



Auctioneer

NOVEMBER 2017

The official publication of the National Auctioneers Association

PLATINUM!

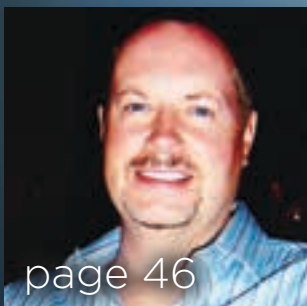
Honors won in 2017
make 11 awards in the
past four years for NAA
members' magazine. pg. 30

ALSO INSIDE:

| HOW AN #NAAPRO OVERCAME
EFFECTS OF STROKE WITH HIS
CHANT

| ATF OFFICIAL SAYS BUREAU WANTS
TO SHED ITS SECRETIVE LABEL WITH
AUCTION PROFESSIONALS

| NAA PLEDGES NEW \$500,000
COMMITMENT WITH ST. JUDE



page 46



AuctionTime.com

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The screenshot displays the AuctionTime.com website interface. At the top, the logo is accompanied by the text "NO BUYER FEES NO HIDDEN RESERVES". Below the logo is a navigation menu with categories: CONSTRUCTION, FARM EQUIPMENT, TRUCKS, TRAILERS, ATTACHMENTS, and OTHER ITEMS. The main section is titled "LIVE AUCTION BOARD" and is divided into "Ring 1" and "View Ring 2".

Ring 1 Listings:

- Lot # 9216 CA:** 2015 MCCORMICK X5.50 Tractor. Current Bid: US \$3,500. Time: 0:38. Buy Price: US \$3,600.
- Lot # 9216 CA:** 2014 VERSATILE 290 Tractor. Current Bid: US \$250. Time: 0:39. Buy Price: US \$300.
- Lot # 9216 CA:** 2014 VERSATILE 4500T Tractor. Current Bid: US \$100. Time: 0:42. Buy Price: US \$200.
- Lot # 9216 CA:** 2014 CASE IH MAGNUM Tractor. Current Bid: US \$7,000. Time: 0:42. Buy Price: US \$7,100.

View Ring 2 Listings:

- Lot # 9216 CA:** INDUSTRIAL AMERICA 115 Backhoe Loader. Current Bid: US \$1,000. Time: 0:43. Buy Price: US \$1,100.
- Lot # 9216 CA:** INDUSTRIAL AMERICA 115 Backhoe Loader. Current Bid: US \$1,200. Time: 0:43. Buy Price: US \$1,300.
- Lot # 9216 CA:** JOHN DEERE 700 Tractor. Current Bid: US \$5,000. Time: 0:43. Buy Price: US \$5,100.
- Lot # 9216 CA:** JOHN DEERE 700 Tractor. Current Bid: US \$5,000. Time: 0:43. Buy Price: US \$5,100.
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- Lot # 9216 CA:** JOHN DEERE 700 Tractor. Current Bid: US \$5,000. Time: 0:43. Buy Price: US \$5,100.

Ring 1 (continued) Listings:

- Lot # 9420 AL:** 2014 CASE IH MAGNUM Tractor. Current Bid: US \$400. Time: 0:43. Buy Price: US \$500.
- Lot # 9420 AL:** 2013 HUBOTA Tractor. Current Bid: US \$10,800. Time: 0:43. Buy Price: US \$10,900.
- Lot # 9420 AL:** 2012 CHALLENGER Tractor. Current Bid: US \$250. Time: 0:44. Buy Price: US \$300.
- Lot # 9558 CA:** 2009 JOHN DEERE 6230 Tractor. Current Bid: US \$500. Time: 0:45. Buy Price: US \$600.

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Use your passion and help build NAA

It has been a great couple of months serving as your president for the NAA Board of Directors. Last month, I posted on Facebook that I am so excited about everything happening with NAA right now. That excitement continues and increases as the Board continued its work during the fall Board meeting.

We are working hard to find out about our members. In September, more than 400 of you participated in a survey that we conducted about membership. Two weeks later, more than 300 of you participated in a survey about education. In early October, the Board discussed the results of these two surveys and realized that a lot of what we learned underscores the importance of what we are currently doing.

It also showed me that we have a long way to go. We have a membership with a diverse set of needs and requests. We have individuals who are straight out of auction school, looking for tools and templates that will help get their business started. We also have individuals who are well settled into their career that may be thinking about their next business transition – how to continue to grow that business – or conversely, how can I sell my business?

A few days after the Board meeting concluded, more than 330 of you finished up the survey campaign by giving us your thoughts regarding NAA Communications. Trust me, we will read every word of that survey as well.

Your Board wants to make NAA an organization that will provide you the information and tools you need to be successful in your business. We are talking about the priorities we need to accomplish during 2018, which is only weeks away (hard to believe, but true). And as much as we would like to accomplish everything on our list, we are still a small organization with limited resources.

What this means is, it is important to think about things we can do that will help us achieve our vision more quickly (ensuring that our members are the preferred auction professionals used in the marketplace). In order for us to continue, we need people who will help us be strategic, who can listen to the membership and help us communicate what we are doing and why.

This year, you will have the opportunity to elect two new Board members and a person to sit as Vice President. These positions are critical and in the December/January issue of *Auctioneer*, you will find the application to submit. There are three qualifications: Be a member for three consistent years; be a member of a NAA committee or task force; and have CAI or take the Leadership class.

Why do we have qualifications? We need people who understand NAA, who understand the diversity of thoughts that exist in this organization and who understand what their responsibility is as a leader.

And, we need people who are excited about the direction that NAA is headed. You don't have to agree with everything the Board has directed, but we need people who aren't afraid to speak up, who are solution providers, and who can help always steer this great organization into a place of success.

Help us with this journey. Look in December for both a summary on the surveys and the application for Board positions. Think now about what you could bring to the table for the Board and how you can help guide this great organization towards success.

It starts with understanding what is happening currently. Check out pages 6-7 to see what the Board is talking about now and to read the proposed revisions to the NAA Code of Ethics and the NAA Bylaws.

You are excited and passionate about NAA. I see it in your social media comments and hear it when I have the opportunity to speak with you. Let's use your excitement and mine, and let's together build the future of NAA!

Looking forward to serving with you ... and the chant goes on!

Scott H. Shuman, CAI
NAA President

National Auctioneers Association President Scott H. Shuman, CAI, is a partner and Auctioneer for Hall and Hall Auctions. He has more than 31 years of auction experience after attending auction school in 1986 and opening an auction firm shortly thereafter.

Scott is the 2014 Colorado State Champion Auctioneer. He was awarded the 1997, 2002, and 2014 NAA Marketing Competition Auction Marketing Campaign of the Year awards from the NAA, as well as the prestigious Rose Award presented by the Certified Auctioneers Institute.

Scott has served as an instructor for the NAA Certified Auctioneers Institute and as a Trustee for the NAA Education Institute. He is a past Colorado Auctioneers Association Board member and currently resides in Eaton, Colorado, with his wife, Krista, and their three children.

Their hobbies include snow skiing and cheering on the Denver Broncos.

36

What you need to know about selling firearms: ATF

Deputy Assistant Director Curtis Gilbert has told NAA members that "the boogeyman image is gone." He said the Bureau wants to be open in communication with all industries on what it takes to legally sell firearms. Find out what else he said.



FEATURES/NEWS NOVEMBER 2017

NAA Board reviews proposed recommendations to Bylaws, Code of Ethics

The changes are posted for member review.

6

What auction professionals can learn from beer

The beer industry has poured a pathway for increased market share and better branding.

12

NAA announces five-year, \$500k commitment with St. Jude

The partnership highlights NAA's pledge to help St. Jude end childhood cancer.

18

The 2017 State of Social Marketing report

ROI is a top challenge. Companies aren't tying social activity to conversion goals. And, influencer marketing is ready to fly.

32

On the road again

The only thing larger than the amount of miles a livestock Auctioneer might rack up in a year? The amount of syllables they burn through on the mic.

42

FACES OF NAA

Ruhter Auction & Realty turns 50

Accepting change was key for Randy and Barb Ruhter to grow their auction company.

24

Auction rehab

After a heart attack and stroke, NAA member Kent Anderson used bid call practice to help him regain his speech.

46

BUSINESS PRACTICE

Terms and authenticity of goods

Does your contract deal with unauthorized replica and counterfeit goods?

20

NETWORKING

- 8 State watch
- 14 NAA Ambassadors
- 26 2017-18 iSeries schedule
- 27 New NAA Designations
- 52 Schools
- 53 Education Calendar
- 54 New members
- 56 Success stories
- 61 Commitment
- 64 Filler words
- 66 Marketplace
- 67 Index

NAA Board reviews proposed recommendations to Bylaws, Code of Ethics

The proposed changes come from the Governance Committee and are posted for member review.

By NAA Staff



At its October meeting, the NAA Board of Directors reviewed proposed recommendations made by the Governance Committee to the NAA Bylaws and NAA Code of Ethics.

The changes, which are being posted for member review, are as follows (the sidebar outlines the revisions through the use of the strikeout and underlining method):

Code of Ethics

All recommendations apply to the Procedure for Grievance Against the Code of Ethics:

In paragraph four, including the following statement allows for the person who the Grievance Committee has found guilty to have a hearing with the Board and a pre-hearing conference to discuss the charge and recommended penalty.

The revisions in paragraph six expand the types of discipline that the Board can make.

NAA Bylaws

The Board accepted the Governance Committee's recommendation for Article II: Membership (4) Vote. The revisions will allow electronic as well as paper ballots in the election.

In another action, the Board has asked that staff distribute a Request for Proposal to various online voting platform providers to see if this is something that should be considered for NAA elections.

In Article XII: Committees (2), the Board is reviewing the feasibility of changing the name of the Nominating Committee to the Candidate Review Committee. The Governance Committee recommended this change to more accurately reflect the title of what this committee's responsibilities are: not to nominate but to review the credentials. Candidates may still run if they meet the qualifications set out in the bylaws and apply by March 1 even if they do not meet the standards set out by the Candidate Review Committee.

In addition, the Candidate Review Committee will vet all candidates' credentials and will now be able to endorse up to THREE (previously two) candidates per position. So, for the 2018 election, the Committee will be able to endorse three candidates for vice president and six candidates for the two Board positions. The Board increased the number of candidates in order to allow the membership more options on its ballots.

Also, in Article XII: Committees (5) Promotions and (6) Advocacy, changes are being proposed that detail the composition of these two committees.

In other actions, the Board reversed its decision not to announce the vote totals in the annual meeting; individual vote totals will be announced in 2018.

The Board also created a committee on Cyber Security issues and charged it with the following: creating and maintaining a self-assessment for NAA members regarding cyber issues within the auction industry and working with the Education Institute Trustees on ways to integrate this topic into the NAA education curriculum. ❖

National Auctioneers Association Bylaws Proposed Revisions

Article II - Membership

1. Vote. All members in good standing are eligible to vote in the annual meeting and in any special meeting either in person or by absentee ballot. Elections for the Board and its officers will be held at the annual meeting.

If a member in good standing will not be able to attend the annual meeting, they may obtain a ballot. Ballots must be received at the NAA Headquarters at the stated date 10 days prior to the annual meeting. Return envelopes must contain an individual's name and member number in order to be valid.

Article XIII - Committees

1. Executive Committee. The Executive Committee shall be comprised of the Chairman of the Board, President, Vice President; and Treasurer of the NAA Board of Directors, and the Chief Executive Officer. The Executive Committee is responsible for ensuring the CEO is appropriately managing the daily operations of the organization and the Executive Committee shall review all fiscal policies and procedures for the NAA. Except as limited by law and by the NAA Bylaws, the Executive Committee shall exercise the oversight powers and authority of the Board of Directors when the Board of Directors is not in session. In addition, the Executive Committee shall serve as the Grievance Committee. All official actions of the Executive Committee shall be reported to the Board of Directors at its succeeding meeting.

