

# Auctioneer

SEPTEMBER 2013

The official publication of the National Auctioneers Association

## IAC CHAMPIONS

*Andy White, CAI, and  
Megan McCurdy, CAI, BAS*

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**Paul C. Behr**  
CAI, BAS, NAA President

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

## NAA's future: Run with it!

**D**epending on when you are reading this September issue of *Auctioneer*, I have been President of the NAA Board of Directors already six weeks to two months! During that time, I have attended the summer meeting of the Minnesota State Auctioneers Association and the Georgia Auctioneers Association. I also have participated in the NAA Board's Strategic Planning Meeting. So, it's been a pretty busy time.

During our Strategic Planning Meeting, we talked about the various recommendations from the Task Forces on Advocacy and on Promotions. The discussions about these recommendations and those being held by the Education Institute Trustees will form the basis of a multi-year strategic plan that will lead us into the future.

Many people see me as a person who is rooted in the past, and, in fact, I love the tradition of our profession. I made my living — a good living — as a contract Auctioneer. But, it has always been my goal as President to ensure that we move into the future as a prepared group of auction professionals. Whether you conduct auctions live, online or use a hybrid model, we want to make sure that NAA is the organization that meets your needs.

You have a very committed Board of Directors and a passionate staff that is committed to making sure that we do things right! That's important. Recently, Hannes Combest, our organization's CEO, went to a conference, and she tells us that research proves that if you have an exceptional board, your organization will be stronger because of it! We have a great Board, and we are working hard to make sure it is exceptional! In the next few weeks, we will be talking about next year's elections — yes, it's not too early to start thinking about it! Vice President Tom Saturley and the Nominating Committee will be talking to people who have indicated an interest in serving on the Board as

a Director and as Vice President. Do you have an interest? Do you know what it requires?

Check out [www.auctioneers.org/financials](http://www.auctioneers.org/financials) and look for the Volunteer Leadership Manual 2013. This manual contains the policies and procedures that the Board follows and includes a copy of the "job" description for the Vice President and the Board of Directors. As you will see, NAA covers travel costs for your attendance at two board meetings, and the only other meeting is held at Conference and Show. Board members are expected to pay their way to this event and to register, but that should be the extent of your financial commitment. We know it is enough for you to give of your time; being away from family and from your business is a sacrifice. So, we try to make it easy on you financially.

There are not any "perks" given to leaders of the NAA. We do it because we want to make the industry better — because we care. But, we need your help. Please consider contacting us if you are interested in running for office. It takes courage — I know — none of us likes to not win. But, J. J. Dower winning was one of the best things that happened to me. It made me a better person and a better President because I was committed to learning more about the organization. Still today, I benefit from that experience.

NAA is important. We need it to be strong now and for the next generation. So please consider running, and if now is not the right time, think about it for the future. Let Vice President Saturley or me know of your interest. Or call or e-mail Hannes. Ask questions! Just remember — we need you. And, don't forget, ask a colleague to join the NAA!

*Paul C. Behr*

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# Auctioneer

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**On the cover:** Pictured are Andy White and Megan McCurdy, 2013 Men's and Women's IAC Champions, respectively. Photo by Peterson's Portrait Gallery

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# THE **5** **P**'s OF ENTREPRENEURIAL PROSPERITY

By Don Hutson



**T**here is a wealth of opportunity on the entrepreneurial front in the free societies of the world today. While the opportunities are significant, the challenges are also abundant in this space. Competition in every industry is intense, buyers are more sophisticated than ever, and new ideas and deliverables are often tough to come up with today. Couple that with the challenge that entrepreneurs have to be skilled at many different things, and the task of gaining success is formidable.

When Ken Blanchard and I wrote the "One Minute Entrepreneur", our goal was to be able to share information with an entrepreneur, a would-be entrepreneur or an independent contractor that would assist them in their quest for prosperity. This article provides five areas of content that will, hopefully, help you go to the next level in your business.

## 1. PRINCIPLES

What are the principles that you believe in? This is important because it determines your belief system, and that belief system determines your behavior. One aspect of principled-based thinking is in respect to the relationships you have in your business endeavors. Do you implement a good win-win approach with every relationship you are part of in your business enterprise? I think it is critically important that we believe in solid principles that will make a difference. Jim Newton wrote a wonderful book several years ago, entitled "Uncommon Friends", in which he talked about his personal relationships with Thomas Edison, Henry Ford, Harvey Firestone and Charles Lindbergh. He had the opportunity to be a personal confidante of all of them. My favorite takeaway is a lesson Jim learned from Thomas Edison: "Always remember that what is right is more important than who is right." Too many people

today put emphasis on the "who" when it should be on the "what."

Maintaining the principles of integrity and doing the right thing, coupled with understanding right from wrong, are critical pieces to the success puzzle.

To have a solid, principled belief system in today's world, I think we need to seek broad knowledge. Don't be so targeted in your perspective about your business enterprise that you don't pay attention to the peripheral areas that can be a big difference maker. Always be open to new considerations. Don't be like the guy who worked really hard climbing the ladder of success

for many years, only to realize that it was leaning against the wrong building! It's been said that one of the biggest mistakes many entrepreneurs make is that they do one thing really well. Perhaps it is one's manufacturing process, or maybe it is the invention of a device or it's something else. But many times, it's at the exclusion of other critical skills. So, have a broad approach in what you know and what you believe.

## 2. PRIORITIES

Are you a good goal setter? If you have clear visions of solid goals you will be able to more successfully prioritize your activities. When our priorities are clear we can strategize effectively, train our people appropriately and get a sound success plan in place. If you will do that, you will be on the right track to create an incredible organization and get the right people around you to get the job done. Remember that your people cannot perform beyond their skill base, so be a talented coach and devote the necessary time to the process. Coaching is helping people develop the habits which must be developed, used and implemented to be successful.

Always be asking yourself: "What is the most important thing for me to be doing right now?" The answer to that question will help you develop your daily task list that is required if we're going to go after the important things and the most highly productive opportunities first and foremost.

*continued »*

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### 3. PASSION

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Your visions, goals and priorities are now in place and in writing. That will give you the clarity you need before turning on your “afterburner” for high achievement. If your passion is in place, if your fire in the belly is present, you will predictably energize yourself to be your best. Your work ethic will be strong, your focus laser-like, and you will persevere in your chosen tasks. I believe in the premise that you never lose until you give up. Embrace the philosophy that you will not be denied!

So, how do we create the passion we need? I think everybody has two self images: a present self-image and a projected self-image. If someone's present self-image is good but their projected self-image as they look into the future is much more significant, the deviation created is the source of our fire in the belly. If there is no deviation, there will be no passion. This is the most powerful argument for being a good goal-setter.

“ IF YOUR PASSION IS IN PLACE, IF YOUR FIRE IN THE BELLY IS PRESENT, YOU WILL PREDICTABLY ENERGIZE YOURSELF TO BE YOUR BEST. YOUR WORK ETHIC WILL BE STRONG, YOUR FOCUS LASER-LIKE, AND YOU WILL PERSEVERE IN YOUR CHOSEN TASKS. ”

### 4. PROFIT

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You need to wisely allocate your capital as an entrepreneur. You have probably heard the old cliché that, when you start a new business or new enterprise of some type, it's going to probably take twice as much money as you thought and take twice as much time as you envisioned.

There are three ways you can make more money. One way is you can increase revenues by selling more of

your goods or services. Second, you can decrease expenses by carefully watching every outgoing dollar. The third thing you can do (my favorite) is work on both fronts. Make wise choices in the process. There are some people who overdo their expense cutting — they cut and cut and slice and slice until they get into the bone. All of a sudden, they have weakened the infrastructure of the organization. So, watch both your

TOP line and your BOTTOM line for best results.

I learned a great line from Ken Blanchard when we were writing the book. He said, “profit is the applause you get from your customers for a job well done.” This is a great perspective that I recommend you embrace.



## 5. PEOPLE

When we think about people, we realize that our enterprise, whether big or small, is not just bricks and mortar. Far more important than any bricks and mortar are the team members who make things happen. If we honor our team members, by treating them as internal customers and respecting them, we can build great companies. Don't ever under-communicate; always over-communicate for clarity of visions and tasks. Always provide the training and coaching they need and give them what they require to be successful. If you take good care of your people, your people will take good care of your customers.

But, every now and then there's a problem. Have you ever found yourself working with a weirdo? Hey, sometimes it happens. Weirdos are people who are different from you. It can be frustrating, but once in a while you're working with somebody and having difficulty figuring out where they're coming from. If you could, you would almost like the ability to reprogram their brain. That's not practical, so let's go with a better proposition. Let's be sure that we, and our people, are using respectful adaptability skills to get along and communicate well. It is hard to change the behavior of another person, but we can alter our behavior to be more adaptable in dealing with them.

There are three categories of customers you'll be dealing with as an entrepreneur. The "external customer" is who you want to keep happy so that they keep coming back. Dr. Peter Drucker had a great line. He said, "the purpose of the business is to attract and retain customers. The "attract" part is a sales and marketing function — the top line is a critically important function in the success formula. The "retain" is about the service experience, and we need to make it better than those delivered by our competitors."

Then, we have another category we call "internal customers." Those are the team members referred to earlier. Treat them with respect, and if we all work hard to be resources to each other, we will have a strong, integrated team.

