



Auctioneer

November 2018

The official publication of the National Auctioneers Association



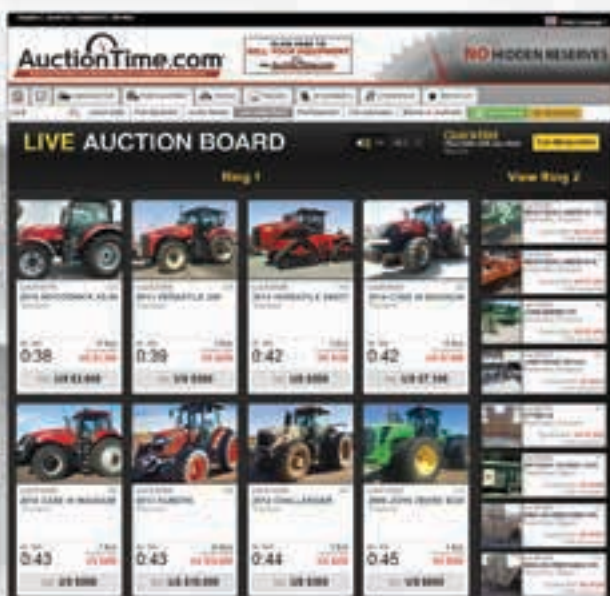
page 26

ALSO INSIDE:

- I KEY TIPS ON BUYING A BUSINESS
- I NAA STATE LEADERSHIP CONFERENCE SET FOR MARCH 5-6
- I WANT TO HEAR A MILLION-DOLLAR IDEA?
ATTEND A WORKSHOP AT THE 2018 NAA DESIGNATION ACADEMY!

AuctionTime.com

Powered by TractorHouse.com, MachineryTrader.com, TruckPaper.com & MarketBook.com



INDUSTRY SPECIFIC MARKETING IN

*TractorHouse®
Machinery Trader®
Truck Paper®*

www.AuctionTime.com
(800) 334-7443



Live Online Bidding Powered By

Equipmentfacts

Powered by TractorHouse.com, MachineryTrader.com, TruckPaper.com & MarketBook.com



LEVERAGE THE REACH & EXPOSURE OF ONLINE BIDDING

www.BidCaller.com

www.Equipmentfacts.com



**MANAGE EVERY ASPECT OF YOUR AUCTION WITH
AUCTION FLEX'S LEADING AUCTION SOFTWARE.**



- CATALOG
- CLERK
- CASHIER
- PAY CONSIGNORS
- MANAGE MAILING LISTS
- MANAGE INVENTORY
- AND MORE!

CONTACT US TODAY FOR YOUR 30 DAY FREE TRIAL
www.AuctionFlex.com | 352-414-1947

CURRENCY.
PAY

CONVERT PAYMENT PROCESSING INTO A PROFIT CENTER

CREDIT CARD ■ DEBIT CARD ■ ACH ■ WIRE ■ EXPRESS FINANCE™



**HiBid - ONLINE BIDDING ON THE
NATIONAL, LOCAL AND COMPANY LEVEL.**



Sign Up For Your State Portal Today

www.HiBid.com



Tim W. Mast, CAI, AARE
NAA President

National Auctioneers President Tim W. Mast, CAI, AARE, is executive vice president at Tranzon Asset Advisors. A lifelong resident of southwestern Tennessee, Tim works and resides in Selmer with his wife, Ruth Anne, and their four children. He is a World Wide College of Auctioneering graduate. Tim has served as NAA Ambassador for Tennessee and was elected to the NAA Board in 2014. In 2013, Tim was inducted into the Tennessee Auctioneers Association Hall of Fame – the youngest person ever to receive that honor. In 2008, he was elected president-elect and sworn in as TAA president in 2009. He also previously served on the TAA education committee.

Fluent in three languages, Tim has used his natural skill for negotiating and a commitment to continuing education to become exceptionally successful with large, complicated real estate transactions spanning approximately 30 states and three countries.

NAA Promotion and a new audience

Last month, we talked about how NAA was working for you and the auction industry with legislation on interstate sales tax.

I wish I could project what I think will happen, but there are so many factors – including elections, of course. You may not think your vote matters, but it does. And, it is the greatest expression of democracy that exists.

However, today's column won't focus on government regulations. Instead, today I want to talk to you about another issue relative to NAA's strategic objectives: promotions.

As an organization, we work hard to promote the industry and our members. For the last four years, we have used National Auctioneers Day and National Auctioneers Week to promote the industry. We talk about auctions; we ask you to talk about auctions. We use this time to educate the public about how auctions are fast, fun and transparent (and yes, we try to incorporate things about NAA members – the #NAAPro who is committed to continuing education and a Code of Ethics).

Last spring, however, the Board approved a project – thanks to the National Auctioneers Foundation which provided the funding – and we entered into two strategic relationships: one with the American Farm Bureau Foundation and one with the FFA. Our goal was to introduce a whole new age demographic to auctions.

We worked with the AFBF to develop a learning module called "Auction Adventures" on myamericanfarm.org. Check out the story on page 14 that talks about this game, how it was developed, and how you can use this game to introduce kids in your community to your profession.

This game will help you position yourself as a leader in your community. It can and eventually will translate into more business as students (and their parents!) learn that you are the "go-to" resource for auctions. Over the next few weeks/months the Promotions Committee will be talking

about what kind of tools you need that will help you with this task.

In addition, we are working with the FFA on creating a SAE (Supervised Agricultural Experience) that students in high school must complete within their junior or senior year. You'll see that one of the individuals who is ahead of her time (and our's) is highlighted on page 36.

NAA member Gracie Corso couldn't find what she was looking for, so she created it herself. She has helped translate her experience into one that other high school students can use.

We hope that by the time you read this the SAE for the auction industry will be integrated as one of the many topics from which a student can select to use as their SAEs.

These are two ways that we are working to promote the auction industry and YOU as a member of NAA as the person to facilitate that auction. But, we cannot do this without your help. Please begin to introduce this game to children in your own lives and get them to tell their friends.

In this season of Thanksgiving, I continue to give thanks for this industry and the people in it. It's a great profession and I am looking forward to sharing my passion for it with my own kids!

Happy Thanksgiving!

FEATURES/NEWS November 2018



14

NAA, American Farm Bureau Foundation release "Auction Adventures" game

Produced through support from the National Auctioneers Foundation, the game is a promotional tool for NAA and the auction industry for school kids.

CORRECTION: The October issue of *Auctioneer* incorrectly identified U.S. Senator Susan Collins (R-ME) as a Congresswoman on page 13. We regret the error.

BUSINESS PRACTICES

Express vs. implied warranties

One is created by the Auctioneer, the other by operation of law.

24

FACES OF NAA

Do I hear two?

Identical twins Jim and Dave McLaughlin's close relationship started long before they started their auction business.

40

Satellite ProLink: The pro link to auction marketing

The company provides services to auction professionals.

42

2019 NAA State Leadership Conference to again offer 'Solution Circles'

State leaders find valuable takeaways in peer-to-peer discussions. NAA ensures those conversations take place.

8

Commercial Real Estate among most vulnerable industries for cyber breaches

Rent payments, investment sales interest cyber criminals.

10

10 steps to start building your brand

It all starts with a dream, but then you have to get to work.

22

Want to hear a million-dollar secret?

"Secrets of the Millionaire Real Estate Auctioneer" is among the highlighted workshops to be held this December in Las Vegas.

26



44

ALSO SEE ...

- 7 State watch
- 9 Facebook Advice of the Month: Join us!
- 20 Tips on buying a business
- 28 NAA Ambassadors
- 30 NAA, Auctioneer, honored with two Golds
- 32 New NAA Designations
- 33 iSeries schedule
- 36 15-year-old NAA member creates new FFA program
- 39 NAA Commitment
- 23 New NAA Designations

- 44 Shooting videos - easier than you think
- 48 Shaking the money tree
- 50 50 years later ...
- 51 In memory
- 52 Education calendar
- 53 Schools
- 55 Success Stories
- 60 New members
- 64 Filler words

DEPARTMENTS

- 63 Index
- 66 Marketplace

Auctioneer issue 10 November 2018 (ISSN 1070-0137) is published the first of every month, with the exception of combined issues in June/July and December/January, which are published in mid-June and mid-December, respectively, by the National Auctioneers Association, 8880 Ballentine St., Overland Park, KS, 66214-1900. There are 10 issues printed annually. *Auctioneer* is a means of exchanging ideas that will serve to promote the auction professional and the auction method of marketing. The views expressed by columnists do not necessarily reflect the opinions of the National Auctioneers Association. Periodicals postage paid at Kansas City, MO, and additional mailing offices (USPS 019-504). POSTMASTER: Send address changes to *Auctioneer* magazine (NAA), 8880 Ballentine St., Overland Park, KS 66214-1900. Copyright © 2018 by the National Auctioneers Association. Materials may not be reproduced without permission.

State watch

CALIFORNIA

Industries across the board continue to battle against application of the state Supreme Court's ruling in *Dynamex Operations W., Inc., v. Superior Court*. It led to the California Court of Appeal has clarified the "ABC" test applies only to claims arising under California wage orders and not to, according to www.jdsupra.com, other issues such as determining employee status for purposes of workers' compensation, wrongful termination, waiting time penalties, overtime, unfair competition, and indemnity claims under the Labor Code.

"The appellate court held that there was 'no reason to apply the ABC test categorically to every working relationship,' and that it was 'logical' to apply it only to claims arising

under the California wage orders. The panel explained that because the wage orders regulate basic working conditions, they warrant the broadest definition of employment to the widest group of workers," the site said. ♦



KENTUCKY

NAA member Cliff-Ed Irvin has been appointed to the Kentucky State Board of Auctioneers by Governor Matt Bevin. ♦



WORLD WIDE COLLEGE OF AUCTIONEERING



**OVER 40,000
GRADUATES
OVER 85
YEARS**

There is a reason World Wide has trained more successful auctioneers
The #1 Business & Bid Calling
Auction School in America

WOULD YOU LIKE TO **MAKE MORE MONEY** IN YOUR LIFE?
WOULD YOU LIKE TO **ENJOY YOUR LIFE** MORE?
WOULD YOU LIKE TO **BE MORE FULFILLED** IN YOUR LIFE?

Attend the World Wide College of Auctioneering

Next Auction School Term: November 10-18, 2018

There are still a few seats available - one with your name on it!
Ask about our Discount Program - Every student can receive a Discount at World Wide



Call Vicky or Dawn at the World Wide College of Auctioneering
on **1-800-423-5242** (we answer the phone)

www.worldwidecollegeofauctioneering.com

24 Hour Turnaround Time

1-800-THE-SIGN
Out the Door in 24!

4' x 4' SIGN **\$89⁹⁸** Full Color

PVC Post Kit - \$84.88 with flat caps

1-800-843-7446
www.1800TheSign.com

32"x48" Sign \$54.97

Podium \$99

UPS Shipping from \$15



Men and women from across the country are attending the NAA State Leadership Conference in increasing numbers. Many find value in the peer-to-peer discussion groups.

2019 NAA State Leadership Conference to again offer ‘Solution Circles’

State leaders find valuable takeaways after discussing topics with other state peers. NAA will again make that opportunity possible in March.

By James Myers, contributor

The NAA has a history of working with state auctioneer associations to help them reach their goals.

The tradition continues with the 2019 State Leadership Conference, which NAA organizers are in the process of planning. The agenda for the March 5-6 event, to be held at the Embassy Suites hotel near Kansas City International Airport, should be released mid-December.

Laina Gunsallus, membership coordinator for the NAA, said the summit is directed toward people who serve as state board members, and to presidents or executive directors of their state associations. NAA ambassadors from every state are also invited attend. The 2018 summit had a great turnout with 34 of the 41 state auctioneer associations in attendance. Gunsallus said they had a record 84 attendees, as well.

“We invite that group of folks to talk about association issues – things they’re experiencing on the state level,” said Gunsallus, who also made note that there is no registration fee for the event. “It’s a really good time for them to talk to each other and (the NAA) facilitates that for them.”

The first-day agenda (March 5), if like past years, will run from 8 a.m. to around 5:30 p.m. and a dinner will follow. The second day’s agenda (March 6) has traditionally been a half-day, letting out at around 11:30 a.m.

Past agendas have included discussions about membership models, board and executive director relationships, data management, helping members promote themselves and sales tax issues. One of the most interesting aspects of the summit is the “Annual Convention Solution Circles,” which gives attendees a chance to talk

about specific issues they're experiencing and get feedback from others.

Last year, for example, topics in the circles included vendor relationships and best practices, finding speakers, attendance/membership experiences and bid calling contests.

Gunsallus said the bid calling contest discussion was particularly interesting; a couple of the smaller associations weren't achieving the results they'd hoped for, so the associations that were successful were able to chime in with advice.

"I like to sit on those because it's fun to hear what different state associations are doing and the way other state associations respond to that and build on it and ask questions," she said. "The associations that were having trouble walked away with some ideas that they could implement right away."

The NAA is in the process of surveying attendees to pinpoint specific topics that can be addressed in the 2019 "solution circle."

NAA also is in the process of booking a featured speaker. The 2018 speaker, Teri Harris, who is the University of Kansas Alumni Association's vice president of membership, spoke about membership models.

Also unique to the 2019 summit will be an executive session held on Sunday, March 4. The session is for executive directors only, which Gunsallus said is something they've requested.

"They want time to talk amongst themselves, because they have different issues than board members do," she said. "We're going to host that for them."

Keep an eye out for the full agenda in December. For more information about attending the summit, contact Gunsallus at NAA headquarters at (913) 563-5425. ♦



FB Advice of the month: Join us!

The NAA Auction Professionals Facebook Group is a wonderful place to watch, listen, and engage in real conversations about the topics you care about most on a day-to-day basis.

Other NAA members are going through the same issues you are, and they're celebrating the same successes. It's your peer group!

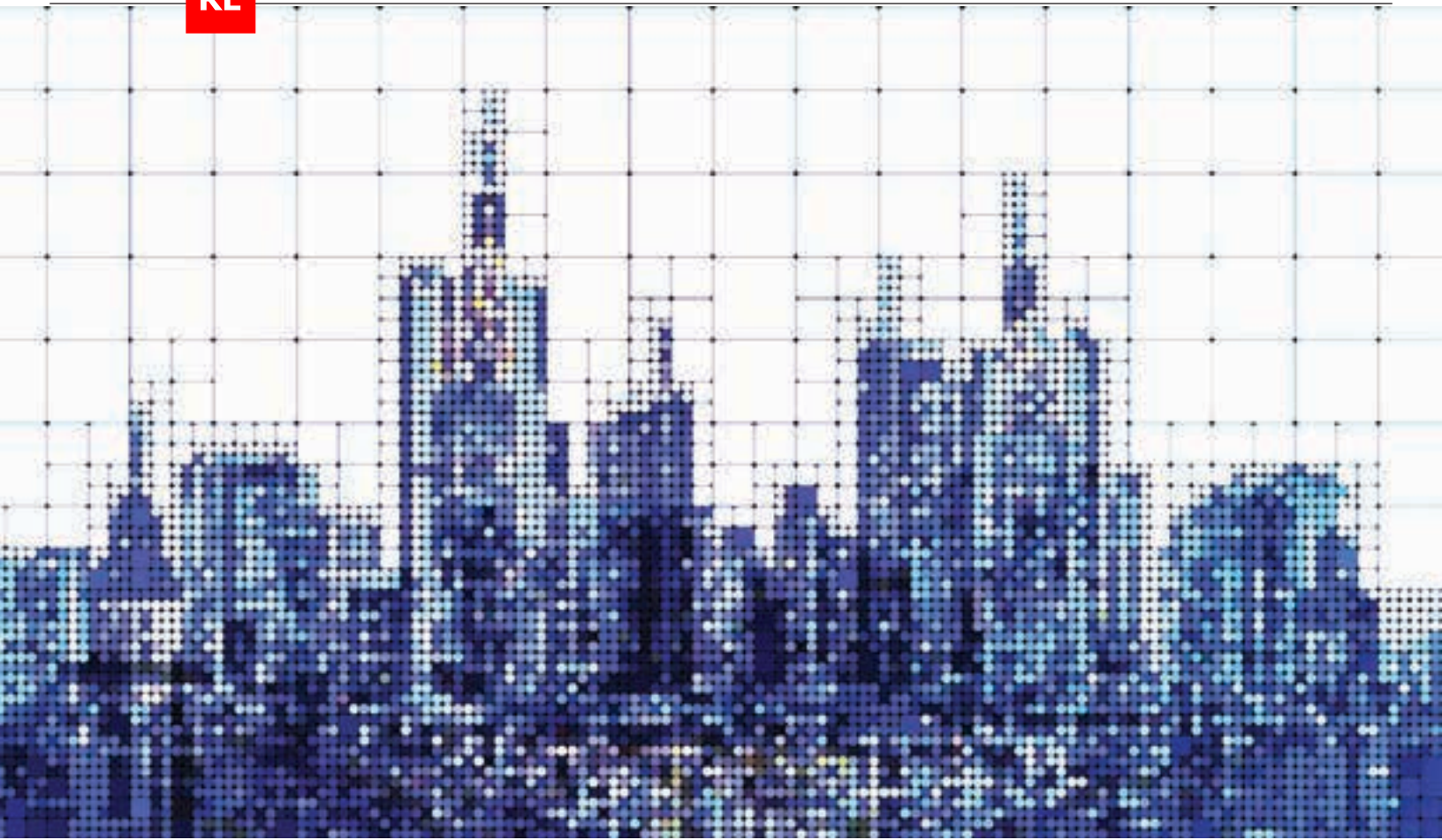
NAA keeps the page's topics and threads clean of spam, baseless promotions, intolerant behaviors, and any of that other junk you find in the public sphere or on other pages.

