matter what the situation is, I’m still in control.’ And then once people have the necessary resources – either external or internal – the decision is theirs.”

Watch Dan deliver his dynamic attitude message live at Conference and Show in Addison! Register now at [conferenceandshow.com](http://conferenceandshow.com).



# The best of the best

IAC Champions are considered to be “the best of the best” within the auction industry. From livestock and auto Auctioneers, to real estate and benefit Auctioneers, each auction professional competes against his or her peers to be crowned an IAC Champion. To watch video of the past winners, visit [auctioneers.org/awards](http://auctioneers.org/awards).



## 2014

Jason Miller, CAI  
Wendy Lambert, BAS



## 2013

Andy White, CAI, Ashland, OH  
Megan McCurdy Niedens, CAI, BAS,  
Wichita, KS

## 2012

Justin Ochs, Hendersonville, TN  
Lynne Zink, CAI, BAS, CES, Joppa, MD

## 2011

Camille Booker, CAI, CES, Kennewick,  
WA  
Joseph Mast, CAI, Millersburg, OH

## 2010

Kristine Fladeboe-Duininck, BAS, Spicer,  
MN  
Eli Detweiler, Jr., CAI, Ruffin, NC

## 2009

Kevin Borger, Hutchinson, KS  
Terri Walker, CAI, BAS, CES, Memphis, TN

## 2008

Jodi Sweeney, BAS, Waukon, IA  
C.D. “Butch” Booker, Colfax, WA

## 2007

Denise Shearin, Brandywine, MD  
Bryan Knox, CAI, GPPA, Decatur, AL

## 2006

Barbara Bonnette, CAI, AARE, GPPA,  
Alexandria, LA  
John Nicholls, Fredericksburg, VA

## 2005

Carey Aasness, Dalton, MN  
Johnna Wells, Portland, OR

## 2004

Merv Hilpipre, Cedar Falls, IA  
Dawn Wilfong, Goshen, IN

## 2003

Kaija Kokesh, Palisade, MN  
Jeff Stokes, Edgewood, WA

## 2002

Jill Doherty, Bay Shore, NY  
William Sheridan, CAI, AARE, GPPA,  
Mason, MI

## 2001

JillMarie Wiles, CAI, BAS, Canby, OR  
Scott Musser, CAI, BAS, Kenniwick, WA

## 2000

Amy Assiter, Alex, OK  
Mike Espe, Elburn, IL

## 1999

Cheri Boots-Sutton, Louisiana, MO  
Wayne Wheat, Fulshear, TX

## 1998

Pamela Rose, CAI, AARE, Maumee, OH  
Mike Jones, CAI, BAS, GPPA, Dallas, TX

## 1997

Lori Kiko, CES, Canton, OH  
Andy Dunning, Houston, TX

## 1996

Greg Rice, Coshocton, OH  
Renee Jones, CAI, AARE, BAS, CES,  
Houston, TX

## 1995

Scott Steffes, CAI, CES, Fargo, ND  
Shannon Mays, AARE, El Dorado Springs,  
MO

## 1994

Marcy Goldring-Edenburn, Farmington,  
IL  
Greg Highsmith, Vinita, OK

## 1993

Tracy Sullivan, Prague, OK

## 1992

Shane Ratliff, Lemont, IL

## 1991

Spanky Assiter, CAI, AARE, Canyon, TX

## 1990

Neal Davis, Beebe, AK

## 1989

Marvin Alexander, CAI, Martin, TN

## 1988

Paul C. Behr, CAI, BAS, Denver, CO

# #NAAGS15



# New to Do in Addison? Check.

Lots of new features are on tap for #naacs15.

By Nancy Hull Rigdon, contributor



the trade show floor include “Learning from the Legends,” where some of the industry’s most well-known Auctioneers will serve as panelists and speak on how they overcame failures and celebrated successes.

“Attendees can get out of four-wall rooms and into an open educational environment, which may allow people to be more open and interactive and engaged,” Peterson said. “Not to mention this is a great for people to experience the trade show floor.”

**S**purred by past attendees’ feedback and innovative planning, the 66th International Auctioneers Conference & Show will bring new features to this year’s annual event.

Fresh approaches in store at Conference & Show include on-site tech experts, a designated meetup spot, a new and improved conference app, an outside-the-box educational environment and an enhanced entertainment element.

“We listened to what members said in the surveys they filled out after Conference & Show in the past, and we brainstormed new things that address members’ ideas and concerns,” says Joyce Peterson, NAA Conference & Show Manager.

Here’s a rundown of the new conference features members can expect to experience at the Intercontinental Dallas Hotel in Addison, Texas, July 14-18:

## Proxibid + eBay Stage

The conference trade show floor this year will host much more than the same ol’ trade show. Educational sessions planned for

Sessions on the trade show floor will also include TECHbyte Sessions – ranging from novice to advanced technology lessons – with outside technology experts called TECHxperts. Also new on the floor will be jam sessions.

“Our attendees like to pick up a fiddle and guitar and start playing,” Peterson said. “We know this is common at state conventions, and we’re excited to add it to Conference & Show.”

## TECHbar

Conference & Show organizers are hiring technology experts outside the auction industry to offer their expertise to NAA members at the TECHbar, a counter on the hotel’s second level foyer.

These pros – the TECHxperts – will be available at the TECHbar to address any tech question an attendee may have. The bar is BYOD – Bring Your Own Device. The pros will be armed with the latest gadgets and wearables, including Google Glass, and they can assist attendees with issues ranging from navigating the Conference and Show app to questions related to building a website.



## THANK YOU TO OUR SHOW SPONSORS:

GOLD



Conference and Show Hotel Room Key Cards



Proxibid/eBay Stage on the Trade Show Floor

SILVER



Conference and Show Signage



First Timer's Breakfast



CAI Breakfast



Conference and Show Clerking



Marketing Competition  
Reception



“They will be there to offer hands-on assistance with the goal of making members’ lives easier,” Peterson said.

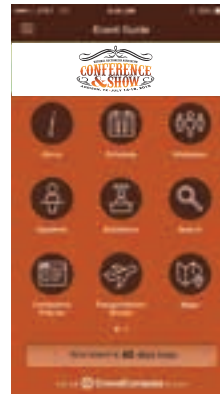


**Biz Block**

Conference attendees looking to meet with like minds now have a designated gathering place. Biz Block – an area outside the main ballroom on the hotel’s second floor foyer – will serve as a place for members to meet, interact, exchange ideas and information and develop business relationships.

Two designated meetups are already scheduled in the area – for conference first-timers and emerging professionals. Outside of those two events, attendees looking for meeting space – members looking to continue a conversation that begins inside an education session, for example – can make plans to meet at Biz Block.

“This is a new way for people with similar interests to network,” Peterson says.



**Conference & Show App**

After the app proved popular in Louisville, event organizers have worked to make the event app more user friendly. Plus, the app’s features have expanded. Members can find information on how to download the application to their mobile devices at [www.conferenceandshow.com](http://www.conferenceandshow.com). This year’s app features include:

- 24/7 access to Conference & Show information for iOS and Android devices
- Ability to check in and rate sessions and events
- Personal scheduler
- Interactive maps: hotel map to help navigate your way around the hotel, trade show map to help locate exhibitors
- Access to speaker bios and handouts
- Improved capabilities for attendee messaging
- Ability to complete surveys

**LEARNING FROM THE LEGENDS**

In what is truly a one-of-a-kind opportunity for C&S attendees, six of the auction industry’s greatest pioneers, leaders and trailblazers will all come together and share their experiences with you in a public setting. Make sure to attend one or both of the sessions so that you can hear and soak in how these legends overcame many of the same (and some very different) challenges and celebrated successes that you may have in your own business.