Then, there is the third type of customer that I call the "fraternal customer." The fraternal customer is anybody who is a member of your network. You hear a lot today about networking and the importance of getting out there, making contacts, crafting win-win alliances and fraternizing with people with whom you can develop a business relationship. In its simplest form, we are all in the people business. It is hard to do business without them! ❖

*Don Hutson is CEO of U.S. Learning, Chairman of Executive Books and the author of twelve books, including "The Sale", "The Contented Achiever" and his two Wall Street Journal, USA TODAY and New York Times best sellers, "The One Minute Entrepreneur" and "The One Minute Negotiator." Don is a past president of the National Speakers Association and has received its Cavett Award. He has also been inducted into NSA's Speakers Hall of Fame. Don can be reached at 901-767-0000. Learn more at: [www.DonHutson.com](http://www.DonHutson.com)*



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Pictured are Andy White, CAI; Halie Behr and Megan McCurdy, CAI, BAS.



# 2013 IAC & IJAC CHAMPIONS

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# PASSIONATE PROMOTION

*"Caring" and  
"compassionate,"  
Megan McCurdy  
"takes every one  
of her auctions  
personally."*



2013 WOMEN'S IAC CHAMPION

By Nancy Hull Rigdon

contributing writer

**M**egan McCurdy's college friends often turned to her with their problems. As an Auctioneer, McCurdy continues to shine as a problem-solver.

"Yesterday, she was out there in the mud, in two inches of water, selling tractors and farm equipment because she was passionate about helping this almost 90-year-old man move from his farm. People walk through our door with problems, and that appeals to Megan," said her father, Lon McCurdy, AARE, of McCurdy Auction in

ago to head to auction school. As a child, she worked as a ticket shagger during auctions, and when auctions went deep into the evening, she was known to fall asleep inside a cardboard box underneath the microphone table. In college, she worked cashiering auctions. She pursued a business degree, then switched to elementary education at Wichita State University.

"When I told my dad I wanted to go to auction school, I had to pick his jaw off the ground," she said. "When it was time in life to go out into the world, I couldn't picture doing anything else but auctions. Growing up in this world, auctions are in your blood. It's a part of you. When I looked at all the other things I could do, nothing sounded as fun."

While attending Reppert School of Auctioneering, she had her first taste of the IAC. During breaks, Dennis Kruse, CAI, would play videos including one of Johnna Wells, CAI, BAS, from the 2005 IAC, which Wells won.

"Her poise caught my attention," McCurdy said of Wells. "It did seem scary in that you had to analyze yourself on appearance, speaking and bid calling. Although,

when you analyze yourself, you become a better professional. More than anything, I was drawn to the personal challenge."

McCurdy graduated from Reppert in 2006 and soon joined McCurdy Auction, a real-estate auction house. She works alongside her father as well as her mother, Annette, who oversees accounting and compliance, and one of her two brothers, Braden, CAI, an associate broker who runs marketing for the business. Her other brother, Scott, works as an accountant in Houston. Megan has taken on a prominent role with the company and auctioneers more than 400 auctions a year. Her honors include winning the state bid-calling championship in 2010.

The 2013 IAC was her fifth time in the competition. While she emerged a champion, she almost didn't compete this year due to her busy schedule that includes serving as President-Elect of the Kansas Auctioneers Association and planning a May 2014 wedding to fiancé John Niedens.

"I went into this year thinking, 'If I win, great. If not, I have so many awesome things going on in my life right now,'" she said.

In past years, she had been more fixated on winning, she said. Past IAC champ Jill-Marie Wiles, CAI, BAS, offered McCurdy a new perspective. "She told me it wasn't about the championship day or the trophy but about the full year," McCurdy said.

McCurdy said her motivation turned to the opportunity to travel for a year as an NAA ambassador. The partnership with St. Jude Children's Research Hospital was also appealing.

"I'm really passionate about promoting the professionalism of today's Auctioneer," she said.

A framed photo from McCurdy's first post-auction school Conference and Show hangs in her office. The 2006 photo pictures McCurdy with 2005 IAC Men's Champion Cary Aasness. In the days after returning from this year's Conference and Show as an IAC champ, when her life was a whirlwind of media interviews and congratulations, the photo gave her pause.

"I was looking at it and thinking about who I am now versus who I was three months out of auction school," McCurdy said. "I still have that same passion and heart. I've just grown into it."

Christie King, CAI, AARE, BAS, has enjoyed watching McCurdy throughout the past several years.

"First, she was the daughter of Lonny. Today, she's an integral part of that company," said King, a past NAA president. "At this point in her life, she's engaged, she's an IAC champion, she's a state champion, and she's the incoming president of her state auctioneers association. For her to be this accomplished at her age, I can't wait to see what the future holds for Megan." ❖



(left to right) Lonny McCurdy, AARE; Annette McCurdy, Megan McCurdy, CAI, BAS; Braden McCurdy, CAI; Rick Brock, CAI. Photos by Peterson's Portrait Gallery

Wichita, Kan. "Megan is a caring, compassionate person, and she takes every one of her auctions personally."

Megan McCurdy's knack for problem-solving is one of many talents that play a role in her success. In July, the 30-year-old McCurdy joined an elite group: National Auctioneers Association International Auctioneer Champion. McCurdy, CAI, BAS, also of McCurdy Auction, won the women's IAC during the NAA's 64th International Conference and Show in Indianapolis.

While Megan grew up around the family business, those close to her were shocked when she made the decision eight years

# THE RIGHT FIT

*Once mesmerized  
by Auctioneers,  
Andy White has  
become one of  
the world's best.*

2013 MEN'S IAC CHAMPION

By Nancy Hull Rigdon

contributing writer

Five-year-old Andy White went to a county fair with his father, David, a hog and grain farmer.

“My dad kept losing me, and he’d find me sitting at the livestock sale in the front row listening to the Auctioneers,” White, CAI, tells the story.

Back then, he was mesmerized by the energy of Auctioneers. During the National Auctioneers Association’s 64th Annual International Conference and Show this past July, White, now 32, was the one captivating an audience. One of 73 men and 100 contestants overall, White won the men’s division of the 2013 International Auctioneers Championship in Indianapolis.

While he came out on top, White, of Real Estate Showcase Auction Co. in northeast Ohio, didn’t feel like a champion during the event.

“To be honest, I felt worse about this competition than the ones in the past,” said White, who competed in the IAC four times prior to this year. “I didn’t feel calm and cool. I felt worked up.”

However, other factors may have been at play.

“They tell you that when your heart is right, it will happen for you,” White said. “I hope that was the case. Hopefully, my passion for the industry was apparent.”

White didn’t take a straight path toward auctioneering. At Ohio State University, he set out to be an agriculture teacher. He changed course and headed to Missouri Auction School. Eleven years after entering auctioneering, he says he’s never looked back.

“It was obvious from the start that this was the right fit for me,” he said. “I love the enthusiasm, the upbeat, fast-paced business. We’re in a place to help our clients, and the opportunity to help somebody is something that I have enjoyed.”

As he eyes a year of representing the NAA and auction industry, he says he’s most looking forward to meeting new people

and creating new friendships. He places a high value on the camaraderie he’s found within the industry.

“You may be competing against each other every day of the week, yet you also may be the first to help each other out when the opportunity arises,” he said.

The relationships he’s forged in the industry have been so rewarding that he sees a downside to winning the IAC: He can no longer compete among his peers.

“Many of the guys in the IAC are people I’ve met through the industry and have become life-long friends. Being an IAC champ is bittersweet because I will miss competing with all of them,” White said. “It’s this neat group of guys that are all very enthusiastic about the live auction business, and we’ve caused each other to improve.”

Joseph Mast, CAI, one of White’s close friends in the auction business as well as his business partner, already beat him to the finish line. Mast won the IAC in 2011. At age 30, Mast was the youngest auctioneer to win the competition. Together, White and Mast run Real Estate Showcase, a five-office, full-service real estate auction company.

“Finding someone with the same vision as you in the industry can be tough. But, our partnership is as easy as they come,” White said.

The two met during their apprenticeships under Steve Andrews, of Andrews Auctioneers in Wooster, Ohio. Andrews, who has spent 42 years as an Auctioneer, said he remembers the farm sale during White’s apprenticeship when he realized White had turned a corner.

“I had heard him sell, and I had heard him

sell. And then, I turned him loose on some items, and I thought, ‘Boy, there’s a large difference in the way he’s selling today and the time I last heard him. He’s gonna be all right,’” Andrews said.

Today, Andrews works as a realtor and Auctioneer for Real Estate Showcase. He’s impressed with White’s and Mast’s vision, particularly with how they’ve embraced technology in their live and online auction business. Andrews’ son, Seth Andrews, of Seth Andrews Auctioneer in Wooster, Ohio, also sells with Real Estate Showcase.

“When you’ve been doing this as long I



(left to right) Jane White (mother), Andy White, CAI; David White. Photos by Peterson’s Portrait Gallery

have, you’re not ready to quit, but you’re ready to sit back and guide the missile. When I see Andy and Joe and my son, I know they’re gonna be good to the business going forward,” Steve Andrews said. White credits Andrews and many other NAA members with helping him achieve professional success.