2. Nominating Committee. Candidate Review Committee. The Chairman of the Board, subject to the approval of the Board of Directors, shall appoint a Nominating Committee Candidate Review Committee, the members of which shall serve for one (1) year or until their successors are appointed and qualified. The Nominating Committee Candidate Review Committee will consist of the Chairman of the Board, the President, the Representative to the Board from the National Auctioneers Foundation, the chair of the Education Institute Trustees and a member leader from a state association. In those instances where the designee is a candidate, the Chairman will appoint another member from that representative body. They will be responsible to:

- Work with the Board to identify the optimal Board matrix based on the strengths and needs of the Board (including the need for diversity as defined by the organization).
- Screen candidates' eligibility and assess qualifications for service.
- Recommend up to ~~two~~ (2) three (3) nominations for each vacancy.

Nominations from the membership for Association positions must be submitted to the Association headquarters office on or before March 1 of each year for the election at the annual meeting. Members who are not recommended by the Nominating Committee Candidate Review Committee may still run for office as long as the deadline date is met.

5. Promotions Committee: The President, subject to the approval of 80% of the Directors present at a meeting of the Board of Directors, shall appoint a Board member to chair this Committee and two members and two (2) Committee members each year a committee consisting of six (6) members plus a Chair and Vice Chair from the Board. Committee members shall serve staggered terms of three (3) years or until their successors are appointed and qualified so that two (2) Committee members shall be appointed each year. A representative from the Executive Committee shall serve as an additional member during his or her term. The Promotions Committee shall make recommendations to the Board of Directors regarding promotional activities for NAA, marketing the auction professional and the organization as necessary.

6. Advocacy Committee: The President, subject to the approval of 80% of the Directors present at a meeting of the Board of Directors, shall appoint a Board member to chair this Committee and two members and two (2) Committee members each year a committee consisting of six (6) members plus a Chair and Vice Chair from the Board. Committee members shall serve staggered terms of three (3) years or until their successors are appointed and qualified so that two (2) Committee members shall be appointed each year. A representative from the Executive Committee shall serve as an additional member during his or her term. The Committee will develop and recommend to the Board of Directors an annual public policy strategy and agenda that will address legislative and regulatory issues.

8. Standing Committees. The President, subject to the approval of the Board of Directors, shall appoint the following Standing Committees, the members of which shall serve for one (1) year or until their successors are appointed and qualified:

- Grievance committee
- Audit Committee
- Human Resource Audit Committee

National Auctioneers Association Code of Ethics Proposed Revisions

PROCEDURE FOR GRIEVANCE AGAINST THE CODE OF ETHICS

Paragraph 4: The Grievance Committee may a) seek more information; b) find no grievance; or, c) find a grievance and make a recommendation of discipline to the NAA Board of Directors. The CEO will communicate the Committee's decision to the accused Member. If the Complaint Committee makes a recommendation of a grievance to the NAA Board, the accused Member will be given the opportunity to come before the Board to present his/her case. If a member requests a hearing of the Board they will be encouraged to attend a pre-hearing conference with their chosen counsel, legal counsel for the NA and the Grievance Committee the day preceding the Board hearing. This conference provides all parties the opportunity for discussion of the charge and recommended penalty.

Paragraph 6: The Board may a) seek more information; b) find no grievance; c) accept the Grievance Committee's recommendation and determine the appropriate discipline, which could include but is not limited to: a public letter of reprimand, a private letter of caution, suspension or expulsion, preventing them from obtaining or using professional designations, voting or holding office for the time period they are not a member. The decision shall be conveyed to the Member by certified mail within 21 days of the completion of the Board meeting. The accuser will be notified of the Board's decision at the conclusion of the process.

See the full NAA Bylaws and Code of Ethics at auctioneers.org/naa-financials-and-governance.

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WASHINGTON and IDAHO

For the first time ever, the Northwest Auctioneer Convention was held as the Washington Auctioneer and Idaho Auctioneer Associations teamed up to present the event, Oct. 8-9, in Boise, Idaho.

The combined effort resulted in 66 attendees, who gathered to hear NAA Hall of Famer Marty Higgenbotham, CAI, AARE, CES, present as a featured speaker. Along with Higgenbotham, 2017 NAA IAC Women's Division Champion Sara Rose Bytnar, CAI, AARE, AMM, also shared knowledge as the NAA speaker. Results of the convention's election: President – RL Heaverlo; 1st Vice President – Chantel Kimball, CAI; 2nd Vice President – Rose Backs; Treasurer – Lynel Gullidge.




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Source: <http://www.50states.com/facts>



Barb Ruhter (left) and Judy Bohn display their plaques after their induction into the NAA Auxiliary Hall of Fame.

NAA Auxiliary continues Hall of Fame greatness with Ruhter, Bohn

Barb Ruhter and Judy Bohn were honored this past summer as the newest inductees into the Auxiliary's hallowed hall.

In front of a packed room during the annual NAA Auxiliary Luncheon and auction event held during the NAA International Auctioneers Conference and Show, in Columbus, Ohio, Barb Ruhter and Judy Bohn became the newest inductees into the Auxiliary Hall of Fame.

Each presented emotional thank-yous to their family, friends and many other individuals who had supported them and their valuable efforts in and around the Auxiliary, the NAA, and the auction industry.

Through their and others' efforts and kindness, the Auxiliary continues to serve as a crucial provider of scholarship money.

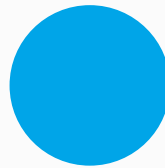
Through 2016, the Auxiliary had provided more than \$115,000 in scholarships to the children and grandchildren of its members. It continued that tradition again in 2017 and plans are to do so again in 2018 as well.

The Auxiliary to the National Auctioneers Association was founded on July 13, 1951, in Decatur, Illinois. Presently, the Auxiliary's primary goals are to support the National Auctioneers Association, help educate the members of the Auxiliary, and to provide annual educational scholarships for its members' children and grandchildren. Visit naaauxiliary.org for more information. ❖

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What auction professionals can learn from beer

The beer industry has poured a pathway for increased market share and better branding.

By Nancy Hull Rigdon, contributor

Auctioneers can turn to beer to grow their businesses – no drinking required. Really, it's true – just ask Nelson Jay, BAS.

Before his career as a benefit Auctioneer, Jay spent 20 years working in the beer industry, including at Redhook brewery, as well as in marketing.

“As I was building my auctioneering business, I kept coming back to all these things the beer industry does that we, as Auctioneers, can learn from to achieve greater success,” Jay said.

For instance, brewers gain market share through branding, marketing activities and consumer engagement including promotional partnerships. These same opportunities exist for Auctioneers – it's just a matter of taking advantage of them to grow your business, he said.

The current boom of the beer industry makes it an industry worthy of emulation, Jay said, citing data showing the number of breweries in America has recently topped 4,000, just shy of the historical high 4,131 breweries recorded in 1873.

He boils down the brewery-like road to auction success to three key takeaways:

1. Brand development is crucial.

Jay stressed that to attract a following, you must create an identity to follow.

To start, ask yourself some questions: Who are you? What do you want to be? How do you help customers?

From there, hone in on two, maybe one, answer. The answers, he said, may be strikingly similar to those of beer brands.

“Will your brand focus on mass appeal? Low cost? Premium? Trusted? Better than others?” he asked.

He also stressed to always circle back to authenticity and consistency.

“Brand your business and express your own personal brand through networking interactions,” he said.

2. Claim your digital space now.

Don't waste time in setting up your social media pages and other online presence.

“This will help grow your online search results and establish you as a modern enterprise,” Jay said.

The research, he said, speaks volumes. For instance, he highlighted two crucial facts: 1) Next to referrals, the most likely way prospective customers and clients will find you is online; and 2) Consistent brand message and online identity will help drive search results.

Even if you aren't active on social media, go ahead and nab your space so it's there when you're ready, he said.

Tie in your branding, and make sure your logo, general information, images and colors are consistent with other materials and messaging.



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3. Partnerships can add value to what you deliver to clients/customers.

By definition, a promotional partnership, Jay said, is an opportunity for two or more entities to come together to enhance each individual organization's position by offering more combined value than any one individual organization may be able to deliver. The ideal partnership should benefit the client or customer as well as each party participating in the partnership.

To begin, Jay recommended brainstorming partner prospects. Then, ask yourself, What do they do really well? And then, think about how that may benefit you and what you could offer in return.

As you explore partnerships, don't get too caught up in what's in it for you, he cautioned.

"Think about what is in it for the other half of partnerships," he said. "Remember – helping others will help you grow." ❖

BRAND DEVELOPMENT: 4-STEP PLAN

1. Hone in on the 1 or 2 things you most want to be
2. Spend time to develop a brand position that really reflects who you are and what your company is all about
3. Share with people who you know and trust for feedback
4. Once refined, claim your digital space!

4 THINGS YOU NEED TO CREATE YOUR DIGITAL FOOTPRINT

1. Profile picture
2. Company logo
3. Modified logo for social media
4. "About Us" brand statement

- Source: Nelson Jay, BAS

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Ambassador Spotlight

Who I am:

Christie King, CAI, AMM, BAS

Who I represent:

C King Benefit Auctions, LLC

Where I'm from:

Gadsden, Alabama

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

The networking opportunity is worth every penny of my membership. The NAA is my extended family.



Are you leaving money in your skills bag?

There is value in your knowledge of resources, brokering of deals between parties and other areas. Here are a few places to look for that non-sale income.

By NAA Staff

Auctioneers can follow a few simple steps to maximize their non-sale revenue. In fact, doing so might be easier than they think.

Becoming an appraiser is one way for Auctioneers to bump their business revenue, and auction professionals can enhance their appraisal skillset through the Graduate Personal Property Appraiser designation. The program is designed to give Auctioneers more skill and acumen in appraising personal property.

And, it might even help quell a common fear among auction professionals who are afraid the effort to expand their offering won't see a return.

"If you are apprehensive about becoming an appraiser because you will not find work, you are not alone," said Sara Adams, AMM, GPPA, a Connecticut-based Auctioneer and appraiser. "I was afraid of some of the same things."

Initially, appraising equipment or pieces within an auction professional's given specialty will help build that part of their business. Eventually, a person can explore a move into other areas.

"Start with a focus on your specialty," Adams said. "Diversity will come in time."

NAA networking and cross-channel self-promotion

Auctioneers should not be afraid to reach out to their colleagues in the National Auctioneers Association when they need assistance in appraisals. The NAA offers a valuable resource — thousands of people with a wealth of expertise.

Also, advertising your appraisal business on your bidding web site is a great way to reach potential clients, as today's buyers could be tomorrow's sellers.

To find and connect with new appraisal clients, consider joining your local Chamber of Commerce to meet bankers and loan officers. Before they can offer loans, banks frequently need to appraise a client's collateral. At that point, you'll be ready to handle the request from top to bottom.

"Banks deal with businesses wanting to take out loans constantly. They are not afraid to pay my fees," Adams said. "Because they understand the value of the work I do, they don't question or complain about my prices. Their expectations are realistic for me in terms of time frame."

To brainstorm additional revenue streams, Auctioneers can again turn to their NAA connections. Finding a peer who works in a similar specialty in a different market could be an excellent resource to exchange ideas.

Put a price on it

Next, identify services you already provide but have not monetized. For example, Adams said she provides removal services from her warehouse for a fee, while also selling or renting equipment such as dollies and ratchet straps.

Consider working with a truck rental company or getting paid for referrals.

"It's good to think of your first-time buyer," Adams said. "You are their solution, their one-stop solution. If you can provide a service and you're not sending them somewhere else, it's making their experience a lot better."



Auctioneers can even look to their own physical space for revenue. Unused warehouse space could be turned into rental storage space.

Offering cleaning and repair services for equipment also can generate revenue. Adams, who specializes in restaurant equipment, said refrigerator repair services have been a boon for her business, both in revenue and client satisfaction.

Each refrigerator comes guaranteed, which has instilled confidence in buyers.

“Remember that your work, your knowledge of resources and your brokering of deals for buyers and sellers is valuable for other people,” Adams said. “Please remember that everything you do is worth being paid for.” ❖

This content first appeared as part of the NAA iSeries webinar program. NAA members can check out the full iSeries archive, along with information on upcoming iSeries events, at auctioneers.org/series.

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NAA announces new five-year, \$500,000 commitment with St. Jude Children's Research Hospital®

The partnership highlights NAA's pledge to help St. Jude end childhood cancer.