Respect and rewarding conversation.

NAA has it for you at facebook.com/groups/naaauctioneers.

NAA Auction Professionals Facebook Group Guidelines

1. The NAA Members Group is for active voting NAA Members only. NAA Staff will remove members of the group as their membership lapses. No Company/Organization pages will be approved.
2. NAA Staff maintains the right to remove any posts that do not meet guideline standards.
3. The NAA Members Group is an inclusive group that encourages respectful discussion and debate. No offensive, bullying, discriminatory or hateful language, images, videos, etc. will be allowed.
4. Be mindful of federal antitrust laws. Discussion regarding specific commissions, rates and fees is strictly prohibited.
5. The NAA Members Group will not allow advertising or spam of any sort.
6. While we will be monitoring the group, it is in no way the best means to communicate problems, payments or inquiries to NAA Staff. For best results, please contact NAA Staff at (913) 541-8084 Monday to Friday, 8:30 am to 4:30 pm Central time. ♦



Commercial Real Estate among most vulnerable industries for cyber breaches

From rent payments to investment sales, transactions have what cyber criminals seek

NEW YORK/PRINCETON, N.J. (Nov. 6, 2018) – Cyber fraud in commercial real estate not only exists but is thriving despite continuous efforts to minimize such risks, according to the professionals in WithumSmith+Brown (Withum) PC's Cyber and Information Security advisory group.

Cybersecurity and ransomware attacks have become more amplified industry-wide, rendering commercial real estate one of the fastest-growing targets for cyberattacks.

“Commercial real estate has an over-abundance of the two things cybercriminals are after – information and money,” explained

Joe Riccio, partner, market leader of the Cyber and Information Security Services Group who recently served as a panelist at a real estate industry conference for chief financial officers. “In commercial real estate transactions, there is a lot at stake, which is why this industry and all those involved in it have become even more vulnerable to cybercrimes.”

Last year, the FBI reported approximately \$1B was stolen from buyers in real estate transactions and there was a 480% increase in inbound complaints. It is the speed at which today's transactions occur – thanks to a highly distributed mobile workforce, smart technology and wire services – that unlocks

commercial real estate's level of exposure, according to Riccio.

"Criminals are focused on valuable company data, information about each of the parties involved (ie: buyer, seller, tenants) and an entry pipeline into the financial institution/bank providing financing for the transactions," he said. "Once this information is accessed, hackers take it one step further to gain entry to personal account information that is then sold on the dark web or to other more sophisticated cyber criminals."

Robert Egan, a partner with Archer Law, urges cyberattack victims to own up to the breach and involve all necessary parties once the break has been discovered. "The potential breach must be investigated to ensure the hackers are out of your system," he said. "From the onset, it is important to determine your legal obligations and remediate all vulnerabilities to minimize future risks."

Typically, cyber-fraud headlines focus on financial services, healthcare and retail industry victims. "No industry is immune," said Tony Sardis, partner and president of Withum Insurance Advisors. "Cybercrime takes on many different forms, from phishing scams and mobile device/computer hacking to inside threats posed by employees."

To protect one's company, employees, clients and third-party service providers, Sardis urges all real estate entities to implement certain strategies and tools to combat cyber fraud and promote cyber resiliency. He also has the following suggestions:

- Acquire cyber insurance from a reputable company for all business activities
- Require cyber insurance from your subcontractors and vendors
- Report any breaches to the insurance company immediately upon discovery

Rob Kleeger, founder and managing director of Digital4nx Group, Ltd., also advocates employing certain password and authentication practices. "From encouraging longer pass phrases of at least 12 characters to utilizing password management tools such as LastPass, KeePass and Dashlane and enabling two-factor authentication whenever available, it is advisable to never use the same password on more than one site," he explained. "It also is advisable to encrypt devices that store PII or confidential data."

Established in 1974, Withum is a national top-ranking public accounting firm providing advisory, tax and audit services to businesses and individuals on a local-to-global scale. ♦

BONDS & INSURANCE

THE COVERAGE YOU NEED:

- Liability Insurance •
- Property Coverage •
- Cyber Liability Coverage •
- Consignment Property •
- Errors and Omissions •
- Employment Practices Liability •
- Bonds to support your License •
- Bankruptcy Court Auctioneer Bonds •

We can place coverage in as little as 7 to 21 days with a completed and signed application.

877-376-8676

Bonds

Insurance

Extension 146, Stevi or sdell@ermunro.com
Extension 152, Melissa or miboomley@ermunro.com

Extension 157, Greg or gsnagrus@ermunro.com

VISIT US AT WWW.ERMUNRO.COM



148
AUCTION

E. R. MUNRO
COMPANY

Licensed in all 50 states
Member,
National Auctioneers Association



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

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

Express vs. implied warranties

One is created by the Auctioneer. The other is created by operation of law. Do you know which is which?

Question: What is the difference between an express and an implied warranty?

Answer: A warranty is generally an assurance by one party to an agreement of the existence of a fact upon which the other party may rely. A warranty is provided by one party with the intent to relieve the other party of any duty to investigate whether the fact is true.

It is also a promise to compensate the party for any loss if the fact warranted proves to be untrue. In other words, a warranty is a guaranty that some particular aspect is true. At an auction, the seller may make a warranty to the buyer. When a buyer purchases a lot that does not comply with the seller's warranty, the buyer may seek to recover damages for any loss. A warranty can be given for any lot and commonly relates to the character, quality, quantity, description, or performance of the lot. There are generally two broad categories of warranties—express warranties and implied warranties.

An express warranty is created by a statement of the Auctioneer, a statement of the seller, specific terms in an advertisement, or the terms in a written sales agreement. The Uniform Commercial Code ("UCC") recognizes that an express warranty can be created for the sale of goods in several different ways.

First, any affirmation of a fact made by the seller to the buyer that becomes part of the basis for the agreement creates an express warranty that the lot will conform to the statement. UCC § 2-313(2)(a). A statement at a car auction, for example, that a vehicle "gets 25 miles per gallon and has a new transmission" would be an affirmation of facts that would likely create an express warranty.

Second, any description of the lot which becomes

part of the basis of the agreement creates an express warranty that the goods will conform to the description. UCC § 2-313(2)(b). At a car auction, a description of a lot as a "2015 Ford Fusion Sedan" would likely create a warranty that the lot will conform to that description. Third, any sample or model which is made part of the basis of the agreement creates an express warranty that all of the goods will conform to the sample or model. UCC § 2-313(2)(c).

When an Auctioneer is selling a large quantity of a particular item and only shows a few items as a sample, the sample would create an express warranty that the other items are the same as the sample.

An implied warranty is a warranty created by operation of law. These assurances are imposed to protect a buyer – regardless of whether the seller has agreed to provide these warranties.

The UCC implies certain warranties whenever goods are sold. The two warranties generally implied are the warranties of "merchantability" and "fitness for a particular purpose." UCC §§ 2-314 and 2-315. The warranty of merchantability applies when someone or a business deemed a "merchant" sells something.

A merchant is generally someone who buys and sells goods of the same kind or has special

knowledge or skills particular to the goods. Regarding the implied warranty of merchantability, the UCC provides:

- (1) Goods to be merchantable must be at least such as:
 - (a) pass without objection in the trade under the contract description;
 - (b) in the case of fungible goods, are of fair average quality within the description;
 - (c) are fit for the ordinary purposes for which such goods are used;
 - (d) run, within the variations permitted by the agreement, of even kind, quality and quantity within each unit and among all units involved;
 - (e) are adequately contained, packaged, and labeled as the agreement may require; and
 - (f) conform to the promise or affirmations of fact made on the container or label if any.

UCC § 2-314. This warranty of merchantability applies to all goods sold, unless disclaimed, by a merchant.

The other commonly known implied warranty is the warranty of fitness for a particular purpose. Section 2-315 of the UCC provides: “Where the seller at the time of contracting has reason to know any particular purpose for which the goods are required and that the buyer is relying on the seller’s skill or judgment to select or furnish suitable goods, there is unless excluded or modified under the next section an implied warranty that the goods shall be fit for such purpose.”

This warranty is implied by law, if a seller knows or has reason to know of a particular purpose for which some item is being purchased, the seller is guaranteeing that the item is fit for that particular purpose. The warranty of fitness is different from the warranty of merchantability in two ways.

First, the warranty of fitness applies to all sellers – it is not limited to just merchants. Second, the warranty of fitness requires the seller to know or have reason to know of a specific purpose to which the good sold is going to be used.

Auctioneers should generally limit or disclaim the existence of any warranties at an auction. An Auctioneer may seek to disclaim any warranties by making an announcement before the auction and including a disclaimer in the bidder’s registration agreement.

A disclaimer generally is any words or conduct which tend to negate or limit any warranty. The use of the phrases “as is,” “where is,” and “with all faults” are examples of disclaimers. Use of the expression “as is” implies that the buyer will take the entire risk as

to the quality of the property and make his or her own inspection of the lot. The use of the phrases “as is,” “where is,” and “with all faults” by themselves in the registration agreement (as long as it is clear and made conspicuously) is usually sufficient to disclaim express warranties and implied warranties. UCC § 2-316.

It is a good practice for Auctioneers to take the extra step, however, and specifically disclaim all implied warranties. In some jurisdictions, these implied warranties must be specifically disclaimed. In other jurisdictions, these implied warranties cannot be disclaimed.

An express warranty is a warranty created by a clear statement or specific conduct of the seller. An implied warranty generally is a warranty created by operation of law. Auctioneers should exercise caution and limit the warranties made or disclaim all warranties. ♦

Announcing
IT'S OFFICIAL!
TEXAS AUCTION ACADEMY
IS NOW...

America's Auction Academy
Dallas, Texas
Formerly Texas Auction Academy

80 HOURS in 8 DAYS!

- Recognized as the Leader in Teaching "General Basic Auctioneering" to Future Auctioneers
- Instructors are Champion Auctioneers and Industry Leaders
- Limited class sizes to ensure an optimal classroom experience
- Graduates include International, World and State Auctioneering Champions
- Conveniently located in Dallas/Fort Worth, Texas - Just minutes from both DFW and Love Field Airports
- United Real Estate Group Strategic Partner
- States requiring additional hours available upon request
- Texas Workforce Commission Approved

The Auctioneer's Choice • Entrepreneurship • Ethics and Professionalism • Auction Technology • How to Operate An Auction Company
The Process • Auction Contracts • Sale Procedures • Selling Auctions and Auction Technology • Public Auctions • Real Estate Auctions
Business Management • Selling and Commission • Ethics • Selling Process • Auction Selling and Auction House Management
Sales and Marketing • Retail and Wholesale Auctions • Auctions and Commission Sales • Marketing and Advertising including Social Media • Reputation • How to Prepare for Your State Test, Professional Examination and to much more!

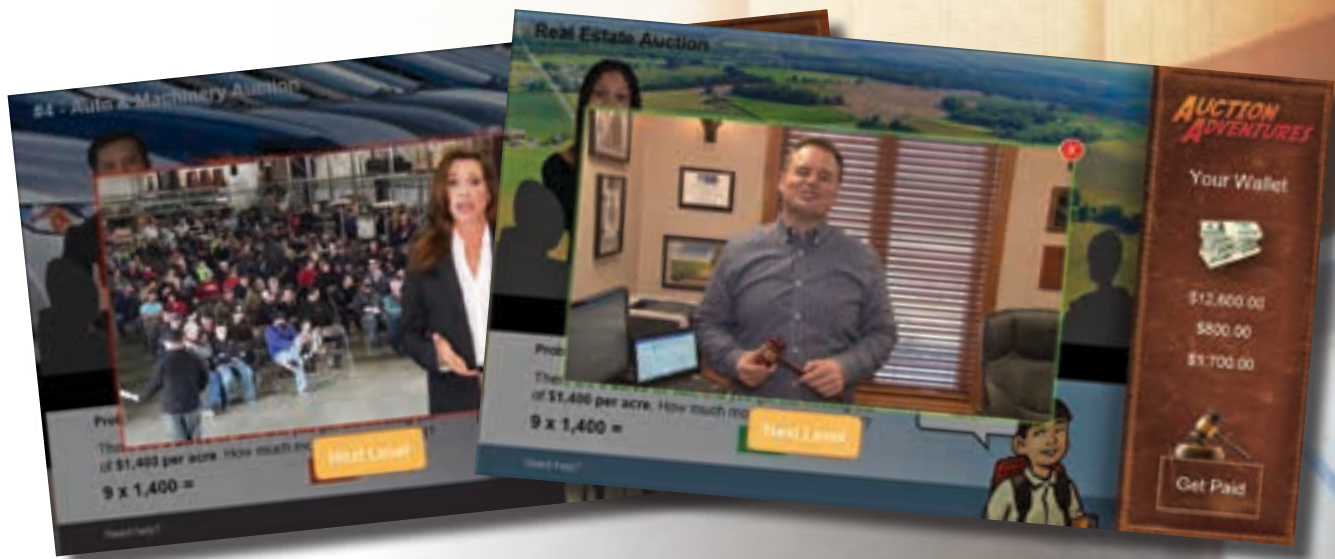
Enroll Today!
AMERICAN AUCTION ACADEMY
AmericasAuctionAcademy.com • 972-387-4200

OPENING COURSE DATES:
JUNE 8-15 | SEPTEMBER 21-28

NAA, American Farm Bureau Foundation release “Auction Adventures” online game for kids

The game will be a promotional tool for NAA members to use and plant the NAA and auction seed for future auction professionals.

By NAA Staff





Play Game

The National Auctioneers Association has teamed up with the American Farm Bureau Foundation for Agriculture, with generous funding from the National Auctioneers Foundation, to launch a new My American Farm game along with supporting resources for two separate age groups, third through fifth graders and fifth through eighth graders.

The new online game, “Auction Adventures,” gives students a close look at how auctions work and the many different opportunities within the auctioneering industry.

“We are proud and excited to have this unique opportunity to connect students with the NAA, its members, and the auction industry,” said NAA Board Chairman Scott H. Shuman, CAI. “This online resource’s videos, information, and game format will give children a positive introduction to the auction world.

“Thank you very much to the National Auctioneers Foundation for its support of this strategic, educational undertaking.”

The concept of offering an educational game was originally

brought to the NAA table by Shuman, who wanted to create a promotional portal for the NAA and auction industry to youth as a way of generating future interest in both the organization and auction.

That led to working with Vivayic – a company that has its “focus on helping organizations find success through learning,” according to its website. The production aspect came after the NAA Board chose to pursue the learning venture and the Foundation took action through its support.

“Our third-through-fifth-grade audience playing Auction Adventures will have the chance to strengthen math fluency as they learn about the different kinds of auctions that take place each day,” said Christy Lilja, executive director of the Farm Bureau Foundation. “We’ve also created a fifth-grade lesson plan that will help students enhance English Language Arts skills as they read profiles of real auctioneers, then communicate about the different types of auctions highlighted. In addition, we have three lesson plans for middle school students to learn about careers within the auctioneering industry,” she added.

CONGRATULATIONS!

Great job finishing the game Auction Adventures. You have officially earned your **Jr. Auctioneer Badge!**

Mastering Your Auction Chant:
The next step in your auctioneering future is to work on your chant for bid calling. The chant is the words you hear when an auctioneer is selling items. It will consist of filler words and numbers. Every auctioneer has their own chant, and it does not always have to be fast! (Although many are.)

Warm up!
At Auction School, auctioneers learn to speak clearly so other people can understand them. They use tongue twisters to warm up and practice. Find a partner and practice each of the following tongue twisters until they can understand each word you say.

