

# Auctioneer

OCTOBER 2015



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**Spanky Assiter**  
NAA President

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

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

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

## It's time to work!

I am writing this column following the strategic planning meeting of the NAA Board of Directors and the Education Institute Trustees. I come away from those meetings with two thoughts: 1) You are going to LOVE Grand Rapids when you attend Conference and Show next July; and, 2) You have elected an outstanding group of people to lead this organization!

The NAA Board holds its Strategic Planning meeting where our next Conference will be held. Next July 19-23, 2016, I hope to see YOU in Grand Rapids, Michigan. Put that date on your calendar NOW! Not only will you have the opportunity to attend outstanding education (more than 85 percent of conference attendees in Addison were satisfied or highly satisfied with the education offerings), but also you will have the opportunity to visit a great city!

Grand Rapids will provide great opportunities to network, and there are lots of great restaurants around for us to enjoy (we all LOVE to eat-right?).

Regarding the NAA Board of Directors and the Education Institute Trustees - what a great group of individuals who function well as teams! The NAA Board considers recommendations for work made from the Education Institute Trustees and by the Advocacy and Promotions Committees. However, the Board is aware of our limited resources (both financial and staff resources) and realizes that we don't want to 'stop and start' initiatives. We are committed to making NAA members the preferred auction professional used in the marketplace. If we are to be successful, our work must be sustainable.

That's what we are doing with Advocacy.

This year we returned to Washington, D.C., for Day on the Hill. We've been absent for several years as we didn't have the resources necessary to conduct this event. But, NAA has something that most organizations don't have - two Congressmen who are committed to advancing the auction industry. Congressman Jeff Duncan (R-SC) and Congressman Billy Long (R-MO) are long-time NAA members. We took time during our meeting

to recognize their contributions not only to NAA but also to the auction industry (see page 10 for a summary of our Day on the Hill).

The event was successful and not just because we had a chance to reconnect with our Congressmen Duncan and Long. It was successful because we introduced NAA and the auction method of marketing to more than 50 members of the U.S. House of Representatives and U.S. Senate. No, we didn't touch the entire House and Senate, but it is a start on which we can build.

We supplement these physical visits with letters every month to the Congressional representatives of our members.

When I was featured on the cover of the August issue of Auctioneer, NAA sent letters to my two Senators from Texas and to my Representative. They do this with all who are featured in the magazine. This continues to reinforce the value that NAA brings to your membership.

Have you been recognized for something within your community or within your state? Let us know! Not only do your auction colleagues want to know, but so do your Congressional representatives - after all, you are a VOTER! Use the influence you have!

NAA has created a sustainable process and has 4,000 passionate auction professionals who can use their influence to help achieve the vision all NAA members share: NAA members should be the preferred auction professionals used in the marketplace.

What a great time to be an NAA member and share in a huge AHA (Auctioneers Helping Auctioneers)! ♦

Love ya  
Love ya  
Spanky



# 10 COVER: Smart building: NAA Day on the Hill

After months of careful strategic planning, NAA took to Capitol Hill ready to sing the praises of auction and choosing NAA members. The strategy appeared to be the right one.

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**On the cover:** The United States Capitol in Washington, D.C., played host to NAA's Day on the Hill in September. Also, NAA's new state auction licensing update has been released.

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NAA IAC broadcast hosts Tim Luke (left) and Andy Imholte provide real-time analysis during the competition.

## From Walk to run

Terri Walker's persistence helped open future opportunity with NAA IAC's streaming coverage.

By NAA Staff

**B**ack in 2014, NAA member Terri Walker, CAI, BAS, CES, was at home watching the live stream of the NAA International Auctioneer Championship. An avid NAA supporter and auction professional, Walker watched with a high level of interest.

But, weighing against her high level of interest was the sticking jab in her mind that something was missing. One thought said it was fun watching her peers compete, while another believed the coverage product could be better.

The latter thought, thankfully, won out.

At the beginning of the conversation, Walker, who served as NAA IAC Committee co-chair from 2014-15, approached the NAA with little more than a few thoughts on what she felt could help improve the NAA IAC broadcast coverage – maybe some interviews with competitors, maybe a host of some sort providing quick descriptions and a bit of analysis for the viewing public who may or may not be educated as to the science behind what they were watching.

“I do think [those kinds of improvements] are what the broadcast



**TERRI WALKER, CAI, BAS, CES**



needed at that time,” Walker said.

Those thoughts were circulated among NAA Staff and the IAC committee, and from many discussions came a new, surprise element for viewers this past summer.

Instead of the usual, simple raw streaming feed of the competition, NAA IAC viewers were provided structured commentary, analysis and entertainment from the event’s beginning to end. The change was a welcome one that drew rave reviews and feedback from both those who watched online and those who saw the production happening on site.

Strong on-air personalities drove the conversation and hosted a well-balanced mix of real-time analysis, NAA news and auction-related interviews.

It wasn’t an accident that the superb broadcast appealed to so many.

“I tried to get different aspects of the auction industry,” Walker said. “I tried to get people to come in from different arenas of the auction industry to be interviewed.”

Seems easy enough, right? Well, the reality was that many phone calls and emails requesting interviews prior to the event went unanswered. It wasn’t until people saw the broadcast taking its improved shape during IAC that the hesitancy disappeared for many.

“A lot of people were a little afraid or unsure of what it was going to look like, and once they saw we were taking [the broadcast] up a notch, everybody wanted to be interviewed. Everybody wanted to be part of it,” Walker said.

The conversation, of course, is now about what can be done to improve upon the improvement.



**IT WASN'T AN ACCIDENT THAT THE SUPERB BROADCAST APPEALED TO SO MANY.**

Walker said ideas are beginning to circulate, and she will have a few of her own suggestions after having time to review the 2015 effort. One such suggestion will be to explore if there is a reasonable way to incorporate more of the entire Conference and Show environment and atmosphere into the broadcast.

The base for this, according to Walker, is that she wants viewers to get more of a feel of what is happening just off stage or outside of the IAC competition ball room. While many ideas are discussed, it is clear that the past year’s coverage was a game-changer for the NAA IAC.

That momentum should carry through right through 2016 and beyond. ❖

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# Nicholls wins NAAA's annual top honor

NAA Vice President John Nicholls has been recognized by the NAAA as the auction industry's most visible person.

Information courtesy of NAAA



**N**ational Auctioneers Association Vice President John Nicholls, AARE, president of the Nicholls Auction Marketing Group, has received the National Auto Auction Association (NAAA) Bernie Hart Memorial Auctioneer Award for 2015.

The association, which represents more than 300 auto auction members in North America, presented the award at its 67th annual convention this month in Orlando, Fla. Named in honor of Bernie Hart, who served as NAAA's executive director for more than 30 years before retiring in 1988,

the annual award recognizes the industry's most visible person.

Nicholls' company conducts more than 300 auctions per year for Fortune 500 companies and he can be seen personally wielding the gavel at many of the sales for vehicles, real estate, equipment and thoroughbred horses — including five auto auctions each week for Manheim and CarMax, all four of the prestigious Barrett-Jackson Collector Car Auction events, the Branson Collector Car Auctions and numerous charity fundraisers.

As a second-generation championship Auctioneer, Nicholls is a chip off the old auction block, attaining the same honor NAAA awarded to his father Charles in 2004.

"John is an excellent Auctioneer who exemplifies the best of his profession and is an asset to our industry," noted outgoing NAAA President Ellie Johnson. "Having myself just graduated from auctioneering school this year, I appreciate his skill, admire his clear, rapid-fire calling and envy his smooth control of the audience. If I could ever be only half as good as John, I'd consider it a great achievement."

She recalled that her dad schooled John's in the auctioneer's art at the former's small auction academy. The two men became close and continued to work together at many sales.

"Both Charles and John are so talented, it's a heartwarming honor to be president in the year the son follows the father in receiving this most deserved award."

The elder Nicholls went on to graduate from the Reisch Auctioneering School — now the World Wide College of Auctioneering in Mason City, Iowa — and then founded his Fredericksburg, Virginia, auction company with wife Jean in 1968. John, after earning bachelor's and master's degrees, acquired his auctioneer education at the school in 1990 and is one of its featured instructors. Over the next 25 years, Nicholls worked in the family business, becoming licensed in 11 states and the District of Columbia.

He amassed a number of professional achievements, which include being named 1994 Virginia State Champion Auctioneer; 2003 Virginia Auctioneer of the Year and 2003 World Automobile Auctioneer Champion; and the 2006-07 National Auctioneers Association Men's Division Champion of the International Auctioneer's Championship. Today as president, Nicholls oversees all day-to-day operations of the full-service auction firm.

Under his leadership, Nicholls Auction Marketing Group recently earned recognition as Business of the Year by the Fredericksburg Regional Chamber of Commerce. Nicholls also takes a leadership role in professional organizations. In addition to serving as Vice President of the NAA, he currently serves on the board of the World Automobile Auctioneers Professional Association. He is a past president and chairman of the board of the Virginia Auctioneer Association.

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

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



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# Smart building

NAA's successful Day on the Hill event helped show its advocacy approach is a good one.

By NAA Staff

Armed with a grassroots plan centered on building key relationships through its members' connections to state and federal elected officials, nearly 30 NAA members and staff took to Capitol Hill in Washington, D.C., Thursday, Sept. 10, in order to advocate for the NAA and auction industry.

The mission was simple: Don't ask for, just talk with.

Those who attended appointments were provided with talking points to quickly establish dialogue and goodwill with the congressmen, senators and office staff they met. The points included a mix of general NAA information, as well as reasons why someone should choose an NAA auction professional and the auction method of marketing.

Those points were to be presented in a professional but open manner – one that encouraged free-flowing conversation about the auction method of marketing and the benefits of using NAA members.

Before appointments began, participants took part in an NAA-led orientation and debriefing session Thursday morning. Then, after their appointments were complete, members were encouraged to report back to the group's host site and share their experiences with everyone.

"The Day on the Hill event was identified by the Advocacy Committee as an essential part of the NAA's advocacy efforts," said David P. Whitley, CAI, CES, who chairs the Committee. "We are extremely excited we had a high member-participation level, not to mention the excellent reception of our members by their congressmen, senators and staff.

"It is evident that the grassroots, relationship-building approach the NAA took to Washington, D.C. was the right way to start the process. With the continued involvement of members, our advocacy efforts will prove to be more successful.

"Members taking the time to meet and know their elected officials is vital to our success."

At right, Advocacy Committee Chair David Whitley does his best Secret Service impersonation. Middle: NAA members from Pennsylvania and West Virginia happily spread the auction message, while NAA Past President Tom Saturley and NAA CEO Hannes Combest grab a quick shot with Maine Senator Angus King.





At left: The NAA Advocacy Committee welcomed and honored U.S. Congressmen Billy Long (R-MO) (second row, fourth from left) and Jeff Duncan (R-SC) (second row, third from right) with a reception and award the night before Day on the Hill. Members of the NAA Advocacy Committee surrounding them: (front row, L-R) Rich Ranft, CAI, AARE, GPPA; Andrew Wilson, CAI, CES; Hannes Combest, CAE; Charlotte Pyle; (back row, L-R) David Whitley, CAI, CES (chair); Tom Saturley, CAI; Spanky Assiter, CAI, AARE; Chad Johnson, CAI, BAS; Braden McCurdy, CAI.



It was a full two-day event for Day on the Hill attendees, who saw everything from: NAA Members and U.S. Congressmen Billy Long and Jeff Duncan receive honorary plaques for their contribution to the auction industry; to orientation and debriefing meetings; to meetings with their respective state representatives, senators and staff.



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NAA member Isaac Schultz met with Senator Amy Klobuchar (D-MN). The appointment was one of dozens all focused on the auction industry and NAA.

Among the attendees was Peter Gehres, CAI, CES, who has served NAA in several roles and taken part in many NAA events. Despite his lengthy list of experiences, this particular event stood out.

“Personally and professionally, I found Day on the Hill to be one of the more rewarding NAA-sponsored events I have attended,” said Gehres, who won the 2015 Men’s NAA International Auctioneer Championship. “The event provided a frame work for engaging in our political process at the highest level and more importantly networking with leaders in our state and local community.

“I strongly encourage my fellow auction professionals to consider attending next year’s event.”

Also as part of its Day on the Hill event, the NAA hosted a late-afternoon reception, Wednesday, Sept. 9, for Congressman Billy Long (R – MO) and Congressman Jeff Duncan (R – SC). Both men shared how their auction skills and careers have helped them in their current political roles.

After the men spoke, they were honored with plaques reading “In Recognition of Exceptional Leadership and Devoted Service to the Auction Industry.” ♦



# 3 steps to being an NAA Advocate

**1. KNOW** your local and state representatives. For Yogi Berra'ism fans out there, this will make sense: You can't get to know people without knowing who they are. If you don't know your people, find out who your government leaders are and keep that list current.

**2. CONTACT** your leaders and introduce yourself as a constituent. The best time to reach out to your leaders isn't when you have a crisis. It's too late at that point. Take advantage of your "peace" times. That is when your best relationship inroads are built and are ready to use when a challenge arises.

**3. KEEP** up with issues. Just because you don't have any issues now doesn't mean you can't or won't in the future. Pay attention to laws that could affect your business and the auction industry. If you aren't sure whether a change has potential impact, don't be afraid to contact your peers, other individuals or the NAA, who may or may not have additional information. The worst thing you can do is ignore the entire process.