By NAA Staff

OVERLAND PARK, Kan. (Oct. 26, 2017) – As a mark of its continued pledge to support the fight against childhood cancer, the National Auctioneers Association has announced its newest fundraising pledge for its philanthropic partner, St. Jude Children's Research Hospital®.

According to the partnership, the NAA will use its best efforts to raise \$500,000 for St. Jude over a five-year period that began July 1, 2016, and will end June 30, 2021. The funds raised through this pledge will be used by St. Jude for research and treatment of children from across the country and around the world who are battling cancer and other life-threatening diseases. The partnership also helps ensure families never receive a bill from St. Jude for treatment, travel, housing or food – because all a family should worry about is helping their child live.

In return for its efforts and continued recognition of St. Jude as a national philanthropic partner, NAA will be recognized through

the naming of a fifth-floor conference room at the Danny Thomas Research Center on the hospital campus in Memphis, Tennessee.

“For more than 20 years, NAA and St. Jude Children's Research Hospital have partnered in their philanthropic effort,” said NAA CEO Hannes Combest, CAE. “NAA members have graciously and passionately provided their unique fundraising tools, including their auction talents, as a means for supporting the children of St. Jude. We are extremely pleased to continue the tradition of partnership between NAA and St. Jude.”

In all, NAA has raised and donated more than \$5 million for St. Jude through its partnership, now in its 22nd year. In addition to those efforts, the NAA hosts the NAA Toy Auction every November at St. Jude. Patients and their families are taught a few tongue twisters and a couple of facts about auctions before they “bid” on donated children's items, such as toys, clothes,



For more than 20 years, St. Jude and NAA have worked together to provide a memorable experience for St. Jude children and NAA members alike. For members, that includes shopping for each event.

“NAA members have graciously and passionately provided their unique fundraising tools, including their auction talents, as a means for supporting the children of St. Jude.”

electronics, etc. This year, the NAA Toy Auction was held Thursday, Nov. 2.

“We are grateful for the generous partnership we share with the National Auctioneers Association, and the toy auction is something we look forward to every year at St. Jude Children’s Research Hospital,” said Richard C. Shadyac, Jr., President and CEO of ALSAC, the fundraising and awareness organization for St. Jude. “Thanks to their caring hearts, the bidding experience designed for our children is not only educational but also gives patient families an opportunity to have fun in the midst of one of the most trying times of their lives.”

For more information about the NAA “Auction For Hope” program for St. Jude, visit stjude.org/naa. For more about the NAA, contact (913) 541-8084 or visit auctioneers.org.

St. Jude Children’s Research Hospital is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to more than 80 percent since it opened more than 50 years ago, and St. Jude won’t stop working until no child dies from cancer. For more information about St. Jude, visit stjude.org. ❖



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Terms and authenticity of goods

Does your contract deal with unauthorized replica and counterfeit goods?

Question: What terms should Auctioneers consider including in their auction contract regarding the authenticity of goods?

Answer: It depends on what is being sold and your business. The sale of unauthorized replica and counterfeit goods is illegal. Counterfeiting is a form of trademark infringement. It's the act of making or selling lookalike goods or services bearing fake trademarks. The sale of counterfeit goods could have an impact on the Auctioneer, Auctioneer's reputation, and the Auctioneer's business. Therefore, specific issues relating to authenticity should be evaluated to determine whether they should be addressed in the auction contract.



First, who are your sellers and bidders? There is a broad range of approaches to this issue. I have worked with Auctioneers who require each seller to represent and warrant the authenticity of the goods that will be sold. I have also worked with Auctioneers who do not require each seller to represent and warrant the authenticity of the goods that will be sold. Some Auctioneers require certain goods to be reviewed by an expert to verify authenticity and/or grading. Other Auctioneers do not require goods to be evaluated and/or graded by an expert. From my perspective, the best practice is to (at least) require the seller to represent and warrant that the goods are authentic. Auctioneers should exercise caution before agreeing to help a seller who is not sure of the authenticity of his or her goods and unwilling to find out. This policy helps protect your bidders from purchasing illegal merchandise, protects your reputation, and helps intellectual property rights owners protect their rights.

Second, what should an Auctioneer do when there is a dispute regarding the authenticity of an item? If the seller states that Lot 16 is authentic and the buyer says that it is not, the Auctioneer may find himself or herself in the middle. Both parties could be demanding the money from the Auctioneer. In addition, there may be statutory or administrative requirements that Auctioneers pay the seller within a specific period of time. Is there an exception when there is a dispute regarding the authenticity of specific goods? In some situations, it may be appropriate for an Auctioneer to file an interpleader action. An interpleader action is a lawsuit to compel two or more parties to litigate a dispute. An Auctioneer, for example, could file an interpleader action naming both the seller and the buyer to have them fight out the authenticity issue. This type of action is often used by a party who holds the property of another, but does not know who is entitled to it.

Third, if an Auctioneer takes possession of goods to have them evaluated and graded by an expert, who chooses the expert? Who covers the costs of the expert's evaluation? Who bears the risk of loss if the goods are damaged or destroyed? What happens if it is not authentic? Who is responsible for the cost of shipping the items to the expert for evaluation? What happens if the item is destroyed while traveling to or from the expert to the Auctioneer? Is there insurance on the goods? If so, is it the seller's insurance or the Auctioneer's? What is the insured value of the goods? The auction contract should answer these key questions.

Authenticity issues are coming up more frequently. It is not just for art auctions anymore. Comic books, sports memorabilia, autographs and other goods can also be evaluated for authenticity and graded. The best practice is to include specific terms in the auction contract to address these issues. Including specific terms related to these issues in the auction contract reduces the likelihood of dispute and costly litigation. ♦



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Statistics say only 20 percent of those in a class such as this one will go on to actually obtain the designation. NAA's new Designation Mentors program aims at increasing that number.

New NAA Designation Mentors program to help members

The program aims at helping attendees clear those final hurdles to earning their designation.

By NAA Staff

With nearly one-third of its members holding designations, it is safe to say NAA membership has embraced designations and continuing education.

Did you know, however, that only about 20 percent of everyone who takes a designation course actually obtains the designation? In other words, nearly 80 percent of those who take a designation course don't finish the last few follow-up steps to officially attain the designation!

With that in mind, the Education Institute Trustees have decided to enlist those who already have their designations to help grow that number, and beginning in November will be looking for volunteers to fill a new key role: Designation Mentor.

Positioned as a cross between a class advisor and designation

ambassador, Designation Mentors will begin promoting an upcoming designation class and talking about their own experience. Then, after the class for a period of 18-24 months, Designation Mentors will check in with attendees at intervals to offer assistance, see how the person's reports and summaries are coming, and refer candidates to resources and NAA staff for help.

The program, according to NAA Education Institute Trustee Beth Rose, CAI, AARE, AMM, is built to help clear those final hurdles, however short or tall they may be.

"We're excited to be able to provide some help to people who want to get their designation but have a hard time getting the work done," Rose said, "whether that's through a deeper understanding or ... motivation issues," she added with a smile.

So, what's required to be a Designation Mentor? It is simple: Hold the designation for which you'd like to be a mentor, and be prepared to be responsible for about 30 potential designation holders.



NAA Director of Education Aaron Ensminger agreed.

“One of the top four or five calls I get is from someone who just wants to get involved,” Ensminger said. “The experience of a designation is a special one, from taking the course to preparing all the post work.

“I’m glad we have a way for people to get involved, and more importantly, get involved in an area they care about.”

What's it take to be a Mentor?

So, what's required to be a Designation Mentor? It is simple: Hold the designation for which you'd like to be a mentor, and be prepared to be responsible for about 30 potential designation holders.

NAA will ask you to work to promote the designation through your own social media and network. Then, you will find out whom you'll be serving as a designation mentor. After that, you will contact individuals at specific intervals.

To be considered, visit auctioneers.org/volunteers and complete the volunteer form. Mentor selections will be made as needed, depending on how many attendees are at course offerings.

For more information about the program, email education@auctioneers.org. ❖

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Ruhter Auction & Realty celebrates golden anniversary

Leaning into and accepting change paved the way for Randy and Barb Ruhter to grow their large, now golden, auction company.

By NAA Staff



Ruhter Auction, now in its 50th year, was started by Randy and Barb Ruhter (above). The business has kept its live and online crowds large through the years by embracing change. That strategy and attitude has been awarded many times, including Randy's induction into the Nebraska Auctioneers Hall of Fame (left) and the NAA Hall of Fame in 2008.

Few first-generation auction businesses can boast having made it to the 50-year mark. This year Ruhter Auction & Realty claims the distinction of reaching that golden milestone.

“We’d like to think we were smart, but I think we were pretty lucky, too,” says Randy Ruhter, the company’s founder. “Whenever you can stay in the same business for 50 years and work in a small community like we have, it just means you’ve done things right. It’s a proud moment.”

In the five decades since Randy started in the auction business alongside his wife, Barb, Ruhter Auction & Realty grew into one of the largest full-service auction and real estate companies serving Hastings, Nebraska, and the surrounding area. It all started with Randy conducting sales on choice farmland and auctioning personal property while Barb oversaw administrative needs. She developed many of the company’s best practices still in use.

The Ruhters leaned into change, leading to the company’s diversity and increased online presence. They have 20 employees and work across several divisions, including real estate sales via auction or traditional listing, residential property management, and farm management.

Throughout it all, they’ve remained family oriented with a mission to provide client-focused service and forward thinking. It’s this innovation that Randy believes kept Ruhter Auction and Realty in business for half a century and counting.

“Back in the 1980s and 90s, we started seeing technology become available that we knew would fit into the auction business,” Ruhter said. “We were one of the first auction companies in the Midwest to have a working website. People were scrambling to try and catch up to what we were doing.”

Embracing change continued to play a role in the Ruhter success in the late 90s. Seeing a need for greater professionalism, the company fully automated their cashier and clerking system, including wireless data entry. They were ahead of the curve once again.

“Five or six years ago, we saw how social media could be used in the auction business,” Ruhter said. “At that point, I started thinking, ‘Am I bringing the right needs to the company?’ I thought we’ve kept up, but I’m in my seventies now, and I don’t think I’m technologically savvy enough to keep up with what’s coming next.”

With that outlook, Randy and Barb decided to pass the torch to co-owners Travis Augustin and Ryan Samuelson, who purchased the business from them in 2014. With over 25 years between them working for the Ruhters, Travis and Ryan were both longtime employees who had expressed interest in expanding their stake in the company. Much of the company’s day-to-day operations continued after the transition except now Travis and Ryan now handle all administrative and leadership responsibilities, said Randy.

“Randy and Barb were extremely innovative through their careers, and we just want to keep that up,” Travis said. “I can’t predict the next 10-20 years, but we can stay on the cutting edge. That’s our goal.”

At 72, Randy said he identifies with Auctioneers who may also find themselves in the predicament of aging in an industry that’s constantly changing. Things have certainly transformed from when the Hall of Fame honoree called auctions from a hood-mounted speaker on a pickup in 1967.

“Being a bid-caller, I hated to see the shift to online auctions, but that’s the future that’s taking over. If you’re not equipped to handle it, you need to be prepared to turn things over to someone who can. I’ve seen Auctioneers forced out of the business because they refused to embrace change,” Ruhter said.

Ruhter Auction and Realty also celebrated Barb’s induction into the NAA Auxiliary Hall of Fame this year. Furthering the auxiliary’s education and outreach efforts is a cause close to Barb’s heart.

“The National Auxiliary is very meaningful to me,” she said. “I had to start at ground zero to learn everything there was to learn to apply to our business. Education and networking are vital, and the Auxiliary offers support to members — especially first-generation Auctioneers.” ♦

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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.

Financial planning for auction professionals: ‘Fail to plan, plan to fail’



Understanding all of the places your money goes month-to-month is a great first step to setting financial goals and becoming a wealth builder.

By NAA Staff

Louise Short (left) says a long-term financial plan for an auction professional should involve steps of 3-5 years in order to account for life changes.

For all of the event planning that auction professionals do day-in and day-out, there is another extremely important bit of planning that often gets pushed to the side in lieu of going after the next auction.

Financial planning, including building sufficient retirement funds, rarely stays top of mind. This might be especially true for someone who is in his or her prime and money is good. But, it also applies to someone who might be new to the industry and is stretching every dollar. And, it even should resonate with someone in the middle of that spectrum – the person who is

carving out a solid living and just doesn't see the need for such planning because they love what they do and will continue to work at auctions until the end.

