

# Auctioneer

JUNE/JULY 2014

The official publication of the National Auctioneers Association



AHA! goes federal

Breaking the buyer bubble

#NAACS14 full preview section



# 2014

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A large, stylized illustration in the background. It features a series of vertical bars of increasing height from left to right, resembling a bar chart. Silhouettes of people are placed on top of the bars: a person is running up the first bar, a person is sitting on the second, a person is sitting on the third, a person is standing on the fourth, and a person is standing on the fifth. To the right of the bars is a large, white dollar sign (\$) symbol. The background is dark with a faint grid pattern and some circular patterns.

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**Paul C. Behr**  
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National Auctioneers Association President Paul C. Behr, CAI, BAS, joined NAA in 1981. A three-time World Champion Auctioneer, Behr was the first IAC Champion in 1988 and has conducted over 8500 auctions in his 42-year career. Behr is President of both the World Wide College of Auctioneering and the World Automobile Auctioneers Championship. Also, he has served on the CAI Board of Governors. Behr makes his home in Denver, Colo., with his wife, Suzanne.

## Time to say thank you

I am a plaque kind of guy! When we have the World Auto Auctioneer Championship, we give out a plaque to 85 people! People like plaques so they can see they are appreciated.

It's not that they like something more to hang on their wall, but as people, we like recognition and more than that, we liked to be thanked! And, as this is my last column for *Auctioneer* as president, it is now my turn to thank some people.

I'll start with the NAA membership. Thank you for allowing me to serve as your president during this past year. When I started on my journey with the NAA Board, I did not think about ending up in this seat. But as I served, I realized how important that service was. The auction industry has been very good to me, and it was a time in my career when I wanted to give back to the very profession that had let me take care of my family throughout the years. There are a lot of people who helped me get to where I am today as a professional Auctioneer. My hope is that through my service on the Board, I've been able to help ensure that this profession stays relevant for the next generation, just like people did for me.

To those members who spend their time and other resources to volunteer in NAA, thank you. NAA began a practice several years ago of recognizing and thanking our volunteers. This year, I am excited to be able to recognize more than 175 volunteers at the Volunteer Recognition ceremony in Louisville, as part of the International Auctioneers Conference and Show. We are a small organization with only 14 staff members — we could not do what we are doing unless we had active, engaged people to help us. A list of those people can be found on page 9.

I want to thank the NAA Board. Past Presidents

Mark Rogers, Christie King and J. J. Dower began developing a strong team several years ago, and it has been an easy thing to maintain. When you have the Board members that we have, with the commitment to the organization that each one of them has, my job as president becomes very easy. We have not always agreed with each other, but we have always been civil. In fact, at the last Board meeting, we had several candidates for office in attendance and many of them expressed surprise at how well the discussions flowed.

I want to thank my team at World Wide College of Auctioneering. Being president is almost a full-time job and as a result, my colleague, Vicki Flickinger, has had to put in extra hours on making sure our school is professionally managed in the best way possible!

And to the staff at NAA — thank you. All of you have a commitment to excellence and to this industry, and your passion shows through clearly in your work.

And, of course, last but absolutely first in my heart, is my wife, Suzanne. I consider myself so lucky to have her in my life; she has been amazing. She knows how important NAA is to me and supports me every step of the way.

Saying thank you to the people in your life who help you is important. Someone famous once said no man or woman is an island. That is so true. So look around in your own life — who has been the person or persons who have helped you out? Know them? Be sure to take a minute now and just say thank you! Or give them a plaque — they will appreciate it.

*Paul C. Behr*



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**On the cover:** From postcards to all-out campaigns, more than 870 entries made up the 2014 NAA/USA TODAY Marketing Competition.

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The NAA and NAAA joined together for a Day on the Hill and found a couple of AHA! moments along the way.

# AHA! goes federal

## NAA leaders found Auctioneers Helping Auctioneers (AHA!) on Capitol Hill

The phrase seems to be true even in the United States Congress! Early in May, leaders from the National Auctioneers Association were invited to participate in the National Auto Auction Association's Day on the Hill in Washington, D.C.

The event highlighted a year in which the two organizations have worked more closely — particularly in the area of advocacy. NAAA and NAA were formed within a year of each other, and both organizations began with similar missions. In the last year, Charlotte Pyle, a past president of the NAAA, served as the Presidential Appointee for Paul C. Behr, CAI, BAS. As a result of Pyle's work on the NAA Board of Directors, NAA and NAAA have become even more closely aligned.

In the last year, NAAA has assisted NAA and state associations with notifications of proposed federal and state legislative issues. The NAAA's Day on the Hill was a chance for NAA to reciprocate and be able to make introductions to NAA members, Rep. Billy Long (R-MO) and Rep. Jeff Duncan (R-SC). Both congressmen have been longtime members of the NAA.

NAAA Executive Director Frank Hackett and Pyle attended meetings with Long and Duncan along with Behr; NAA Vice President Tom Saturley, CAI; NAA CEO Hannes Combest, CAE; and Curtis Kitchen, NAA Director of Publications and Trade Show.

"Often times when you participate in a Day on the Hill event,



From L to R: Frank Hackett, Hannes Combest, Charlotte Pyle, Rep. Jeff Duncan, Tom Saturley and Paul C. Behr. Duncan shared with the group how much a CAI education had helped his career.

you meet with the staff of the congressmen,” Saturley said. “We were fortunate, because of our relationships with Rep. Long and Rep. Duncan, that we had extensive meetings with the congressmen themselves. This proved our ability to provide two valuable resources to the NAAA on issues where they may need the Congressmen’s help.”

NAAA represents more than 320 auto auctions, domestic and international, with more than 9 million units sold each year. It provides a unified voice for the auto auction industry and protects and promotes the interests of its members. While its issues are specific to the auto industry, often it overlaps with the professional interests of NAA’s auction professionals (many of



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From L to R: Tom Saturley, Hannes Combest, Frank Hackett, Charlotte Pyle and Rep. Billy Long listen to Paul C. Behr as they meet in the congressman's office.



*"We educated our lawmakers on the role the auction process plays in the used car market, their contribution to the nation's economy and the benefits they bring to their local communities."*

whom work as Auctioneers for the NAAA members). For this year, the NAAA members were particularly interested in the expiration of the 2012 federal transportation law looming at the end of September. Currently, hearings on new bills reauthorizing the act are underway.

The meeting began in the morning with a presentation by U.S. Rep. Bill Shuster (R-PA), chairman of the powerful House Transportation and Infrastructure Committee on where the reauthorization hearings are in the process.

According to NAAA CEO Frank Hackett developing a working rapport with politicians and policymakers is vital to the well-being of the auto auction business.

"We educated our lawmakers on the role the auction process plays in the used car market, their contribution to the nation's economy and the benefits they bring to their local communities," Hackett said. "We also encouraged them to call on us as a resource for issues concerning our industry." ❖



# Thank You

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By NAA Staff

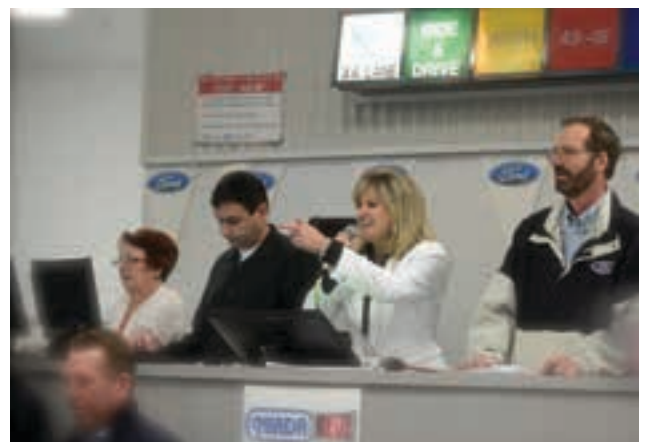
Charlotte Pyle, who has served during the 2013-2014 year as the Presidential Appointee to the NAA Board of Directors for Paul C. Behr, CAI, BAS, has been named by Auto Remarketing as one of 16 women recognized as leading women in the remarketing and used-car business.

Pyle, an NAA member, is co-owner of Mountain State Auto Auction, Capital City Auto Auction, Pyle Equipment Auctions and Joe R. Pyle Complete Auction and Realty Service. She served as president of the National Auto Auction Association in 2012, only the second woman to have held that office. In addition to her current service on the NAA Board,

Pyle remains active in NAAA as co-chair of the Independent Auction Group.

According to the story published in Auto Remarketing, all 16 honorees have one thing in common: "Whether it's leading through their commitment to industry improvement, dedication to business excellence or contributing to the community, leadership is one quality shared between these honorees."

Auto Remarketing is published twice a month by Cherokee Automotive Group in Cary, North Carolina. The Women in Remarketing is sponsored by Ally Auto Remarketing. ❖



NAA President Paul C. Behr (left image, far right) poses with a winner at the 2014 World Automobile Auctioneers Championship, which saw NAA members claim three of the top four finishing spots and nine of the top 15 overall. (Photos courtesy Myers Jackson)

## 2014 World Automobile Auctioneers Championship

ADESA Boston  
Framingham, Mass.  
May 9, 2014  
(NAA members in bold)

### Top 15 Auctioneers

1. Ben DeBruhl — 87.80
2. **Joseph Mast** — 87.60
3. **Michael J. Chambers** — 86.60
4. **TJ Freije** — 86.20
5. Brian P. Damewood — 85.20

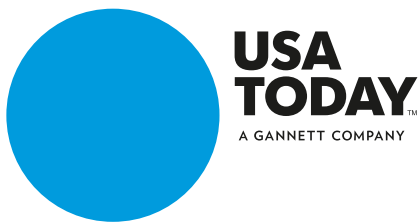
6. Casey Enlow — 83.85
7. **Bobby McAdams** — 83.65
8. Matt Moravec — 83.55
9. **Scott Mihalic** — 82.95
10. Tommy Stiffey — 82.65
11. **Trev Moravec** — 82.60
12. Michael Riggins — 82.40
13. **Bobby D. Ehlert** — 82.25
14. Brandon Neely — 81.95
15. Harold Brown — 81.20

### Top Ringmen

- Nick McMichen — 5th (81.50)  
Dan Pletcher — 8th (79.20)

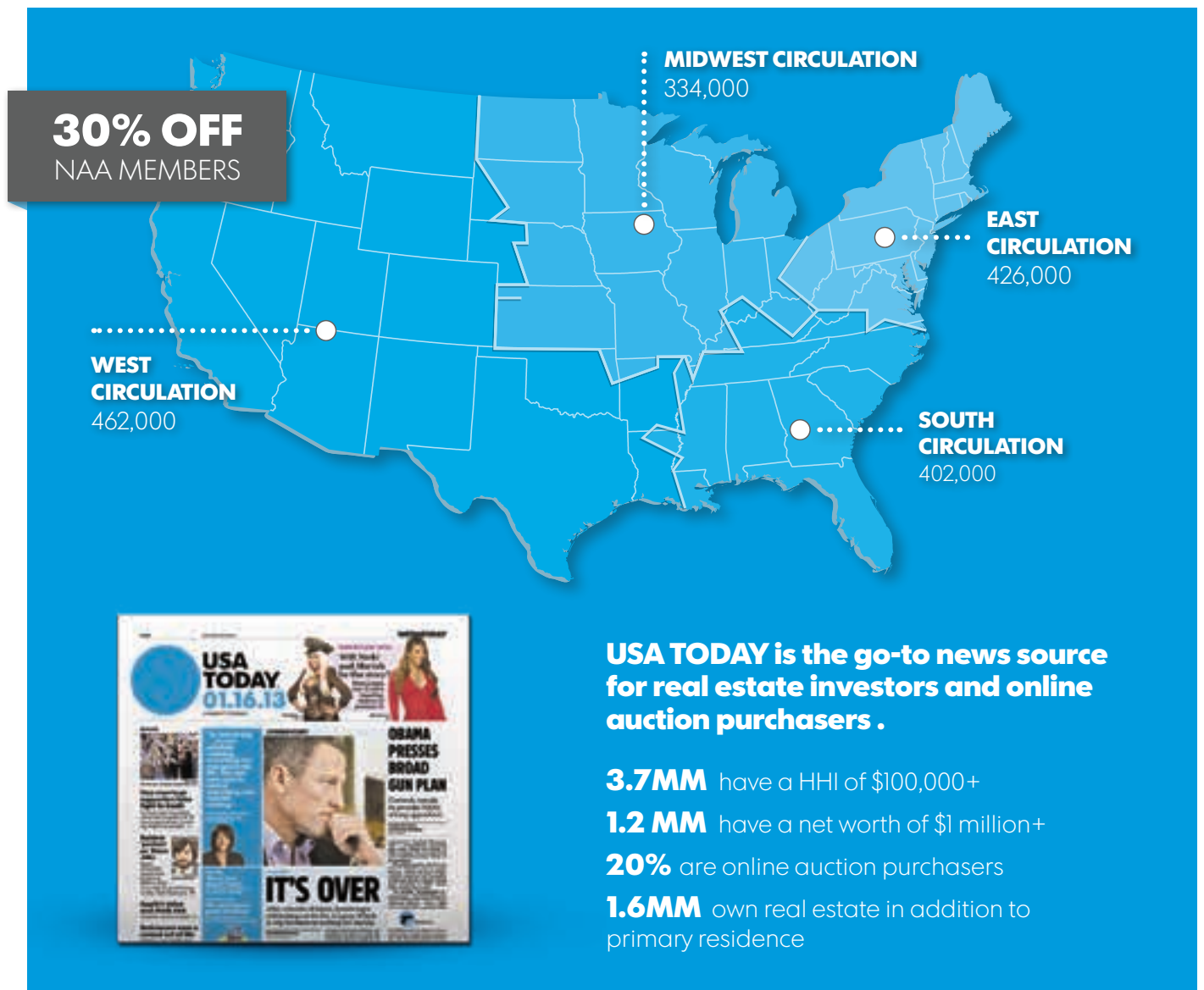
### Top Teams

- 1st (83.95) — TJ Freije (Auctioneer), Bobby McAdams (Ringman); 3rd (82.80) — Michael J. Chambers (Auctioneer), Sean Allen (Ringman); 6th (80.65) — Harold Brown (Auctioneer), Aaron Brown (Ringman).