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# Right in front of you

**D**o you want more business? Here's a tip ... "Your next auction is sitting right in front of you."

That's an expression used by Auctioneers. It means that it's common for a seller to bring property to an Auctioneer to sell as a result of the seller having attended a prior auction conducted by the Auctioneer.

Plainly stated, an auction is a wonderful selling vehicle for an Auctioneer to showcase his or her services and use to lure other sellers into engaging the Auctioneer to sell valuable assets. Good auctions create momentum that is invaluable to the success of the Auctioneers who conduct them. Auctioneers need to know this and mine this channel of potential business for all it's worth – and it's worth a lot. To maximize this return requires that Auctioneers do, and not do, certain things.

## Marketing gold

At the outset, let's understand why this dynamic works. I liken it to a variation of the long-held chestnut that "word-of-mouth advertising is the best advertising." That's based on the premise that people are prone to believe and rely more heavily on what a source they know and trust (relative, friend, neighbor, co-worker, etc.) tells them about a product or service when they're making a decision to purchase that product or service.

This is opposed to the lesser weight that folks will give a mere advertisement delivered through some commercial medium, with one key difference.

A potential auction seller who attends an auction "sees" what's to be seen firsthand. This triggers another old axiom – "a picture is worth a thousand words." The prospective seller who attends an auction will gain a real "picture" of the Auctioneer and, if it is a good one, the decision to use that Auctioneer will be an easy one to make. Now let's consider several important points for how Auctioneers can ensure that the "picture" prospects take away will be positive and inviting.

## Bad ... not

How many times have I said it? Countless! An Auctioneer can't make good money from bad business. Bad sellers, bad assets, and bad circumstances all equal bad auctions. An Auctioneer will develop a reputation in her area for conducting good auctions or bad auctions. No Auctioneer gets ahead by having a reputation for the latter.

Auctioneers should pass on bad sellers and assets and work only with good sellers having good property to sell. You've heard the expression "success breeds success." Well, it's true and the good auctions that good sellers and their property will produce will go a long way toward giving an Auctioneer the positive "picture" with prospective sellers that the Auctioneer wants to project. Conversely, bad auctions will pull an Auctioneer down in the eyes of everyone.

## Prepare

An auction should not be an ad-libbed event. That will be the result if the Auctioneer goes into it unprepared. A professional auction should be a carefully-scripted event conducted by an Auctioneer who starts with a good plan, is fully prepared, and well organized. The Auctioneer wants to be crisp, correct, and efficient in all that she does, including delivering the terms for the auction, introducing the lots, calling the bids, and making the sales. Like a well-drilled band unit, proper execution throughout the auction will speak loudly and be impressive to every observer, including all the prospective sellers in the crowd.

## Cohesive team

The Auctioneer is the point-person for every auction, but she isn't a one-woman show. Supporting the Auctioneer is a staff of personnel that include the clerk, cashier, ring people, and other assistants. Just like the band with a flashy director, but poor supporting musicians, a good Auctioneer working with a sorry staff isn't going to perform well or be viewed positively by others. The entire auction team needs to be competent,



enthusiastic, and professional in all that it does to make the type of impression that “sells” observers on that Auctioneer and her services.

### Set the table

The Auctioneer should “set the table” for success with her audience at the beginning of the event. She does this by carefully describing what is going to happen in the auction and then executing the plan to accomplish what she promised. Saying what she’s going to do in advance and then delivering what she promised is a great way to show prospects that the Auctioneer is competent, organized, experienced, and that she follows through and delivers results, as expected.

### Gratitude counts

The business of an Auctioneer is to provide services to clients. People expect to be treated well by their service providers. Sellers are the same and, since they pay Auctioneers money for what they do, they are entitled to feel that way.

A smart Auctioneer will not only be grateful for the business that a seller gives her, she will express that gratitude. One way to do this so both the seller and others recognize the Auctioneer’s appreciation is for the Auctioneer to recognize the seller before the auction audience. A warm introduction of the seller to the crowd (where the seller will permit that) and some nice comments about the property will earn the Auctioneer valuable good will with all who hear it, including other prospective sellers.

### Go pro

No good seller wants to hire a sub-par or even mediocre Auctioneer to handle the sale of important property. Good sellers want really good Auctioneers and deserve them. This means professional Auctioneers. Auctioneers should always demonstrate their professionalism by treating everyone with whom they deal, as well as the property that they handle, with the utmost courtesy, dignity, and respect. A positive attitude and like actions say a lot about an Auctioneer and the level of service that she provides to those who engage her services.

### Bait the field

Many Auctioneers know prospective sellers that they would like to be hired by to conduct future auctions. Bait the field! Roll out the red carpet and crank up the VIP treatment. The Auctioneer should invite these folks to her auctions and make every effort to get them into the folding chairs so they can witness what the Auctioneer could do for them and their property. This is

invaluable direct selling.

Auctioneers are known to use a variety of methods to do lure and impress prospective sellers – from something as meager as a warm welcome and free food, up to air travel, quality lodging, and meal reimbursements for important prospects with valuable assets who travel from out of town. Like the old saying goes, sometimes you have to spend money to make money.

### Conclusion

A well-conducted auction is a wonderful selling vehicle to help convince prospective sellers to engage the Auctioneer to sell for them at auction. Auctioneers should do their best in every auction to make a favorable impression with everyone with whom they come into contact. The prospect holding the key to the next auction is somewhere nearby just waiting to be favorably impressed ... maybe right in front of you.❖

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## Legal v. equitable claims

### Question: What is the difference between a legal claim and equitable claim?

**Answer:** *Two separate systems of courts once existed in English law. One court system was that of the law courts, presided over by judges. The other was the equity court, presided over by the Chancellor. In the United States, these courts have been essentially merged into one system. Lawyers still speak of "legal" remedies (meaning those traditionally recognized by the separate law courts) and "equitable" remedies (meaning those remedies traditionally used by the Chancellor). Similarly, a legal claim is a claim to enforce an express right that a party has against another party. A breach of contract claim, for example, is a legal claim where one party asserts the other party failed to perform his or her obligations as agreed to in the contract.*

Equitable claims are based more on the concept of fairness. Examples of this type of claim could include some assertions of misrepresentation or fraud. A person induced to enter into a contract by misrepresentations made by the other party would have equitable claims. The injured party in this instance would petition a court to use its equitable powers to allow him or her to rescind or reform the contract. The court sitting in equity is given the opportunity to prevent injustice or resolve the wrongdoing of another. Specific performance and injunctions are other examples of equitable claims and remedies.

For example, someone owns a 250-acre farm and decides to sell it at auction. The owner calls an Auctioneer about listing the farm for sale at an auction without reserve. Prior to entering the auction contract, the owner expresses his concerns about the sale and makes it very apparent to the Auctioneer that he wants \$2 million for the farm. The Auctioneer, in order to comfort the owner, informs him that he has the right to withdraw the farm prior to the auction sale. With that assurance from the Auctioneer, the owner executes the auction contract agreeing to sell his farm without a reserve price.

During the next few months the Auctioneer advertises the auction without reserve. On the day of the sale, only a handful of bidders show up. The seller meets with the Auctioneer

before bidding starts and tells the Auctioneer that he wants to withdraw the farm from the auction sale. The Auctioneer tells the seller that everything will be fine and that if bids are not high enough, then the Auctioneer will utilize a shill bidder to get higher bid prices. The seller agrees. Once the Auctioneer starts calling for bids, the bids submitted are low with the highest bid being \$750,000. The bids stall and the Auctioneer takes a break. The seller meets with the Auctioneer and the Auctioneer tells him that he will use the shill bidder in order to get a higher price. The auction reconvenes and no additional bids are submitted, not even the shill bid. The seller executes the purchase agreement and the closing occurs approximately a month after the auction. Afterwards, the seller sues the Auctioneer for damages .

Among the claims filed by the seller against the Auctioneer are claims for fraud and misrepresentation. The seller asserted that the Auctioneer failed to employ the shill bidder to get higher bid prices and asked the court for damages. There has not been a breach of contract because the terms contained in the auction contract make no reference to shill bids. The plaintiff seeks the court to exercise its equitable powers to address the conduct and financial loss he experienced with the Auctioneer.

When equitable relief is sought, courts claim the



power to deny that relief as a matter of discretion. Discretion to deny or to limit relief is normally raised as an equitable defense which gives the court wide latitude in decision-making, or by “balancing” equities and the interests of others. The chief remedial defense to an equitable claim is the unclean hand defense. A party who comes into equity with “unclean hands” may be denied equitable relief. In other words, the person seeking the courts equity must not have done anything wrong. If a party engaged in misconduct that is related to his or her claim it could result in the requested relief being denied. This has become known as the clean hand doctrine.

In this example, the seller agreed to sell his farm at an auction without reserve. When the auction sale did not get the price he wanted, he agreed to have the Auctioneer employ a shill bidding scheme to get high bid prices. Shill bidding is unethical and illegal in several states. In addition, shill bidding is an illegal activity. The seller knew that the Auctioneer was advertising the sale of his farm as an auction without reserve and he signed the auction contract for an absolute auction. On the day of the sale, he agreed for the Auctioneer to engage shill bidding, which is prohibited by law. The court applied the clean hands doctrine because the seller’s hands were soiled by his knowledge and willingness to participate in the failed fraudulent scheme.

The seller in this example consented to the sale without reserve as well as the shill bidding scheme. The law will not enforce an equitable claim by a party injured by fraud who also participated in the fraudulent activity. The clean hands doctrine prevents such type of claim from advancing in the judicial system. It is important for Auctioneers to be familiar with both legal and equitable claims that could be raised by a seller and some equitable defenses.

The purpose of this column is to highlight the differences between legal and equitable claims and defenses, not to condone the Auctioneer’s conduct. Even though the Auctioneer prevailed on the equitable claim based on the unclean hands defense, there was likely a strong breach of fiduciary duty claim against the Auctioneer. Was the Auctioneer serving his or her client’s interest or his or her own? In addition, if any shill bidding took place, he or she could be prosecuted for his or her involvement. Finally, the Auctioneer could have issues with the state licensing board for his or her actions and the NAA for violating its Code of Ethics. ❖



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**May God Bless You & Keep You**



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.

# How to get publicity despite newspaper cutbacks

I bumped into a longtime friend the other day — we'll call him "Al." Al is a veteran newspaper reporter whose story has implications for auction professionals all over the country.

Al had been a business writer for the same newspaper where I began my career as a reporter. He was part of a staff of four who covered business and wrote stories about my clients at various times over the years. He's long gone from the newspaper, and we were talking about the latest round of staff cuts, which included two other reporters who had written major stories about my clients in recent months.

As for that four-person business staff at the same newspaper? All gone — replaced by one rookie whose main job is to write notices of people getting promoted and changing jobs. By some counts, that newspaper now has eliminated 61 percent of its reporters, including many veterans and a Pulitzer Prize winner.

The same story is being played out all over the United States, especially on mid-sized and large dailies. These are the newspapers that once had bulky real estate and classified sections where people would go to look for ads on upcoming auctions.

You've been seeing the results of this bloodletting for a while. Your local newspaper is getting thinner by the day (if it's still a daily — many have cut back to a few days a week). Ad sales continue to drop, as advertisers — including many auction professionals — find it more cost-effective to spend their ad dollars online.

How bad is this death spiral? According to the American Society of News Editors, newspapers lost 3,800 reporters in 2014, bringing the total number of newspaper jobs to 32,900 — barely half the number that existed as recently as 2000. The cuts in 2014 more than doubled those of the

previous year, and it looks like 2015 may be even worse. Even in recent days, we've seen a new round of cuts — 178 at *The San Diego Union-Tribune*, 80 at the *Los Angeles Times*, 100 at *The New York Times*, and 22 percent at the *Chicago Tribune*, not to mention others in Birmingham, New Orleans, Cleveland, Portland, Dallas ... well, you get the idea.

This calls for a different approach to getting your auctions covered locally, so here are some of the new rules:

## **Don't count on your buddy down at the paper.**

This is the person whose lunch you bought and who may have come out to watch your auctions from time to time. He may not work there anymore. And if he does, his job has probably changed dramatically to the point where he can no longer invest a couple of hours in an auction story.

## **Respect the reduced geographic reach of newspapers.**

Daily newspapers that once distributed throughout the state and beyond have reduced their footprint dramatically. Now, some have even fired their reporters who cover the suburbs, abandoning coverage of suburban city councils, school boards and businesses. Don't try to cajole (or bully) them into running a story about something happening in another city. They'll just quit taking your calls.

**Work the secondary media.** In many cities, displaced reporters have landed in lower-paying jobs on suburban weeklies, or on issues-oriented weeklies that focus on business or politics. As a result, these media now play a bigger role and have more experienced reporters, and unlike their colleagues downtown, they're not overwhelmed with press releases. And people are reading them — especially online.

**Focus on good, local, easy-to-write stories.** Just

**Do your homework, find the right reporter to pitch.  
You just might strike gold.**



this morning, a business editor for a major local daily told me she can't attend a very large auction because she rarely gets to leave the office any more. A couple of years ago, a reporter might have two or three days to research and write a story. Now, they're under constant pressure to produce three and four stories a day. Obviously, that precludes most face-to-face interviews, and they don't have a lot of time to figure out complicated stories. So, keep it simple. Pitch it quickly, and give the reporter straight answers.

**Connect with reporters on social media.** Reporters are now required in most cases to post links to their stories on Twitter and Facebook, and in many cases, they're even compensated based on how many clicks they get. Connect with them on Facebook, especially, and interact with them just a bit. Don't overdo it — just "like" a post now and then, and maybe leave a comment. That reporter just might remember you when you're pitching him.