Warm up 1	A big black bug bit a big black bear
Warm up 2	Around the ruff and rugged rock the ragged rascal ran
Warm up 3	Red leather yellow leather
Warm up 4	Betty Botter bought some butter, but she said this butter's bitter. If I put it in my batter, it will make my batter bitter, so she bought a bit of butter, put it in her batter, made her batter better, so is better Betty Botter bought a bit of better butter.

Let's get started with your chant!
First, we need to decide what you will sell. A lot is a single item or group of similar items sold together. Make a list of the items or item you will sell in your lot.
Example lots: An apple pie, 27 rare comic books, Grand Champion steer at the county fair

Second, we need an introduction. All great auctioneers introduce themselves, welcome bidders to the auction, tell them what is being sold, then prompt the start of the auction. Let's write your introduction.
Example introduction: Welcome to the 10th annual Madison Elementary School Benefit Pie Auction. I am (insert your name) and I will be the auctioneer selling what your smelling! And they smell delicious. Thank you all for coming out to support our school. We have 50 homemade pies to sell today so let's get the bidding started!

Third, build your chant. All great auctioneers introduce themselves, welcome bidders to the auction, tell them what is being sold, then prompt the start of the auction. Let's write your introduction.
Example filler words: Dollar-bid-now, Would-ya-bid, Bid-it-now, Would a bid it, Gotto get it, Now, Dollar, Money, Bid.

Fourth, be an auctioneer! Auctioneers show up as professionals. As an auctioneer, you are confident and have a pleasant appearance and posture. As you chant, you scan the audience for bids, politely gesture to bidders (no pointing) to engage them and when the bidding ends, announce SOLD, with closed fist in the air.

Stand up straight, take a deep breath and go!

Challenge 1:
Sell your lot for one dollar increments to \$10 with filler words, at \$10 announce SOLD!
Here is an example of what this may sound like:
One dollar bid now two; two dollar bid now three; three dollar bid now four; four dollar bid now five; (up to ten dollar bid); SOLD!

Challenge 2:
Sell your item with five dollar increments to \$50 with filler words, at \$50 announce SOLD!

Challenge 3:
Sell your item with ten dollar increments to \$100 with filler words, at \$100 announce SOLD!

The key to your success in auctioneering is practice, keep up the great work!
As you get older, be sure to look into attending Auction School to become a professional and enjoy this fun and exciting occupation!

For examples of some of the best men and women auctioneers in the world, have your parents help you look up the International Auctioneer Championship on YouTube. Or scan the QR Code to the left for the National Auctioneer Association YouTube Channel.

National Auctioneers Association, The Complete Idiot's Guide to Live Auctions, Penguin Books, New York, 2008.
National Auctioneer Association, 2017 International Auctioneer Championship, Contest Rules, Requirements & Championship Responsibilities, 2017.pdf, March 11, 2018.
Retrieved from: <http://www.auctioneers.org/wordpress/wp-content/uploads/2017/05/IAAC-Rules-Responsibilities-2017.pdf>

“Welcome to the auction!”

Kids are asked to solve math questions and select the correct answer from a bidder. With every correct answer selected, a “commission” goes into the player’s wallet. The commission increases as each round’s difficulty increases.

After selecting their avatar player, the student then moves their player to different levels. Each level represents a different asset class or environment. At each stop, there are 10 math questions for students to answer. For example:

“There are 3 acres of land for sale and you have the winning bid of \$1,700 per acre. How much money did you spend?”

Along with the math problem, there are helpful clicks included, such as “What is an acre?” or “What is a lot?”

As their commissions accumulate, students watch the increasing total. Then, at the end of the level, they select “Get Paid!” to collect their earnings.

Once the level is complete, an NAA-branded video pops up on the screen and rolls through a quick education lesson given by an NAA member and expert in that specific asset category.

At the end of all levels, players are then taken to “Listen to an Auctioneer!”, where they can watch and listen to bid calls from Sara Rose Bytnar, CAI, AARE, AMM, Dustin Rogers, CAI, CAS, and Kendall Nisly, the 2017 IAC and IJAC champions, respectively (the newest champions at the time the game was developed).

Then, at the very end of the game, players are awarded a downloadable “Jr. Auctioneer Badge”, which sums up their

Sound Machine SM-5
by Sound Project Systems

The standard of excellence in the auction industry! References Nationwide!

- Uses 2 built-in Shure wireless for dual wireless operation (300' range)
- Battery powered for up to 7 hours using high end Lithium Iron batteries (rechargeable)
- 3 band tone controls for perfect voice control
- Built-in media play center
- Wireless companion speakers available
- Includes 2 wireless mics and tripod stand

\$3785

FREE UPS GROUND SHIPPING

877-638-5816
PortableSound.com

Basinger audio systems

KIEFER
AUCTIONSUPPLY.COM

America's Largest Supplier to Auctioneers

417 W. Stanton Ave.
Fergus Falls, MN 56537
(Free Catalog)

218.736.7000
www.kieferauctionsupply.com

Kurt Kiefer, CAI, President. NAA Life Member.

CUS business systems

The Auction Industry Software Authority For 30 Years

info@cus.com • 954.680.6545

GETTING *Jazzed* FOR 2019

A graphic featuring a golden trumpet positioned horizontally across the middle. Several musical notes of various sizes and colors (yellow, orange, and red) are scattered around the trumpet. The background is a dark purple gradient.

70TH INTERNATIONAL AUCTIONEERS
CONFERENCE AND SHOW
JULY 9-13, 2019
HILTON NEW ORLEANS RIVERSIDE



game experience and also introduces them to several key auction elements including: “Mastering Your Auction Chant”, how to properly introduce themselves at the start of an auction, and a QR code that takes the student to the NAA YouTube channel.

The Auction Adventures game is accessible at www.auctioneers.org under the “Content & Tools” section, as well as along with other agricultural-based learning resources at www.myamericanfarm.org/classroom. NAA members are encouraged to use the game as a teaching tool when they speak to school classes or other young groups.

NAA members can use the tool, too!

NAA will provide a more structured “how to” for members on how to market the game, the NAA, and the auction industry in early-to-mid-2019, following planning and development by the NAA Promotions Committee in January 2019.

Details will be communicated in full when they become available.

The My American Farm educational resource is a special project of the American Farm Bureau Foundation for Agriculture. The site and resources are also made possible through the generous support of title sponsor, Corteva Agriscience, Agricultural Division of Dow DuPont. ♦

The Auction Adventures game is accessible at auctioneers.org under the “Content & Tools” section. Check it out!

AUCTION ARENA **FREE**

Safety Training for Auctioneers

auctioneer.naaa.com

Look for sign up!

Everyone is Responsible for Safety

Auctioneer Safety Certification

Provided by the National Auto Auction Association



Tips on buying a business

First and foremost, do your due diligence. Chances are you're not thinking of everything necessary to make the purchase successful.

By James Myers, contributor

Buying a business should be an exciting venture, but it's often a mundane task that requires more due diligence than many might expect.

However, if it's going to be a successful venture, all the complexities must be thoroughly explored, and it can take professional assistance to ensure it goes off without a hitch.

Jennifer Mensler-Gableman, CAI, ATS, with Absolute Auctions & Realty out of Pleasant Valley, New York, has experience on this topic and offers sage advice for Auctioneers looking to buy an established business.

In some ways, buying a business is easier than starting one from the ground up. For example, Mensler-Gableman points out that there is a drastic reduction in startup costs, the brand is already

established, the employees are trained and there is an existing customer base.

These advantages, though, might be offset by the fact that the purchasing price can be high, the customer base isn't guaranteed to remain after the business is bought, and there is debt to consider.

Due diligence

There are items that need to be addressed before entering into a business agreement or transaction, Mensler-Gableman said. Zoning, environmental concerns, licenses and permits must be thoroughly researched, because these issues can be a true deal killer.

Before making a purchase agreement, you must determine the value of the business, and Mensler-Gableman recommends having a professional, such as an accountant, assist in the valuation. But other items require research and investigation, such as the return on investment, tangible and intangible assets associated with the business, book values and multipliers – they're all part of the process.

"In our business," she said of the auctioneering industry, "its about the clients we have, the face of the company. In other businesses it's easier because they have assets and inventories. Those items have value as opposed to intangible items."

Considerations Before Buying

Will the business you buy come with a building? If so, what's in the building and what value does it have? If the deal doesn't come with a building, can you still be sustainable? If you purchase a business that comes with vehicles, such as a sprinter or a box truck, are they paid off or will you be taking over monthly payments on them?

"Any debt – those little things can surprise you after a purchase ... it's better to have that knowledge beforehand," she said.

The business owner should provide the last five years of their tax returns. Mensler-Gableman leans toward walking away from a possible purchase if the owner won't provide these documents. Tax returns give a good indication of the value of the business, but it's also a good way to stay consistent with future filings, Mensler-Gableman said.

"(It's important because) you can understand what they are recording with the government," Mensler-Gableman said. "Because if all the sudden you purchase and you change what's happening, you might get audited. Definitely make sure that you're on track with what's been happening with the government because you don't want to get audited."

Sales Agreement

If everything looks good and you progress toward purchasing the business, the sales agreement is the document that wraps everything in a bow – it explains exactly how the sale will go down. Mensler-Gableman said if you don't have a lawyer assist you in drafting this document, have one go over it with you before you send it to your seller.

"It's the deal itself; the meeting of the minds and making sure we're all comfortable with what's going on – the finer points of the deal, the terms of the deal," Mensler-Gableman explained, adding that the sales agreement spells out the liabilities that might come into play, such as if you do get audited, will the previous owner be held accountable?

The Transition

After the deal is made, how is the transition process going to play out? Will the previous owner stay on board for a few months or a year to ensure the customer base is comfortable and the new owners are properly trained?

"One-on-one training – that's big," Mensler-Gableman proclaims. "You don't want to just start a new business you know nothing about. If the seller is willing to train you, or if you as a seller are willing to train the buyer, it's a great opportunity to cross train." ♦

This article was an excerpt from a presentation given at the 2018 NAA International Auctioneers Conference and Show. Want even more tips regarding this topic? NAA members can access the full audio of this presentation and many others in the NAA Education Portal.

Are You Interested In Becoming An Auctioneer? If So, This Is Your Opportunity!

Your Income Potential In The Auction Business Is Unlimited...

Mendenhall School Of Auctioneering Teaches You The Skills You Need.

- Open Your Own Auction Co.
- Be A Contract Auctioneer
- Establish A Family Business
- Work For A Established Auction Co.

The Choice Is Yours!

14 Of America's Top Auctioneers & Instructors
The Best Training Facility In America

Enroll Today For The Class Date Of Your Choice. Classes Fill Rapidly. You Could Save \$100.00 Call For Information

2018 SCHEDULE OCT. 20 - 28

Mendenhall School of Auctioneering
Since 1962
PO Box 7344 High Point, NC 27264
Phone: (336) 887-1165 Fax: (336) 887-1107
www.MendenhallSchool.com

10 steps to start building your brand

It all starts with a dream, but then you have to get to work.

By Nancy Hull Rigdon, contributor

When Misty Marquam, BAS, launched Marquam Auction Agency, she saw the importance of investing in branding. She knew that a strong, positive identity in the market was key to launching and growing a business.

She was right.

After spending nearly a year working alongside a brand expert from Nike, her business hit an uptick. She largely credits the branding effort for her company's success.

The term "brand" can be illusive. What's Marquam's definition? She points to what Amazon CEO Jeff Bezos once said: "A brand is what people say about you when you're not looking."

Before determining what she wanted people to say about her company and mapping out a path to get there, Marquam took a first step to determine audience desires.

"You have to do your research, figure out what they want, and then build your brand around those findings. Otherwise, you're just spinning your wheels," she says.

So, she polled benefit donors, fundraising professionals and auction attendees in her market to find out what they did and didn't like.

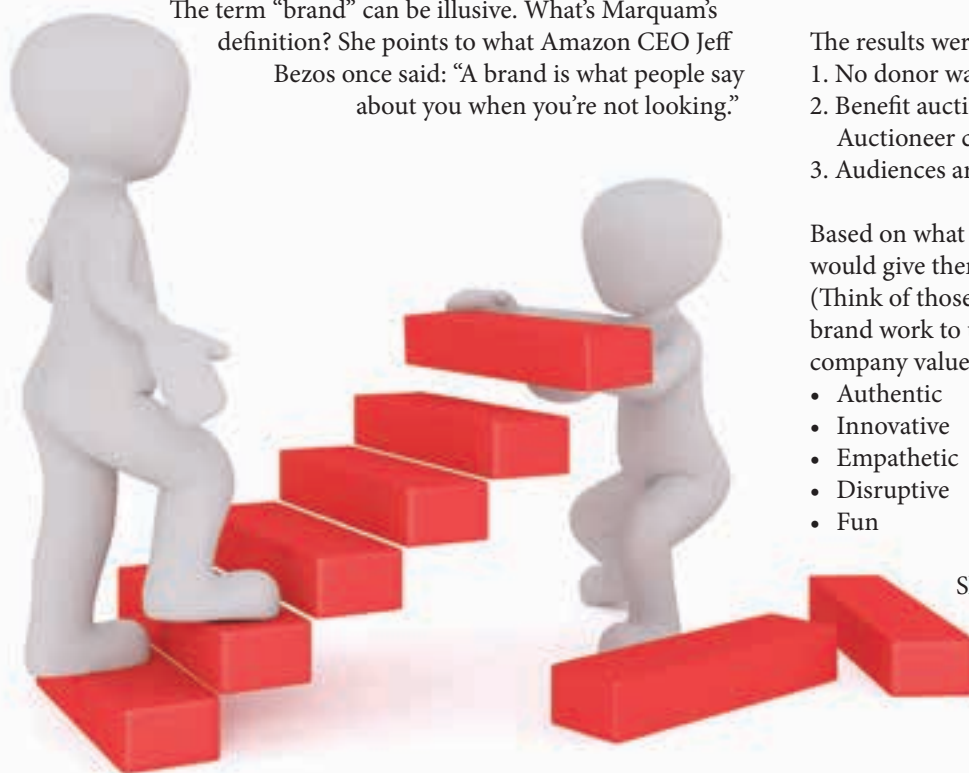
The results were surprising. Here were her three big takeaways:

1. No donor wants to wait in line – ever.
2. Benefit auction audiences don't care for a traditional Auctioneer chant.
3. Audiences are sick of boring speeches and boring content.

Based on what her audience wanted, she determined what she would give them and formed her company's brand principles. (Think of those as your actionable brand value. What does your brand work to uphold? What does it stand for?) Marquam's company values are to embody being:

- Authentic
- Innovative
- Empathetic
- Disruptive
- Fun

She created and executed a strategic, thorough branding plan. The key was keeping a narrow, consistent focus on the brand goals in all areas of her company, from promotional materials to event planning to who she hired.



The payoff? In describing her company, customers now describe her company with words including authentic, innovative, empathetic, disruptive and fun. To put a similar plan into action, here's Marquam's advice. She calls it "10 Steps to Start Building Your Brand Today."

1. Dream Big

"Don't be limited by today's circumstances," Marquam says.

2. Surround Yourself with Supporters

Seek out and embrace people who make you better and are cheerleaders for you.

"Naysayers zap your energy," she says.

3. Acquire an Advisor

"None of us are too good to be taught," she says.

Remember, everyone has gaps that others can help fill. So who do you look to as an advisor? If you don't know someone, go to your network and ask for references. Or, search for a professional.

4. Clear Your Calendar

You can't say branding is a priority unless you're making time for it. That means you have to block out the time. Marquam says that for 10 months, she dedicated 15 hours a week of her time to branding, and she spent four hours a week working with her mentor. "It seems overwhelming at first. But if every day you chip away at it – 15 minutes here, 15 minutes there – you'll be so happy. It will be worth it," she says.

5. Research, Research, Research

"Don't make any assumptions about the market. Otherwise, you'll lose money," Marquam says.

During her branding project, she did most of the research herself. Specifically, she emailed surveys through Survey Monkey in addition to speaking with her audience in person. She did outsource the market research portion.

6. Begin at the End

Determine your brand principles. Ask, "How do I want to be known?"



Misty Marquam, BAS, follows Amazon CEO Jeff Bezos' idea of what makes a brand. "A brand is what people say about you when you're not looking," Bezos is credited with saying.

"Create clear, written descriptions of end goal. Yes, you have to write it down," she says.

7. Demonstrate Diligence

You know the saying, "Don't sweat the small stuff?" Well, it doesn't apply here. "Every detail about brand planning really matters," she says.

8. Plot Your Path

Define specific, actionable steps that you'll take to realize your objectives.

