



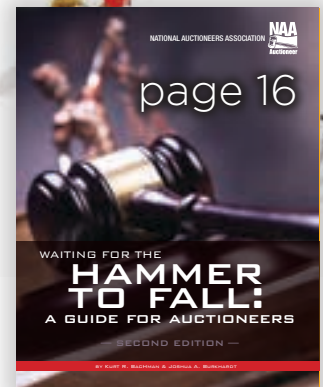
# Auctioneer

NOVEMBER 2016



## AUCTION CULTURE

- | FOUNDATION INCREASES SCHOLARSHIPS
- | REVISED "WAITING FOR THE HAMMER TO FALL" RELEASED
- | CAI+ ADDS NEW DIMENSION TO ELITE PROGRAM



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**John Nicholls, AARE, AMM**  
NAA President

National Auctioneers Association President John Nicholls, AARE, AMM, is a second-generation Auctioneer who has made it his business to lead in the world around him.

As President of Nicholls Auction Marketing Group, Inc., John conducts and oversees more than 300 auctions per year for Fortune 500 companies, while he also serves the NAA membership and auction industry as an official, speaker, and educator. He has appeared on the TODAY show as a past NAA IAC Champion, and has served as a leading voice for the auction profession for many news outlets and publications.

Aside from winning IAC in 2006, John has won a slew of awards and honors. A few of those include: 1994 Virginia State Champion Auctioneer; 2003 World Automobile Auctioneer Champion; and 2016 Virginia Auctioneers Association Hall of Fame inductee.

John resides in Fredericksburg, Virginia, with his family.

## Your donations matter. Here's how ...

**G**ood day, NAA Member!  
Enclosed with this issue of *Auctioneer* is the revised version of Waiting for the Hammer to Fall. The last version was published in 2008, and a lot has changed! We at NAA are very excited to bring this to you and hope that it proves to be a valuable resource for you and your company.

Publishing this book is another benefit of being an NAA member, but we couldn't have done it alone. We want to thank the **National Auctioneers Foundation** and the hundreds of Foundation donors who made this possible. The Foundation exists to provide scholarships to people in the auction industry, introducing them to continuing education programs that will help them be more successful. Because of the outpouring of donations in the last two years, the Foundation gave NAA \$50,000 to help with author and publishing costs. It is because of their generosity that we can provide this tool to you.

So, thank you, National Auctioneers Foundation, and thank you, Foundation donors. If you have not given a donation to the Foundation yet, please consider doing so. You have just received a gift from them that would cost more than \$50 if you were to purchase this. Consider at least donating that \$50 to the Foundation, so we can provide more tools like this to you! Send any donation to:

National Auctioneers Foundation  
8880 Ballentine  
Overland Park, KS 66214.

In addition to this gift, the Foundation has increased the number and size of scholarships it will be offering to potential applicants. Beginning in January 2017, many scholarships will also include part of the cost of housing. At CAI, five

people will be able to obtain a scholarship to CAI I for a full year of tuition AND housing. The Foundation Board does not want price to be an issue for people being able to take CAI. As a result it and because their donors had been so generous, the the Board decided it was time to spread the funds around more.

Elsewhere, this month, my wife Lisa and I will travel with IAC Champions Beth Rose and T. J. Freije to St. Jude Children's Research Hospital. For more than 20 years, NAA members have been raising funds for St. Jude to help ensure every child that walks through their doors will be treated regardless of their ability to pay. I had the opportunity a few years ago to attend with Lisa and our daughter, Sophie. It was a life-changing experience, and as I write this, I am so excited about going back. While it definitely is heartbreaking seeing children who are so ill, I am filled with pride, knowing that NAA members have raised more than four-and-a-half million dollars for this great organization.

We will spend time buying toys one day and then will "sell" them – by auction, of course – to the children who attend the Toy Auction. What an amazing time we will have and, again, I want to thank YOU, NAA members, for your donations and for your membership, both of which help pay for the toys we buy.

#NAAPros are not only great auction professionals – you are generous people. Thank you for everything you do for this industry and for St. Jude. And, enjoy your new book!



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Is there a right time and wrong time to use the word when advertising to the general public? The debate has tried painting it black-and-white. Perhaps, it's a solid gray area.

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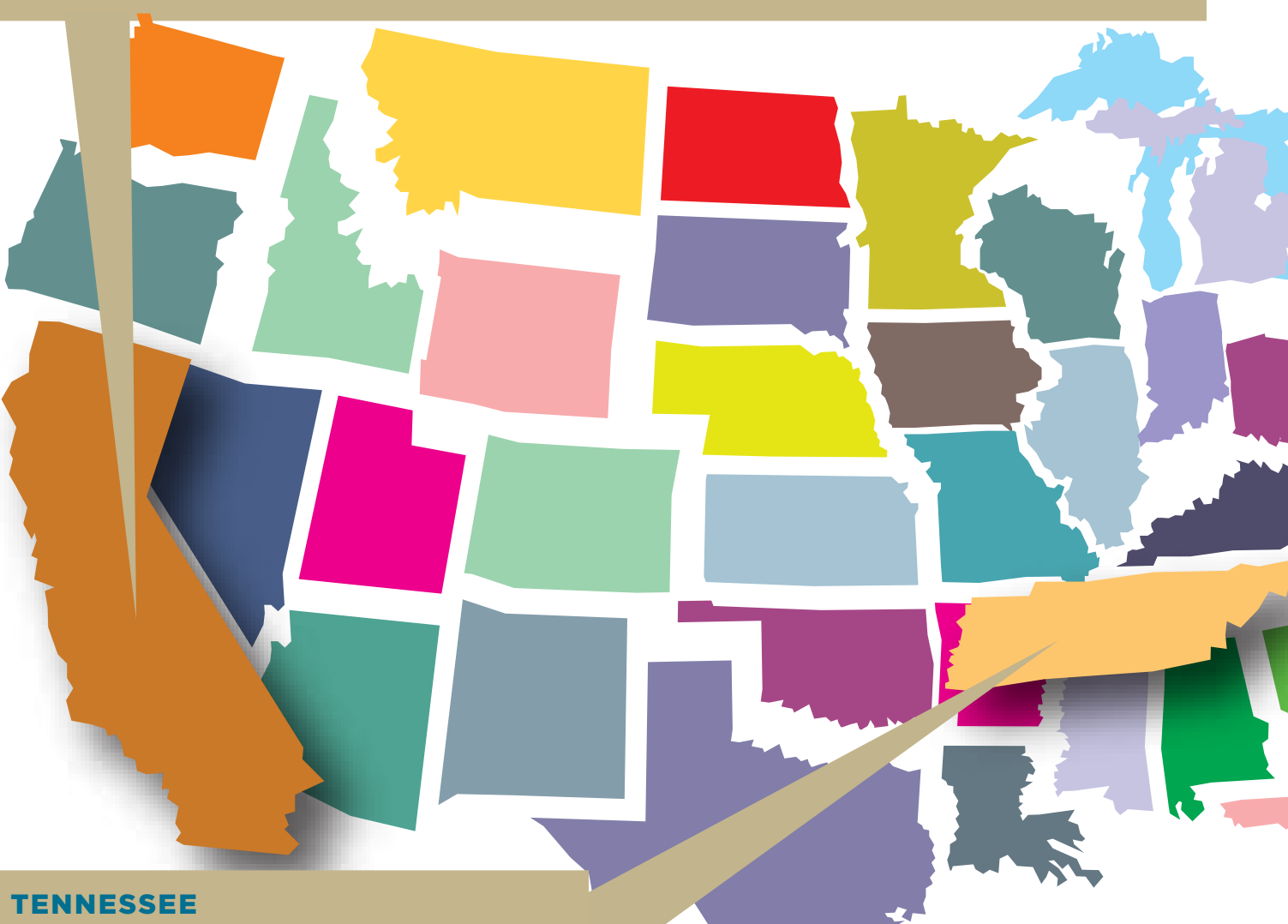
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# State watch

## CALIFORNIA

A recent amendment to California's Civil Code, relating to collectibles, passed so that the state will require all signed collectibles to come with a Certificate of Authenticity at the

time of the sale beginning January 2017. The COA must be in writing, be signed by the dealer or his or her authorized agent, and specify the date of sale. You can read the amendment's full language here: [https://leginfo.legislature.ca.gov/faces/billTextClient.xhtml?bill\\_id=201520160AB1570](https://leginfo.legislature.ca.gov/faces/billTextClient.xhtml?bill_id=201520160AB1570)



## TENNESSEE

NAA member Terri Walker, CAI, BAS, CES, recently scored a profile piece in the Oct. 24 *Memphis Business Journal*. The get-to-know-me piece briefly covered Walker's history before having her answer several questions, including: first job ("selling fireworks for my father"); best way to keep competitive edge ("Investing in yourself and developing skills through education to better serve your client."); and, goal yet to be achieved ("write a book").

**Do you have information about your state you'd like to share? Contact [memberservices@auctioneers.org](mailto:memberservices@auctioneers.org)**

## NEW HAMPSHIRE

New Hampshire recently held an open hearing on proposed rule changes. The purpose of the meeting was to hear concerns from constituents, but no response or questions and answers from the Board. NAA member Michael Chambers was pleased with the opportunity to be part of a group to attend.

“I am very glad I went and spoke,” Chambers said. “I’m not sure if my statement will make a change, but I was glad to be present as an NAA Ambassador and give another perspective from the Auctioneers’ and sellers’ prospective.”

Chambers said he addressed his concern about rule and language changes to the reserve auction definition.



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## VIRGINIA

On Sept. 29, Mark Mast was crowned 2016-17 Virginia Auctioneer Champion. Mast moved his family to Virginia earlier this year to work with Nicholls Auction Marketing Group.

# NAA AMBASSADORS

## Alabama

Christie King, CAI, AARE, BAS  
Gadsden  
(256) 439-0113  
cking@ckingbenefits.com

## Alaska

John John Genovese, ATS, BAS  
Lihue, HI  
(808) 634-2300  
col.johnjohn@malamauctions.com

## Arizona

Daren Shumway, CAI  
Mesa  
(480) 258-0229  
shumster3389@msn.com

## Arkansas

Bradley W. Wooley, CAI  
Little Rock  
(501) 940-3979  
bwooley@gmail.com

## California

Bridget Kruse  
California  
(760) 610-4175  
gwsauctions@gmail.com

Chris Vaughan  
Escondido  
(858) 382-6030  
NationalAuctionTeam@gmail.com

## Colorado

Dean Gunter  
Colorado Springs  
(719) 310-2656  
deangunter21@gmail.com

Butch Hagelstrom  
Fort Lupton  
(303) 827-5157  
buckhornauctions@earthlink.net

## Connecticut

Michael Chambers  
Atkinson, NH  
(603) 770-5180  
chambersauctions@aol.com

## Delaware

Michael Chambers  
Atkinson, NH  
(603) 770-5180  
chambersauctions@aol.com

## Florida

Craig Fleming, CAI, ATS, CES  
Fort Lauderdale  
(407) 489-3351  
ceo@tiredwalls.com

## Georgia

Patty Brown, GPPA  
Fayetteville  
(678) 815-5687  
patty@redbellyrooster.com

## Hawaii

John John Genovese, ATS, BAS  
Lihue  
(808) 634-2300  
col.johnjohn@malamauctions.com

## Idaho

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

## Illinois

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

## Indiana

Mark Bisch, CES, GPPA  
Kokomo  
(765) 416-3456  
mbisch@blueskiesauction.com

## Iowa

Jerick Miller  
Leon  
(816) 896-7432  
Jericko91@gmail.com

## Kansas

Yve Rojas  
Kansas City, MO  
(816) 520-2454  
yverojas@me.com

## Kentucky

Amy Whistle, CAI  
Owensboro  
(270) 926-8553  
amy@kurtzauction.com

## Louisiana

Belinda McCullough  
Livingston  
(225) 620-8040  
belinda@hendersonauctions.com

## Maine

Ruth Lind, GPPA  
Stockton Springs  
(207) 751-1430  
moxielady@me.com

## Maryland

Brian Cooper, CAI, ATS, CES,  
GPPA  
Towson  
(443) 470-1445  
brian@alexcooper.com

## Massachusetts

Michael Chambers  
Atkinson, NH  
(603) 770-5180  
chambersauctions@aol.com

## Michigan

Sheila Howe  
Okemos  
(517) 204-4553  
Sheila.epicauctions1@gmail.com

## Minnesota

Kristine Fladeboe-Duininck, BAS  
Spicer  
(320) 212-9379  
kristine@fladeboeauctions.com

## Mississippi

Benny Taylor, CAI, AARE  
Grenada  
(662) 226-2080  
benny@taylorauction.com

Ruthie Taylor, CAI  
Grenada  
(662) 226-2080  
ruthie@taylorauction.com

## Missouri

Jeff Pittman  
Rosendale  
(816) 262-8753  
pittmanauctions@live.com

## Montana

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

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

## Nebraska

Courtney Nitz-Mensik, CAI  
Freemont  
(402) 727-8800  
courtney@omni-tech.net

## Nevada

Chris Vaughan, AARE  
Escondido (Calif.)  
(858) 382-6030  
nationalauctionteam@gmail.com

## New Hampshire

Michael Chambers  
Atkinson  
(603) 770-5180  
chambersauctions@aol.com

## New Jersey

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

## New Mexico

Rob Morper  
Angel Fire  
(505) 250-8315  
rob@landtycoons.com

Anise Golden Morper  
Angel Fire  
(505) 228-7884  
anise@landtycoons.com

## New York

Jennifer Mensler, ATS  
Pleasant Valley  
(845) 635-3169  
jennifer@arauctions.com

## North Carolina

Lisa York  
Sanford  
(919) 880-9225  
ldyorkauctions@gmail.com

## North Dakota

Jonathan Larsen, BAS  
Sioux Falls, SD  
(605) 376-7102  
jonathan@larsenauctioneering.com

## Ohio

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

Laura Mantle, CAI  
Groveport  
(614) 332-7335  
laura@lmauctioneer.com

## Oklahoma

Morgan Elizabeth Hopson  
Oklahoma City  
(903) 271-9933  
mhopson@bufordresources.com

Rick Scrivner, AARE  
Union City  
(405) 919-2271  
scrivnerauctioneer@yahoo.com

## Oregon

Camille Booker, CAI, CES  
Eltopia, WA  
(509) 989-1061  
camille@bookerauction.com

## Pennsylvania

Mike Keller, CAI  
Lancaster  
(717) 725-2487  
mike@kellerauctioneers.com

## Rhode Island

Michael Chambers  
Atkinson, NH  
(603) 770-5180  
chambersauctions@aol.com

## South Carolina

Gwen Bryant, CAI, AARE, CES,  
GPPA  
Florence  
(843) 617-8449  
gwen\_bryant@bellsouth.net



**South Dakota**

Jonathan Larsen, BAS  
Sioux Falls  
(605) 376-7102  
jonathan@larsenauctioneering.com

**Tennessee**

Justin Ochs, CAI  
Tennessee  
(615) 507-5984  
jochs@soldoncompass.com

Junior Staggs  
Tennessee  
(731) 363-3634  
junior.staggs.auctioneer@gmail.com

**Texas**

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

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

**Vermont**

Michael Chambers  
Atkinson, NH  
(603) 770-5180  
chambersauctions@aol.com

**Virginia**

Kelly Strauss  
King George  
(540) 226-1279  
kd.strauss@verizon.net

**Washington**

Camille Booker, CAI, CES  
Eltopia  
(509) 989-1061  
camille@bookerauction.com

**West Virginia**

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

**Wisconsin**

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

**Wyoming**

Brent Wears, CAI, AARE, ATS, CES  
Solon, IA  
(319) 624-3779  
brent@wearsauctioneering.com

**Ambassador Spotlight**

Who I am:  
Rick Scrivner, AARE

Who I represent:  
Advanced Auction Solutions

Where I'm from:  
Union City, Oklahoma

**Q: Why did I become an Auctioneer?**

What an industry to be a part of! So many people are willing to help with advice, past experiences, and sharing new ideas.