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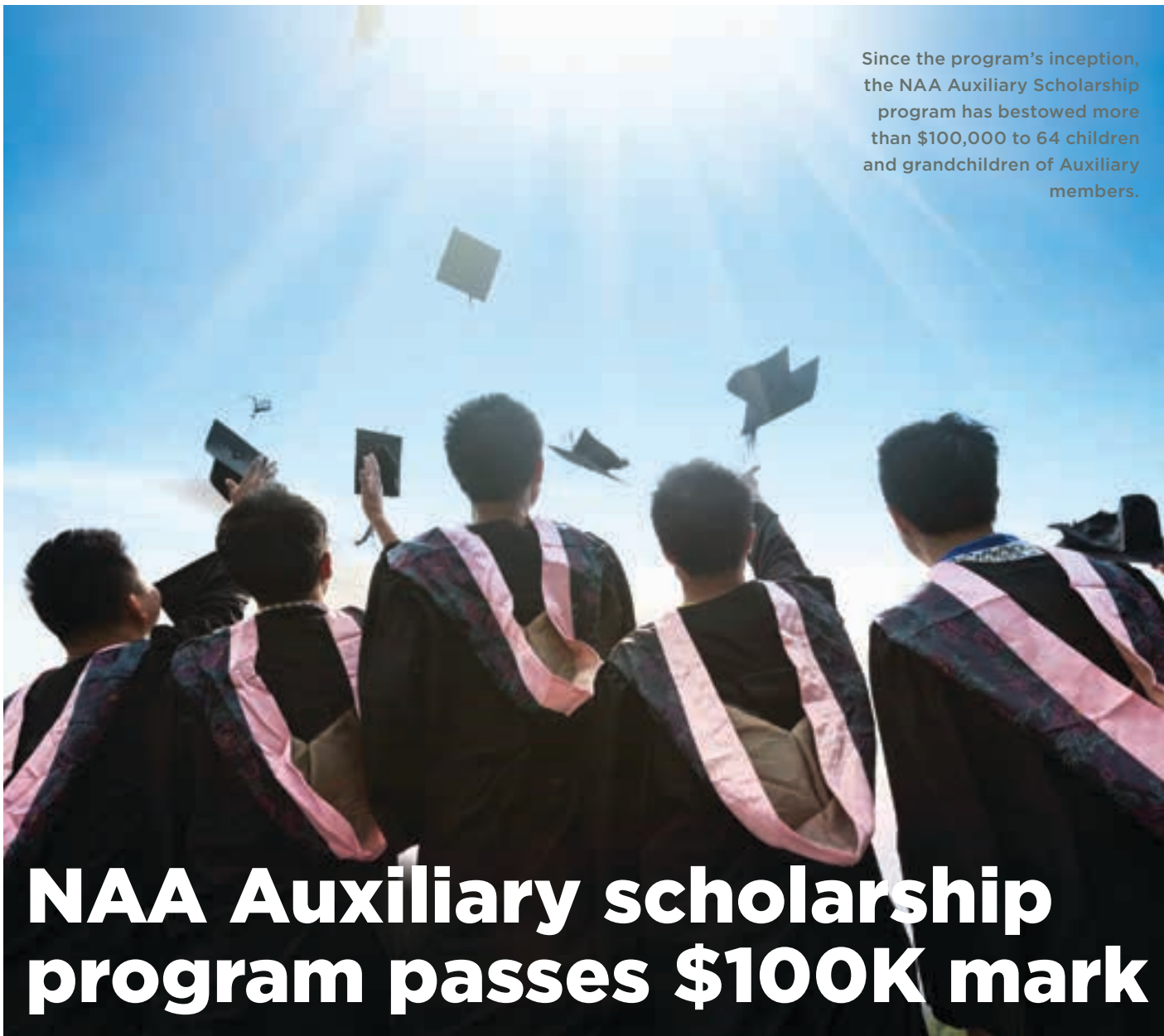


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Sources: 2012 Mendelsohn Affluent Survey, adults 18 or older, HHI \$100,000 or more; September 2012 ABC Publisher's Statement (print copies only)



Since the program's inception, the NAA Auxiliary Scholarship program has bestowed more than \$100,000 to 64 children and grandchildren of Auxiliary members.

# NAA Auxiliary scholarship program passes \$100K mark

The milestone comes as five, instead of three, recipients are named in 2014.

By Nancy Hull Rigdon, contributor

The NAA Auxiliary hit a milestone this year as its scholarship program's award total since inception surpassed \$100,000. The feat encompasses 64 winners and steady dedication from a long list of individuals. For those involved in the Auxiliary, the accomplishment is a source of pride.

"The scholarships are a great passion of the NAA Auxiliary Board of Trustees and members of the Auxiliary," says Auxiliary

Chair Kim Ward, CAI, BAS, GPPA. "The Auxiliary works very hard every year in order to give away scholarships to well-deserving children and grandchildren of Auxiliary members."

This year also marks another celebrated first. The Auxiliary is awarding five, versus the standard three, scholarships. However, the achievement is bittersweet, as it grew out of tragedy.

After former Auxiliary president and longtime Auxiliary member Barbara Fisher died in a car crash, her family directed donations in her memory to the Auxiliary scholarship program.

“Barbara was so dedicated to the Auxiliary, and we know she would be very proud,” Ward says. “She was loved by us all and will be greatly missed.”

While the outpouring of donations in Fisher’s honor brought unprecedented results, Ward also emphasizes the impact other donations had on this year’s giving. Those efforts include fundraising by way of selling prints of Joani Mangold’s “Unsung Heroes” auction painting. Auction schools including Christy’s of Indiana, Reppert Auction School, Texas Auction Academy and possibly others sell the prints to fund Auxiliary scholarships.

In addition, the annual Auxiliary Luncheon & Fun Auction during the NAA International Auctioneers Conference & Show continues to make the scholarship program possible.

The success of the scholarship program, Ward says, was truly a team effort by the Auxiliary board, members and other contributors. The support made her year-long role as Auxiliary Chair a rewarding experience.

“Behind every leader is a great team,” she says. “Thanks to all the members who have offered suggestions and supported me throughout the year.” ❖

*“The Auxiliary works very hard every year in order to give away scholarships to well-deserving children and grandchildren of Auxiliary members.”*

**Kim Ward, CAI, BAS, GPPA**



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## 2014 NAA AUXILIARY SCHOLARSHIP WINNERS

The following recent high school graduates will receive scholarships from the NAA Auxiliary during this summer's NAA Conference & Show.



*Samuel Holder, son of Susan Holder*




*John-Keith Sheridan,  
son of Sandra Sheridan*



*Emma Lee Bohn, granddaughter of Judy Bohn*

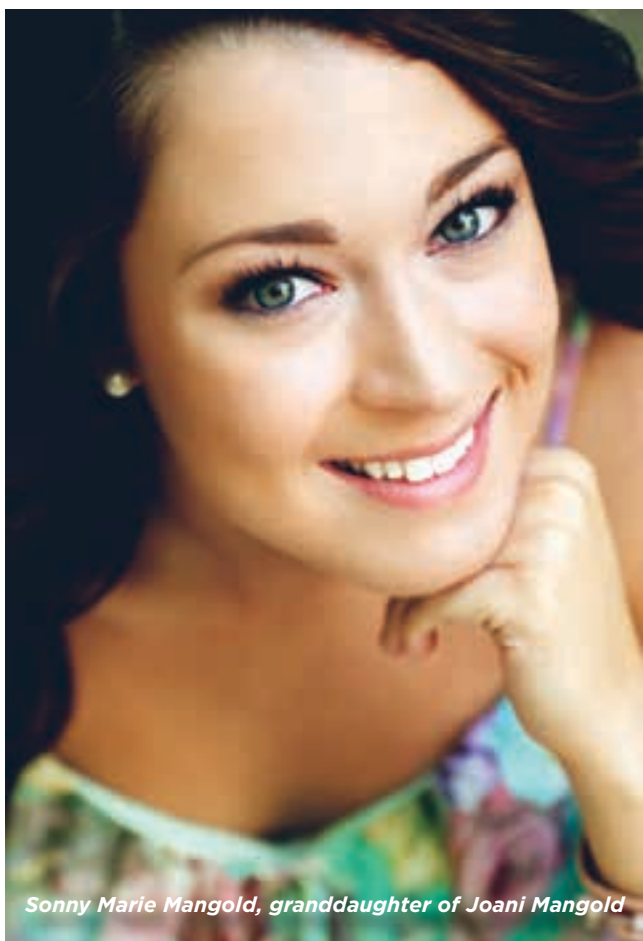
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*Sonny Marie Mangold, granddaughter of Joani Mangold*



*Sterling "Rusty" Provins, grandson of Tomi Ayers*

## Where they are now

The NAA Auxiliary has awarded scholarships to 64 children and grandchildren of Auxiliary members throughout the life of the program since it began in 1993. We checked in with a couple of former winners, both of whom remain close to the auction industry.

### ■ Christopher Huisman (1993)

More than 20 years after receiving an NAA Auxiliary scholarship, Christopher Huisman's accomplishments in the auction industry include being named Arizona Auctioneering Champion and serving as President of the Arizona Auctioneer Association. The Auxiliary gift assisted with his first-year expenses at Pomona College in Claremont, California. He graduated with an economics degree, and soon after graduation, he determined the auction industry was where he belonged.

Today, the third-generation Auctioneer calls bids for his family business, Huisman Auctions Incorporated, in Galt, Calif. He resides in Phoenix, Arizona, and in addition to working in the family business, he works for many Ariz. auto auctions. The Auxiliary scholarship, he says, helped shape his

career. "I'd like to extend a 'thank you' to the Auxiliary," he says. "They do a great job."

### ■ Deyton Rogers (2007)

Deyton Rogers considered receiving the NAA Auxiliary scholarship a great honor. "My brother and I grew up in the NAA. I have only missed one or two Conference & Shows since I was born. To know that the scholarship was funded by people we grew up with and have come to love, it meant a lot," Rogers says.

The Auxiliary scholarship she received went toward her first year at the University of North Carolina, and she graduated in 2011. She now works as a production planner for Renfro Corporation, a leading sock and legwear manufacturer, while also finding time to help with auctions at her family's business, Rogers Realty and Auction Company in Mount Airy, North Carolina. As a past scholarship recipient, she looks forward to the Auxiliary Fun Auction every year.

"I know that I am not only bidding on a great item, but I am also helping support someone else like me."



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.

# Write it down

I was speaking in “Wild, Wonderful West Virginia” a few years ago at the West Virginia Auctioneers Association’s convention in Roanoke when I heard Gus R. Douglass, commissioner of agriculture, remark to those assembled: “Ladies and gentlemen, if there’s one thing you must do, it is use good, written contracts with the sellers that hire you. Trouble is often the result when this isn’t done.”

## Dealer said ...

The commissioner’s advice came to mind when I received an email from a dealer who wrote me about an experience with an Auctioneer. Here’s part of what he said:

“My wife and I were looking to auction a few items off. We called an Auctioneer that we’ve bought things from and who seems pretty reputable. When we asked him for a copy of his consignor’s contract, he stated that we didn’t need a written contract. He told us his charges and said that’s all that was necessary. We read your column regularly, and you always emphasize the need for written contracts, so we ran the other way. Without a contract to spell out all of the charges and everything else that we need to protect us, we felt more than nervous about consigning to this Auctioneer. Surprisingly, there are a number of Auctioneers in our area that don’t use written contracts.”

## Trouble trap

The reader did the right thing to go the other way and not consign goods to an Auctioneer who doesn’t use a written consignment contract. That is just a trouble trap. As soon as anything goes wrong, or a question arises about what was done or not done, charged or not paid, etc., imagine where that would leave the consignor and the Auctioneer. The answer is no place good.

It’s a major error for an Auctioneer not to have a written contract with a consignor. Everything Auctioneers do involves making contracts, so why not have a written one for something as important as a consignment of valuable property? Failure to do so not only makes no sense, it is also a lazy and unprofessional practice by an Auctioneer. Likewise, no written agreement poses an unnecessary risk for a consignor. Like Commissioner Douglass warned, “Trouble is often the result ...”

So what kind of trouble are we talking? Here are five problem areas consignors want to avoid:

**Misunderstanding.** It’s easy for an oral agreement to lead to a misunderstanding. Here’s an example: A consignor thought an Auctioneer was going to protect his goods with a reserve, but the Auctioneer sold them without reserve to the highest, respective bidders. A written

contract would have nailed this point down, and there would not have been any room for confusion. A comprehensive consignment contract should address all key points, including the selling commission and costs to be charged, use of a buyer’s premium, quality and quantity of the pre-auction marketing to be done, the method of auction, reserve amounts (if any), and the date for settlement of the auction. These points should always be committed to a writing and not left to chance or the frailty of memory.

**Disability.** An oral agreement means nothing if both parties cannot accurately recall the terms and disability can instantly turn day into night for a party to such an agreement. For example, a consignor and Auctioneer have an oral agreement about a consignment for an upcoming auction. The Auctioneer suffers a stroke and impaired mental capacity follows. The consignor is left to try and work through all issues regarding the consignment with some representative of the Auctioneer, whoever that might be, all the while having no writing to support the consignor’s claim and position.

**Death.** Let’s take the disability issue above and stretch it to the extreme — death is the ultimate disability. The Auctioneer’s untimely passing would leave the consignor with the problem of first trying

to identify an estate representative for the Auctioneer and then attempting to convince the representative of the consignor's entitlement to any consigned goods then in the possession of the estate. This process would likely take months (maybe many), and the outcome would be uncertain.

**Creditors.** Like many people, some Auctioneers have financial issues — but no consignor wants a dispute about the ownership of consigned goods. A written auction contract should include an inventory of everything consigned and clearly state that the goods belong solely to the consignor, until sold, and that the consignor's claim is superior to any creditor's claim against the Auctioneer. An extra-cautious consignor might even record a security interest in the appropriate jurisdiction to further shield the goods.

Consider, for example, a consignor places some valuable lots with an Auctioneer to sell. A creditor swoops in and levies on

everything the Auctioneer possesses, with the intention of selling it all to reduce the Auctioneer's debt. Imagine the consignor's challenge in trying to convince the creditor that the goods belong to the consignor and not the Auctioneer.

**Loss.** How many consignors and consigned lots should an Auctioneer try to keep up with, without the benefit of written records? The clear answer is zero. What if an Auctioneer experiences a theft or casualty loss of consigned goods? The consignor wants to be compensated for the lost property. The last thing either party (consignor or Auctioneer) needs is an oral agreement that's silent or nebulous on such critical terms as inventory, proof of ownership, risk of loss, valuation, liability and casualty insurance. Well-planned, written contracts should resolve these points before they become contentious issues.

### Conclusion

The last thing a consignor wants with an

*Everything Auctioneers do involves making contracts, so why not have a written one for something as important as a consignment of valuable property?*

Auctioneer is an unpleasant surprise. The first step to avoiding that briar patch is to reduce any consignment agreement to a well-prepared, written contract. This document should eliminate the "he said, she said" issues that commonly plague oral agreements.

Professionals use written contracts to do important business. Auctioneers want to be seen as professionals. The connection is apparent and the need is obvious. ❖



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# With estate auction, a file is your friend

**Question:** Are there any differences between an estate auction sale and an auction sale for a person who is still living? What are some of the issues I may confront when conducting estate auctions?

**Answer:** Auctioneers should be aware of a few issues relating to estate auctions. On the surface, estate auctions may appear relatively simple; however, estate auctions can be complex. An Auctioneer should appreciate the subtleties that create problems and make an effort to avoid those problems by developing a file that documents his or her services.

First, know who has the authority to act on behalf of the estate. When an estate is opened, a Court will appoint someone to serve as the personal representative or executor (the terms will be used interchangeably in this article) of the estate. If an individual dies without a will, a person (usually a relative of the deceased) can petition the court to be appointed personal representative. The personal representative is generally the person who has the authority to enter contracts on behalf of the deceased person's estate. Personal representatives may be able to delegate their authority (usually in writing) to other persons for certain matters. For instance, if the will of decedent appoints someone to serve as his or her personal representative, and that person lives out of state, it may be convenient for the personal representative to delegate some of their responsibilities to another person. Auctioneers should require a copy of the court order appointing the personal representative as well as a copy of the written delegation, if applicable to ensure the person acting on behalf of the estate has the authority to do so.

Second, Auctioneers will want to determine whether the estate is supervised or unsupervised. In Indiana, for example, a court order is required when the property of a supervised estate is being offered for sale. If an Auctioneer is engaged to sell the property of a supervised estate, then the personal representative will need to file a petition with the court to get a court order approving the sale. Auctioneers should require a copy of the court order approving the sale of the estate's property. This will provide confirmation that the Auctioneer is selling the supervised estate's property pursuant

to a court order. If the estate is unsupervised, the personal representative generally will not be required to obtain court approval for the sale of the estate's property. Even though an unsupervised estate does not require court approval, Auctioneers should obtain and keep the order appointing the personal representative, which will indicate that the estate is unsupervised. In addition, the court order will appoint the personal representative, which is the person who will have the authority to negotiate and sign the auction contract. If the beneficiaries object to the appointment of a specific personal representative or to the auction, you should seek advice from an attorney licensed in your jurisdiction.

Third, the auction contract is the document between an Auctioneer and personal representative. In addition to the standard terms, estate auction contracts may require some special provisions. Estates may have multiple beneficiaries with different expectations. If an item of the estate is sold without reserve below fair market value, the Auctioneer and personal representative may be liable to the estate's heirs. Therefore, consideration should be given to identifying property that may need a reserve price. The personal representative may be aware of assets that have a significant value and require a reserve. If an estate consists of real estate with a small home, personal belongings and a 1934 Duesenberg Model J, the majority of the estate's value is in the Duesenberg. The Duesenberg may be valued at more than \$1,000,000 while the remaining assets have a value of \$100,000. The real estate and personal property could potentially be

sold without reserve, but the Duesenberg should be protected with a reserve price to ensure that it is sold at or close to fair market value. Auctioneers need to know what they are selling and the general value of the estate's assets to properly advise the personal representative.