9. Step-by-Step

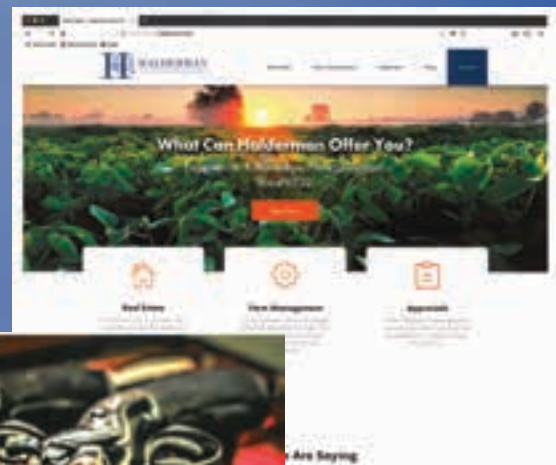
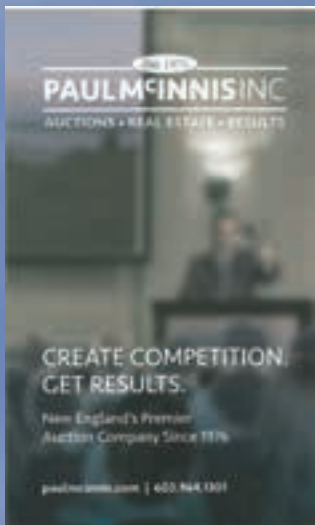
Then, zoom in for the granular version of plotting your path. "You should create a strategic blueprint detailing every step of the way in order of importance," she says.

10. Lead with Laser Focus

Put on what Marquam refers to as your "brand lenses." If you're struggling with a decision, put on your branding lenses, and ask, "Does this align with our brand?" Marquam says, "If the answer is 'no,' then it's not worth your time." ♦

This article was an excerpt from a presentation given at the 2018 NAA International Auctioneers Conference and Show. Want even more tips regarding this topic? NAA members can access the full audio of this presentation and many others at auctioneers.org/knowledgecenter.

2019



**USA
TODAY**TM
A GANNETT COMPANY

Marketing Competition

Make sure you're collecting your best marketing materials for the 2019 NAA Marketing Competition Presented in Partnership with USA Today.

Competition opens in March 2019



Get voted Best in Show or Campaign of the Year and you and your company will be recognized on stage at the NAA Conference and Show in New Orleans!



2018 Campaign of the Year



Want to hear a million-dollar secret?

“Secrets of the Millionaire Real Estate Auctioneer” among highlighted workshops to be held during NAA’s Designation Academy in December.

By Nancy Hull Rigdon, contributor

How does this sound? Fly to Las Vegas. Attend the NAA’s “Secrets of the Millionaire Real Estate Auctioneer” Real Estate Auction Workshop on December 6 at Designation Academy. Also work toward a professional designation. Go home and land your first million-dollar real estate sale.

That scenario is just one goal of the 2018 NAA Designation Academy (Dec. 2-8), which is adding a pair of one-day, industry-specific workshops this year. In addition to the Real Estate Auction offering, attendees might also be interested in the Auction Marketing Workshop.

This session will focus on Brand development, asset-based marketing, industry marketing, explaining what data mining is and how to use it, and even specific marketing opportunities centered on platforms such as Instagram.

All events will take place at Planet Hollywood in Las Vegas.

“The workshops will afford everyone the opportunity to learn about up-to-the minute issues affecting each discipline,” says NAA Education Director Aaron Ensminger.

Industry-leading auction professionals to speak

During the real estate workshop, seven leading real estate

Auctioneers each will give details on the tactics they employed to land their own first million-dollar sale. Those on tap to present include: NAA Board Chairman Scott Shuman, CAI; IAC Champion John Nicholls, CAI, AARE, AMM; Louis Fisher, CAI; Gordon Greene, AARE; NAA Hall of Famer Marty Higgenbotham, CAI, AARE, CES; Manson Slik, CAI, AARE, CES; Gene Klingaman, CAI; and Laura Brady.

That level of experience and insight will provide attendees with knowledge and skills they can immediately turn into action when they return home.

In the marketing workshop, to be held Wednesday, Dec. 5, attendees will get immediate takeaways also as successful auction professionals share details on specific topics such as how they’ve leveraged Instagram to grow their businesses. Not only that, but presenters including T. Kyle Swicegood, CAI, BAS, GPPA; Darron Meares, CAI, BAS, MPPA; and Chris Vaughan, CAI, AARE, AMM, will also provide some specific how-to’s so that auction professionals can apply the same best practices to their own work.

Supporting NAA members’ continuing education

Outside of the workshops, members will again have the opportunity to participate in the diverse range of NAA designation programs and work toward obtaining them. The



goal, of course, is to help auction professionals in all areas expand their professional knowledge and attain their credentials.

Members can work toward the following designations at Designation Academy:

- **AARE (Accredited Auctioneer Real Estate)** – For qualified real estate auctioneers who meet the educational and experiential requirements and who adhere to a strict code of ethics and standards of practice.
- **AMM (Auction Marketing Management)** – Helps professional auctioneers understand today's marketing, both technology-based and traditional.
- **BAS (Benefit Auctioneer Specialist)** – Teaches professional auctioneers the planning techniques that create successful benefit auctions.
- **CAS (Contract Auction Specialist)** – Helps contract auctioneers learn successful practices to treat the work they do as a business.
- **CES (Certified Estate Specialist)** – Helps professional auctioneers understand how to properly conduct and deal with the settling of estates.
- **GPPA (Graduate Personal Property Appraiser)** – For qualified property appraisers who meet the educational and experiential requirements and who adhere to a strict code of ethics and standards of practice.
- **Interpersonal Communications** – Teaches the process by which people exchange information, feelings, and meaning through verbal and non-verbal messages as it relates to excelling in the auction industry.
- **USPAP (Uniform Standards of Professional Appraisal Practice)** – Teaches the generally recognized ethical and performance standards for the appraisal profession. ♦

For more information about the 2018 NAA Designation Academy and other NAA events, visit auctioneers.org and select "Upcoming Events" under the Education tab.



How to choose your NAA Community of Practice!

In order to plug in fully and reap the benefits of hyper-targeted content and events, NAA members should choose the Community of Practice (or more than one!) that best applies to them. (What's an NAA Community of Practice? See below.)

To select the Community or Communities that fit your need, do the following:

- 1) At auctioneers.org, go to "Member Area" and then select the "Member Profile" link.
- 2) Log in if you are prompted. Otherwise, select the "COP/Specialities" tab.
- 3) Under that tab, select the Community or Communities of Practice that you want.
- 4) Once the box (or boxes) is checked, hit save at the bottom left, and you're done!
- 4) For questions or more information, you can call 913-841-8084 or email support@auctioneers.org to communicate with NAA Staff. Let them know which Community or Communities you would like to join, and they can assist you!

NAA Communities of Practice

In 2017, NAA unveiled its five pillar Communities of Practice: Benefit Auctioneer (BA); Contract (CO); Marketing and Management (MM); Personal and Commercial Assets (PCA); and Real Estate (RE).

Each community has specific, targeted education and a designation program focused within them. All now have content tagged and provided specifically for them as well. Each sector also has, on a rotational basis, a dedicated summit or event such as the upcoming PCA Summit.

"It is NAA's opportunity to help you get the information you most need for your business to be successful," NAA CEO Hannes Combest, CAE, said when the Communities were announced.

Take advantage of the information and event opportunities that matter to your business most. Make sure to log in and choose your Community of Practice today!

NAA AMBASSADORS

Alabama

Christie King, CAI, AMM, BAS
Gadsden
(256) 467-6414
cking@ckingbenefits.com

Arizona

John Payne, CAI, AARE, CES
Gilbert
(480) 422-6800
john@UnitedCountryAZ.com

Arkansas

Brad W. Wooley, CAI, AMM
North Little Rock
(501) 940-3979
brad@wooleyauctioneers.com

California

Christopher Vaughan, CAI, AARE, AMM
Escondido
(858) 382-6030
NationalAuctionTeam@gmail.com

Colorado

Bryce Alan Elemond, CAI, BAS
Aurora
(720) 229-5832
affordableauctioneering@gmail.com

Connecticut

Sara E. Adams, CAI, AMM, GPPA
Norwich
(860) 884-8930
sara@adams.bid

Florida

Robert Patrick Almodovar, AMM, GPPA
Hollywood
(954) 821-8905
robert@stampierauctions.com

Georgia

Rusty Lane, CAI
Swainsboro
(478) 455-1861
rusty@southauctiongroup.com

Hawaii

John Genovese, III, AMM, BAS
Kapaa
(808) 634-2300
col.johnjohn@malamaauctions.com

Idaho

Rodney Elson, CAI, GPPA
New Plymouth
(208) 278-1772
rod@rodelson.com

Illinois

Jodi K. Reynolds, CAI
Nokomis
(217) 563-2523
jodi@aumannauctions.com

Indiana

Susan L. Johnson, CAI, BAS, CES
Guilford
(513) 403-6734
bidcaller@etczone.com

Indiana

Russell Harmeyer, CAI, AARE, AMM
Richmond
(765) 561-1671
rdharmeyer@netzero.net

Iowa

David M. Whitaker, CAI
Ames
(515) 460-8585
info@wmgauction.com

Kansas

Daniel Gutierrez
Wichita
(620) 937-1488
danielg@mccurdyauction.com

Kentucky

Richard Trey Morris, CAI, BAS, CAS
Murray
(270) 705-4388
trey@morrisauctioneers.com

Maine

Ruth Ludwig Lind, CAI, BAS, GPPA
Woolwich
(207) 751-1430
moxielady@me.com

Maryland

Lynne Zink, CAI, BAS, CES
Joppa
(410) 852-6925
lynne@lynnezink.com

Massachusetts

Nichole A. Pirro
Lunenburg
508-331-6254
pirroauctionservices@gmail.com

Michigan

Kenny A. Lindsay, CAI
Livonia
(734) 223-3277
productionline@msn.com

Minnesota

Carl J. Radde, CAI
Cologne
(612) 741-7188
Carl@CorporateAuctionGroup.com

Mississippi

Courtney Jo Weaver
Forest
(601) 469-2705
courtney@
cwauctionsandrealty.com

Missouri

Jeffery S. Pittman, CAI, AMM
Rosendale
(816) 262-8753
pittmanauctions@live.com

Montana

James E. Logan, CAI, CES, GPPA
Clyde Park
(406) 686-4728
loganauction@yahoo.com

Chris Logan, CAI, CES
Clyde Park
(406) 686-4728
loganauction@yahoo.com

Nebraska

Adam Marshall
Kearney
(308) 440-1923
adam@adammarshallauction.com

New Hampshire

Michael J. Chambers, CAI, CAS
Atkinson
(603) 770-5180
chambersauctions@gmail.com

New York

Jennifer A. Gableman, CAI, ATS
Pleasant Valley
(845) 635-3169 x102
jennifer@arauctions.com

Ohio

Laura M. Mantle, CAI, CAS
Gahanna
(614) 332-7335
laura.mantle@yahoo.com

Oklahoma

Morgan E. Hopson, CAI
Oklahoma City
(903) 271-9933
mhopsont@bufordresources.com

Pennsylvania

Phil Grosh, CAI, BAS
York Haven
(717) 268-0020
philgrosh@jenningsauction.com

Robert Dann, CAI, AARE
Ambler
(908) 735-9191
rdann@maxspann.com

South Carolina

T. Randolph Ligon, CAI, BAS, CES
Rock Hill
(803) 323-8146
randyligon@theligoncompany.com

South Dakota

Ben A. Meyer, CAI
Huron
(605) 352-5597
meyerauctions@hotmail.com

Tennessee

Jeremy D. Robinson, CAI, AMM, CAS
Lafayette
(615) 633-8071
Jeremy@SoldByRobinson.com

Texas

Phillip L. Pierceall, CAI, BAS
Plano
(972) 800-6524
ppierceall@gmail.com

Jacquelyn Lemons-Shillingburg, CAI, AMM
Tomball
(281) 357-4977
jackie@lemonsauctioneers.com

Virginia

Anne Nouri, CAI, AARE, BAS, GPPA
McLean
(703) 889-8949
Anne@PrimeAuctionSolutions.com

Washington

Camille J. Booker, CAI, CES
Eltopia
(509) 297-9292
camille@bookerauction.com

Wisconsin

Damien R. Massart, CAI, AMM, BAS, GPPA
Green Bay
(920) 468-1113
damien@massartauctioneers.com

Wyoming

Shelley E. Musser, AMM
Cody
(307) 587-2131
semusser@mbauction.com

Andrew Yoder, Jr., CAI
Bridgeport
(304) 931-1185
jryoderauctioneer@yahoo.com

Ambassador Spotlight



Who I am:
Nicole Pirro

Who I represent:
Pirro Auction Services

Where I'm from:
Lunenburg, Massachusetts

Q: *Why did you become an Auctioneer?*

I became an Auctioneer to follow in the footsteps of the most incredible man I have ever known...my Dad!

NAA, *Auctioneer* magazine honored with pair of gold awards in 2018 MarCom competition

The honors mark five consecutive years of award-winning magazines, including nine gold and four platinum trophies



OVERLAND PARK, Kan. (Nov. 2, 2018) – *Auctioneer*, the official publication of the National Auctioneers Association, earned two golds and two honorable mention awards in the 2018 MarCom Awards competition.

The result marks the fifth-straight year NAA's signature publication has earned multiple-award recognition. In fact, since 2014, every one of NAA's 20 total entries in the contest have received honors, earning a total of four platinums, nine golds, and seven honorable mentions.

The December 2017/January 2018 "Hacked!" and June/July "Marketing Competition Winners" issues were deemed gold worthy. The August 2018 issue, featuring NAA President Tim Mast, and the September 2018 issue, featuring the NAA IAC Men's and Women's Champions, both were awarded honorable mentions.

Other gold winners in other categories this year included groups such as AARP, Aflac, IBM, Fidelity, and PepsiCo.

"We never take for granted what it means to earn one MarCom award, let alone multiple awards in the same year," said Curtis Kitchen, CAE, NAA Director of Communications. "We are thrilled to see that NAA's signature publication again has been recognized as one of the benchmarks in the media

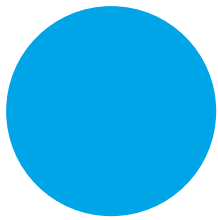
and publishing industry, and we will continue to strive for publication excellence as we meet our members' needs."

MarCom Awards is administered and judged by the Association of Marketing and Communication Professionals (AMCP). It is an international creative competition that recognizes outstanding achievement by marketing and communication professionals. Entries come from corporate marketing and communication departments, advertising agencies, PR firms, design shops, production companies and freelancers.

A look at the winners shows a range in size from individual communicators to media conglomerates and Fortune 500 companies. In 2018, about 17 percent of entries won Platinum, and around 24 percent the Gold Award. Approximately 10 percent were Honorable Mention winners.

Judges are industry professionals who look for companies and individuals whose talents exceed a high standard of excellence and whose work serves as a benchmark for the industry. In 2018, more than 6,500 came from 20 countries, including throughout the United States, Canada and dozens of other countries.

For more information, email communications@auctioneers.org. ♦

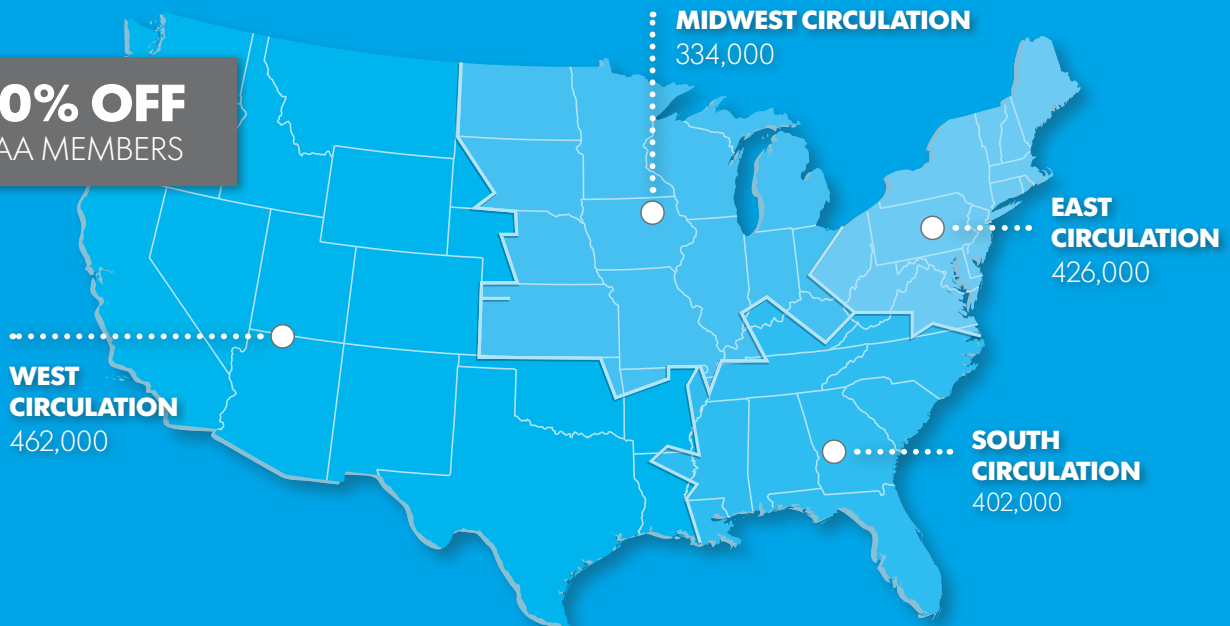


**USA
TODAY**
A GANNETT COMPANY

AUCTION SHOWCASE | REGIONAL NATIONAL

USA TODAY and the National Auctioneers Association offer a weekly advertising feature that allows you to reach your target audience on a National or Regional scale.