# Auxiliary announces new scholarship criteria; applications now available

Application packets are available for NAA Auxiliary Scholarships as of Nov. 1.

The Auxiliary will be awarding a minimum of three scholarships – worth \$2,500 each – to a child or grandchild of an Auxiliary member who has been a member for three out of the last five years, according to Scholarship Chair, Sandy Bauermeister. Bauermeister added that this is a new criteria for the scholarship.

Candidates applying for the scholarship must also be graduating from an accredited high school and have been accepted into a qualified college or university undergraduate study program or have completed the past year at a qualified college or university or school of technology.

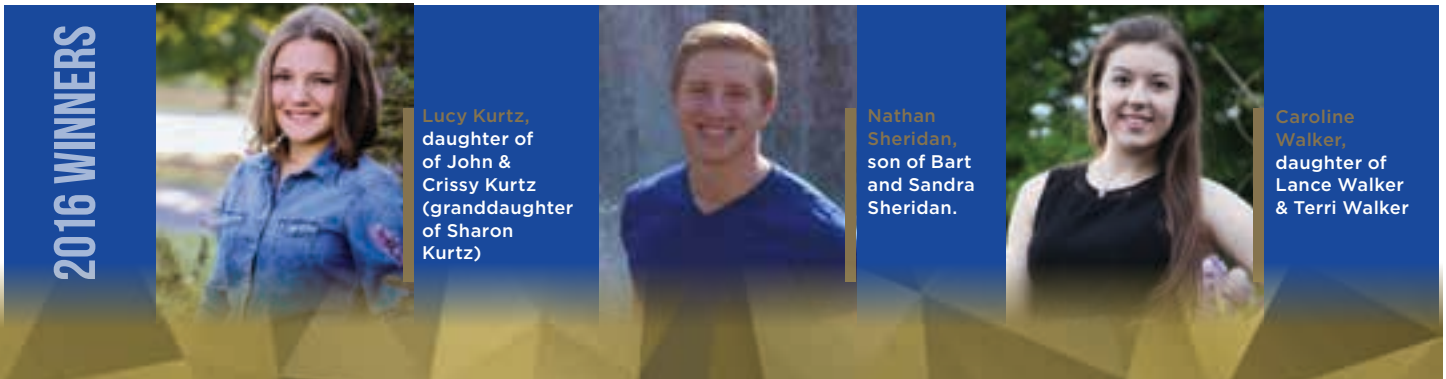
Candidates may apply for the scholarship as many times as needed

but may receive the scholarship only once.

According to Deb Brock, chair of the NAA Auxiliary Trustees, the Auxiliary has provided more than \$115,000 in scholarships to the children and grandchildren of its members. She said that the change in criteria was designed to make it fairer to individuals within the Auxiliary.

To obtain a scholarship application packet, please contact:

NAA Auxiliary Scholarship  
Sandy Bauermeister  
6723 S. Anthony Blvd. E-224  
Fort Wayne, IN 46816  
E-mail [Bauermeister@earthlink.net](mailto:Bauermeister@earthlink.net)  
Website: [NAAAuxiliary.org](http://NAAAuxiliary.org) ❖



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of John &  
Crissy Kurtz  
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of Sharon  
Kurtz)

Nathan  
Sheridan,  
son of Bart  
and Sandra  
Sheridan.

Caroline  
Walker,  
daughter of  
Lance Walker  
& Terri Walker

## Foundation increases scholarships

The Trustees of the National Auctioneers Foundation, at their meeting in September, voted to increase the number and amount of the scholarships they provide, beginning January 1, 2017.

Next year, the Trustees will provide five full scholarships to CAI I, complete with double room lodging. Also, the Foundation

will provide five full scholarships to NAA's annual Conference and Show and will pay for two nights' lodging. An additional 10 scholarships will be provided toward designations (at Conference and Show or at the NAA Designation Academy in Las Vegas) – also to include two nights lodging.

According to J. J. Dower, CAI, AARE, AMM, CES, president

of the Foundation's Board of Trustees, the Foundation is committed to removing barriers that people may have for continuing their education. As a result, they included funds to partially pay for lodging.

"We want people to have skin in the game when they apply for scholarships," Dower said. "But, we also know that it is not inexpensive to pay for lodging and travel and lose some time related to your job. So, we removed some of the lodging challenge."

In addition, the Trustees celebrated their last year's decision to pay for partial publication and distribution of the revised Waiting for the Hammer to Fall, which is included with the November issue of Auctioneer.

"We have been fortunate that people have supported us with their donations. They have trusted us with their funds and we are spending them appropriately – providing scholarships and tools that will eventually improve the industry," Dower said.

For information on scholarships, go to [auctioneersfoundation.org](http://auctioneersfoundation.org), or call Lois Zielinski at 913-563-5428. ❖

**"The Foundation is committed to removing barriers that people may have for continuing their education."**

— J.J. Dower

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# NAA members see advocacy efforts spur action in 2016

In several states, NAA members paid attention and acted where they felt influence was needed. In the end, outcomes were affected by those actions.

By Nancy Hull Rigdon, contributor



**“The NAA does a good job of keeping the members educated on relevant issues,” Brandly says. “We as members can help the industry only because the NAA helps us.”**

**N**AA members’ advocacy efforts this year have helped steer legislative outcomes for the auction industry in multiple states.

The efforts encompass states including Indiana, Virginia and Pennsylvania, and NAA members’ diligent advocacy actions were key to the success. For example, Mike Brandly, CAI, AARE, and Seth Seaton, CAI, AARE, say Indiana Auctioneers Association advocacy efforts, including keeping a watchful eye on legislative events as well as having existing relationship with lawmakers, were critical to a recent victory in Indiana where an effort to ax Auctioneer licensing laws was defeated.

“NAA members must pay attention to what’s going on in their states and know who to go to if a change is proposed. Changes that affect Auctioneers can happen in pretty short order. We were plugged in to the action, but if weren’t, we could have reacted when it was too late,” Brandly says.

A de-regulation legislative effort in Indiana this year originally proposed doing away with all Auctioneer licensing laws, however, an effort to keep two licensing laws – licensing for companies and individuals – emerged victorious. NAA members including Brandly and Seaton gave testimony during legislative hearings on the importance of preserving the laws.

Brandly says he stressed the many positives of licensing for the state, including preparation for Auctioneers entering the profession, the benefits of continuing education as well as the ways in which the licensing ultimately helps protect consumers. Additionally, he pointed out that each state is unique in their auction licensing needs in addition to the fact that state Auctioneers weren’t asking for de-regulation.

“Indiana has a long history of licensing, and a great majority of the Auctioneers in Indiana wanted it left alone. We made the point that de-regulation statewide didn’t make sense because each industry is unique. The auction industry was happy the way it was, and we were able to make that known,” he says.

Brandly says the licensing law and advocacy knowledge and experience he previously gleaned through his NAA work in his

home state of Ohio as well as throughout the nation came into play.

“The NAA does a good job of keeping the members educated on relevant issues,” he says. “We as members can help the industry only because the NAA helps us.”

Seaton ended up missing this year’s NAA Conference & Show to provide key legislative testimony in Indiana. Fortunately, it was worthwhile, as the state’s Jobs Creation Committee ultimately reversed its original recommendation, which was in favor of removing the licensing laws. He says the win revolved around two factors.

“We had consistency in our message. We were able to draw upon the facts, rather than just state opinions, as to why the licensing was needed,” Seaton says. “Also, we are lucky in that we have a state and national association that is involved with legislative officials and were able to make some outreach to legislators that we were well-connected.”

Seaton extends a thank you to Dennis Kruse, CAI, an Indiana State Senator as well as a member of both the NAA and IAA.

In Pennsylvania, NAA member George Michak (and others) was actively involved in an initiative that resulted in an Auctioneer licensing law, known as Act 88. The Pennsylvania Auctioneers Association recently published a press release stating its involvement and position with regard to PA Act 88 – the Pennsylvania Auctioneer Licensing and Trading Assistant Registration Act. According to the press release:

“Act 88 of 2016 marks the third time the original Act has been amended. Originally introduced as House Bill 325 early in 2013 by Representative Mark Keller as prime sponsor, this legislation sought to make some necessary technical changes to the law. The need for these changes surfaced in early 2009 when a series of citations began to be issued against numerous Auctioneer licensees by the Pennsylvania Department of State alleging violations of the law. This citation process resulted in a variety of legal challenges, procedures and negotiations which took place over the next several years.



# Advocacy

The act of pleading or arguing in favor of something, such as a cause, policy, or interest, or active support of an idea or

During this period of time, the Pennsylvania Auctioneers Association assumed the mantle of leadership and represented the profession in these matters through the Association's Legal Counsel, George Michak, Esquire. The contentious legal issues that resulted from all of this made it clear that a legislative remedy was necessary. Thus, while the legal effort was ongoing, the PAA began a parallel legislative effort through the Association's Governmental Affairs Consultant, Capital Associates, Inc. under the leadership of Jay Layman, the founder and President of Capital Associates. A painstaking and thorough process was initiated to completely review the Act in an effort to identify the appropriate sections and language that needed to be clarified. PAA representatives and consultants joined with Representative Keller and his staff along with appropriate House of Representatives committee staff personnel and legal counsel to address the problems.

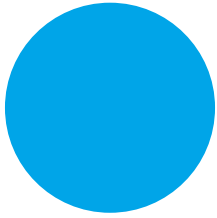
In addition to resolving the issues created by the citations previously mentioned, Act 88 now clearly defines an online auction as separate and distinct from the "eBay" type transaction. Further, it eliminates the Auction House designation and clarifies the Auctioneer of Record definition with respect to the operation of an Auction Company. It also provides the State Board of Auctioneer Examiners the authority to approve credit from properly sanctioned out-of-state Auctioneer training schools for applicants seeking a Pennsylvania Auctioneer's license."

Also this year, the Virginia state legislature passed a law, known as HB1259, that exempts Auctioneers at least 70 years old and with at least 20 years of Auctioneering experience from continuing education requirements.

"If you are that experienced of an Auctioneer, there isn't a need to sit for six hours of continuing education every two years," says Shields Jones, CAI.

Jones stresses that if he and other Auctioneers involved in the NAA and Virginia Auctioneers Association wouldn't have had processes in place that alert them to legislative activity relevant to Auctioneering, they could have missed the proposal. On that topic, he references a situation from a previous year: The Virginia legislature was considering a bill intended to target pawn brokers, he says, and the language of the proposal stated that Auctioneers must store everything they sell for 30 days. NAA members and VAA members intervened, and Auctioneers were removed from the bill.

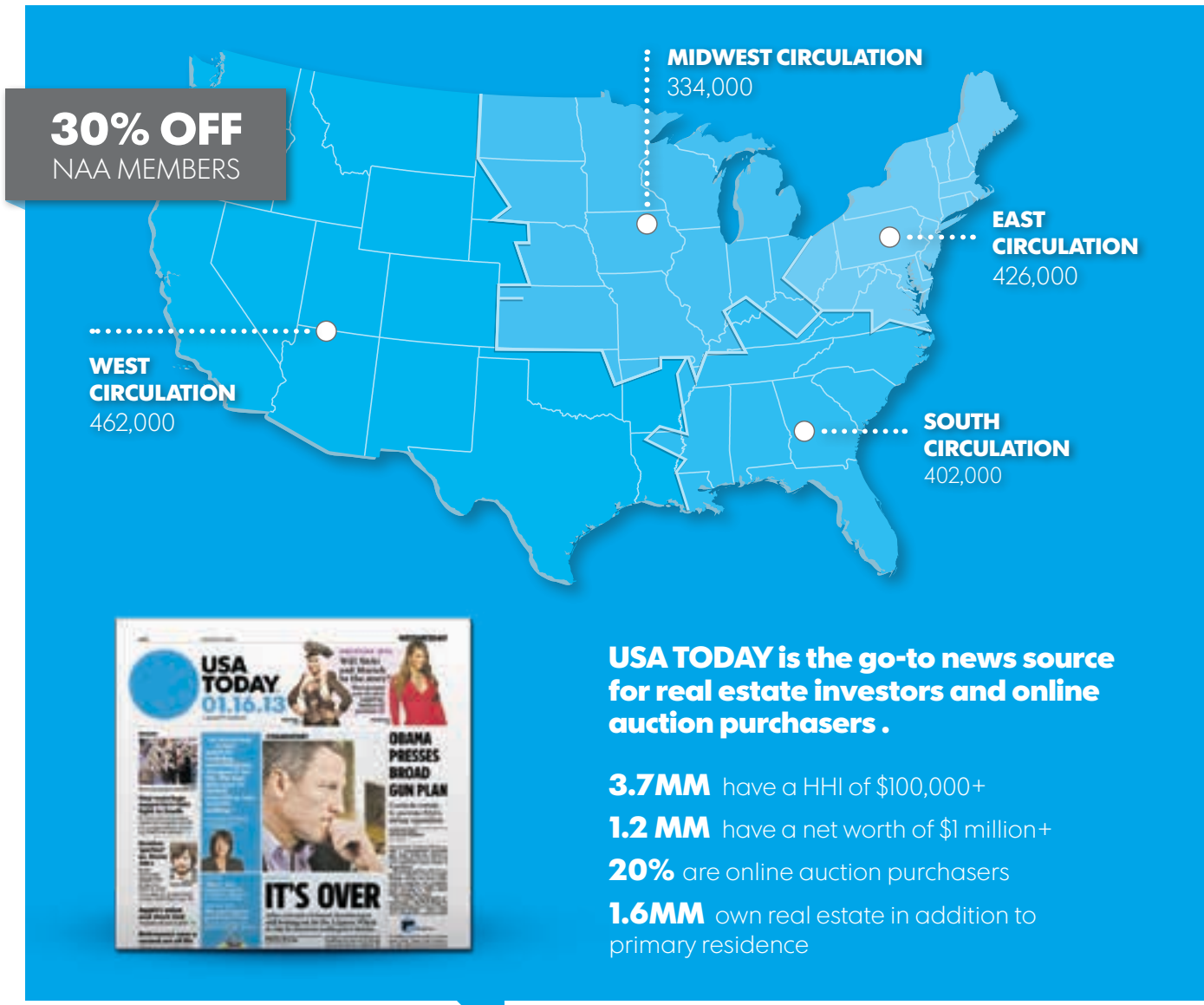
"You never know what's going to come out – anything can be introduced as a bill. If that bill would have become law, it could have been detrimental to Auctioneers," Jones says. "Auctioneers have to be prepared and must stay informed on current events in their states." ❖