After verifying the personal representative's authority, Auctioneers can negotiate the terms of the auction contract to sell an estate's assets. The auction contract will identify the personal representative and his or her relationship to the estate. There could be potential warranties and representations regarding the authority of the personal representative. If any property is being sold without reserves, these items should be identified in the contract. In addition, the auction contract should clearly specify all reserves prices. If an Auctioneer would inadvertently sell the Duesenberg, from the example above, at an auction without reserve for a price of \$10,000, he or she may be liable to the estate because it was sold well below its fair market value. In addition, such an oversight may make the personal representative also liable to the estate. Therefore, once a final inventory of assets has been completed, Auctioneers are encouraged to attach the inventory list and specifically mark the assets that will be sold without reserve and those assets that will be sold with reserve. This can help avoid problems on the day of sale and will allow Auctioneers to include the required disclosures in their advertisements concerning items that are subject to reserve.

Most states require an Auctioneer to disclose certain information such as the name of the seller, name of the Auctioneer, license numbers, and/or other information. In the case of an estate, the personal representative and the name of the estate should be included on all advertisements. An Auctioneer, for example, may disclose the name of the seller as follows: "Jane Doe, Personal Representative for the Estate of John Doe, Seller." In addition, the items that are being sold with and without reserve should be prominently advertised. In the case of the estate including the Duesenberg, an advertisement might state: "Real estate and personal property will be sold **ABSOLUTE AND WITHOUT RESERVE**; the 1934 Duesenberg Model J is **BEING SOLD WITH RESERVE**." This gives the public notice of which items will be sold subject to a reserve and which will be sold absolute. In addition, on the day of sale, the Auctioneer should make announcements regarding the terms of sale that are consistent with the disclosures contained in the advertisements.

Estate auctions can be an important part of an Auctioneer's business plan. Properly documenting a file with court orders, written delegations, and a detailed auction contract will help protect him or her in a legal dispute. There are no guarantees, but proper documentation will provide an Auctioneer with certain defenses and potential counterclaims. Doing some due diligence before agreeing to conduct an estate sale, will help Auctioneers identify potential problems and avoid expensive and time consuming litigation.

**DISCLAIMER:**

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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.

# One size doesn't fit all

**I** imagine that you walk up to a bidder and tell the person, “Hey, let me tell you how we're going to make you pay more today.” Or, pull a seller aside and say, “We're really going to sell your stuff at rock bottom prices. Bidders are going to have a field day.”

It rarely happens, for reasons that are obvious to every Auctioneer. It's just common sense to tailor what we say to the person to whom we're talking.

But, when it comes to our advertising, website and other mass communications, common sense often goes out the window. Instead, many seek to be efficient. They want to save time and avoid duplication. They give everybody the same message.

It's a mistake that can torpedo an otherwise effective campaign. It can cause prospective bidders to lose interest in an auction, or a prospective seller to look for another Auctioneer (or another sales method).

A better approach is one that goes by many names. In some circles, it's called audience segmentation. During the 1980s, we fancied it up and talked in terms of stakeholder communication.

In plain language, I usually call it targeting, and it comes down to this: Knowing who you're talking to.

We pretend that a “one size fits all” message will work for everybody. So, we create expensive corporate brochures and websites that throw around high-blown terms like “state-of-the-art” capabilities and “experienced staff” but add up to little or nothing.

We even do it in advertising for upcoming auctions, using the same copy and photos in very different venues. I've often had the challenge of promoting a group of properties with a wide range of diverse assets. Occasionally, I've seen an Auctioneer use the

cringe worthy phrase, “something for everybody.” The people who are looking for nothing in particular are generally the ones you find at garage sales and flea markets. They may be good bidders at a low-end personal property auction, but they tend to be bargain shoppers. So if they're buying much, your sale probably isn't going well.

The reality is that different groups need to know and hear different things. Let's say you've got a house to sell. Someone looking for a “starter home” might be interested in knowing that property values in the area have consistently risen for years, but he might be turned off by knowing what homes are renting for. That's the kind of stuff an investor wants to know. A flipper probably is looking for things that can be easily upgraded to bring a higher price at resale.

So, we need to have some idea what “market” a given advertising medium is reaching. What is the newsletter, magazine or website about? If it's full of tips for homeowners and handymen, your best pitch may be aimed at the flipper or the guy buying a home for himself. But, if its focus is on investments, you may do better by focusing on rents, cash flow and taxes.

You can't do this on autopilot, and we all have to be learning constantly. It's common to have transitional land of one sort or another, such as farmland that might eventually be used for development, or recreational land that includes a great site for a new retail property.

Hunting and development don't mix all that well. Maybe you need to choose to market the property to one or the other. Or maybe you need one set of ads for publications reaching hunters and another for potential developers.

The need for such audience segmentation comes

up constantly. When you're buying space on websites or in newsletters, it's pretty easy to target. But, what about the lists you use for mailings and email blasts? If your lists are typical, they've been compiled over the years from numerous sources — call-ins for previous auctions, previous bidders or purchased lists.

Imagine (with the benefit of hindsight) how much more useful those lists would be if, long ago, you had added a field or two further segmenting their interest. Then your email blast could emphasize the assets — or the aspects of the property — specifically of likely interest to those.

Maybe there's not much you can do about your old lists, but it's never too late to get better targeting data on those you continue to add. And, you can always ask them. Send them a very short poll asking them to check their areas of interest on a postcard if you're using traditional mail and via a polling website for those you're reaching out to via email.

Improve your aim. Trust me, it's worth the trouble. ❖

*We pretend that a “one size fits all” message will work for everybody. So, we create expensive corporate brochures and websites that throw around high-blown terms like “state-of-the-art” capabilities and “experienced staff” but add up to little or nothing.*

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# Live-action learner

## New EI Trustee views education landscape as daily, not generational, environment.

By Sarah Bahari, contributor



### Meet Janine...

**City:** Galt, California

**Auction business:** Huisman Auctions, Inc.

**Favorite aspect of being an NAA member:** The networking. "You will never find a better group of people willing to help you. People will drop everything at their own business to run out and help you with a problem. This industry is such a family. Our business would not be where it is today without the NAA."

**Favorite kind of auction:** All of them.

**Favorite asset she has sold:** There is no single item, but I have enjoyed classic car auctions and selling airplanes as they flew overhead.

Janine Huisman has earned numerous designations with the National Auctioneers Association: CAI, BAS, GPPA and ATS.

Her education, however, has extended far beyond the classroom.

"We only succeed by learning from and teaching one another," said Huisman, of Galt, California, which is south of Sacramento. "The level of generosity and encouragement from other members is something on which you cannot put a price and something I have not found in any other industry."

As a new Trustee of the National Auctioneers Association Education Institute Board, Huisman wants to stress the importance of education, both in and out of the classroom.

A third-generation Auctioneer, Huisman ran tickets and worked other odd jobs at her family's small equipment auction company, Huisman Auctions. After high school, she moved to Kentucky to work at a horse farm but returned to California in 2000, ready to follow in the footsteps of her father, David, and grandfather, Ed.

In 2008, Huisman graduated from the Texas Auction Academy. She now works with her father conducting large monthly consignment auctions and also runs a benefit auction company on the side.

The variety of auctioneering appeals to Huisman, who said she would not be happy sitting behind a desk.

"I am not an 8 to 5, cubicle kind of person," she said. "I love meeting new people,

learning new things, seeing new things. I love that every day is different."

Huisman said she thrives on the intensity of auctions.

"There is a ton of behind-the-scenes work before and after, but everything comes together on auction day," she said. "If you make it look easy, you're doing a good job."

Helping fellow Auctioneers adapt to a rapidly changing professional and technological landscape will be among her top priorities as an EI Trustee.

"Things are always changing. It's not even generational anymore. It's practically every day," Huisman said. "Google can change its algorithm, and you suddenly have to learn an entire new system."

Huisman said she would like the organization to continue to promote the Auction Technology Specialist designation among members and also consider launching a new designation for marketing, or at least integrate marketing into a current one.

"We are all marketers," she said. "We market everything from who we are to what we sell. We're marketing our entire industry. It's very complex, but that doesn't mean it has to be complicated."

For auction professionals, continuing education could mean the difference between thriving in the future or not. "You always have to be learning in this industry. If not, you could fall by the wayside," she said. "There is never a time you will know everything." ❖



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**“I found out I really loved the auction industry and loved doing auctions in a way I didn’t expect.”**

## Smarter, not harder

### Auctioneer wants to help the NAA continue its top-level education programs.

By Sarah Bahari, contributor

Education matters to Auctioneer Andy Imholte.

“I have always believed you don’t know what you don’t know,” said Imholte, ATS, BAS, of Minneapolis, Minnesota. “I believe in working smarter, not harder. With continuing education, you can discover a new way of doing something that saves you two hours a day, or even two hours a week, and it frees up your time for the more important things.”

Imholte hopes to bring that sort of focus to the National Auctioneer Association Education Institute Board, which he recently joined as a Trustee.

Imholte grew up around his father’s auction business in St. Cloud, Minn., running receipts and later working as a ringer. After graduating from the University of Wisconsin-Stout in 2003 with degrees in marketing and graphic design, he attended Continental Auction School with plans to pursue a niche market working in graphic design for Auctioneers.

But Imholte found himself drawn to conducting auctions.

“In the end,” he said, “I found out I really loved the auction industry and loved doing auctions in a way I didn’t expect.”

Seven years ago, Imholte decided to shift his focus to benefit auctions and now works as an associate at Fladeboe Auctions, presiding over some 30 events a year. On the side, he dabbles in graphic design and marketing for auction vendors and Auctioneers, while also working

full-time as graphic designer manager for the American Academy of Neurology.

Throughout his career, Imholte has found education a central component. His father, Frank Imholte, is executive vice president of the Minnesota Auctioneers Association and passed on a love for education, he said.

Imholte served on the education committee of the Minnesota Auctioneers Association and attends the NAA's International Auctioneers Conference and Show each year to take classes and network.

"I cannot imagine that any other profession shares as many tips and tricks as they do in the NAA," Imholte said. "The camaraderie is amazing. Two guys in my wedding party are guys who compete directly with me for contracts as Auctioneers."

Imholte said he wants to help the NAA maintain strong education programs and ensure that Auctioneers have the best educational opportunities available.

"Education is a passion for me," he said. "Education should be responsive to the current climate, not stale. We need to constantly make sure that it's up to today's standards when it comes to technology, business trends and social media."

As a benefit Auctioneer, Imholte said he enjoys the opportunity to help organizations raise money they need to operate and prosper.

"I like being part of an organization's drive to do good work," he said. "If we don't have a successful auction, they don't have the money they need." ❖

## Meet Andy...

**City:** Minneapolis, Minnesota

**Favorite aspect of being an NAA member:**  
The camaraderie and education opportunities

**Favorite kind of auction:** Benefit auctions

**Favorite asset he has sold:** "I love selling anything that is personal to an organization and just blows people away with how well it sells. For example, dinner with the priest at a Catholic school, or a piece of artwork that is created by someone who has the disease we are raising money for to cure. I love selling priceless experiences."

**"We need to constantly make sure that [education is] up to today's standards when it comes to technology, business trends and social media."**



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# Charity champion

Just “trying to do the right thing,” a 78-year-old auction professional set his local event’s benefit fundraising record.

By Nancy Hull Rigdon, contributor

What began with Charles Wehrly selling a pair of neckties for an NAA fundraiser 11 years ago has grown into a substantial, community-wide benefit for St. Jude Children’s Research Hospital.

As Wehrly, of Wehrly’s Auction in Glen Rock, Pennsylvania, tells the story, it all began in 2003 when the NAA sent him two men’s ties to auction for a St. Jude benefit.

“I thought, ‘We’re out in the country. Who is gonna buy a necktie?’” says Wehrly, who graduated from auction school in 1967.

At the time, a young girl in his town of 2,000 people was fighting cancer and seeking treatment at St. Jude. He put the first necktie up, and it sold for \$100. Then, the tie sold another seven times, and the second tie sold seven times. At the auction’s close, the ties had raised \$1,450.

“The next year, I looked across the crowd and asked 25 women to each make a cake,” Wehrly says. “Those cakes sold over and over again. We ended up making \$800 off eight danishes.”



Whether as a watchful ringman (top) or proudly decked out in one of the ties he once auctioned in 2003, Charles Wehrly’s dedication is without question.



The following year, he challenged the men to make and sell wooden crafts, such as birdhouses. Similar generosity followed. This past April, the event drew everything from candy to tools to cash and netted a new annual record: \$10,086.

“We’re just rural people trying to do the right thing,” Wehrly says.

Another bright spot this year was a presentation by the young woman who had childhood cancer when Wehrly sold the two neckties. She’s now cancer free.

While the St. Jude fundraising has been rewarding, it goes down as one of many highlights from Wehrly’s more than 35-year career.

Growing up, auctioneering was any easy career choice for Wehrly.

“My dad would go to local public sales, and I always liked going along,” he says. “One day, I decided to be an Auctioneer.”

In the early days, he did very well selling real estate and antiques. His experience has greatly varied, as he’s also held farm consignment and estate sales in addition to selling coins and firearms.

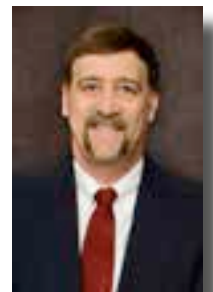
In recent years, he’s turned the business over to his son, Scott Wehrly. While the elder Wehrly has slowed down a little, he continues to sell during auctions.

Naturally, he’s seen much change in the industry throughout his career. He doesn’t come across quality wooden antique furniture like he used to, and that bothers him. Yet, through it all, his passion for the work has remained.

“I’m 78 years old, and I still enjoy it,” he says. “The other day someone asked me, ‘When are you gonna retire?’ And I said, ‘When they carry me out of this building.’” ❖

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  - Bid-Calling Champion 2001
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  - Chair of various committees
- Wyoming Auctioneers Association (WAA)
  - Director 2011-12, 2014 - present
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# 2014

## National Auctioneers Association Marketing Competition Results

**OVERLAND PARK, Kan.** — Winners of the 2014 National Auctioneers Association/USA TODAY Marketing Competition have been announced, with three emerging from among more than 870 entries to take “Best in Show” honors.

One “Best in Show” was awarded in the Advertising/PR, Photography and Auction Campaign of the Year divisions.

The Auction Marketing Campaign of the Year was awarded to Scott H. Shuman, CAI, Hall & Hall Auctions, Eaton, Colorado, for his company’s Hager Farm & Ranches Absolute Auction campaign, which helped lead to a \$46+ million total sale and land price records being established in two counties.

Joff Van Reenen, CAI, AARE, The High St. Auction Co., Johannesburg, South Africa, won “Best in Show — Advertising/PR” for his Multi-Property Real Estate Auction Brochure entry. James T. Pike, CAI, AARE, Key Auctioneers, Indianapolis, Indiana, took “Best in Show — Photography” for his entry titled “Front Page News.”

Winners of the 2014 contest will be formally recognized during the NAA/USA TODAY Marketing Competition Awards Reception in Louisville, Kentucky, at the 65th International Auctioneers Conference and Show, July 8-12. Winners will

receive an award, and their entries will be on display.

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, and the quality of entries increases each year as well.

This year’s contest highlighted coast-to-coast, top-level marketing efforts as winners from 18 states and South Africa emerged. The competition featured 56 categories in seven divisions: 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, public relations and graphic design.

Judging criteria included considerations such as creativity, effectiveness, clarity and visual appeal.