30% OFF
NAA MEMBERS



USA TODAY is the go-to news source for real estate investors and online auction purchasers .

3.7MM have a HHI of \$100,000+

1.2 MM have a net worth of \$1 million+

20% are online auction purchasers

1.6MM own real estate in addition to primary residence

RESERVE AD SPACE TODAY

1-800-397-0070 | auctions@russelljohns.com



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

CONGRATULATIONS!

New NAA Designations earned:

AMM

Kevin Lehman
Nicolas Smock, CAI, GPPA
Chester McKinnon Straley

BAS

Ross Henderson
David J. Scruggs

CAS

Mike Brandly, CAI, AARE

CES

Kent Anderson, GPPA, MPPA

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.





Career-changing education in *30 minutes* or less.

We know your time is limited. That's why we've designed **iSeries** for the auction professional on-the-go. Give us just *30 minutes*, and we'll give you webinars and white papers dedicated to helping you develop and grow your business.






August 1, 2018

Marketing Beyond Facebook 

October 3, 2018

USPAP: What It Means and How to Use It 



November 7, 2018

Financial Planning Guide (White Paper)     

December 5, 2018

Customer Relationship Management 

February 6, 2019

Online Only in 2020  

March 13, 2019

Auction Sales Techniques 

April 3, 2019

Auction Legal Issues (White Paper)     

June 5, 2019

Benefit Auction Law 

From the *archives*: Complete **iSeries** archives are available on demand as part of your **NAA** membership.



auctioneers.org/iSeries





■ NETWORKING



It's for everybody.

Check out the NAA event
calendar for your next
networking opportunity at
auctioneers.org!





Gracie Corso (middle) attended an NAA Board meeting as part of her FFA Supervised Agricultural Experience program in 2018. The program, which Corso designed for herself, could provide an auction experience for other students in the future.

Young NAA member creates auction-based FFA program opportunity

Just 15, Gracie Corso developed an auction-based program for herself and for others, hopefully, in the future.

By NAA Staff

Most high school students aren't sure what their plans are for an upcoming weekend, let alone for their professional lives. And, structure and discipline? Those can be fighting words with teenagers.

NAA member Gracie Corso, 15, however, is not most teens.

In fact, she doesn't resemble a lot of adults either in the way she has taken initiative to determine a future career path and then

find a way to help develop the program she wanted and needed to help her achieve her professional goals.

Through the National FFA Organization's Supervised Agricultural Experiences (SAE) program, Corso realized the specific path, which included an auction element, she wanted to take wasn't available. Luckily, a leader within FFA saw that as an opportunity instead of a challenge.

“In my project, I execute auctions and go to National Auctioneers Association meetings. I also attend the NAA Conference and Show.”

“This all got started from my FFA advisor when they found out my dad does auctions,” Corso said. “She thought this would be a really cool project to get into. So, we sat down, had a little meeting, and set some guidelines on what I wanted to get out of the project and what I actually was going to do throughout the year.”

A sophomore, Corso began the project as a freshman and has plans for it to continue throughout the remainder of her high school term.

“My project is placed in the agriculture sales placement category,” Corso said. “In my project, I execute auctions and go to National Auctioneers Association meetings. I also attend the NAA Conference and Show.

“When I am not traveling or going to conferences, I work with my dad and the auction business he works for. I help run live auctions and online auctions by writing the lot numbers and bid numbers. I also write down how much each item sold for and work the slide show of each item.

“This project is full of new and exciting beginnings, and I am glad to be a part of it.”

The SAE’s core concept is to allow students to learn expected workplace behavior, develop specific skills within an industry, and be given opportunities to apply academic and occupational skills in the workplace or a simulated workplace environment. The goal of the program is that students learn how to apply their classroom education in the real world as they prepare to transition to future college and career opportunities.

With regard to her specific SAE, the “new” aspect didn’t spook Corso. It motivated her, in fact, and opened the opportunity for her to deep dive into the industry that her dad, NAA Board member and MarkNet Alliance CEO Matt Corso, CAI, CES, leads in.

“I had never heard of anyone who had it before and neither had



2018 NAA IJAC champion Booker also a member of FFA

Gracie Corso isn’t the only young person thriving in both NAA and FFA. Cotton Booker is also a part of the FFA organization, and he also accomplished a huge goal this past July in Jacksonville, Fla., as he became the 2018 NAA International Junior Auctioneer Champion! Great work, Cotton!

my FFA adviser,” Corso said. “So, I decided, ‘okay, I’ll give it a try.’

“I had been going to auctions ever since I was a little kid, and I was just never really interested in them. So, I decided to go for it, do it, and, actually, I came to really like [auctions]. I want it to be a part of my career someday.”

Corso sees a future career in combining residential real estate and antiques.

“I want to redo houses and sell them and do antique auctions and put those antiques in the houses and sell it all as one, big package,” Corso said. “I want to go to college for interior design for business, and then I can start my own business.

“I also want to go to auction school the summer before my freshman year of college.”

Corso also said her SAE program she helped develop and is now completing is one that other high school students could benefit from as well.

“Auction is a really cool way to buy and sell items. I think if [other kids] get to know what it is, then it could develop a liking to it,” Corso said. “I never really was ever interested in it



“I think [auction] is a really good way to buy and sell something, and it’s a really good job in the future,” Gracie Corso said.

until this project. I think it’s a really good way to buy and sell something, and it’s a really good job in the future.” ♦

TRAVELER QUEST

ALL-INCLUSIVE BATTERY OPERATED PORTABLE PA SYSTEMS



CROWD COVERAGE 300+

TQ6

- Easy to Transport
- 30 Watt Amplifier
- XLR/Dual RCA Inputs
- Runs up to 15+ Hours

Built-In Bluetooth®

Rechargeable
Built-in MP3 Player
Built-in Handle
Speaker Pole Mount





CROWD COVERAGE 500+

TQ8

- 150 Watt Amplifier
- 2 XLR/Line Inputs
- Up to 2 Wireless Mics
- Runs up to 24+ Hours



Scan for more on the Quest Series

Portable Lightweight PAs For:

Projecting Voice Across Large Rooms, Overfill Rooms, Grave Sites, and Many Other Applications.

Handheld, Headset, or Lavalier Mic Systems Available TQ8 model only



Auctions • Presenters • Theatre • Live Stage • Schools • Overfill Rooms



Speaker stand not included



FAMILY OWNED SINCE 1977

800-369-7768
GalaxyAudio.com

*See website for warranty details

THANK YOU

for Your Renewals!

Cody Aasness
Robert L. Alexander
Stephan Joseph Allard
Robert J. Anderson, CAI, CES
Mike Archibeque
Nelson E. Aumann, CAI, AARE, CES
William Andrew Austin, AMM
Carolyn M. Baker, CAI, GPPA
John Albert Ball
Rick Barker, CES
Barkley Barnard
Jacob Barth
Spencer Dale Bartlett, BAS
Randy Baumbach
Richard C. Berman
Gary M. Berry
Thomas V. Biederman
Robert M. Biggar
Travis Birdsong
Jeffrey Boston
John D. Bottero, CAI, AARE, GPPA
Kenn Brause, CES
William Wallace Britain
Michael Davis Brooks, GPPA
Ron Browne
Reginald D. Buck, Sr., GPPA
Jason Buher, CAI, GPPA
Molly M. Bull
Randy S. Burdette, CAI, CES
Marilyn K. Burgess
David B. Canning, CAI
James G. Carlson
Greg Carpenter
Julie Carter, CAI
Roger Casteel
Michael R. Charnego, CAI

Michael R. Charnego, CAI
Michael R. Charnego, CAI
Carl C. Chrappa
Gregory J. Christian, CAI
Martin Claire Charles
Countryman
Kendra Cox
Jeffrey Morrill
Craig, II
Kathy K. Crawford, CAI, CES
Mary Ann Bertha Crozier
Dan Dalley
Bill J. Davis, AARE
Darren L. Diess, BAS
Damian Duke Domingue
Dan Dotson
Kimberly K. Douglass, GPPA
Ross Dove
Leigh C. Doyle, GPPA
Ronald G. Dunnington, CAI, AARE, CES
David Daniel Dybas, AMM, CES, MPPA
Llewellyn M. Dykes, CES, MPPA
Llewellyn M. Dykes, CES, MPPA
Carla R. Eaton
Sara Edgington, CAI, AARE, CES
Randal L. Ehli, CAI, GPPA
Melanie G. Eifling, BAS
Bryce Alan Elemond, CAI, BAS
Seth Fallon
Michael E. Fallon
David Farmer, CAI

David P. Fitzgerald, BAS
Craig A. Fleming, CAI, ATS, CES
Larry W. Flynn, BAS
Dale A. Folsom
Kenny Frazier, CAI, ATS, CES
Blane A. Friesen
Frank Froese
Brad Fry
Andrew C. Gabehart
Jenny Lynn Gamblin, AMM
Davar Gardner
John Lee Genovese, Jr., CAI, CES
Jess A. Gideon, CAI, AARE
James D. Gill, CAI
Mark Glen
Joseph B. Gould
Matt Greenman
Ned F. Gregg, CAI
Patrick B. Haggerty
Robert L. Hall
Mark O. Hampton, GPPA
James D. Head
Earl D. Heard, III, CAI, AARE, CES, GPPA
Colleen Heaton
Jackson Frederick Hegerfeld
Raymond S. Henry, GPPA
John T. Henry, III
Heidi Hill, BAS, CES
Randall L. Holland
Corbert D. Hollingsworth
Douglas Houser
Susan A. Houston
Lynn Hu
Jim Huff
Roger Jacobson
Edgar R. Jelliff
Bret Wright Johnston

Bret Wright Johnston
Jolene Jokela-Veo
Samantha Saturley Kelley, CAI, ATS
Chet E. Kenoyer
Mike H. Kent
Stephen Kilbreath, BAS
J. Craig King, CAI, AARE
Roger M. King, Jr.
Michael Dean Kinney, BAS
Paul J. Klote, BAS
Suzanne C. Krainock, CAI, BAS
Timothy Lee Kriebel
Richard F. Kruse
Lia Kathleen Kvatum
Joseph Minick Lanier
Joseph Minick Lanier
Joseph Minick Lanier
Ed Lauber
Robert Levy
Naomi Lewis
Jason Taylor Little Gregory J. Littlejohn, CES, MPPA
Dave Lovegrove, AMM
Shelley Lumm, BAS
John H. Lumm, CAS
Earl S. MacIlwain
William Mannion
Jeff Marshall
Lee McBride
Michael Lynn McCracken
Paul G. McInnis, CAI, AARE
Thomas M. McInnis, CAI, AARE
Aaron McKee, CAI, AARE, AMM

Bruce McKellar, CES
David J. McMurrer
Stuart L. Medow, CAI
Greg P. Mergen
Cory Miley
Lester T. Miller
Ken Morin
Melissa R. Mosher
Casey D. Mull, BAS
Darren Murphy
Calvin A. Nelson
Amy Nikolaisen
Reed D. Nord
Wesley Richard Pace, MPPA
Christina Pace
Stanley J. Paine, AARE
Matthew Paine
Robert F. Pangle, Jr., CAI, AARE
Larry W. Pearce, Jr., AARE, ATS, CES, GPPA
Andrew Pearce, ATS
Armando Perera
Martin A. Pessink
Michael Peters
Scott L. Pinson
Mark Pinzur
Robert Poole, GPPA
Amber Puffenbarger
Chad Roffers
Michael Kevin Ross, CAI, CES
Mark I. Rothrock
JB Salutregui
Ben Schafer
Gary Schirmacher
Richard D. Schur, CAI, AMM, BAS, MPPA
David J. Scruggs, BAS
Brent T. Semple, CAI, AARE, CES
Michael L. Shaffer
Larniecia Smith
Harold Smithson, Jr.

Jay G. Staser
Lori Stefek, BAS
Scott Steffes, CAI, CES
John O. Stewart
Travis Swenson
Christ W. Taylor
Betsy Maples Taylor
Jenelle L. Taylor, CAI, BAS
Jeff B. Tebow, CAI
Toney C. Thornhill, CAI, BAS
Michael H. Torrence, AARE
Jedd E. Trice
Kaja J. Veilleux
David L. Veo
Phillip Matthew Via
Howard W. Visscher
Lawayne G. Weaver
Thomas J. Weitbrecht, II
Wade G. West
John A. Whalen
Wes L. Wigton
Stephen P. Wilbur
Franklin J. Wilkerson
Robin L. Williams, CES, GPPA
Mark F. Wilson, CAI
Jason Winter, CAI, AARE, AMM, CES
Jennifer Winter
Murray Wise
Tony R. Wisely, CAI, BAS
Bruce Alan Wold, CAI, AARE, CES
Mitchell R. Woodlee
Milford Yoder
Chris J. Yoder, CAI
Morris Lynn Yoder
Paul T. Zekos



Do I hear two?

Identical twins Jim and Dave McLaughlin's close relationship started long before they entered the industry, and it has carried right on through more than three decades of selling.

By Nancy Hull Rigdon, contributor

Jim and Dave McLaughlin's auction audiences love the fact that they're twins.

Take, for example, the reaction they get to one of their routines. Jim will point to a sale item and say, "When I was young, I had one of those." The audience will ask, "What happened to it?" He responds, "Well, my brother took it."

The attention then shifts to Dave, his identical twin. Without fail, the audience erupts in laughter.

"We've been telling the same jokes for 33 years, and somehow, they've been laughing at these same jokes for 33 years," Dave says. "We do take our business very seriously, and at the same time we like to have a lot of fun – especially with the whole twin bit."

Together, Jim and Dave own McLaughlin Auctioneers in Dilworth, Minnesota. They focus on live and online auctions in areas including estates, farms, commercial liquidations, real estate, fundraising – and they've found a niche in government fleet.

The story of how they entered auctioneering goes back to childhood. And, in their more than three decades in the business, they've yet to run across another set of twins in auctioneering.

Dave remembers being drawn to Auctioneers while attending auctions with his parents. It likely helped that he looked up to a junior high teacher who also was an Auctioneer. The significant moment came one day after graduating from high school, when he'd completed some tech school work. He was talking to Jim,



McLaughlin Auctioneers is now a second-generation auction business after both Jim and Dave's daughters joined the business in the past couple of years.

Pictured on Page 40, L-R: Jim McLaughlin, his daughter, Beth, and Dave McLaughlin.

"We finish the other's sentences," says Jim about his relationship with his brother.

who was in Canada during an eight-week tour with his country rock band. (Jim played guitar and managed the lights and sound system for the band he toured with. Crowd favorites included covers of Alabama and the Oak Ridge Boys.)

Dave told him, "I'm thinking about going to auction school and am filling out an application right now." Jim liked the idea – and told his brother to fill one out for him also. Soon after, they graduated from the Mason City College of Auctioneering.

The music tours ended when they entered auctioneering, even though the twins still now perform occasionally in a church worship band. "If someone twists our arm, we'll do a Smothers Brothers type of thing," Jim says.

The band experience has benefited their auction careers.

"The performing background certainly made us comfortable up on stage at an auction," Jim says. "And I end up running the lights, sound system and other equipment at auctions – just like I did in my days in bands."

Those who know the twins well, maybe even best, think auctioneering fits them perfectly.

"When people would ask our mom when we started selling, she'd say, 'As soon as they could talk,'" Jim says.

While Jim and Dave look the same, they have different strengths. The way they complement each other, as well as how well they know one another, has helped them succeed as business partners.

Jim excels in the early, prospecting stages of a deal. Dave's strong at closing them.

"We finish the other's sentences. We always know where the other guy is going. After all, we've worked together for 56 years,"

Jim says, referring to their age.

As a licensed broker, Dave leads the real estate side of the business. He also has extensive experience in wholesale auto auctions and serves as point on that area. Jim sells truck equipment outside of auctioneering and leads the heavy equipment and government fleet auctions. Plus, he runs marketing and technical projects.