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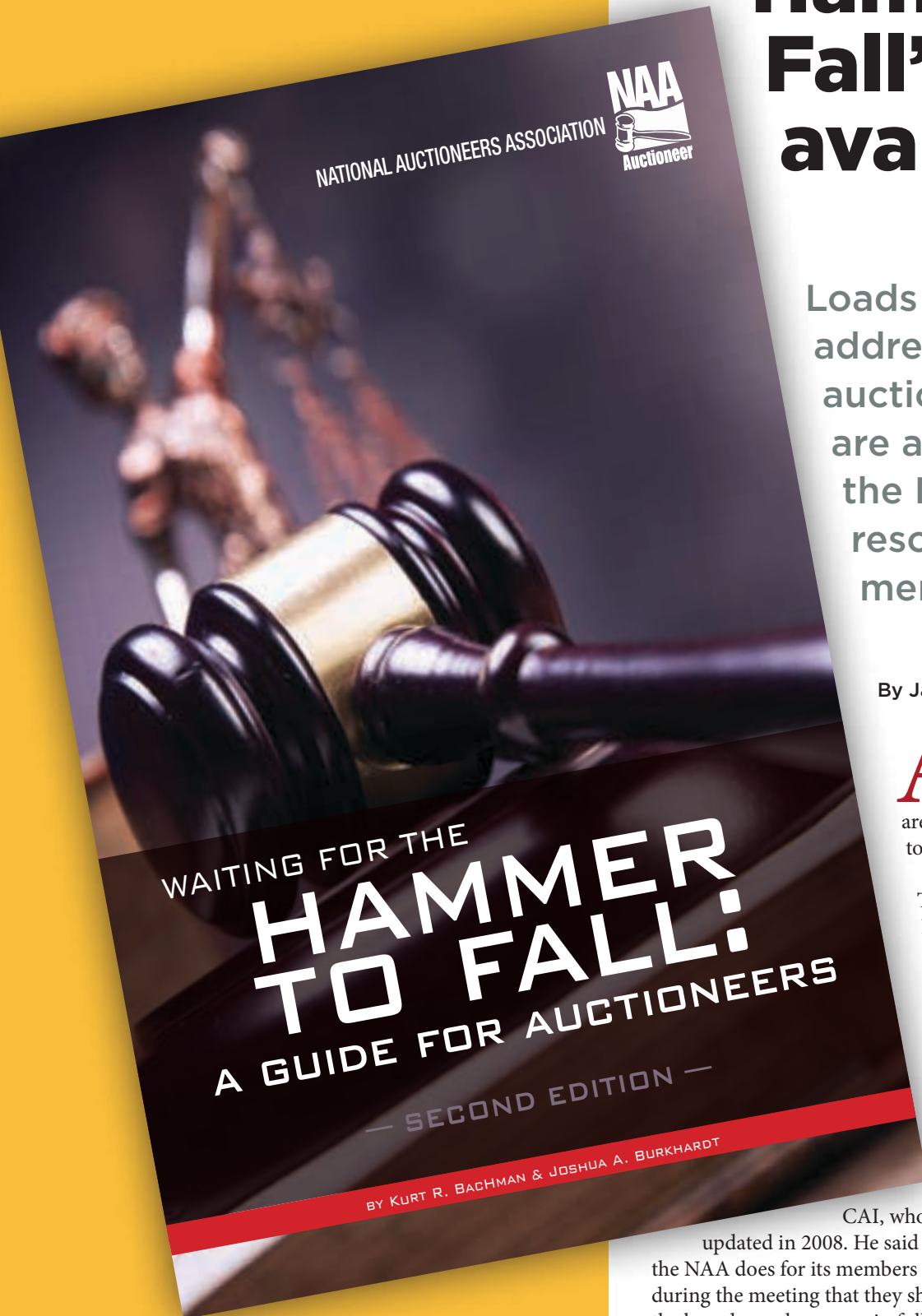
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# Revised 'Waiting for the Hammer to Fall' now available



Loads of new content addressing many auction law topics are available through the NAA's newest resource for members.

By James Myers, contributor

**A**s an organization that prides itself on being a valuable resource to members, the NAA and its Board are always looking for ways to add value to membership.

That was the topic of conversation at an NAA Board meeting in late 2014, and it is what led to a revision of a popular resource that many NAA members have on their bookshelf – “Waiting for the Hammer to Fall, a Guide for Auctioneers.”

NAA CEO Hannes Combest, CAE, said the brainstorming session that day included a statement from board member Tom Saturley,

CAI, who mentioned the book, which was last updated in 2008. He said the book is a reminder to him of all the NAA does for its members every time he looks at it. He proposed during the meeting that they should consider updating the book, and the board members were in full agreement.



“We finished the content this spring,” Combest said, referring to authors Kurt Bachman and Joshua Burkhardt, who agreed to revisit the book with many updates. “We hoped to distribute it at the Conference & Show in Grand Rapids, but we thought, ‘let’s take our time and make sure it’s right.’”

The time is now right – the book is going out to NAA members free of charge this month. Bachman said members can look forward to a book that has been reorganized and has new examples added.

“It’s intended to be easier to read and understand,” Bachman said, adding that new research was conducted, new cases are referenced and discussed, and the overall book was updated.

New chapters include “Verification of Seller’s Authority,” “Bid Calling – Do the Words Matter?” “Product Liability Issues,” and “Keys to Running a Successful Business.”

civil law with a concentration on auction law among many other areas. Bachman worked at his father’s auction barn every weekend growing up and when he came home from college on the weekends.

“The auction industry holds a special place in my heart,” he said, “because I grew up in an auction family and worked auctions as a little boy. Many of my clients I met through the auction industry.

“I believe in the traditional auction method of marketing as the truest form of establishing fair market value. The auction industry is an honorable profession, which has given me much and I owe that profession a debt of gratitude.”

Combest praised the NAA Foundation for stepping in to fund the project with \$50,000, which helped with author fees and production costs. J.J. Dower, CAI, AARE, AMM, CES, president of the Foundation (which offers scholarships to up to eight

**The time is now right – the book is going out to NAA members free of charge this month. Bachman said members can look forward to a book that has been reorganized and has new examples added.**

Bachman and Burkhardt have also added new sections to chapters, including topics ranging from agency law and agent relationships, due diligence regarding the authenticity of goods, bidder registration, the Auctioneer’s role in remedies for failure to complete a transaction, to internet auctions and the Americans with Disabilities Act.

Bachman said they extensively revised the “Agency Law” chapter and the appraisal section in “Knowing what you Sell” chapter.

“We planned to write three additional chapters on the E-commerce and websites, liquidation sales, and art auctions,” Bachman explained. “Unfortunately, we did not have time to prepare and finalize these chapters. We are likely to include these in future editions, but we did not want the book to be too long.”

Bachman’s plans for future revisions fits the vision of Combest and the board as that was also discussed during their brainstorming session. And, it’s a labor of love for Bachman, an attorney based in La Grange, Indiana, where he practices general

Auctioneers every year to further their education) said when Saturley approached them about funding the book project, it was easy sell.

“This allows us a chance to give back to all members instead of just the scholarship recipients,” Dower said. “Most of us on the Foundation have been around for a while, and we all have the book from the last rewrite. I still look at it from time to time.”

As for future editions of the book, Dower said the Foundation would be interested in helping again because like all other industries, the auction industry evolves over time.

“Our world changes like everyone else’s,” he said. “What was relevant three years ago may not be relevant now. The Foundation is here to support the NAA.” ❖



**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.

# What does “compliance” actually mean?

You should have a plan to ensure you remain compliant at all times.

**Question:** I have been hearing more about “compliance” issues. What does “compliance” mean? Are there issues Auctioneers should be aware of about compliance?

**Answer:** In general, compliance means for a business to comply with the federal, state, and local laws and all applicable regulations. I hear regularly from Auctioneers, entrepreneurs, and business owners that it is becoming more difficult to be in business. Auctioneers have to keep current to ensure compliance. The best way to ensure compliance is to create and follow a compliance plan. This should be developed with a licensed attorney and reviewed at least annually. Some components of the compliance plan should include the following:

## 1. Licenses

- Do you (and any licensed employees) have all of the licenses required by law (e.g. Auctioneer, auction company, auction firm, real estate agent, broker, auction house, etc.)?
- Are all licenses current?
- If all licenses are in place and are current, when do they expire? Auctioneers should carefully calendar and keep track of their licenses.

## 2. Continuing Education

- What are the continuing education requirements?
- How many hours do I have now?
- When do I have to have the continuing education requirements completed?

## 3. Insurance

- What type of insurance should I have for the business? Do I need liability, property, worker's compensation, errors and omissions policy, or

other insurance policies?

- Verify that you have the policies currently in place.
- What is the coverage provided for under each policy?
- What are the current policy limits?
- Are the current policy limits appropriate?

## 4. Corporate Books and Records

- Is the corporate book current? Has there been an annual meeting and the minutes approved and signed?
- Is the corporation or limited liability company in good standing? Have the annual or bi-annual business report, if required, been properly prepared and filed?

## 5. Contracts

- Is the auction contract and registration agreement current?
- Is there an appropriate memorandum of sale



for any purchases required to be in writing to satisfy the statute of frauds?

- c. Are employee documents and/or contracts in place?
- d. Are there any confidentiality and non-disclosure agreements in place to safeguard and protect confidential information?
- e. Are there non-compete agreements with employees to protect your clients?

### 6. Succession Plan

- a. What is the company's exist plan or strategy?
- b. Is there a succession plan to bring others into key management positions and continue operations?
- c. How is the plan going?

### 7. Information Technology

- a. What are the rights to the domain name? When does it expire and need to be extended?
- b. Is the hardware and software you have adequate and up to date?
- c. How are you protecting your company's information?
- d. How are you protecting your customer's names, emails, financial information, and other confidential information?
- e. How is the company using social media?
- f. How are you protecting the information on the company's websites, blogs, and social media pages?

These are some of the questions that should be considered in a compliance plan. It should also include sections about intellectual property and any patents, trademarks, copyrights, or other intellectual property the company may have. It should also include a review of policies that have been adopted by company. A compliance plan may also include specific information for each company. For example, if a business purchased real estate, it will have maintenance issues, property taxes, etc. If a business leased real estate, it would have to review the lease and calendar when it expires.

Auctioneers as business owners need to be aware of and evaluate compliance issues. There have been situations where Auctioneers have inadvertently let to their licenses lapse, have not had the proper type of insurance, have not safeguarded information, and have not protected intellectual property rights. To avoid unpleasant surprises or audits, Auctioneers should take the time to evaluate compliance issues to verify that they are compliant and put together a compliance plan. Afterwards, it should follow the plan to stay in compliance. ❖

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# Top **five** things to look for in a **printer**

**Ed. note** – *While magazines are referenced frequently in the piece, the same advice can easily be applied to print materials in general. That is why we felt this piece held value for the NAA member who employs print in his or her marketing materials. -ck*

By Tracey Timpanaro

**W**hen it comes to choosing a printer, most publishers agree that there are three top criteria: price, customer service and quality.

We agree that these would be “the big three,” and just for fun we’re going to add two more – turnaround time and the specialization of the printer. Let’s take a look at each of these areas in greater detail.

## 1. Price point

Given the tough economics faced by many publishers today, it’s no surprise that price is at the top of the list. We will not argue the point. We will play devil’s advocate, though, by saying that price should not be the sole factor in choosing a printer.

“It’s like a three-legged stool; you need all three legs,” said Duane Carrell, a sales representative with Johnson Press of America who has been in the industry for 20 years. “But I would argue that if you are wanting to produce a high quality product, customer service and quality should come before price.”

For Kim Guerra, who has been the publisher of Houston Family Magazine for 15 years, that was an easy decision. She was not at all happy with the service she received from two printers, and is now with a smaller, family-owned operation even though her monthly bill is about 25-percent higher than it used to be.

“The larger printers couldn’t have cared less about us because we were such a small customer,” Guerra said. “We weren’t receiving any kind of customer service at all. We had all these issues with our account because the left hand wouldn’t speak to the right hand.”



## 2. Customer service is essential

Customer service is a tricky criterion because there is no way to truly know how well a printer will perform until you are actually a customer.

“When they are after your business, they can promise you the sun, the moon and the stars,” Guerra says, “but that doesn’t mean the quality will be there, that they’ll meet your deadlines, and that they’ll bend over backwards to fix problems when they arise.”

Guerra says the best way to gauge the type of service you will receive is by talking to several of the printer’s current customers. “Get samples of their magazines and talk to those publishers about their experiences.”

## 3. Quality is key

It is safe to say that most of the printers in the United States offer top quality production. It’s a business that was born on craftsmanship, and the notion of pride in constructing a good product is still very strong within the industry in general and in particular with the employees who work in the plants.

That said, however, it is best to do your research in this area as well. Guerra shares a few difficulties she has had in the past. “It seems like we had problems every month,” she says. “Ads were smudged, the magazine would go out three days late, and our invoices weren’t accurate because they had overcharged us.”

## 4. Timing is everything

You also don’t want to be in a bind when it comes to getting your magazine out on time. As a point of reference, Carrell said five to 10 working days is the industry standard for producing smaller niche magazines. Again, talking to existing customers will be your best way to get an accurate assessment of a printer’s performance in this area.

## 5. Go with the specialists

The issue of timing dovetails with the particular area of expertise a printer may have. “If you find a printer whose main business is producing magazines and not just printing in general, they will be much better set up to handle what you’re doing,” Carrell says. “Anyone can print a magazine, but are they efficient and do they know what’s going on at each step in the process?”

A printer who specializes in publications will have the appropriate printing and saddle stitching capacity (to accommodate 16-page signatures), and will be able to do perfect binding and mailing in-house, thereby saving time and money. One publisher actually saved \$70,000 a year

switching from a 4-signature press to one that could handle 16 page signatures.

Another benefit to a magazine specialist is that scheduling is sacred. These printers are willing to go the extra mile to ensure their customers’ publications go out on time. Given that many readers will notice if their beloved magazines are a few days late, this is a very important trait to have.

It follows then, that quality printing leads to happy publishers and even happier readers. So when selecting a printer, choose wisely. A lot is riding in their hands. ♦

*This content was reprinted with permission from Johnson Press of America.*



By Carl Carter, APR, ATS

Carl Carter is President of NewMediaRules Communications, which has provided public relations and marketing communications services to auction companies throughout the U.S. since 1994.

# The biggest PR myth of all

“All publicity is good publicity” is the most egregious offender of good public relations sense.

I rarely get through a week without hearing somebody say, “There’s no such thing as bad publicity.”

That saying has been around so long nobody that nobody really knows who said it first. In various forms, it has been attributed to P.T. Barnum and Mae West. Alabama Governor “Big Jim” Folsom used to tell reporters, “I don’t care what y’all write. Just spell my name right.”

I appreciate the positive outlook in that notion, but it makes me bristle because it simply isn’t true. It’s also notable that most of the people to whom it is attributed had spotty reputations. So, in order to avoid having to cling to the “all pub is good pub” myth, you should avoid these bad publicity generators.

**Speculation of an unrealistic outcome.** When you’re trying to create interest in a high-profile property, it’s natural to talk about what a great asset it is.

There’s even a temptation to try to create a groundswell of momentum, hoping others will get caught up in the excitement and jump into the bidding. This rarely works as intended.

More often, it can hurt the results or even lead to a no-sale. I’ve seen a number of cases in which a news story quoted a seller or Auctioneer saying that the auction was expected to attract celebrities or well-known multi-millionaires. This

kind of talk can scare off your best prospective bidders, convincing them that the bidding will quickly balloon out of their range. Of course, the overhyped celebrity bidders tend to be no-shows, leading to a disappointing result.