“I remember the first time I went to the Conference and Show, I felt like a fish out of water. Instantly, everyone embraces you for just being there, no matter if they sell billions of dollars a year or not,” White said. “Everyone is so passionate about the industry and the NAA, and that is where I got my start.” ❖

# WHAT? NO POOL!?!

*Halie Behr  
went to auction  
school looking  
for a pool and  
found a passion  
instead.*

2013 IJAC CHAMPION



By Curtis Kitchen  
*editor*

**H**alie Behr is on the phone, and after I pose a question, she seems reluctant to share, almost nervous.

She and I are chatting on the phone a month after she won the 2013 International Junior Auctioneer Championship, and the usually energetic and forthcoming Behr instead makes her words take cautious steps — almost like she, giggling a little in her attempts to deflect the question, is nervously revealing an embarrassing secret.

Then again, when you have the last name she does, in this industry, perhaps the revelation, carried over the past three or so years, has some significance. Or, at least it might appear to if you were in her shoes. The question: Did you even want to go to auction school?

Yep, consider being a Behr and remembering back to a time when auction school sounded like the absolute last place on Earth you'd want to be. Yeah, you might think about hiding that sort of thing too. But, could you really blame her? Behr, 18, of Rockwell, Iowa, was 15 at the time. She had just put the wraps on another year of school, and an entire summer stretched out in front of the teenager.

But, that's when Grandpa came a callin'.

The push to attend auction school manifested itself in the form of repeated nudges from the Behr sisters' — Halie and Lexie, then 15 and 13, respectively — grandpa, who played every card from the fun factor to other family members having taken part to flat "nagging at us a little each day."

"We kept getting talked to like,



'You need to do this, this will be really fun. You need to give it a try,' Behr said.

The girls' response to being asked to attend during their summer break from regular school? Well, it was kind of like asking an ice cube to agree to hold its shape on a hot summer sidewalk. Grandpa, however, that sly guy, finally convinced his granddaughters to go, even if he left out a few choice details to do so.

"He didn't tell us all the logistics," Behr said of the commitment it took to attend the World Wide College of Auctioneering, in Mason City, Iowa. "We didn't know we were going to be there for a whole week — seven days, 13 hours each day. We thought we'd go and do a little bit of auctioning, and then we'd go to the pool or go boating or something. We didn't know what we were really in for."

"The first time Halie got up to auctioneer, her face was as red as apple," said great-uncle and current NAA President Paul C. Behr, CAI, BAS.

However, it didn't take long for a couple of the youngest attendees (2012 IJAC Champion Julia Sparks was also in that class) to find their footing.

"The first few days, we were like, 'Oh my gosh, this is horrible, because everyone already had their chants,' Behr said. "They were already really good. We were just like, 'One ... two ... three.' We didn't know anything. Then we started developing a chant, and we started to understand how to do it. We met a lot of really great people and really enjoyed it."

So, no pool at school, but Behr said she found something much more worthwhile that week. She found a new passion, and she felt strongly enough about by the end of the school that she couldn't wait to tell her great-uncle what had happened.

"It was right after I graduated from World Wide in 2010," Behr said. "I actually wrote Paul this note, and I don't know if he still has it, but in that note, in the very last line, it said something like I now know what I want to be — an Auctioneer."

For someone like Paul C. Behr who has shared with many folks how he couldn't

imagine being anything else other than an Auctioneer from a very early age, the news was well-received.

"I remember the nice thank-you notes written on yellow legal pads by both girls," he said. "In it, Halie said she appreciated the experience at auction school, and that she had worked hard and had fun."

Since that time, Behr finished up her high school education and is now into her freshman year at Iowa State. She's also had time to get a better feel for what she likes best within the auction industry, including her favorite type of auction.

"I love benefit auctions the most because I feel like that's the best way to interact with the crowd," Behr said. "I feel like the livestock auctions and farm machinery ones, they're serious. You don't get to interact with people as much because you want to sell the items as quickly as possible.

"I just feel like benefit auctions are just so fun. I love interacting with the crowd. I love having them laugh. I love making a joke to them. I love being able to sell an item for a ton of money, even more than what it's worth. That's what I find is the most intriguing and the most fun."

While certainly full of life away from the mic, Behr's engaging, enthusiastic style on it is one she says has an entirely different life of its own. That sort of transformation is something she feels a lot of folks in the industry experience.

"I feel like this hap-



Halie Behr's IJAC championship was the latest addition to the Behr family trophy case. Photos by Peterson's Portrait Gallery

pens to a lot of Auctioneers," Behr said. "A whole different persona comes over you, like you become someone else.

"I may get nervous beforehand and kind of freak out a little bit, but when I take that mic, I just let everything flow. I don't hold anything back. I just go with it and don't try to overthink anything when I get the mic. I just become an Auctioneer and have fun with it." ❖

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# HALL OF FAME

## INDUCTEES

# "KRUSE"ING FOR GOLD

*2014 will mark 50 straight NAA years for Hall-of-Famer Dennis Kruse.*

By Curtis Kitchen

Most of us can't remember what we had for lunch yesterday, but Indiana State Senator Dennis Kruse isn't like most. Instead, the World and United States history double major regales with quick clarity the benchmarks of his own colorful past with the ease of recalling his most recent meal.

His father, Russell, a dairy farmer at the time, didn't just attend auction school. He attended the Reppert School of Auctioneering in 1952. Kruse wasn't just a boy of some forgettable early age when he first started in the family business. He was 13. His own attendance to Reppert hasn't become just a vague summer memory, either. It was August of 1964, when he was 17. And, right after joining the National Auctioneers Association, his jobs out of auction school? Memories are crisp there, too, down to the penny.

"Rex Schrader's father and uncle owned livestock barns," Kruse, 66, recalled. "I worked for both them – made \$5 a day and \$12.50 a day in 1965-67. It was okay with me. Gas was 25 cents a gallon.



"Things were low-priced back then, so it seems like pretty decent pay. I didn't have any problem accepting it. I liked it."

That experience helped shape Kruse's auction acumen. So, too, did his father's sometimes heavy-handed instruction as his son split his time between working for the Schrader outfits in addition to

his own family's auction business, Kruse International, which included a dad and three of his five sons (out of seven children overall).

"We worked together as a team," Kruse, CAI, said. "He was always pushing us, pretty hard sometimes, to the point where we were offended or would get mad at

him. But, we got better.

“My father was instrumental in our auction business and in being a teacher of the three sons who were Auctioneers. He always pushed us to be better, excel. He was right there beside us.”

After Kruse received his father’s blessing to attend college, he graduated from Indiana University in 1970 and explored teaching jobs at a local high school. There were none, however, and that, along with Dad’s push, convinced Kruse to rejoin the family auction business full-time, which meant sometimes doing 30-plus auctions in a month.

Even with the success, change came.

“After 19 years of a thriving, growing, prosperous business, just through a set of circumstances, we got into the collector car auction business,” Kruse said. At that time, there were only three collector car auctions that had taken place in America.”

The decision proved to be a good one for the family, and it opened the door for Kruse to eventually pursue other avenues, such as in 1996, when he purchased the auction school he had attended 32 years prior. (He owned Reppert until selling in 2011 — a sale he said stemmed from not having enough time to run the school because of duties associated with being a state senator.)

“I just decided it was my time to begin to contribute back to the profession that made our family famous and well-to-do,” Kruse said. “So, I made that contribution by owning the auction school. Then, we started having a booth at the trade show at the [NAA] convention.”

In his fourth year of purchasing a booth, Kruse was told he should run for the NAA Board of Directors. He won a seat that year and served eight of the next nine years in different NAA leadership capacities, including President in 2005-06.

Those duties are included in a long list of achievements that Kruse, who has also spent the past 24 years in Indiana state government (he spent the first 15 years in

the state house of representatives before moving to a state senate seat in 2004), believes reflects a healthy level of success in terms of what he has wanted out of his career.

“I think we’ve accomplished a lot of things I set out to accomplish. I had a lot of goals, and I was very ambitious as a leader,” Kruse said. “I put things forward the best that I could. You had to get the consensus of your board to go with you, so we had to battle things out sometimes, which might take six months or a year before you got something done you were working on.”

This year, Kruse’s accomplishments were recognized as he was named as part of the 2013 NAA Hall of Fame class.

“It was a shock to me. No one told me,” Kruse said. “My wife did an outstanding job of keeping it a secret. Even when Marty Higgenbotham [CAI, CES] was introducing me, the way he went about it, several people could have met those things that he was saying.

Then he finally said, ‘this person has served as a state representative,’ and I thought, ‘now that is probably going to be me.’”

The induction puts Kruse in a group that he believes is made up of people who are driven to make a difference.


“Number one, they made a definite commitment to the success of the National Auctioneers Association,” Kruse said. “This is the NAA Hall of Fame. It’s not an auction profession hall of fame. For me,



It has always been a family effort when it comes to the auction industry for Dennis Kruse, CAI. Photo by Peterson's Portrait Gallery

in order to get in there, you have to be involved and have done things for quite a while in the NAA itself.

“Number two, I think you should have made significant contributions to the auction profession as a whole. Number three, I think you should have made a definite impact in your local community, so that you aren’t just an Auctioneer-only success person, but you have helped in your community.” ❖







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# FOUND TIME

*Once he fully invested himself in NAA, Hall-of-Famer Tommy Williams flourished.*

By Curtis Kitchen

The old saying is that success breeds success. That being the case, it really shouldn't be any wonder that Thomas "Tommy" L. Williams, a member of the 2013 National Auctioneers Association Hall of Fame class, found his influence from one of the auction industry's most recognizable names.

Though Williams is now based in Bixby, Okla., he spent his time as a small boy in rural Illinois, tailing his grandfather, who was active raising Angus cattle.