Fact is, it doesn't matter if you're young or old, new or a veteran, an independent contract Auctioneer, a business owner (or both), a bid caller or someone else working in an auction company, financial planning is necessary for everyone.

“If you fail to plan, you plan to fail,” said Louise Short, Senior Partner and Financial Advisor for KHP Capital. “But also, [it is

important] because we want to become wealth builders.”

Short, who has presented to NAA members in the past, holds three core beliefs about financial planning.

1) Financial planning uncovers the unknown. In what Short calls “discovery,” those she has advised in the past often find hidden expenses or other ways money is being spent needlessly. These expenses are buried away or forgotten, but yet they account for monthly or annual expenses that add up and take away from someone’s ability to build wealth.

“It’s like peeling an onion,” Short said. “You peel it back, and you see more and more. Then you get to the heart, and you can find solutions.”

2) The process empowers you to stay on course. Having a financial plan empowers a person through their knowing and understanding everything financially that is happening in their life. Having this knowledge, Short said, leads to a person feeling more empowered to stay the course. This is key because Short also said 75 percent of a person’s end result, when it comes to wealth building, is due to his or her ability to stay on track.

3) Financial plans should be dynamic. Everyone knows life changes and takes different turns – sometimes when they are unexpected. And, your financial plan should be able to withstand those instances.

“A lot of times, someone will give you this wonderful plan, it’s in a wonderful [package], and then it goes on the shelf and no one looks at again,” Short said. “Yes, it is important to know the end goal, but you need to be breaking it out into a 3-5 year timeframe because life changes.

“Life morphs and evolves, so your plan should morph and evolve. It’s very important to keep it dynamic.” ♦

This article was an excerpt from a presentation given at the 2017 NAA International Auctioneers Conference and Show. Want even more tips on this topic? Full audio of the presentation is available in the NAA Knowledge Center at auctioneers.org/knowledgecenter.

Yes, it is important to know the end goal, but you need to be breaking it out into a 3-5 year timeframe because life changes.



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1. *Auctioneer* magazine, the official publication of the National Auctioneers Association, winning Platinum or Gold recognition in the MarCom Competition 11 times since 2014.





The 2017 State of Social Marketing report

ROI is a top challenge. Brands aren't trying to make their social activity work with conversion goals. And influencer marketing appears poised to take off widespread in response to brands' social marketing needing to rise above clutter.

By Curtis Kitchen, NAA Director of Communications

While more brands and agencies are spending or planning to spend increased amounts on social marketing, many are still doing so without knowing exactly how to measure the return on their investments.

That's according to "The State of Social Marketing – 2017 annual report," a robust debrief released earlier this year from social analytics firm Simply Measured. The report surveyed results from more than 2,700 social media marketing professionals from 111 countries.

By more than a 25 percent margin, measuring ROI was deemed

the top social media challenge across the board. At 58.7 percent, brand and agency social media professionals combined tabbed ROI as their biggest issue. This marked a 2.3-percent improvement over 2016. The next issue shouldn't be much of a surprise as 33.6 percent said the second largest issue is tying social to business goals. Securing enough budget and resources for social activities was third, at 25.9 percent

"Measuring ROI is a constant challenge for marketers, year after year," the report said. "The results of the year's survey prove again that few marketers feel confident quantifying revenue driven by social media efforts."



“In the last year...”

“Between brands and agencies, only 14.8 percent claimed to be able to quantify the revenue gained from social media marketing. However, this is a 5.4 percent increase from the 2016 survey, when only 9.4 percent of marketers reported they could quantify revenue generated from social.”

The increase, even if slight, is encouraging as it points to better understanding of the real goal of social marketing, which is to positively affect the bottom line.

Paid social

Return on investment is growingly crucial because more marketers are spending more money at the outset. This includes auction professionals who understand that organic reach no longer should be trusted to deliver marketing messages on its own.

“Within the first quarter of 2017, Facebook, Instagram, Twitter, LinkedIn, Snapchat, and Pinterest saw a 61.5 percent increase in paid media spend, according to new research from 4C Insights,” the report said.

Considering that social media users across all networks grew by 20 percent within the last year – including Facebook, which now reports 2 billion active users and 1.32 billion daily active users – using paid social to directly reach target groups is now a necessity, mostly.

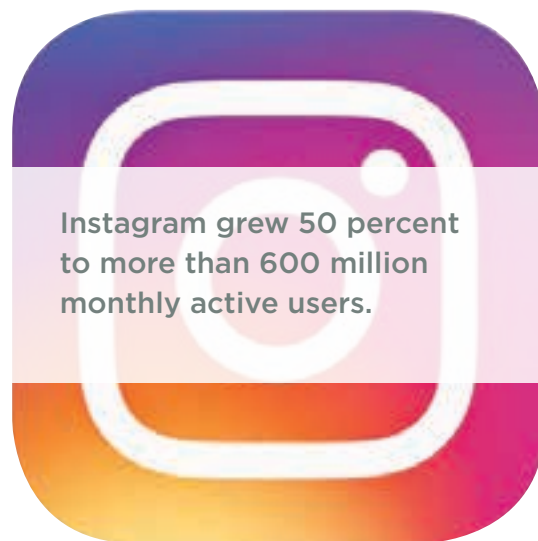
A split exists between brands and agencies, however.

While 59.1 percent of agencies said paid advertising is “very important” in their overall social strategy (which makes sense when considering agencies in general must prove their efforts to clients), just 38.6 percent of brands, which may or may not have to report their efforts, said the same. Additionally, 22.6 percent of brands said paid advertising holds no importance.

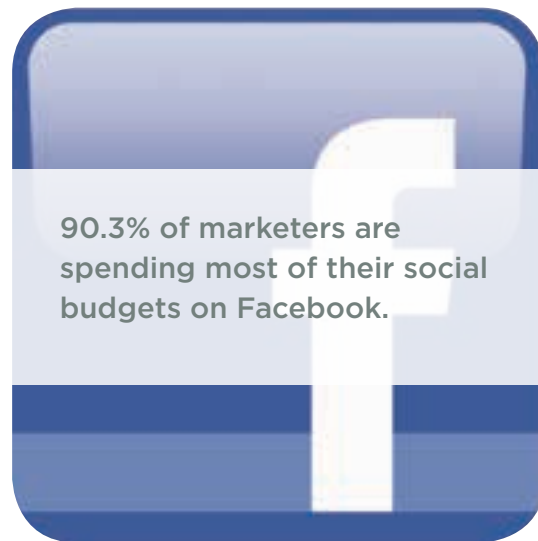
Part of that divide may come from a lack of understanding how paid social (and social overall) fits with other areas of engagement like web traffic.

“Overall, 45.3 percent of [combined – agencies and brands] marketers said paid social is a very important part of their social strategy,” the report said, “yet there seems to be a large number of marketers who aren’t connecting back to web traffic or conversion goals.”

When asked “Do you have web traffic and conversion goals for social media?” a large 68.4 percent of marketers reported not establishing deliberate goals for both traffic and conversion, or none at all.



Instagram grew 50 percent to more than 600 million monthly active users.



90.3% of marketers are spending most of their social budgets on Facebook.



According to Adweek, 85% of users feel more connected to businesses after following them on Twitter, and 72% of brand followers are likely to purchase in the future.

This is noteworthy when eMarketer predicted a 26.3-percent increase on spending for social media ads.

Influencer marketing

In the September 2016 issue of *Auctioneer*, many months ahead of Simply Measured's report, we took a good look at influencer marketing in a piece called "What is Influencer Marketing?" Two steps were given in order to find influencers relevant to your brand.

The first tip was to look on specific platforms to see who is talking about your brand or industry.

"Look for users who: 1) have large audiences; 2) post frequently; and 3) post original ideas and conversations that relate to the content and brand you would like to spread," the article said.

So, coming back to today, Simply Measured asked which factors make up an ideal influencer. "Reach" and "Expertise in That Field/Industry" were the heavy favorites, with "Content Type" a strong third. In other words, marketers around the world are using Auctioneer's advice.

Not only are they looking for influencers the right way, the majority understand the power that comes with a solid influencer strategy.

"Over half (52.7 percent) of brands say that they either agree or strongly agree that influencers are vital to the success of social," the report said. On the other side, 23.4 percent of brands said they disagree or strongly disagree that influencers are essential to their social strategy.

"Influencer marketing is one of the hottest social marketing topics this year," Simply Measured said. eMarketer said 84 percent of marketers were planning to launch at least one influencer campaign in 2017. ❖

What social marketing trends or tools did you try in 2017 or are thinking about doing in 2018? Tell us on Facebook at [facebook.com/groups/naaauctioneers](https://www.facebook.com/groups/naaauctioneers).



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50
years
later:

A wise rule still applies

IN UNITY THERE IS STRENGTH

Another subject: Incorporation of NAA is now in progress.

Some old subject but never an old idea—have you gotten a new member this year—if you have, then get another one for the member that did not.

Feel free to call upon any officer or director for what may be your needs to help yourself as an auctioneer or your profession. If they can be of service they will.

B. L. Wooley

The Company We Keep

Some companies get new customers rapidly but fail to retain them. Others grow at a slower pace but their new patrons keep coming back for more. Given a choice, most of us would rather be affiliated with the second company than the first.

The same is true of associations. Some are more effective than others in beating the bushes for prospects and persuading them to sign on the dotted line. But the old rule of “easy come, easy go” so often applies. It’s possible to expend so much energy and enthusiasm on expanding a group that other activities suffer. One of the best ways to kill any organization is to over-concentrate on membership promotion and related projects while tapering off on services that existing members need.

One of the big differences between adding members and keeping them is that a small committee can normally do the first—but the second is everybody’s job. How you treat a new member when you meet him may cause him to remain in the organization—or else to lose interest and eventually drop out.

Don’t abandon this responsibility to officers and directors. How a newcomer reacts to them is important, naturally, but contacts between a new member and the “brass” are apt to be limited and a bit hurried. It’s the men who sit near him at meetings, or around the same table at luncheon or dinner, who really make up the association in his mind.

Conventions and conferences are vital in building new membership, because prospects can attend and get an inside look. They can size up the organization in terms of benefits to be gained from participation. But it also exposes them to the hazard of indifference on the part of other registrants.

It takes courage for the new member or prospect to attend, in the first place, as well as good salesmanship by the membership committee in getting him there. How do you like to enter a room full of strangers and be strictly on your own amid others who are obviously comrades?

The new member’s first convention is a crucial phase in his affiliation. Take a little time to help him over the hurdles. Identify yourself, then introduce him to others. If his wife came with him, perhaps yours will take her under her wing until she makes friends among the ladies. On thing you can count on: if she goes home happy, the chances are that he will, too.

For all associations, including ours, the wise rule is: *Every member get a member—and every member help to keep him!*

5

In the November 1967 issue of *Auctioneer*, in the front of the magazine on page 5, a short but powerful message was shared with all NAA members in an article titled “The Company We Keep.”

“One of the big differences between adding members and keeping them is that a small committee can normally do the first – but the second is everybody’s job,” the article said. “How you treat a new member when you meet him may cause him to remain in the organization – or else to lose interest and eventually drop out.”

50 years later, NAA membership has evolved (and thankfully so!) to include “her” in there along with “him.” We appreciate that (or should). Also, we know these words to be just as true and important today as NAA forges ahead and aims to serve the needs an increasingly diverse pool of buyers, sellers, and future NAA auction professionals.

“Don’t abandon this responsibility to officers and directors,” the article said. “It’s the men who sit near him at meetings, or around the same table at luncheon or dinner, who really make up the association in [the new member’s] mind.”

The piece wrapped with a rule.

“For all associations, including ours, the wise rule is: Every member get a member – and every member help to keep him!”

Indeed, 50-year-old story. Indeed. ❖

A black handgun is mounted on a black stand in the foreground. The background is blurred, showing what appears to be a person in a dark uniform, possibly a police officer, in a public setting. The overall scene is brightly lit.

**WHAT YOU
NEED TO
KNOW**

about selling firearms

The ATF wants to shed its secretive label and help industries, including auction, understand what is needed to lawfully sell firearms.