**Incorrect information about the asset.** It should go without saying that you want any news coverage of your upcoming auction to be true and accurate.

Even if your news release is above reproach (as it should be), things can still go wrong. A reporter may call the Auctioneer, the seller, or a third party and come away with the wrong information. Incorrect information may involve something about the property itself (e.g., zoning, return on a business, debt) or terms of the sale.

A story that inflates value of the asset may make the phone ring, but you’ll have to correct the misinformation to legally sell it. Then, you’ve potentially lost credibility with the bidder and created doubt as to the truthfulness of other information you’re providing. Nothing is worse for bidding than doubt. Even worse, bidder prospects might have less confidence in what you say about future properties.

**Rumors about the status of the property.** Now and then, you (or a reporter) will pick up rumors that cast doubt on whether the auction will actually happen, or whether the asset will get a new owner.

## A story that inflates value of the asset may make the phone ring, but you'll have to correct the misinformation to legally sell it.

I've seen cases where prospective buyers were planting false stories in order to drive away competition and help them get the asset at a lower price. Such rumors might include unrevealed debt, hidden flaws in the property, or stories that the property has already been secretly sold.

One NAA member caught a bidder spreading rumors that the auction had been canceled so that he would be able to buy for less. Another member in Cincinnati reported to me a recent case in which a bidder falsely posted to an online forum that some collectibles were fake.

Sometimes, a client will want to issue a press release to put the rumor to rest, but I usually resist this because it's impossible to do so without spreading the rumor itself.

**Negative stories after the auction.** Some Auctioneers find it surprising that I rarely favor having reporters at the auction. Even when you do everything right, things are going to go wrong, and when that happens, the last thing you need is a reporter taking photos and interviewing folks about it.

Let's face it, by auction day, there's nothing the press can do to help you get the asset sold, and the risk of having them around outweighs the benefits. You might end up with a bigger story by having the press on site. But, unless the auction is a slam dunk, you can also end up with a disastrous account of what went wrong – complete with quotes from disappointed sellers and angry bidders. The worst thing about such a story is that it gets into Google's archives and pops up every time somebody searches on your firm's name.

Despite all of this, by all means, use the media to publicize your auctions. Just remember that any media involvement comes with some risk. Make sure you know how to manage that risk or that you can live with the results if things don't go as planned. ❖



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# Foundation President Dower speaks on projects, progress

With a new book, new scholarships and other projects moving, J.J. Dower believes things are very good with the Foundation.

By Nancy Hull Rigdon, contributor



The National Auctioneers Foundation Board of Trustees believes projects like a revised edition of “Waiting for the Hammer to Fall” are good ways to benefit the entire NAA membership. Those on the current Board: (front row, L-R) Lonny McCurdy, AARE; Mike Jones, CAI, BAS, GPPA; J.J. Dower, President; Thomas Rowell, CAI, AARE, Vice President; Larry Theurer, CAI, GPPA, Chairman; Marvin Henderson; (back row, L-R) Homer Nicholson, CAI, AARE, CES; Barbara Bonnette, CAI, AARE, GPPA; Spanky Assiter, CAI, AARE, NAA Board Rep.; Scott Steffes, CAI, CES; Jay Nitz, CAI, GPPA; David Huisman, CAI. (Not pictured: Bill Sheridan, CAI, AARE, GPPA, Treasurer; John Dixon, CAI)





**While many factors have contributed to the success, Dower emphasizes the impact of members.**

**“The volunteerism of the NAA membership is really remarkable,” Dower says.**

**J**. J. Dower has moved through NAA leadership roles – from NAA Vice President, President, and Past President to National Auctioneers Foundation President – by modeling a straightforward philosophy.

“I’ve always thought that if you’re going to be in the auction profession, why not be a member of the national trade association? And if you’re a member, why not be involved and try to make the trade association a little better?” Dower, CAI, AARE, AMM, CES, says. “When you’ve been blessed through NAA relationships as much as I have, why not pass it on to others and those new to the profession?”

Dower, of Ayers Auction & Real Estate in LaFollette, Tennessee, stepped into the Foundation President role in July. He’d served on the Foundation board, was very familiar with the Foundation through his various NAA involvement and views his recent move as part of a natural progression.

“From all my time with the NAA, I felt well prepared for the role and was ready to serve in my new capacity,” says Dower.

With the Foundation’s focus on supporting the NAA, he’s heavily involved in fundraising projects, the annual scholarship program as well as efforts including the newest edition of the NAA’s auctioneering guide book, “Waiting for the Hammer to Fall.”

“What’s incredible about the Foundation sponsoring ‘Hammer to Fall’ is that, with a scholarship program, you’re reaching eight to 10 members at a time, but with ‘Hammer to Fall,’ you’re benefitting all 4,000 NAA members,” Dower says of the book, which was first published in 2008. “The opportunity to rewrite it and update it to reflect today’s Auctioneer and today’s NAA is a win all around for the NAA, the Foundation and the NAA membership.”

Also this year, the scholarship program is expanding beyond covering tuition to also cover areas including lodging.

Additionally, the Foundation is moving long-term projects forward, including a goal to raise \$1 million as well as developing a legacy donor program so that NAA members can include the Foundation in their estate planning.

As he reflects on his time with the NAA – he joined 30 years ago and has been most active in the past 10 years – he’s proud of its direction.

“When I was elected to the NAA board many years ago, there were financial struggles, and now the organization is on solid financial footing and is quite successful,” Dower says. “The same situation is the case with the Foundation. There were some tough times, and now there’s the goal of raising \$1 million for the NAA.”

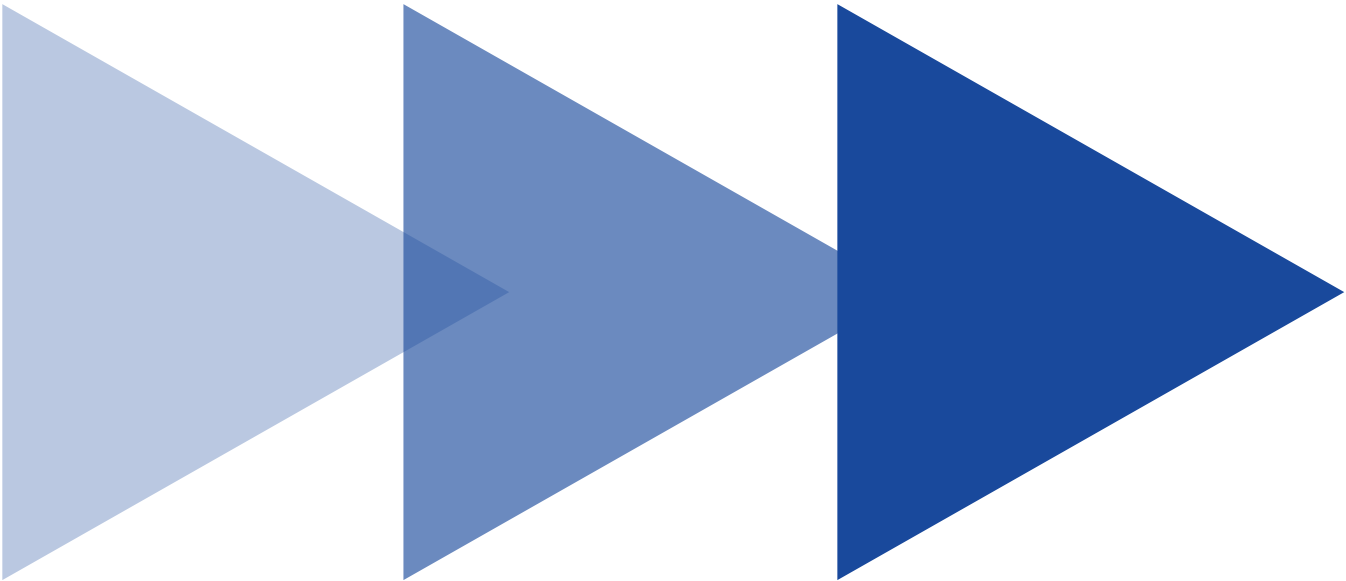
While many factors have contributed to the success, Dower emphasizes the impact of members.

“The NAA is extremely fortunate. For an association of its size and its limited resources, there are so many people that go above and beyond the call of duty,” he says. “The volunteerism of the NAA membership is really remarkable.” ♦

**For news and information, including current available scholarships for NAA members’ education, check out the Foundation website at [auctioneersfoundation.org](http://auctioneersfoundation.org).**



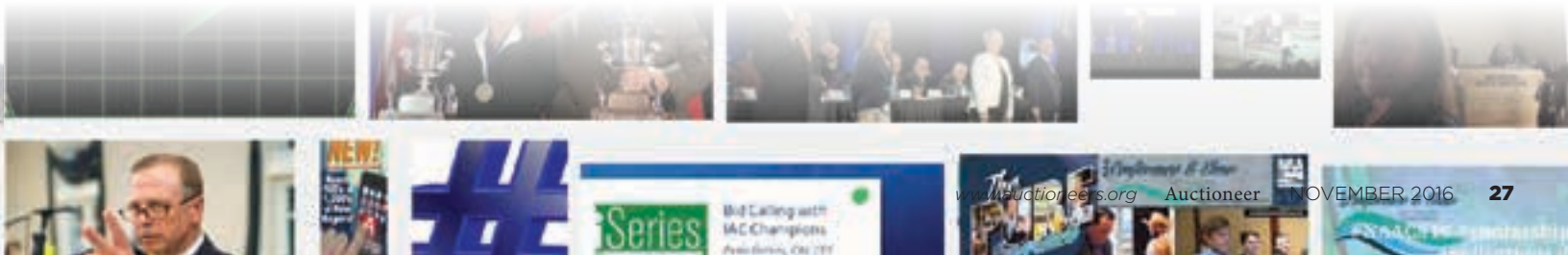
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Today's consumers are often bombarded by businesses through overzealous marketing automation systems. Auction professionals can avoid harassing their buyers and sellers by understanding when, where, and how their audiences want to interact.



# Marketing automation pain points

Limited systems, bad data, and not enough content can severely limit any marketing advantage you may have.

By Curtis Kitchen, NAA Director of Publications and Trade Show



## Here's a thought: If the consumer wanted to complete the transaction, they would have.

*Ed note: In the November 2015 issue of Auctioneer, I dove into the world of marketing automation. In "The Speed of Disengagement," we explored whether automation, built with the purpose of closing more sales, was actually killing the already short shelf life of an online sales lead. Much of that piece is even more relevant today, and therefore, I felt it was important to revisit a lengthy excerpt, along with providing some additional year-later thoughts. -ck*

In 2011, Harvard Business Review published "The Short Life of Online Sales Leads," which illustrated the frenetic footrace that marketers believed they needed to win with online consumers.

One batch of data showed that while a very solid amount of companies tried to respond in less than five minutes, most waited more than 24 hours. The article slapped slow responders with a one-response-size-fits-all glove, saying, "Companies are making big investments in order to obtain customer queries from the internet, and they should be responding at internet speed. Why aren't they?"

Thankfully, the response time conversation evolved by September 2014, evidenced by another piece, "New Research Reveals Average lead Response Time [Sales Data]," which appeared via HubSpot. In it, some sense of sanity came forth as the article said "not all leads require or even want a lightning-quick reply."

The good news is someone out there gets it. However, some companies have decided that despite the general U.S. culture's growing aversion to phone calls (the use of voice calls has fallen off each year from 2007, according to an article by New York Magazine), they want to be even faster in responding via phone – sometimes within a few seconds of a website click. Fill in some information about the type of mortgage loan you may qualify for, and your phone rings or buzzes immediately (along with emails, if you provided that info). The same is true for auto quotes, along with many types of home services.

That might sound cool in theory. In reality, it feels intrusive ("Ugh. Why are they calling me? I just wanted to browse some info online") or even a little unnerving ("How did they do that so fast?"). For many consumers, their phone has become their home's front porch, and businesses should stay off of it.

That applies to other similar situations such as a consumer leaving an item or two in an online shopping cart, only to be harassed by phone or email as to why he or she didn't complete the purchase. Here's a thought: If the consumer wanted to complete the transaction, they would have. Sometimes, it's that easy.

For auction professionals, this could apply in areas such as someone registering to be an online bidder versus just browsing. Or, perhaps you've built your site to track behaviors and have a marketing response API set to email a follow-up. Do you have a blanket message ("Thanks for coming!"), or is your system sophisticated enough to email scheduled upcoming sales to web visitors who have clicked on similar items?

And so, here we are a year later, and the issues surrounding too heavy of a reliance on automation appear to have grown instead of waned. There are three problems in particular that stand out as major pain points for many automation systems.

### 1. Customer journeys still largely outpacing automation systems

This is the overall issue facing marketers in general, but especially those who try to reach the masses all at once. Unless you have the time, energy, and resources to develop or employ an automated system dynamic enough to independently recognize new patterns, develop the correct rules to meet changing needs, and form responses custom enough to create a suitable individual experience, your system always is going to be behind ever-changing customer journeys.

"Behind" isn't an option if you're trying to get ahead, according to Marketo CEO Phil Fernandez. At the Marketo Marketing Nation Summit last May, Fernandez told attendees there are a billion customer events each day – a number "far bigger than most people use in their marketing automation today," he said.

With so many events happening between consumers and brands, it becomes imperative that marketers find ways to harness the resulting patterns, or journeys, and be able to market at every step.



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## Feeding incomplete or outdated data into your marketing automation system will lead to subpar performance and customer experience.



“Tomorrow’s marketer never leaves the side of the customer,” Fernandez said. “We have to think about the entire customer experience, a journey that takes weeks, months, and years.”

Depend wholly on automation, especially a limited solution, and you may become limited in response and flexibility while serving customers’ journeys.

### 2. Not having a solid data strategy

No automation system is able or will be able to operate efficiently without solid data. If anything else, we should be able to agree on that point.

A recent webinar I attended hammered that point by repeating “garbage in, garbage out,” with regard to data, analytics, and data-driven decisions. The same is true when setting the rules by which your automation system will operate.

So, companies need a sound data strategy. Think of it as having a sound diet as you train for an upcoming running event. Your company’s strategy should: a) contain the steps needed to audit your existing data; b) identify the data you are missing; c) develop a plan for you to capture the missing data; d) put protocol in place for keeping the data capture intact; and, e) ensure your data is kept clean through regular maintenance.

Remember why this is critical: Feeding incomplete or outdated data into your marketing automation system will lead to subpar performance and customer experience.

### 3. Content shortage

Lastly, after several years of leaking into the marketing conscious, content marketing is finally on the mainstage for many marketers who love the idea of “showing the story” about their brand. With hair on fire, they rip off 10 blog posts in two weeks, launch a weekly podcast, and send thousands of emails exclaiming the “new face” of their brand.

Two months later, they are scrambling for content because everything they developed was designed to explain who or what their brand is instead of planning content around each step of their customers’ journeys and illustrating how their brand

connects to them emotionally, informationally, and eventually, as the right solution.

See the difference?

Even for those who understand the “how and why” of content marketing, time can be a huge limiter on effectiveness. Your marketing automation system might be able to pick out the right piece of content for a consumer based on their journey, but your system probably doesn’t create the actual content for you. That still falls on the marketer, and if results from a content marketing strategy aren’t coming fast enough (“My blog posts only had how many views in a month?!”), the first thought typically revolves around “I can spend my time better elsewhere.”