"I left him and didn't see him after I turned five, so all of my memories of him are from when I was a little boy," Williams, CAI, said. "I was with him nonstop. In the morning, he would pick me up, and I'd be trotting behind him all day. So, I was going to auctions with him.

"So, the combination of being around the cattle, which was a big passion for me, and going to these auctions as a little bitty



boy, and then, of course, after he passed away, the family was still involved in the Angus cattle business, so we were going to auctions in the course of doing business.

It was at one of those auctions where the then 12-year-old Williams' path crossed

with one of the auction industry's all-timers.

"It so happened that I was at a major Angus sale, and the Auctioneer there at that time was one of the all-time great Auctioneers, a gentleman named Colonel Roy Johnson — he started Ray Sims in

the auction business — was having this sale,” Williams said. “I was quite intrigued by him from start to finish. I made the comment that that was what I was going to do someday.”

Williams attended auction school at 16 and, according to him, “the rest is history.”

After graduating from college in 1963, Williams had a good friend he had known through Angus connections. She also happened to be big in the automobile industry. That friend also proved to be Williams’ ticket into an organization that, five decades later, would place him among its all-time list.

“She pulled out this little application and said, ‘Tommy, I know you’re going to be an Auctioneer. You have to join NAA,’” Williams said. “I joined then in 1963, and I have been a member ever since.”

That membership percolated for a while, however, before it took the shape so many people today recognize. In fact, more than 20 years passed between Williams first joining the organization and his first International Auctioneers Conference and Show.

“I’m like everybody else,” said Williams, who also pointed out that, despite not attending Conference and Show, he was still active on a local and state level. “Those early years, you think you’re too busy and don’t have time. So, I didn’t go to the conventions, but I always paid my membership and paid attention to it. I started going to the conventions in about 1986.”

Once he started attending, it took only another year or so before Williams’ NAA career leaped forward.

“I did know a great many Auctioneers who were very active in NAA — one of those was Dick DeWees,” Williams said. “I was literally walking down the hall with him, and he says, ‘Step into this room with me.’”

We stepped in there, and they were having a [NAA] Foundation meeting. The only people in there were the Board members. So, they were electing new Board members, and Dick DeWees said, ‘I nominate Tommy Williams.’

“I didn’t even know what I was standing there for. So, from that moment on, I became very active. I was on the Foundation Board for seven or eight years. When I came off the Foundation Board, I ran for Director. Then, of course, I wound up being President.”

Williams served as NAA President in 2007-08.

While looking back proudly at his body of work, Williams did indicate one small regret.

“When I went to that [first] convention, the minute I walked in the door, I said, ‘Tommy, you made a big mistake. You should have been here a long time ago.’”

Also at his first conference, Williams experienced something else that helped guide the next couple of decades.

“I can assure you that at my very first convention, one of the things that really impacted me was the Hall of Fame induction,” Williams said. “I realized how much that this meant to those people, and how much they had meant to the organization.”

All those years later, it was Williams’ turn this past July to be honored for his work and for his passion toward the NAA and the auction industry.

“It’s a dream. Needless to say, the auction industry is my entire life,” Williams said. “My family is every-



Tommy Williams, CAI, said his family is everything in the world to him, and next to that is the auction industry.

Photos by Peterson’s Portrait Gallery

thing in the world to me, and next to that is the auction industry. You couldn’t find anybody more passionate about it.

“I love the organization. There’s nobody in the world who believes in the auction method of marketing more than me, so it’s just a case of constantly trying to make us do it better.” ❖

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# DIXON'S LANDING

*John Dixon's financial institution background helped bridge that industry with auction.*

By Curtis Kitchen

Through the first part of the 1970s, John Dixon was plugging right along in the savings and loan and mortgage world. Employed full-time with a mortgage company, part of Dixon's role included auctions primarily in the Southeastern United States.

In 1976, however, the mortgage company fell through, which prompted Dixon to make a change as he decided to dive full-time into the auction industry. A few years after the switch, Dixon was approached with an opportunity to be a seminar instructor at the National Auctioneers Association International Auctioneers Conference and Show.

Little did the person who reached out know that they had set the wheels in motion for a ride that would lead to a future NAA Hall of Fame induction.

"In the early 80s, I was doing an auction and somebody asked me if I would agree to do a seminar at an NAA Confer-



ence and Show," Dixon, CAI, recalled. "I did, and then I just decided to become a member. As a matter of fact, I did the seminar and became a member two or three years later."

Always harboring a love for educating, Dixon's first seminar at Conference and

Show proved to be a springboard into a regular occurrence as he taught on subjects ranging from accounting to residential auctions or whatever else was asked of him. He was also a Certified Auctioneers Institute instructor.

Most of that came for Dixon, of Marietta,



Ga., during his 20-year run working with an auction company and assisting RTC and Fannie Mae in selling thousands of assets across the country. All of that came before he founded, in 1996, John Dixon & Associates (JDA) and is Chief Executive Officer.

“Every year, I would do something at Conference and Show. Now, they’re so much better than I am, I don’t get those calls anymore,” Dixon joked. “But, that’s fine. I’ve worn that hat out, I think.”

Maybe so, but it was Dixon putting on a hard-hat and doing some groundbreaking work in helping educate NAA members on effective ways to build bridges into the financial industry. While it’s impossible to say how far-reaching the impact of his teaching has stretched since those early sessions, Dixon likes to believe his efforts helped expand the horizons for Auctioneers.

“I think one thing that I was able to help develop in some small way with NAA was to do some teaching on how to work with financial institutions,” Dixon said. “I think, I hope, that’s helped some [auction] companies get involved with it that wouldn’t have been otherwise.

“I’ve always liked to do auctions for institutions. We do represent some individuals and, of course, estates, but I cut my teeth on working with financial institutions. It’s what I enjoy, and we’ve had some amount of success at it.”

These days, Dixon’s role at JDA is mainly in an oversight and business development capacity, which suits him just fine as he described development as the part he loves best. Dixon’s son, Drew, CAI, now leads the auction operations team for JDA, and is one piece to the staff that Dixon called “the best in the country.”

“That’s my biggest accomplishment, I think,” Dixon said, “is having the right people around me.”

Though Dixon is still a regular part of office conversation, Drew and a few others on the team kept hidden the NAA Hall of Fame selection. It was no easy feat, according to John.

“Absolutely surprised,” Dixon said. “How they kept it from me, I don’t know. They don’t keep other secrets very well. It was a tremendous shock. I had no idea it was going to happen.”

The idea of being a part of the NAA Hall of Fame has settled in for the most part. But, it’s when Dixon, a former NAA Board of Directors member, stops to think about the classes that came before him, and how he thinks about those people, that the reality becomes a little more overwhelming.

“Top-notch,” Dixon said in reference to the Hall’s members. “I know just about all of them. I have difficulty feeling that I ought to be a part of them. It’s an honor.”

It’s an honor that comes in response to more than 36 years of full-time work and service to the auction industry. It is time he believes has been well-spent.



John Dixon, shown here surrounded by family, said it was a “tremendous shock” to be inducted into the NAA Hall of Fame. Photos by Peterson’s Portrait Gallery

“I’m very pleased with my career,” Dixon said. “There were some things that maybe didn’t turn out exactly like I thought they would, but most did. I don’t have any regrets, and I’m very pleased to be able to work with my son.” ❖

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# NALLOA

## The licensing law group nears 40 years of existence.

**T**he National Auctioneer License Law Officials Association (NALLOA) has been in existence for almost 40 years and serves as a forum of licensing board members and associate members who communicate, endorse reciprocity and promote the common good in regulating the auction profession.

It constantly looks for ways to improve reciprocity and make it easier to obtain and maintain a license in this manner.

“I have been involved with NALLOA for a number of years now, and the single most important thing I, and our Board, have benefited from is the state reports that are given,” said Brad H. Wooley, CAI, of Little Rock, Ark. “NALLOA has been a real benefit to Arkansas, and I want this to continue and become an even stronger association.

“I have seen a trend where the state laws are becoming more and more like each other, and I think that comes somewhat from learning through the NALLOA meetings what does or does not work in the various states. The more alike the laws become, the easier it becomes for the Auctioneer, and the better it is to protect the public.”

Originally, membership was offered only to licensing boards. Now, however, in addition to the licensing boards, an associate membership is also available. Over time, the

Association has grown from only a handful of members to over 65 members. Membership is based on the calendar year, beginning Jan. 1 and running through Dec. 31. Associate members consist of individuals, state associations, auction schools and companies related to the auction profession.

Steve Lewis, of Morehead, Ky., said he has been a part of the meetings since 1986 and thinks the most important thing is getting to meet the other Commissioners, Compliance Officers and the Executive Secretaries from the member boards.

“To be able to put a face with a name is really helpful when problems pop up between licensees, between the states or between the boards,” Lewis said. “We know the people, and we can talk about the problem either in the meetings or whatever, and this makes it easier to work out the problems.

“I find it very helpful for me to be able to sit around the table and discuss the various problems with the boards concerning how certain matters are handled in the other states.

One such problem was Third Party Reciprocity. After hearing the views from the other states, Kentucky changed their law and now allows this type of reciprocity. I don't think this would have happened had we not been in the

“ I have seen a trend where the state laws are becoming more and more like each other, and I think that comes somewhat from learning through the NALLOA meetings what does or does not work in the various states. The more alike the laws become, the easier it becomes for the Auctioneer, and the better it is to protect the public.”