AYERS



DUNNING



FISHER



HIGGENBOTHAM



LOCKHART



WILLIAMS

# #NAACS15: What to know before you go

- Airports-** DFW and Dallas Love. Both are about the same distance, just different directions. Allow 25-30 minutes, in normal traffic, to get to and from the airport.
- Airport shuttle/ground transportation-** Go to [www.ConferenceAndShow.com](http://www.ConferenceAndShow.com) for airport transportation information.
- Location -** All conference events are held at the InterContinental Dallas Hotel except the Welcome Party and the two educational field trips.
- Dress attire/packing -** be prepared for hot weather outdoors and cool temperatures indoors. Wear comfortable shoes.
- Important documents -** Bring hotel reservation confirmation and conference registration confirmations with you in case you experience issues onsite. Haven't registered yet? No worries! For ease of checking in, register now, and we'll have your packet ready for you when you arrive.
- Meal tickets -** Purchase now. Seating and meals are not guaranteed to be available for purchase onsite. Purchase in advance. Meals can and have sold out in the past.
- Plan your schedule in advance -** Use the Conference app to review the available education opportunities and create a personalized calendar.
- Seminar Reference Guide -** The guide is available online. If you prefer a paper copy, print a copy in advance and bring it with you.
- Voting -** If you plan to cast an absentee ballot, completed ballots must be received at the NAA HQ office no later than July 1. If you plan to cast a ballot onsite, new this year the ballot desk is open only from 7:30-9 a.m. No ballots will be distributed after the desk closes.
- Private parties/functions -** If you received an invitation to a private function, have you responded? If not, please RSVP now to reserve your seat. (Hint: CAI, First timers, Marketing Competition winners and NAA Presidents, etc.)
- Welcome Party -** A complimentary shuttle is provided for registered attendees. For those who plan to drive, the Ranch does not own or control the Star parking lot to the North of the Ranch. \$10 per space for cars and \$35 per bus or passenger van, no in and out service. The Ranch is ½ block from the Convention Center DART station located at the southwest corner of Lamar and Memorial Drive.
- Livestreaming -** Livestreamed events are Annual Business Meeting, President's Gala/Hall of Fame awards banquet and IAC all day long. Information on how to access the livestream will be posted on [auctioneers.org](http://auctioneers.org) and [conferenceandshow.com](http://conferenceandshow.com)

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#NAACS15



## CONFERENCE EVENTS

### TUESDAY, JULY 14

8 a.m. - 5 p.m.	Train the Trainer .....	Bel-Air VI
10 a.m. - 6 p.m.	Registration.....	Garden Court III
2 - 6 p.m.	TECHbar.....	Second Floor Foyer
6 - 9 p.m.	Welcome Party .....	Eddie Deen's Ranch

### WEDNESDAY, JULY 15

7 - 8:15 a.m.	First Timers' Breakfast/Orientation .....	Lalique I
7 - 8:15 a.m.	International Breakfast ( <i>private event</i> ) .....	Cosmopolitan
7:45 - 8:15 a.m.	Coffee and Conversation.....	Crystal Ballroom V
8 a.m. - 5 p.m.	Registration.....	Garden Court III
8:30 - 10:30 a.m.	Opening Session.....	Crystal Ballroom IV & V
10:30 - 10:50 a.m.	Meet the Candidates .....( <i>To be announced at Open Session</i> )	
10:30 a.m. - 5 p.m.	Trade Show Official Opening.....	Garden Court I-III
11 - 11:30 a.m.	Tech Solutions: Note Taking and Capturing Data - Speech Handwriting Recognition .....	TECHbar
11 a.m. - 12 p.m.	Town Hall Meeting.....	Lalique I & II
11 a.m. - 5 p.m.	Fun Auction Donation Check In .....	Crystal Ballroom I
12 - 5 p.m.	Auxiliary Luncheon/Fun Auction .....	Malachite
1 - 1:30 p.m.	IJAC Contestant Orientation ( <i>mandatory</i> ) .....	Cosmopolitan
1 - 1:30 p.m.	Stop Putting Your Audience to Sleep: New Methods of Engaging & Empowering Your Presentations & Delivery .....	Proxibid+eBay Stage
1 - 2 p.m.	Don't Post That on Facebook! .....	Bel-Air I-II
1 - 2 p.m.	Tales from the Road: Bringing Your Auctions Online from the Agent's Perspective .....	Colonnade
1 - 2 p.m.	Succession Planning for Auctioneers.....	Waterford
1 - 2:30 p.m.	Save Your Vocal Chords and Increase Revenue.....	Bel-Air IV-VI
1 - 5 p.m.	Cavanaugh Flight Museum - Field Trip.....	Off Site
1 - 5 p.m.	Auction Technology Specialist (ATS) Day 1 .....	Bel-Air III
1 - 5 p.m.	UCC Contracts to Warranties: What Auctioneers Must Know.....	Crystal III
1 - 5 p.m.	Ringman Tips .....	Spectrum
2:30 - 3 p.m.	Top 10 Apps-on-the-Go: Apps That Help When You Are OOO ( <i>Out-of-Office</i> ) .....	Proxibid+eBay Stage

2 - 3:30 p.m.

2:30 - 3:30 p.m.

2:30 - 3:30 p.m.

2:30 - 5 p.m.

2:30 - 5 p.m.

3:30 - 4 p.m.

4 - 5 p.m.

4 - 5 p.m.

4 - 6 p.m.

5 - 6 p.m.

6 - 9 p.m.

International Junior Auctioneer Championship..  
Crystal Preliminaries..... Ballroom IV & V  
Thrive: Create Highly Profitable Income  
Streams For Any Auction Business ...Bel-Air I-II  
Elements of an Effective Website and How  
to Stand Out From the Crowd..... Colonnade  
What Does a Charity Look for in a  
Benefit Auctioneer? .....

### THURSDAY, JULY 16

6:30 - 7:30 a.m.

7 - 8 a.m.

7 a.m. - 5 p.m.

7:30 - 9 a.m.

8 - 5 p.m.

8:30 - 11:30 a.m.

10 - 10:30 a.m.

10:30 a.m. - 5 p.m.

11 - 11:30 a.m.

12 - 1 p.m.

1 - 2 p.m.

1 - 2 p.m.

1 - 2 p.m.

1 - 2 p.m.

1 - 2 p.m.

1 - 2 p.m.

1 - 2 p.m.

Election Committee Breakfast .....

1 - 2 p.m.	CAI Special Session 1: Apps & Tech Solutions: Productivity and Tech Empowerment at Its Best .....Lalique II
1 - 5 p.m.	Sixth Floor Museum at Dealey Plaza – Field Trip.....Off Site
1 - 5 p.m.	Auction Technology Specialist (ATS) Day 2 ..... Bel-Air III
2:30 - 3 p.m.	Unlocking the Secrets of LinkedIn Thought Leadership..... Proxibid+eBay Stage
2:30 - 4:30 p.m.	AuctionNOW ..... Malachite
3 - 4:30 p.m.	Are You in Compliance? Winning at the Email Marketing Game..... Colonnade
3 - 4:30 p.m.	Data Security: Protecting Your Company's (DATA) Assets.....Waterford
3:30 - 4 p.m.	Top 10 Apps-on-the-Go: Apps That Help When You Are OOO ( <i>Out-of-Office</i> ).. TECHbar
4 - 5:30 p.m.	NAA and USA TODAY Marketing Competition Reception ( <i>private event</i> ) .....Lalique II
6 - 9 p.m.	President's Gala/Hall of Fame Awards .....Crystal Ballroom
9 - 10 p.m.	Presidential and Hall of Fame Tribute Reception .....Crystal Ballroom Foyer