By NAA Staff



Federal law requires that persons who are engaged in the business of dealing in firearms be licensed by the ATF.



After years of operating in a behind-the-scenes fashion, the Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF) wants to shed its mystique.

As part of changing that secretive, sometimes negative image, it has taken a communicative stance regarding federal laws that pertain to firearms and is encouraging positive relationships with industries it comes into contact with, including the auction industry.

“Over the years, we’ve been behind the curtains in D.C.,” said Curtis Gilbert, Deputy Assistant Director. “What we’re trying to do with these talks is to hopefully break down the wall that’s between us and you.”

Gilbert joined the ATF as an inspector in 1988 before moving into supervision and outreach. He now works out of Washington D.C.’s Enforcement Program Services, where he’s been tasked with getting to know the independent dealers, big businesses, and others in the firearm industry the bureau is regulating.

“The boogeyman image is gone. We want to have some communication so you feel like you can contact us and ask questions without thinking you’re going to get into trouble,” he said.

Gilbert has presented to and answered questions from NAA members in the past, including about the Federal Firearms License (FFL). Below is a selection of those questions and answers that have been edited for space and clarity. (NAA members can keep up-to-date on the latest firearms regulations conversation by visiting atf.gov or by contacting local or regional authorities.)

Do I need a license to sell firearms?

Federal law requires that persons who are engaged in the

business of dealing in firearms be licensed by the ATF. The penalty for dealing firearms without a license is up to five years in prison, a fine of up to \$250,000 or both. As a general rule, you will need an FFL if you repetitively buy and sell firearms with the principal motive of making a profit.

How do I apply?

Visit the ATF’s website to request a firearms application package. You’ll want to apply for the FFL prior to conducting any sales as a firearms dealer or Auctioneer at any consignment-type sales as it can take at least 30 days to receive approval.

Can a licensee conduct background checks and transfer firearms on behalf of an unlicensed Auctioneer?

Generally, no. Most auctions do not qualify as a gun show or qualifying event and therefore a licensee would not be permitted to conduct business away from the licensed premises.

If a licensed Auctioneer is making sales of firearms, where may those sales be made?

In a consignment auction, firearms may be displayed at an auction site away from the Auctioneer’s licensed premises. Sales of the firearms can be agreed upon at that location, but the firearms must be returned to the Auctioneer’s licensed premises prior to transfer. The simultaneous sale and delivery of the auctioned firearms away from the licensed premises would violate the law, i.e., engaging in business at an unlicensed location.

However, if the Auctioneer is assisting an estate in disposing of firearms, the estate is the seller of the firearms and the estate is

Firearms



in control and possession of the firearms. In this situation, the firearms may be sold by the estate at the auction site.

Does an Auctioneer who is involved in firearms sales need a dealer's license?

There are two types of auctions: estate-type auctions and consignment auctions.

In estate-type auctions, the articles to be auctioned (including firearms) are being sold by the executor of the estate of an individual. The firearms belong to and are possessed by the executor. The firearms are controlled by the estate, and the sales of firearms are being made by the estate. The Auctioneer is acting as an agent of the executor and assisting the executor in finding buyers for the firearms. In these cases, the Auctioneer does not meet the definition of engaging in business as a dealer in firearms and would not need a license. An Auctioneer who does have a license may perform this function away from his or her licensed premises.

In consignment-type auctions, an auctioneer often takes possession of firearms in advance of the auction. These firearms are generally inventoried, evaluated, and tagged for identification. The firearms belong to individuals who have entered into a consignment agreement with the Auctioneer giving that Auctioneer authority to sell the firearms. The Auctioneer therefore has possession and control of the firearms. Under these circumstances, an Auctioneer would generally need a license.

If you aren't sure if a license is needed in a particular consignment auction situation, contact your local ATF office. ❖


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2017-2018 Public Policy Agenda

Presented by the National Auctioneers Association



The National Auctioneers Association is committed to representing members in Washington, D.C. The NAA advocates that its members be the preferred auction professionals used in the marketplace.

GOVERNMENT ASSETS

The National Auctioneers Association advocates for the privatization of the sale of government assets at auction using NAA Auction Professionals.

FIREARMS

The NAA advocates for the legal sale of firearms at auctions, following regulations fairly developed and clearly communicated by the U.S. Bureau of Alcohol, Tobacco, Firearms and Explosives.

SMALL BUSINESS OPERATIONS

The NAA advocates for less regulation and legislation on issues impacting small business, including but not limited to:

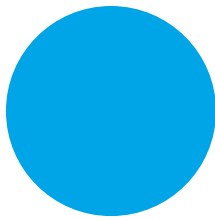
- Health Care
- Tax Reform and Simplification
- Employment Classification
- Standard Occupational Classification

PROFESSIONAL LICENSING

The National Auctioneers Association advocates for states' rights to regulate professional auctioneers, including online-only auction professionals and companies. The NAA shall be a resource to educate state associations and legislators and will govern its members through the NAA Code of Ethics.

IN ADDITION TO THESE ISSUES, THE NAA WILL CONTINUE TO MONITOR:

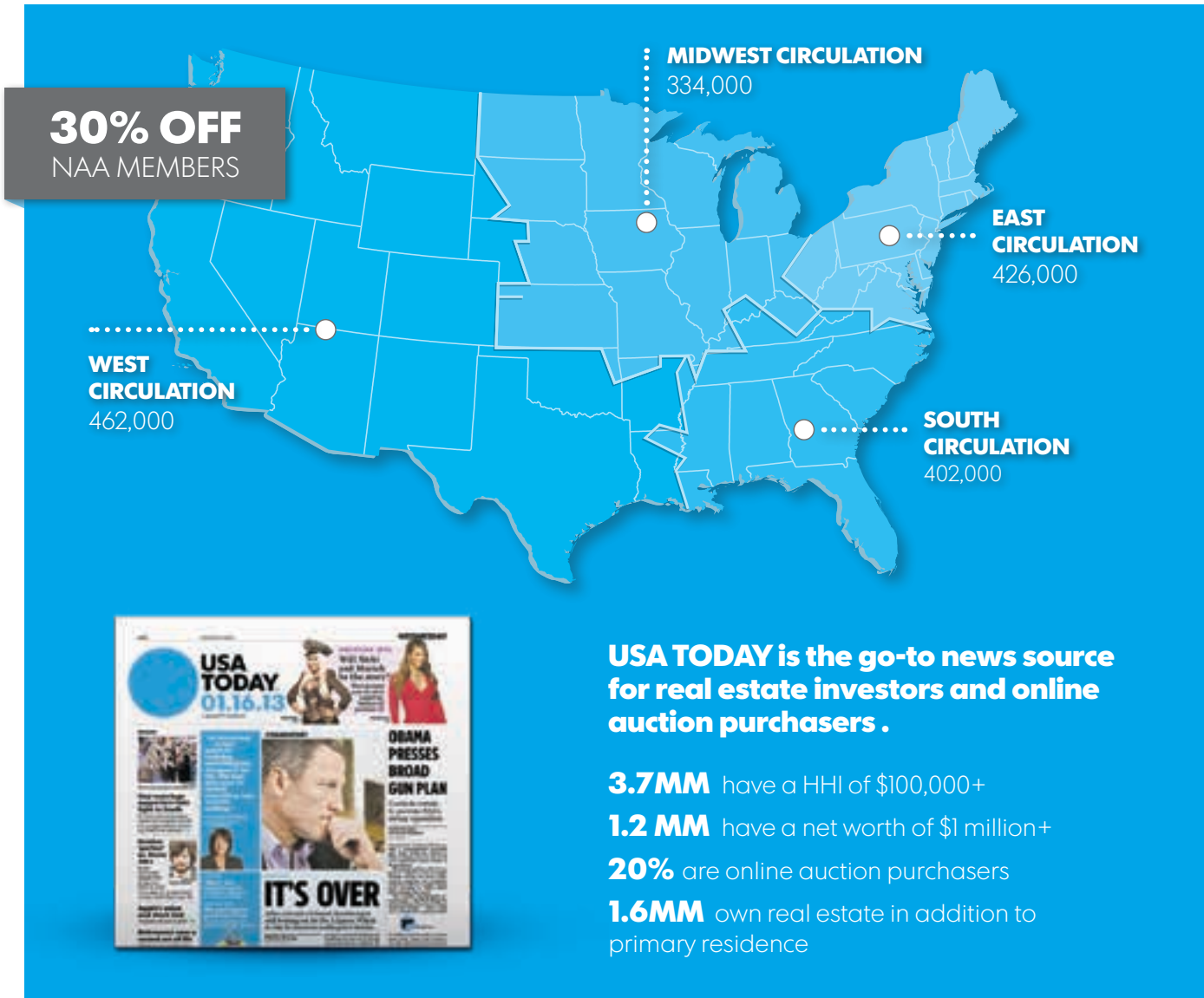
- Ivory Regulations
- Court-Ordered Sales by Auction



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



On the road again

By Martha Hollida Garrett

The only thing larger than the amount of miles a livestock Auctioneer might rack up in a year? The amount of syllables they burn through on the mic.

“It’s important to stay connected when you’re on the road, and I’m fortunate to have a family who understand and support the demands of the profession I love.”



NAA member and former NAA Presidential Appointee Doak Lambert, CAS, sells purebred cattle auctions across the United States and travels more than 200,000 miles annually.

Purebred livestock sales can include production sales of females and bulls, while many operations also hold stand-alone or cooperative bull sales.

It is traditionally the biggest day of the year for cattlemen, as it is their pay day. With the pressure to generate dollars so high, cattlemen often select a particular Auctioneer to help accomplish their monetary goals.

With their services in demand, these auction professionals drive state to state or hop on an airplane to get to the next sale on time. It’s a lifestyle captured in Willie Nelson’s “On The Road Again,” which could easily be the theme song of purebred cattle Auctioneers everywhere (and many outside the industry also).

NAA member Doak Lambert, CAS, from Decatur, Texas, is one of those well-traveled and successful purebred cattle Auctioneers. Lambert sells cattle of several breeds in many states and estimates that annually he puts over 50,000 miles on his personal vehicle while flying in excess of 150,000 miles. Those numbers don’t reflect the rent car miles and the times he jumps in with others, who are headed to the same sale.

“If I can drive to a sale in six hours or less, I usually drive,” Lambert said. “But that’s only one part of the formula, as I have to look at where I have to be the day before and the next day, plus plane schedules, so that doesn’t always hold.”

By far, Lambert’s busiest day of the week for cattle sales is Saturday. But, he can be found selling cattle on any day of the

week, especially in the prime spring and fall sale seasons. Plus, in Texas, there are many sales connected to each of the major stock shows from January to March.

Lambert has sold at many of these sales for consecutive years, and his customers, as well as the ringmen who work the sales, have become close friends and family. He knows the towns well – to the point that even though he’s not home, it feels a little like home almost everywhere he goes.

A look at Lambert’s calendar for the third weekend of this past October found him in Central Texas on Friday for a Hereford bull sale, in Northeast Mississippi on Saturday for a Brangus bull sale, and then in Kansas City, Missouri, on Sunday for the American Royal Livestock Show Market Sale.

“All of those would fit my six hours or about and I drive guide – if they were the only sale I had that weekend. But because they’re back-to-back, I’ll leave home Friday and drive to the first sale and afterwards drive to DFW Airport, which is about an hour from home. From there, I’ll fly to Mississippi Friday night, then fly to Kansas City Saturday night and fly back home Sunday night,” he describes.

If you think that sounds hectic, then map Lambert’s first weekend of this month.

“I’ll fly to Manhattan, Kansas, on Thursday night, sell an Angus bull sale that starts at noon on Friday in nearby Wamego,” Lambert said. “That will end about 2:30 p.m., and I’ll go to the



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nearby small airport and catch a private plane back to Batesville, Arkansas, to sell Brangus females at 5:30 p.m. and Brangus bulls on the following day.

“From there, I’ll jump in a car with the video sales representative. We’ll drive to Louisiana on Sunday for another Brangus bull sale on Monday. Then we will drive back to DFW Airport Monday night and I’ll get my car and go home.”