Brad H. Wooley, CAI  
Little Rock, Ark.

NALLOA meetings where it was discussed.”

NALLOA provides its members with a full-time NALLOA employee, who is available to answer any question pertaining to the Association and related subjects. Each summer, the Association sponsors a free educational seminar, open to all who wish to attend at the NAA International Auctioneers Conference and Show. Additionally, the Association holds a teleconference meeting every January, and all members of NALLOA are invited to take part at no cost.

Also, NALLOA maintains an educational booth at every Conference and Show as well, where it provides handouts of helpful information and answers questions about the organization to all attending auction professionals.

The website, [nalloa.org](http://nalloa.org), contains various pieces of information that can be easily accessed by the general public. However, only NALLOA members, who are given a personal ID and password, can access secure sections of the site. Inside these secure sections, members will find news and updates, minutes from NALLOA meetings, disciplinary action taken by licensing boards against their licensees,

rule and law changes in member states, along with upcoming meeting information and other clearinghouse information.

All members are provided with an annual certificate of membership. New members are always encouraged and welcome.

For more information please contact Barbara Schoen at [schoenhors@aol.com](mailto:schoenhors@aol.com) or at NALLOA Headquarters, 502-239-6772. ❖

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By Ryan George

Ryan George, through Biplane Productions, has helped Auctioneers market more than 2300 auctions across 43 states. For the past five years, George has built an average of more than 1000 print ads and more than 600 pages of direct mail each year, in addition to consulting, writing news releases, building proposals and coordinating online marketing. George has written articles for multiple publications, including trade magazines, lifestyle tabloids and newspapers. In 2004, he published his first book and began speaking at Auctioneer events on the state and national stage. Since March 2007, he has published a biweekly article related to auction and/or small business marketing. The articles are distributed to hundreds of subscribers via e-mail.

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# How to advertise an online-only auction

*(Psst... You already know how to do it.)*

By Ryan George

It seems that I've consistently received one question at almost every Auctioneer gathering I've attended over the past couple of years.

"How do you advertise an online-only auction?"

I usually answer that question with one of my own: "How do you advertise an offline auction?"

With the rise of both simulcast auctions and online-only auctions, in both quantity and percentage of live auctions, there's an assumption that an entirely separate pool of prospective bidders remains to be found. That's only partially true. In some markets, the buyer demographic doesn't frequent the Internet; and in some markets, potential bidders spend their lives online.

For the most part, though, those two groups are the outside slivers of a Venn diagram with a pretty fat overlap of online and offline media viewers.

Whether the bidding is done with a raised hand or a clicked mouse is just a matter of auction location. Nobody asks me, "How do you advertise an offsite auction?" They don't ask that because they advertise offsite auctions the same way they advertise onsite auctions. Online auctions are just offsite auctions held in a virtual venue.

Auction marketers should be covering all of the offline and online bases that their budgets can afford, for every auction, regardless of bidding platform or location.

So, then the question becomes: "Where do I advertise any auction?"

The answer to that question is, again, another question. "From which media are your current bidders hearing about your auctions?" If an Auctioneer can't answer that, they're losing market share to auction marketers who can.

The best way to know this answer is to query bidders at auctions. At an onsite auction, it might be a clerk verbally asking those in the registration line; or it might be written on the back of free entry tickets at a small raffle prior to the start of bidding. For online auctions, it can be a set of multiple-choice toggles on the registration form.

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VIEW OFFLINE  
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**BIDDERS WHO  
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A warning here: Polling results will most likely surprise you. Also, expect results to vary from location to location, from asset type to asset type, and even from one time of the year to another. That's why it's important to poll every auction and not make media purchasing decisions based on only a few polls.

This polling data, when stored and categorized, becomes a powerful tool at future seller presentations. How much do you think it will impress a prospective seller to see a chart or spreadsheet and read: "Over the past 12 months, our online

bidders for [type of asset] in [geographic area] have heard about our auctions primarily from these three media sources. Over that same time frame, our onsite bidders have come from these three media outlets?"

It wouldn't surprise me if those top three media were the same for both auction types. Even if they aren't, you'll still be able to answer the question many Auctioneers — including some of your competitors — cannot: "Where do you advertise an online-only auction?" ❖



**Steve Proffitt**

Steve Proffitt is general counsel of J. P. King Auction Company, Inc. ([www.jpking.com](http://www.jpking.com)). He is also an Auctioneer and instructor at Mendenhall School of Auctioneering in High Point, N.C., and Reppert School of Auctioneering in Indiana. He welcomes questions from readers about auctions and auctioneering. Readers' communications may be edited and revised. Proffitt will answer selected questions, but he cannot provide personal answers. His answers do not represent legal advice or the formation of an attorney-client relationship and readers should seek advice from their own attorneys on all matters. Please submit questions to [sproffitt@jpking.com](mailto:sproffitt@jpking.com) or c/o J. P. King Auction Company, Inc., 108 Fountain Avenue, Gadsden, AL 35901.

## More on picking an entity: *Maybe you didn't know this*

**L**ast month, I wrote about a telephone call I received from an Auctioneer who asked whether he should form a corporation or limited liability company for his business. I couldn't answer the man's question, because it involved financial and tax considerations beyond my expertise. I was able to tell him that legally neither entity may offer the protection against personal liability he is seeking. He was very surprised.

### Needed shield

One of the most significant concerns for business owners is the need for personal protection from liability that might arise out of business activity. This factor typically outpaces all others in the decision as to what form a business should take because, in our litigious society, the risk of claims is an ever-present threat. Let's briefly consider what shield the four primary types of entities (sole proprietorship, partnership, corporation, and limited liability company) afford a business owner against liability.

### Sole proprietorship

A sole proprietorship is the simplest form for an enterprise, and a founder merely commences doing business. The business and the operator are one in the same. The downside is that a proprietorship offers an owner no protection against legal liability. This is due to the proprietor being the one who does the business. A proprietor is personally liable for all of the acts, omissions, debts, and obligations related to the business.

### Partner

A partnership is another fairly simple form of doing business, and it is created by the agreement of two or more persons to work together in commerce. Partners have it even worse than proprietors when considering the risk of personal liability. While a proprietor can only be liable for himself, a partner can be held liable for her own business acts, omissions, and debts, plus those of every other partner. This is one of the reasons for the old axiom:

"The only ship worse than a sinking ship is ... a partnership!"

### Corporations and LLCs

The exposure to personal liability in proprietorships and partnerships spurs many business founders to select a corporation or limited liability company as the entity form of choice. While both of these forms are more complex and expensive to create, as well as more burdensome to operate, they can offer a potential barrier between an owner's personal assets and the debts and claims related to the business.

### Not bulletproof

Some businesspeople who form corporations and limited liability companies are surprised when the jaws of liability bite through these entities that they thought guarded their wallets. Their mistake is to perceive corporations and limited liability companies as being "bulletproof" protection against personal liability. These entities are not all-powerful and missteps regularly lead to claims being asserted directly against their owners. An example will illustrate how this can occur.

### An Auctioneer

Ed is an Auctioneer. He knows Auctioneers are increasingly being sued for alleged mistakes and wrongdoing, and he wants to protect himself. Since insurance is expensive, Ed considers how he might otherwise secure his personal assets from claimants. He talks to several Auctioneers and learns some of them have incorporated their businesses, while others have formed limited liability companies. Ed decides to incorporate. When the corporation is authorized to operate by his state, Ed feels great relief believing he is safe from any claim that might arise from his auctioneering.

A consignor placed a painting with Ed to sell. Ed doesn't know the consignor, but he knows something about art, and this example appeared to be as the consignor represented. Ed estimated the painting's value at over \$50,000. At the auction, Ed represented the piece as he

believed it to be and sold it to a telephone bidder for \$110,000. The buyer's payment cleared, delivery was made, and Ed sent the consignor's money to the post office box address that the man had provided.

Two months later, Ed received a letter from a lawyer representing the buyer. The lawyer demanded the immediate refund of the buyer's payment. The letter stated the painting is a fake, as confirmed by two experts. The lawyer alleged that Ed misrepresented the piece in the auction. If Ed doesn't refund the money within ten days, the lawyer wrote that the buyer will sue him and seek both the refund and additional damages. Ed tried to contact the consignor, but the telephone number the man had given him had been disconnected. Ed's urgent letter to the consignor was returned undelivered.

The buyer's claim was directed at Ed, along with his corporation. Ed went to an attorney seeking reassurance that he is personally secure from this claim. The lawyer surprised Ed by advising him that he is exposed to personal liability. This is because Ed is the one who made the misrepresentation in the auction on which the buyer relied. He did it personally. Ed cannot evade responsibility for his personal actions by hiding behind a corporate veil.

### Another example

A common situation will further illustrate this point. A man drives a truck negligently and runs a stop sign at an intersection. The truck hit a car and several occupants of that vehicle were injured. Subsequently, the truck driver said to the injured, "You can't sue me. I was driving for a corporation." Do you think the driver can avoid personal liability for the damages he directly caused? Of course he cannot.

The corporation for which the man drove would be on the hook for the damage of those injured in the wreck because the driver is an employee of the company. Employers are responsible for the errors and wrongs committed by their employees when done within the scope of the employment. The driver would also be liable to the injured since he is the one who made the mistake and caused the harm. The corporation can protect its shareholders from personal liability for the wreck,

but it cannot immunize its negligent driver. The law will hold him accountable for his error, just as it will hold Ed responsible for his mistake.