**FRIDAY, JULY 17**

6:30 - 6:55 a.m.	IAC Contestant Sound Check ( <i>optional</i> ) ..... Crystal Ballroom
6:30 - 7:30 a.m.	IAC Committee and Judges Breakfast .....Cosmopolitan
7 - 8 a.m.	IAC Contestant Roll Call & Orientation ( <i>mandatory</i> )..... Lalique I
7 - 9:30 a.m.	NAF Board of Trustees Breakfast & Meeting ..... Metroplex
8 - 8:30 a.m.	IJAC Finals..... Crystal Ballroom
8 a.m.	International Auctioneer Championship Preliminary Round..... Crystal Ballroom
8 - 8:30 a.m.	Wearable Technologies..... TECHbar
8 - 10 a.m.	NALLOA Education (Online Auction Laws Across the US).....Lalique II
8 a.m. - 5 p.m.	TECHbar..... Second Floor Foyer
8 a.m. - 5 p.m.	Registration..... Garden Court III
8:30 - 10 a.m.	Personal Safety .....Bel-Air I-II
8:30 - 10 a.m.	Tools for Success: Your Elevator Pitch and Lean Canvas..... Bel-Air IV
8:30 - 10 a.m.	If You Can't Beat 'Em, Join 'Em – Two Competitors Network Together .....Bel-Air V-VI
8:30 - 10 a.m.	Gun Regulations..... Colonnade
8:30 - 10 a.m.	Emerging Legal Issues, Best Practices and Risk Management for Professional Auctioneers .....Waterford
8:30 - 10 a.m.	Introduction to Real Estate.....Spectrum
8:30 - 10 a.m.	The Entrepreneur Auctioneer ..... Malachite
8:30 a.m. - 4:30 p.m.	Auction Technology Specialist (ATS) Day 3 .....Bel-Air III
9 - 9:30 a.m.	Learn to Tweet..... TECHbar
9 a.m. - 2 p.m.	Trade Show ..... Garden Court I-III
10:30 - 11:30 a.m.	Learning from the Legends.... Proxibid+eBay Stage

10:30 - 11:30 a.m.	CAI Special Session 2: More Apps & Tech Solutions: Productivity and Tech Empowerment at Its Best..... TECHbar
10:30 a.m. - 12 p.m.	NALLOA Annual Business Meeting..... Lalique II
12 - 12:30 p.m.	Unlocking the Secrets of LinkedIn Thought Leadership..... TECHbar
12 - 2 p.m.	Presidents Luncheon ( <i>private event</i> ) ... La Corniche
12 - 2 p.m.	Auxiliary HOF/Past Presidents Luncheon ..... Metroplex
1 - 2:30 p.m.	Getting Your Website Found by Google .....Bel-Air I-II
1 - 2:30 p.m.	Your X-Factor in Becoming a Great Auctioneer .....Bel-Air V-VI
1 - 2:30 p.m.	Ten Principles Every Livestock Auctioneer Should KNOW ..... Bel-Air IV
1 - 2:30 p.m.	Building a Business to Last a Lifetime Waterford Ivory Issues ..... Malachite
1 - 4:30 p.m.	Auction Verdicts: The Cases that Changed the Auction Industry ..... Colonnade
1 - 4:30 p.m.	Appraisal Manager How-To .....Spectrum
2:30 - 3 p.m.	Stop Putting Your Audience to Sleep: New Methods of Engaging & Empowering Your Presentations & Delivery ..... TECHbar
2:30 - 4:30 p.m.	NAA Hall of Fame Committee Meeting .....Lalique II
2:30 - 4:30 p.m.	Auxiliary Hall of Fame Committee Meeting.....Cosmopolitan
3 - 4:30 p.m.	Fakes, Frauds and Forgeries .....Bel-Air V-VI
3 - 4:30 p.m.	Working with Bankruptcy Trustees..... Waterford
3 - 4:30 p.m.	Credibility 101: How To Get People to Believe You..... Bel-Air IV
3:30 - 4 p.m.	Tips & Tricks to Get to Know Your Tablet Inside & Out! ..... TECHbar
5:30 - 6:30 p.m.	IAC Dinner ..... Crystal Ballroom
6 - 9 p.m.	International Auctioneer Championship Finals ..... Crystal Ballroom

**SATURDAY, JULY 18**

8:30 - 9:45 a.m.	IAC Breakfast of Champions.....Bel-Air I-II
8:30 - 10 a.m.	Communicating in an E-World ..... Waterford
8:30 - 10 a.m.	Don't Let Drama in the Door! ..... Colonnade
8:30 - 11:30 a.m.	Contracts...Real Estate at Auction.. Bel-Air IV-VI
8:30 a.m. - 5 p.m.	ATS Day 4 ..... Bel-Air III
10 - 11:30 a.m.	The Foundation's Children's Auction .. Malachite

# The advertising silver bullet



By Ryan George

For years, I've been saying that there's no silver bullet in auction advertising. I've taught in my seminars that there's no Ronco "Set it, and forget it" strategy, because the one constant in marketing is that there are few constants.

It's time, though, that I come clean.

There is a foundational formula that applies to all auction advertising, including yours. Using it can transform your sales pitches and seller proposals; your media spends and overall budgets. The number in its answer trumps all the numbers in your Google Analytics, Facebook Insights, and Mail Chimp reports.

Very, very few auction companies that I've consulted are using this formula, but the ones who are have a competitive advantage over the ones who aren't.

I'm talking about **Cost Per Bidder Per Medium**.

Knowing your generic cost per bidder would be interesting — discovering how much it costs you on average to get a consumer to register to bid; but it wouldn't be much in the way of actionable data. Knowing how much it cost you per bidder per medium, though, goes beyond interesting. That knowledge is incredible marketing power.

Here's the basic formula:

$$\frac{\text{(medium spend)}}{\text{(bidders from that medium)}} = \text{cost per bidder}$$

Now, repeat that for every medium or every media category you use in your advertising: signs, direct mail, newsprint, paid search, social media, public relations, etc. Save that information, and repeat this process every auction. After a few months, you should start to see patterns on the aggregate. You'll discover that some media are less efficient than other ones.

Once you get enough of a sample size collected, you can use it to start adjusting your budgets to favor the most efficient source of customers. For example, if Facebook costs you \$5 to acquire a bidder, and newsprint costs you \$50 in bidder acquisition, then you can start shrinking the size or frequency of ads to send money over to social media.

If you sell more than one type of asset or the same asset in more than one geographic area, you may want: 1) a larger set of samples; or 2) separate spreadsheets for each.

You can have hundreds of people click to your website from your email blast or thousands from social media. If the only people who show up at your auction are the ones who saw the sign, though, that traffic is empty. If your YouTube video went viral or your phones have been ringing off the hook from a press release that's hit all of the local news, but most of your bidders all brought your direct mail piece to the auction, then the buzz didn't bring you buyers.

Buyers trump traffic.

Speaking of buyers, you can take this formula one step further to separate the tire kickers from the paying customers. In the



formula, you can replace “bidder” with “buyer.” If you want to know how much you spent per buyer, the formula looks like this:

$$(\text{medium spend}) / (\text{buyers from the that medium}) = \text{cost per buyer}$$

The formula is simple, but the data collection tends to be the hard part for Auctioneers. The budget side of the data is easy to capture, since you should already have invoices and probably a formula-driven Excel budget. You can add a couple columns to that budget to do this math for you and then link to those budget result fields in a master spreadsheet.

Then, all you have left is asking bidders where they saw or heard about the auction. (It’s okay if they choose more than one.) You can poll them at on-site auctions. You can create a toggle-list question for those who register to bid online. Using some tools currently taught in the Auction Technology Specialist designation curriculum, you can even track online bidders passively from their first interaction with your online AND offline media all the way to the bidding page.

If this seems like a lot of work, think about how much more work this information could help you book.