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

Hager Farm & Ranches Absolute Auction campaign  
*Scott Shuman, CAI, Hall & Hall Auctions, Eaton, Colorado*

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

Keenan Auction Company  
*Richard Keenan, Keenan Auction Company, South Portland, Maine*

## Best in Show — Auction Marketing Campaign of the Year

Hager Farm & Ranches Absolute Auction campaign  
 Scott Shuman, CAI, Hall & Hall Auctions, Eaton, Colorado



## Best in Show — Photography

Front Page News  
 James T. Pike, CAI, AARE, Key Auctioneers, Indianapolis, Indiana

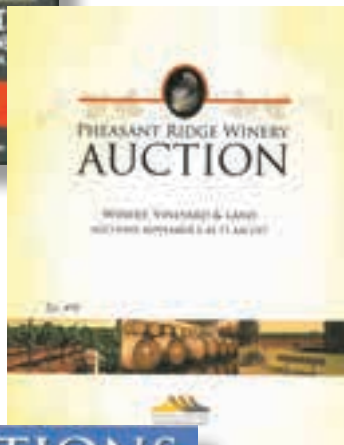


## Best in Show — Advertising & PR

Multi-property real estate auction  
 Joff Van Reenen, CAI, AARE, The High St. Auction Co., Johannesburg, South Africa



## BROCHURES & CATALOGS



### Automobiles & Trucks

#### Collector Car Auction Brochure

Marvin Henderson, JAH Enterprises, Inc. Henderson Auctions, Livingston, Louisiana

#### (Second place)

#### The Ted Small Estate - Power Collection

Doug Macon, CAI, AARE, ATS, Macon Brothers Auctioneers, Walla Walla, Washington

### Benefit

#### Benefit Auction Flyer

Saul Lerner, Ph.D, AARE, SP Lerner, Alhambra, California

### Business Liquidation

#### Music Store Liquidation

Jimmie Dean Coffey, CAI, AARE, BAS, CES, MPPA,

United Country Coffey Realty & Auction, Bloomington, Indiana

#### (Second place - tie)

#### Clarion Hotel Auction Brochure

Courtney Nitz-Mensik, Jack Nitz & Associates, Fremont, Nebraska

Nov. 12, 2013, Dynaspan, Inc., Liquidation Auction Flier

Aaron McKee, Purple Wave Auction, Manhattan, Kansas

### Commercial/Industrial Real Estate

#### Pheasant Ridge Winery Auction

Williams & Williams, Tulsa, Oklahoma

#### (Second place)

#### Taunton

Justin J. Manning, CAI, AARE, JJ Manning Auctioneers, Yarmouthport, Massachusetts

### Development Land Real Estate

#### Red Mountain brochure

Scott Musser, CAI, BAS, Musser Bros., Inc., Pasco, Washington

#### (Second place)

#### Development Land Real Estate

Max Spann, CAI, AARE, Max Spann Real Estate & Auction Co., Annandale, New Jersey

### General Household & Estates

#### Strand

Michael K. Schultz, Schultz Auctioneers, Upsala, Minnesota

#### (Second place)

#### Farris

Gannon Troutner, Schrader RE & Auction Co., Warsaw, Indiana



**Machinery & Equipment**

Farmers Grain & AG

Kevin Wendt, CAI, Schrader RE & Auction Co., Columbia City, Indiana

**(Second place - tie)**

Yellow Iron brochure

Scott Musser, CAI, BAS, Yellow Iron, Pasco, Washington

Area Farmers 2013

Rex D. Schrader, II, CAI, Schrader RE & Auction Co. Columbia City, Indiana

TruPointe

Kevin Wendt, CAI, Schrader RE & Auction Co., Columbia City, Indiana

**Multi-Property Real Estate Auction**

Multi-property real estate auction

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

**(Second place)**

O'Dell Farms

Scott H. Shuman, CAI, Hall & Hall Auctions, Eaton, Colorado

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

Von Stein

Toni Benysh, Halderman Farm Management & Real Estate Services, Wabash, Indiana

**(Second place)**

Iron Valley Ranch Museum

Cary M. Aasness, United Country Aasness Auctioneers, Fergus Falls, Minnesota

**Recreational Real Estate**

Venture Farms

J. Craig King, CAI, AARE, J.P. King Auction Co., Inc., Gadsden, Alabama

**(Second place)**

Recreational Real Estate

Max Spann, CAI, AARE, Max Spann Real Estate & Auction Co., Annandale, New Jersey

**Residential Real Estate: Luxury**

Seacoast Estate Auction

Warren Ward, CAI, AARE, Albert Burney, Hutsville, Alabama

**(Second place)**

Lake Placid Waterfront Real Estate Auction

Williams & Williams, Tulsa, Oklahoma

**Residential Real Estate: Traditional**

Residential Real Estate - Traditional

Max Spann, CAI, AARE, Max Spann Real Estate & Auction Co., Annandale, New Jersey

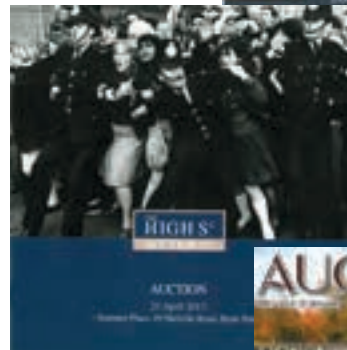
**(Second place - tie)**

Von Stein

Toni Benysh, Halderman Farm Management & Real Estate Services, Wabash, Indiana

Category 2: Brochures/Res. Real Estate: Traditional

Tim Dudley, CAI, AARE, Motley's Auction & Realty Group, Richmond, Virginia



## DIGITAL & SOCIAL MEDIA



**Banner Advertisement**

DTN Online

*Rex D. Schrader, II, CAI, Schrader RE & Auction Co., Columbia City, Indiana*

**(Second place)**

Cowboy Wisdom

*Williams & Williams, Tulsa, Oklahoma*



**Company E-Newsletter**

Category 5: Digital & Social media: Company E-Newsletter

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

**(Second place)**

What's Going On at McCurdy

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

**Company Website**

[www.richpennauctions.com](http://www.richpennauctions.com)

*Rich Penn, Rich Penn Auctions, Waterloo, Iowa*

**(Second place)**

Category 5: Digital & Social Media: Company Website

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



**Promotional E-mail**

Luxury Waterfront Home, David Coleman

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

**(Second place)**

Costa Baja, La Paz, Mexico, Live Auction

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

**Radio – Auction Promotional**

Witt radio ad  
 Rex D. Schrader, II, CAI, Schrader RE & Auction Co., Columbia City, Indiana  
**(Second place)**  
 Now is the time to buy!  
 Lonny McCurdy, AARE, McCurdy Auction, LLC, Wichita, Kansas

**Video – Auction Promotional**

Magnificent 50+/- acre equestrian estate  
 Neil Enslow, CAI, AARE, AmeriBid, LLC, Tulsa, Oklahoma  
**(Second place)**  
 Lake Placid Waterfront Real Estate Auction  
 Williams & Williams, Tulsa, Oklahoma

**Radio – Company Promotional**

Did you know?  
 Megan McCurdy Neidens, CAI, BAS, McCurdy Auction, LLC, Wichita, Kansas  
**(Second place)**  
 “Now, Mary!”  
 Jama Smith, BAS, Littlejohn Auctions, Inc., Auburn, Indiana

**Video – Company Promotional**

Company promotional video  
 Scott H. Shuman, CAI, Hall & Hall Auctions, Eaton, Colorado  
**(Second place)**  
 Auction Services Promotion – Television commercial  
 Joe R. Pyle, Joe R. Pyle Complete Auction and Realty Service, Shinnston, West Virginia

**NEWSPAPER/MAGAZINE  
 PRINT ADVERTISING**

**Half-page or smaller**

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



**Larger than Half-page**

Joff Van Reenen, CAI, AARE, The High St. Auction Co., Johannesburg, South Africa  
**(Second place)**  
 September Construction Equipment Auctions Ad  
 Suzy McKee, Purple Wave Auction, Manhattan, Kansas

# PHOTOGRAPHY

**1 Auction Crowd**  
 Ted Small Estate Power Collection  
*Doug Macon, CAI, AARE, ATS, Macon Brothers Auctioneers, Walla Walla, Washington*  
**(Second place - tie)**  
 Best Seats in the House  
*Kurt Aumann, CAI, ATS, Aumann Auctions, Inc., Nokomis, Illinois*  
 Fun Day at the Auction  
*Ron Bradeen, CAI, Bradeen Real Estate & Auction, Custer, South Dakota*

**2 Auction Team**  
 Persuasion: Bird Says Bid  
*Duke Domingue, Duke Says Sold, Flat Rock, North Carolina*  
**(Second place)**  
 Father and Son  
*Ken Girard, CAI, AARE, Girard Auction & Land Brokers, Inc., Wakonda, South Dakota*

**3 Auctioneer in Action**  
 Gimme Five  
*Duke Domingue, Duke Says Sold, Flat Rock, North Carolina*  
**(Second place - tie)**  
 Going Once, Going Twice  
*Megan McCurdy Niedens, CAI, BAS, McCurdy Auction, LLC, Wichita, Kansas*  
 Bidder in the Back  
*James T. Pike, CAI, AARE, Key Auctioneers, Indianapolis, Indiana*

**4 Benefit Auction**  
 I promise I won't ask you to bid again  
*Lonny McCurdy, AARE, McCurdy Auction, LLC, Wichita, Kansas*  
**(Second place)**  
 I really, really want that cake!  
*Connie M. Johnson, BAS, Kurt Johnson Auctioneering, Inc., St. Paul, Minnesota*

**5 Buyer Excited About Purchase**  
 The Game-changer  
*Duke Domingue, Duke Says Sold, Flat Rock, North Carolina*  
**(Second place)**  
 You bought a glass of water at auction!  
*William Burch, ATS, WorldCrest Auctions, Inc., Arlington, Texas*

**6 Creative Photography**  
 Making magic, a dime at a time  
*Megan McCurdy Niedens, CAI, BAS, McCurdy Auction, LLC, Wichita, Kansas*  
**(Second place - tie)**  
 First Sign of Spring  
*Sandra R. Brittingham, CAI, GPPA, Rittenhouse Auction Co., LLC, Uniontown, Pennsylvania*  
 The Real Thing  
*Rich Penn, Rich Penn Auctions, Waterloo, Iowa*  
 The Love of Auctions  
*Andrew Imholte, ATS, BAS, Black Diamond Auctions, St. Cloud, Minnesota*  
 Put It In Print  
*Lonny McCurdy, AARE, McCurdy Auction, LLC, Wichita, Kansas*

**7 Equipment Auction**  
 Yellow Iron  
*Scott Musser, CAI, BAS, Yellow Iron, Pasco, Washington*  
**(Second place)**  
 Yellow Iron  
*Scott Musser, CAI, BAS, Yellow Iron, Pasco, Washington*

**8 Estates & Personal Property**  
 Point of Sale  
*James T. Pike, CAI, AARE, Key Auctioneers, Indianapolis, Indiana*  
**(Second place)**  
 Gear Head Man Cave  
*Rich Penn, Rich Penn Auctions, Waterloo, Iowa*

**9 Farm Auction**  
 Big Blue Tractor  
*Scott Musser, CAI, BAS, Musser Bros., Inc., Pasco, Washington*  
**(Second place)**  
 Krebs Farm Auction  
*Curt Yoder, Kaufman Realty & Auctions, Sugarcreek, Ohio*

**10 Real Estate Auction**  
 Key's Got Your Keys  
*James T. Pike, CAI, AARE, Key Auctioneers, Indianapolis, Indiana*  
**(Second place)**  
 Real Estate Auction/Historic St. Paul's College  
*Mark Motley, CAI, AARE, Motley's Auction & Realty Group, Richmond, Virginia*

**11 Technology in Use at Auction**  
 Technology in Use at Auction  
*Murray Wise, Murray Wise Associates, LLC, Champaign, Illinois*

**12 Wild Card: Novice**  
 Front Page News  
*James T. Pike, CAI, AARE, Key Auctioneers, Indianapolis, Indiana*  
**(Second place)**  
 If I Was A Kid  
*Rich Penn, Rich Penn Auctions, Waterloo, Iowa*

**13 Wild Card: Professional**  
 Wild Card: Pro  
*Richard Keenan, Kennan Auction Co., South Portland, Maine*  
**(Second place)**  
 Wild Card: Pro  
*Joff Van Reenen, CAI, AARE, The High St. Auction Co., Johannesburg, South Africa*





# POSTCARDS



**Automobiles & Trucks**

Postcard/Auto & Trucks

Mark Motley, CAI, AARE, Motley's Auction & Realty Group, Richmond, Virginia

**(Second place)**

Dec. 11, 2013, KS Hwy Patrol Fleet Vehicle Internet Auction Flier

Lea Cieslak, Purple Wave Auction, Manhattan, Kansas

**Benefit**

Historic Flat Rock 2013

Duke Domingue, Duke Says Sold, Flat Rock, North Carolina



**Business Liquidation**

Farm Market & Deli Auction – Tom Mullen & Associates, LLC

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

**(Second place)**

Historic Shattering Sheet Music Auction – 1/30/14

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

**Commercial/Industrial Real Estate**

Pheasant Ridge Winery Auction

Williams & Williams, Tulsa, Oklahoma

**(Second place)**

Des Plaines Auction – 4/17/14

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



**Development Land Real Estate**

Paso Robles & Atascadero, CA – Oct. 16

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

**(Second place)**

North Liberty

Brent Wears, CAI, AARE, ATS, CES, Wears Auctioneering, Inc., Solon, Iowa



**General Household & Estates**

Whittington Estate Postcard

Wendy Miller, BAS, Curran Miller Auction Realty, Inc., Evansville, Indiana

**(Second place)**

Public Auction Mailer

Jeff Cates, CAI, AARE, CES, Cates Auction & Realty Co., Inc.,

North Kansas City, Missouri

**Machinery & Equipment**

Equipment Auction Postcard

Dustin Rogers, CAI, Rogers Realty & Auction Co., Inc., Mount Airy, North Carolina

**(Second place)**

Rangeline Auto Parts Auction – 1/28/14

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



**Multi-Property Real Estate Auction**

Postcard/multi-property real estate

Tim Dudley, CAI, AARE, Motley's Auction & Realty Group, Richmond, Virginia

**(Second place)**

Eastern Shore

Ryan George, Biplane Productions, Inc., Evington, Virginia



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

State of Minnesota

Michael K. Schultz, Schultz Auctioneers, Upsala, Minnesota

**(Second place)**

The Legendary Jim Erdle Collection

Kurt Aumann, CAI, ATS, Aumann Auctions, Inc., Nokomis, Illinois



**Recreational Real Estate**

Wooded & Pasture Land with Great Hunting

Jimmie Dean Coffey, CAI, AARE, BAS, CES, MPPA, United Country Coffey Realty & Auctions,

Bloomington, Indiana

**(Second place)**

Girl Scout Camp

Jimmie Dean Coffey, CAI, AARE, BAS, CES, MPPA, United Country Coffey Realty & Auctions,

Bloomington, Indiana



**Residential Real Estate: Luxury**

Luxury Mailer

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

**(Second place)**

Postcards/Res. Real Estate Luxury

Tim Dudley, CAI, AARE, Motley's Auction & Realty Group, Richmond, Virginia



**Residential Real Estate: Traditional**

33+/- Acre Retreat for Horses or Hunting – Legacy Auction & Realty

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

**(Second place - tie)**

NE Oklahoma Hilltop Estate

Chris Vaughan, AmeriBid, LLC, Tulsa, Oklahoma

Real Estate Auction

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

Castle in the Pines – Real Estate Auction – Legacy Auction & Realty

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



## PUBLIC RELATIONS & MARKETING



### Auction Promotion: Signage, Vehicle & Outdoor Advertising

Want Action? Think Auction!

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

#### (Second place)

#### RLF Billboard

*Rex D. Schrader, II, CAI, Schrader RE & Auction Co., Columbia City, Indiana*



### Bidder Card

#### Yellow Iron Bid Card

*Scott Musser, CAI, BAS, Yellow Iron, Pasco, Washington*

#### (Second place)

#### Bidder Card

*Duke Domingue, Duke Says Sold, Flat Rock, North Carolina*



### Company Brochure

#### PR & Marketing: Company Brochure

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

#### (Second place)

#### Sales Brochure & Folder

*Joseph Seidel, Bar None Auction, Rancho Cordova, California*



### Company Newsletter

#### Public Rel. & Mktg./Company Newsletter

*Mark Motley, CAI, AARE, Motley's Auction & Realty Group, Richmond, Virginia*

#### (Second place)

#### Company & Newsletter

*Matthew Hurley, CAI, AARE, Hurley Auctions, Greencastle, Pennsylvania*



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

PR & Marketing: company promotion

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

**(Second place)**

PR & Marketing: company promotion

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



**Company Promotional: Give-away item**

PR & Marketing: company promotion/giveaway

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

**(Second place)**

PR & Marketing: company promotion/giveaway

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



**News Release**

“My sister is kind of a big deal.”