Jim and Dave are proud to say they're now a two-generation, family auction business. Jim's daughter, Beth, joined the business after graduating from the World Wide College of Auctioneering two years ago. Dave's daughter, Dayna McLaughlin, also works auctions on the clerking and cashiering side.

The NAA has played a big role in their success, the twins say.

"The networking opportunities have boosted my career," Dave says.

"I've seen the biggest benefit from the education," Jim adds. "Not only has learning more about the industry helped me, but I also know that if I'm conducting strong business, that's great for the industry overall."

The brothers are grateful for their business because working together allows them to see each other often. While they once lived next door to each other, they now live 15 miles apart. Through the years, they've viewed auctions as a time for collaboration.

"There have only been a handful of auctions where we weren't both there. We always have fun working together on auction day," Dave says. ♦



Marty Higgenbotham (shown above left, center) began Julie Carter's experience in working with auction professionals. "Once I met Marty and found out he was selling real estate at auction, it changed my life," says Carter (shown above, right).

Satellite ProLink

The pro link to auction marketing

Satellite ProLink provides marketing and communications services to auction professionals.

By James Myers, contributor

Satellite ProLink, a marketing company nestled in the heart of Florida, has a wide reach that extends far beyond the sunshine state. Since 1995, founder Julie Carter, CAI, and her team have had laser focus on assisting NAA members with a variety of needs.

From marketing research (where clients get detailed information for multimedia campaigns) to traditional media marketing in magazines, newspapers, business journals, or trade publications – Carter and her team, which includes members who hold the NAA's AMM designation, are serving the auction community.

They also specialize in print marketing and mail lists, online

marketing and email blasts, social media marketing, graphic design, writing press releases, search engine marketing and quality assurance – basically anything an Auctioneer needs, they provide.

Carter started working at Auctioneer legend Marty Higgenbotham's agency in 1988, which is where she got her first experience working with Auctioneers.

"Once I met Marty and found out he was selling real estate at auction," Carter recalled, "it changed my life. It changed my perspective on life in terms of opportunity and how to use marketing to help people."

Carter quickly learned that auction professionals have a unique talent to look at someone's difficult situation, organize it, find a solution, and get the job done.

She quickly learned that auction professionals have a unique talent to look at someone's difficult situation, organize it, find a solution, and get the job done.

"If I've learned anything from Marty," she said, "it's to 'get the job done.' Auctioneers serve a tremendous place in the world – that's why it's important and that's why I stay passionate about it."

Serving the needs

When Carter first established Satellite ProLink, she was fortunate to have established companies approach her. At that point, they began to develop a list of services that would meet their needs. What began as traditional marketing services evolved to utilize technology, including getting heavily into social media marketing that many auction professionals utilize to build their brands.

Carter and her team, for example, are certified in Google Ads, but they also take a wholistic approach in their use of social media. More recently, they've brought in an accounting firm to offer clients accounting services, because Carter said it is a "key part of what the Auctioneers needed."

If their clients are going to close on a contract, Carter explained, they need a solid report on what the expenses are for the sale. Everything needs to be added up and handed to the Auctioneer so her team and negotiate with sellers.

"You wouldn't think accounting is important but our clients love it," she said. "It's safe, secure and private, and that's what our premium partners seem to be gravitating toward."

NAA introduction

While working with Higgenbotham, Carter put together a media placement program with USA Today, generating thousands of dollars in media placement commission for the NAA. She also headed a program with The Network of City Business Journals, putting together classified media placement program so they could provide more cost-effective advertising for Auctioneers all over the country.

"Those programs were very early on and we continued to do that for Auctioneers over the years," Carter noted. "We feel like we give them added value with the consultation, the pricing and the

contract – and the fact that this is all we do everyday – we talk to real estate Auctioneers and business owners, that's what we do."

The company will work with any type of auction professional – not just those who specialize in real estate. But, they have clients outside of the industry, as well.

"We're able to pull (companies outside of the auction industry's) education and their experiences and their wisdom and help apply that to what we do for Auctioneers," Carter explained. "We really enjoy the NAA. We have rich relationships – people who have been our friends for life."

Jason Aversa, AMM, lead designer at Satellite ProLink, has been part of the team for 12 years and didn't have much knowledge about the auction industry before being hired. His first NAA International Auctioneers Conference & Show "blew me away," he said.

"That first one, it really touched me," he said. "The auction community is really just a family. Everybody wants to see everybody succeed and I love being a part of that now – everything I work on for any Auctioneer is just building up our brand and their brand and everyone else's brand because we're using everything to promote everybody in the NAA."

Satellite ProLink has led sessions at past NAA Conference & Shows, but it continues to work on education opportunities outside of the big event. For example, on Dec. 5, it will lead a session at the 2018 NAA Designation Academy in Las Vegas, covering data mining and talking about brand management, which is something their premium partners have asked for.

"We're really excited about it because we're learning a lot in the process," Carter said.

As for the future, Carter said, "it's all up."

"We've streamlined our operations, we've streamlined our systems," she said. "We've picked up partners in local communities that are bringing us outside-the-industry media support, so for the future with us and the NAA, we're going to be able to provide a much richer service than we've been providing." ♦

Shooting videos is much easier than you think

Special from Tracey Timpanaro, Johnson Press of America



So, we went looking around on the Internet — yes, we know, a bad idea. But we wanted to see what kind of videos we would find on magazine publishers' websites.

As you can imagine, we found the gamut, from slick and professional to amateur and unpolished. In an ideal world, you would produce videos worthy of Academy Awards. But as niche magazine publishers, you have neither the time nor the budget.

What you do have are people who are passionately engaged in your subject matter, so we are betting they will be a little more

forgiving on the quality of your videos. We are here to make the case that if you produce videos that are professional enough, your readers will love them.

Yes, you can use your phone

Now we see that you have the deer in headlights look. We get it. We thought the same things. Videos are too complicated. We wouldn't know where to begin. But, the truth of the matter is that you can shoot a perfectly acceptable video with your cell phone. Upload it to your website and you're done.

We are going to start off with a few tips for shooting videos from a cell phone, and then if you want to take it to the next level, we have a few ideas on how to do that as well.

If you Google “Hubspot 14 video production tips,” you will find a very informative article on shooting videos by Sophia Bernazzani, and it has several “how to” video sidebars. One of these is titled “How to Make an iPhone Video,” and we’re going to list a few tips that she shares.

1. Sorry to state the obvious, but first you have to be sure you have enough space on your phone. It’s a good idea to back it up and then delete unnecessary files and apps.
2. Please shoot the video horizontally; this way the video will auto-adjust to whatever screen the user is watching it on.
3. Do not use the zoom feature; it makes the videos blurry. Instead, move the camera closer to what you are filming.
4. Lock the exposure so it doesn’t go out of focus during the shoot. Hold your finger on the screen until the yellow box appears with an AE/AF in it.
5. Turn on the “do not disturb” feature so your filming will not be interrupted by incoming calls, texts or notifications.

The next level

So, if you want to delve into videos and see how your readers respond, it could be just that simple. If you want to kick it up a notch, the next step would be to buy a microphone. You can buy a stand-alone mic, one that clips to a lapel or one that attaches to your phone. You can get a decent one online for less than \$20, according to Bryan Crowe, digital & video specialist for Allured Business Media, who has more than 600 videos under his belt.

“My number one tip about shooting videos is to use a microphone,” Crowe says. “People will tolerate poorly shot video, but if the audio is bad, and they can’t hear what’s being said, they’ll stop watching immediately.”

The second way to improve your videos is to use three-point lighting. The aforementioned Hubspot article has a great video sidebar on this, and mediacollege.com has good information as well. You can buy all your supplies at any hardware store — lamp lights, bulbs, light stands and extension cords (three of each).

Place your key light at a 45-degree angle to the left or right of your subject. Your fill light goes on the other side, also at a 45-degree angle, but a bit further back. Your back light goes behind the subject and off to the side. Turn off the room’s overhead lights to reduce glare.

In addition to ensuring that your videos are produced well, you should also offer tantalizing content of the right length. Even though people love to be entertained, and your particular

audience is super keen on your topics, no one wants to watch a video that is boring or too long. Just as with a feature article, the idea has to be compelling and should start with a good lead (an emotional hook). It should have a proper beginning, middle and end. Media giant Bloomberg says an ideal length is 60 to 90 seconds, but if your topic requires five minutes, that’s okay too (longer “how to” articles often do need more time).

Crowe feels strongly that publishers should be in the video arena. He really enjoys creating, shooting and editing videos. “It’s challenging and exciting to see the things that we create,” he says. “It’s not Hollywood perfect, but it works.”

So, go ahead and challenge yourself. Shoot a short video and see how your audience reacts. You very well may have found a whole new way to connect with them. ♦

This piece originally appeared in *Print Matters*, a Johnson Press of America publication.

Video



Lots of options

There are many types of videos you can shoot. Here are a few examples:

- How to
- Interview
- Event/presentation coverage
- Product review
- Testimonials
- Behind the scenes

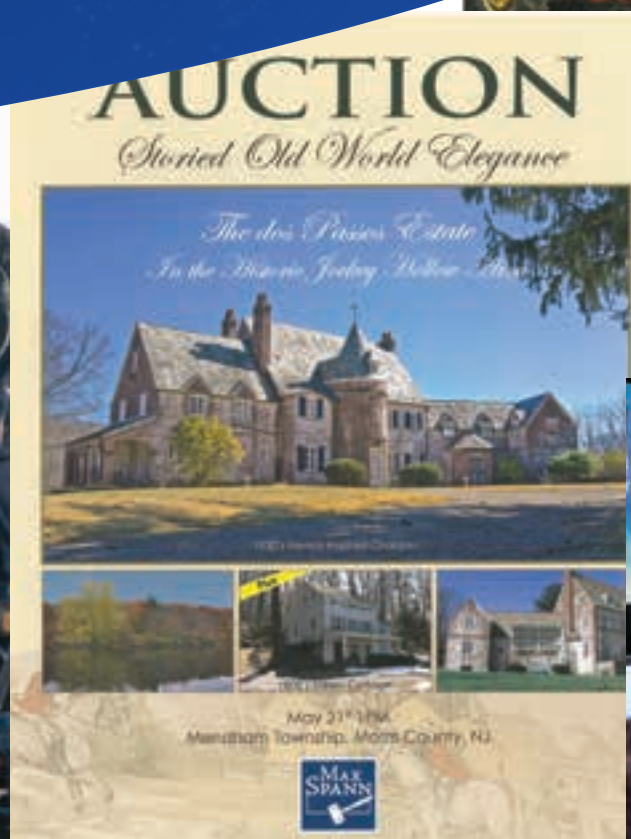
NATIONAL AUCTIONEERS WEEK

April 29-May 4, 2019

NATIONAL AUCTIONEERS DAY

Saturday, May 4, 2019

TELL 'EM LOUD. TELL 'EM PROUD.
#NAAPro #AuctionsWork



NAA



Auctioneer



WHY HURLEY AUCTIONS?
RESULTS! RESULTS! RESULTS!



HURLEY AUCTIONS
 REAL ESTATE • COMMERCIAL • ESTATES
 SELLING TO THE WORLD

Over 3000 successful auctions conducted. Hundreds of millions of dollars of personal property and real estate SOLD!

Shaking the money tree

Timberland values vary on several factors, including not always being about the trees.

By James Myers, contributor

Between 1998 and 2008, there was a sea change in the forest products industry as corporate ownership took a drastic dip from 23.4 million acres down to 7.4 million acres. The auction industry was part of the change.

Charlie Wade, a forester and realtor who works with Woltz & Associates Inc., a real estate brokerage and auction company, said the change began to occur in the 1990s when integrated timber products companies began to feel pressure to monetize their timberland to reduce debt. Most of these companies would divest with a clause that they still get to harvest the trees in something called “fiber agreements.”

“The purchaser would provide the mill so much fiber over a period of time,” Wade said. “Much of the land sold was to TIMOs.”

Timber investment management organizations, or TIMOs, raise investment funds and purchase timberland, usually with a management term of around 10 years. The investors include pension funds, university endowments and high net worth individuals and families.

Assessing Value

Timberland values will vary depending on site productivity, tree species composition, product and product size and the proximity of markets and accessibility to them. Topography also matters. For instance, a north facing slope often has deeper, better soil that produces quality hardwoods, whereas the southern slope is more prone to drought and will produce species that are better suited to more arid soil. Rainfall can vary within a region, and this must also be accounted for when assessing value.

When land is being sold for its timber value, Wade says a trusted, third-party should be used to determine what type of trees are on the land, the width of the trees, their average height and age and the actual number of trees per species. However, of equal importance is accessibility to the land and the ability to work it.

“What are the seasonal ground conditions?” Wade noted. “It might be a tract that can only be harvested in the summertime. Hopefully, it’s something you can harvest year-round.”

Furthermore, if the only road going in and out of the site includes crossing a five-ton bridge, that becomes a problem for tractor trailers with full loads of timber. Wade said that years ago, timber companies would make deals with local landowners to gain access to the timber, and that too can pose problems in conducting a successful sale.

“Get as much due diligence out there as possible and take any question out of the buyer’s mind so they don’t have to guess on things,” Wade said of a thorough valuation.

Auction professionals continue to work with TIMOs, including Gene Klingaman, CAI, executive vice president of Schrader Real Estate and Auction Company. His company sold around \$130 million in timberland sales during the corporate sell off between 1998 and 2008. Their TIMO clients are working to get a return for their investors, which means they have to create “some kind of value out of that land after the timber was gone.”

Klingaman says that after the timber is sourced, it is reduced to “cut over” land that may not seem to have much worth anymore. However, he says they’re constantly looking for “nuggets,” which are pockets of land that will have value, whether it’s on a lakefront or a tract atop a scenic overlook.

Klingaman’s company worked the sale of 3,200 acres with 72 tracts, and they were able to find valuable “nuggets” in various areas. In fact, roughly 40 percent of the selling price of the land came from six percent of the acreage.

“We hit a homerun on this one,” he said of the sale.

The Recreational Path

As Klingaman and his colleagues proved, just because a tract doesn’t have prime timber doesn’t mean it can’t be of value. Brent Wellings, an auction manager at Schrader, sells land with trees on it, but it’s not always timberland – it’s of value to recreational buyers.

“Some bad timberland can be great game habitat,” Wellings said.

Whitetail deer hunting is a \$35 billion industry, and it is one of the most prominent game animals in North America. Wild turkey, waterfowl, and fishing can also be motivators for people to purchase land.

Valuable recreational land has water features, Wellings explained, but it’s also got great access and road frontage, is in a prime location and has a history of past management. While this type of land is often referred to as “recreational,” Wellings has a marketing recommendation for sellers to follow.

“Instead of marketing a ‘recreational property,’” he said, “let’s be more specific.”

For example, if a buyer is interested in land for hunting whitetail deer, they don’t begin their search with “recreational property.” They’re more likely to look for land with the words “whitetail deer” featured in marketing the property. If it’s a hotbed for turkey hunting, use that terminology instead of “recreational” property.

Finally, Wellings recommends including high quality photographs of game on the land to prove that the recreational property actually has value. He often shows potential buyers photographs of himself with family members on hunts on the land he’s selling, often with photos of the game they’ve taken, which he refers to as “harvest” photos.

“Family is a big part of how you sell recreational property,” he said. “I love to show pictures of me and my family and get buyers engaged in thinking about and connecting with the kind of fun they can have with their friends and relatives on the property.”❖

This article was an excerpt from a presentation given at the 2018 NAA International Auctioneers Conference and Show. Want even more tips regarding this topic? NAA members can access the full audio of this presentation and many others at auctioneers.org/knowledgecenter.

50
years
later:



November 1968: Reisch finds a new home

Known since 1974 as the World Wide College of Auctioneering, the Reisch American School of Auctioneering was founded in 1933 by Col. Joe Reisch.

In 1968, after 23 years of conducting classes at the Hanford Hotel in Mason City, Iowa, the school celebrated an August move into its new home – one that carried a reported \$250,000 price tag. The “home” included 11 acres of land and a 5,000sqft main building with an office, five classrooms, auditorium, kitchen, and dining hall.

The news was highlighted 50 years ago this month in the November 1968 issue of *Auctioneer*.

“This tremendous investment in these new facilities is proof of our faith in the future growth of auctioneering, and opportunities for anyone going into the auctioneering profession,” Reisch said.

Over the next five decades, more than 40,000 men and women of every age from every state in the United States, from every Canadian province, and from many foreign countries would attend classes at World Wide, which has operated under NAA Hall of Famer Paul C. Behr, CAI, BAS, and Vicki Flickinger since 2001. ♦



Auctioneer, mentor, 'Friend to countless people', passes away in Texas

Joe Small, CAI, 85, passed away on Friday, Oct. 12, 2018, in Rockwall, Texas. Joe was an NAA Hall of Fame member, having been inducted as part of the 2005 class with Don Shearer, CAI, BAS, CES, GPPA, and William Fox, CAI.