### Auctioneering parallel

By the way, the same legal principle that holds employers liable for the negligence of their employees applies equally in forming a bridge of liability between principals and their agents for the negligence of the agents when done within the scope of the agency. Auctioneers should take particular note of this rule inasmuch as they work as agents for sellers who are their principals. An Auctioneer's negligence within the agency relationship can bind the seller to personal liability for damages caused by the auctioneer.

### Rule

Many businesspeople form corporations and limited liability companies to shelter personal assets against legal claims that come from business activity. Some of them will fail to gain the protection they thought they enjoyed. This is a result of the rule that individuals are always responsible for the errors and wrongs they personally commit, and that responsibility cannot be erased by the existence of a business entity. Anyone who wants the personal liability protection that one of these entities can offer should not work in the business in a capacity that might trigger a legal claim, or else carry adequate insurance for such a matter. This is the reason many businesses insure both the business and its employees personally against liability for business conduct.

### Lessons

If you're an owner

of a business in which you will not be working, a corporation or limited liability company can be an important barrier to guard you personally from claims that might arise from business activity.

If you're an owner of a business in which you will be working, and you have agents or employees working for you, a corporation or limited liability company can be an important barrier to shield you against claims that might arise from the business and be attributable to your agents or employees.

Finally, if you're an owner of a business in which you will be working, and you have no agents or employees working for you, discuss the rule of personal responsibility with your attorney before you form a corporation or limited liability company. Otherwise, you might go into one of these entities believing you are gaining security from personal liability for your actions, when you are not. This issue is too important to make a mistake. Don't fool yourself. ❖

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# Learning from Kobe's memorabilia mess

**Question:** *What lessons, if any, should Auctioneers learn from the dispute over Kobe Bryant's memorabilia?*

**Answer:** *There are a few good points to consider from this unfortunate situation. For those who are not aware of the dispute, here is a short summary of relevant facts gathered from news reports. Los Angeles Lakers player Kobe Bryant's parents agreed to sell some of his memorabilia estimated to be worth \$1.5 million. When Kobe learned of the sale, he sent a letter to the Auctioneer to stop the auction, claiming that he owned the items and did not give permission to sell them. There were lawsuits filed in California and New Jersey about the auction. A California judge issued a temporary restraining order that put the auction on hold. Since then, the issues have been resolved, and six items were sold at auction. The important question to consider: What steps can an Auctioneer take to protect his or her business in this type of situation? There are three key points to think about.*

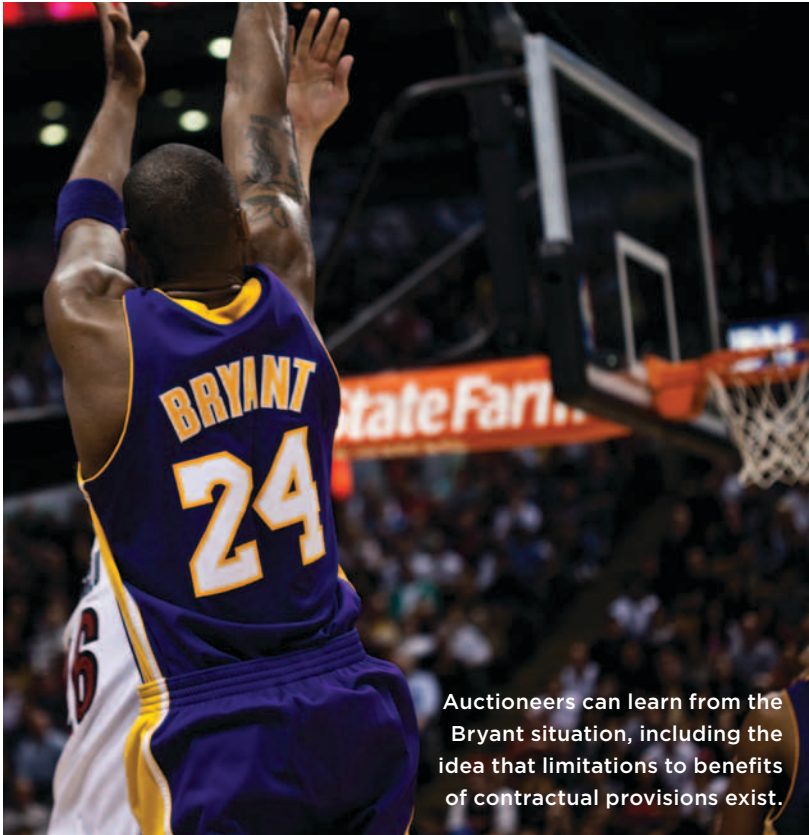
**F**irst, Auctioneers must, to the extent possible, verify who owns the items that are to be sold. For real estate and vehicles, where there are deeds or certificates of title, Auctioneers should do some due diligence to verify that the seller owns the property. For personal property, however, it becomes more difficult. It becomes important for Auctioneers to ask questions to find out when and where the seller obtained the goods. If an Auctioneer does not find someone's story to be believable, he or she should think twice before signing the auction contract. In this situation, the Auctioneer could have requested Kobe Bryant sign or acknowledge the auction contract or taken other steps to verify the ownership of the memorabilia. The saying, "possession is nine-tenths of the law," is an old common-law precept that means one who has physical control or possession over the property is clearly at an advantage, or is in a better possession than a person who has no possession over the property. But, it does not mean that the individual in possession of the property is the lawful

owner of the property. If someone steals personal property from another, for example, the thief has possession but generally cannot give good title to the property. A thief cannot give what he does not have.

Second, the Auctioneer should require the seller, in the auction contract, to represent and warrant that he or she owns or has the authority to sell the items. This gives the Auctioneer some protection. If the seller has possession of the goods and represents in the contract that he or she is the lawful owner of the goods, the Auctioneer would have a claim against the seller if the representation is untrue. The Auctioneer would assert breach-of-contract and breach-of-warranty claims.

Third, the auction contract should include a provision stating that the seller will hold the Auctioneer harmless and agreeing to indemnify the Auctioneer from any claims by someone else. An indemnity clause is a contractual provision to shift the risk of loss from one party to another. So, let's assume that an





Auctioneers can learn from the Bryant situation, including the idea that limitations to benefits of contractual provisions exist.

Auctioneer agrees to sell personal property for XYZ, Inc. After the auction, the Auctioneer is sued by ABC, LLC. It claims to be the lawful owner of the property that was sold at the auction for XYZ, Inc. The indemnity clause in the auction contract would allow the Auctioneer to shift the risk of loss from himself or herself to XYZ, Inc. In the lawsuit between ABC and the Auctioneer, the Auctioneer would bring XYZ into the litigation and would require it to defend its claim of ownership and pay for the Auctioneer's losses.

I am not familiar with the specific facts and have not seen the auction contract for the sale of Kobe Bryant's memorabilia. So, these contractual provisions may have been in the auction contract. These are a few of the lessons that should be considered in the aftermath of this auction. There are limitations, however, to the benefits of these contractual provisions. Both provide the Auctioneer with avenues of recourse against the seller. If the seller is insolvent or files a petition for bankruptcy, they will not provide much protection. So, it is important for an Auctioneer to get to know the seller and do some due diligence prior to the signing of the auction contract. ❖

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## Here are **five ways** to protect your online auction.

By Jason Nielsen

**T**rusted and dependable online fraud protection services are paramount when choosing an online auction provider.

With the growth of the online auction industry, auction companies must ensure that the online platform with whom they choose to partner has invested in the most advanced fraud protection services available. State-of-the-art fraud protection technology analyzes customer behavior and customer history, and will admit only the most qualified potential buyers into your auction.

Unfortunately, most fraud happens outside of legitimate platforms through private communication outlets. This

is where you come in. Follow these few simple steps, and you can enjoy a safe and secure auction event.

**1. Communicate with your customers.** Buyers don't like surprises, so make sure to provide clear, detailed descriptions and photographs of your lots. Additionally, make yourself easily accessible. An e-mail address for service issues and questions is mandatory, but a phone number is always the best way to allow your customer to contact you. Buyers appreciate sellers who answer their questions promptly. Try to answer calls or e-mails within 24 hours of receiving them.

**2. Ship to the buyer's billing address.** While most people are not fraudulent, shipping to the billing address provides an extra layer of protection, as it helps to identi-

fy stolen credit cards, prevents identity theft and reduces the likelihood of fraud-related chargeback. Shipping to any other address is generally safe, but not entirely without risk. Be smart in cases like this and remember, if it sounds too good to be true, it probably is.

**3. Track and insure your packages.** Ship within seven days, if possible, and ALWAYS track your packages. For large orders (\$250 or more), it is a good idea to also request a signed proof of delivery receipt and keep it filed with your shipping records. And, yes, be sure to keep detailed records of all items shipped so you can easily reference them should a customer request this information.

*“State-of-the-art fraud protection technology analyzes customer behavior and customer history, and will admit only the most qualified potential buyers into your auction.”*

**4. Keep your customer in the loop.** Once you've received payment for a sale, give your buyer an estimated delivery date. It will set realistic expectations for your customer and could prevent inquiries or disputes regarding the status of their order.

**5. Have a clear and reasonable return policy.** Make sure it's easy for your buyers to find and understand your return terms and conditions. If you feel inclined, shipping a return label may also be a nice touch.