**Don't forget the business journals.** Even as the newspapers have shrunk and fired people, the local business journals have done well. Most of them avoided the trap of offering their news free online, so they've continued to get subscription revenues. Their audience tends to be upscale and loyal, so this is where you'll find the best business writers in many cities. Do your homework, find the right reporter to pitch. You just might strike gold. ❖

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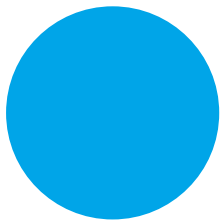
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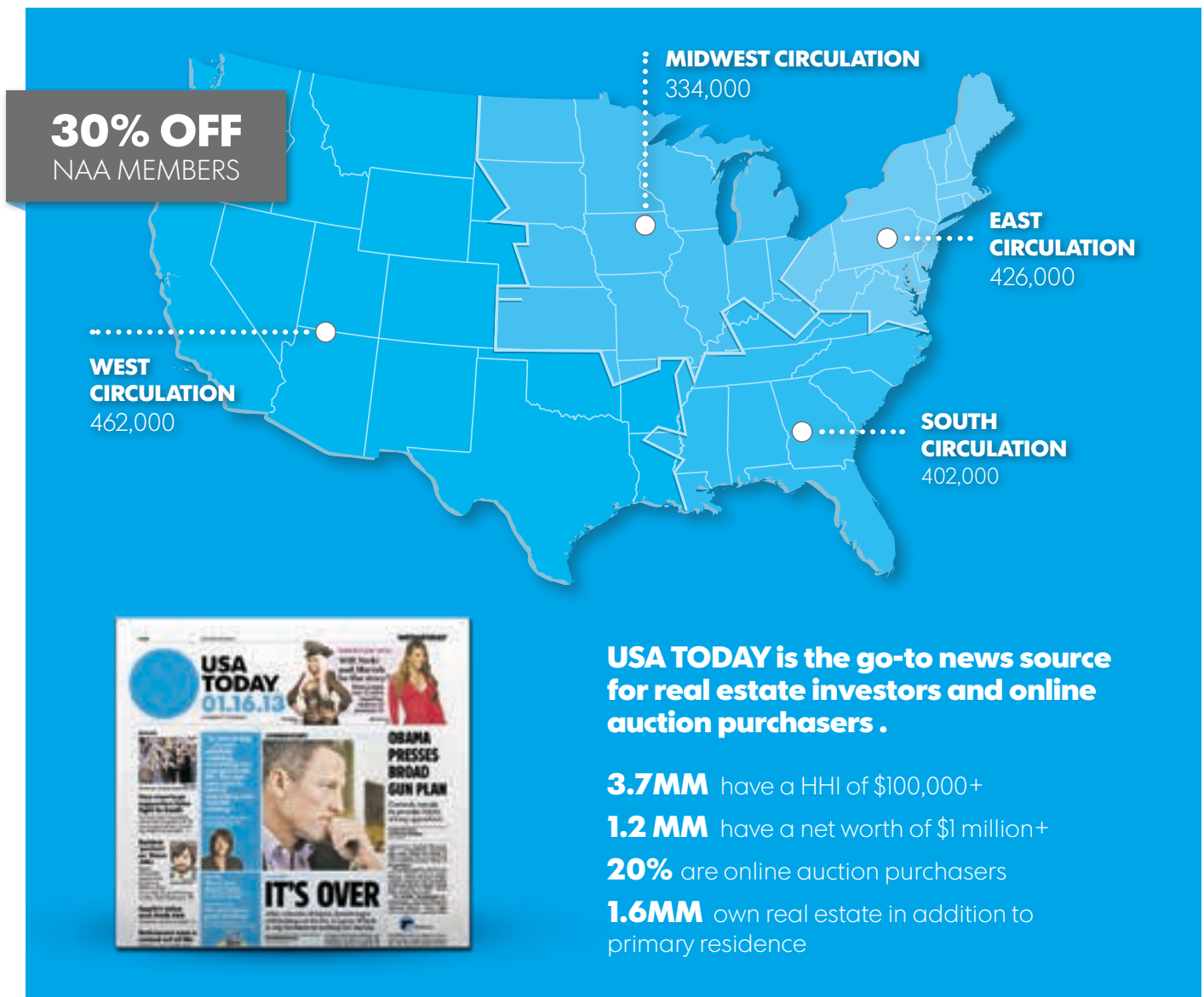




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# Stay the Corso

New NAA Board member Matt Corso wants to help continue to implement *Pathways to 2020*.

By Sarah Bahari, contributor



**“In the auction business, there is something new every single day. New opportunities. New challenges. It is constantly changing, and that appeals to me.”**

When Matt Corso joined the auction profession in 2004, he was astounded by the generosity of his fellow Auctioneers.

“So many people gave their time to work with me and help me learn the business,” said Corso, CAI, CES. “They were not worried about us being competition, and they never asked for anything in return.”

Corso, 37, hopes to return some of that good will as a newly elected member of the Board of Directors. As chief financial officer of MarkNet Alliance and a former newspaper editor, Corso brings a varied perspective to the National Auctioneers Association.

In 2004, Corso was working as managing editor of the Taylorville Breeze Courier in Illinois when he noticed an advertisement for a position at Aumann Auctions, which specializes in antique tractor sales. The company hired Corso, who previously studied business and journalism at Lincoln Land Community College, as its operations officer.

Three years later, in 2007, Corso began working with Kurt Aumann on his next venture, MarkNet Alliance, which provides assistance to small auction businesses by offering technology resources, networking opportunities and educational training.

Auctioneering proved to be the perfect fit, Corso said.

“I have always liked a fast-paced work environment,” he said. “In the auction business, there is something new every single day. New opportunities. New challenges. It is constantly

changing, and that appeals to me.”

Initially, Corso served as Chief Operating Officer of MarkNet and later became Chief Financial Officer, overseeing the company’s business and finances, recruiting and helping with day-to-day management. MarkNet has a network of 60 auction companies in the U.S. and one in South Africa.

“My job is really to help grow the individual companies and help them be as successful as possible,” he said. “When they are successful, that means I’m doing my job well.”

To learn the business, Corso sought certification from the Certified Auctioneers Institute and later earned his Certified Estate Specialist designation.

As a new board member, Corso said he will help the NAA implement its *Pathways to 2020*, a blueprint that aims to ensure the industry’s continued success. He also wants to help Auctioneers market themselves.

“I want to help change the public’s perception of the auction industry,” Corso said. “People think it’s an antiquated industry, but that is not true. “There are very bright people who are doing incredible things in this business and finding new ways to utilize the latest technology.”

“I want the public to understand that and see how far this industry has come.”

Outside of work, Corso enjoys spending time with his wife, Abbey, and their three children, Gracie, 12; Mylie, 10; and Isaac, 7, coaching the kids’ sports and playing guitar at his church. ❖

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- MAR. 7, 2016 | Whitepaper: Advocacy
- APR. 6, 2016 | Bid Calling Tips
- JUNE 1, 2016 | Your Elevator Speech



While the auction industry can feel like a fast carousel at times, it also can be just as colorful and artistic as this piece, which is one example of the lots that Rob and Melissa Storment sell at auction.

# UNFAZED AND AMUSED

The slow economy didn't stop NAA life members Rob and Melissa Storment's entertainment and amusement item auction company.

By James Myers, contributor

**R**ob Storment's introduction into his niche in the auction industry came at a very early age.

He and his girlfriend, who were 16 at the time and growing up in the Midwest, found a pinball machine at a garage sale. They pooled their money together, \$225, and bought it. The novelty eventually wore off, so they decided to sell it and put an ad in the local paper.

"My phone rang 50 times with people wanting to buy the machine," said Rob, 49, whose entrepreneurial spirit was born that day.

The ink on his driver's license had barely dried, but he was driving around Northern California where his family had relocated, seeking out sellers of coin-operated machines. He would acquire them for around \$200 and sell them for \$300 or

more. His profits changed drastically when he found a wholesaler who would unload trucks full of pinball machines and video games for a fraction of the cost he was accustomed to paying.

"I became a real good auction customer," he said, laughing.

His business model continued to evolve, especially on the day he walked into an auction at a miniature golf course that was going out of business. He was cocky, believing he would walk out with everything.

"I couldn't touch one piece of equipment," Rob said. "Prices were through the roof. It hit me that day – I'm in the wrong business."

His drive to get into the auction side of the amusement industry was thrown into overdrive when an employee of a wholesaler with whom he'd done business told him he'd be a "flash in the pan" as an Auctioneer, and quickly fail. Storment decided that



Lots such as this cool-looking spinning amusement park ride (left) have brought massive amounts of bidders to the Storments' sales.

day to go to auction school and learn everything he could about the industry. Years later, he would run into the person who told him he wouldn't succeed. It happened to be at one of his private, million dollar auctions where Storment had attracted a huge number of potential buyers.

"His face was white as a ghost," he said.

Storment and his wife of more than 20 years, Melissa, AARE, are the owners of Super Auctions, which specializes in amusement and entertainment items. Established in 1993, their company was referred to in a 2004 article in the Wall Street Journal as the "Sotheby's of video games."

However, like many in the auction business, success took a turn downward during the recession. Rob and Melissa, who he refers to as the backbone of their company, witnessed their consignment auctions become less and less profitable and fewer and farther in between. A former employee had become a competitor, so they just sat back and watched their two or three auctions a weekend turn to zero.

"I finally had a break," said Storment, who travelled so much throughout the year that he could use his miles to take his family (they have two sons) on exotic vacations. "I started studying the whole online auction phenomena. I didn't believe it would work for our industry because you have to touch the machines and play them."

What he learned is that online auctions do work. In fact, Super Auctions won't do a live auction unless it has an online component. It's a much more controlled environment online, he said, but he still loves doing live auctions.

They are back to being overwhelmed with clients requesting their services. They no longer do consignment sales, preferring private and online sales only. When Storment talked to the NAA

for this article, he was toward the end of a long road trip meeting with clients in Maine, Pennsylvania, Illinois and Louisiana.

"I fought going to online auctions a little bit, but it's on fire for us right now," said Storment, who was admittedly road weary and ready to get back home to California.

As for the future of his niche industry, Storment said they see online auctions taking over live events. They also see themselves taking on more of an educational role to bring in people with passion for their niche markets, give them the tools they need to succeed and work in a way that's mutually beneficial.

"We thought long and hard about how we can come up with a formula where people stick side by side as a family and work it out," Storment said of mentoring up-and-coming Auctioneers. "We always take passion over experience everyday."

Melissa and Rob are NAA life members. Despite their hectic travel schedules, they've tried to hit every NAA event possible.

"The friendships last a lifetime," he said of the people he's met through the NAA. As an example, he said, "you meet people who show you how to put a presentation together and then another person to show you how to make it even better."

For more information about the Storments and their company, visit <http://www.superauctions.com>. ❖

# “I couldn’t do it alone.”

A CAI graduate leaned on her CAI mates in order to make a huge auction happen.

By Nancy Hull Rigdon, contributor



“Luke’s Big Red Barn” was a living museum stuffed full of items ready to be sold at auction.

**L**uke’s Big Red Barn was an unintentional tourist attraction.

It sat on a farm, in the middle of the intentional attraction – a flea market. Those who stepped inside the barn were in awe of the thousands and thousands of storied items Luke Robinson collected in his lifetime: steam whistles, a 1,000-pound anvil, antique lunchboxes, a bear trap, a 12-foot railroad bench, and much, much more, all neatly packed in the wall-to-wall, ceiling-to-floor display. Without fail, Robinson stood by the door, pulling a marble out of his pocket for each kid that entered.

In 2013, Robinson passed away, and last year, his family decided it was time to address his beloved barn in Greenville, Kentucky. They called Amy Whistle, CAI, of Kurtz Auction and Realty in

Owensboro, Kentucky, to auction the collection.

Whistle specializes in auctioning high-end properties and occasionally has a personal property sale, although it’s usually tied to real estate. She left her first visit to Luke’s Big Red Barn feeling overwhelmed.

“It was like a museum,” she says. “I knew it was an enormous job, and I felt like it could eat me. I knew I couldn’t do it alone,” Whistle says. “I wanted to do the best job possible for this family, and I knew that in order to do so, I needed to reach out to my CAI family.”

She called several of her CAI classmates – industry leaders in personal property, online auctions and other areas – and quickly





## CAI NEXT

Plans for the next annual CAI event include CAI NEXT – “an Auctioneer rock concert,” as Peter Gehres, CAI, CES, describes it.

He explains, “It will be a roller coaster of inspiration, education and information.”

CAI NEXT has occurred twice in the past and will be a once-every-five-years event moving forward. It serves as an educational reunion for graduates of the 3-year CAI program and spans the last two days of the annual CAI week in Bloomington, Indiana. This year marks the 40th anniversary of the first CAI class, and the program will celebrate the milestone with the theme “CAI NEXT Talks: Auction Impact.”

CAI NEXT will kick off with the traditional fun auction put on by CAI students in the program’s second year, and the schedule for Wednesday and Thursday will include what Gehres describes as “20 to 25 high-impact, high-energy, meaningful presentations by industry leaders and past CAI graduates.”

Each presenter will speak for about 15 minutes.

“We are asking our presenters to bring the very best 15 minutes of inspirational, motivational education they have,” Gehres says. “I think everyone will be overwhelmed by their experience.”

Seating for the talks is limited to 100 people, and Gehres expects it to quickly sell out.

“We are seeking to capture 40 years of a program that is truly special and unique in auction education and adult education,” Gehres says. “These two days of CAI NEXT are going to be one of the most unique educational experiences the NAA has ever offered.”