Before long, your automation system is left to dole out old content or stuff that doesn’t match your consumers’ changing needs. We know how that turns out.

### Keeping marketing automation in balance

So, as you consider how to reach more people, how do you avoid crossing the “too much automation” line with consumers who want a custom experience without feeling bombarded?

First, use data to find the contact point sweet spot – both in time and place. Find out how often your consumers would like to hear from you. Someone who is looking for general information on your website may not want a phone call less than a minute after clicking “find out more.” But, someone who is searching your calendar or browsing what kind of auction services you provide may be more open to hearing from you in person (or through social media, etc.) much sooner rather than later.

Second, while your marketing automation system may be able to handle a lot of mundane tasks, it is my opinion that you still should be human whenever and wherever you can. In your thank you emails that go to all bidders, do you have a personal note from you to them, along with your picture and an invite to come back again? Or, does your email simply shoot a receipt showing purchase? Little things like that can add a bit of personal feeling and really make your marketing automation services work in the right way for your business. ❖



# Ready to relive CAI? Meet CAI+

The new concept gives CAI holders a chance to expand their CAI network.

By James Myers, contributor

The Certified Auctioneers Institute (CAI) designation is perhaps the most revered among all that NAA offers.

It's the equivalent of a bachelor's degree for an Auctioneer who wants to continue their education and become better connected with the auctioneering community throughout the U.S.

Earning the CAI has been a three-year process for decades, but the NAA has recently expanded the program's offering in a way that allows CAI holders to fully experience the program again as a full-fledged participant through a new concept called CAI+.

For those unfamiliar, CAI is a one-week-per-year, intensive program conducted every March on the campus of Indiana University in Bloomington, Indiana. Instructors offer business strategy and management courses, as well as other asset classes pertinent to the auction industry.

Over the course of three years (CAI I, II, and III), students work on proposals and projects between classes, which are led by no fewer than 25 instructors. Many students will take the courses without skipping a year, allowing them to stay with their cohorts and providing them the opportunity establish long-term, valuable relationships.

However, with the approval of the education director, students that have gaps of more than two years between CAI I, II, or III can audit CAI classes for a year before returning to the program.

CAI+ is a new concept designed for people who have completed the CAI program at least five years prior signing up for CAI+. NAA Director of Education Aaron Ensminger said CAI is revised every year to ensure it is current with new ideas and technology that impact Auctioneers.

The development of CAI+ promises to include elements that will be completely unrecognizable to people who went through the classes 10 years ago or longer.



AUCTIONEER



"If you've been eager to have the CAI experience again," Ensminger said, "this class will give you the best of the best, and a real authentic CAI experience that's not a rehash of what you've already learned."

Members who earned their CAI designation long ago will have a chance to learn about new marketing ideas, new ways to organize their businesses, and new ways to prospect for close deals, Ensminger said.

"Most CAI graduates still know, keep in touch with, and work with people they went through CAI with," Ensminger said. "With CAI+, they'll have a new group of people with the same background as them, but with a chance to expand their CAI family."

CAI+ will be limited to a class of 35 people, so those interested in being part of the first IV class should keep an eye on the NAA website ([www.auctioneers.org](http://www.auctioneers.org)) for information as it becomes available, Ensminger said. For instance, educators are meeting this fall to discuss in more detail what will be included in the first CAI+ curriculum.

Applications can be found at: <http://www.auctioneers.org/cai-application/>. CAI will be held in Bloomington March 19-23, 2017. ❖



# How to set your marketing budget for 2017

From a shift in audience spending potential to knowing what tools you should use, we explore five key trends for your marketing budget.

By NAA Staff

**W**ith just over a month remaining in 2016, it's time to figure out where your marketing priorities and dollars should go in 2017 in order to achieve your business goals. That's assuming you have figured out what you want to achieve in the next calendar year. (If not, start there BEFORE you set a marketing plan.)

A good strategic process begins with scanning the environment. Part of that involves identifying current trends, and we've pooled five that we think could be useful. Check these out and add them to your own list. Then, once you know what's available to you, a plan can be formed based on your specific goals and needs.

## 2017 TOOLS trend - Video content on the rise

Nearly 70 percent of marketers are planning to increase their budgets for video content in the next year. Why? Consumers love the faster pace (attention span), and ability to consume

whenever they want (mobile – more on that below). There are over 1 billion YouTube users in 88 countries who watch hundreds of millions of hours of content. Perhaps the most important piece: YouTube reaches more 18-34 and 18-49 year-olds than any cable network in the United States, according to Simply Measured's The State of Social Marketing 2016.

And, according to a survey conducted by video production company Animoto (animoto.com): 4x as many consumers would rather watch a video about a product than read about it, and 80 percent of those surveyed say a video showing how a product or service works is important.

## 2017 DATA trend - brands want to increase analytics (or start)

If you haven't started using analytics to measure the effectiveness of your marketing campaigns, it's never too late to start (hint, hint...), and you aren't alone. The fact is 70 percent

of companies aren't collecting data from their social media channels, according to the Data & Marketing Association (formerly the Direct Marketers Association). It's time to start.

If your 2017 plans call for ramping up your social media advertising, you need all the data you can get in order to understand your audience, craft relevant messages, and target them to the right segments at the right time.

## 2017 CONSUMER trend - Millennials are coming ... with fat wallets

The Pew Research Center, as far back as May 2015, pegged Millennials as the largest generation in the U.S. labor force. So, we're pushing two years of that generation working, growing, and making money. Hello, spendable income.

In fact, publication Advertising Age says those between the ages of 17 and 34 are expected to spend more than \$200 billion annually starting in 2017 and \$10 trillion in their lifetimes. To avoid marketing to this age group is a potentially massive missed opportunity.

## 2017 MARKETING channels trend - Be mobile, be social

Tying in what you just read regarding millennials, the DMA reports that 80 percent of millennials use their phone in-store and 74 percent are willing to receive location-based mobile alerts. Combine that with the general working knowledge that, of course, every generation is consuming more content and advertising via mobile and social outlets, and it becomes pretty clear that your marketing efforts should turn those directions as well.

Other traditional outlets (television, print, radio, etc.) remain important as well, but today's environment demands that auction

professionals be savvy in knowing how much attention (and budget) should be given to them.

## 2017 STAFFING trend - Time to let a professional handle it

Not so long ago, social media marketing was left to the youngest person in the office, or a niece or nephew "who is on that Facebook all the time." As all social media platforms have matured, that's no longer acceptable, unless nephew Matt is trained to market via social.

That means Matt knows when your audience is active. He knows the right voice to use in posts and ads. He knows the right groups in which to post and be active. He socially listens so he knows how to make your brand appear connected to your audience. And, because he understands analytics and persona building, he always knows exactly who he is speaking with.

And he can do all of that for nearly all if not every single major social media platform.

In early 2016, Indeed.com said over 78,000 jobs mentioned "social media" in their description. A year earlier, it was 54,000 - a 44.4-percent increase. That number will only continue to rise.

So, as you budget for 2017, if you can afford to budget in a professional social media marketer, do it. If not, figure out what you are willing to spend and then contact media, public relations, or social media marketing firms. Have a meeting with them to discuss your goals and budget and see what kind of solution you can find. Doing so will relieve the headache and pressure that comes with not being confident in your social product and sweating the time you don't have to mess with it. ❖

### FEATURE

#### The 2016 State of Social Media report

ROI and small budgets are concerns for social marketers; and, what the heck is 'Dark Social' and why is it ruining your budget decisions?

By Carol Kibben, NAA Director of Publications and Trade Shows

Understanding how much social media marketing (SMM) is worth is a top concern for marketers. The State of Social Marketing, an annual report released earlier this year, shows social marketing drives highly focused budgets in investment for B2B marketers.

The data points to a continued emphasis on ROI and small budgets in the report findings, which saw the most of more than 100 social marketing professionals from all levels, including some of the world's top brands.

For B2B marketers, the number one challenge was finding the right audience and understanding how to reach them. B2B marketers also cited "Dark Social" as a major challenge, with 40 percent of respondents reporting that they struggle to track ROI on their social media efforts.

B2B marketers also report that the most common reason for not using social media is budget constraints. The report found that 74 percent of B2B marketers use social media, but only 48 percent report that they track ROI on their social media efforts.

The report also found that 60 percent of B2B marketers use social media for lead generation, and 50 percent use it for brand awareness.

### FEATURE

#### Five interesting takeaways:

- 75% of B2B marketers use social media
- 40% of B2B marketers struggle to track ROI on social media
- 60% of B2B marketers use social media for lead generation
- 50% of B2B marketers use social media for brand awareness
- 2.2 Billion Millennials are coming ... with fat wallets

What other trends do you see for the auction industry in 2017? Join us on the NAA Facebook Group ([facebook.com/groups/naaauctioneers/](https://www.facebook.com/groups/naaauctioneers/)) and share your thoughts there! Also, turn to page 42 in this issue for more in-depth coverage from The State of Social Marketing 2016's report.

# The word 'auction' in culture





## Is there a right time and wrong time to use the word when advertising to the general public?

By Mike Brandly, CAI, AARE

**M**ore and more, Auctioneers are being told not to use the word, “auction” in their advertising. We explored this in depth last January in a blog post titled: “The word ‘auction’ in auction marketing?”

Why would someone — anyone — suggest the word “auction” is ... inappropriate, counterproductive and/or detrimental in auction marketing? What do people think when they see the word “auction?” Does this word in marketing or sales-format discourage bidders/buyers from participating?

There are lots of studies out there about auctions, and many focus on eBay and its (seller’s) transition from auction-style listings in the early 2000’s to now mostly “Buy It Now” listings.

It seems the overall trend these studies cite include that buyers (consumers) favor convenience over a possible discount. In other words, a fixed price offers convenience (I can literally “buy-it-now”) versus the seduction an auction offers of, “I can maybe get a deal ...”

I would agree that eBay auctions were a form of entertainment in the early 2000’s and that today, consumers have lots of ways to find entertainment outside of buying “stuff.” Too, the speed in which things can be purchased otherwise largely outpaces the auction-style sales format.

So what do people today think when they see the word “auction?”

## The Internet hasn't changed the game, its only amplified and clarified supply and demand.

*"I'm sure the seller wants to sell."*

*("Humm ... the seller may decide not to sell?")*

*"I'll have to bid."*

*("Other people will be bidding too?")*

*"I might get a deal."*

*("I might not get a deal?")*

*"I'd guess it's fairly easy to bid"*

*("Hold on ... this appears somewhat complicated.")*

*"I'll just go over now and take a look at these items ..."*

*("Well I guess I won't as preview is only 11:00 a.m. – 2:00 p.m. Tuesday.")*

*"Auctions are fast and this will be a quick process."*

*("But I'm busy; I'm not sure all this fits in my schedule.")*

*"I'm sure there's a warranty, return policy, delivery ..."*

*("Wait, what's all this 'as-is' 'where-is' 'no guarantees' 'no warranties?")*

*"There's financing and/or payment terms, right?"*

*("Oh, I have to pay in full right away?")*

*"I'm hoping I have other options ..."*

But, do buyers always have options? 7,000 acres in Wyoming selling at auction ... a one-of-a-kind Weller jardiniere ... a guitar once owned/played by Bruce Springsteen? Auctions (and the word "auction") are the perfect solution here: Very limited supply, lots of demand, and competition resulting in the highest possible price. Bidders are drawn in on the prospect of a deal which far outweighs all these aforementioned purchase frictions.

This is no different than any time in history: Lots of supply coupled with not much demand moves sellers to fixed-price models where they might find a single buyer to hit (essentially) the buy-it-now button. This isn't rocket-science; when there is less supply than demand, sellers rule, and when there is more supply than demand, buyers rule. This is the longstanding basis for a "seller's market" and a "buyer's market."

Further, we've always had seller markets and buyer markets for certain items (property.) Our first auction events in the early 1980's drew bidders by advertising the "seller-market" items and then selling those items as well as the "buyer-market" items. Our most recent auction this past Wednesday was marketed and conducted exactly the same.

We've told sellers for over 35 years that we can get people to your auction event because of your items in demand, and once we attract those bidders, these other items in less demand will also sell. However, with only items in less demand (or no demand) we can't attract bidders at auction.

Or, even if property is in demand, but is readily available (both high supply and high demand,) many buyers today choose a retail outlet rather than wait to register-for, bid-on, and secure at auction. A friend of mine used to buy rechargeable batteries online, but now he just goes to a local store which carries them in stock; he says this is easier, less hassle, even if the batteries are about \$1.00 more than that online auction.

The Internet hasn't changed the game, its only amplified and clarified supply and demand. What we thought was a one-of-a-kind 6-drawer treadle sewing machine in a 1986 auction — is not one-of-a-kind today (and wasn't ever) because we now find others on the Internet. Markets are continually in a state of change because we as consumers and collectors are as well.

A large crowd of bidders works its way through rows of riding lawn equipment. The number of bidders surrounding lots could be a preliminary indicator on how in demand those lots are before they reach the block. Photo courtesy of Delmas Lehman / Shutterstock.com

Today, we can now see a much wider marketplace to gauge supply and demand. Property in demand sells well at auction; property not in demand doesn't. Likewise, the word "auction" results in bidder participation when the subject property is in demand, and otherwise not.

In 2016, we see the word "auction" working (#AuctionsWork) in regard to real property, collector cars, farm equipment, yellow iron, artwork, guns, coins, jewelry ... and we see Auctioneers turning down projects involving solely glassware, stuffed furniture, manufactured collectibles and the like because there is little or no demand (#AuctionsDontWork.)

I would advise any Auctioneer advertising property for which there is far more supply than demand to lessen the use of the word "auction" (or just don't have an auction) and any Auctioneer marketing property for which there is far more demand than supply [or an auction event containing at minimum a material amount of such property] to heighten the use of the word "auction" in order to maximize the seller's position.

Ed. note – *"This content first appeared as an Oct. 3, 2016, post on [mikebrandlyauctioneer.wordpress.com](http://mikebrandlyauctioneer.wordpress.com)."* ❖

**Property  
in demand  
sells well  
at auction;  
property not  
in demand  
doesn't.**





Oscar Guerrero calls bids during one of his benefit auctions. Taking his business into Mexico, his home country, is something he would like to do soon.

# Bicultural benefits

NAA member Oscar Guerrero, BAS, plans to use his bicultural experience to expand his auction business.

By James Myers, contributor

Oscar Guerrero's passion for life is evident in his tone as he speaks. Also evident is an accent that places his origins firmly from Mexico.

He says that might seem like a challenge given his dream to be a proficient Benefit Auctioneer. In reality, though, Guerrero, BAS, embraces his bilingualism. And, more importantly, he is proud to be bicultural. It is something he plans to use to his advantage as a Benefit Auctioneer.

Guerrero has seen more of the world than most people, having traveled across oceans with a multinational, not-for-profit entertainment troupe called "Up with People."

Being exposed to this environment changed his worldview, and

he grew to love America. However, even before that extensive travel experience in the early 1980s, he was fascinated with the thought of coming to America to earn a graduate degree like many of the professors in his hometown university had done.

Married and with two children in tow, Guerrero chased that dream in the mid-1990s, transplanting his family from Mexico to Illinois, where he enrolled in graduate school at Western Illinois University.

It wasn't without its challenges; writing graduate level papers in a second language that he was just coming to understand was only one of them. But, he prevailed, earning his masters in instructional technology and telecommunications in 1998. It's a degree he's used to his advantage to this day as a corporate



trainer. However, Guerrero stumbled onto another career several years ago when he was looking for work, and it's something he wishes had come to him much earlier in life.