Imagine if you and another auction company were vying for the same auction, but you alone could show the seller exactly where they can spend their money the most efficiently. Do you think you’d look a step ahead of your competition with a summary from the past year’s advertising effectiveness in their asset and geography markets?

That’s a rhetorical question.

It will probably take you six to 12 months to build reliable statistics. So, you’ll want to start as soon as possible. Don’t wait. I can name auction companies with more than a year’s head start on you. ❖



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# 2015: The Year of mCrime

Cybercrime goes mobile thanks to insecure mobile banking, mCommerce and mWallet apps.

By Mark Laich

Millions of consumers no longer visit a bank to deposit checks or conduct financial transactions. Instead they rely on the convenience of using their mobile devices to send money, view account balances and bank online.

The same is true for how they spend their money – the shift from brick and mortar to e-commerce to m-commerce is already well underway. Think about it – how many times do you use your smartphone to research a product or purchase one?

Maybe you're going out to dinner tonight and you've already filled your Apple Pay, Google Wallet or other wallet technology with all of your credit-card information. Ever wonder if you could be pickpocketed wirelessly? Could an app you trust already be stealing your personally identifiable information (PII)? Sadly, the answer is yes.

Many financial institutions and retailers have launched mobile apps in the past 18 months to respond to demands from their customers who want the convenience of 24-hour, anytime/anywhere banking

and shopping. Mobile banking apps help build customer loyalty, and mobile-banking transactions are significantly cheaper for banks compared with transactions that require employee interaction.

Mobile-retail apps capture consumers' buying impulse at the moment they occur, and allow for easy comparison shopping – the potential for finding an item cheaper is a quick tap away. Because more and more banks and retailers are making the investment to develop a mobile app, having one has gone from being a competitive differentiator to a “must have” to compete for consumers' business.

And once a bank has made that investment, there is a concerted effort to encourage customers to use their mobile-banking platform. The same holds true for retail. Amazon and others will do anything to get you to shop online from your smartphone or your tablet.

But the growth of mobile banking and retail apps also means that more people are at risk for identity theft and the hacking of sensitive personal and transaction data by cyber criminals who plan to commit fraud. These apps

# CYBERCRIME

are used on devices that often aren't safeguarded from security holes. Most people have between 30 and 75 apps on their mobile device, and of course, when apps are installed on a device, users must grant multiple permissions for accessing a device's location, SMS capabilities, Wi-Fi, Bluetooth, camera and other device resources.

Some of these resources are used for the apps to do their intended task, but often apps demand resources that can open up a device to security vulnerabilities. Unfortunately, when consumers install an app on their mobile devices, few of them read all the permissions the app requests to make sure it isn't asking to use device resources that might be suspicious.

This issue is highlighted by a report from Gartner Inc., the technology research company, which concluded 75 percent of apps in the major app stores fail basic security tests. Gartner defines this as an app using mobile-device resources that have nothing to do with the intended function of the app. Rather they can be used to eavesdrop on other apps that are running concurrently to collect data about the consumer. The rationale is that the collected information can be used for data analytics to help with targeted mobile advertising.

However, this has given cyber criminals a rather large attack vector to commit ID Fraud by using malware that looks like trustworthy apps to steal PII and financial transaction data from mobile banking apps, or to steal your credit-card information from your retail apps that reside on the same mobile device. This type of malware disguised as "trusted" apps has hundreds of millions of downloads from the major app stores.

Worse yet, this new form of malware is undetected by anti-virus and able to circumvent encryption, biometrics, tokenization, sandboxes and authentication. The result is that using mobile-banking apps to conduct transactions is similar to using an ATM to withdraw cash in a dangerous area with criminals lurking around, or handing your credit card to a stranger, in public, who is using the old-fashioned carbon copy credit card imprinter to take your order.

Another popular technique for cyber criminals is spear-phishing attacks – which take the form of email and text messages that appear to be from an official source or someone you know, usually garnered via a social-networking site. These messages can then install monitoring software covertly on the mobile device. Monitoring software can access most mobile device activity and resources, thereby stealing consumer data just like the malware downloaded from an app store.

Most consumers are unaware of these types of threats, and

even when they are aware, they don't take actions to protect their security and privacy until it is too late. On the other hand, financial institutions carry the liability associated with the fraud that results from data stolen from mobile banking and retail apps. In a U.S. landscape where almost 1 billion PII records have been compromised and there is identity fraud totaling \$24.7 billion in losses – according to statistics from Privacyrights.org and the Department of Justice – greater safeguards are needed to protect consumers' financial data.

At the same time, it is important not to intrude or detract from consumers' mobile banking or retail experiences. Financial institutions and retailers can't solely depend on consumer awareness and training, nor can they make it complicated for consumers to protect themselves.

For better or worse, the modern-day consumer has become enamored with using their mobile devices for apps such as social networks, location-based services, and games on the same device on which they want to do mobile banking and mobile commerce, thereby compromising their security and privacy. What financial institutions and retailers need is new, innovative security technologies that deliver an optimal balance between protecting consumer data and being un-intrusive to consumers' total mobile-device experience.

In this way, their mobile banking and mCommerce apps can operate in a safe and trusted environment even when multiple applications are running concurrently. By working with companies that specialize in these types of new security technologies designed to thwart zero-day threats and malicious eavesdropping apps, financial institutions and retailers will not only protect themselves from liabilities, they will also be successful at convincing more of their customers to use mobile banking and mobile commerce, thereby increasing the ROI of their mobile-app investment and their operating efficiency.

Finally, as we look forward to what many believe will be the rapid adoption of mWallets in 2015, you must understand that they are inherently insecure because they operate on already infected devices. It's time to take a completely radical, proactive approach to securing consumers' data as the financial, transaction-based world shifts onto our smartphones and tablets.

This year marks the beginning of a new wave of enablement, opportunity and mCrime. Where there is mobile banking, mCommerce and mWallet there will be mCrime. Assume it comes in the apps as innocent as that flashlight app you recently installed, because if you don't, you'll be left in the dark missing your identity and your wallet. ❖

## Jewelry/art sale features impressive 96% sell-through rate



**PASADENA, Calif.** – When bidding opened at Moran’s May 5 Fine Jewelry and Luxe Auction, attendee and telephone bidders were stunned to hear the pace of bidding.

A telling marker of things to come, half of the first ten lots offered swiftly outstripped their high estimates, with one piece, a Tiffany Art Deco bracelet earning twelve times the high end of its pre-auction estimate. Boasting a catalogue full of fresh to the market consignments culled only from private consignors and estates, Moran’s prices continued to be strong throughout the night, with the sell-through rate ending up at about 96 percent of lots offered.

Interestingly, approximately a third of items offered were snapped up by enthusiastic online buyers, with a large chunk of those lots selling internationally.

Art Deco jewelry proved immensely popular throughout Tuesday’s sale; within the first dozen lots brought to the block, two wonderful Deco pieces secured fantastic prices. The first,

an Art Deco silver, gilt and enamel compact with a mother-of-pearl, diamond and hard stone-inlay found a buyer for \$3,600; quite a bit more than the \$600 to \$800 pre-sale estimate. Directly following, a simply stunning Art Deco jadeite and enamel bracelet stamped for Tiffany shot to a final price of \$36,000 after a telephone bidder beat out multiple in-person buyers and a handful of absentees (estimate: \$2,000 to \$3,000). The same telephone buyer proved once again successful on a Tiffany & Co. amber cigarette holder with interchangeable gem-set bands of diamond, ruby, sapphire and emerald. Expected to bring \$500 to \$700 at the block, the set earned an astounding \$4,750.