Talks aside, Gehres knows CAI NEXT will be a momentous occasion for CAI grads.

“When past CAI grads return to Bloomington, they’re reminded of so many great memories from their auction careers,” he says. “It will be a fantastic time.”

**For more information contact NAA Education at (913) 563-5432. ❖**

Amy Whistle (left) needed, and received, expertise from her CAI classmates, including David Chelf (right). “The CAI family came together to make this work,” Whistle said.

felt confident about the task ahead.

“I knew that they would be more than willing to share information with me, and they really went above and beyond in helping me,” she says.

From December 2014 to June 2015, she prepared to sell the items. One of her CAI classmates, Ben Yoder, CAI, CES, took the lead on planning the online presale, where bidders could enter pre-bids on about 60 items that Whistle referred to as the “cream of the crop,” including railroad memorabilia and blacksmithing tools.

“I had some experience with personal property online, but nothing like this. It was a huge eye-opener,” Whistle says.

Many other CAI classmates contributed in various ways, including advising on advertising as well as sharing media contacts. Three of Whistle’s CAI classmates – Yoder, David Chelf, CAI, and John Wells, CAI, – worked on-site during this summer’s three-day, two-lane auction, assisting with everything from setting up to selling to running the cashier.

“The CAI family came together to make this work,” Whistle said.

They registered about 500 bidders from 12 states for the auction. The show included tents, and lunch was served.

“Luke Robinson’s family was tickled to death with everything,” Whistle says. “They just wanted to do him proud – it wasn’t about the money.”

As Whistle reflects on the auction, she’s amazed at the power of the CAI program.

“CAI creates a synergy in the industry that nothing else can. It is a bonding among people with extreme passion for problem solving and solution finding,” she says. “Every auction is different, and CAI creates a platform for us all to bring our ideas and thoughts together to employ the best practice possible for our clients.” ❖

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# State Auctioneer License Laws Update

*Editor's Note: The following update provides an overview of state laws that regulate auctions and Auctioneers. National Auctioneers Association staff members and the National Auctioneer License Law Officials Association (NALLOA) worked to compile this information. The NAA made every attempt to ensure this list was complete and timely as of August 2015. NAA members should be aware that states change their laws periodically. Therefore, readers should consult their state, county and municipal offices for the most current and complete requirements and fees for any and all types of auctions. Additionally, many states require Auctioneers to have a license to sell real estate; these requirements can be obtained from the state's real estate licensing body. **This licensing summary is a copyright material and should not be reproduced in any manner (including online) without the explicit written permission of the National Auctioneers Association.***

## ALABAMA

**License Required:** Yes

**License Required For Online-Only Auctions:** No

**Minimum Age:** 18 for apprenticeship program; 19 for auction license

**School/Apprenticeship Required:** Yes. Education is required or one-year apprenticeship but not required if the apprentice serves a two-year apprenticeship.

**Bonding/Insurance Required:** \$10,000

**Licensure Period:** Annually, expires September 30

**Continuing Education Required:** Yes, six hours on odd years. Licensees 65+ years are exempt.

**Fees:** Exam (\$100), Background Check (\$20) and License (\$200)

**Reciprocity:** AR, FL, GA, IL, IN, KY, LA, MS, NC, OH, PA, SC, TN, TX, VA, WV

**State Association:** [www.alauctioneers.org](http://www.alauctioneers.org)

**State Real Estate Contact:** [www.arec.alabama.gov](http://www.arec.alabama.gov)

**State Agency Contact:**

Alabama State Board of Auctioneers  
2777 Zelda Rd.  
Montgomery, AL 36106  
(334) 420-7235  
[www.auctioneer.state.al.us](http://www.auctioneer.state.al.us)

## ALASKA

**License Required:** Counties and municipalities may require permits, check for requirements.

**State Real Estate Contact:** [www.commerce.alaska.gov](http://www.commerce.alaska.gov)

**State Agency Contact:**

Alaska Consumer Protection Unit  
PO Box 110300  
Juneau, AK 99811  
(888) 576-2529  
[www.law.alaska.gov/consumer](http://www.law.alaska.gov/consumer)

## ARIZONA

**License Required:** Counties and municipalities may require permit, check for requirements.

**State Association:** [www.azauctioneers.org](http://www.azauctioneers.org)

**State Real Estate Contact:** [www.re.state.az.us](http://www.re.state.az.us)

**State Agency Contact:**

Arizona State Consumer Protection Department  
1275 W. Washington St.  
Phoenix, AZ 85007-2926  
(800) 352-8431  
[www.azag.gov/consumer](http://www.azag.gov/consumer)

## ARKANSAS

**License Required:** Yes

**License Required For Online-Only Auctions:** No

**Minimum Age:** 18

**School/Apprenticeship Required:** No

**Bonding/Insurance Required:** \$100 to Recovery Fund

**Licensure Period:** Annually, expires June 30

**Continuing Education Required:** Yes, six hours annually.

Those 55+ who have held an Arkansas auctioneer license for 10 consecutive years may be exempt from continuing education.

**Fees:** Exam (\$100) and License (\$100)

**Reciprocity:** AL, FL, GA, IL, IN, KY, LA, MS, NC, OH, TN, TX, WI

**State Association:** [www.arkansasauctioneers.org](http://www.arkansasauctioneers.org)

**State Real Estate Contact:** [www.arec.arkansas.gov](http://www.arec.arkansas.gov)

**State Agency Contact:**

Arkansas Auctioneers Licensing Board  
101 East Capitol, Suite 112B  
Little Rock, AR 72201  
(501) 682-1156  
[www.aralb.com](http://www.aralb.com)

## CALIFORNIA

**License Required:** Counties and municipalities may require permit, check for requirements.

**Bonding/Insurance Required:** \$20,000

**State Association:** [www.cauctioneers.org](http://www.cauctioneers.org)

**State Real Estate Contact:** [www.bre.ca.gov](http://www.bre.ca.gov)

**State Agency Contact:**

California Secretary of State Office  
1500 11th Street  
Sacramento, CA 95814  
(916) 653-6814  
[www.sos.ca.gov](http://www.sos.ca.gov)

## COLORADO

**License Required:** Counties and municipalities may require permit, check for requirements.

**State Association:** [www.coauctioneers.org](http://www.coauctioneers.org)

**State Real Estate Contact:** [colorado.gov/dora/division-real-estate](http://colorado.gov/dora/division-real-estate)

**State Agency Contact:**

Colorado State Consumer Protection Office  
1300 Broadway, 10th Floor  
Denver, CO 80203  
(800) 222-4444  
[coloradoattorneygeneral.gov/departments/consumer-protection](http://coloradoattorneygeneral.gov/departments/consumer-protection)

## CONNECTICUT

**License Required:** Counties and municipalities may require permits, check for requirements.

**State Real Estate Contact:** [www.ct.gov/dcp](http://www.ct.gov/dcp)  
(Licenses section)

**State Agency Contact:**

Connecticut Department of Consumer Protection  
165 Capitol Ave.  
Hartford, CT 06106  
(860) 713-6300  
[www.ct.gov/dcp](http://www.ct.gov/dcp)

## DELAWARE

**License Required:** State business license required. Counties and municipalities may require permits, check for requirements.

**State Real Estate Contact:** [www.dpr.delaware.gov/boards/realestate](http://www.dpr.delaware.gov/boards/realestate)

**State Agency Contact:**

Delaware Consumer Protection Unit  
Carvel State Office Building  
820 N. French St.  
Wilmington, DE 19801  
(302) 577-8600  
[www.attorneygeneral.delaware.gov/fraud/cpu](http://www.attorneygeneral.delaware.gov/fraud/cpu)

## DISTRICT OF COLUMBIA

**License Required:** Yes

**Minimum Age:** 18

**School/Apprenticeship Required:** No

**Bonding/Insurance Required:** Verify with Agency contact below

**Licensure Period:** Two years

**Continuing Education Required:** No.

**Fees:** Application (\$33), Endorsement Fee (\$25), Category License (\$237), Technology (\$33.20)

**Reciprocity:** N/A

**State Real Estate Contact:** [www.pearsonvue.com/dc/realestate](http://www.pearsonvue.com/dc/realestate)

**Agency Contact:**

D.C. Department of Consumer & Regulatory Affairs  
1100 4th Street SW  
Washington, DC 20024  
(202) 442-4400  
[dcra.dc.gov/service/get-auction-sales-license](http://dcra.dc.gov/service/get-auction-sales-license)

## FLORIDA

**License Required:** Yes

**License Required For Online-Only Auctions:** Yes

**Minimum Age:** 18

**School/Apprenticeship Required:** Yes

**Bonding/Insurance Required:** \$100 Recovery Fund surcharge

**Licensure Period:** Two years, expires November 30 of odd years.

**Continuing Education Required:** No.

**Fees:** Exam (\$250), Application (\$50) and License (\$150)

**Reciprocity:** AL, AR, GA, IL, IN, KY, LA, MA, MS, NH, NC, OH, PA, SC, TN, TX, VA, WV, WI

**State Association:** [www.floridaauctioneers.org](http://www.floridaauctioneers.org)

**State Real Estate Contact:** [www.myfloridalicense.com/dbpr/re](http://www.myfloridalicense.com/dbpr/re)

**State Agency Contact:**

Florida Board of Auctioneers  
1940 N. Monroe St.  
Tallahassee, FL 32399  
(850) 487-1395  
[www.myfloridalicense.com/dbpr/pro/auct/](http://www.myfloridalicense.com/dbpr/pro/auct/)

## GEORGIA

**License Required:** Yes

**License Required For Online-Only Auctions:** Yes

**Minimum Age:** 18

**School/Apprenticeship Required:** Yes

**Bonding/Insurance Required:** \$150 to Recovery Fund

**Licensure Period:** Two years, expires February 28 of even years.

**Continuing Education Required:** Yes, 8 hours every two years.

**Fees:** Exam (Varies), Application (\$200) and Renewal (\$150)

**Reciprocity:** Commission does not maintain an official list but looks at individual states' requirements when making a decision on reciprocity. Application required.

**State Association:** [www.georgiaauctioneers.org](http://www.georgiaauctioneers.org)

**State Real Estate Contact:** [www.grec.state.ga.us](http://www.grec.state.ga.us)

**State Agency Contact:**

Georgia Auctioneers Commission  
237 Coliseum Dr.  
Macon, GA 31217  
(478) 207-2440  
[sos.georgia.gov/plb/auctioneer](http://sos.georgia.gov/plb/auctioneer)

## HAWAII

**License Required:** Counties and municipalities may require permits, check for requirements.

**State Real Estate Contact:** [cca.hawaii.gov/reb](http://cca.hawaii.gov/reb)

**State Agency Contact:**

Hawaii Department of Commerce – Consumer Protection  
235 S. Beretania St.  
Second Level, Suite A-220  
Honolulu, Hawaii 96813  
(808) 586-2630  
[www.cca.hawaii.gov](http://www.cca.hawaii.gov)

## IDAHO

**License Required:** Counties and municipalities may require permits, check for requirements.

**State Association:** [idahoauctioneers.org](http://idahoauctioneers.org)

**State Real Estate Contact:** <http://irec.idaho.gov>

**State Agency Contact:**

Idaho Consumer Protection Division  
954 W. Jefferson, 2nd Floor  
(208) 334-2424  
[www.ag.idaho.gov](http://www.ag.idaho.gov)

## ILLINOIS

**License Required:** Yes

**License Required For Online-Only Auctions:** Yes, though certain conditions may allow exceptions.

**Minimum Age:** 18

**School/Apprenticeship Required:** No

**Bonding/Insurance Required:** N/A

**Licensure Period:** Two years, expires December 31 of even years.

**Continuing Education Required:** Yes, 12 hours every two years.

**Fees:** Initial License (\$200) and Renewal License (\$450)

**Reciprocity:** AL, AR, FL, IN, MA, MS, OH, TN, TX, WI

**State Association:** [www.illinoisauctioneers.org](http://www.illinoisauctioneers.org)

**State Real Estate Contact:** [www.idfpr.com/RealEstate](http://www.idfpr.com/RealEstate)

**State Agency Contact:**

Illinois Auction Advisory Board  
320 West Washington St., 3rd Floor  
Springfield, IL 62786  
(217) 782-3000  
[www.idfpr.com/realestate/auctioneers.asp](http://www.idfpr.com/realestate/auctioneers.asp)

## INDIANA

**License Required:** Yes

**License Required For Online-Only Auctions:** No

**Minimum Age:** 18

**School/Apprenticeship Required:** Yes

**Bonding/Insurance Required:** Payment to Recovery Fund (amount varies)

**Licensure Period:** Four years, expires Feb. 28 of even years.

**Continuing Education Required:** Yes, 16 hours every four years.

**Fees:** Exam (\$35), License (\$70) and Renewal (\$70)

**Reciprocity:** AL, AR, FL, GA, IL, KY, NC, OH, PA, SC, TN, TX, VA, WV

**State Association:** [www.indianaauctioneers.org](http://www.indianaauctioneers.org)

**State Real Estate Contact:** [www.in.gov/pla/real.htm](http://www.in.gov/pla/real.htm)

**State Agency Contact:**

Indiana Auctioneer Commission  
402 W. Washington Street, Room W 072  
Indianapolis, IN 46204  
(317) 234-3009  
[www.in.gov/pla/auction.htm](http://www.in.gov/pla/auction.htm)

## IOWA

**License Required:** Counties and municipalities may require permits, check for requirements.

**State Association:** [iowauctioneers.org](http://iowauctioneers.org)

**State Real Estate Contact:** [www.plb.iowa.gov/board/real-estate-sales-brokers](http://www.plb.iowa.gov/board/real-estate-sales-brokers)

**State Agency Contact:**

Iowa Consumer Protection Division

Hoover State Building

1305 E. Walnut St.

Des Moines, IA 50319

(515) 281-5926

[www.iowaattorneygeneral.gov/for-consumers](http://www.iowaattorneygeneral.gov/for-consumers)

## KANSAS

**License Required:** Certain types of auctions may require licenses. Counties and municipalities may require permits, check for requirements.