Braden McCurdy, CAI, McCurdy Auction, LLC, Wichita, Kansas

**(Second place)**

United Country – Jones Swenson Auction

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



**Non-Traditional Marketing**

15th Annual Collector Car Auction License Plate

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

**(Second place)**

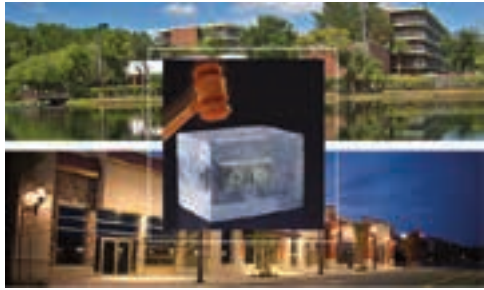
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# SVN Auction Services is Expanding its National Footprint and Recruiting Auction Professionals

Outstanding opportunity for a select group of real estate auction firms interested in being part of a fully-integrated, nationwide alliance of real estate professionals



SVN Auction Services, part of the nationally-recognized commercial real estate franchisor Sperry Van Ness International Corporation (SVNIC), has launched a major national expansion. It is currently recruiting talented auction professionals and a select number of top firms to serve as Regional Team Leaders in territories throughout the United States.

“We’re creating a premier platform of auction professionals for date certain sales and solutions as part of a national commercial real estate firm,” said Jerry Anderson, CCIM, Managing Director, SVN Auction Services. “Our focus is on quality NOT quantity. The

founding members have decades of experience in the industry and they know what works—and what doesn’t work—for the local auction professional in alliances within the industry.”

## Endless Opportunities

SVN Auction Services is supported by SVNIC, one of commercial real estate’s most recognized brands with over 8,700 closed transactions last year. The firm ([www.svnauctions.com](http://www.svnauctions.com)) features more than 1,200 commercial real estate advisors and staff in 200 markets throughout the nation. This relationship allows SVN Auction members to be part of a fully-integrated, nationwide commercial real estate firm, which creates an endless pipeline of opportunities for auction professionals.

## Outstanding Benefits and Competitive Advantage

Regional Team Leaders secure the opportunity to add auction team members in their designated territory to enhance coverage and facilitate growth. Fee sharing opportunities with various SVN auction professionals, commercial real estate advisors and auction events connected with the Regional Team Leader’s territory all add to the value proposition.

All members have access to advanced technologies, including high performance web based data/marketing tools, online auction platform, contact management (CRM), property vaults, online bidding, webcast, powerful SEO and more.

## Quality Over Quantity

The expansion is focused on the quality and expertise of auction professionals rather than a high number of auction firms on the roster. It allows SVN Auction Services to provide clients and SVN brokerage advisors with a depth of knowledge unmatched in the industry. Founding members have a high level of expertise in areas such as foreclosures, tax sales, bankruptcies, government assignments and multi-par bidding.

## Spectrum of Solutions

To respond to clients’ evolving needs, SVN Auction Services offers a flexible array of solutions—from rapid asset resolution and 30-day countdown asset sales to high impact-high promotion events. Even before the expansion initiative kicked off, its “SVN Q4 National Sale Event” became popular in 2012 and 2013 particularly with SVN advisors’ clients and institutional sellers.

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“With the marketing costs of our major auction events being funded by SVN Auction Services, it differentiates us from our competitors when competing for assignments.”

**Tim Dudley, CAI, AARE**

“Advanced technology platforms including online and webcast bidding, electronic marketing and CRM systems reduce our expenses which improves our bottom line.”

**Don Erler, CAI, AARE**

“The tools, systems and business flow from SVN advisors are terrific.”

**Bill Menish, CAI, AARE, BAS**

“SVN advisors have helped me get in front of clients I would never have been able to connect with on my own.”

**David Gilmore, CCIM, CAI, AARE**

“The knowledge sharing that goes on among team members—experts in areas such as government contracts, foreclosures, tax sales, bankruptcies and multi-par—is incredible.”

**Mark Motley, CAI, AARE**

“SVN advisors have provided me with exceptional auction assignments from \$1 million to more than \$30 million.”

**Louis Fisher, CAI**



### INTERESTED IN KNOWING MORE?

SVN Auction Services is hosting an informational breakfast during the 65th International Auctioneers Conference & Show. SVN Auction Services founders will be on hand to discuss opportunities.

If you'd like to attend this invitation-only event, contact [jerry.anderson@svn.com](mailto:jerry.anderson@svn.com) or 386.547.4968.

# Breaking the buyer bubble



Some have scratched the surface of syndicated auction services, which may be showing long-term potential.

By James Myers, contributor

Depending on whom you ask about the future of the auction industry, you'll get different answers.

For Chris Rasmus, CAI, and Jarrod Hines, CAI, the future tools a majority of Auctioneers should have in their belts include syndication through Internet-based auctions. To these men, the idea that Auctioneers don't want to share buyers is an antiquated, isolated bubble way of thinking.

Rasmus, an instructor at the Certified Auctioneers Institute and CEO of Rasmus Auctions, also recognizes that Auctioneers in any region of the country

have areas of coverage that touch on the edges. He sees them as overlapping circles. This is where syndication becomes a real possibility and something he's been part of for nearly four years.

"These syndicates are really going the next step," Rasmus said, adding that syndication can give an Auctioneer more gravitas and more eyes on what they're selling. Furthermore, it can boost a small auction company into something much bigger.

"Syndication exposes [small companies] to many more selling and buying opportunities," he said.

While more Auctioneers are becoming comfortable with online services, Rasmus doesn't believe in putting yourself in a box as you would with eBay or Amazon, which would make you "part of the herd" and does nothing to promote your brand.

"They're buying from Amazon," he said, "not you."

Rasmus partners with 14 other Auctioneers in their syndication where each individual company leverages the knowledge and resources of their fellow partners.

"It's huge for my buyers," Rasmus said.

“Syndication is all about sharing brain power and best practices.”

For instance, Rasmus said he had not worked in estate sale before. Since partnering in a syndicated effort, he’s “doing them all the time.” If someone calls him tomorrow and wants to sell a multitude of guns, which Rasmus has not specialized in before, he can reach out to the syndicate to find someone with the experience in gun sales who can talk him through the process.

Jarrold Hines, founder/owner of Old Dominion Auction, is a partner in the same syndication as Rasmus. His company has welcomed the Internet and all its capabilities with “open arms,” he said. However, there are “some areas that are challenged” and have not adopted an Internet strategy.

“Eventually, those areas will come around and see that Internet auction is the future,” he said, adding that syndications are still

new and there will be a demographic that waits in the wings to see proof that it really works.

**“If your core goal is to the best for your client,” Hines said, “you really have no other choice ... if you don’t do that marketing, you do your client a disservice.”**

Most of the reluctance related to embracing Internet auctions and syndication is due to fear of the unknown, Hines said. As a fifth-generation Auctioneer, Hines understands the pull to the classic model of live-only auctions. He sees Auctioneers who came up in the

ranks through live auctions and their reluctance to drive the profession they love toward an electronic auction.

“It took me a while to convince my father to start using the Internet,” he said.

The draw to this new auction channel for Hines is less about stepping away from tradition than it is pleasing his clients.

“If your core goal is to the best for your client,” Hines said, “you really have no other choice ... if you don’t do that marketing, you do your client a disservice.”

Despite being an advocate for technology and new ways to merge buyers and sellers, Hines said only about 20 percent of his auctions are online with the majority going to simulcast.

“I’ll call bids any day of the week,” he said, “but if you’re not using (technology), you’re not helping your core.” ❖

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## Louisville

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## C&S 2014

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The atrium walkway connects the Suite Tower to the Rivue Tower (as shown here) at the Galt House Hotel.



## IAC: Great begets great

Winner responsibilities have grown, and the competition is as fierce as ever.

By James Myers, contributor

The central location of the National Auctioneer Association's Conference and Show in Louisville, Kentucky, is expected to bring a fantastic turnout of participants in this year's International Auctioneer Championships.

The competition has evolved since it was first held in 1988. That year's winner, Paul C. Behr, CAI, is the current President of the NAA. Competing against Behr that inaugural year was the 1989 champion, Marvin Alexander, CAI, who said the competition was much less publicized.

"We didn't have near the caliber of items to sell at that time," Alexander said of the portion of the competition where finalists are judged on their ability to sell three items.

Asked how he thought he could match up against today's finest in the competition, Alexander, who is still very actively bid calling, said he'd hold his own.

"I'm not saying I could beat them," he said, "but I still sell enough that I'm good with bid calling."

Today's IAC champions are extremely active compared to what was expected of the winners more than two decades ago. Alexander said they didn't get the travel expenses covered like today's champions, and there is certainly more promotion of the event.

Justin Ochs, CAI, took the top prize in 2012 and has enjoyed





# Louisville 2014

the spotlight after winning in his third attempt. He competed against 80 to 100 of the best Auctioneers in the business. It's not all about being a good bid caller — you also have to be skilled in describing items for sale and answering questions about them. Another big component in every champion is their ability to be comfortable in the spotlight — something judges are looking for in a champion, Ochs said.

“If the television cameras show up for an interview, or if the radio calls, that individual has to represent the entire industry very well,” he said.

As for winning these days with the level of competition as it is, Ochs said, “all the stars have to line up, and it has to be your day. The field of competitors and their ability and talents just get stronger and stronger with every competition we go to.”

Shannon Mays, who won the women's division in 1995, said she and other early champions half jokingly say they are “glad we won it when we did because it would be tough right now.”

“I think the contest is going to do nothing but get more difficult,” she said.

Mays said that while auctioneering is a competitive business, the contest brings out the best in people, and they encourage each other throughout the daylong event. She remains close to people

she competed against almost 20 years ago.

“For people who have never done it,” she said, “they need to. The experience will build up your business.”

Alexander agrees about the contest giving your business a boost, especially if you win.

“It gave me a lot of recognition and respect,” he said.

Ochs said anyone who has competed has become an advocate of the event.

“It's formed lifelong friendships and great networking opportunities,” he said.

The competition will begin with a sound check at 6:30 a.m. Friday, July 11, in the Grand Ballroom, Galt House Hotel in Louisville. Roll call is at 7 a.m. The preliminary round begins at 8:30 a.m. The final round is at 6 p.m. Winners will be announced at around 9 p.m.

Though the entry deadline has passed and no late applications are accepted, NAA members who won't be in Louisville can still watch the 2014 IAC by going to [auctioneers.org](http://auctioneers.org) and clicking the link that will be made available during the competition. ❖

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**THE CENTRAL LOCATION OF THE NATIONAL AUCTIONEER ASSOCIATION'S CONFERENCE AND SHOW IN LOUISVILLE, KY., IS EXPECTED TO BRING A FANTASTIC TURNOUT OF PARTICIPANTS IN THIS YEAR'S INTERNATIONAL AUCTIONEER CHAMPIONSHIPS.**



## 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).

2013

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

ANDY WHITE

PAUL C. BEHR

MEGAN MCCURDY NIEDENS

## 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

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## Online Edu‘action’ at C&S

Part education, part interaction with experts and vendors, “How do I put my auction online?” will be answered in Louisville.

**T**he question isn’t an old one anymore, but it still gets asked on a regular basis by many auction professionals: “How do I put my auction online?”

Technology, overall, has improved, leading to easier online auction solutions, better workflows and smoother events, and all of those are good things for all parties involved, including seller, buyer and Auctioneer. Consumers are starting to take notice of how user-friendly the auction method can be — both online and overall — and auction professionals have taken notice.

But, for those who haven’t yet ventured into offering an online product, the whole idea of switching from tables and chairs to online, faceless bids and product images can still be a daunting

one. It has led to many National Auctioneer Association members asking for education and expert guidance on how to make the transition correctly.

The NAA Education Institute listened, and a session will be in place for all questions to be answered, plus some.

In addition to education, attendees will also be given the chance to meet in small groups and one-on-one sessions with vendors. This is a key addition to the session as it allows NAA members to see and experience online products and tools they may exposed to for the first time, which opens the door for extremely specific question & answer sessions to take place. Through this, it could ultimately lead to potential business-changing decisions.

All of this will take place away from the sometimes hurried and excited trade show floor setting, in an environment conducive to learning and thinking.

“What we’ve seen is a real need for education in two areas,” noted Aaron Ensminger, NAA Director of Education. “First, those who haven’t taken the plunge are looking for a nuts-and-bolts, how-to primer on going online, from cataloging to handling items post-sale. What Auctioneers are also looking for is a look at some of the existent systems, most of which are represented by NAA’s great sponsors.”

Identifying those needs is what led to the manifestation of this summer’s program setup.

“We’re putting both together so that our attendees have the opportunity to hear a nonbiased primer on online auctions, and also have a chance to hear from those sponsors directly about the advantages of each system,” Ensminger said. “We’re also giving those who come to the session the opportunity to meet in small-group settings with those sponsors and think the calmer environment will really spur some great conversation.”

Finally, why is this program being offered now?

“Online auctions aren’t a novelty anymore,” Ensminger said. “It’s becoming expected, and we absolutely need to be sure we’re addressing that aspect of the industry at all levels.” ❖

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Special thanks to the National Auctioneers Foundation for the support of various education speakers throughout Conference and Show.

## Success takes more than your “best”

2014 C&S keynote speaker Garrison Wynn will provide insight on the “truth about success.”



**“The reality of it is if you don’t like what you have, it’s quite difficult to like what you get.”**

To hear Garrison Wynn explain it, it is a self-inflicted blow that goes a long ways toward what he calls a person’s lack of gratitude.

“We have a tendency to judge our ‘insides’ by other peoples’ ‘outsides.’ I’m going to judge how I feel by the way that you look,” Wynn said. “[That tendency] is a leading cause of a lack of gratitude.”

What’s the connection between a lack of gratitude and success? Those answers may vary, but Wynn believes it boils down to a simple concept.

“The reality of it is if you don’t like what you have, it’s quite difficult to like what you get.”

Attendees to the 65th International Auctioneers Conference and Show will get this type of insight and much more from Wynn, this year’s keynote speaker and author of “The REAL Truth About Success.” If they’re wise, attendees will drink in deeply what Wynn has to say, given his background is stuffed with impressive professional accomplishments.

As a teenager, Wynn was put to work by Magnavox, teaming up with baseball legend Hank Aaron to promote the world’s first video gaming system. Before he turned 30, at 27, he had already been the youngest department head in a Fortune 500 company’s history. He also has a background as a touring stand-up comedian — a skill set that easily presents itself in the free-flowing, sometimes seemingly impromptu, fun delivery.

The light-hearted and story-telling, but dynamic and informative approach has led to a growing popularity for the speaker, but it shouldn’t at all discount the serious message that Wynn plans to deliver at Conference and Show. According to Wynn, success is more than being good at what you do; it’s about being consistently chosen to do it.

We all know of people in positions where they aren’t the sharpest, or best prepared, or most informed in their own office, let alone their own industry. So, how do they continue to move up their respective ranks?

Wynn’s presentation will provide original research on managing expectations and emotions, and shows that there really is more to success than just being the best.

The 65th International Auctioneers Conference and Show is set for July 8-12, at the Galt House Hotel in Louisville, Ky. It’s not too late to register! To sign up, go to [conferenceandshow.com](http://conferenceandshow.com). ❖



# Louisville 2014

## Fieldtrip: Keeneland Thoroughbred Racing and Sales

Louisville, Kentucky, is the host city for the 65th Annual International Auctioneers Conference and Show, and it is appropriate that the C&S fieldtrip should include a visit to the largest horse auction house in the world.

Just an hour down the road from Louisville, in Lexington, is Keeneland Thoroughbred Racing and Sales, the largest thoroughbred auction house in the world. Those NAA C&S participants who signed up before the trip sold out will have a chance to tour the facility Thursday, July 10.