A pair of lots by San Francisco Marsh & Co. featuring blackened steel excited collectors with their distinctive look; the pair of cultured pearl earclips earned \$1,680, while the complimentary cultured pearl and steel bracelet hammered for \$6600 (estimates: \$800 to \$1,200 and \$2,000 to \$3,000, respectively).

Lots by Van Cleef and Arpels in all shapes and sized achieved breathtaking prices; a platinum and 18K ring centered by a 1.85



\$6,600

carat emerald cabochon surrounded by full-cut diamond accents achieved \$14,400 at the block after an online buyer proved successful (estimate: \$3,000 to \$5,000).

Two company-wide favorites, the VCA gem-set flower brooch and the sapphire bird-form brooch (finished with an adorable cultured pearl egg) each sold online, outstripping their pre-sale estimates. Each brooch was valued at \$1,500 to \$2,000 before the sale, and earned \$7,800 including buyer's premium. Later on, a

stunning pair of branch-form diamond and sapphire-studded flower brooches, also by the French maker, earned an \$18,000 price tag; well over the estimated \$4,000 to \$6,000.

A few unsigned pieces with undisputed "cool factor" provided interesting highlights. An 18K gold skeletal fish pendant on a bi-color gold link chain with a distinctive Mid-century Modern vibe caused some waves among buyers; despite three interested absentee bidders, a floor buyer came out on top, taking the fish

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pendant home for \$5,700 (estimate: \$3,000 to \$3,500).

A beguiling “spinning wheel” pendant, evocative of a roulette wheel and fashioned with French terms on the back (bonheur, ennui, risqué, etc.), brought a very respectable \$5,100 (estimate: \$2,000 to \$3,000). Two mid-19th century snake-form bangles with ruby eyes and further set with 16 oval-cut colored sapphires wound their way around bidders’ hearts; sporting a pre-sale estimate of \$400 to \$600, the bangles brought \$780 thanks to a determined floor bidder.

Watches, especially those by celebrated makers, earned exceptional prices at Moran’s auction block. Two Patek Philippe wristwatches expediently eclipsed expectations; the first, an 18K gold Calatroya, was sold to a tenacious telephone bidder who capped multiple absentee bids, winning the piece for \$9,600 (est.: \$4,000 to \$6,000). The second, also in 18K gold, found a buyer online for \$7,200, more than three times the estimated \$1,500 to \$2,500. A classic lady’s Cartier Panthere gold wristwatch from a

local Southern California collection inspired a heated back and forth between floor bidders, finally ending up with a \$5,400 price tag (estimate: \$1,200 to \$1,800).

Additional sale highlights:

- An exquisitely designed sterling silver and micro mosaic box with a depiction of Vatican City on the lid (and sweetly inscribed on the bottom to an early 19th-century merchant from a group of his employees) was quite conservatively valued at \$200 to \$400; the lot brought \$2,160 at the block after a fierce bidding war.
- Collectors of David Yurman’s designs were pleased to find a few of his signed pieces in Moran’s May 5th catalogue; a set of gold and gem bangles estimated to earn \$600 to \$800 flew to \$1,440, selling to a telephone bidder.
- A jadeite carved pendant of Quan Yin in a full-cut diamond surround sold online for a very respectable \$2,400 (estimate: \$1,200 to \$1,800).

## Classic cars exceed \$42.8 Million In Indy



\$1,000,000

**WALWORTH, Wis.** – Mecum’s Original Spring Classic brought more than classic American muscle to the auction block May 12-16, with top sales populated by a mix of modern and vintage, foreign and domestic.

With 1,404 vehicles offered in total, the variety was well-received by the thousands of bidders in attendance as sales totals reached

\$42,878,210 with 916 cars hammering sold.

Friday saw 18 low-production and historically meaningful vehicles from the Don Davis Collection cross the auction block with his professionally restored 1967 Shelby 427 Cobra Roadster (Lot F183) gaveling for \$1,000,000 and becoming the auction’s number one highest seller. His documented, five-speed, 1971



\$750,000

Ferrari 365 GTB/4 Daytona Berlinetta (Lot F188) came in as a hot second with a high bid of \$775,000. Additionally, 10 more vehicles from the Davis' assemblage sold on the block with two of those also garnering spots among the top 10 sellers.

A total of 30 vehicles from the Rick Baker Ford Collection crossed the auction block on Friday as well in front of an enthusiastic crowd of bidders. His 2005 Ford GT (Lot F221) – sporting just 310 original miles and still on the original MSO – gaveled for \$380,000. The Danny Hill Collection of full-size high-horsepower muscle cars was right at home in Indianapolis and bidder approval was demonstrated with strong sales including his unrestored 1969 Ford Mustang Boss 429 Fastback (Lot S142) that hammered at \$465,000.

The 1958 Fuelie Collection encompassing one of every color offered that production year electrified the crowd as 100 percent of the Corvettes hammered sold for a total of \$1,172,000. The results are a testament to the strength of the C1 Corvette market and the buyer attraction to Bloomington Gold Certified cars.


“As one of the only collector car auctions held in the United States with a truly global reach, our flagship auction again demonstrated strong sales and steady growth,” comments President and Founder Dana Mecum. “The Spring Classic auction brought consignments from 36 states this year and buyers from all over the world increasing sales by more than \$2 million over last year.”

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[john4naavp.com](http://john4naavp.com)

The complete top 10 sales:

- 1967 Shelby 427 Cobra Roadster (Lot F183)..... \$1,000,000
- 1971 Ferrari 365 GTB/4 Daytona Berlinetta (Lot F188)  
.....\$775,000
- 1969 Ford Mustang Boss 429 Fastback (Lot S142)  
.....\$465,000
- 2005 Ford GT (Lot F221).....\$380,000
- 1965 Ford Shelby GT350 Fastback (Lot F181).....\$355,000
- 1972 Ferrari 365 GTC/4 Straman Spider Conversion  
(Lot S186).....\$300,000
- 1978 Ferrari 512 BB Straman Targa Conversion  
(Lot S184).....\$275,000
- 1967 Maserati Ghibli (Lot F195).....\$230,000
- 1963 Ford Galaxie 500 Lightweight (Lot S137).....\$220,000
- 1969 Ford Mustang Boss 429 Fastback (Lot S42) ....\$185,000



## Rare steam engine rolls over record

**SUGARCREEK, Ohio** – Selling to a small, niche market did not stop Kaufman Realty & Auctions from attracting dozens of bidders across the country to bring an impressive \$420,000 for a rare 110 HP Case Steam Traction Engine.

The sale took place June 3.

Setting a new sales record, auctioneer Curt Yoder of Kaufman Realty & Auction in Sugarcreek, Ohio, sold the late 1912 piston valve engine through online only auction to a buyer from Texas. The engine had been completely restored and is in mint condition. Even the wheel assembly gearing, a component that typically shows much wear, is in exceptional condition.

“This is likely the cleanest and purest restorations done on an engine like this. The owner kept true to the original all the way through and was meticulous in caring for and maintaining it, down to polishing the bolts on the steps,” says Auctioneer Yoder. “The owner served the antique tractor and engine world well by preserving this piece as he did.”

Yoder also gives credit to Kurt Aumann, CAI, ATS, CES, of Aumann Auctions in Nokomis, Illinois, for teaming up to market the steam engine to devout antique tractor and engine collectors, which falls directly into Aumann’s wheelhouse.

“This sale is a true testament of the power of MarkNet Alliance, proving that Auctioneers partnering with fellow, expert Auctioneers is what makes for a successful sale.”

This team effort yielded the highest selling price in North America for a steam engine, nearly doubling initial expectations. The engine was made to Canadian specifications and was certified in Alberta, Canada, to its original 175 PSI and was also certified by the state of Ohio for 175 PSI.