**Bonding/Insurance Required:** Three times the cost to vendor of merchandise if/when license applies.

**State Association:** [www.kansasauctioneers.com](http://www.kansasauctioneers.com)

**State Real Estate Contact:** [www.accesskansas.org/krec](http://www.accesskansas.org/krec)

**State Agency Contact:**

Kansas Consumer Protection Division

120 SW 10th Avenue, 2nd Floor

Topeka, KS 66612-1597

(785) 296-2215

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

## KENTUCKY

**License Required:** Yes

**License Required For Online-Only Auctions:** Yes

**Minimum Age:** 18

**School/Apprenticeship Required:** Yes

**Bonding/Insurance Required:** \$30 to Recovery Fund

**Licensure Period:** Annually, expires June 30

**Continuing Education Required:** Yes, six hours annually.

**Fees:** Exam (\$125) and License (\$125)

**Reciprocity:** AL, AR, FL, GA, IN, LA, MA, MS, NC, OH, PA, SC, TN, VA, WV, WI

**State Association:** [www.kentuckyauctioneers.org](http://www.kentuckyauctioneers.org)

**State Real Estate Contact:** [krec.ky.gov](http://krec.ky.gov)

**State Agency Contact:**

Kentucky Board of Auctioneers

2819 Ring Rd., Ste. 200

Elizabethtown, KY 42701

(270) 360-0736

[auctioneers.ky.gov](http://auctioneers.ky.gov)

## LOUISIANA

**License Required:** Yes

**License Required For Online-Only Auctions:** Yes, except for “eBay-style” timed online auctions.

**Minimum Age:** 18

**School/Apprenticeship Required:** Yes

**Bonding/Insurance Required:** \$10,000

**Licensure Period:** Annually, expires Dec. 31

**Continuing Education Required:** No

**Fees:** License (\$300)

**Reciprocity:** AL, AR, FL, GA, KY, MS, NC, OH, PA, SC, TN, TX, VA, WV

**State Association:** [www.louisianauctioneers.org](http://www.louisianauctioneers.org)

**State Real Estate Contact:** [www.lrec.state.la.us](http://www.lrec.state.la.us)

**State Agency Contact:**

Louisiana Auctioneers Licensing Board

11736 Newcastle Ave., Bldg. 2, Ste. C

Baton Rouge, LA 70816

(225) 295-8420

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

## MAINE

**License Required:** Yes

**License Required For Online-Only Auctions:** No

**Minimum Age:** 18

**School/Apprenticeship Required:** No

**Bonding/Insurance Required:** \$10,000

**Licensure Period:** Annually, expires March 31

**Continuing Education Required:** No

**Fees:** Exam (\$150), License (\$271) and Renewal (\$200)

**Reciprocity:** None

**State Association:** [www.maineauctioneers.org](http://www.maineauctioneers.org)

**State Real Estate Contact:** [www.maine.gov/pfr/professionallicensing/professions/real\\_estate](http://www.maine.gov/pfr/professionallicensing/professions/real_estate)

**State Agency Contact:**

Maine Board of Licensing of Auctioneers

35 State House Station

Augusta, Maine 04333

(207) 624-8521

[www.maine.gov/pfr/professionallicensing/professions/auctioneers](http://www.maine.gov/pfr/professionallicensing/professions/auctioneers)

**MARYLAND**

**License Required:** Municipalities and counties may require permits, check for requirements.

**Bonding/Insurance Required:** Municipalities and counties may require, check for requirements.

**State Association:** [mdauctioneers.org](http://mdauctioneers.org)

**State Real Estate Contact:** [www.dllr.state.md.us/license/mrec](http://www.dllr.state.md.us/license/mrec)

**State Agency Contact:**

Maryland Consumer Protection Division  
200 St. Paul Pl.  
Baltimore, MD 21202  
(410) 528-8662  
[www.oag.state.md.us/consumer](http://www.oag.state.md.us/consumer)

**MASSACHUSETTS**

**License Required:** Yes

**License Required For Online-Only Auctions:** Generally required and recommended.

**Minimum Age:** 18

**School/Apprenticeship Required:** Yes

**Bonding/Insurance Required:** \$10,000

**Licensure Period:** One year from date of issuance

**Continuing Education Required:** No

**Fees:** License (\$100) and Renewal (\$100)

**Reciprocity:** FL, KY, IL, MS, NH, NC

**State Association:** [www.massauctioneers.com](http://www.massauctioneers.com)

**State Real Estate Contact:** [www.mass.gov/ocabr/license/dpl-boards/re](http://www.mass.gov/ocabr/license/dpl-boards/re)

**State Agency Contact:**

Massachusetts Division of Standards  
One Ashburton Place, Room 115  
Boston, MA 02108  
(617) 727-3480  
[mass.gov/ocabr/government/oca-agencies/dos-lp/dos-licensing/dos-auctioneers/](http://mass.gov/ocabr/government/oca-agencies/dos-lp/dos-licensing/dos-auctioneers/)

**MICHIGAN**

**License Required:** Municipalities and counties may require permits, check for requirements.

**State Association:** [www.msaa.org](http://www.msaa.org)

**State Real Estate Contact:** [www.michigan.gov/realestate](http://www.michigan.gov/realestate)

**State Agency Contact:**

Michigan Consumer Protection Division  
P.O. Box 30213  
Lansing, MI 48909  
(517) 373-1140  
[www.michigan.gov/ag](http://www.michigan.gov/ag)

**MINNESOTA**

**License Required:** Licensed by county, check for requirements.

**Minimum Age:** 18

**Bonding/Insurance Required:** Varies by county (\$1000 - \$3000)

**Fees:** Varies by county

**State Association:** [minnesotaauctioneers.org](http://minnesotaauctioneers.org)

**Real Estate Contact:** [mn.gov/commerce](http://mn.gov/commerce)

**State Agency Contact:**

Minnesota Consumer Services Center  
85 7th Place E, Ste. 500  
Saint Paul, MN 55101  
(651) 539-1600  
[www.mn.gov/commerce/topics/consumer-protection/](http://www.mn.gov/commerce/topics/consumer-protection/)

**MISSISSIPPI**

**License Required:** Yes

**License Required For Online-Only Auctions:** No

**Minimum Age:** 18

**School/Apprenticeship Required:** Yes

**Bonding/Insurance Required:** \$10,000

**Licensure Period:** Two years, expires March 1 of odd years

**Continuing Education Required:** No

**Fees:** Exam (\$100), License (\$200) and Renewal (\$200)

**Reciprocity:** AL, AR, FL, GA, IL, KY, LA, MA, NC, OH, SC, TN, TX

**State Association:** [www.mississippiauctioneers.org](http://www.mississippiauctioneers.org)

**State Real Estate Commission:** [www.mrec.ms.gov](http://www.mrec.ms.gov)

**State Agency Contact:**

Mississippi Auctioneer Commission  
P.O. Box 5088  
Jackson, MS 39296  
(601) 364-2384  
[www.auctioneers.ms.gov](http://www.auctioneers.ms.gov)

**MISSOURI**

**License Required:** Licensed by county, check for requirements.

**Bonding/Insurance:** Varies by county.

**Fees:** Varies by county.

**State Association:** [moauctioneers.org](http://moauctioneers.org)

**State Real Estate Contact:** [pr.mo.gov/realestate](http://pr.mo.gov/realestate)

**State Agency Contact:**

Missouri Consumer Protection Division  
207 W. High Street  
Jefferson City, MO 65102  
(573) 751-3321  
[www.ago.mo.gov/divisions/consumers](http://www.ago.mo.gov/divisions/consumers)



## MONTANA

**License Required:** Counties and municipalities may require permit, check for requirements.

**Bonding/Insurance Required:** Yes, may vary by county or auction type.

**State Association:** [www.montanaauctioneers.org](http://www.montanaauctioneers.org)

**State Real Estate Contact:** [bsd.dli.mt.gov/license/bsd\\_boards/rre\\_board/board\\_page.asp](http://bsd.dli.mt.gov/license/bsd_boards/rre_board/board_page.asp)

**State Agency Contact:**

Montana Office of Consumer Protection  
P.O. Box 200151

Helena, MT 59620-0151

(406) 444-4500

[www.dojmt.gov/consumer](http://www.dojmt.gov/consumer)

## NEBRASKA

**License Required:** Certain types of auctions (i.e. motor vehicles) may require licenses. Municipalities and counties may require permits, check for requirements.

**State Association:** [www.nebraskauctioneers.com](http://www.nebraskauctioneers.com)

**Real Estate Contact:** [www.nrec.ne.gov](http://www.nrec.ne.gov)

**State Agency Contact:**

Nebraska Consumer Protection Division  
2115 State Capitol

Lincoln, NE 68509

(402) 471-2682

[www.ago.nebraska.gov/consumer\\_protection](http://www.ago.nebraska.gov/consumer_protection)

## NEVADA

**License Required:** Counties and municipalities may require permits, check for requirements.

**State Real Estate Contact:** [www.red.state.nv.us](http://www.red.state.nv.us)

**State Agency Contact:**

Nevada Bureau of Consumer Protection  
100 North Carson Street

Carson City, NV 89701

(702) 486-3132

[ag.nv.gov/About/Consumer\\_Protection/Bureau\\_of\\_Consumer\\_Protection](http://ag.nv.gov/About/Consumer_Protection/Bureau_of_Consumer_Protection)

## NEW HAMPSHIRE

**License Required:** Yes

**License Required For Online-Only Auctions:** Yes

**Minimum Age:** 18

**School/Apprenticeship Required:** Yes

**Bonding/Insurance Required:** \$25,000

**Licensure Period:** Two years

**Continuing Education Required:** No

**Fees:** Exam (\$75) and License (\$200-\$300)

**Reciprocity:** FL, GA, IN, KY, LA, MA, NC, OH, PA, SC, TN, TX, WV

**State Association:** [www.newhampshireauctioneers.org](http://www.newhampshireauctioneers.org)

**State Real Estate Contact:** [www.nh.gov/nhrec](http://www.nh.gov/nhrec)

**State Agency Contact:**

New Hampshire Board of Auctioneers

107 North Main St., Room 204

Concord NH 03301

(603) 271-3242

[sos.nh.gov/auctioneers.aspx](http://sos.nh.gov/auctioneers.aspx)

## NEW JERSEY

**License Required:** Counties and municipalities may require permits, check for requirements.

**State Association:** [www.njssa.com](http://www.njssa.com)

**Real Estate Contact:** [www.state.nj.us/dobi/division\\_rec](http://www.state.nj.us/dobi/division_rec)

**State Agency Contact:**

New Jersey Office of Consumer Protection

124 Halsey Street

Newark, NJ 07101

(973) 504-6200

[www.njconsumeraffairs.gov/ocp](http://www.njconsumeraffairs.gov/ocp)

## NEW MEXICO

**License Required:** Counties and municipalities may require permits, check for requirements.

**Real Estate Contact:** [www.rld.state.nm.us/boards/Real\\_Estate\\_Commission.aspx](http://www.rld.state.nm.us/boards/Real_Estate_Commission.aspx)

**State Agency Contact:**

New Mexico Consumer Protection Division

400 Galisteo St.

Santa Fe, NM 87501

(505) 827-6000

[nmag.gov/consumer-protection.aspx](http://nmag.gov/consumer-protection.aspx)

## NEW YORK

**License Required:** Certain types of auctions (i.e. motor vehicles, livestock, wine, etc.) may require licenses. Municipalities and counties may require permits, check for requirements.