Keeneland began hosting racing events in 1936 and began regular auctions in 1943.

Taking advantage of the 147 acres at its disposal, the auction house has enjoyed decades of remodel and expansion. Within the past decade, the auction house has sold around half of all the winners of the three biggest racing events of the year,

which, collectively, is called the Triple Crown. Throughout its history as an auction house, Keeneland has sold 19 Kentucky Derby winners, 21 Preakness winners and 18 Belmont winners. Yearlings purchased at Keeneland have made a name for themselves across the world.

Kate McLean, meeting and event planner for Keeneland, said the auction house holds four major auctions per year, including a two-week sale called the “breeding stock” in November. The largest sale of the year, the “yearling” sale, is held in September. Horses of all ages go on sale in January in a three- to five-day auction. The sale of two-year-old horses is held in April.

Walt Robertson, the senior Auctioneer at Keeneland, will address NAA fieldtrip participants during lunch and talk about the auction process that allows them to sell a horse every two minutes during their massive auctions, which can pull in as many as 5,000 people per day. ❖

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## Connect with the NAA C&S 14 app



While familiarity and seeing old friends is always a draw at Conference and Show, each year's event also brings with it the excitement and suspense of "What's new?"

In 2014, part of the "new" is a brand new app for C&S attendees! Available for both iPhone and Android, the app is a must-have for those who want to have convenient, instant access to a wealth of Conference and Show information. Among the app's offerings, you'll find:

- **Schedule** — No more having to keep track of crumpled papers and pamphlets — the app comes loaded with the full listing of the week's educational and entertainment events. The best part? You can even create your own personal schedule of the events you want to attend.
- **Speaker bios and photos** — If you like to know exactly who you're about to hear from and where they have been, the app provides full biographical

information along with a photo of the presenter.

### In 2014, part of the "new" is a brand new app for C&S attendees!

- **Instant session feedback** — In this age of instant, open feedback and participation, the app gives you the ability to rate your speaker. Let us know how they did!
- **Interactive map** — Having trouble finding a classroom or exhibit space? In case you aren't able to spot an NAA staff member, the app's interactive map also can help get you back on the right path.

- **Exhibitors and sponsors lists** — Part of the Conference and Show experience is finding that new product or partnership that can help push your business forward. The NAA C&S 14 app delivers a full list of Trade Show exhibitors so that you can form your personal action plan and not waste time searching. The app also lists our extremely vital C&S Sponsors who help make the event great.
- **Be a winner!** — The app will also feature a points-driven system for you to participate in activities and earn a chance to win prizes. Details will be available in your C&S registration packet. ❖

**1** Search "NAA C&S 14" in the App Store.

**2** Download the app to your device.

**3** Sign in and stay connected in Louisville!





# Louisville 2014

## Louisville: C&S host city

The Galt House Hotel overlooks the Ohio River and downtown Louisville and is within a couple of blocks of attractions including the Kentucky International Convention Center, the KFC Yum! Center arena and numerous well-known museums and restaurants.

While it has had a couple of facelifts through the years, the Galt House has been a Louisville staple since the early 1800s. Due to a fire and other issues through its history, the current facility is the fourth edition of the hotel. Today, the recently updated hotel has 128,000sq-ft of meeting space and 1,290 rooms. Those numbers make the Galt House the largest hotel in Louisville.

Nancy Romanus, of AuctionServices.com in Roanoke, Virginia, has made Louisville her home within the past year and is looking forward to July's event. She was part of the NAA group that toured the facility last summer.

"It is a fabulous hotel, and it will be a very cohesive venue for Conference & Show," Romanus said.

Also, just a few blocks away, Fourth Street Live! Is Louisville's premier dining, entertainment and retail destination located on Fourth Street, between Liberty Street and Muhammad Ali Boulevard, in the heart of historic downtown Louisville.

For more information on specific restaurants, bars and entertainment listings, visit [4thstlive.com](http://4thstlive.com). ❖



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# NAA 2014

# CONFERENCE AND SHOW Louisville

## Conference Events

### TUESDAY, JULY 8

8 a.m. - 5 p.m. Train the Trainer .....Willow  
 10 a.m. - 6 p.m. Registration.....2nd Floor Registration  
 6 - 9 p.m. Welcome Party..... Kentucky Derby Museum

### WEDNESDAY, JULY 9

7 - 8:15 a.m. First-timers' Breakfast/  
 Orientation ..... Combs Chandler  
 7 - 8:15 a.m. International Breakfast (Private Event)..... Willis  
 7:45 - 8:15 a.m. Coffee and Conversation .....Grand Ballroom B  
 8 a.m. - 5 p.m. Registration.....2nd Floor Registration  
 8:30 - 10:30 a.m. Opening Session ..... Grand Ballroom A - B  
 10:30 - 10:50 a.m. Meet the  
 Candidates.....(To be announced at Open Session)  
 10:30 a.m. - 5 p.m. Trade Show Official Opening .....Grand Hall  
 11 a.m. - 12 p.m. Town Hall Meeting .....Breathitt  
 11 a.m. - 5 p.m. Fun Auction  
 Donation Check In.....Grand Ballroom C  
 12 - 5 p.m. Auxiliary Luncheon/Fun Auction..... Caroll Ford  
 1 - 1:30 p.m. IJAC Contestant Orientation .....Wilson  
 1 - 2 p.m. Cloud Computing-Web Innovations  
 for Traditional, Simulcast & Online Auctions.....Jones  
 1 - 2 p.m. Your Auction Business: There's an  
 App for That!.....French  
 1 - 2 p.m. Who's Afraid of the Federal Tax Lien?.....Segell  
 1 - 2 p.m. Developing Your Creative Strengths in  
 Real Estate.....Stopher  
 1 - 5 p.m. Kentucky Auction License: Core Course..... Coe  
 1 - 5 p.m. How to Save \$30,000 with UCC 2-328! ..... Taylor  
 1 - 5 p.m. On-Line Auction Tools .....McCreary  
 1 - 5 p.m. BAS (Day 1).....Beckham  
 2 - 3:30 p.m. International Junior Auctioneer  
 Championship Preliminaries..... Grand Ballroom A-B

2:30 - 3:30 p.m. Building a Business to  
 Last a Lifetime .....Jones  
 2:30 - 3:30 p.m. Secrets of the Industrial Auction .....French  
 2:30 - 3:30 p.m. Getting Plugged into NAA Leadership ... Segell  
 2:30 - 3:30 p.m. Understanding Social Media .....Stopher  
 4 - 5 p.m. Sticking Points-How to Get Generations  
 Working Together .....Jones  
 4 - 5 p.m. Designation Discussion.....Segell  
 4 - 5 p.m. Taking the Plunge: Transitioning into a  
 Full-Time Fundraising Auctioneer .....French  
 4 - 5 p.m. Social Media How-To .....Stopher  
 4 - 6 p.m. Women Auctioneers Networking Reception..... Willis  
 5:15 - 6 p.m. NAA Volunteer Recognition  
 Reception (Private Event).....Breathitt  
 6 - 9 p.m. Fun Auction (dinner 5:30 p.m.) .....Grand Ballroom

### THURSDAY, JULY 10

6:30 - 7:30 a.m. Election Committee Breakfast..... Willis  
 7 - 8 a.m. CAI Breakfast ..... Caroll Ford  
 7 a.m. - 5 p.m. Registration.....2nd Floor Registration  
 7:30 a.m. Ballot Distribution.....Grand Ballroom Foyer  
 8:30 a.m. NAA and NAF Annual Business  
 Meeting and Election..... Grand Ballroom A-B  
 10:30 a.m. - 5 p.m. Trade Show .....Grand Hall  
 12 - 1 p.m. Auction Schools Luncheon  
 (private event).....Wilson  
 12 - 5 p.m. Field Trip to Keeneland  
 1:30 - 2:30 p.m. Bid Calling Tips with the Champs.....Segell  
 1:30 - 2:30 p.m. Analytics: Information is  
 Marketing Power .....Stopher  
 1:30 - 2:30 p.m. What You Should Know About  
 Coins and Stamps at Auction.....Jones  
 1:30 - 3:30 p.m. NALLOA Education (Ethics).....French  
 1:30 - 4:30 p.m. BAS (Day 2) ..... Beckham



# Louisville 2014

1:30 - 4:30 p.m. Kentucky Auction License: Core Course ..... Coe  
 1:30 - 4:30 p.m. Art & Science of Working the Auction Ring ..... McCreary  
 1:30 - 4:30 p.m. Agency and the Fiduciary Duties of Auctioneers (State Approved Course)..... Taylor  
 3 - 4:30 p.m. Direct Mail, Not Junk Mail ..... Stopher  
 3 - 4:30 p.m. Working with Bankruptcy Trustees..... Segell  
 3 - 4:30 p.m. The Many Nuances of Selling Coins at Auction ..... Jones  
 3:30 - 5 p.m. NALLOA Annual Business Meeting..... French  
 4 - 5:30 p.m. NAA and USA TODAY Marketing Competition Reception (Private Event)..... Nunn  
 6 - 9 p.m. President's Gala / Hall of Fame Awards..... Grand Ballroom A-B  
 9 - 10 p.m. Presidential and Hall of Fame Tribute Reception..... Grand Ballroom Foyer

8:30 a.m. - 3:30 p.m. BAS (Day 3) ..... Beckham  
 9 a.m. - 2 p.m. Trade Show ..... Grand Hall  
 12 - 2 p.m. Presidents Luncheon (Private Event) ..... Stanley  
 12 - 2 p.m. Auxiliary HOF/Past Presidents Luncheon ..... Willis  
 1 - 2 p.m. Today and Tomorrow: Managing and Transitioning Your Family's Auction Business ..... McCreary  
 1 - 2 p.m. Making News: Tricks and Traps of Dealing with Reporters..... Coe  
 1 - 2 p.m. CAI Special Session: Working Instantly - Tech Tools to Save You a Month a Year..... Taylor  
 1 - 2 p.m. North Carolina Licensing Requirement - "Auctioneer Licensing Laws" ..... Segell  
 1 - 2 p.m. Benefit Auctions: The Buyer's Premium and Other Creative Compensation Options ..... French  
 1 - 2 p.m. Riding the Wave of the Future or Inviting a Tsunami into the Industry? ..... Stopher  
 1 - 2 p.m. p.m. Is It Counterfeit? ..... Jones  
 2:30 - 3:30 p.m. ISO9001: Key Learnings from a Global Business Management System..... McCreary  
 2:30 - 3:30 p.m. Guns, Auctions and the ATF ..... Segell  
 2:30 - 3:30 p.m. Earning What You're Worth? ..... Coe  
 2:30 - 3:30 p.m. CAI Special Session: Working Instantly - Tech Tools to Save You a Month a Year (Repeat)..... Taylor  
 2:30 - 3:30 p.m. Selling Land at Auction ..... French  
 2:30 - 4:30 p.m. NAA Hall of Fame Committee Meeting..... Morrow  
 2:30 - 4:30 p.m. Auxiliary Hall of Fame Committee Meeting..... Wilson  
 5:30 - 6:30 p.m. IAC Dinner ..... Grand Ballroom  
 6 - 9 p.m. International Auctioneer Championship Finals..... Grand Ballroom

## FRIDAY, JULY 11

6:30 - 6:55 a.m. IAC Contestant Sound Check (optional) ..... Grand Ballroom  
 6:30 - 7:30 a.m. IAC Committee and Judges Breakfast ... Wilson  
 7 - 8 a.m. IAC Contestant Roll Call & Orientation (mandatory) ..... Combs-Chandler  
 7 - 9:30 a.m. NAF Board of Trustees Breakfast & Meeting ..... Stanley  
 8 - 8:30 a.m. IJAC Finals ..... Grand Ballroom  
 8 a.m. International Auctioneer Championship Preliminary Round..... Grand Ballroom  
 8 a.m. - 5 p.m. Registration ..... 2nd Floor Registration  
 8:30 - 10 a.m. Appraisal Manager Overview ..... Jones  
 8:30 - 10 a.m. Marketing to Millennials, A New Market for Auctioneers ..... French  
 8:30 - 10 a.m. North Carolina Licensing Requirement - "Ethics for Auctioneers" ..... Segell  
 8:30 - 10 a.m. Save Your Vocal Chords and Increase Revenue..... McCreary  
 8:30 - 10 a.m. Enhancing Communication Skills for Auctioneers ..... Stopher  
 8:30 - 10 a.m. Bankruptcy Procedures for the Auctioneer - The Nuts and Bolts of Current Bankruptcy Code and Observations from the Trenches..... Taylor  
 8:30 - 10 a.m. Protecting Your Business from Fraud: Tips for Safely Transacting Online..... Coe

## SATURDAY, JULY 12

8 - 10 a.m. NAA Information Desk..... 2nd Floor Registration  
 8:30 - 9:30 a.m. Zero to Sixty in the Lanes of the Auto Auction..... French  
 8:30 - 9:45 a.m. IAC Breakfast of Champions (private event)..... Willis  
 8:30 - 11:30 a.m. Sellers - Marriage to Minefield ..... Segell  
 8:30 a.m. - 5 p.m. USPAP ..... Taylor  
 8:30 a.m. - 5 p.m. BAS (Day 4)..... Beckham  
 10 - 11:30 a.m. Diversifying from Auto Auctions ..... French  
 10 - 11:30 a.m. NAF Children's Auction ..... Combs Chandler

#NAAGS14

# Pepsi, Coke collectors make prices pop in Iowa



\$9,500

**WATERLOO, Iowa** — Buyers suffering from cabin fever gathered from across the United States and more than 30 countries worldwide for the May 3 & 4 Rich Penn Auction event, and prices, according to Penn, were “rock solid.”

Coca-Cola collectors were fierce bidders as well. A rare 1935 two-sided porcelain Fountain Service sign, in near-mint condition, shot to a top bid of \$9,500. Another unusual Coca-Cola self-framed metal sign surprised bidders. The 1941 “Take Home a Carton” Canadian sign took home a winning bid of \$3,750 from an in-house Canadian bidder.

Pepsi-Cola collectors were also anxious to get a taste of the best pieces. Both very rare, the Double dot Quick-Old cooler and the rare Pepsi Jacobs soda machine generated strong bidding. The cooler sold at \$2,750 and the Jacobs kept going to \$4,750.

By midmorning Saturday, the Elwell Event Center in Des Moines was full and it was clear bidders were serious as Saturday’s top lots both broke the \$30,000 mark. Prices reflect hammer prices.

The Hires Ugly Boy urn syrup dispenser, even with a bit of damage and some staining, hammered down at \$32,000. Close behind was the Adams Leaning Wheel Grader Salesman’s sample. Perhaps the most complete one of these ever sold, it pushed up a top bid of \$31,000.

Sign collectors had dozens of great pieces of advertising to choose from too. A small 13” x 19” tin litho sign for Clear Quill Flour, with great graphics showing a nice fluffy fresh baked loaf of bread, sliced off a very large bid of \$7,500.

“We saw very strong interest and prices across almost every category in the auction,” Penn said. “I think collectors are back in the market, and they’re chasing quality across the spectrum of collecting.” ❖

# 1860 photo album of China earns \$410,000



Portraits of Prince Kung, Lt. Gen. Sir Hope Grant & Lord Elgin, signers of the treaty of 1860 which ended The Second Opium War.

**HARRISBURG, Penn.** — Cordier Auctions sold a rare 1860 photo album of China in its Spring Antique & Fine Art Auction in Harrisburg, Pennsylvania, May 17-18. The photo album contains 56 images of China during the Second Opium War in 1860, which are considered some of the earliest photos of that country.

Felice Beato, an Italian/British photographer, was also one

of the first war photographers. The photo album consists of 56 albumen prints, including 10 multiple-part panoramas, each titled and dated in English and German. Beato accompanied the British army into China in 1860. His photographs captured not only strategic military positions and the aftermath of battle but also buildings such as the Summer Palace before its destruction by the British.