While those two weekends are on the extreme side of the travel schedule, many weeks have multiple sales in locations with lots of windshield time in between. He spends far more time “on the road” than selling. He has, on occasion, hired someone to drive him from sale to sale when it required an all-night drive.

He coordinates all his own travel and says that two or three times a year he forgets to book a motel. “Invariably, it will happen that there will be no rooms in a town for whatever reason and I have had to resort to sleeping in the car on a couple of occasions,” he said.

As you might suspect, coffee helps get him down the road. “I look for Starbucks, or [QuikTrip] and Love stations often between sales,” Lambert said. “I don’t really have a food that I rely on, but I can’t drive through the Czech influenced town of West, Texas on I-35, without stopping at one of the kolache stores. A jalapeno, cheese, sausage kolache and a cup of coffee can make the road seem shorter,” he said.

Weather of course is always a concern, as well as extreme traffic issues, but Lambert has only missed one cattle sale in his career.

“I missed a Gelbvieh sale in North Dakota. The sale was on a Saturday and I was set to be on one of the first flights out of DFW on Friday a.m.,” Lambert said. “It was snowing between

DFW and North Dakota and flights kept changing, getting pushed back and cancelled. I exhausted all airline schedules, and, by that time, I couldn’t drive it either because of time and weather. They were able to locate another Auctioneer,” he said.

Lambert, who has been calling “Sold!” on some of the most valuable genetics in the cattle business for 30 years, fully realizes the trust placed in him by his customers. He strives to always be at his best for each auction as the cattle selling that day represent years of mating decisions, as well as a large investment of time and resources. And Lambert knows that payday only comes once or twice a year for seed stock operations, so his best is needed for each lot.

He also strives to be the best for his family when he is at home and events are planned and celebrated around his sale schedule as much as possible. Lambert and his wife, Wendy, BAS, also an Auctioneer and NAA member, are parents to D.P. and Sydney, who are students at Texas A&M University, and Denton, a sophomore in high school.

“The down side to this profession is the time away from home and the events you miss. I’ve always tried to spend one on one time with each of my kids as often as possible, while Wendy and I are committed to a weekly date night,” Lambert said. “It’s important to stay connected when you’re on the road, and I’m fortunate to have a family who understand and support the demands of the profession I love.”

With all of that on the table, Lambert’s auctioneering life lines up with the lyrics of Willie’s famous song.

“Just can’t wait to get on the road again. The life I love is makin’ music with my friends, and I can’t wait to get on the road again.”❖



Kent Anderson refers to the years between 2006-2009 as his “Regarding Henry” years, which is a reference to a Harrison Ford movie where the title character survives a shooting only to face overwhelming physical challenges, including regaining his speech and mobility.

In late July of 2006, Anderson’s world took a drastic turn after a heart attack landed the then 43-year-old on an operating table.

“I had read enough about heart attacks to know that minutes mattered,” Anderson said of moments that night when he realized the crushing weight on his chest could only be one thing. “But it couldn’t be a heart attack – I was only 43 years old! I threw on my clothes and drove myself to the hospital, running red lights and screaming in agony all the way there.”

Yes, he regrets having driven himself to the hospital in such a state, and if he had to do it again he would call an ambulance. However, he got to the closest hospital in time for the staff to get him stabilized and load him into a helicopter for a flight to a larger hospital where he would undergo an operation to insert a stent.

“Unfortunately,” he said, “during the operation a blood clot came loose and caused a massive stroke. I could not talk, walk, write my name or feed myself. My mind was still sharp but I had no way to communicate those thoughts – I could not speak or write down a thought.”

Anderson said that for someone who earned a living by effectively communicating with other professionals, he had entered a “psychological prison without bars.”

“Being employed in regulatory and legal most of my adult life was spent talking and engaging others, changing minds, crafting and ‘wordsmithing’ documents,” he said. “Semantics are important to me – convincing others about company initiatives as a paid lobbyist or affecting regulatory tariff changes. My conversations with lawyers and public officials were paramount to my success. I like nothing better than a sharp repartee back and forth.”

Prior to this world-altering event, Anderson had a successful career as a regulator and lobbyist for AT&T in Las Vegas, which is where the Ohio-native went to college. One of his favorite hobbies was to attend auctions where, on weekends, he’d look

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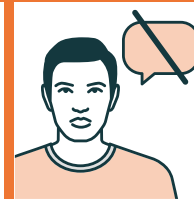
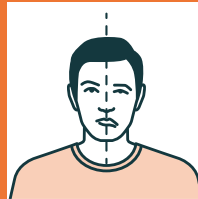
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BALANCE

LOSS OF BALANCE,
HEADACHE
OR DIZZINESS

EYES

BLURRED VISION

FACE

ONE SIDE OF THE
FACE IS DROOPING

ARMS

ARM OR LEG
WEAKNESS

SPEECH

SPEECH DIFFICULTY

TIME

TIME TO CALL
FOR AMBULANCE
IMMEDIATELY

The FACTS about STROKE and HEART DISEASE

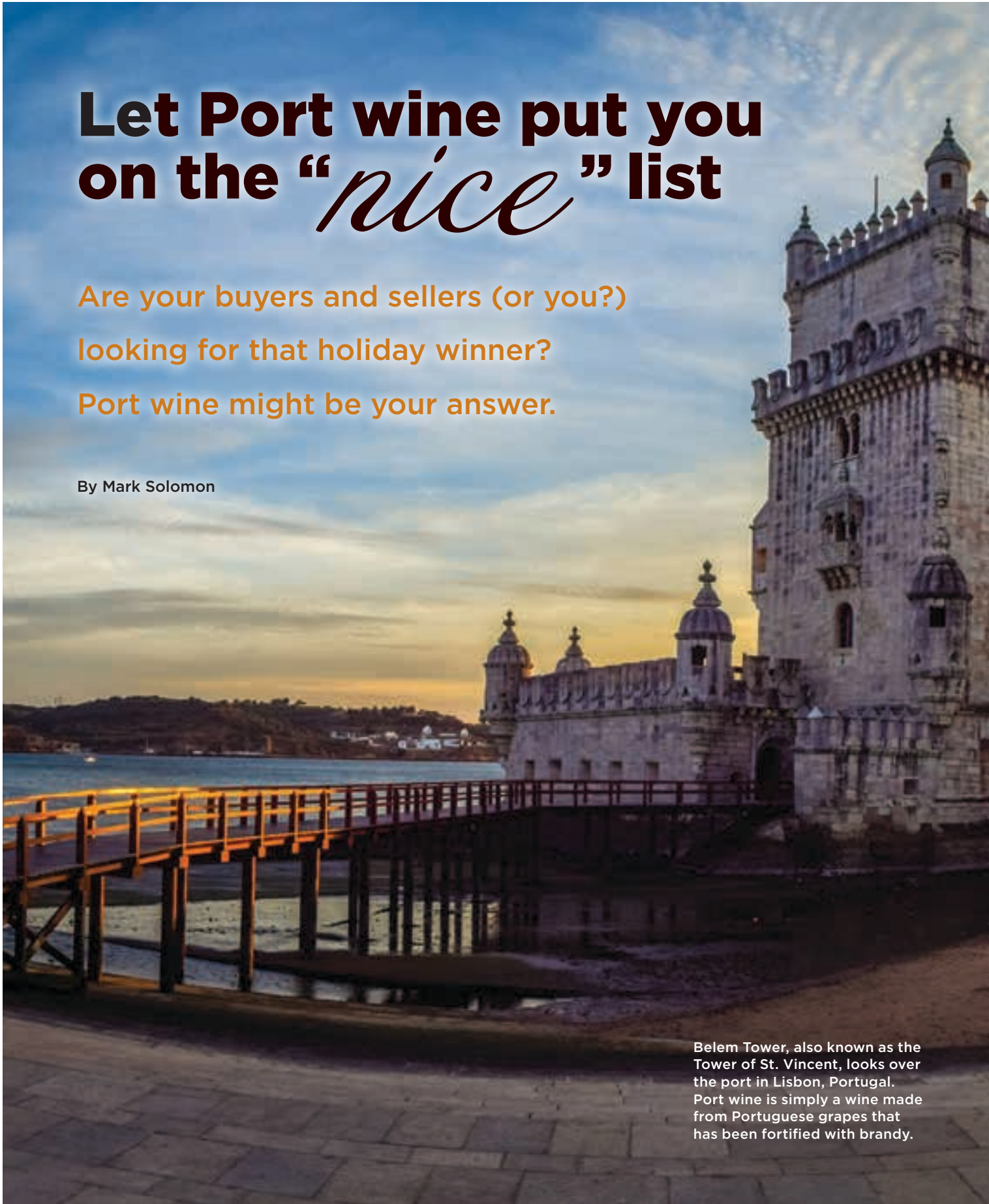
- Heart Disease (including Coronary Heart Disease, Hypertension, and Stroke) remains to be the No. 1 cause of death in the US.
- Coronary heart disease accounts for 1 in 7 deaths in the US, killing over 360,000 people a year.
- About 790,000 people in the US have heart attacks each year.
- Average age at the first heart attack is 65.3 years for males and 71.8 years for females.
- Approximately every 40 seconds, an American will have a heart attack.
- The estimated direct and indirect cost of heart disease in 2012 to 2013 (average annual): \$199.6 billion.
- Heart attacks (\$11.5 billion) and Coronary Heart Disease (\$10.4 billion) were 2 of the 10 most expensive hospital principal discharge diagnoses.
- Between 2013-2030, medical costs of Coronary Heart Disease are projected to increase by about 100 percent.
- Someone in the US has a stroke about once every 40 seconds.
- Stroke accounts for 1 of every 20 deaths in the US.
- Stroke kills someone in the US about every 4 minutes.
- When considered separately from other cardiovascular diseases, stroke ranks No. 5 among all cause of death in the US, killing nearly 133,000 people a year.
- From 2004-2014, stroke death rate decreased 28.7 percent, and the actual number of stroke deaths declined 11.3 percent.
- Each year, about 795,000 people experience a new or recurrent stroke. Approximately 610,000 of these are first attacks, and 185,000 are recurrent attacks.
- Stroke is a leading cause of serious long-term disability in the US.
- In 2013, worldwide prevalence of stroke was 25.7 million, with 10.3 million people having a first stroke.
- Stroke was the second-leading global cause of death behind heart disease in 2013, accounting for 11.8 percent of total deaths worldwide.

Information from the American Heart Association

Let Port wine put you on the “*nice*” list

Are your buyers and sellers (or you?)
looking for that holiday winner?
Port wine might be your answer.

By Mark Solomon



Belem Tower, also known as the Tower of St. Vincent, looks over the port in Lisbon, Portugal. Port wine is simply a wine made from Portuguese grapes that has been fortified with brandy.

It is almost the time for cozy fires, Christmas lights, Hanukkah menorahs and holiday cards. And if your auction attendees happen to enjoy wine, it is also the time to have a nice bottle of Port.

Port has a snobby reputation as an after-dinner drink consumed by gentlemen in the parlors of their elegant residential estates. This is unfortunate because it is a wonderful sipping beverage that truly almost any adult can enjoy.

Port is merely a wine made from Portuguese grapes that has been fortified with brandy. Because this wine is both rich and sweet, it is often served after-dinner as a digestif paired with desserts such as a cheeseboard, nuts or chocolate.

Interestingly, port is more of a British invention than a Portuguese one. While many areas of France are terrific places to grow the grapes that go into beautiful wines, England has never been as fortunate. With this in mind, during the wars with France in the 17th and 18th centuries, the fine wine drinkers of Britain were required to find new countries from which to purchase their wines.

Obtaining wines from Portugal seemed to make the most sense. However, a large proportion of the wine barrels would spoil during the lengthy voyage home to England. Fortunately, it was discovered that when Portuguese wines were fortified with additional alcohol from brandy, many more barrels could withstand the harsh trip. The earliest known shipment of fortified wine being transported from the coastal town of Oporto, Portugal to England took place in roughly 1678.

Types of Port

There are several varieties of Port, including red, white, rosé and barrel-aged. While much of the port we find in supermarkets is of mediocre quality, there are many fine Ports that are highly treasured for sipping. These can cost from \$30 to hundreds of dollars per bottle.