**State Association:** [nysauctioneers.org](http://nysauctioneers.org)

**Real Estate Contact:** [www.dos.ny.gov/licensing](http://www.dos.ny.gov/licensing)

**State Agency Contact:**

New York Division of Consumer Protection  
One Commerce Plaza, 99 Washington Avenue  
Albany, NY 12231-0001  
(518) 474-8583  
[www.dos.ny.gov/consumerprotection](http://www.dos.ny.gov/consumerprotection)

## NORTH CAROLINA

**License Required:** Yes

**License Required For Online-Only Auctions:** Yes

**Minimum Age:** 18

**School/Apprenticeship Required:** Yes

**Bonding/Insurance Required:** \$50 to Recovery Fund

**Licensure Period:** Annually, expires June 30.

**Continuing Education Required:** Yes, four hours annually

**Fees:** Application (\$50), Exam (\$50) and License (\$150)

**Reciprocity:** AL, AR, FL, GA, IN, KY, LA, MA, MS, NH, OH, PA, SC, TN, TX, VA, WV, WI

**State Association:** [www.northcarolinaauctioneers.org](http://www.northcarolinaauctioneers.org)

**State Real Estate Contact:** [www.ncrec.gov](http://www.ncrec.gov)

**State Agency Contact:**

North Carolina Auctioneer Licensing Board  
108 Ber Creek Drive  
Fuquay-Varina, NC 27526  
(919) 567-2844  
[www.ncalb.org](http://www.ncalb.org)

## NORTH DAKOTA

**License Required:** Yes

**License Required For Online-Only Auctions:** No

**Minimum Age:** 18

**School/Apprenticeship Required:** Yes

**Bonding/Insurance Required:** \$5,000

**Licensure Period:** One year

**Continuing Education Required:** No

**Fees:** License (\$35)

**Reciprocity:** N/A

**State Association:** [www.ndauctioneers.com](http://www.ndauctioneers.com)

**State Real Estate Contact:** [www.realestatend.org](http://www.realestatend.org)

**State Agency Contact:**

North Dakota Public Service Commission  
600 East Boulevard, Dept. 408  
Bismarck, ND 58505-0480  
(701) 328-2400  
<http://psc.nd.gov/jurisdiction/auctions/index.php>

## OHIO

**License Required:** Yes

**License Required For Online-Only Auctions:** No

**Minimum Age:** 18

**School/Apprenticeship Required:** Yes

**Bonding/Insurance Required:** \$25,000

**Licensure Period:** Two years, expires June 30; Auction firms renew annually

**Continuing Education Required:** No

**Fees:** Exam (\$25) and License/Renewal (\$200)

**Reciprocity:** AL, AR, FL, GA, IL, IN, KY, LA, MS, NC, PA, SC, TN, TX, VA, WV

**State Association:** [www.ohioauctioneers.org](http://www.ohioauctioneers.org)

**State Real Estate Contact:** [www.com.ohio.gov/real](http://www.com.ohio.gov/real)

**State Agency Contact:**

Ohio Dept. of Agriculture – Auctioneer Program  
8995 E. Main St  
Reynoldsburg, OH 43068  
(614) 728-6240  
[www.agri.ohio.gov/auction](http://www.agri.ohio.gov/auction)

## OKLAHOMA

**License Required:** Counties and municipalities may require permits, check for requirements.

**State Association:** [www.okauctioneers.org](http://www.okauctioneers.org)

**State Real Estate Contact:** [www.ok.gov/OREC](http://www.ok.gov/OREC)

**State Agency Contact:**

Oklahoma Public Protection Unit  
313 NE 21st St.  
Oklahoma City, OK 73105  
(405) 521-3921  
[www.oag.ok.gov/oagweb.nsf/Consumer!OpenPage](http://www.oag.ok.gov/oagweb.nsf/Consumer!OpenPage)

## OREGON

**License Required:** Certain types of auctions (i.e. livestock, liquor, etc.) may require licenses. Municipalities and counties may require permits, check for requirements.

**State Association:** [www.oregonauctioneers.org](http://www.oregonauctioneers.org)

**State Real Estate Contact:** [www.oregon.gov/rea](http://www.oregon.gov/rea)

**State Agency Contact:**

Oregon Consumer Protection Office  
1162 Court St. NE  
Salem, OR 97310-4096  
(877) 877-9392  
[www.doj.state.or.us/consumers](http://www.doj.state.or.us/consumers)

## PENNSYLVANIA

**License Required:** Yes  
**License Required For Online-Only Auctions:** Yes  
**Minimum Age:** 18  
**School/Apprenticeship Required:** Yes  
**Bonding/Insurance Required:** \$5,000  
**Licensure Period:** Two years, expires Feb. 28 of odd years  
**Continuing Education Required:** No  
**Fees:** Exam (\$220), Application (\$50) and Renewal (\$260)  
**Reciprocity:** AL, FL, GA, IN, KY, LA, NC, OH, SC, TN, VA, WV  
**State Association:** [www.paauctioneers.org](http://www.paauctioneers.org)  
**State Real Estate Contact:** [www.dos.state.pa.us/estate](http://www.dos.state.pa.us/estate)  
**State Agency Contact:**  
 Pennsylvania State Board of Auctioneer Examiners  
 P.O. Box 2649  
 Harrisburg, PA 17105-2649  
 (717) 783-3397  
[www.dos.state.pa.us/auct](http://www.dos.state.pa.us/auct)

## RHODE ISLAND

**License Required:** Municipalities and counties may require permits, check for requirements.  
**State Real Estate Contact:** [www.dbr.state.ri.us/divisions/commlicensing/realestate.php](http://www.dbr.state.ri.us/divisions/commlicensing/realestate.php)  
**State Agency Contact:**  
 Rhode Island Consumer Protection Unit  
 150 S. Main St.  
 Providence, RI 02903  
 (401) 274-4400  
[www.riag.ri.gov/ConsumerProtection/About.php](http://www.riag.ri.gov/ConsumerProtection/About.php)

## SOUTH CAROLINA

**License Required:** Yes  
**License Required For Online-Only Auctions:** No  
**Minimum Age:** 18  
**School/Apprenticeship Required:** Yes  
**Bonding/Insurance Required:** \$100 to Recovery Fund  
**Licensure Period:** Two years, expires June 30 of odd years  
**Continuing Education Required:** Yes, eight hours every two years  
**Fees:** Exam (\$25), Credit Report (\$10), License (\$300), Renewal \$300 \*Fees may be prorated.  
**Reciprocity:** AL, FL, GA, IN, KY, LA, MS, NC, OH, PA, RI, TN, TX, VA, WV  
**State Association:** [www.southcarolinaauctioneers.org](http://www.southcarolinaauctioneers.org)  
**State Real Estate Contact:** [www.llr.state.sc.us/POL/REC](http://www.llr.state.sc.us/POL/REC)  
**State Agency Contact:**  
 South Carolina Auctioneers Commission  
 Synergy Business Park – Kingstree Building  
 110 Centerview Drive  
 Columbia, SC 29210  
 (803) 896-4670  
[www.llr.state.sc.us/pol/auctioneers](http://www.llr.state.sc.us/pol/auctioneers)

## SOUTH DAKOTA

**License Required:** Municipalities and counties may require permits, check for requirements.  
**State Association:** [www.sdaa.net](http://www.sdaa.net)  
**State Real Estate Contact:** [dls.sd.gov/bdcomm/realestate](http://dls.sd.gov/bdcomm/realestate)  
**State Agency Contact:**  
 South Dakota Division of Consumer Protection  
 1302 E. Hwy 14, Ste. 3  
 Pierre, SD 57501  
 (605) 773-4400  
[atg.sd.gov/consumers.aspx](http://atg.sd.gov/consumers.aspx)

## TENNESSEE

**License Required:** Yes  
**License Required For Online-Only Auctions:** Yes, except for “eBay-style” timed online auctions.  
**Minimum Age:** 21  
**School/Apprenticeship Required:** Yes  
**Bonding/Insurance Required:** \$50 to Recovery Fund  
**Licensure Period:** Two years  
**Continuing Education Required:** Yes, six hours every two years  
**Fees:** Exam (\$125), Application (\$50) and License (\$175)  
**Reciprocity:** AL, AR, FL, GA, IN, KY, LA, MS, NC, OH, PA, SC, TX, VA, WV  
**State Association:** [www.tnauctioneers.com](http://www.tnauctioneers.com)  
**State Real Estate Contact:** [www.tn.gov/commerce/section/real-estate-commission](http://www.tn.gov/commerce/section/real-estate-commission)  
**State Agency Contact:**  
 Tennessee Auctioneer Commission  
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# Multi-cut Kim

Kimberly Hemingway is an authority on gems, but that's only one cut to a dazzling auction career.

By Nancy Hull Rigdon, contributor



Gems have value, of course, but they need experts like gemologist Kimberly Hemingway to pick out the best or most valuable pieces.

**E**arly in her auction career, Kimberly Hemingway, GG, GPPA, grew into the go-to authority on everything jewelry.

“When anybody found jewelry while we were setting up

auctions, they'd give it to me to sort through and decide what to highlight,” Hemingway says.

That was more than 20 years ago when she was working for Alderfer Auction & Appraisal. She's now a contract Auctioneer

and jewelry specialist in Perkiomenville, Pennsylvania, and her jewelry niche led her to earn credentials including Graduate Gemologist (GG) from the Gemological Institute of America and, just this year, GPPA (Graduate Personal Property Appraiser) from the NAA.

“I can’t say that jewelry was an interest of mine when I first started in the auction business. But as I developed the interest in it and saw the benefit my specialty had to auction companies, I decided to go further and focus on education in the area,” Hemingway says.

As a gemologist, Hemingway serves as a consultant to other auction professionals and often catalogues the jewelry portion of a sale. In addition, she often conducts independent appraisals.

The work focuses heavily on fine jewelry, and she’s learned the value of carefully analyzing every detail.

“Being thorough is very important. There is such a fine line between different types of stones. For example, a blue stone could be many types of stones, and you don’t want to represent something for what it’s not – there can be a huge value difference,” she says. “You want to do the very best that you can for your seller, and that means you have to look at everything as closely as possible.”

Hemingway’s gemologist work is one of a few aspects to her career. She serves as the Pennsylvania Auctioneers Association Administrator. Plus, as an independent Auctioneer, she’s historically sold for other Auctioneers, and she recently scheduled her first auctions, where she’ll be selling personal property and real estate as well as collectibles and automobiles along with hunting and fishing items.

“What’s beautiful about my work is that I’m doing something different every day,” she says. “Like my 6-year-old says, ‘How many different jobs do you have, Mommy?’”

She and her husband, Brian, have three children, Thomas, 17, Rebecca, 16, and Samantha, 6.

Growing up, Hemingway wasn’t always set on an auction career. She graduated from Delaware Valley College in Pennsylvania with a Bachelor of Science in Business Administration. Then, due to her exposure to local Auctioneers, as well as watching her grandmother and father work as antique dealers, she set out for auction school and graduated from the Missouri Auction School.

She was shy as a kid, but her determination to succeed in the profession helped her overcome the trait.

“Auctioneering really helped me to grow on a personal level,” she says.

**“What’s beautiful about my work is that I’m doing something different every day.”**



She’s served as an auctioneer instructor locally at Reading Area Community College and has presented through her involvement with state associations as well as the NAA.

The highlight of her 23 years in the industry, she says, has been the people she’s met.

“I’ve been able to meet so many different types of people coming from so many different corners of the industry, and it’s always fascinating to learn about what they do and learn from them,” she says. “I love this industry – everything about it and everyone in it.” ❖

# Tangible energy

More than 80 attendees made the 2015 NAA Benefit Auction Summit a success in New Orleans.

By James Myers, contributor

The National Auctioneers Association hosted the sixth annual Benefit Auctioneer Summit in New Orleans at the end of August, and it was another success as 83 attendees participated in the three-day event.

Andy Imholte, ATS, BAS, an Education Institute trustee and chair of this year's summit committee, said the committee focused on putting together panels of professionals who could share their valuable experiences.

“There was a tangible energy,” Imholte said of the attendees who arrived early to New Orleans and

stayed late. “There was a feeling of camaraderie.”

Aaron Ensminger, NAA Director of Education, said the summit is designed to be a “next level” opportunity for Benefit Auctioneers to learn about current topics and network with other auction professionals in their

specialized field. With seminars led by big names in the benefit auction industry – people like Kathy Kingston, CAI, BAS; Tim Luke, BAS, MPPA; Greg Quiroga, BAS; Ed Gold, BAS; Jenelle Taylor, CAI, BAS, among others – participants had access to information that certainly qualifies as “next level.”

“Two highlights this year included the panel on the fund-a-need session,” Ensminger said, “and also the session on bid calling for Benefit Auctioneers – it’s a very different skill than other auction bid calls.”

Imholte said of all the excellent speakers and panels they had this year, one unplanned but welcomed addition was made through social media.

During the first day of seminars, one of the attendees started a Facebook group that quickly gained followers and became an active channel for communication throughout the summit. Attendees began posting audio and video of their interaction and ideas on the group page. They also used it to brainstorm after the workshops let out. He said the group remains active today.

“It was just a very organic process of sharing that I’d never seen at any of these events,” said Imholte, who has attended five of the six benefit auction summits. “That was a huge benefit that wasn’t even planned.”

Imholte said he can’t pick a session that was more impactful than another, but he said attendees really gravitated toward the sessions where they would break off into groups that were given an assignment where they worked together to brainstorm solutions.

“It was surprising how many sessions had that aspect to them,” he said. “That was just a wonderful coincidence that so many sessions had us workshoping things that we could take right back to our business.”

Imholte has noticed activity on Facebook where this is actually happening. For instance, one of the sessions was about how to host seminars with non-profits and other organizations to





**“It was just a very organic process of sharing that I’d never seen at any of these events. That was a huge benefit that wasn’t even planned.” — Imholte**

explain how a professional benefit auction service can boost fund raising revenues.

“I’ve seen people posting, ‘hey, I scheduled my seminar,’” Imholte said. “It’s great to see people actually using the things they learned.”

This year’s summit included presentations on performance and finding your niche; consulting strategies and dealing with challenges; an analysis on bid calling; leveraging the national wealth transference; and a session on how to keep the fund-a-

need portion of the auction fresh and effective.

Imholte said they are in the process of putting together the committee that will plan the events for 2016’s Benefit Auction Summit, which will be held on the last Saturday, Sunday and Monday of August. The 2016 summit will be on the West Coast, but the exact location will be determined later. The NAA will publish more information about the summit as it becomes available. ❖



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# Record results at the New England Auto Auction™



\$228,800

**OWLS HEAD, Maine** – The 38th Annual New England Auto Auction on Saturday, Aug.22, a major fundraising event to benefit Maine’s Owls Head Transportation Museum, generated a record-breaking \$3.07 million in sales.