The album was consigned to Cordier Auctions during one of its open appraisal days held every Wednesday at its auction house in Harrisburg. The buyer was Stephan Loewentheil of the 19th-century Rare Book and Photograph Shop — a rare book, manuscript and photograph dealer with shops in Stevenson, Maryland and Brooklyn, New York. ❖

# American, Chinese art Prices soar in New Orleans

**NEW ORLEANS** – On May 17-18, New Orleans Auction Galleries realized \$2.3 million in a successful two-day estates auction featuring more than 1,100 lots of antique to contemporary fine and decorative art, furniture, silver, jewelry, lighting, Asian arts and more. The sale featured property several important estates, including New Orleans socialite Mickey Easterling.

Among the top lots was a pair of Chinese export armorial ice cream/fruit coolers with mandarin decoration that soared to \$22,140 from an estimate of \$1,200 to \$1,800, and an 18th-century Famille Rose soup tureen and underplate that sold for \$3,936. Also from the estate of Lillian Pulitzer Smith was a fine 266-piece cased French first standard silver flatware set by Henri Soufflot, Paris that reached \$19,680 over an \$8,000 to \$12,000 estimate.

An American Gothic rosewood and marble-top center table garnered tremendous interest from several serious bidders,

ultimately selling to a private collector in Georgia for \$93,480 against an estimate of \$30,000 to \$50,000. The center table was likely executed by the cabinet shop of Alexander Roux and modeled after a dramatic design by New York architect Alexander Jackson Davis. Descended in the Clarke family of Alabama, the table retains its original finish and hexagonal white marble top.

The sale also featured an important selection of works from the estate of Korean artist Wook-Kyung Choi. The works by Choi offered in this sale spanned from the late 1960s to early 1980s and represented a range of mediums, including paintings on canvas, wood and paper to sketches in charcoal and graphite. The 10 pieces offered collectively realized \$117,218 and attracted bidders from around the world on the Internet, phones and in the room.

An important collection of Southern regional art from the estate of Patricia O'Brien Strigel and Mogens Holmer Strigel

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*“Since very early in my career I have been involved with our state and national associations. I have been honored to serve in various leadership capacities and am committed to continued service to our industry and auction family. At 36 years of age, coupled with my depth of experience, I will bring unique and fresh ideas to the board. **I would appreciate your support and your vote in the election on July 10.**”*

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of Houston, Texas, attracted significant local interest. The collection included works by Helen Maria Turner, Clarence Millet, Andres Molinary and Robert Rucker. A relatively small but charming oil on canvas by Helen Maria Turner titled "In the Vegetable Garden" achieved \$29,520.

Other sale highlights included "Promenade au Bois de

Boulogne," an oil on canvas painting by Jean Dufy, which sold for \$54,120, several works by George Rodrigue that collectively achieved \$137,145, an 18th-century Regence kingwood and marble-top commode that realized \$24,600 and a bronze sculpture by Glenna Goodacre titled "The Bather" that reached \$29,520.

## Grandson takes desk for twice its appraised value



**Bowie, Md.** – On Saturday, May 10, Steve Dance Auctions, a Maryland, family-owned company of more than 100 years, auctioned the contents of the historic home to Maryland's 36th Governor, Oden Bowie (1867-1872), and the Bowie family for more than 200 years.

The auction, held in a tent on the terraced lawn of the Bowie Mansion, drew a diverse crowd of eager bidders that surprisingly created a perfect storm. The Governor's personal desk, custom-made in a unique Baltimore style, sold for \$45,000, twice its appraised value.

"This event was an auctioneers' dream," said Steve Dance, CAI, owner/Auctioneer. "When bids from people of knowledge wash up against bids that come from the heart, anything can happen." Through a third party, unexpectedly, the desk was purchased by an elderly grandson to Governor Bowie. In addition to the desk, a buffet from the once stately dining room, also brought double its appraised value, selling for \$3,000.

Today, Governor Bowie would be referred to as a Renaissance Man for his knowledge and skills as an agriculturalist, horse breeder and businessman. He was responsible for opening a railroad from Baltimore to southern Maryland, where two towns are named in his honor: Bowie and Odenton. He also was key to establishing Baltimore's Pimlico racetrack and the Preakness Stakes. ❖

## Real estate auction campaign results in more than 70 tours, final sale

**BIRMINGHAM, Ala.** — Target Auction Company recently completed the successful non-distressed auction of a Shelby County (Birmingham, Alabama) luxury home. The home was located at Lake Heather Estates in Hoover. Previously, there had been few property tours and no offers. The highly visible auction marketing campaign incredibly produced more than 70 property tours and 16 registered bidders.

"We had tremendous interest in this property from the day we began promoting it all the way through sale day" said Target Auction Company President Dewey Jacobs. "Our sellers were very pleased with the outcome. They were retiring and moving, so the date-certain event allowed them to plan with certainty the next phase of their life." ❖



# Dozens of bid battles break out in Illinois



\$80,500

**ROCK ISLAND, ILL.** – Big crowds and intense bidding battles made for an action-filled weekend at Rock Island Auction Company’s latest sale in early May.

“Typically our Regional events bring more people from the surrounding area to the facility, hence their name,” said Executive Director of Operations Laurence Thomson. “This particular sale not only enjoyed the high off-site participation we’re accustomed to for these sales, but also drew a record crowd of live participants for a Premiere Sale. It made for a very exciting event!”

All of the activity translated into another excellent sale for Rock Island Auction Company, realizing \$14.7 million.

Perhaps it was the bustling facility or the anticipation, but the

result was more than a dozen fierce bidding battles broke out throughout the three-day event. Some items were expected to be contested, such as the highly desirable Winchester Model 1890 rifles. One deluxe, casehardened and factory engraved example of the beloved boys’ rifle in lot 82 realized an impressive \$80,500 and yet another deluxe, casehardened specimen of near mint condition in lot 79 commanded a staggering \$46,000.

Other items were quite surprising in the stir they created, such as the bronze statue of Abraham Lincoln in lot 355 which sold for \$12,650, the German SS Stahlhelm in lot 3564 that achieved \$17,250, nearly every single set of armor from the final installment of the Ashby Collection, or the WWII Winchester Model 1897 Trench Gun with ties to the Manhattan Project in lot 3645 which could not be had for less than \$10,925.

The battles resulted in some astonishing totals and several

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rounds of applause from the audience, but the real action accompanied the items that everyone came to see. The star of the show from lot 1147, a magnificent cased and silver banded Colt No. 5 Texas Paterson with shell carved ivory grips and accessories, lived up to its lofty expectations and brought \$805,000. Its counterpart, the iconic Colt Civilian Walker in lot 3116, had collectors shouting bids before the Auctioneer could even finish describing this remarkable item! It also earned an attractive price, ringing the bell at \$546,250.



“Holland Triplets,” three consecutive serial numbered Holland & Holland Royal double barreled Express Rifles found in lot 304, stayed together as a set and sold to a very discerning collector for \$310,500. ❖

\$546,250

## American art pottery record set in California

PASADENA, Calif. (April 29, 2014) — In a remarkable sale punctuated throughout by spectacular results, John Moran Auctioneers set four new, record-high auction prices for decorative and fine art, including a record price for an American art pottery vase with the sale of a masterwork by Frederick Hurten Rhead (1880 – 1942).

The April 29 auction, which included 211 cataloged lots of Continental furniture and paintings, early 20th-century American design, porcelain, silver and Asian artifacts, selected from multiple estates and private collections throughout California, totaled \$1,845,000 in sales and underscored the strength in the market for top-tier works of art and highest quality furnishings.

The Rhead vase realized \$570,000 (including 20-percent buyer’s premium), a healthy \$54,000 over the previous record of \$516,000, set in March 2007 by a smaller example created during Rhead’s residence in Santa Barbara, California. The Santa Barbara vase featured the quintessential California motif of a grove of eucalyptus trees.

The record holder reigns as a supreme example of the potter’s art, incised in minute detail with a bewitching peacock, his tail feathers glazed in turquoise and three shades of green, fanned luxuriantly over a brown and buff-colored ground accented with stylized black tree branches. Standing a proud 17.5 inches high and dated 1910, the vase was made during the British-born Rhead’s brief tenure at the University City Pottery in University City, Missouri, and is also signed by Rhead’s wife and collaborator, Agnes Rhead (b.1877).

In addition to rarity, compelling design, and peerless craftsmanship, the vase sold at Moran’s possessed that all-important guarantee of auction success: impeccable provenance. Purchased from the pottery in the summer of 1910 by a couple residing in St. Louis, Missouri, it was given as a wedding anniversary and baby gift to the Meyers Family of Iowa City, Iowa, and handed down through several generations of the family. Only recently was it plucked from obscurity, discovered by an heir during a clean out of his Southern California home.

The vase went on the block to face a full bank of telephone

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bidders from across the country and a smattering of floor bidders. Several minutes of fast-moving combat eliminated all but three contenders, but as the asking price flew higher the action was punctuated by tense pauses. In the end, one of the telephone bidders, Mr. Robert Kaplan, finally prevailed over the one remaining floor bidder, who appeared to have dropped out early but surprised everyone by re-entering the fight late in the game.



\$420,000

Moran's audience saw not one, but two art pottery records set on the 29th. Just a few moments prior to the sale of the Rhead vase, a vase made in 1929 by Margaret Kelly Cable (1884 – 1960) realized \$43,200, surpassing by \$31,200 the previous record for Cable pottery. A one-time student of Rhead, Cable was hired in 1910 as the head of the newly founded ceramics department of the North Dakota School of Mines, where she devoted herself to promoting the use of the local clays and to producing, in her own words, "design material particular to the prairies." The

(58 x 72-inch) oil arrived on the block for the first time in decades, consigned from a private collector who acquired it from Sotheby's, London in the 1980s. With expectations already running high, it took the stage carrying a pre-sale estimate of \$70,000 – 90,000. A slew of phone and absentee bidders drove the price up to a final bid of \$420,000, placed by a Russian telephone bidder. The previous record price for a work by Matveef was \$353,840. ❖

13-inch-high vase, glazed brown and incised with repeating motifs of flickertails (a kind of ground squirrel native to the northern United States) and wheat stalks, carried a pre-sale estimate of \$5000 - 7000. It too sold to a phone bidder after a prolonged battle.

A sweeping view of the Roman countryside by Russian painter Feodor Matveef (1758 – 1826), painted in the grand tradition of the classical landscape, drew intense interest from Europe and Russia. The large

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## New York Auctioneer loved his industry



Melvin "Mel" J. Manasse, 66, of Whitney Point, New York, passed away Feb. 20, 2014. He was a well-respected man and looked up to by many. He is survived by his wife, Kathryn; four children, three grandchildren, one great-grandchild, a sister, brother and many family friends.

Mel was a professional Auctioneer for 49 years and was Founder and Co-Owner of Mel Manasse & Son Auctioneers in Whitney Point, New York. He held and conducted thousands of auctions throughout New York and on the East Coast.

He was a strong supporter of NYSAA and held the honor of President, Director, Auctioneer of the Year, State Champion Auctioneer and Hall of Fame Inductee. He was fifth-generation in the livestock business, which led him to the auction business that he thoroughly loved. He had a love for collector cars and founded "Mel's Cruise In," which donated to many charities.

Some of his greatest joys included his classic cars, being on the auction block, his friends and business that will carry on. ❖

## VAA past president also was 4-H Auctioneer for 45 years

Jack W. Peoples, 81, of Chesapeake, Virginia, passed away March 7, 2014, surrounded by family. He was a lifelong native of Norfolk County and the City of Chesapeake. He graduated from Great Bridge High School and the Fort Smith School of Auctioneering. He had a respectable career as a farmer and Auctioneer. Mr. Peoples is survived by his wife of 43 years, Annette Davenport

Peoples, two daughters, a son and nine grandchildren.

In addition to serving in leadership roles for many community projects and boards, Peoples served as Auctioneer for the cities of Virginia Beach and Chesapeake Chamber of Commerce 4-H Livestock Show and Sale for 45 years, always giving generously of his time. He was a

member and past president of the Virginia Auctioneers Association, a member of the Auctioneers Association of North Carolina, a member of the National Auctioneers Association and a member of the International Society of Personal Property Appraisers. He also served as chairman of the Virginia Auctioneers Regulatory Board for the Commonwealth of Virginia from 1989-1997. ❖

## NAA member loved his children, sports

Timothy G. DeLay, 43, of Brighton, Colorado, passed away April 21, 2014, at his home. He was born June 16, 1970, in Smith Center, Kansas, to Clifford DeLay and Linda DeLay and graduated from Brighton High School in 1988. He continued his education at Kansas Wesleyan University in Salina, Kan. He played football and was a two-year starter before graduating with his Bachelor of

Arts degree in Criminal Justice.

He worked for Roller Auction Company as an appraiser for many years. He loved to fish, camp and enjoyed watching Colorado professional sports and was an avid Broncos and Avalanche fan. He enjoyed spending time with his children and was very proud of their achievements.

Tim is survived by his mother and stepfather, Linda DeLay and John Fresquez of Brighton; children, Madison DeLay and McKenna DeLay both of Westminster, Trey DeLay of Brighton and Cole Thomas of Brighton; two brothers, three stepbrothers, and numerous nieces and nephews. ❖

## 1980 livestock world champ passes away


Dean W. Schow, 69, longtime Paxton resident and businessman, died Tuesday, May 27, 2014, in the Ogallala Community Hospital after a long battle with leukemia. Dean was born July 12, 1944, in Julesburg,

Colorado, the son of William and Ella (Swanson) Schow.

He was the 1980 World Champion Livestock Auctioneer and well-known

in his region.

Survivors include his wife, Leah, three sons, one sister, mother-in-law and one brother-in-law. ❖



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**The April 2014 New England School of Auctioneering** class of nine students all successfully completed the 80-hour course. Students came from New Hampshire, Vermont, New York, Massachusetts and Connecticut.



**Stanly Community College's (SCC) Carolina Auction Academy (CAA)** recently held its 18th graduation ceremony for students who completed the 96-hour program. CAA is designed to prepare participants to pass the state exam, obtain a license and have the tools necessary to enter the business world as an Auctioneer.

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**The Ohio Auction School** celebrated its 30th graduating class since March 2000 on April 18, 2014, in Groveport, Ohio. The class was comprised of nine students from Ohio, Virginia and New York.

# CONGRATULATIONS!

## NAA Designations earned: April/May 2014

### BAS

Cody Dawson • John Genovese, III • Zack Krone • Rick Utley

### GPPA

Richard Kloeckener • Jackie Young • Rebecca Young



### EARN YOUR DESIGNATION!

Check out the Education Calendar on page 80 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).

# Discovery links rare, childhood neurodegenerative diseases to common DNA repair problem

Through a study, St. Jude Children's Research Hospital scientists have been lead to a new source of DNA damage that may play a role in a wide range of health problems, including cancer.

## **MEMPHIS, Tenn., (May 9, 2014)**

— St. Jude Children's Research Hospital scientists studying two rare, inherited childhood neurodegenerative disorders have identified a new, possibly common source of DNA damage that may play a role in other neurodegenerative diseases, cancer and aging. The findings appear in the current issue of the scientific journal *Nature Neuroscience*.

Researchers showed for the first time that an enzyme required for normal DNA functioning causes DNA damage in the developing brain. DNA is the molecule found in nearly every cell that carries the instructions needed to assemble and sustain life.

The enzyme is topoisomerase 1 (Top1). Normally, Top1 works by temporarily attaching to and forming a short-lived molecule called a Top1 cleavage complex (Top1cc). Top1ccs cause reversible breaks in one strand of the double-stranded DNA molecule. That prompts DNA to partially unwind, allowing cells to access the DNA molecule in preparation for cell

division or to begin production of the proteins that do the work of cells.

Different factors, including the free radicals that are a byproduct of oxygen metabolism, result in Top1ccs becoming trapped on DNA and accumulating in cells. This study, however, is the first to link the buildup to disease. The results also broaden scientific understanding of the mechanisms that maintain brain health.

Investigators made the connection between DNA damage and accumulation of Top1cc while studying DNA repair problems in the rare neurodegenerative disorders ataxia telangiectasia (A-T) and spinocerebellar ataxia with axonal neuropathy 1 (SCAN1). The diseases both involve progressive difficulty with walking and other movement. This study showed that A-T and SCAN1 also share the buildup of Top1ccs as a common mechanism of DNA damage. A-T is associated with a range of other health problems, including an increased risk of leukemia, lymphoma and other cancers.