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## Self-created business was Auctioneer's life



Jerome "Jerry" Manning passed away peacefully in his home on April 26, 2015, in West Yarmouth, Massachusetts, surrounded by his loving family. At the time, he was CEO of JJ Manning Auctioneers of Massachusetts.

Jerry was an innovator in the field of real estate auction marketing. Jerry started his business from the ground up beginning in 1976. During his career, Jerry

was a member of the National Auctioneers Association, MA Auctioneers Assoc., National Assoc. of Realtors, and spoke extensively across the country touting the benefits of selling real estate through the auction method.

Those that know Jerry would use the following words to describe him: powerful, authoritative, influential, confident, loving, giving, articulate and dedicated. Jerry influenced everyone with whom he had contact, whether it be players he coached in basketball, Auctioneers that he mentored or people who just needed advice. Jerry loved and was loved by his wife, Terry for over 46 years. Jerry's self-created business was his life, his hobby and his focus.

Towards the latter part of his journey, Jerry's grandkids, Jack, Lily and Emmett, became the center of his universe.

Jerry was predeceased by his parents, Joseph and Dorothy, and brother, Larry. He is survived by his wife, Terry, and many other close family.

## NAA Hall-of-Famer Zettlemoyer passes away

Ralph W. Zettlemoyer, 84, of Breinigsville, formerly of Fogelsville, passed away Thursday, May 7, 2015, in South Whitehall Twp. He was the loving husband of Patricia A. (Haas) Zettlemoyer for 34 years. Born in Schnecksville, he was a son of the late Walter R. and Minnie M. (Frey) Zettlemoyer.

He founded the Ralph W. Zettlemoyer Auction Co., in 1955 and was actively involved with the business until 2012. He auctioned livestock at the Leesport Farmers Market every Wednesday for 50 years and was an Auctioneer at the Kutztown Produce Market for 20 years.

Ralph was a member of the Pennsylvania Auctioneers Association, where he served as President for two years and was

inducted into its Hall of Fame in 1994. He was a member of the National Auctioneers Association, where he served as a director for three years and was inducted into the NAA Hall in 1999.

Ralph was a founding member of the Allentown West Rotary Club which was started in 1962, where he served as President, Club Auctioneer, Club Leader and Spirited Rotarian. He had perfect attendance for 49 years and received the Paul Harris Fellow award in 1980.

Survivors include his wife, Patricia; three daughters and their husbands and companions; a son and his wife; along with many others.

## Former KAA president sold at auction until he was 84

Ronald J. Scott, 86, a long-time Finney County resident, died Saturday, May 30, in his home in Cedaredge, Colorado. He was born October 13, 1928 in Garden City, the son of Margaret (Buck) and Jesse Scott.

Ronald attended Finney County rural schools and graduated from Garden City High School in 1946. He farmed in northeast Finney County until 1965, when he attended and graduated from the Western College of Auctioneering in Billings, Montana, and subsequently joined his brother Jesse Scott, Jr. in the auction and real estate business.

In 1966 he purchased Scott Auction/Scott Realtors, which he owned and operated until his retirement in 1990, selling it then to his son Kent. He served terms as president of the Kansas State Auctioneers Association and the Garden City Board of Realtors, and was inducted into the Kansas Auctioneer Hall of Fame in 1997.

He remained active as an Auctioneer until 2013, conducting dozens of charity auctions and assisting with his son's and grandson's auctions.

# Auctioneer leaves ‘way too many’ family, close friends

Frank Eugene Land, 75, a Fort Myers native born and raised, passed away Wednesday, Dec. 17, 2014 at Lee Memorial Hospital in Fort Myers. Frank was born October 22, 1939 to D. Frank Land, Sr. & Devola (Gill) Land.

Frank was the owner of Land Realty, Inc. and Land Auction Service in Southwest Florida from 1966 to present. Frank has been in the Real Estate /Auction industry for over 50 years. He was a long-time member of Florida Auctioneers Association, Board of

Director and Past President.

Frank is survived by his wife of 56 years, Nancy (Grove) Land; daughters Pamela (Rob) Roy and Stephanie (Edward) Hill; four grandchildren: Rob Roy II, Brandon Roy, Jessica Roy, & Nicole Hill along with nine nieces, five nephews, “way too many” grand nieces , nephews , cousins and close friends. He is preceded in death by his parents, D. Frank Land Sr., Devola Land, brothers Blaine Land, John C. Land, Sr., & Rev. David Land, Jr.

# Former Auxiliary president passes away

Joan Wilson Rittenhouse, 86, of Vanderbilt, passed away Tuesday, May 12, 2015, in Uniontown Hospital. She was born March 11, 1929, in Uniontown, daughter of the late Iphmer Wilson and Eva Marie Shank Wilson.

alongside her husband at Rittenhouse Auctioneers.

She was past president of the National Auctioneers Association Auxiliary and a member of its Hall of Fame.

In addition to her parents, she was preceded in death by her husband, Wylie Scott Rittenhouse, Auctioneer; and her brother, Jack Wilson. Joan graduated from Uniontown High School with the class of 1947. She was a member of Great Bethel Baptist Church. She worked for Bell Telephone Company. She worked

Joan was instrumental in having the Curfew Recreation Center and pool in Flatwoods constructed. Surviving family include: three daughters and their families; six grandchildren and two great-grandchildren.

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# Texas-sized education

TAA is a business school that happens to offer Texas-sized opportunity for aspiring Auctioneers.

By Sarah Bahari, contributor



At Texas Auction Academy, top-notch instruction isn't just a slogan or ideal; it is embodied.

Teachers include past NAA International Auctioneer Championship winners, World Champion Automobile Auctioneers and numerous successful small business owners.

"Each of our Auctioneers has a unique history and experience they are happy to share," says Mike Jones, who is the President and Director of Texas Auction Academy. "And so, our students are getting a look at the very best in the industry."

Jones, CAI, BAS, GPPA, started Texas Auction Academy in 1992 when he realized a need for an auction school in the southwestern United States. Today, the school offers three sessions a year, with classes capped at 50 students. Jones' wife, Lori, now runs day-to-day operations for the academy, which is based in Lewisville, a suburb of Dallas.

"I was always being asked by people starting out where to attend auction school, but there were no well-known, brand-name schools in Texas," Jones says. "Many national leaders and well-recognized Auctioneers come from Texas. This state is known for having good Auctioneers.

"It seemed to me we needed a school in Texas."

Immediately, Jones set out to launch a different kind of auction school.

"This is a business school that just happens to be an auction

school," says Jones, who is also President of United Country Auction Services. "Our education encompasses more than just bid calling or being behind a microphone.

"We want our students to look at the big picture."

That means instruction focuses on contracts, salesmanship, uniform commercial code, professionalism, how to deal with the public, bookkeeping, security and distribution of assets, among other topics. Teachers provide lessons on bid calling, but it is not a central tenet.

"The chant is developed over the long haul, not over a few days in a classroom, so we give them the basics and advise them how to practice and develop their chant once they leave here," Jones says. "You can have greatest chant in the world. But, if you have no understanding or sense of business, no one will ever hear it."

Instructors also seek to instill a "give-back mentality," in students, Jones says, and each class participates in a benefit auction that raises as much as \$35,000. Recipients include Texas Scottish Rite Hospital for Children, St. Jude Children's Research Hospital and the National Auctioneers Association Auxiliary.

Texas Auction Academy also stresses the importance of joining the National Auctioneers Association and the students' state associations, Jones says.

"We are adamant about students getting involved in their national and state associations," Jones says. "It helps them stay informed, build a better network and opens a lot of doors."

As the school approaches its 25-year anniversary, Jones says future plans include new lessons and instruction in technology.

“When we started, if you had a clerk box, clerking sheets and a calculator, you could operate an office,” he says. “That game has changed tremendously, and we want our students to be on top.”