He was born in Canton, South Dakota, to Harvey and Eleanor Ericson and later adopted father Dale Small, all of whom preceded him in death along with his wife, Jo Ann Small.

Joe had many professions over the years but was better known for his auctioneering. He mentored many future auctioneers, as well. At Missouri Auction School and Texas Auction Academy, he helped train many, many auctioneers and was a friend to countless people in the industry.

Acknowledgments and/or cards may be sent to the family at:

The Tribles
14710 S FM 548
Rockwall, TX 75032 ♦



EDUCATION CALENDAR

Designation Academy • Las Vegas, NV December 2-8, 2018

December 2 • USPAP 7hr

December 2-4 • AARE, AMM

December 2-6 • GPPA

December 6-8 • BAS, CES

December 7-8 • CAS, USPAP 15hr

Marketing Workshop • December 5
Real Estate Workshop • December 6

Internet Only Auction Summit

Holiday Inn - Riverwalk • San Antonio, TX

February 25-26, 2019

Certified Auctioneers Institute (CAI)

Indiana University • Bloomington, IN

March 17-21, 2019

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

www.auctioneers.org





FLORIDA AUCTIONEER ACADEMY

The Florida Auctioneer Academy graduated its latest class in October 2018. Great work, students!



**Join, Like, and SHARE
the NAA Facebook page!**



CREDIT CARD PROGRAM

INCREASE SALES

Auction professionals who accept credit cards
get a reported **15%-30%** in greater gross receipts

NO MONTHLY FEES | NO STATEMENT FEES | NO SETUP FEES | 1.67% DISCOUNT RATE



COMPATIBLE WITH
MAJOR AUCTION
SOFTWARE



WORKS WITH
ALL SMART
PHONES



INCLUDES
PREMIERE
SERVICE

Log on to www.auctioneers.org (**members only**) to learn more
about this exciting program and sign up today!

\$30 Million in overall sales realized at Mecum Dallas 2018



WALWORTH, Wis. (Oct. 10, 2018) – Mecum Dallas 2018 reached \$30 million in overall sales totals as 839 collector cars hammered sold for a 73 percent sell-through rate. The total sales achieved constitute an amazing 34 percent increase over 2017.

The auction's top 10 sellers list was dominated by Ford's GT,

with four examples claiming their place in the lineup. A 2017 model (Lot S69) with just 626 miles wearing Serial No. 77 came in as the auction's highest seller at \$1.32 million, while two '06 models (Lots W113 and S107) and one 2005 (Lot S104) demanded sales of \$258,500, \$280,500 and \$291,500, respectively. A stunning Bloomington Gold Certified and NCRS Top Flight-winning 1963 Chevrolet

Corvette Z06 (Lot S123) took honors as the auction's second top seller with a \$440,000 sale.

The headlining Leaded Gas Collection sold in its entirety for nearly \$1 million in total sales, and the 1969 Ford Mustang Boss 429 Fastback (Lot S23) from the assemblage landed among top sales bringing \$214,500. The Sickies Garage Collection offering

of a dozen Hot Rods and more also sold in its entirety for overall sales of \$348,150.

For access to complete auction results, sign up for the free InfoNet service offered at Mecum.com. ♦

Top 10 collector-car sales at Mecum Dallas 2018

1. 2017 Ford GT (Lot S69) at \$1,320,000
2. 1963 Chevrolet Corvette Z06 (Lot S123) at \$440,000
3. 2005 Ford GT (Lot S104) at \$291,500
4. 2006 Ford GT (Lot S107) at \$280,500
5. 2008 Mercedes-Benz SLR McLaren Roadster (Lot S154.1) at \$277,750
6. 2006 Ford GT (Lot W113) at \$258,500
7. 2006 Mercedes-Benz SLR McLaren (Lot S136) at \$220,000
8. 1969 Ford Mustang Boss 429 Fastback (Lot S23) at \$214,500
9. 1967 Chevrolet Corvette Convertible (Lot S139) at \$203,500
10. 2001 BMW Z8 Convertible (Lot S114) at \$192,500

Family ranch in Colorado sold for first time, by auction, in more than 60 years

KANSAS CITY, Mo. (Oct. 24, 2018) – More than 920 acres of ranch land, commonly known as Hurd Creek Ranch, recently sold at auction for \$8.9 million in Winter Park, Colorado.

Conducted by Brett Ginger, broker of United Country Real Estate | Gingery and Associates, and Shawn Terrel, Auctioneer & President of United Country Auction Services, the live auction brought in more than 200 in attendance with buyers from multiple states. The property was offered in 13 individual tracts that ranged between \$8,000 and \$15,000 per acre at auction.

“It was an honor to work for the Paulk Family and thrilling to watch the auction process lead to a wildly successful event and sale,” said Gingery. “Land like this does not come up for sale very often and putting a set price on the stunning views and senior water rights was not an option.

“Selling the land at auction allowed the market to set the price. People in the county will be talking about this auction for a long time coming.”

“We combined our efforts together with our talented network of brokers, auctioneers and marketing team to hit a home run with this auction,” said Terrel. “When you have a property that offers important elements like water rights a good location and a lot of acreage, you have a prime candidate for a multi-parcel land auction.

“We took a legacy ranch and converted it into desirable and affordable tracts, which changed the product and maximized the value of the ranch.”

The 13 tracts sold ranged from 36 to 215 acres and were purchased by buyers from Colorado, Florida and Texas. Three of the tracts were placed under contract prior to the auction due to the high demand in the days leading up to the auction event. The land included scenic mountain build sites, ranch/hay land and senior water rights with live water on multiple tracts.

Terrel said both the buyers and the sellers of the land were all very happy with the auction’s outcome.

“We have some of the most experienced real estate Auctioneers in the nation. When we put an event like this together, it takes a lot of elements that I think most people may not realize.

“From basic logistics of event set up, the product knowledge, and how to present the multi-parcel bidding concept to the public, United Country has a long-standing reputation with large land sales. This is another great example of the network and power that we have as a company.” ♦

**Send YOUR auction
success stories to
communications@auctioneers.org!**

Antique Clocks achieve strong prices at October traditional collector auction

MONROVIA, Calif. – John Moran Auctioneers' Oct. 2 Traditional Collector catalogue featured a wide array of Continental furniture and decorative arts, Chinese and Japanese antiques, and American, European and Russian silver, all offered alongside works of art by American and European artists.

In all, 420 lots were brought to the block.

Some of the evening's most hotly contested lots were silver selections by a variety of European and American makers. A George III sterling silver soup tureen by maker Paul Storr dating to 1812 was brought to the block with a \$8,000 to \$12,000 estimate, bringing \$10,000 thanks to interest online and in the room.

A handsome eight-piece Florentine .800 silver tea service with galleried tray brought \$2,250 (est.: \$2,000-\$3,000). A finely finished Austrian enameled and gem-set ewer with oviform body achieved a \$2,250 selling price, over the \$800-\$1,200 estimate. Bidders online were enamored with an extensive Towle "Georgian" sterling silver flatware service consigned from a private collection. Comprising 306 pieces, the service was initially expected to bring between \$5,000 and \$7,000, which was immediately outstripped, ending in a \$11,250 price realized.

One of the earliest bidding wars to crop up on Tuesday was for a charming sketch by British artist, poet and author Edward Lear (1812-1888). One of the artist's earlier works dating to 1837, "Alderly" depicted figures walking through a park. After a heated bidding war fueled by online bids, the piece earned \$5,000 (est.: \$1,500-\$2,500). Additional fine art highlights included a baroque oil painting depicting the History of Alexander the Great, executed in the manner of Flemish painter Frans Francken II the Younger (price realized: \$6,250; est.: \$5,000-\$7,000).

Realizing an impressive \$11,250, a highly detailed interior church scene with ladies waiting for devotion dating to 1868 by Belgian artist Juliaan de Vriendt (1842-1935) inspired multiple bidders to sign up to vie for the work via telephone (est.: \$8,000-\$12,000).

A number of clocks from the estate of Harry J. O'Connor III were featured in this catalogue, including Continental tall-case, desk and mantel clocks.

A Swiss carved linden wood William Tell-motif tall case clock modeled after the Tell monument by sculptor Richard Kissling (1848-1919) from the O'Connor estate earned \$16,250 (est.: \$5,000-\$8,000). A French chinoiserie gilt bronze-mounted tall case clock dating to the 18th century was offered with a \$5,000-\$7,000 estimate. The piece proved exceptionally popular among online and floor bidders, bringing \$11,875 at the block.





\$11,250



\$8,125



\$10,000



\$5,000

A nicely modeled period French Empire gilt-bronze figural mantel clock surmounted by a standing figure of the Empress Josephine was offered for \$2,000-\$3,000 (price realized: \$4,687).

Additional highlights included:

- A pair of Russian Imperial porcelain handled vases found a buyer online, bringing \$8,125 (est.: \$8,000-\$12,000).
- A monumental Japanese cloisonné vase decorated with irises and birds on a yellow ground was expected to bring \$2,000-\$3,000; floor bidders brought the price up to \$3,125.
- A set of English target/dueling pistols by London maker Henry Nock dating to the late 18th-to-early 19th -century earned \$5,937 (est.: \$1,000/\$2,000).
- A contemporary backstaff (a navigational instrument used to measure the altitude of the sun or moon) in the style of earlier 18th-century examples achieved an impressive \$4,062 price realized (est.: \$800-\$1,200).❖



\$5,937

Summer Fine and Decorative Arts auction provides antiques trends info



\$16,250



\$3,500



\$2,900



\$2,700



\$3,100



\$2,100

HARRISBURG, Pa. – Cordier's quarterly Fine and Decorative Arts Auctions are a reliable indicator of trends in antique collecting, and the Harrisburg auction house's Aug. 11-12 sale was no exception.

Folk art continues to be one of the hotter collecting fields, showcased in Cordier's sale by a decorated Pennsylvania German blanket chest made for Johannes Blecher (1780-1859). Blecher is buried in Witmer Cemetery in Lancaster County, Pa. The chest was decorated with three oval floral and urn motifs and became one of the top lots of the auction, hammering down at \$3,500 to a bidder on the floor.

Jewelry, offered on the first day of the sale, remains a strong auction contender. Buyers are investing in both antique and modern pieces, and some of the items crossing Cordier's block performed close to retail. A 14K Victorian brooch with an oval carved moonstone surrounded by 42 diamonds saw spirited bidding before selling to a bidder on the phone for \$3,100. A Rolex Perpetual wristwatch (\$2,900), an emerald and diamond renaissance style necklace (\$2,300), and a pair of 18K rose cut diamond earrings (\$2,700) also won bidders' attention.

Although the market for porcelain and glassware has softened over the past decade, a handsome collection of porcelain collectibles found heavy interest throughout the second day of the sale, with a large "In the Gondola" Lladro figurine signed by Francisco Catala and Julia Ruiz bringing a hammer price of \$1,500.

An unusual addition to the auction was a 24-piece bow and violin collection, curated by a private collector out of Erie,

Pa. The collection included many pieces previously owned by notable musicians and music collectors; it was highlighted by a Franciscus Geissnhof violin (\$2,100) previously played by Sam Shaffron of the Dallas Symphony, and a violin signed by Lee Nigh (\$1,300), a modern craftsman based in Missouri.

In furniture, the top lot was an elaborately carved Tiffany & Co tall case clock, which sold to a floor bidder for \$9,500. Mid-century modern furniture has been growing in popularity over the last several years, particularly those pieces with designer attribution. Cordier has offered pieces by names like Planner, Bertioia, and Saarinen, and in this auction a pair of mid-century modern rope chairs by legendary designer Hans Wegner brought \$1,600.

The sale was the third of four Antique and Fine Art Auctions Cordier plans to hold in 2018 at its Harrisburg, PA, auction house. ♦



\$1,600

\$1,500



Laura Hegerfeld



I joined NAA to further my personal growth while networking with other professionals across the nation!



Laura Hegerfeld
Brookings, S.D.

ALABAMA

Amy George
Redfield Group Auctions
1044 Sutton Bridge Rd.
Rainbow City, AL 35906
ageorge@redfieldgroup.com
(856) 413-0555

ARIZONA

Sheila Hope Bergren
12549 W. Madison St.
Avondale, AZ 85323-8341
bergren8@gmail.com
(602) 705-8007

CALIFORNIA

Michael John Joseph
M Joseph Auctioneering
23732 Turtle Cove
Laguna Niguel, CA 92677
mjoseph138@msn.com
(949) 547-1364

COLORADO

Christopher James Chopping
11321 Chambers Drive
Commerce City, CO 80022
chrisjchopping@gmail.com
(307) 262-7503 (cell)

Raul Garcia-Rosell
Machina Investments, LLC
8200 S. Quebec St. #A3-173
Centennial, CO 80112
www.machinainvestments.com
raulgarciaRosell@gmail.com
(720) 556-3638 (cell)

FLORIDA

Howard Eugene McQueen
12411 SE 47th Ave.
Bellevue, FL 34420
genemcqueen14@gmail.com
(352) 843-8303

INDIANA

Madison L. Boston
Jeff Boston Auction Service
5189 W. State Rd. 154
Sullivan, IN 47882
http://www.bostoncentury.com/
madison.boston@yahoo.com
(812) 564-1832

KANSAS

Samantha M. Lucciarini
1829 S. White Oak Circle
Wichita, KS 67207-5144
smlucciarini@gmail.com
(316) 258-4855

MINNESOTA

Nathan Randall Fragodt
Fragodt Auction and Real Estate
315 Central Ave.
Madison, MN 56256-1716
nathan@fragodtauctions.com
(320) 297-0578

Wendi Terell Russo
Russo Entertainment
17040 Hanover Lane
Eden Prairie, MN 55347-2299
www.wendirusso.com
russowendi@Yahoo.com
(612) 730-5044

World Wide College of Auctioneering

From Our Home to Yours

Merry Christmas

to You this Blessed Season

- Paul c & Vicky



Since 1933

Call Vicky or Dawn at World Wide College of Auctioneering **1-800-423-5242**

www.worldwidecollegeofauctioneering.com

MISSOURI

Jordan David Hunter
JDH Auction Enterprises, Inc.
335 Daisy Drive
Marshfield, MO 65706
jhunterangus@gmail.com
(417) 224-6296

NEW HAMPSHIRE

Sean James Coleman
R R Auction
7 Sanborn Drive
Nashua, NH 03063
seanjamescoleman@gmail.com
(603) 759-6210

NEW MEXICO

DeAnne L. McKee
12 Road 4954
Bloomfield, NM 87413
deanne1108@gmail.com
(505) 320-1688 (cell)

NEW YORK

Clayton Williams
Williams Auctions Work
P.O. Box 365
Ellicottville, NY 14731
www.williamsauctionworks.com
info@williamsauctionwork.com
(716) 208-0007 (cell)

OKLAHOMA

Christopher Cameron
Lippard Auctioneers
1103 Benjamin Dr.
Kingfisher, OK 73750
cameronins@pdi.net
(405) 368-5746

OREGON

Eva M. Ponce
Marquam Auction Agency
6086 SW 161st. Ave.
Beaverton, OR 97007
eva.ponce.auctioneer@gmail.com
(971) 302-0106

TENNESSEE

Lawrence Williams
JDS Auctions
914 Belle St.
Maryville, TN 37803-5906
www.jdsauctions.com
Lawrence.will.williams@gmail.com
(865) 771-3835 (cell)

TEXAS

William D. Beaber
Willionaire Business Systems
2050 Silver Hawk Ct.
Rockwell, TX 75032
familylegacy1221@gmail.com
(303) 596-5018 (cell)

Brady Kyle Cowan
Clift Land Auctions
905 S. Fillmore, Ste 102
Amarillo, TX 79101
www.cliftlandbrokers.com
brady@cliftlandbrokers.com
(940) 733-9608

Leslie Vann
Vann Land & Livestock
174 Canyon Drive
Decatur, TX 76234
leslievann62@gmail.com
(806) 470-1160



John Parsons

“

I joined NAA to network with some of the nation's best Auctioneers so that I can continue to learn about the Industry I enjoy so much! I look forward to each new day as another opportunity to make someone else's life better and easier by using the skills I have acquired to help as many people as possible.

”

John Parsons
Minden, Nev.

AUCTION TOPPERS

Slider Windows Flip up Windows

Building Quality Auction Toppers Since 1985!

Call Lampi Auctioneers for a quote!

320-274-5393

To view Inventory visit LampiAuction.com & Click on Auction Equipment

Forklift Tubes for EASY Installation & Removal!