Fraud protection is of the utmost importance for Auctioneers, and by communicating with your customers, tracking and insuring your packages, and writing clear and fair return conditions, you can guarantee protection for yourself and your customer. After partnering with a secure online platform, the rest is up to you. Follow these five simple steps and ensure a fraud-free auction. ❖

*Jason Nielsen is the Vice President of Risk Management, Payments and Product, Proxibid.*

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By Carl Carter, APR

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

# Cover me!

## Seven tips on getting media to cover your next auction.

**G**ood news coverage about your upcoming auction can give your business a welcome boost. But, it usually doesn't just happen by itself. Here are a few things you can do to encourage media coverage without having to hire a public relations pro.

### 1. Survey the local media landscape.

It may seem laughably basic, but you can only “pitch” your auction story to media who are around to hear you. If you're promoting an auction in a rural community with no daily newspaper and no TV stations, you obviously will need to either extend your reach or just gear your expectations to that reality. In smaller rural communities, you may be able to score a few minutes on a talk radio station by calling the show's producer. Don't overlook local news blogs and newsletters. I've seen a local garden club newsletter stoke interest in an auction.

### 2. Determine your purpose.

Do you want to promote an upcoming sale? Or, is it your aim to attract future business for your auction company? This will drive both your timing and your message (not to mention whether any costs come out of the auction budget or out of your own pocket). If you're hoping to promote the auction, your outreach to media needs to begin at least three or four weeks before the sale date. Once you're within about a week of the sale date, it's hard to get any helpful pre-auction coverage without rushing the media outlet. (Hint: Media outlets don't like to be rushed.)

### 3. Identify the story.

Here is the tricky (and humbling, perhaps) part: Your auction's probably not the story. Editors are up to their eyeballs in announcements of upcoming auctions. But, within the details, there may be an item that will get people talking. It could be as small as the button off a Civil War uniform. A great way to discover the hidden story is to think about what you would first go home and tell your spouse about. I was once getting a ho-hum media response on a famous basketball player's house until I mentioned that his bed was selling with the house because, at seven feet, he required such a huge bed that it wouldn't fit through the door. Editors love surprises and unexpected twists.

#### 4. Respect the “reach.”

Before 1999 or so, local newspapers (and to a lesser extent, TV stations) would often cover news within a radius of 100 miles or more. Today, coverage is far more local. A mid-size daily newspaper (with a circulation of 50,000, let's say) won't usually venture far past its own county line. If an editor says your auction is outside the coverage area, accept the feedback without whining and arguing. Otherwise, your negative response may annoy him to the point where you're not welcome next time you have a story to pitch.

#### 5. Respect media staffing cuts, too.

Since 2006, some 15,000 newsroom jobs have vanished as newspapers have closed or cut staff. TV stations, likewise, have cut back severely. Even if you have a great story, you're probably not going to get a reporter and photographer to come out for the afternoon. You may have to settle for a quick phone interview, and maybe a request for you to provide a photo. If the TV station does send someone out, it will probably be a “one-person crew” that consists of a camera operator and no reporter. Even the *Chicago Sun-Times* recently fired its entire photo staff and started teaching reporters how to take better pictures with their iPhones. (Seriously, I can't make this stuff up!) The editor can't send people he doesn't have, and you want to nurture a good long-term relationship.

#### 6. Target the reporter, not the outlet.


To borrow a phrase from Ronald Reagan, newspapers don't write stories, people do. Find the website for the newspaper or TV station you're hoping to interest in your story, and look for stories compatible with yours. Check the byline. You'll probably even find the reporter's email address right alongside the story. Remember that most “pitches” and press releases go to editors, so if you can find the right reporter, you may have a better chance of getting his or her attention.

#### 7. Decide on a delivery method.

You don't always need a press release. A well-targeted e-mail may do the job. You don't need to blanket the entire news staff with emails. Should you call? Maybe, but only to 1) make sure the reporter still works there and 2) ask for permission to email your story idea to him or her. Don't try to pitch it on the phone. Once you've sent the email, don't call again. If she likes the idea, you'll hear from her. Remember that reporters hate phone calls more than measles. If you do call, try to keep it to less than 30 seconds unless the reporter starts asking questions.

In short, keep it simple. Find a good story and tell it to someone who can pass it along. Give yourself a chance to get lucky. ❖

“Don't overlook local news blogs and newsletters. I've seen a local garden club newsletter stoke interest in an auction.”



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# 2013 NAA AUXILIARY SCHOLARSHIP WINNERS



Kristin Inman

*Name:* Kristin Inman

*Age:* 18

*Hometown:* Pierre, S.D.

*How will you use the scholarship?*

I used the NAA scholarship to help cover the cost of my tuition at Creighton University, and I am extremely grateful for the funds I received.

*What are your professional goals?*

In the long run, I plan to become a pediatric oncologist.

*One thing about me everyone should know*

I love nothing more than to be outside working on my farm or fishing!



Rocky Driggers

*Name:* Rocky King Driggers

*Age:* 18

*Hometown:* St. Petersburg, FL

*How will you use the scholarship?*

I will be using the scholarship to fund my education at Embry-Riddle Aeronautical University. My major is Aviation Business Administration, so it will allow me to pursue a career managing an airline, a local airport fixed-base operation terminal, or too many other things to list!

*What are your professional goals?*

After college, I plan on flying for the airlines, hopefully starting as a first officer with United or JetBlue. I will need to fly first to work my way into airline management, so hopefully, shortly after I earn seniority in the airline, I can transfer to a management position. My dream side-job however, has always been to fly aerobatics on the air show circuit, which would bring in just a bit more income with lots of fun!

*One thing about me that everyone should know*

I simply love to take people on their first airplane ride. It gives me a huge thrill to see the smile on each and every person's face after they come back down.



Kaitlin Terrel

*Name:* Kaitlin Nichole Terrel

*Age:* 20

*Hometown:* Smithville, MO

*How will you use the scholarship?*

To aid in paying for tuition during my senior year at the University of Kansas.

*What are your professional goals?*

To graduate with my Masters degree in Speech-Language Pathology and eventually open my own private clinic focusing on the pediatric side of the field.

*One thing about you that everyone should know*

I worked at a daycare for four years through high school; this led to my passion for children and goal of working with kids in the future. ❖



## 2013 NAA AUXILIARY HALL OF FAME INDUCTEE

Ramona King, of Fletcher, N.C., was inducted into the Auxiliary to the National Auctioneers Association Hall of Fame on July 17, 2013, at the Auxiliary luncheon held during the annual NAA Conference and Show in Indianapolis.

She becomes the 29th Auxiliary Hall of Fame member, according to the group's Website.

King has been a part of the Auxiliary since 1989. In that time, she has served as director and also secretary-treasurer.

Mrs. King and her husband, Jerry, own and operate King Auction & Realty Co., Inc., founded in 1976, and King Auto Auction, Inc., founded in 1986, in Fletcher. ❖



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# PROBLEM SOLVER

“We have the opportunity to help people make their lives easier.”

Scott Shuman, CAI  
Eaton, Colo.

By Sarah Bahari  
contributing writer

Scott Shuman considers himself a problem solver.

“Auctioneers are hired when there is a life change,” said Shuman, CAI, of Eaton, Colo. “A death in the family, a divorce or just a big financial change. We have the opportunity to help people make their lives easier.”

Shuman now wants to direct some of his attention to the National Auctioneers Association Board of Directors, to which he was recently elected to serve a three-year term.

A member of the NAA since 1986, Shuman says he is committed to helping other Auctioneers succeed and helping the organization grow membership. But, he said serving on the NAA board will be beneficial to him, too.

“I’m sharper when I’m involved in the national and state boards. I’m sharper on auction issues,” said Shuman, 46. “I’m better able to help my clients know what to expect in the auction world and market. That’s why I tell any young Auctioneer to get involved.”

Growing up in rural Colorado, Shuman fell in love with



Scott Shuman was elected to the NAA Board in July.

auctions at an early age while attending frequent live-stock sales with his family. In 1986, he graduated from the Missouri Auction School and later earned bachelor’s and master’s degrees in agriculture from Colorado State



University and Purdue, respectively.

Carving a niche in agricultural real estate, Shuman has conducted sales across the country, first working in Illinois before returning to Colorado in 2006. He worked as vice president of real estate for Westchester Group until 2010, when he joined Hall & Hall Auctions as a real estate partner and auction specialist.

Among his most high-profile sales, Shuman oversaw the sale of Camp Cooley Ranch, one of the largest and most historic ranches in Texas, for \$28.5 million last August.

This fall, he will sell more than 40,000 acres, including 34,000 acres of farm and ranch land in Kansas and 6500 acres of ranch land in Nebraska.

In such sales, marketing to national and international audiences is crucial, he said.

Efforts include ads in traditional outlets such as print and electronic media, but he also relies on the Web and festive pre-auction events. Shuman's wife, Krista, who is also an Auctioneer, handles marketing for the events.

"We are helping to empower our customers to buy," Shuman said. "By auction day, the majority of the work has already been done. Auction day is the time to kick back and have fun."

Bill Sheridan, owner of Sheridan Realty & Auction Co., in Mason, Mich., said Shuman will be a valuable addition to the Board.

"Scott is one of the bright shining stars of the auction future," said Sheridan, CAI, who has worked with Shuman on land auctions in Michigan. "He is one of the sharpest young auction professionals I know. He is very organized and diligent. He never takes his eye off the ball."