Auction services were provided by Kaja Veilleux and John D. Bottero CAI, AARE, GPPA, of Thomaston Place Auction Galleries. Attracting over 1,300 classic car enthusiasts and 421 registered bidders from around the world, a total of 155 vehicles were sold, with a sell through rate of 83.3 percent.

Leading the sale was a true one-family-owned “find”, a four-speed 1968 Mercury Cougar XR-GT-E with factory equipped Cobra Jet Ram Air engine. It was complete with the original special order factory build sheet and all of the original parts that were ever replaced on the vehicle. Noteworthy because it was one of only three produced, the second known to still exist, and the only one ever offered publicly, it brought \$228,800, a

world auction record for this vehicle.

Veilleux and Bottero alternated at the podium throughout the day, running an efficient sale and bringing a diverse mix of automobiles with appeal to all budgets and tastes to the auction block. Successful buyers ranged from Knox County, Maine to Australia

“Kaja and John were a huge factor in the success of this sale,” said Jenna Lookner, Owls Head Transportation Museum Public Relations Director. “They were absolutely brilliant at managing the crowd and maximizing the bidding for each vehicle. We also appreciated their advice and support in planning this auction.”

Other high performing vehicles included a 1968 Shelby GT 500 that sold for \$137,500, a 1933 Pierce-Arrow 1242 seven-passenger sedan that fetched \$115,500, and a 1948 Packard Eight Sedan that achieved \$90,750.

# Artifacts rule, silver rebounds in California September auction



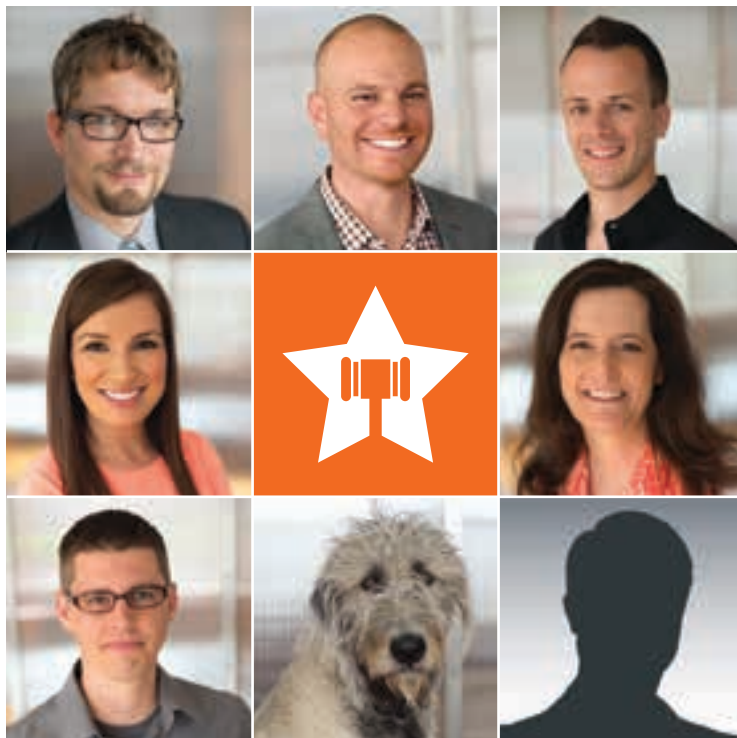
\$1,187

PASADENA, Calif. – Following a short summer lull in their event calendar, John Moran Auctioneers is gearing up to enter a whirlwind autumnal auction season.

The first of these events, the September 29th Decorative Art Auction, offered some stellar highlights and definite surprises. With over 230 catalogued lots, the sale offered interesting buys for collectors of Native American basketry, jewelry and Navajo textiles, for California and American art enthusiasts, as well as for traditionalists seeking Continental decorative arts and silver.

Buyers were out in force, and hundreds of bidders participated in the auction via the online platforms Liveauctioneers.com, Invaluable.com and Bidsquare.com.

One of the most anticipated items in Moran's September sale, a Navajo second phase chief's blanket, did not disappoint. Bidding opened at \$13,000, and a bidding war quickly erupted



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between a floor bidder and a buyer live-bidding via an online platform. Bidding finally topped out at the high estimate, with the resolute online bidder proving successful (price realized: \$43,750).

Shortly thereafter, collectors of Native American textiles also snapped up a room-sized gray-field Navajo rug with geometric diamond designs in back, red and white for \$4,375 (est: \$1,000 to \$1,500), while an interesting, finely woven rug in the form of a



\$1,500

48-star American flag flew to an astounding \$5,100 (including Buyer's Premium), many times the initial \$400 to \$600 estimate.

Navajo, Zuni and Pueblo jewelry achieved strong prices throughout the evening. A stone-inlaid silver Zuni belt accompanied by a first place ribbon from the 1975 Los Angeles American Indian Western Relic Show and Sale was conservatively estimated to earn between \$600 to \$800, and wound up going to a private collector for a very respectable \$1,476. A handsome Navajo turquoise and silver cuff, designed with concentric rings of turquoise cabochons radiating outward from the central stone and bearing the mark of an unidentified artist inspired competition between multiple online bidders and hammered at the high estimate, realizing \$840 (est: \$500 to \$700). Late in the sale, a lovely Pueblo turquoise necklace with coral and a central double-jackla drop brought \$1,353 (est.: \$300 to \$500).

Basketry prices were similarly strong; a polychrome Yokuts friendship basket, initially estimated to bring \$1,000 to \$2,000 was the object of desire for more than one online buyer; the bidding topped out at twice the high estimate (price realized: \$4,062). An unusual Southern Paiute coiled basket decorated in devil's claw with missionary figures outstripped its conservative \$300 to \$500 estimate, bringing \$875 at the block. Another figural coiled basket, this one an Apache tray featuring dogs butterflies, set collector's hearts aflutter and sold online for well above the estimate, earning \$1,875 (est.: \$600 to \$900).

Happily, silver prices rebounded from the summer season and prices realized for a number of lots, both American and international, were quite strong. An extensive Reed & Barton

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“Francis I” flatware service with complementary service pieces, expected to hammer between \$2,500 and \$3,500, impressed a number of buyers; the set went home with a floor bidder for \$5,100. A stately Cartier tea service, crafted by Emile Puiforcat in first standard (.950) silver sold to an attendee bidder squarely within estimate, for \$4,500.

Further illustrating the present popularity of Russian silver, a pair of diminutive Moscow-made silver-gilt and niello brandy cups, assigned a quite conservative \$600 to \$900 estimate, flew to an ultimate selling price of \$4,612, finding a new home with a Russian collector bidding online.

California and American fine art proffered a number of exceptional highlights, including two works by Pasadena-based artist Max Weiczorek (1863-1955). The large-scale oil pastel works depict Ted Shawn and wife Ruth St. Denis, each influential modern dances of their time who founded the Denishawn school of Dancing and Related Arts in 1915. Each work was assigned a pre-sale \$500 to \$800 estimate, and earned \$1,599 and \$1,200 at the block, respectively.

Within the Western art selections, a number of Edward Borein (1872-1945 Santa Barbara, CA) etchings that were brought to the block performed well; one such work, “Headin’ A Steer #2”, brought the high estimate, realizing \$875. “Hopi Snake Dancers”, an energetic bronze by Phoenix, Arizona sculptor Hank Richter (b. 1928) was offered for \$600 to \$800 and earned \$1,500 with an online buyer proving the high bidder.

George Spangenberg’s (1907-1964 San Diego, CA) “Hilltop Barn”, a charming small-scale composition earned just above its estimated selling price, going online for \$1,375 (est.: \$700 to \$1,000). Shortly thereafter, a Spangenberg floral still life, an excellent example of the artist’s mastery of color and balance,

brought \$1,187 (est.: \$600 to \$800).

California women artists were well represented in Moran’s September auction catalog, and a number of such works outstripped their pre-sale estimates. A fresh-to-the-market mountainous lakeside landscape by Kathryn Leighton (1875-1952 Los Angeles, CA), which had been passed down from the artist’s estate through her family performed quite well, hammering at the high end of its pre-auction estimate (price realized: \$1,140). Mary Deneale Morgan’s (1868-1948 Carmel, CA) slightly abstracted coastal cypress landscape was a striking addition to the offerings, and brought \$2,640 at the block (\$1,200 to \$1,800). Contemporary Santa Barbara-based artist Glenna Hartmann (1948-2008) was represented in the catalogue with four masterful pastels of Southern California landscapes; the verdant “Early Spring” exceeded expectations at \$687 (est.: \$300 to \$600).

Additional highlights across all categories include:

- A Mills Novelty Co. “Owl” nickel slot machine, restored in 1998 and outfitted with a Regina disk music box, was assigned a \$4000 to \$6000 estimate; a lucky out-of-state buyer submitted the winning high bid, paying \$6765 in total.
- Realizing an impressive \$24,000, a monumental pair of 19th century silvered bronze candelabra by Paris maker Maison Marnyhac were sold to a floor buyer after stiff competition from a telephone bidder (est.: \$10,000 to \$15,000).
- An exceptionally fine Persian Kashan tree of life rug dating to the 1920s made quite an impression on buyers who had the pleasure of viewing it in person; the rug earned \$5100 (est.: \$2000 to \$4000).
- A gorgeous, large scale oil painting depicting a flower garden in full bloom by British artist Arthur Wasse (1854-1930) was offered with a \$3000 to \$4000 estimate and achieved a stellar \$13,200.



## Maine Auctioneers Association gets ivory update

MAA members learned the difference between ivory and bone, and were kept up on legislative timelines.

By Ruth Lind, special to *Auctioneer*

**M**aine Auctioneers got the latest update on current and proposed ivory legislation at a September 10 meeting at the Saco River Auction Gallery in Biddeford. The session was led by Gordon Stanley, of Maritime Gallery in Searsport, Maine, who is an active member in a coalition of groups working to change the current ivory regulations.

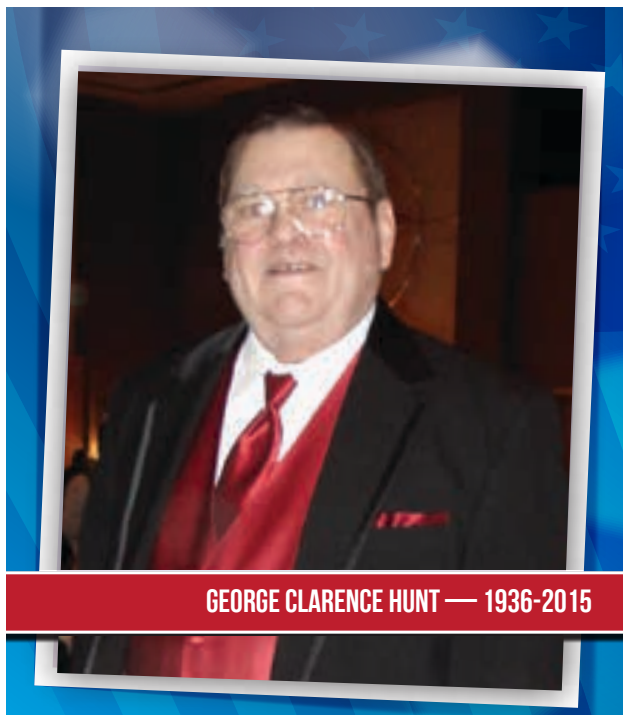
Stanley showed examples of elephant, walrus and whale ivory and explained how to tell the difference among them. He also showed how to distinguish between ivory and bone. For example, elephant ivory presents a crosshatching pattern, while whale's tooth ivory is dense and layered, and whale bone shows black grooves from blood vessels. Walrus ivory contains a cloudy, oatmeal-type grain.

He also showed MAA members how the age of ivory artifacts may be determined, for example, by the progressive yellow patina that comes with time.

Stanley then shared a comprehensive white paper, written by Lark Mason, owner of iGavel Auctions. (The paper was submitted by the NRA/ASCA during the comment period.) Lark argues that the signing into law of FWS DO210 amount to an effective seizure of millions of dollars' worth of legal assets from citizens, businesses, museums and organizations, without notice or hearing to those owners.

A measure to clarify and modify regulations, which had been in the comment stage until Sept. 28, will come up for public hearings in the near future. According to Stanley, this comment period is a full 30 days shorter than that provided by law, and the coalition urges interested parties to make their opinions known, in writing, to their elected representatives, and to request an extension of the comment period. ❖

# From baseball, to police work, to Auctioneer



**G**eorge Clarence Hunt of Gaithersburg, Maryland, passed away Sunday, Sept. 13, 2015. He was born on April 23, 1936, in Granville, Iowa.

He was raised in Granville, Iowa. He played minor league baseball. He went on to join the Army, relocating to the Washington, DC area and served as a MP at Fort McNair. He later became a Washington Capital Police Officer, serving the community for six years.

After leaving the police department, he owned and operated local restaurants, Melody Inn and Gaithersburg Inn, for over 20 years. He was the Auctioneer, Appraiser, and Owner of Hunt Auction Company since 1980. He had Associate Auctioneers and friends assisting him throughout the years. He was a member of the National Association of Auctioneers and the Auctioneers Association of Maryland, Past President of AAM (1999 and 2000), Maryland Bid Calling Champion (1995), Maryland Auctioneer of the Year (1995), and inducted into the Maryland Auctioneers Hall of Fame in 1999.

George also was a Make a Wish Foundation Contributor, Member of the Knights of Pythias, Local Moose Lodge, and the VFW.

George enjoyed spending time with his family and friends, telling stories, watching sports, and attending auctioneer

conventions with his friends and associates. He loved collecting antiques, attending auctions and assisting friends with auctions. George assisted many families and businesses in and around Montgomery County with appraisals and auctions. He held numerous auctions throughout his career, including selling livestock and cakes for the 4H Club at the Montgomery County Fair.