Students usually come from Texas and nearby states, but they also have come as far as China, New Zealand and South Africa, which Jones says is a testament to the importance of formal training.

“The worst way to learn a business is to practice on people without any real knowledge. The shortest way to achieve success in any industry is by having some formal education,” he says. “It is damaging to the public, sellers and buyers if you’re not educated in what you are doing.”

Learn more about TAA at: <http://www.texasauctionacademy.com>. ❖



A full, attentive class has its eyes glued to its instructor (above) as it prepares itself for graduation from TAA. June’s class (see page 68) moved the school another step closer to its 25-year anniversary.



## Carolina Auction Academy

The most recent graduating class marked the 20<sup>th</sup> from the Carolina Auction Academy. CAA is one of only three approved schools of auctioneering in North Carolina. It is also accredited in South Carolina.



## Southeastern School of Auctioneering

The May 2015 graduating class of the Southeastern School of Auctioneering consisted of eight new Auctioneers. This class marks the 32<sup>nd</sup> year for SSA.



## Reppert Auction School

Reppert Auction School graduated students from across the country June 7, 2016. Pictured are both instructors and students representing Ohio, Indiana, Michigan, Alaska, California, Tennessee and Jamaica. Students spent 10 days in Indianapolis learning about the auction business and participating in a live auction at Christy’s of Indiana’s market day auction.

# CONGRATULATIONS!

## NAA Designations earned: April/May 2015

### AARE

John Nicholls • Bruce Wold, CAI, CES

### ATS

Tiffany Dawn Earnest • Stephen Karbelk, CAI, AARE

### BAS

Lisa Taylor, GPPA • Lisa Taylor

### GPPA

John Jackley

### MPPA

Wes Pace



## EARN YOUR DESIGNATION!

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

# COMMITMENT.

*Thank you* for renewing your membership with NAA!

A. K. Young  
Al Pfister  
Alesha M. Booker-Russell  
Alex Grovenstein  
Andrew M. Walther  
Andrew R. White, CAI  
Angie M. Gallaher  
Annette Wells, CAI, BAS  
Arden L. Schrader  
Art Parker  
Austin Scott Kelly  
Barbara H. Masterson, CES, GPPA  
Barry W. Claypool  
Bill Blank  
Billy Bridges  
Billy D. Johnson  
Blake Kennedy, CES, MPPA  
Bobbi Jo Reed  
Bradley R. Horrall, CAI  
Brandon K. Lawson, CAI, CES  
Brent Hendrix  
Brent Wellings, CAI  
Brian Baumhor  
Bruce B. Kodner  
Bryan C. Knox, CAI, GPPA  
Cameron D. Crowell  
Camille J. Booker, CAI, CES  
Carl J. Jackson, AARE  
Carol Irish  
Cary M. Aasness  
Chad Johnson, CAI, BAS  
Chantel Booker, CAI  
Chip Kugler  
Christopher Lemoine, CAI  
Christopher Vaughan  
Codi A. Provins  
Corey J. Fisher  
Cory Craig  
Curtis Dan Bainum, CES  
Dan R. Croom  
Dana F. Charles  
Daniel Hess, CAI  
Daniel D. Pruitt  
Daniel Joe Culp, CAI  
Darwin K. Plumlee  
Dave Rose  
David Carroll  
David G. Helmer, CAI, CES, GPPA  
David K. Stafford  
David L. Wilson  
David W. Thornhill  
Derek Keys  
Diana Ja Fuller  
Don M. Alexander  
Doug Dandro  
Douglas Allen Bradford  
Douglas B. Chesley  
Douglas Paul Johnson  
Dwayne R. Anderson  
E. Bruce Tingle  
Ed Garnett  
Elizabeth S. Flower  
Ernie Rogers, CAI, AARE, CES

Eugene D. Klingaman, CAI  
Frank Froese  
Fred DeFalco, AARE  
George Cunningham, CAI  
George W. Cole  
Glen La Rue  
Glenn A. Winternitz  
Gloria Ortiz  
Gordon J. Greene  
Greg Bottom  
Greg Knowles  
Greg M. Highsmith  
Gregory G. Hurst  
Gregory K. Carter  
Gregory L. Parrott, CAI  
Gregory Thovald Johnson  
Isaac Michael Schultz  
J. Brent Park  
J. K. Kinsey  
Jack Lawson  
Jack Lyon  
Jama D. Smith, BAS  
James Slyman, CAI, AARE  
James E. Civis  
James E. Stevenson  
James R. Smith, CAI, AARE  
Jamie Virginia Cochran  
Jason Nielsen  
Jay T. St. Jean  
Jeanette Dunn, GPPA  
Jeff S. Pittman  
Jeff W. Bannon, CAI, AARE  
Jeffrey A. Bender, CAI  
Jeffrey M. Stone  
Jeffrey T. Butirro, GPPA  
Jennie Wolff  
Jeremiah Lehi Collins  
Jeremy Standridge, CAI  
Jerry E. King, CAI  
Jerry V. Dietz  
Jerry W. Ehle  
Jerry W. Green, Sr.  
Jill R. Daviero, CAI  
Jim Gall  
Jim R. Fick  
Jimmy D. Orrell, CAI  
Jimmy L. Looper  
Jody Close  
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Joe T. Presswood, CAI  
John Gay  
John Hums  
John C. Fischer, CAI  
John C. Froelich, CAI  
John D. Schultz, ATS  
John Gaston Swofford  
John H. Anglin  
John L. Wilson  
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Joseph F. Kikta, GPPA, CES,  
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Karen K. Carlisle  
Kati Przybylski  
Keith A. Jones  
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Kenneth Monroe Witcher, Jr.  
Kenny A. Lindsay  
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Kirk Witcher  
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# Research: Treatment changes have extended lives of cancer survivors

**E**vidence from the Childhood Cancer Survivor Study suggests that changes in childhood cancer treatment have reduced deaths from the late effects of cancer treatment and extended the lives of childhood cancer survivors.

St. Jude Children's Research Hospital investigators led the research, which was presented at the plenary session of the 2015 annual meeting of the American Society of Clinical Oncology (ASCO).

The study is one of four being featured at the plenary session press briefing, which highlights research that ASCO deems as having the highest scientific merit and greatest potential to affect patient care.

The research involved 34,033 childhood cancer survivors whose cancer was diagnosed and treated between 1970 and 1999 when they were ages 20 and younger. All lived at least five years after their cancer was discovered and were considered long-term survivors. The analysis showed that the 15-year death rate has decreased steadily since 1970 due in part to a reduction in deaths from the late effects of cancer treatment.

The declines coincided with changes in pediatric cancer therapy and follow-up care. The changes included reductions in the use and dose of radiation therapy and chemotherapy drugs called anthracyclines for treatment of acute lymphoblastic leukemia (ALL), Hodgkin lymphoma and Wilms tumor, a cancer of the kidneys. The therapies leave survivors at increased risk for developing second cancers, heart failure and other serious health problems.

"These results suggest that we have learned how and when to back off of therapy, and we are better about recognizing and managing the late effects of treatment," said the study's first

and corresponding author Greg Armstrong, M.D., an associate member of the Department of Epidemiology and Cancer Control and the principal investigator of the Childhood Cancer Survivor Study. "The bottom line is that childhood cancer survivors in more recent eras are living longer."

Between 1970-74 and 1990-94, the 15-year death rate for survivors in this study fell from 12.4 percent to 6 percent. During the same period, deaths from the late effects of treatment declined from 3.5 percent to 2.1 percent due to declining death rates from second cancers, lung or heart problems.

Survivors have benefited from better follow-up care, including risk-based health screening guidelines, Armstrong said.