Vintage Port is at the top of the list in terms of price, aging potential and prestige. This port is made only from the



Wine auctions continue to show strong growth, with U.S. sales up 9.4 percent (\$30.3 million) in the third quarter as compared to 2016. – WineSpectator.com

best grapes and exclusively in the years that have been “declared” to be outstanding. Further, vintage Port is produced by the Port wine houses of Portugal only a few times per decade.

Since these wines are so young and undeveloped upon release, they are usually stored away in cool cellars by collectors for years until they mellow and age into their full drinking potential.

Finding better wine at auction

For many customers, bidding for the first time at a wine and port auction can seem like an intimidating process. Prior to becoming the Fine Wine Director for Leland Little Auctions, in Hillsborough, North Carolina, I myself was an ordinary wine drinker.

Then, however, I eventually began attending auctions and soon realized that by purchasing Port at auction, I was able to find many of the better and older vintages (e.g., 1963, 1977 & 1985) that one simply could not find locally. And, more importantly, I discovered that I was able to purchase some of my favorite bottles of Port at a much better value.

So, during this holiday season, share the Port wine news with your buyers and sellers. It will make for something and be sure to put you on many peoples’ “nice” list. ❖





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TEXAS AUCTION ACADEMY

The September class of the Texas Auction Academy concluded with 27 graduates completing the 8-day intensive course, which trains students on all mandatory topics to meet their state's educational requirements to obtain an Auctioneer license. This is the first Texas Auction Academy class to include an international student from Nigeria, who joined other students representing Mississippi, Louisiana, and Texas.



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Wichita, KS • DoubleTree by Hilton • January 23-25, 2018

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Cleveland, OH • Cowan's • January 11-13, 2018

DESIGNATION ACADEMY EDUCATION SCHEDULE

AARE • Dec. 10-12

AMM • Dec. 11-13

BAS • Dec. 14-16

CAS • Dec. 10-11

CES • Dec. 14-16

GPPA • Dec. 10-14

Internet Auction Methods • Dec. 10

Expert Witness • Dec. 11-12

Interpersonal Communications for Auction Professionals • Dec. 13-14

USPAP (15-Hour) • Dec. 15-16

USPAP (7-Hour) • Dec. 10

Real Estate Workshop • Dec. 13

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

www.auctioneers.org





Mark Clifford



I am excited to be part of the Auctioneer world and part of NAA. Many of my colleagues speak highly of NAA and what it has to offer. Having the ability to network, receive up-to-date information from the magazine and online, and have an abundance of educational opportunities are just some of the many assets that NAA has to offer.”

Mark Clifford

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Mary Dees



As a new auction business owner and Auctioneer, I look forward to learning from the members of NAA. Excited to be a new member!

Mary Dees
Orland, Fla.

French clocks and select furniture lead in California



MONROVIA, Calif. – Following the uncertainty caused by extreme weather seen throughout the southern United States, Moran's was cautious heading into its Sept. 12th Traditional Collector auction.

Happily, however, the excellent selection of property featured in the catalogue brought out the buyers from all over the country and beyond, who cast bids online, by telephone and in person throughout the 3.5-hour event.

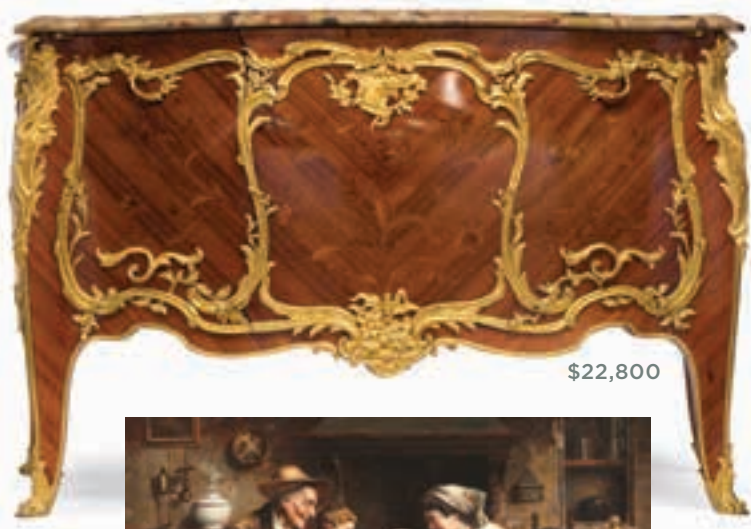
The sale achieved a respectable sell-through rate of 75 percent overall. French clocks in particular saw intense bidder competition; the two highest-grossing lots of the evening were monumentally scaled mantel clock and garniture sets consigned from private Southern California collections.

A three-piece Louis XVI-style gilt-bronze mantel clock and

garniture by 19th-century Parisian maker Charpentier & Compagnie comprising a clock and pair of candelabra was brought to the block with a \$30,000-\$40,000 estimate.

Consigned from a private Beverly Hills, California, collection, each piece in the set featured well-modeled winged putti-form bases and inspired multiple telephone and absentee bidders to vie for the lot; a telephone bidder proved successful, paying \$36,000. Assigned a \$20,000-\$30,000 pre-sale estimate, a Japy Freres et Cie Louis XVI-style mantel clock and garniture, this example also featuring putti figures modeled in the round, found a buyer for a very respectable \$24,000.

Select pieces of well-made French furniture earned exceptional prices at Moran's September auction; a Louis XV-style kingwood and satinwood gilt bronze-mounted commode by Parisian cabinetmaker François Linke consigned from a private Los



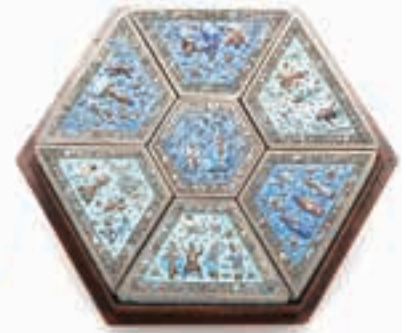
\$22,800



\$4,200



\$9,600



\$8,125



\$1,875

Angeles collection inspired competition between a host of bidders participating from the floor, online and via left bid; after some back and forth, the commode earned a price realized of \$22,800 (est.: \$20,000-\$30,000).

A hard-to-find king-size gilt-bronze mahogany bed frame in the Louis XVI style was offered with a conservative \$3,000-\$4,000 estimate; owing to the rarity of its size and the quality of its craftsmanship, the bed achieved an exceptional \$11,250 price realized thanks to multiple participants casting their bids via the Liveauctioneers platform. Large-scale decorative object of many kinds were decidedly in favor throughout the evening; a remarkable figurative gilt-bronze torchière base, modeled in the form of a courting couple and raised on a faux marble base was presented with a \$3,000-\$5,000 estimate. After a number of fruitless searches for a signature on the well-modeled piece, Moran's was unable to attribute it to a maker. Despite this, the single torchière achieved a stunning \$9,600 selling price.

Shortly after, a large-scale Dutch silver epergne dating to 1873 captured the attention of the crowd; telephone lines were full for bidding on the lot, which featured three tiers of cut-crystal bowls and finely rendered silver flowers and foliage (price realized: \$6,875; est.: \$4,000-\$6,000). Measuring nearly three feet tall, a pair of silvered bronze putti-motif candelabra was expected to bring between \$4,000 and \$6,000; enthusiastic floor bidders pushed the final selling price up to \$6,600. One dark-horse highlight for the evening came in the form of two very large crystal chandeliers consigned from a Beverly Hills collection; featuring a widening frame adorned with fruit

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and leaf-form drops of clear and variously colored crystal, the handsome pair was sold for \$11,400, just within the \$10,000-\$15,000 pre-sale estimate. Select Chinese objects did well at the block, including an intriguing and sumptuously carved hardwood figure of Guanyin riding on the back of a spotted deer.

Despite some condition issues, the antique carving was popular with floor bidders, selling for \$1,200 (estimate: \$400-\$600). A richly carved Chinese hardwood cabinet featuring deeply carved dragon-motif doors in addition to a highly detailed crest, apron and legs also proved attractive to floor bidders who had previewed in person. Originally assigned a conservative \$1,500-\$2,000 estimate, the cabinet brought \$6,000 at the block. An intriguing set of seven enameled silver Chinese boxes decorated with flowers, birds and butterflies threw online bidders into a frenzy; due to multiple absentee bids cast online, the lot opened at \$6,500, well over the \$2,500 to \$3,500 estimate, and closed shortly thereafter (price realized: \$8,125).

Continental works of art saw solid results throughout the evening; a charming, richly illustrative oil painting of a family in an interior with pet pigeons by Italian artist Jules Zermati (1880-1920) earned \$4,200, well within the \$3,000-\$5,000 estimate. The subject of a hearty bidding war between multiple telephone bidders and a determine floor bidder, "Virgin Crowned by One Angel", an original engraving by German artist Albrecht

Durer (1471-1528) carrying provenance from the Vincent Price Collection, brought \$4,800, over the \$2,000-\$3000 estimate.

One surprising highlight came in the form of a 19th-century Continental school painting of a well-dressed nobleman praying as putti bring him eternal blessings; the unsigned work achieved a \$2,280 selling price (est.: \$1,000-\$1,500).

Additional highlights across all categories include:

- A sweet bronze sculpture by Joseph Gustave Cheret (1838-1897 French) depicting a young girl slumbering while her pet cat playfully bats at a lock of her hair was popular with floor bidders, earning \$8,400 (est.: \$3,000-\$5,000).
- An elaborately decorated gilt-bronze German gothic-style cartel clock achieved a \$3,600 price realized after competition between online and floor bidders (est.: \$2,000-\$3,000).
- A highly detailed marble sculpture by Italian master sculptor Guglielmo Pugi (c. 1870-1915 Italian), depicting a beautiful maiden wearing a laurel crown, was a hot-ticket item online, bringing \$1,875, well over the conservative \$600-900 estimate.
- Always a collector favorite, two KPM plaques were put on offer, including a rectangular plaque after Baron Cuno von bodenhausem (1852-1931 German) titled "The Blind Nydia"; the plaque hammered for \$2,760, thanks to a collector bidding via telephone (est.: \$1,500-\$2,500). ❖

Fine jewelry, high-end furniture woo bidders in Pennsylvania



\$16,000

HARRISBURG, Pa. – Bidders were out in force for luxury goods at Cordier's Aug. 13 Antique and Fine Art Auction. The sale, which included both live and online bidding, featured lots ranging from mid-century modern furniture to fine jewelry.

At \$16,000, a 14K 2.16-carat diamond solitaire ring was the top lot of the sale. Fierce competition between two bidders in the room drove up both the price and the tension before the hammer finally fell. Jewelry made a strong showing overall, with an Art Deco 2.58 CTW diamond and platinum brooch selling for \$4,100, while a man's Rolex Oyster Perpetual Datejust Turn-O-Graph brought \$3,000.

Continuing a trend toward the indulgent, a gorgeous floating arm sectional by Edward Wormley for Dunbar sold for \$8,000 to an online bidder. Wormley (American, 1907-1997) was a longstanding designer for Dunbar and had work featured in the



\$9,500



\$8,000



\$4,400



\$3,000



\$6,000

Good Design Exhibitions staged by the Museum of Modern Art between 1950 and 1955.

“We’re still seeing very strong prices in mid-century modern furniture,” said Ellen Miller, Cordier’s director of catalog and specialty auctions. According to Miller, “The strong, clean lines of mid-century continue to be popular with both designers and collectors.”

Bidders did not just favor modernity, however. An 1800’s Sheraton Castle Top Tall Case Clock sold for \$1,500, while a late 19th century KPM porcelain plaque of Queen Louise signed “Wagner” brought \$4,400.

Several vintage vehicles drove across the block, including a 1963 Studebaker Avanti, which hammered down at \$9,500. A 1987 Maserati BiTurbo Si sold for \$6,000.

A large, single-owner collection of African masks and carvings stood out among the ethnographic items, particularly a Dwayne Simeon Hok-Hok mask, which brought \$1,500. Simeon, born 1960 of Likwata, Haida, and Squamish ancestry, is a native master carver in the North West Coast tradition.