A few years ago, a friend he had made in "Up with People" and kept in touch with after many years told him of an Auctioneer living in Phoenix where Guerrero now resides, and that perhaps he could score some work with that person. Auctioneering had actually been in the back of his mind ever since he happened upon an estate sale in Illinois, so he stopped his truck one day and observed the auction action for a length of time, fascinated with the process.

"I said, 'Wow! This is cool,' he recalled. "This is really nice. One day, I'd like to do that or be part of that."

With that memory in his mind, he called the Phoenix Auctioneer, admitting that he had no experience. Regardless, he got a job helping as a ringman that weekend.

"The first item I helped with was an acoustic guitar," Guerrero remembers clearly. "I walked around and showed the audience. I was not exactly comfortable, but I did it. I didn't know anything, but I watched the other ringmen and imitated them."

That experience, and getting paid at the end of the day, gave him the "bug" for the business, and he's pursued it since that day.

Always a proponent of continuing education, Guerrero went to auction school at the Worldwide College of Auctioneering in Mason City, Iowa, in 2012. He has established his own company, Bilingual Auctions International, LLC, and works as a bid assistant for other Auctioneers, but maintains his position as a corporate trainer to make ends meet.

Guerrero's auction career got a boost recently as the National Auctioneers Foundation awarded him one of two scholarships to attend the NAA Benefit Auction Summit, which occurred this past August in San Diego. Guerrero was encouraged by a friend to apply for the scholarship, but he had serious doubts he'd get it.

"I have very little experience," Guerrero maintained. "I'll never get the scholarship. Then, I gave it a second thought and said, 'What is the worst thing that could happen if I don't get it? I don't have it now.'"

A few weeks after he sent in his application, the Foundation notified him that he was awarded the scholarship.

"That was good news for me!" Guerrero exclaimed. "Due to my financial situation, I wouldn't have been able to do the Summit without it."

Guerrero had heard about the NAA before auction school, but really became aware of the work the NAA does for Auctioneers



"I think there is no question the NAA is the most powerful and best organization in terms of auctioneering in North America, and perhaps the world," Guerrero said.

during his time at auction school in 2012. He joined the NAA and attended his first Conference & Show in Kentucky in 2014 where he earned his BAS.

"I think there is no question the NAA is the most powerful and best organization in terms of auctioneering in North America, and perhaps the world," Guerrero said. "I'm so glad I did it."

Guerrero said the San Diego summit gave him an opportunity to network like never before. He spent three days with 130-plus BAS Auctioneers, essentially getting a passport to kick his auction career into a higher gear.

"That is really powerful," he said, adding that now he has many resources he can email or call with questions. A part of that is his becoming part of a Facebook group dedicated to Benefit Auctioneers.

Guerrero could have chosen any specialty in auctioneering, but he feels called to the benefit auction route because of the feeling he gets whenever he works a benefit auction.

"It's not only fulfilling my auctioneering spirit," he said, "but you're also making a positive change in someone's life. Every benefit auction I do, I'm helping someone. It's a priceless feeling that you're changing lives."

Mexico hasn't embraced the auction method as people in America have, Guerrero said. That's not stopping him from branching out soon to his home country. His plan is to get something going within six months to a year south of the border, and perhaps branch out to Latin America later.

With one son graduated from Arizona State University and his second son attending as a junior, the time might be right for him to follow through on that plan.

"There is so much need down there," he said. "Education, healthcare, housing, providing the basics like food for the Mexican people ... there is so much to do. It might be a big challenge, and I might get frustrated, but I have to try." ❖

# The 2016 State of Social Media report

ROI and small budgets are concerns for social marketers. And, what the heck is 'Dark Social', and why is it ruining your budget decisions?

By Curtis Kitchen, NAA Director of Publications and Trade Show

Considering how much social media marketing (SMM) now influences many auction companies, “The State of Social Marketing”, an annual report released earlier this year from social analytics firm Simply Measured, has grown in relevance for NAA members.

The data it provides allows members to compare their own strategies and execution to the report’s findings, which were the result of more than 350 social marketing professionals from all levels, including some of the world’s top brands.

For instance, NAA members (and NAA Staff) regularly find it challenging to fully measure ROI when it comes to SMM. You aren’t alone. “Measuring ROI is a massive problem: 61.1% of marketers identified ‘Measuring ROI’ as their top challenge, and only 9.4 percent said that they’re able to quantify revenue driven by social,” a key finding in the report said.

If ROI isn’t your top concern, this is the time of year when most annual budgets are decided, including marketing. You may have felt the pinch in 2016 when you decided to make the social media jump but quickly realized 1) it now costs to gain any steady, legitimate traction, barring a viral miracle; and 2) you didn’t plan or budget for such a move back at the end of 2015. Again, you aren’t alone.

Budget shortage is an issue for many marketers, according the report, which said 76.5 percent of social media marketers say they aren’t getting the budget they need to do their best work. The takeaway here is: “Just post free stuff every day” isn’t enough anymore. It’s not a free game if you want it to be sustainably effective.

In apparent response, U.S. marketers plan to increase their budget in 12 different social media areas in the next 12 months,

according to an Oct. 13 article from eMarketer.com. The top five areas expected to see budget growth: AdWords, Mobile, Facebook, Bing, and Instagram. (Hanapin Marketing provided the article’s data, which appears in the image.)

Still, aside from the needs for better analytics and enhanced budgets, it isn’t all a bleak picture. In fact, those needs are increasing because of the social media successes brands and companies have felt over the past 12 months and longer. They know using social media is important and effective; they simply want to track things better and improve their campaign quality.

## Dark Social

Tracking isn’t a need simply because it looks good on reports. It’s extremely important because it allows budget decisions to be made more accurately. Unfortunately, a challenge has cropped up with social media – “dark social.”

Dark social is sharing that happens via private messaging channels, including apps. It might be a private IM, Facebook Messenger, Slack, or any other similar messaging platform. The issue exists in analytics reports where dark social sharing is wrongly dumped into the “direct” traffic bucket.

“In many cases, we’ve found that 70% of social sharing and 50% of social traffic is happening on dark channels,” the report said, “which means it’s being attributed as ‘direct’ traffic in web analytics and social marketers aren’t properly attributed for this sharing. What’s more, for ecommerce companies, 50% of social sales aren’t attributed to social either.”

(Increasingly, there are ways to beat the dark social challenge. RadiumOne, for example, provides software that can track and help convert dark social data into marketing opportunities.



This kind of technology comes at a time when, according to a report from the company last June, “global dark sharing is now 84 percent of all consumer sharing of publisher and marketer content.”)

As all of this relates to the state of social marketing, the report said “dark social is emerging as a critical component of social strategies for companies with web properties, and is a direct cause of ROI and budget challenges.”

### Facebook: the social elephant

The report outlined nine large U.S. social networks being used most often among major Interbrand 100 and Fortune 500 companies as they communicate with their target audiences.

To no great surprise, Facebook topped the list for good reason.

“Facebook’s 1.65-billion share of the 2.2 billion global social media users makes it the elephant in the room, and a big reason why so many companies consider Facebook to be central to their social marketing strategy,” the report said.

That 1.65 billion number? That’s the number of users every month, and it includes 1.51 monthly mobile users.

They see Facebook as “a destination for news, trends, shopping, and entertainment,” the report said. And while marketers and advertisers continue to invade the public’s Facebook space, their efforts moving forward must involve video. Why?

“In 2016, video is at the center of any conversation about Facebook marketing, with over 8 billion videos viewed on the network each day,” the report said.

### Other information

The other eight social networks examined by the report included: YouTube, Twitter, Instagram, Google+, Tumblr, Pinterest, LinkedIn, and Snapchat. The report takes a deep look at each one of the platforms in their current state and provides solid profile data on all of them. ❖

## Five interesting takeaways:



**75** percent of Instagram’s **400 million** monthly active users are outside of the U.S.



Google+ may be the most powerful social network you never use. Integrated with YouTube, Gmail, and several other services, Google+ has over **2.2 billion** registered users but only **540 million** monthly active users.



More than **60%** of U.S. smartphone users aged 13-34 are Snapchatters. Snapchat is an extension of many brands’ identities, and emerging as a core component of the social strategy for brands like Taco Bell, Coca Cola, and Louis Vuitton.



Pinterest is a **powerful search engine**: especially with new updates such as Smart Feed, Pinterest tailors the way pins are viewed on a user’s feed to help provide more relevant content.



Watchtime on [YouTube] has increased by **50%** year-over-year for three straight years. Timely content resonates best.

# Young Auctioneer sets sights on politics



**Colton Moore, 22, wants to influence government as an auction professional.**

By Sarah Bahari, contributor

22-year old Colton Moore (center) attended NAA Day on the Hill and found an opportunity to meet current NAA members and U.S. Congressmen Billy Long (R-MO) (left) and Jeff Duncan (R-SC) (right).

Colton Moore likes to tell people that Auctioneers and politicians have a lot in common.

“They both talk fast,” Moore says, “and they both work to earn people’s money.”

Moore, 22, a recent graduate of the University of Georgia, is now working as an Auctioneer and eventually aspires to serve in politics.

As a student in international affairs and political science, Moore became a frequent visitor to Capitol Hill, where he lobbied on behalf of the Future Business Leaders of America and did work for the American Israel Public Affairs Committee.

“Everyone hates Washington D.C. for the corruption, and it always gets a bad name,” Moore said. “But it is the place where things happen and policies are made. If you are on the front lines of an issue you’re passionate about, D.C. is where you need to be.”

The young Auctioneer recently participated in NAA Day on the Hill, which he said provides fellow Auctioneers with a critical forum to represent their needs and expectations to government.

“Most importantly, our government officials become aware of the tremendous benefits our industry provides to the nation’s economy,” he said.

A native of Georgia, Moore grew up attending automobile and



“I love the adrenaline rush and fast pace of auctions,” Moore said. “I have a passion for helping others, and that’s what Auctioneers do. I feel good when I exceed market value for my client.”

livestock auctions with his father, who owned a small trucking company. He was instantly fascinated with the chant and wanted to emulate it.

So, Moore attended the Texas Auction Academy, and in 2015 started Moore Auction Company, conducting construction and farm machinery auctions across Georgia. This year, he was named the 2016 Georgia Auctioneer Bid Calling Champion.

“I love the adrenaline rush and fast pace of auctions,” he said. “I have a passion for helping others, and that’s what Auctioneers do. I feel good when I exceed market value for my client.”

Moore can now conduct auctions in English, Spanish and Arabic and travels to the Philippines every six weeks to conduct an auction for United Auctioneers of industrial equipment. He also presides over auctions in the United States and England for Euro Auctions.

Working as an Auctioneer is good preparation for a career in politics, he said.

“The community has faith in an Auctioneer, and it should have faith in an elected official,” he said. “Public speaking skills are necessary in both positions, and both should be trusted to handle

people’s money responsibly. A politician needs to convince people to vote for them. An Auctioneer needs to convince people to bid.”

Moore said he joined the National Auctioneers Association to help advocate for the professionalism of the industry.

“As we all know, Auctioneers can have a negative stereotype, but the NAA allows us to promote the auction method as being transparent and effective,” he said. “Every NAA member is very professional and of the highest caliber. We need to be the best advocates of auction.”

Although many Americans are concerned with the current state of politics, Moore said he is hopeful the Millennial generation can progress society in positive ways.

“Our generation is the first to have access to the Internet and all of its information their entire lives. We have the potential to be so educated,” he said. “A taxi driver in New York with a good plan for government can make a You Tube video and reach millions of people.

“We all have the potential to be heard.” ❖

# 5 common marketing mistakes to avoid

The best fix for many of them: Have a plan.

By NAA Staff

As businesses begin to turn their attention to the coming new year, it is time to focus in on marketing for the new year. Here are five common mistakes businesses make and you should avoid. Do so and you can steer clear of the hardships they bring down the road:

## 1. No marketing plan

Often, many businesses confuse marketing with advertising. Advertising is just one piece to marketing, and it often gets expensive in a hurry if you aren't careful.

Therefore, you have to keep in mind that marketing involves lots of other more affordable ways to spread your brand message. It might be taking part in local events or staying active on social media. You also could simply be more visible in your local area. If you're wearing a logo or driving a vehicle with your name on it, that's all marketing. And, all of it, including your time, energy, and advertising costs, should be part of your comprehensive plan set to accomplish a particular goal.

Not having a plan or specific goal is a sure-fire way to wander aimlessly through your year ... and your budget. You might think you're gaining traction at different times, but if you have no goal to gauge results by, you can't be sure.

## 2. Thinking your plan has to match your competitor

How often have we walked into a trade show and

been amazed at massive displays, or flipped on a TV and seen ads from competitors that look really slick? And, how often has our next thought been "I should do that!"?

This is where mistakes happen, sometimes costly ones. It doesn't mean a great display or paid ad are bad things. It means you should have a plan in place (see point No. 1) to help determine whether these marketing opportunities fit your need. Your business likely is in a different state of need than your competitor's, which means just because they are doing something, it doesn't mean it will work for your business or brand. (Heck, it might not actually be working for them!)

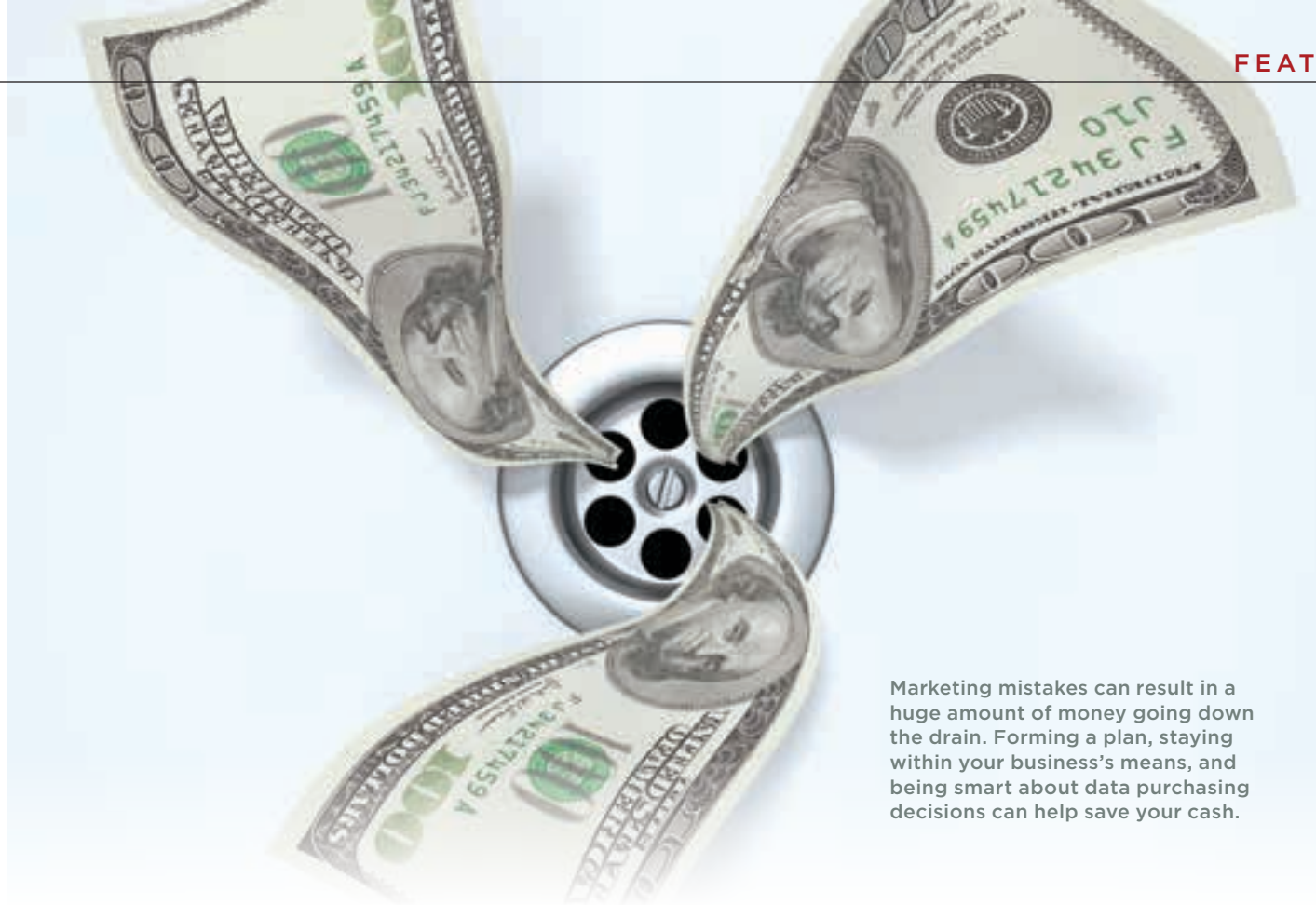
"Spending more money on advertising does not necessarily mean more business," say the folks at [visualscope.com](http://visualscope.com). "Effective advertising requires you to deliver the right message to the right people at the right time in the right way."