"For survivors at risk of breast cancer due to chest radiation or heart problems because of anthracyclines, screening tests like mammograms and echocardiograms that result in early detection of late effects of cancer therapy may make a lifesaving difference," he said.

The biggest beneficiaries of evolving therapy were young patients diagnosed with ALL, Hodgkin lymphoma or Wilms tumor as their primary cancer. Together, the cancers account for about 30 percent of the estimated 15,780 cases of pediatric cancers diagnosed annually in the U.S. Five-year survival for pediatric patients with these cancers is now 90 percent or better, according to the American Cancer Society.

Deaths due to heart disease decreased for survivors of ALL, Hodgkin lymphoma and Wilms. Deaths from second cancers declined in survivors of Wilms tumors. These patients were also less likely to be treated with radiation therapy or anthracyclines.

Between the 1970s and the 1990s the percentage of ALL



**“These results suggest that we have learned how and when to back off of therapy, and we are better about recognizing and managing the late effects of treatment.”**

survivors in this study treated with brain irradiation decreased from 86 percent to 22 percent. In 2009, St. Jude published evidence that pediatric ALL is curable without brain irradiation and no longer uses radiation for treatment of ALL. Today, 94 percent of new St. Jude ALL patients are alive five years later.

The percentage of Hodgkin lymphoma and Wilms tumor patients treated with radiation fell from 96 to 77 percent and 77 to 49 percent respectively. During the same period, the average cumulative anthracycline dose also declined for study participants with those cancers.

Armstrong said treatment late effects continue to take a toll, particularly on survivors of childhood cancers where five-year survival rates have lagged and treatment intensity has increased. “For certain childhood cancers like high-risk neuroblastoma and bone tumors, we have not backed off of therapy, because cure rates remain unacceptably low,” he said.

The other authors are Yutaka Yasui, Yan Chen, Wendy Leisenring, Todd Gibson, Ann Mertens, Marilyn Stovall, Melissa Hudson, Kevin Oeffinger, Smita Bhatia, Kevin Krull, Paul Nathan, Joe Neglia, Dan Green and Leslie Robison.

The Childhood Cancer Survivor Study is funded by a grant (CA55727) from the National Cancer Institute to promote and support research involving long-term survivors of cancer diagnosed during childhood and adolescence. ❖

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

When a lump appeared on Jaiden’s neck, his mother, Starla, was concerned. The little boy never acted sick and the lump didn’t seem to cause him any pain, but it kept getting bigger. Jaiden’s parents took him to a local children’s hospital, where tests revealed he suffered from Hodgkin lymphoma, a type of lymph system cancer.

Jaiden was referred to St. Jude Children’s Research Hospital® where he would follow a lifesaving treatment plan. His family was familiar with St. Jude because a cousin had been treated at St. Jude as a child. Today, that cousin is a long-term survivor. “We already knew how good St. Jude was,” said Starla. “I knew that’s where Jaiden needed to go.”

Jaiden underwent chemotherapy and radiation therapy at St. Jude. And when his family learned they would never receive a bill, they felt a weight lifted off their shoulders. Families never receive a bill from St. Jude for treatment, travel, housing or food – because all a family should worry about is helping their child live.

Starla also appreciated that the hospital is a place where kids can be kids. “I didn’t expect St. Jude to look nice like this. Everything is decorated and everything pertains to the kids,” she explained.

Jaiden is now finished with treatment and visits St. Jude for regular checkups. He loves watching televised wrestling and playing basketball. Jaiden just graduated from kindergarten and is looking forward to starting the first grade in the fall.



Sponsored by:



Jaiden  
at age 5  
Arkansas  
Hodgkin lymphoma

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

  
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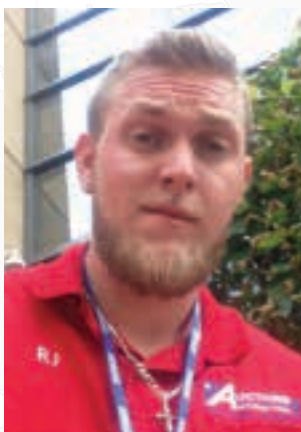
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## IN THE RING

**PAGE** *“My goal here is to build a library of great educational materials that Auctioneers can take with them on their phones.”*

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**Andy Imholte, ATS, BAS**

*Black Diamond Benefits  
Shakopee, Minnesota*

**PAGE** *“Many [clients] are now disposing of their existing homes, furnishings and collections long before there is an estate situation. The downsizing or transitional process is opening up many possibilities for today’s Auctioneer.”*

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**Joe Gribbins, BAS, CES**

*Wardlow Auctions, Inc.  
Louisville, Kentucky*

**PAGE** *“It’s impressive when you look at the [scholarship] totals, and we couldn’t do this without the generosity of the auction community.”*

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**Traci Dower, CAI, AARE, NAA Auxiliary Chair**

*Hack Ayers Auction & Real Estate – Marknet Alliance Member  
LaFollette, Tennessee*

## AROUND the BLOCK

- After more than 50 years of operating as one of the largest audio equipment manufacturers in the world, Peavey Electronics closed its speaker and amplifier manufacturing operations in Decatur and Meridian, Mississippi, and auctioned the equipment on May 19 and 20.

Myron Bowling, CAI, Myron Bowling Auctioneers, Inc., was part of a team effort in handling the event.

- Tranzon has expanded its services in Georgia. Stephen L. Griffin has joined Tranzon Driggers based in Ocala, Florida. Working from offices in Atlanta, Griffin will focus his efforts on developing Tranzon’s real estate auction business in Georgia and on serving owners and sellers of real estate using Tranzon’s accelerated auction methodology.



- On June 30, Colonel C.K. “Sonny” Booth, Miami, Oklahoma, became the sixth person inducted into the North American Limousin Foundation Hall of Fame with a ceremony in Tulsa, Oklahoma. Induction into the Hall is the highest honor the Foundation can bestow upon an individual.

- NAA member Kathy Kingston’s new fundraising book, “A Higher Bid”, debuted at No. 1 on Amazon’s list of nonprofit organization and charities on Kindle, and No. 1 on Amazon’s “hot list” of new business and finance books – according to a late May press release.

xxx

**MEMBERS' CORNER**



**A team effort...**

**T**here really isn't a slow time of year around the National Auctioneers Association headquarters. (That's part of the deal when you're working in a fast-paced industry!)

May and June really pick up the speed, however, as NAA Staff buttons down all of the final details that go into making Conference and Show the absolute blast of an event it is. On that note, we were able to get a snapshot of what happens behind the scenes, including a moment where many staff put registration packets together. It takes a huge effort to get the small details like these covered.

If you happen to visit the office in Kansas City this time of year, you'll likely see a ton of packed boxes all ready to be loaded and trucked to Conference and Show. Every single one of them are necessary for Staff so that it has what it needs to make your experience a great one.

We are all looking forward to Addison!

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NATIONAL AUCTIONEERS ASSOCIATION

# EDUCATION CALENDAR

## CONFERENCE AND SHOW

Addison, Texas • InterContinental Dallas Hotel • July 14-18, 2015

Registration Opens March 3rd, 2015

Train The Trainer • July 14

AARE • July 12-14

BAS • July 12-14

ATS • July 15-18

CES • July 12-14

Interpersonal Communications for Auction Professionals • July 12 - 13

USPAP (15hr) • July 13-14

USPAP (7hr Update) • July 14

## BENEFIT AUCTION SUMMIT

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

## BENEFIT AUCTIONEER SPECIALIST

Colorado • TBD • October 5-7, 2015

## ACTION TECHNOLOGY SPECIALIST

Wisconsin • TBD • November 2-4, 2015

## ACCREDITED AUCTIONEER REAL ESTATE

Ohio • TBD • November 22-24, 2015

## DESIGNATION ACADEMY

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

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

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