"We are now working to understand how this newly recognized source of DNA damage might contribute to tumor development or the age-related DNA damage in the brain that is associated with neurodegenerative disorders like Alzheimer's disease," said co-corresponding author Peter McKinnon, Ph.D., a member of the St. Jude Department of Genetics. The co-corresponding author is Sachin Katyal, Ph.D., of the University of Manitoba Department of Pharmacology and Therapeutics and formerly of St. Jude. A-T and SCAN1 are caused by mutations in different enzymes involved in DNA repair. Mutations in the ATM protein lead to A-T. Alterations in the Tdp1 protein cause SCAN1.

Working in nerve cells growing in the laboratory and in the nervous system of specially bred mice, researchers showed for the first time that ATM and Tdp1 work cooperatively to repair breaks in DNA. Scientists also demonstrated how the proteins accomplish the task.

The results revealed a new role for ATM in repairing single-strand DNA breaks. Until this study, ATM was linked to double-strand DNA repair. ATM was also known to work exclusively as a protein kinase. Kinases are enzymes that use chemicals called phosphate groups to regulate other proteins.

Scientists reported that when Top1ccs are trapped ATM functions as a protein kinase and alert cells to the DNA damage. But researchers found ATM also serves a more direct role by marking the trapped Top1ccs for degradation by the protein complex cells use to get rid of damaged or unnecessary proteins. ATM accomplishes that task by promoting the addition of certain proteins called ubiquitin and SUMO to the Top1cc surface.

Tdp1 then completes the DNA-repair process by severing the chemical bonds that tether Top1 to DNA.

Mice lacking either *Atm* or *Tdp1* survived with apparently normal neurological function. But compared to normal mice, the animals missing either protein had elevated levels of Top1cc. Those levels rose sharply during periods of rapid brain development and in response to radiation, oxidation and other factors known to cause breaks in DNA.

When researchers knocked out both *Atm* and *Tdp1*, Top1cc accumulation rose substantially as did a form of programmed cell death called apoptosis. Investigators reported that apoptosis was concentrated in the developing brain and few mice survived to birth. McKinnon said the results add to evidence that the brain is particularly sensitive to DNA damage.

Researchers then used the anti-cancer drug topotecan to link elevated levels of Top1cc to the cell death and other problems seen in mice lacking *Atm* and *Tdp1*. Topotecan works by trapping Top1ccs in tumor cells, resulting in the DNA damage that triggers apoptosis. Investigators showed that the impact of Top1cc accumulation was strikingly similar whether the cause was topotecan or the loss of *Atm* and *Tdp1*.

The study's other authors are Susanna Downing, Yang Li, Mikio Shimada, Jingfeng Zhao and Helen Russell, all of St. Jude; Youngsoo Lee, of the Ajou University School of Medicine, Suwon, Korea, and formerly of St. Jude; Karin Nitiss and John Nitiss, both of the University of Illinois-Chicago and formerly of St. Jude; and John Petrini of the Memorial Sloan-Kettering Cancer Center in New York.

The research was funded in part by grants (NS37956, CA96832, CA21765, GM59413) from the National Institutes of Health (NIH); grants (CA52814, CA82313) from the National Cancer Institute, part of the NIH; the Geoffrey Beene Foundation, the Goodwin Foundation, the University of Manitoba, CancerCare Manitoba, the Manitoba Health Research Council Establishment Award and ALSAC. ❖

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

Seven-year-old Slade is something of an expert on reptiles. Boas, pythons, rattlesnakes and lizards: this junior zoologist can almost identify them all. And if he doesn't know a reptile's official name, he'll give it a creative and catchy nickname just for fun.

In November 2012, Slade developed an earache and a fever. The doctor who examined Slade realized he was seriously ill and arranged for Slade to travel by ambulance to St. Jude Children's Research Hospital®. There, Slade was found to suffer from acute lymphoblastic leukemia, a cancer of the blood.

"I always knew about St. Jude, but never thought I would have a need for it," says Slade's mom. Treatments invented at St. Jude have revolutionized leukemia therapy worldwide and increased the survival rate from 4% when St. Jude opened in 1962 to 94% today. And 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.

Slade has another year of chemotherapy to go, but his cancer is already in remission. "I am so proud of the way he has handled himself through all of this," says Slade's mom. "I will always be indebted to St. Jude. They are saving my child's life."



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Slade  
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Shum

“After successfully completing class three of the Certified Auctioneers Institute this spring, it was only fitting that I become a member of NAA. After making great friends at CAI and realizing the value of the organization, I thought it would be best to continue to participate into the future.”

**Kenny Shum, CAI**  
Champaign, Ill.

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Nel

“  
*The reason for my firm and I joining the NAA is the fact that I believe it is currently the only truly world auctioneering association. Although (it is) based in the USA, the NAA is recognized by all Auctioneers the world over.*”

**Yolande Nel**  
 Pretoria-East, South Africa

## IN THE RING

**PAGE 17** *“My brother and I grew up in the NAA. I have only missed one or two Conference & Shows since I was born. To know that the scholarship was funded by people we grew up with and have come to love, it meant a lot.”*

**Deyton Rogers**

*Rogers Realty & Auction Co., Inc.  
Mount Airy, N.C.*

**PAGE 29** *“I’m 78 years old, and I still enjoy [auction]. The other day, someone asked me, ‘When are you gonna retire?’ And I said, ‘When they carry me out of this building.’”*

**Charles Wehrly**

*Wehrly’s Auction  
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**PAGE 44** *“Syndication exposes [small companies] to many more selling and buying opportunities and presents themselves as a problem solver.”*

**Chris Rasmus, CAI**

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## AROUND the BLOCK

- There were **8.2 million used cars sold at the National Auto Auction Association’s North American member locations in 2013**, according to NAAA’s 17th annual survey, conducted by CliftonLarsonAllen LLP. Sales of these vehicles were worth a grand total of \$75.7 billion. The survey also found there were 15.2 million cars entering these auctions last year, which marked a 4.3-percent increase. There was a 4.2-percent increase in the percentage of cars sold.

“The 2013 results are encouraging,” said NAAA chief executive officer Frank Hackett. “The survey results show the strength and depth of a mature industry that has demonstrated its resiliency.”

- On May 1, Indiana auction company **Estate Auction Group, of Crown Point**, announced it has become a member of MarkNet Alliance. “We are very excited to embark on this business venture together,” said Zachary Franks, CAI, of Estate Auction Group.
- Leverage Global Partners, a global network of prestigious independent real estate brokerages, **has announced a partnership with Concierge Auctions**, a luxury real estate auction firm serving high-net-worth individuals worldwide.

The alignment between the two companies will establish Concierge Auctions as the exclusive real estate auction service of Leverage Global Partners.

- In North Dakota, **Orr Auctioneers was named 2013 Business of the Year** by the Jamestown Area Chamber of Commerce.



- Famous collector of classic cars Ron Pratte has **selected Barrett-Jackson to conduct the sale of his collection** at the Barrett-Jackson Scottsdale 2015 auction. This pristine collection includes Carroll Shelby’s personal vehicle — the only remaining 1966 Shelby Cobra Super Snake, which sold for a world record \$5.5 million and a Pontiac Bonneville Special Concept Car, one of only two.

“This is arguably the most significant collection ever offered in Barrett-Jackson history,” said Craig Jackson, Chairman and CEO of Barrett-Jackson.

## MEMBERS' CORNER

How many times in our lives have we heard of that unearthed thrift store treasure? One of the latest examples comes via NAA member Jason Roske, of KC Auction Co., in Kansas City, Missouri, who recently appraised a client's framed piece she found for \$10.

Not knowing what she had, the client wanted to know if the piece was a painting or a print and what the value might be. Roske said it turned out to be a real watercolor & gouache by Frank Wootton – one that was used as an advertisement for the 1958 Porsche Speedster. Based on the professional evaluation, the client decided to have KC Auction Co. sell the painting in a Fine Arts & Antique Auction.

Moral of the story: Tell prospective clients always to have their items appraised because they never know if they just might be holding on to that latest great thrift store find! ❖



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### Fellowship of Christian Auctioneers International

One of the most frequently asked questions relating to the topic of Christian Fellowship is, "Why should I participate in a Christian Fellowship, anyway? After all, it makes no difference...I can still go to church, watch television evangelists, etc. and without feeling committed."

"Without feeling committed"...is the first reason to participate in the Fellowship of Christian Auctioneers International. Working through the FCAI is a step of commitment in which dedicated Christians express through both work and deed that Jesus Christ is Lord and Master in their lives.

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For Prayer requests or more information, contact:  
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May God Bless You & Keep You



# MEMBERSHIP APPLICATION

Please complete all four sections of this form.

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

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<input type="checkbox"/> SPOUSE	An active member can add his/her significant other for an additional fee. Spouse members subscribe to the NAA Code of Ethics and embrace the NAA Mission and Vision. <b>(Includes Auxiliary membership for spouse for one year.)</b> Spouse's Name (Required): _____	\$150
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<input type="checkbox"/> NATIONAL AUCTIONEERS FOUNDATION DONATION	The National Auctioneers Foundation is the fundraising partner of the NAA. Funds promote the auction profession and industry. Donations are tax deductible.	\$50 donation
<input type="checkbox"/> MEMBERSHIP NAA AUXILIARY*	The Auxiliary is a source for the promotion and advancement of the auction team. Membership is open to all NAA members and spouses. One year membership per person. <input type="checkbox"/> Self <input type="checkbox"/> Spouse *Auxiliary Member's Name (Must Complete): _____	\$25 per member

## 2 MEMBERSHIP INFORMATION (Please Print)

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Nickname \_\_\_\_\_

Company Name \_\_\_\_\_

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City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

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Check here if you are a previous NAA member.  Male  Female

Number of Years in Industry \_\_\_\_\_ Year of Birth \_\_\_\_\_

Highest Level of Education Completed \_\_\_\_\_

Name of auction school attended if applicable \_\_\_\_\_

Referred By (Optional) \_\_\_\_\_

TOTAL AMOUNT DUE \$ \_\_\_\_\_

## 3 METHOD OF PAYMENT (PLEASE CHECK ONE)

Payment in Full (One Payment Total):  Check  Credit

Payment Plan (Three Payments Total - See Reverse):  Check  Credit

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## 4 AUCTION SPECIALITIES

It is recommended that you indicate your specialties. This information is available on the NAA web site where the public can search by specialty. You may choose up to FIVE.

- |                                                                   |                                                                   |
|-------------------------------------------------------------------|-------------------------------------------------------------------|
| <input type="checkbox"/> Antiques & Collectibles                  | <input type="checkbox"/> Firearms                                 |
| <input type="checkbox"/> Appraisals                               | <input type="checkbox"/> Govt. Surplus Property & Seizures        |
| <input type="checkbox"/> Art & Galleries                          | <input type="checkbox"/> Heavy Equipment & Construction Machinery |
| <input type="checkbox"/> Auto & Motorcycles                       | <input type="checkbox"/> Industrial & Manufacturing Equip.        |
| <input type="checkbox"/> Bankruptcy                               | <input type="checkbox"/> Intellectual Property                    |
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| <input type="checkbox"/> Coins                                    | <input type="checkbox"/> Real Estate, Residential                 |
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# NAA Member Benefit Highlights

NAA Member Services: (913) 541-8084 — Fax: (913) 894-5281  
memberservices@auctioneers.org — www.auctioneers.org

## NAAuction.com

Built specifically for the consumer, this website provides the public with information and education about the profession and industry, and connects buyers and sellers with NAA Auctioneers and their auctions.

## NAA Logo

Promote your membership in the NAA by using the association logo on your website, business cards, advertisements, letterhead and more!

## Constant Contact

NAA Auctioneers receive a discount when they use Constant Contact, an e-mail marketing provider. Communicate easily and efficiently with your clients, announce your next auction to everyone in your e-mail database list and save money! Get a 60-day free trial for up to 100 e-mail addresses. After that, pre-pay and get a discount of up to 25% off! Get started by visiting [naa.constantcontact.com](http://naa.constantcontact.com)!

## Auctioneer magazine

Stay tuned to current news and trends impacting the auction industry and profession. This full-color magazine is produced monthly for NAA members.

## Auction E-News

Get up-to-date on events, education and news at the NAA with this free members-only e-newsletter delivered to your inbox on the second and fourth Wednesday of each month.

## NAA Media Directories

NAA Auctioneers have access to media directories for all 50 states. Access these online directories at [www.auctioneers.org/directories](http://www.auctioneers.org/directories).

## Online Mentoring and Networking Forum

Share information with fellow members and ask questions about the auction profession when you participate in the NAA's members-only forum. Check back frequently as many topics are discussed on this very active forum. Call NAA Member Services at (913) 541-8084 or log on to [www.auctioneers.org](http://www.auctioneers.org) for more information.

## Auction Calendar

Members can post their auctions for free on the exclusive NAA Auction Calendar hosted at [www.NAAuction.com](http://www.NAAuction.com).

## NAA Education Institute

The NAA is dedicated to providing professional development opportunities for the auction industry. Members enjoy discounts on all educational events, seminars, designation and certification programs. Designation programs include: CAI, AARE, ATS, BAS, CES, GPPA and MPPA. Learn more at [www.auctioneers.org](http://www.auctioneers.org) or e-mail [education@auctioneers.org](mailto:education@auctioneers.org).

## Buyers' Guide

The NAA has collected information from those companies who have developed products and/or services with the auction company in mind at [www.auctioneers.org](http://www.auctioneers.org).

## NAA Credit Card Program with Free Check Recovery

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## NAA Knowledge Center

Watch or download previous Conference & Show educational seminars, past IAC competitions and other NAA educational sessions. Each month, NAA members have access to a free seminar from a previous Conference and Show. Individual, track or all-access passes are available.

## Discounted Advertising Rates

Reach your target buyers thanks to the NAA's exclusive auction advertising programs. Receive discounted advertising rates with USA TODAY, Investor's BusinessDaily, The Wall Street Journal and TheNetwork of City Business Journals. Other contracts available on request.

## Publications

"Waiting For the Hammer to Fall - A Guide for Auctioneers" and "Auction Law" by Kurt R. Bachman and Joshua A. Burkhardt provide legal guidance and up-to-date information on issues Auctioneers encounter in their course of business.

# NAA Payment Plan

Be part of the National Auctioneers Association and stay on a budget when you choose the NAA Payment Plan, which allows you to spread your membership dues over three consecutive months.

## **Membership - Printed Magazine (\$300)**

\$100/month for three consecutive months

## **Membership - Digital Magazine (\$275)**

\$92 for first and second months; \$91 for third month

## **Member and Spouse Membership (\$450)**

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**Installment Payments by Credit Card:** I understand the terms and conditions of the payment plan and authorize the NAA to automatically apply payment to my credit card on the 25th of each month (three consecutive months).

**Installment Payments By Check:** All payments by check must be received by the 25th of each month (three consecutive months).

**\*PLEASE NOTE: FAILURE TO MAKE THREE CONSECUTIVE MONTHLY PAYMENTS WILL RESULT IN THE CANCELLATION OF YOUR NAA MEMBERSHIP.**

Return completed form to the National Auctioneers Association by email to [accounting@auctioneers.org](mailto:accounting@auctioneers.org), fax to (913) 894-5281 or mail to 8880 Ballentine, Overland Park, KS 66214.

## **Mission**

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

## **Vision**

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

These are just a few of the outstanding benefits of NAA membership. For a complete list of member benefits, visit our website.

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



# EDUCATION CALENDAR

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## **DESIGNATION ACADEMY @ CONFERENCE & SHOW**

*Louisville, Kentucky • The Galt House Hotel • July 5-12, 2014*



## **CONFERENCE AND SHOW**

*Louisville, Kentucky • Galt House Hotel • July 8-12, 2014*

## **BENEFIT AUCTION SUMMIT**

*Nashville, Tennessee • Embassy Suites Vanderbilt • September 14-16, 2014*

## **DESIGNATION ACADEMY**

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