It is good practice to know what marketing tools are available for you to use. It's a better practice to understand how those tools will fit your plan. It is a best practice to use those tools where and when they will be most effective in helping you accomplish your stated marketing goal. All of these steps are uniquely yours, not anyone else's.

## 3. Basing your budget on a percentage of your overall budget

"This is the WORST way to determine your marketing budget (except if you don't determine one at all)," says Kim J. Walsh-Phillips in an article at [elitedigitalgroup.com](http://elitedigitalgroup.com).

Instead of creating a number at random, she says budget decision makers should follow a four-step process that includes researching your target market; determining the average lifetime



Marketing mistakes can result in a huge amount of money going down the drain. Forming a plan, staying within your business's means, and being smart about data purchasing decisions can help save your cash.

customer value; analyzing your budget and determining how much you can spend on marketing without jeopardizing your business; and finally, determining how much you can spend per customer and how many you can target.

Only then should you create a budget number.

#### **4. Taking too big of bite too soon**

Horror stories exist where companies have gone all in with marketing efforts (usually advertising-based – see point No. 2), spending a ton of money to the point where the business suffers or dies out completely before those ad spends could be made up.

It's okay to dream big, but a company must stay within itself, especially early on, when it comes to budgeting, even for marketing. In those cases, it may be wiser to invest any extra dollars into your product and infrastructure instead of leaving those things as “hopefully good enough” while advertising.

Focus on building the consumer experience first. If consumers have a great experience, they are far more likely to tell others about your business, so you'll have a great product and still be getting that marketing you wanted anyways. Bonus!

#### **5. Paying for all research**

Do any research today, and it isn't long before you're being asked

to sign up for a downloadable white paper or infographic. So, you do. Then you do it again a few more times. Suddenly, you're being overrun with emails and phone calls – all of them wanting you to purchase another even more crucial “key report” you “need” in order to make good decisions for your business.

A lot of businesses buy and justify purchasing this information by saying it saves them time and perhaps money because they didn't have to do the leg work necessary to obtain the info.

Maybe that's true, but if you're on a tight budget and you spend those dollars on obtaining information, what's left for you to act on what you learned?

The point is, yes, it might take a little extra time to build a couple of surveys or dig in and mine websites that have the info you're looking for. But, every dollar you don't spend on purchasing information is a dollar that can be used to build smart marketing campaigns later.

Keep all of things in mind when it comes to budgeting your marketing and advertising, and you'll be set up for a much more productive marketing year. ❖

# Decorative art exceeds expectation



\$36,000



\$39,000

**MONROVIA, Calif.** – The first of three 2016 auction events slated to feature exceptional Asian property from the Hancock Park estate of Andrew F. Chandler and other private Southern California Collections, Moran's September 24th Decorative Art Auction exceeded expectations, with antique Japanese objects performing particularly well.

Approximately half of total sales were to online bidders, with telephone lines also proving popular among remote bidders.

French furniture and Continental porcelain from the estate of Andrew F. Chandler was in high demand throughout the evening.

A pair of Sevres bleu celeste ornithological bowls dating to 1768 earned a stunning \$36,000 at the block after a tense bidding war between two dedicated telephone bidders and an online buyer. A number of other lovely examples of 19th and 18th -century Sevres bleu celeste also made their way to the block, earning generally strong prices throughout the evening.

With regard to furniture, a pair of giltwood chairs, their backs carved with the cipher of Marie Antoinette, earned an impressive \$3,300 selling price, well over the conservative \$500 to \$700 estimate. A stunningly decorated contemporary two-manual harpsichord on a Louis XVI-style carved giltwood base by renowned maker William Dowd inspired bidders online, on the phone and in the audience to vie for ownership; the instrument flew to a final selling price of \$15,000 (estimate: \$6000-\$9000).

Late in the sale, a pair of late 19th-century Empire-style giltwood and marble plant stands by Parisian maker Escalier de Cristal also outstripped their \$2,000-\$3,000 estimate, bringing a healthy \$4,800 at the block.

In addition to French furniture and porcelain, the Chandler estate has also



proved to be a fount of exceptional Asian objects; along with the pieces featured in this past September and upcoming November Decorative Art Auctions, Moran's will host a special session for Asian objects with estimates exceeding \$10,000 on Tuesday, December 6th.

One of a number of stellar Asian highlights from the event, an 18th-century Sino-Tibetan Thangka, depicting the Buddha surrounded by scenes from his former lives, was brought to the block with a very conservative \$3,000-\$5,000 estimate and swiftly earned top-lot status after a bidding war ensued between telephone and online bidders. In the end, the Thangka realized \$39,000, selling to a bidder online.

A pair of Sino-Tibetan-style carved giltwood bodhisattvas also earned a very impressive selling price well above the conservative pre-sale estimate; expected to bring \$2,000-\$4,000, the pair brought \$20,400, thanks in no small part to fervent bidding activity on the floor and online. A Japanese carved wooden monk figure dating to the Edo period (18th/early 19th-century) was also highly sought after, bringing nearly twice the high estimate, at \$4,575 (estimate: \$1,500-2,500).

One of two quite nicely modeled Japanese temple guards to be included, a carved and polychromed warrior figure depicted wearing full armor was assigned an \$800-\$1,200 estimate, and again handily wooed bidders online and on the floor who pushed the selling price up to \$3,050.

Asian lots from other private collections and estates around Southern California also performed quite well, including a diminutive finely modeled bronze sculpture of a samurai from a Ventura County collection, which brought over three times the high estimate at \$1,800 (estimate: \$300 to \$500). A lot of 10 19th-century Japanese tsubas from the same collection was brought to the block with a \$500 to \$700 estimate. The tsubas incited a small bidding war between multiple floor bidders, ultimately earning \$1,020.

A private Monrovia, California, collection was the source of one of the evening's most intriguing dark horse highlights; an elaborately carved 19th-century Rococo-revival fruitwood table featuring carved monograms, armorials and the coat of arms of Chablais, Savoy inspired a number of bidders, some of them international, to sign up for telephone bidding. The bidding war culminated in a \$3,965 price realized for the table (estimate: \$2,000-\$3,000).

Early in the sale, a pair of charming KPM plaques from a private Portland, Oregon, collection were offered one after another; each featured a somewhat atypical scene of Arab riders on horseback. They caught the attention of collectors in the audience.



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\$20,400

While each was estimated to bring \$1,000-\$1,500, both pieces earned a final selling price of \$2,745. A Hanau silver and cut crystal centerpiece by 19th-century maker J.D. Schleissner, well known for his silver creations in the “antique” style, was consigned from a private Dana Point, Calif., collection, and earned \$3,355 thanks to multiple telephone bidders (estimate: \$1,500-\$2,500).

Additional highlights:

- One of the most highly anticipated lots in the September 24th catalogue, a small oil painting of the Roman campagna at sunset by Russian artist Feodor Matveef (1758-1826) nearly brought the low end of the estimate at \$19,520 (estimate: \$20,000-\$30,000).
- Consigned from a San Marino, Calif., estate, a group of pochoir plates depicting various species of butterflies by French Art Nouveau artist and entomologist Eugene Seguy proved immensely popular among overseas collectors; in the end, the portfolio brought \$4,880 (estimate: \$3,000-\$4000).
- An ever-collectible iron-bound Louis Vuitton travel trunk dating to the early 20th-century inspired a number of buyers to leave absentee bids, exceeding the \$3000-\$5000 estimate with a price realized of \$8,540.
- A pair of landscape studies depicting a woodland stream in fall and in spring by 19th-century French painter Craig R. Ducat were brought to the block with a \$2,000-\$3,000 estimate, and earned a respectable price within estimate at \$2,196, selling online. ❖

# Star memorabilia glitzes buyers in California

LOS ANGELES – Julien’s Auctions announced highlighted results from auctions held Friday, Sept. 23, including Property from the Collection of Jane Fonda.

The collection included fashion, art, jewelry, decorative arts and personal items representing the life and career of the cinematic icon. Two-time Academy award winner and seven time nominee, Emmy Award winner and four-time Golden Globe winner, Fonda has appeared in more than 50 films and television series. The collection was a story of Fonda’s life, representing different points in her celebrated career and personal life.

Fonda’s famous workout leotard from the workout videos that started the fitness craze sold for \$5,000. Other highlights included: Jane Fonda’s engagement ring from Ted Turner (sold for \$18,750); a cast signed script from “On Golden Pond” (sold for \$15,625); Fonda’s Academy Awards ensemble (sold for \$21,375); a leather and silver mounted saddle owned by Fonda (sold \$8,750); and a collection of Jane Fonda cowboy hats (sold for \$6,000).

As expected, art by Andy Warhol gifted to Jane Fonda sold for above previous estimates. An Andy Warhol screen print signed and numbered TP 25/25 and signed by Andy Warhol sold for \$55,000, and an Andy Warhol screen print numbered 1/100 in pencil signed in black marker “Andy Warhol” sold for \$43,750.

If a “picture is worth a thousand words” then Harold Lloyd’s Rogues Gallery did not disappoint.

Highlights from Harold Lloyd’s Rogues Gallery photographs also offered at Julien’s Auctions included famous photographs signed to Harold Lloyd and became part of the extraordinary collection known as Rogues Gallery.

Highlights included: a Walt Disney photograph (sold for \$27,500); a Cecil B. DeMille photograph (sold for \$12,500); a Fred Astaire signed photograph (sold for \$8,125); a Babe Ruth signed autograph (sold for \$7,500); a D.W. Griffith signed photograph (sold for \$7,500); a Thomas Edison signed photograph (sold for \$8,750); a Boris Karloff signed photograph (sold for \$11,875); a Gary Cooper signed photograph (sold for \$11,250); a Marlene Dietrich photograph (sold for \$10,000); a Claudette Colbert signed photograph (sold for \$7,500); and a Bette Davis photograph (sold for \$10,625). ♦

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“Since our first day here, St. Jude has covered everything for us,” said Gustavo’s mom, Ana. “St. Jude has been a huge blessing for us.”

Gustavo is now finished with treatment and returns to St. Jude for regular checkups. His parents describe him as an obedient boy who enjoys spending time with his brother.



St. Jude patient Gustavo, age 7, Guatemala. acute lymphoblastic leukemia

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# #NAAPro champions team up to raise more than \$1M for cancer research

DALLAS – When it comes to fundraisers, they don't get any bigger than the Dallas Cattle Baron's Ball.

After the 2015 auction in which NAA members Wendy Lambert, BAS, and husband Doak Lambert raised more than \$1 million, the organizers of the ball invited the couple to reprise last year's performance.

But when she heard the date during a meeting, she realized that Doak was already booked for the night. She thought a moment, looked around at the predominantly female committee, and floated an idea: "How about two female auctioneers this year?"

Not just two females, but two international champions. Lambert proposed enlisting her close friend Amy Assiter, CAI, from Canyon, Texas. The organizers agreed enthusiastically, and the Oct. 15 event at Gilley's Dallas attracted a crowd of 2,500. More importantly, the auction raised \$1,001,000 for the American Cancer Society.

"This cause was really important to both Amy and me, and fundraisers don't get bigger than the Cattle Baron's Ball, which

has become the American Cancer Society's largest single-night fundraiser. That's a big responsibility, so it was a great feeling to top \$1 million again at the event," said Lambert.

Just for good measure, they added a third female international champion -- Amy's daughter, Julia Sparks, BAS, who won the junior division of the International Auctioneer Championship. Julia, working the floor as a bid assistant, was one of a crew of 20 in all.

"It was just an incredible night to get dressed up with one of my best friends and my daughter and raise funds for such a worthy cause. I'm hoping we'll be able to team up again in the near future," Assiter said. Meanwhile, she'll get another opportunity to team with one of her favorite partners in November, when Julia joins her mother on the stage to auction items for the Amarillo Cattle Baron's Ball.

Lambert is co-founder of Lambert Auction Company, which specializes in fundraising for nonprofit companies nationwide. Individuals seeking additional information may visit [WendyLambert.com](http://WendyLambert.com). Amy Assiter is co-owner (with husband Spanky) of Assiter Auctioneers, based in Amarillo. ❖

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NATIONAL AUCTIONEERS ASSOCIATION  
**EDUCATION CALENDAR**

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## Women in the Auction Industry Summit

San Antonio, Texas • Emily Morgan Hotel • November 6-8, 2016

## NAA Designation Academy

Las Vegas, Nevada • The Linq Hotel and Casino • December 4-10, 2016

(See below for details)

## Marketing Summit

Atlanta, Georgia • February 19-21, 2017

## Auction Marketing Management

Des Moines, Iowa • Jan. 31-Feb. 2, 2017

Bowling Green, Kentucky • Feb. 21-23, 2017

## Certified Auctioneers Institute

Bloomington, Indiana • Indiana University • March 18-23, 2017

## DESIGNATION ACADEMY EDUCATION SCHEDULE

AARE • Dec. 8-10

AMM • Dec. 5-7

BAS • Dec. 5-7

CES • Dec. 8-10

GPPA • Dec. 4-8

Internet Auction Methods • Dec. 4

Interpersonal Communications for Auction Professionals • Dec. 8-9

USPAP (15-Hour) • Dec. 9-10

USPAP (7-Hour) • Dec. 10

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

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### AUCTION MARKETING CAMPAIGN OF THE YEAR

#### Rules and Procedures

1. Entry Fee: All members will receive one complimentary entry into the 2015 Marketing Competition. Each subsequent entry must be accompanied by a \$10 entry fee. Failure to include full payment will result in disqualification.
2. Submit a brief, one-page, professional, typed summary of your auction campaign. Additionally, please organize the following in a binder, with title pages dividing major sections. Entry summaries may include any or all of the following: - Important information on why the auction was noteworthy. - Marketing strategy and tactics used. - Goals for the auction (i.e. monetary, notoriety, etc.) - Copies of press releases and news coverage about the auction. - Copies of photographs, advertisements and any other promotional materials. - Innovative marketing or techniques employed. - Online marketing. - Target markets. - Summary.
3. Submit one copy of the event materials.
4. Only auctions between 4/21/15 and 4/19/16 are eligible.
5. Each entry must be accompanied by an official and completed entry form and entry fee.
6. All entries must be received at NAA Headquarters (8880 Ballentine, Overland Park, KS 66214) no later than 4 p.m. central time, on Wednesday, April 20, 2016.
7. Entries may be judged on any of the following: innovativeness and creativity; technological enhancements; promotional elements; auction items sold; satisfaction of client(s); satisfaction of bidders; event atmosphere; and whether the total event met or exceeded overall expectations.
8. Inclusion of the NAA logo is required on all print materials and should be included if possible on all other entries (TV/web/radio/giveaway items/ other materials). All elements of the logo must be identifiable.
9. One entry will be selected as "Campaign of the Year."