The sale was the third of four Antique and Fine Art Auctions to be held by Cordier in 2017. The quarterly sales attract bidders internationally. More about the company can be found at CordierAuction.com



\$4,100



\$1,500

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

Isaac loves his older siblings. And when he came to St. Jude Children’s Research Hospital® the day after his 3rd birthday for treatment of juvenile myelomonocytic leukemia, his own big sister was able to offer hope for his cure. She became Isaac’s donor for a bone marrow transplant in October 2016.

Isaac has now returned home to his family. Families never receive a bill from St. Jude for treatment, travel, housing or food. His mom said, “St. Jude becomes a part of you; it becomes a part of who you are and your experience. It’s been a life-changing experience in the most humbling of ways.”

St. Jude patient Isaac, age 4, juvenile myelomonocytic leukemia



Single tract of Kentucky farmland cultivates nearly \$1.5 million at auction

Union County, Ky. – Kurtz Auction & Realty Company once again harvested a massive real estate crop as it recently conducted a single-tract sale worth nearly \$1.5 million near Morganfield.

One tract with 255.5 acres of mostly second bottom land – located a mile south of the Ohio River (eight miles west of Morganfield) – was purchased by auction for \$1,443,575, or \$5,650 per acre. The acreage had no improvements, and coal, oil and other mineral rights were previously reserved.

The tract was purchased by an areas farm family partnership. ❖

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Using public speaking to grow your business

Educate audiences or be entertaining, but don't use the moment to push potential clients into purchasing your services.

By NAA Staff

What's the deal with public speaking? Comedian Jerry Seinfeld once joked that more people would rather be in the casket than giving the eulogy at a funeral.

This doesn't always ring true for Auctioneers. In fact, more than a few believe they are automatically good at public speaking since they have no trouble commanding a microphone at a sale. Others

think they can get in front of an audience and improvise an entire presentation.

It's this type of thinking that sets up those individuals for failure.

"Don't confuse lack of fear with ability and effectiveness. I am not scared of singing, but I do not have a recording contract,"

said Trisha Brauer, CAI, BAS. “Just because you aren’t scared of something doesn’t mean you are good at something.”

With the right training and preparation, you can master public speaking. There are few skills that have the potential to bring more opportunity to your business than the ability to speak and present well. Brauer knows firsthand as she employed these strategies to jump head first into the industry. Doing so effectively established her reputation as a leader and grew her list of clients from nothing. Within two years, she quit her corporate job, began providing auction solutions full time, and now conducts about 50 auctions per year for a select group of clients.

“The reality is the general public does not understand much of what we do accurately. There are a lot of misconceptions out there,” Brauer said. “By being able to speak publicly, you start breaking down barriers and proactively educating people about auctioneers.”

Community colleges in your area are also affordable sources for classes.

Once you’ve obtained the training, put together your topics and plan accordingly. While doing so, be sure to tailor your message to each audience. Educational opportunities are the best source for speaking engagements, as it can be difficult for people who form meetings to find educational speakers.

Homeowner associations, city council meetings, church groups, school clubs, professional associations, and the media are just some occasions for public speaking. Webinar and podcast hosts are similarly looking for speakers to bring on their shows.

People are thirsty for knowledge.

“There are 18,000 registered nonprofits in the Kansas City area. I started going to their meetings,” Brauer explains. “I listened

Public speaking lends credibility to you as the speaker and allows you to build rapport with those in the audience. The potential clients you can nurture are endless.

Once people understand what you do, they may hire you to solve their problems.

Public speaking lends credibility to you as the speaker and allows you to build rapport with those in the audience. The potential clients you can nurture are endless.

Training and preparation

It begins with training and preparation. Choose a subject you are excited about and make it the angle for your workshops, presentations, and speeches. Then, practice. Audiences can tell when a speaker is unorganized or improvising, so an auction professional must be prepared. Try to wing it during a speaking engagement and you instantly lose credibility.

“I gave a speech that was 3 minutes and 8 seconds. I spent 40 hours writing and practicing that speech,” Brauer said.

The NAA’s Interpersonal Communications class with Tim Luke, CAI, BAS, MPPA, is an in-demand option for those seeking formal training on public speaking and media training.

to their problems and offered solutions. I was able to take my benefit business from zero to a full schedule in 18 months. The number one reason I was able to do this is because I was speaking at seminars.”

Once speaking engagements planned, it’s important to remember not to be a salesperson. Teach the audience something. Educate them or be entertaining, but don’t use the moment to push potential clients into purchasing your services. There’s nothing that turns off people more than high-pressure sales tactics.

Instead, ask the event’s organizer for a contact list of with the audience’s information. Try to get names, phone numbers, and email addresses for personalized follow-up messages. Have plenty of business cards on hand during the event and position yourself as a person who can provide solutions. Capitalize on those connections with your follow-up plan.

That’s how you get the phone to ring and gain more business. ❖

IN THE RING

PAGE 25 *“Whenever you can stay in the same business for 50 years and work in a small community like we have, it just means you’ve done things right. It’s a proud moment.”*

Randy Ruhter
Ruhter Auction & Realty, Inc.
Hastings, Nebraska

PAGE 38 *“Over the years, we’ve been behind the curtains in D.C. What we’re trying to do with these talks is to hopefully break down the wall that’s between us and you.”*

Curtis Gilbert, The Bureau of Alcohol, Tobacco, Firearms and Explosives Deputy Assistant Director
Washington, D.C.

PAGE 49 *“I can say without a doubt that the auction business gave me back my confidence, my pride and self-esteem, and for that reason, the auction business will always have a special place in my heart and be the silver lining from 2006.”*

Kent Anderson, GPPA
Maple Leaf Appraisals LLC
Dallas, Texas

AROUND the BLOCK

- Heralded as The Man, The Myth, The Legend, by Texas based USVET.fund, NAA member **C. Ivan Stoltzfus, CAI, Honey Brook, Pennsylvania**, was a featured guest at a veterans fundraiser auction with fellow NAA member **Myers Jackson** and DIY Network channel’s Texas Flip and Move stars the Snow sisters.

Stoltzfus is known for driving his Johnabilt 1948 tractor across country for America for Wounded Heroes from Honey Brook to South Florida, Texas, California, Oregon, Washington and then back home to Honey Brook.

- NAA Hall of Fame member **Leroy Van Dyke’s 1956 hit**

song “Auctioneer” is the featured track for a new Subway advertising campaign. Van Dyke wrote the song in 1953 while serving in the U.S. Army in Korea. The song originally sold one million records in three months.

- Stars packed into Rogers Arena in Vancouver, B.C., on Oct. 21 for the David Foster Foundation 30th Anniversary Miracle Gala and Concert. It was a gold-star night for the organization, which raised a record \$10.2 million for non-medical expenses of families with children getting organ transplants. **NAA member Jeff Stokes, of Edgewood, Washington, led the sale** and said it was “the most I’ve ever raised at a charity auction.”



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MEMBERS' CORNER



What's old is new ... and awesome

At the same time as launching a new website in November, J.P. King Auction Company relocated its headquarters, in Gadsden, Alabama, to a more than 100-year-old historically restored building.

In December 2016, Craig King, CEO & President of J.P. King Auction Co., with his wife Cindy, purchased and began restoration efforts of 414 Broad Street, located in the heart of the Downtown Gadsden Alabama Historic District, which is

listed in the National Register of Historic Districts. J.P. King corporate offices will occupy the first floor, and the second floor has been repurposed for three luxury loft apartments.

“My granddad Leslie C. King, who was president of J.P. King Auction Company from 1939-1961, had offices on Broad Street. To support growth, we decided to return to downtown and retain the architectural character of an historic building,” said Craig King. ❖

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ADVERTISERS

1-800-The-Sign 7

Affordable Creations 8

AuctionTime/Auction Flex..... IFC/1

Basinger Audio Systems 57

CUS Business Systems..... 23

E.R. Munro and Company 34

Galaxy Audio..... 47

Kiefer Auction Supply..... 52

Lampi Auctioneer, Inc 23

Mendenhall School of Auctioneering ...29

NAAA.....13

Reppert School of Auctioneering..... 25

Satellite ProLink, Inc. 52

St. Jude Children’s Research Hospital60

Texas Auction Academy 39

United Country Auction Services BC

USA TODAY41

World Wide College of Auctioneering ...17



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Contact: Adam Kenne
(913) 563-5421
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Coming up in December/January ...

Comic books, communication strategy, an auto Auctioneers roundtable, and building a successful business plan. All of that and more is on tap for the next issue of *Auctioneer* as we dive into loads of NAA content and get you ready for 2018.

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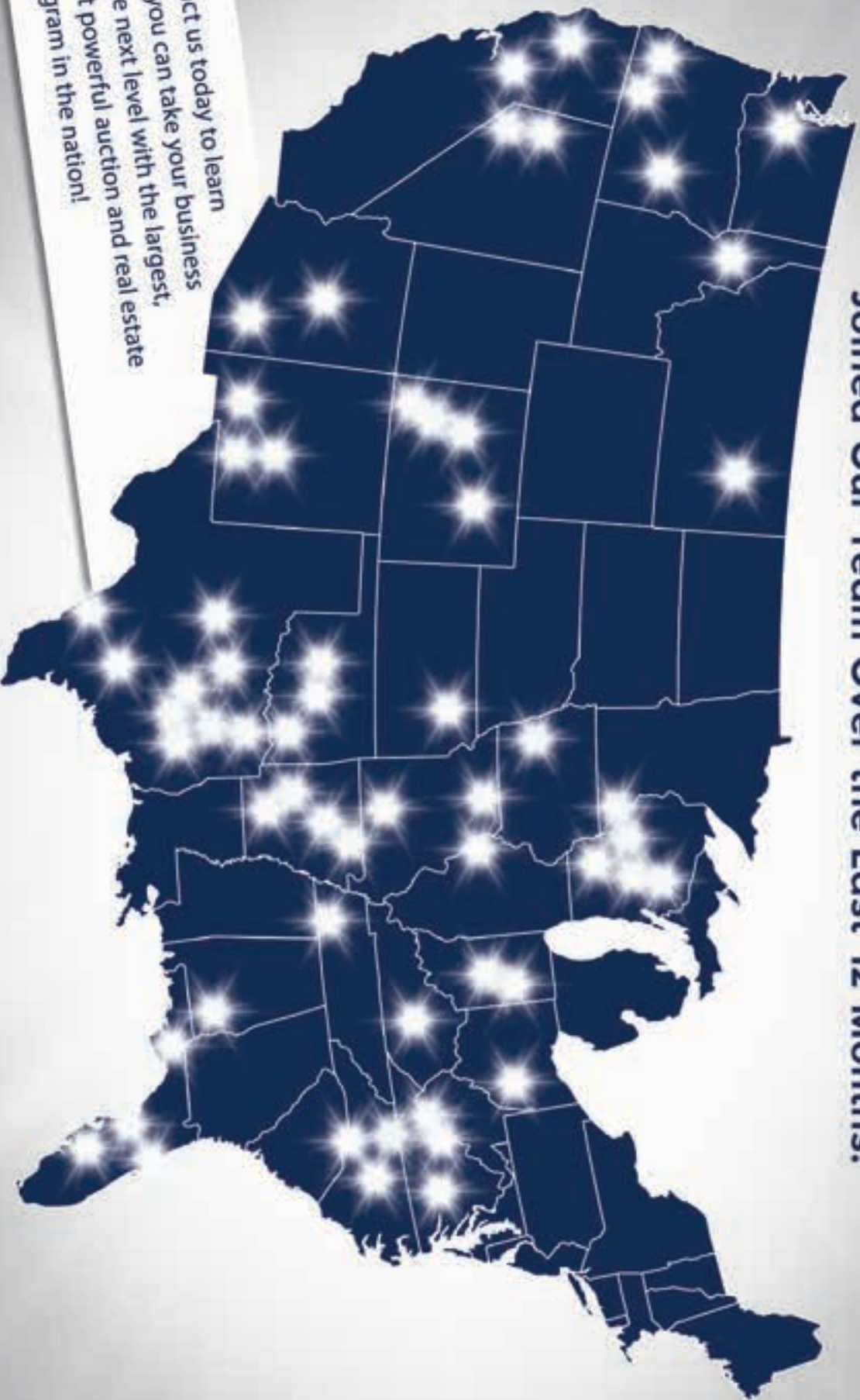
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