LAMPI AUCTION TOPPERS

**To Be The Best . . .
... Learn From the Best.
Launch Your Auction Career Today!**

- Interaction with over 30 instructors per session
- Learn cutting edge auction technology
- Class sizes less than 50 students

Now Scheduling 2018 Classes

Call or Go Online Today for Registration
Tuition: \$1,295.00. All sessions are 10 days



(260) 927-1234 • ReppertSchool.com

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

Tammy's dad said, "Something that you can't coach is a heart to never quit." But that's just what Tammy has. His given name even means "heart" in Vietnamese. Tammy has fought a cancerous brain tumor called anaplastic ependymoma at St. Jude Children's Research Hospital® with proton therapy and chemotherapy. He is now finished with treatment and back home, but returns to St. Jude for checkups. Families, like Tammy's, never receive a bill from St. Jude for treatment, travel, housing or food. "St. Jude covers every base," said his dad.



Tammy
5 years old
brain cancer



NAA
Auctioneer
stjude.org/naa



**St. Jude Children's
Research Hospital**
Finding cures. Saving children.
ALSAC - DANNY THOMAS, FOUNDER

©2018 ALSAC/St. Jude Children's Research Hospital (37660)

WISCONSIN

Jeffrey Alan Searl
W343S9320 Jericho Dr.
Eagle, WI 53119
jeffreysearl@yahoo.com
(571) 488-0205 (cell)

CANADA

Rene Hajas
P.O. Box 53
Langdon, AB T0J 1X0
Canada
www.localauction.ca
office@northamericauctionllc.com
(403) 289-1113

Lauren Victoria Drambis
Layne Talent Inc.,
The Auctionista"
115--1401 Plains Rd. East
Burlington, ON L7R OC2
Canada
www.auctionista.ca
communications@auctionista.ca
(519) 404-2779 (cell)

Christopher Joseph David Lyons
Christopher Lyons Real Estate
and Auctions
P.O. Box 67 Station Main
Arnprio, ON K7S 3H2
Canada
christopherjlyons@gmail.com
(613) 293-3929 (cell)

NIGERIA

Adesanya Olusola Adetola
Certified Institue of Auctioneers,
Nigeria
16 Dipe-Olu St. Off Allen
Roundabout
Ikeja, Lagos 234
Nigeria
[www.certifiedinstitute
auctioneers.org](http://www.certifiedinstituteauctioneers.org)
ciauctioneers@yahoo.com
+080 32313090

Adejumo Babtunde
Certified Institute of
Auctioneers, Nigeria
16 Dipe-Olu St. Off Allen
Roundabout
Ikeja, Lagos 234
Nigeria
[www.certifiedinstituteauction-
eers.org](http://www.certifiedinstituteauctioneers.org)
ciauctioneers@yahoo.com
+080 32313090

Okeke Kingsley Chika
Certified Institute of Auctioneers,
Nigeria
16 Dipe-Olu St. Off Allen
Roundabout
Ikeja, Lagos 234
Nigeria
[www.certifiedinstitute
auctioneers.org](http://www.certifiedinstituteauctioneers.org)
ciauctioneers@yahoo.com
+080 32313090

NAA STAFF

Administration

Chief Executive Officer

Hannes Combest, FASAE, CAE
(913) 563-5423
hcombest@auctioneers.org

Conference and Show Manager

Joyce Peterson
(913) 563-5439
jpeterson@auctioneers.org

Accounting

Director of Finance & Administrative Services

Rhonda Truitt
(913) 563-5422
rtruitt@auctioneers.org

Accounting Associate

Cherie Ashton
(913) 563-5434
cashton@auctioneers.org
Jordan Crupper
(913) 563-5435
jcrupper@auctioneers.org

Membership

Membership Manager

Brandi McGrath Kong
(913) 563-5429
bmcmgrath@auctioneers.org

Membership Coordinator

Laina Gunsallus
(913) 563-5425
lgunsallus@auctioneers.org

Membership Assistant

Marilyn Wyatt
(913) 563-5431
mwyatt@auctioneers.org

Education

Director of Education

Aaron Enslinger, CAE
(913) 563-5426
aenslinger@auctioneers.org

NAF Administrator & NAA Education

Program Specialist

Lois Zielinski
(913) 563-5428
lzielinski@auctioneers.org

Education Coordinator

Cynthia Malone
(913) 563-5438
cmalone@auctioneers.org

Communications

Director of Communications

Curtis Kitchen, CAE
(913) 563-5424
ckitchen@auctioneers.org

Sales Coordinator

Adam Kenne
(913) 563-5421
akenne@auctioneers.org
Kora Cameron
(913) 563-5430
kcameron@auctioneers.org

NATIONAL AUCTIONEERS ASSOCIATION INDEX

NAA Board of Directors 2018-2019

Officers President

Tim Mast, CAI, AARE
(731) 934-4331
tmast@tranzon.com

Vice President

Jason Winter, CAI, AARE, AMM, CES
(816) 884-1987
jasonbwinter@me.com

Treasurer

Thomas W. Rowell, CAI, AARE
(229) 985-8388
trowell@rowellauctions.com

Chair of Education Institute Trustees

Tom Jordan, CAI, AARE, AMM, CES
(919) 832-8005
Bid007@nc.rr.com

Past President

Scott H. Shuman, CAI
(970) 716-2120
scott@hallandhall.com

Chief Executive Officer

Hannes Combest, FASAE, CAE
(913) 563-5423
hcombest@auctioneers.org

Foundation Representative

Jay Nitz, CAI, MPPA
(402) 727-8800
jaynitz@nitzauctions.com

Directors

Term expiring 2019

Matt Corso, CAI, CES
(888) 307-6545
matt@marknetalliance.com
Devin Ford, CAI, CES
(606) 878-7111
devin@fordbrothersinc.com

Directors

Term expiring 2020

Trisha Brauer, CAI, BAS
(913) 481-8280
trisha@takingbidsbenefit
auctions.com
David Whitley, CAI, CES
(970) 454-1010
david@whitleyauction.com

Directors

Term expiring 2021

Allie Byers, CAI, AMM, BAS
(603) 356-5765
aillie@alpenglowbenefits.com
Kelly Strauss, CAI
(540) 226-1279
Kdsauctioneers@gmail.com

Presidential Appointee

David Warren
(207) 774-4000
dwarren@verrilldana.com

National Auctioneers Foundation Board of Trustees 2018-2019

Officers President

David W. Huisman, CAI
(209) 745-4390
david@huismanauction.com

Vice President

Jay D. Nitz, CAI, MPPA
(402) 727-8800
jaynitz@nitzauctions.com

Immediate Past President

Mike Jones, CAI, BAS, GPPA
(214) 906-5265
mjonesauctioneer@gmail.com

Treasurer

William L. Sheridan, CAI, AARE, GPPA
(517) 676-9800
bill@sheridanauctionservice.com

Trustees

Terms expiring 2019

Barbara Bonnette, CAI, AARE, GPPA
(318) 443-6614
barbara@bonnetteauctions.com
Christie King, CAI, AMM, BAS
(256) 467-6414
cking@ckingbenefits.com
Lance Walker, CAI, BAS, CES
(901) 322-2139
lance@WalkerAuctions.com

Trustees

Terms expiring 2020

Merle D. Booker, CAI, GPPA
(509) 297-9292
merle@bookerauction.com
Scott Robertson, CAI, BAS
(239) 246-2139
scott@thevoe.com
Kim Hagen, CAI, AARE, AMM, CES
(770) 838-0552
kim@hrgsold.com

Trustees

Terms expiring 2021

Jennifer A. Gableman, CAI, ATS
(845) 635-3169 x102
jennifer@aarauctions.com
Scott Steffes, CAI, CES
(701) 237-9173
scott.steffes@steffesgroup.com
Sid Miedema, Jr., CAI
(616) 538-0367
sid@1800lastbid.com

NAA Board Representative

NAA Past President

Scott H. Shuman, CAI
(970) 716-2120
Scott@HallandHall.com

Executive Director

Hannes Combest, FASAE, CAE
Executive Director
(913) 563-5413
hcombest@auctioneers.org

Foundation Staff

Lois Zielinski, Administrator
(913) 563-5427
lzielinski@auctioneers.org

NAA Auxiliary Board of Trustees 2018-2019

Officers Chair

Krista Shuman, AMM
(970) 978-5928
krista@hallandhall.com

Vice Chair

Britni Rogers, AMM
(336) 528-0511
britni@rogersrealty.com

Past Chair

Terri Walker, CAI, BAS, CES
(901) 413-9738
terri@walkerauctions.com

Secretary

Peg Imholte
(320) 250-1200
peggyimholte@gmail.com

Executive Secretary

Lucinda Terrel
(816) 830-7001
lrterrel@hotmail.com

Trustees

Susan Hinson
(260) 645-0205
sjfhinson@gmail.com
Angela Q. Johnson
(352) 672-2038
director@
floridaauctioneers.org
Nancy Manning
cashmanning2008@
yahoo.com
Barbara Ruhter
(402) 461-4041
barb@ruhterauction.com
Hannes Combest, FASAE, CAE
(913) 541-8084 ext 13
hcombest@auctioneers.org

NAA Education Institute Trustees 2018-2019

Officers Chair

Thomas C. Jordan, CAI, AARE, ATS, CES, MPPA
(919) 832-8005
bid007@nc.rr.com

Vice Chair

Philip Gableman, CAI, ATS, GPPA
(845) 635-3169 x100
Philipg103@gmail.com

Trustees

Terms expiring July 2019

Darron Meares, CAI, BAS, MPPA
(864) 642-2196
darronmeares@
mearesauctions.com

Trustees

Terms expiring 2020

Beth Rose, CAI, AARE
(419) 534-6223
beth@bethroseauction.com
Sherman Hostetter, CAI, AARE, BAS, CES, GPPA
(724) 847-1887
sherm@sherm.biz

Trustees

Terms expiring July 2021

Matt Hurley, CAI, AARE
(717) 729-5501
matt@hurleyauctions.com
T. Kyle Swicegood, CAI, BAS, GPPA
(336) 751-4444
tkyleswicegood@gmail.com

NAA Representative

Jason Winter, CAI, AARE, AMM, CES
(816) 884-1987
jasonbwinter@me.com



8880 Ballentine St.
Overland Park, KS 66214-1900
Phone: (913) 541-8084 Fax: (913) 894-5281
www.auctioneers.org

NAA advertising notice to readers

Auctioneer accepts advertisements from a variety of sources but makes no independent investigation or verification of any claim or statement contained in the advertisements. Inclusion of advertisements should not be interpreted as an endorsement by the National Auctioneers Association or *Auctioneer* of any product or service offered through the advertisement program. The NAA and *Auctioneer* encourage you to investigate companies before doing business with them. Furthermore, *Auctioneer* is designed to provide information of general interest to Auctioneers. The reader's use of any information in this publication is voluntary and within the control and discretion of the reader. Finally, the NAA does not mediate disagreements that may arise between buyers and advertisers.

IN THE RING

PAGE
38 *“Auction is a really cool way to buy and sell items. I think if [other kids] get to know what it is, then it could develop a liking to it.”*
Gracie Corso
Taylorville, Illinois

PAGE
43 *“If I’ve learned anything from Marty, it’s to ‘get the job done.’ Auctioneers serve a tremendous place in the world – that’s why it’s important and that’s why I stay passionate about it.”*
Julie Carter, CAI
ite ProLink, Inc.
Lakeland, Florida

PAGE
49 *“Get as much due diligence out there as possible and take any question out of the buyer’s mind so they don’t have to guess on things.”*
Charlie Wade
Woltz & Associates, Inc.
Roanoke, Virginia

AROUND the BLOCK

- **The city of Utica, New York, currently is evaluating going with a private auction service** to sell government surplus items. Officials have discovered the city would make a better profit by doing so. You can read an opinion piece and see more details at uticaod.com/opinion/20181101/our-view-let-auction-service-handle-city-surplus.
- **Legendary heavy metal band Megadeath auctioned two guitars to raise money** in support of tsunami and earthquake victims in Palu, Central Sulawesi, in Indonesia.
- **“Portrait of Edmond Belamy,” the first-ever piece of Artificial Intelligence (AI)-generated art to be auctioned at Christie’s in New York, was sold for \$432,500 to an anonymous bidder.**



MEMBERS' CORNER

CONGRATS, SCHOLARSHIP WINNERS!

One of the absolute best benefits the National Auctioneers Foundation provides is scholarship assistance for NAA members and other auction professionals who want to continue their auction education.

The latest scholarships awarded went to four deserving recipients who are attending the upcoming NAA Designation Academy in Las Vegas.

2018 NAA Designation Academy Scholarship Recipients

Rob McDowell, BAS
attending CAS

Kendall Thiel
attending AARE

Cissy Tabor, CAI, BAS
attending AMM

Carelle Carter
attending BAS



Scholarship applications are now being accepted for the 2019 Certified Auctioneer Institute (CAI) event. Go to auctioneersfoundation.org/?page_id=6 and apply **before Jan. 15, 2019**. Recipients receive tuition assistance and shared housing accommodations.

Questions? Email Lois at lzielinski@auctioneers.org. ❖

thank you ADVERTISERS

1-800-The-Sign	7
America's Auction Academy.....	13
AuctionTime/Auction Flex.....	IFC/3
AuctionRPM	IBC
Basinger Audio Systems	17
CUS Business Systems.....	17
E.R. Munro and Company	11
Galaxy Audio.....	38
Hi-Bid	4
Kiefer Auction Supply.....	17
Lampi	61
Mendenhall School of Auctioneering	21
NAA Credit Card Program.....	54
NAAA.....	19
Reppert School of Auctioneering.....	61
Satellite ProLink, Inc.	9
St. Jude Children's Research Hospital.....	62
United Country Auction Services	BC
USA TODAY	31
World Wide College of Auctioneering.....	7, 60

Want to advertise in *Auctioneer*?

Contact: Adam Kenne
(913) 563-5421
akenne@auctioneers.org

CLASSIFIEDS

illumos
communications

design
development
photography
copywriting

illumoscommunications.com
a creative collaborative for small businesses

Chinese Stamp Buyer
Pay top \$ for Asian Stamps
Jonathan Fenn
President, JSF Holdings, Inc.
jon@chinesestampbuyer.com
www.chinesestampbuyer.com
307/690-0925
email images for a cash offer

Pay Finder's fee to collectors/dealers who make me aware of estate auction collections.

**MARKETING
On Point.**
Helping Auctioneers and their Clients Succeed.
The #1 Solution for Marketing, Education & Service.

Simply SPL

863-606-0200 • SATELLITEPROLINK.COM

ONE OF A KIND

14K yellow gold with 18K gold nuggets on flanks.
Total 2.25-carat brilliant cut diamonds. All matched
GIA color and SL 1-2 clarity. Total gold weight 29.7
grams, size 13. Never worn.
jseverson1944@yahoo.com **\$12,000**

10K yellow gold .50 carat brilliant cut diamonds
with GL A grade G-H color, VS-1 clarity. Gold weight
17 grams, size 12-1/2. Has been worn.
jseverson1944@yahoo.com **\$5,000**



Coming up in December/January ...

Did you know the NAA members have raised more than \$5 million for St. Jude Children's Research Hospital? It's an incredible testament to the compassionate, giving nature of NAA members, and that is in addition to the annual NAA/St. Jude Toy auction held annually in Memphis. The 2018 event took place in October, and we'll have images from the event.



Serious Software For Serious Business



Finally!

**Full Featured
Auction Management
Software**

**For Only 39.95
A Month!**

We Make Technology EASY!

Today, it isn't enough to have software that records bids and prints invoices. You need software that manages your *entire* business.

AuctionRPM is designed to MAKE YOU MONEY!

Download Your
Free 30 Day Trial At

www.auctionrpm.com

~ or ~

Call Us At

(866) 665-7008 (Toll Free)
(209) 588-1232

And to all our loyal customers ... Dan Is Back! Give him a call and catch up!

THE NATION'S LARGEST INTEGRATED REAL ESTATE & AUCTION COMPANY

- Over 600 million in auction sales in 2017
- Over 5 billion in auction sales over the past decade
- 3,500 auctions annually
- Hundreds of thousands of acres sold at auction

With a heritage dating back to 1925, United Country Auction Services is the partner of choice for marketing land, commercial and residential properties, luxury property and asset sales. With excellence recognized by the Wall Street Journal as one of the top 1% performers, no one is better equipped to help you discover all the advantages of the auction method of sale.

ONLINE AUCTIONS
LIVE AUCTIONS
REAL ESTATE AUCTIONS
PERSONAL PROPERTY AUCTIONS
EQUIPMENT AUCTIONS



UCAuctionServices.com
800.999.1020