### PHOTOGRAPHY DIVISION

#### Rules and Procedures

1. Entry Fee: All members will receive one complimentary entry into the 2015 Marketing Competition. Each subsequent entry must be accompanied by a \$10 entry fee. Failure to include full payment will result in disqualification.
2. Photos may be produced either in-house or by outside professionals.
3. Entries must be reflective of the auction industry

in some capacity and must have been created between 4/21/15 and 4/19/16.

4. All entries must be received at NAA Headquarters (8880 Ballentine, Overland Park, KS 66214) no later than 4 p.m. central time, on Wednesday, April 20, 2016.
5. Late entries will not be considered.
6. The member whose name appears on the entry form must be a current member of the NAA, or the entry will be disqualified. Forms must clearly list the member name and official company name as this cannot be changed once submitted.
7. The same photo may be entered in more than one category, with a maximum of three categories for each image.
8. Photos must measure 8x10 inches. Entries may be printed on in-house printers. (Keep in mind that the quality of the print will be taken into consideration by judges.)
9. Two (2) copies of each photograph must be submitted.
10. No e-mailed photos will be accepted. Hard-copy prints only, please.
11. The NAA reserves the right to move an entry to another section if it does not clearly meet the criteria for the category in which it was entered.
12. Category winners will be determined through a point system. Entries must attain an established point minimum in order to qualify. Winners may not be determined if no entries meet minimum point requirements.
13. Submissions will not be returned. Do not send original copies.
14. Images submitted for this contest may be used in future Auctioneer editions or for other NAA promotional and marketing purposes.
15. All entries are eligible for a "Best of Show - Photography" award.

### PRINT AND DIGITAL DIVISIONS

#### Rules and Procedures

1. Entry Fee: All members will receive one complimentary entry into the 2015 Marketing Competition. Each subsequent entry must be accompanied by a \$10 entry fee. Failure to include full payment will result in disqualification.
2. Entries must be reflective of the auction industry in some capacity and must have been created between 4/21/15 and 4/19/16.
3. All entries must be received at NAA Headquarters (8880 Ballentine, Overland Park, KS 66214) no later than 4 p.m. central time, on Wednesday, April 20, 2016.

4. Late entries will not be considered.

5. Inclusion of the NAA logo is required on all print materials and should be included if possible on all other entries (TV/web/radio/giveaway items/ other materials). All elements of the logo must be identifiable.
6. The member whose name appears on the entry form must be a current member of the NAA, or the entry will be disqualified. Forms must clearly list the member name and official company name as this cannot be changed once submitted.
7. One Marketing Competition registration form is required per contestant. Each entry also must have a separate entry form.
8. Digital (e-mail) or faxed entries will not be accepted.
9. Original work only. PDF files okay. Photocopies of printed materials will not be accepted.
10. Entries will not be mailed back or otherwise returned.
11. The NAA reserves the right to move an entry to another section if it does not clearly meet the criteria for the category or division in which it was entered.
12. Categories 1, 2, 3 and 4 must include two (2) printed samples of each entry. (Category 3: Entry must include two (2) full tear sheets showing the entire page on which the advertisement is found. Full-page PDFs are acceptable.)
13. Category 5: One (1) copy of entry (screenshot or PDF, preferably) is required for each submission. - Entries should include as many visual elements and details as possible (e.g. theme, timeline, goals, objectives, etc.) - Multimedia/Radio/TV entries must be submitted on CD/ DVD in either Quick Time or Windows Media format. - For company website entries, please include URL on the entry form in place of printed copies.
14. Category winners will be determined through a point system. Entries must attain an established point minimum in order to qualify. Winners may not be determined if no entries meet minimum point requirements. Any first-place ties will be broken through an additional round of judging.
15. All entries are eligible for the Best of Show award. A "Best of Show" award will be given for: 1) Print, 2) Digital, 3) Photography.



# Among careers, NAA member found auction at age 65

**W**alter Parker, 88, passed away unexpectedly in El Paso, Texas, Sept. 9, 2016. Walt was born Sept. 26, 1927 in Belmar, New Jersey, as a first-generation American to Walter and Gladys Mae (Burkett) Parker.

He graduated from Hollywood High School in Hollywood, CA. At age 17, he enlisted as a Seaman First Class in the U.S. Navy, serving on the flagship of the Japanese Occupation, the U.S.S. Fall River. Walt worked in many facets of photography, from newsreel processing to portrait photography. Known for his witty sayings, called "Waltisms," Walt maintained an entrepreneurial spirit throughout his life.

At 65, he became a certified Auctioneer. At 85, he opened The Frutas Avenue Fraternal & Social Club.

His wife, Eva Barragan Parker, passed away three weeks prior to Walt, on August 19, 2016.

He is survived by his children: Susan Davies, Margaret Beth

Ernest (Donald), Robert Laurence Parker (Jacqueline), Shannon Parker (Chris Eigsti), and Amy Parker-Morris (Russell); and stepchildren James Paternoster, Laurie Paternoster (Michael Churchman), Renee Mazza, and Neftali Ruelas (Marella). He is also survived by 14 grandchildren and six great-grandchildren ❖

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## WESTERN COLLEGE OF AUCTIONEERING

Western College of Auctioneering Class 240 graduated in October 2016. The class featured students from Alaska, Arizona, Arkansas, California, Idaho, Montana, Oregon, Texas, Utah, Washington, and Alberta (Canada).

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*Note: Cutline information will be included only as space provides.*





Arman Muradyan

“  
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Tallasse, AL 36078  
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(256) 653-1570

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P.O. Box 272  
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jtj2903@hotmail.com  
(205) 604-9485

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Peoria, AZ 85380  
jgreen@diamonddridge.biz  
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#103-483  
Scottsdale, AZ 85262  
www.desertadventures.net  
brett@desertadventures.net  
(602) 509-2111

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Tumbleweed Auctions, LLC  
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jon.karasek@auctionsinmotion.com  
(714) 878-1730

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Brice Frank Hanlon  
3552 SCR 149  
Strasburg, CO 80136  
hanlonshowcattle@gmail.com  
(303) 947-0129

Curtis Lee Jones  
28004 Hwy. 24  
Stratton, CO 80836  
curtisj23@yahoo.com  
(719) 349-0834

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P.O. Box 882054  
Steamboat Springs, CO 80487  
www.cervisaphile.com  
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Denver, CO 80209  
www.debbiescheer.com  
scheercomedy@gmail.com  
(720) 305-8094

Gary Schirmacher  
2858 Hughs Dr.  
Erie, CO 80516  
gschirmacher@msn.com  
(303) 868-3120

Pearl Angel Loveland Newman  
19126 E. 22nd Dr.  
Aurora, CO 80011  
pearl\_loveland@hotmail.com  
(720) 224-3858

Sarah L. Lowery  
6663 S. Pontiac Ct.  
Englewood, CO 80111  
sarahlowery@gmail.com  
(303) 246-4342

Alan K. Sears  
Sears Marketing Services LLC  
61 Westward Way  
Eaton, CO 80615  
www.sears@aksears.com  
alan.sears@aksears.com  
(970) 396-7521

**INDIANA**

Ryan Wilkerson  
Wilkerson Auction Service  
7935 N. CR 600 W.  
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wilkersonauction@gmail.com  
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Raymond, MS 39154  
jrmorton@bellsouth.net

Joe John Massey  
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joemassey531@yahoo.com  
(662) 418-7551

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20859 South 120th Rd.  
Filley, NE 68357  
jacksoneverscattle@gmail.com  
(402) 662-3077

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4999 168th Ave. S.E.  
Kindred, ND 58051  
ajwestby@hotmail.com  
(701) 367-5354

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Fairview, OK 73737  
(580) 445-6588  
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6445 N.W. Highbridge Rd.  
Wilburton, OK 74578  
elijahluke.underwood@  
outlook.com  
(918) 448-5014

**OREGON**

Michael Faith  
1434 N.E. Prescott St.  
Portland, OR 97211  
michaelafaith@gmail.com  
(971) 302-5892

Molly M. Bull  
61167 Ambassador Dr.  
Bend, OR 97702  
mollyinbend@outlook.com  
(541) 647-0381

Amanda Davis  
722 Maine Ave  
Keizer, OR 97303  
Nesteggstatesales@gmail.com

**PENNSYLVANIA**

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(210) 882-7276

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youscoreauctions.com  
youscoreauctions@gmail.com  
(904) 545-0800

**VIRGINIA**

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452 Beaumont St.  
Hampton, VA 23669  
naomi.t.lewis@gmail.com  
(757) 870-3871

Ken Sebastian  
AT Auction, Inc.  
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Mathieu Bernier  
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# IN THE RING

**PAGE 25** *“The NAA is extremely fortunate. For an association of its size and its limited resources, there are so many people that go above and beyond the call of duty. The volunteerism of the NAA membership is really remarkable.”*

**J.J. Dower, CAI, AARE, AMM, CES, National Auctioneers Foundation President**  
*Ayers Auction & Real Estate*  
*LaFollette, Tennessee*

**PAGE 32** *“Tomorrow’s marketer never leaves the side of the customer. We have to think about the entire customer experience, a journey that takes weeks, months, and years.”*

**Phil Fernandez**  
*Marketo CEO*

**PAGE 38** *“The Internet hasn’t changed the game, its only amplified and clarified supply and demand. What we thought was a one-of-a-kind 6-drawer treadle sewing machine in a 1986 auction — is not one-of-a-kind today (and wasn’t ever) because we now find others on the Internet. Markets are continually in a state of change because we as consumers and collectors are as well.”*

**Mike Brandly, CAI, AARE**  
*Groveport, Ohio*

# AROUND the BLOCK

- **The Motley Fool**, a widely respected financial news and information website, recently published an article for retirees on ways to boost their income. One of those ways was to sell things they may not need, and the article stated “The National Auctioneers Association provides a list of reputable auction houses in your area.”

You can read the article at: <http://www.fool.com/investing/2016/10/19/3-ways-to-boost-retirement-income.aspx>.

- A stone tablet showing the 10 Commandments in

Samaritan script is thought to be approximately 1,500 years old and will go to auction in November in Dallas, Texas.

- **Mecum Auctions has announced** it is adding events in Pomona, California, and Las Vegas in February and November 2017, respectively. The additions mean the company will conduct 14 car auctions, one specific auction for motorcycles, and four antique tractor auctions next year.
- In October, retailer **Golfsmith was acquired via auction** by Dick’s Sporting Goods for about \$70 million



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## MEMBERS' CORNER



One of the fun pieces to the auction puzzle is that an auction event can be held nearly anywhere. NAA Vice President Scott Shuman, CAI, recently illustrated this when he helped conduct a 1,260-acre farm property sale in Kansas under the wing of a Space Shuttle and under an F-16.

Also cool, the winning bidder for the property: TV executive Craig Piligian and his wife, Lucinda, who grew up in the area. Piligian is best known for creating the “Ultimate Fighter,” “American Chopper,” and “Dirty Jobs” television series.

The Piligians purchased the property for \$5.3 million.



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## Coming up in December/January

Data, data, data is quickly becoming the new “yadda, yadda, yadda.” But, one thing can’t be overstated enough in the conversation, and that is clean data is like clean air for your decision making; it can’t breathe well without it. So, how do you go about cleaning your buyer and seller database? How do you maintain it? We’ll help you out with some tips.

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#### Chief Executive Officer

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

#### Executive Assistant

Cynthia Malone  
(913) 563-5438  
cmalone@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

Ruth Richardson  
(913) 563-5435  
rrichardson@auctioneers.org

#### Accounting Associate

Cherie Ashton  
(913) 563-5434  
cashton@auctioneers.org

### Membership

#### Membership Manager

Brandi McGrath Kong  
(913) 563-5429  
bmcgrath@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 Ensminger  
(913) 563-5426  
aensminger@auctioneers.org

#### NAF Administrator & NAA Education

#### Program Specialist

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

#### Education Coordinator

Kerry Boydston  
(913) 563-5432  
kboydstun@auctioneers.org

### Publications

#### Director of Publications & Trade Show

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

#### Marketing & Sales Coordinator

Kari Duncan  
(913) 563-5421  
kduncan@auctioneers.org

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(970) 716-2120  
Scott@HallandHall.com

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James Devin Ford, CAI, CES  
(606) 682-0587  
devin@fordbrothersinc.com

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864) 642-2196  
darron.meares@meares  
auctions.com

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Spanky Assiter, CAI, AARE  
(806) 681-9211  
Spanky@assiter.com

### Chief Executive Officer

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

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trowell@rowellauctions.com

### Directors

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(970) 454-1010  
david@whitleyauction.com  
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(731) 610-5436  
tmast@tranzone.com

### Directors

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matt@marknetalliance.com  
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(617) 517-7675  
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### Directors

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Jason Winter, CAI, AARE,  
AMM, CES  
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(229) 985-8388  
trowell@rowellauctions.com

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(620) 326-7315  
larry@theurer.net

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AARE, GPPA  
(517) 676-9800  
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(225) 686-2252  
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(580) 767-1236  
nicholsonauction@cablone.net  
Jay D. Nitz, CAI, GPPA  
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jaynitz@omni-tech.net

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david@huismanauction.com  
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(214) 906-5265  
mikejones@unitedcountry.com

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### NAA Past President

Spanky Assiter, CAI, AARE  
(806) 655-3900  
spanky@assiter.com

### Executive Director

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

### Foundation Staff

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

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### Trustees

Hannes Combest, CAE  
(913) 541-8084 ext 13  
hcombest@auctioneers.org  
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(260) 493-9206  
bauermeister@earthlink.net  
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(970) 716-2120  
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(210) 380-1587

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

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(316) 683-0612  
amccurdy@mccurdyauction.com

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(209) 745-4390  
janine@huismanauction.com  
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(612) 799-7471  
andy@solditatauction.com

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#### Through July 2018

Jimmie Dean Coffey, CAI,  
AARE, ATS, BAS, CES, MPPA  
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jcoffey@unitedcountryin.com  
Thomas C. Jordan, CAI, AARE,  
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(919) 832-8005  
bid007@nc.rr.com

### Trustees

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(317) 300-1075  
melissa@reppertschool.com  
Philip Gableman, CAI,  
ATS, GPPA  
(845) 635-3169 x100  
Philipg103@gmail.com

## NAA Representative

### Scott Shuman, CAI

(970) 716-2120  
scott@hallandhall.com

8880 Ballentine St.  
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