He played several sports during his life and sponsored many local teams when he owned his restaurants. He had a wonderful love for dogs, for rescuing them and collecting dog items. He will be missed by many family and friends and his loyal and loving dogs, Sam and Rudy.

He was preceded in death by his parents, Tony and Helen (Thorman) Hunt and his brother-in-law, Mark Roethler. He is survived by his loving wife of 36 years, Sue Hunt, children, grandchildren, great-grandchildren, and many other people including a large, loving family and many dear friends. ❖

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Carolina Auction Academy opens the door for the working professional.

By Sarah Bahari, contributor



Carolina Auction Academy strives to meet the needs of its region's diverse workforce.

To do so, students of the auction school meet two evenings per week for 12 weeks, rather than the typical nine consecutive days of most others.

"We want to give everyone the opportunity to attend auction school, even those who cannot miss work for two weeks," said Betty O'Neal, who coordinates the academy. "We provide students with an alternative so they can pursue their dream."

Launched in 2005, the academy is part of Stanly Community College in Locust, N.C. Then-President Michael Taylor wanted to offer an auction school and approached O'Neal and her husband, Bill, about writing curriculum and running the academy.

Today, the academy offers two sessions a year and limits the number of students to 20. Because it is part of the community college, tuition is only \$180.

Key elements of instruction focus on auction rules and regulations, the chant, auction math, which includes accounting and cost analysis, and advertising and marketing. For interested students, a session on working with Spanish-speaking customers is offered.

"We aim for a well-rounded education," O'Neal said.

A student auction, which is open to the public, is conducted as part of the final examination and allows students to apply the skills they learned during the 12 weeks. Proceeds benefit St. Jude Children's Research Hospital.

The team of top-notch instructors includes Ivan Broadwell, a member of the Hall of Fame in North and South Carolina, and Eli Detweiler, CAI, 2010 International Auctioneer Champion, as well as numerous past champions from North Carolina and



South Carolina, business owners, technology specialists, real estate brokers and attorneys.

Students have ranged in age from 18 to 73 and include working professionals, recent high school graduates and real estate agents who see the value in having an auction license, O'Neal said.

Increasingly, she added, students understand the importance of receiving formal training.

"To have the trust of the public, Auctioneers need to understand the laws, rules and regulations. It's about more than a chant," she said. "Professionalism is very important."

To educate the community, the academy films a series called "More than a Cowboy Hat," in which instructors and graduates discuss various aspects of the business. The show airs on the college's television station and is also available on YouTube.

After graduation, students often return to the Carolina Auction Academy to brush up or chat with current students, O'Neal said.

"Our students really form a close network and bond over the 12 weeks," she said. "When they graduate, they continue to help each other and return here." ❖



## World Wide College of Auctioneering



The September 2015 WWCA class consisted of students from 15 states, two Canadian provinces and India.

### AUCTION SCHOOLS!

Send your class graduation high-resolution photos and cutline information (class size, graduation dates, states represented and names) to:

[publications@auctioneers.org](mailto:publications@auctioneers.org).

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### Congratulations new auction school graduates!

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NATIONAL AUCTIONEERS ASSOCIATION

# EDUCATION CALENDAR

## STATE CLASSES

### AUCTION TECHNOLOGY SPECIALIST

Milwaukee, Wisconsin - Crowne Plaza - November 2-4

Boston, Massachusetts - TBA - November 9-11

New York - TBA - January 15-17, 2016

### CERTIFIED ESTATE SPECIALIST

Louisville, Kentucky - Crowne Plaza - February 2-4, 2016



**FOR A COMPLETE LIST OF UPCOMING EDUCATION EVENTS, SEE PAGE 63!**

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professional  
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courses that  
are offered, and  
the credible  
visibility that  
each member  
has with the  
public.”

Frank Bizzarro  
Redwood City, Calif.



# St. Jude discovery provides insight into life-threatening respiratory distress in newborns

**S**t. Jude Children's Research Hospital scientists have a lead on reducing life-threatening respiratory problems in infants born to women who develop the liver disorder intrahepatic cholestasis of pregnancy (ICP). The research appears today in the scientific journal *Nature Communications*.

ICP develops during the second or third trimester of pregnancy and affects from 0.4 to 5 percent of pregnant women worldwide. The disorder occurs when liver function is disrupted due to impaired secretion of the digestive fluid bile from liver cells. The incidence is influenced by a variety of factors including ancestry, environment, diet, medications and genetics.

For women, the bile buildup leads to intense itchiness that usually resolves within days of delivery. The risk to newborns, however, is more serious. The disorder is associated with stillbirth and premature delivery. About 30 percent of babies born to mothers with ICP develop respiratory distress, which proves fatal in about 3.5 percent of infants.

Working in a mouse model of the human disease, researchers showed that reducing the reabsorption of bile acid in the intestines dramatically improved survival of newborn mice.



“In mice, even a 30 or 40 percent reduction in bile acid reabsorbed in the intestines and returned to the liver resulted in survival increasing from zero to 64 percent,” said corresponding author John Schuetz, Ph.D., member and vice-chair of the St. Jude Department of Pharmaceutical Sciences. “This study raises hopes that it might be possible to protect at-risk infants by developing drugs that block bile acid reabsorption in mothers.”

Schuetz and his colleagues were working on a different project when they realized they could model human ICP in mice by deleting both copies of the *Abcb11* gene in female mice. The loss led to impaired release of bile from the liver, elevated blood levels of bile acid and newborn mortality, which are all characteristics of ICP in humans. Bile acid is a component of bile and aids in the digestion and absorption of fats and related vitamins.

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

Using the mouse model, researchers demonstrated for the first time that bile acid crosses the placenta. Bile acid blood levels were 420 percent higher in the offspring of female mice lacking *Abcb11* compared to the offspring of mice without the defect. Evidence suggested the elevated blood levels leads bile acid to accumulate in the animals' lungs.

Tests showed the lungs of mice born to mice that lacked *Abcb11* developed normally. However, the air sacs or alveoli did not inflate, and the mice died within 24 hours. A closer look at their lungs revealed structural changes in surfactant, the molecule that coats and helps keeps alveoli inflated. Researchers showed that at high levels, the primary bile acid elevated in human ICP disrupted the structure of surfactant.

A protein named PXR provided additional insight into ICP. PXR belongs to a family of nuclear receptor proteins involved in the regulation of bile acid metabolism and transportation. The *Nr1i2* gene carries instructions for PXR, which was the only nuclear receptor protein that increased in the mouse model of ICP.

Investigators found that deleting both copies of *Nr1i2* led to a 39 percent reduction in blood levels of bile acid in pregnant mice lacking *Abcb11*. The reduction was coupled with a 64 percent increase in survival of the resulting newborn mice. *Nr1i2* deletion also led to a significant reduction in three proteins involved in the reabsorption and transport of bile acids from the intestine to the liver.

"The results suggest that it might be possible to develop drugs to block reabsorption of bile acid in the intestines, thus lowering bile acid concentrations in maternal blood and hopefully the risk of newborn respiratory distress as well," Schuetz said.

The first author is Yuanyuan Zhang, formerly of St. Jude. The other authors are Yao Wang, Aaron Pitre, Matthew Frank, Christopher Calabrese, Geoffrey Neale, Sharon Frase, Peter Vogel and Charles Rock, all of St. Jude; and Fei Li, Zhongze Fang, Kristopher Krausz and Frank Gonzalez, all of the Laboratory of Metabolism, National Cancer Institute (NCI), Bethesda, Md.

The research was supported in part by grants (HL114066, GM60904, GM034496) from the National Institutes of Health (NIH); a grant (CA021765) from the NCI, at the NIH; and ALSAC. ❖

In August 2014, Mabry developed an ear infection she couldn't shake. Then, her face swelled. Mabry's mom, Jenny, took her to the pediatrician, who was concerned enough to send Mabry to a local hospital. There, further testing revealed Mabry may be suffering from a type of blood cancer, and she was immediately sent to St. Jude Children's Research Hospital®.

At St. Jude, it was confirmed that the cause of the swelling and ear infections was acute lymphoblastic leukemia, the most common form of childhood cancer. "You feel like you're in a dream," Jenny said. "We were in complete shock."

Mabry's treatment plan at St. Jude includes two-and-a-half years of chemotherapy. St. Jude is working to drive the overall survival rate for childhood cancer to 90 percent in the next decade. We won't stop until no child dies from cancer.

Mabry's sunny disposition hasn't waned during treatment. "She's so sweet," Jenny said. "She's always happy, always in a good mood. The kids here don't feel sorry for themselves. They just keep going and don't skip a beat." Mabry's parents are grateful for everything St. Jude provides. "There's so much support from the doctors and nurses," Jenny said. "There are parent mentor programs and play groups. Everyone here cares about your child."

Mabry loves to dress up in costumes. "She loves dresses," said Jenny. "She creates all sorts of outfits and adds fairy wings, a crown, a bunny rabbit tail, necklaces and bracelets." At St. Jude, Mabry likes to visit the fountain near the pavilion, pick flowers and sing "Let It Go" to her nurses.



Sponsored by:



Mabry  
age 3  
Tennessee  
acute lymphoblastic  
leukemia

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

  
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### EARN YOUR DESIGNATION!

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

NATIONAL AUCTIONEERS ASSOCIATION  
**EDUCATION CALENDAR**

## DESIGNATION ACADEMY

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

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

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

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

## REAL ESTATE AUCTIONS IN 2016 SUMMIT

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

### Auction Technology Specialist

Milwaukee, Wisconsin • Crowne Plaza • November 2-4, 2015

Boston, Massachusetts • Crowne Plaza Newton • November 9-11, 2015

New York • TBD • January 15-17 2016

### Benefit Auctioneer Specialist

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

### Accredited Auctioneer Real Estate

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

### Certified Estate Specialist

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

## CERTIFIED AUCTIONEER INSTITUTE

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

## CAI NEXT

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

# CONFERENCE AND SHOW

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

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

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

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

## IN THE RING

**PAGE** *"It is evident that the grassroots, relationship-building approach the NAA took to Washington, D.C. was the right way to start the process."*

10

**David P. Whitley, CAI, CES, NAA Advocacy Committee Chair**

*Rocky Mountain Estate Brokers, Inc. / Whitley Auction  
Eaton, Colorado*

**PAGE** *"I wanted to do the best job possible for this family, and I knew that in order to do so, I needed to reach out to my CAI family."*

32

**Amy Whistle, CAI**

*Kurtz Auction and Realty  
Owensboro, Kentucky*

**PAGE** *"There was a tangible energy [at the NAA Benefit Auction Summit]. There was a feeling of camaraderie."*

48

**Andy Imholte, ATS, BAS**

*Fast Talking Podcast  
Shakopee, Minnesota*

## AROUND the BLOCK

- Approaching its 15th anniversary, **Nest Egg Auctions in Connecticut recently took over a 12,000sqft space** – a move highlighted by local media.
- **Patty Baldini, CAI, CES**, of Baldini Auction Company, LLC, became the **first woman ever inducted into the Tennessee Auctioneers Association Hall of Fame** during the TAA's summer convention. She has served in the auction industry for more than 20 years.
- Second-generation auction professional **Cody Lowderman won the 32nd Annual Championship Auctioneer Contest** on Aug. 17. The contest is sponsored by the Illinois State Auctioneers Association, among others. Among the judges were NAA Hall of Famers Leroy Van Dyke and Cookie Lockhart, CAI, CES, GPPA.





MEMBERS' CORNER



NAA press release ... for the win!



NAA member Butch Hagelstrom, of Fort Lupton, Colorado, took advantage of the NAA's press release template he received after his first year at CAI. He filled out the information the template requested and submitted it to his local newspaper.

As a direct result of his submission, Hagelstrom not only had his release run in the paper, but he was the subject of a full feature! NAA has press release templates for more than just CAI. If you're a new NAA member, share it. If you have a great success story to tell, share that, too! Visit auctioneers.org/press-release-templates, download your template, fill out the information and submit it to your local media.

We want you to be the next Butch! And, make sure to email publications@auctioneers.org when you do!

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**[City] auctioneer begins earning industry's top designation**  
*[Last Name] is enrolled and thriving at the Certified Auctioneers Institute – the auction profession's premiere education program.*

[City, State] [Date] – [City] auctioneer [Name], of [Company Name], recently completed [his/her] first year of courses at the prestigious Certified Auctioneers Institute (CAI). The CAI program is the industry's premier training program developed by the National Auctioneers Association (NAA) for auction professionals.

The three-year CAI designation program provides auction professionals the opportunity to earn the auction industry's most respected professional designation. CAI is an intensive, executive development program offering professional auctioneers instruction and coursework in business management, ethics, communication, finance, strategic planning and marketing.

The NAA conducts CAI every year in March at Indiana University in Bloomington. CAI candidates join auctioneers from across the world to learn from some of the nation's most distinguished and respected leaders in the auction industry.

As of December 2014, there were 961 current CAI designation holders in the world.

[Include information about your business, years in industry, business specialties, designations, etc.]

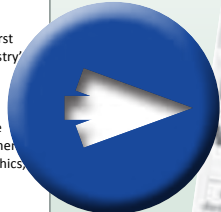
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For more information on CAI, its history and its standing as the premiere training program for auction professionals, contact the NAA at (913) 541-8084 or visit [www.auctioneers.org](http://www.auctioneers.org).

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**About the National Auctioneers Association**  
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