When speaking with young Auctioneers, Shuman says he offers a few bits of advice: Do not be afraid to show your passion to clients, be patient, learn to ask the right questions and attend the NAA's annual International Auctioneers Conference and Show.

"It is like a great big family reunion," he said. "It will make you proud to be a part of our business."

Shuman and his wife have three children: Amanda, 17; Walker, 13; and Shelby, 8. ❖



Among his career highlights, Shuman led the sale of a Texas ranch for \$28.5 million in August 2012. When it comes to farm and ranch land, marketing both national and internationally is vital, he says.

Submitted Photo

2013 NAA Board of Directors Presidential Appointee Charlotte Pyle and husband, Joe.  
Submitted Photo



# STICK AND MOVE

Presidential Appointee Charlotte Pyle brings a love for auction's fast pace and its ability to adapt to NAA Board.

By Sarah Bahari  
*contributing writer*

When Charlotte A. Pyle's boyfriend, Joe, asked her to work as a clerk at his auction in 1981, she happily agreed.

Never mind that Pyle, then 17, had never once attended

an auction, nor did she really know what one was.

Pyle recalled sitting in stunned silence as she watched Joe, who would eventually become her husband, conduct the estate sale. After selling two items, Joe gently reminded her to jot down the sales.

"I had never heard anyone talk so fast in my life," said

Pyle, now 48, who lives in Mount Morris, Pa. “I had no idea what I was doing.”

That would quickly change. Pyle is now co-owner of Joe R. Pyle Complete Auction and Realty Service, in Shinnston, W.Va., and two auto auctions in the state. Also, she was recently appointed by National Auctioneers Association President Paul C. Behr, CAI, BAS, to serve a one-year term to the NAA Board of Directors.

Behr, who met Pyle at a National Auto Auction Association meeting three years ago, said he appointed Pyle because she has a wealth of auction knowledge and experience.

Pyle and her husband, Joe, “are business people who have worked their way from the ground up the old fashioned way — one day at a time, one satisfied customer and client at a time, one sale at a time,” Behr said.

“I love everything about auctions,” said Pyle, who is immediate past president of the National Auto Auction Association. “I like the fast pace. Not being in the same place every day. The interesting people you meet. The interesting things you uncover in peoples' attics or basements.”

A decade ago, the Pyles came across one of those interesting sales: the Francis Bower estate in Mannington, W.Va. The family owned Warwick China Company and was the world's largest producer of semi-porcelain bathroom fixtures prior to the Great Depression.

The sale, which drew coverage from *The New York Times*, was conducted in 12 different sessions, with toys alone bringing in more than \$500,000. Highlights included: a Mormon 1914 Bible for \$44,000; a page of the Gutenberg Bible for \$19,000; a piece of Pike's Peak gold for \$33,000; and a book with 26 presidential signatures for \$26,000.

As far as blending her past experience with new opportunities, Pyle said she hopes to bring some of the expertise she has developed to the NAA Board.

For example, auto auctions have long integrated computers into the system, and Pyle said she could help other Auctioneers looking to do the same.

“I have been down this path, and I might be able to help people save time and heartache,” she said. “You have to find that right mix between adapting to technology and maintaining a personal touch.”

Pyle says she also encourages Auctioneers to explore how technology can help their business.

“You have to be open to change,” she said. “The younger generation wants to do everything from a mobile device or iPad. You have to adapt, or you're never going to last in coming years.” ❖

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

These days, when Ethan's mom cues up her Zumba workout in the living room at home, she soon finds that she's not dancing alone. Ethan, her 5-year-old son, has appeared right next to her in front of the TV screen. As his mom looks down at Ethan happily stamping and sliding his little feet, her heart swells with gratitude.

When Ethan was 3 years old, he began vomiting and lost interest in food and play. Over time, doctors chalked it up to allergies, a virus, or possibly migraines. “I knew in my heart that something wasn't right,” Ethan's mom remembers. “I knew it was something else, that it was serious.” At her insistence, Ethan's pediatrician sent him to the local children's hospital. There, a scan revealed that Ethan suffered from a rare and dangerous brain tumor called pineoblastoma.

Ethan was slated for brain surgery. But prior to that date, “people just kept telling us about St. Jude Children's Research Hospital®,” recalls his mom. “St. Jude kept coming up.” She didn't yet know that St. Jude has the largest pediatric brain tumor research program in the country and the world's best survival rates. She just knew St. Jude was where Ethan needed to be.

Ethan is now cancer-free and returns to St. Jude every three months for checkups. His mom loves it when he joins in on her Zumba routine, and she can bask in just how far he's come.

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Ethan  
5 years old  
Arkansas  
pineoblastoma



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# BEAT "NEGOTIAPHOBIA"

## Conquer your negotiating fears, and stop leaving dollars on the table.

By George Lucas, Ph. D.

**T**he research I have done with coauthor Don Hutson (see page 6) has convinced us that “Negotiaphobes” — people who fear negotiating — have left enough money on the table to pay off our national debt. In every organization that depends on successful business development of new and existing accounts, this affliction can create serious top- and bottom-line pressure.

So, why is it that, today, so many salespeople are reluctant to advance their skills and engage in negotiations? We discovered that this reluctance to negotiate is due to several important factors.

### FEAR STOKERS

First, many people have a desire to avoid what is wrongly seen as confrontation. In reality, well-conducted negotiations minimize conflict; not increase it. Next, people hold a fear of leaving money on the table. In reality, there will almost always be some money left on the table. The key is to make it pocket change instead of what we call down South, “folding money.”

Third, driven partly by the second reason, the rush to just get a deal, any deal, drives people to guarantee a deal is done sooner rather than later, even if it means settling for less. If you can’t manage to handle some ambiguity, you will be somewhat limited as a negotiator. Fourth, some suffer from an overall lack of skill development with regard to the negotiation process. I am constantly shocked that, in a room of professional salespeople or buyers, only about 20 percent have ever invested time and money to advance their skills.

Finally, Negotiaphobia is caused by a willingness to simply live with the status quo. “Better the devil we know,” is an all too common mindset today, particularly after

some of the recent challenging years where, in many companies, the mindset switched to “any business is good business.”

### CHANGE STARTS AT THE TOP

Our experience clearly shows that any change in your organization’s negotiation culture simply has to start at the top of the organizational chart. I have worked with many managers who openly admit they are not great negotiators, but they still expect their people to be good at this increasingly important skill.

Leaders today must demonstrate the characteristics sought by the characters in “The Wizard of Oz.” They must show the brain the Scarecrow was looking for, the heart sought by the Tin Man, and the courage the Lion so desperately needed. Your team members need to see you ensuring that your facts are collected and accurate, you have empathy for your team members in their negotiations, and you have the courage to stand your ground both in front of and behind them.

There is very good news for all of you reading this article: Negotiaphobia is a disease that can be treated. This treatment is actually pretty simple, and it involves learning various negotiation strategies, as well as the skills to deploy them. We have developed an E-A-S-Y three-step process that will get you and your team on the road to being better prepared and mentally ready to engage and succeed in negotiating for your desired outcomes.

### THE EASY TREATMENT

**ENGAGE.** Most negotiations are won or lost before the first words of communication between parties even take place. Ask yourself: “Is this an encounter where a negotiation is likely or possible?” You also must understand that a negotiation is not an event. Instead, it is an ongoing process. You are always in one of three phases:



**1. Pre-deal:** Parties are collecting information and monitoring the ongoing results from the prior deal, with the decision made by one side or the other that the current agreement needs to be continued, changed or ended.

**2. Deal:** Parties are at the point of exchanging ideas, sharing needs and positions in an attempt to either keep or change the status quo. This is what most people consider the only aspect of negotiating. It is actually more in line with bargaining.

**3. Post-deal:** Parties reinforce the terms of the agreement, communicating impacts and leading to the next pre-deal phase if this is an ongoing relationship. Mistakes are often made here as one or both sides share information about how overly-happy they are with the deal that was made. This leaves the other side feeling that they left money on the table.

Next, you should always quickly review the four viable negotiation strategies. These strategies are: **1) Avoidance** (reactive and low cooperation); **2) Accommodation** (reactive and high cooperation); **3) Competition** (proactive and low cooperation); and **4) Collaboration** (proactive and high cooperation). Each of these four strategies have their place in the various negotiations we face, and proficient negotiators know when and how to use all four of them.

**ASSESS.** Here, negotiators assess their natural tendencies to use each of the four strategies, as well as the probable tendencies of the party they are negotiating with, to follow one of the four approaches. As you read this article, consider what your negotiation style is as it relates to the strategies mentioned.

Experience shows that the best read on what strategy someone will use in negotiating with you is how they have negotiated with you in the past. Nearly all people are “one-trick ponies,” reflexively using the same approach every time. They are like a software program in that they come with default settings that they never take the time to change. If you learn to adapt your style to the situation at hand, you will enjoy greater success.

**STRATEGIZE.** Based on the significance of the situation — one’s own tendencies and the expected strategy that will be deployed by the other side — you should carefully select an opening and fall-back strategy. The power and importance of preparation cannot be over emphasized here. The book, “The

Art of War”, says it well: “One should not go into a battle they have not already won.”

A fall-back strategy, or plan-B, is a lot like having an umbrella with you. If you have an umbrella on your golf bag, it rarely ever rains. But, leave it in the trunk of your car, and you will get drenched. As you negotiate, don’t just look at this one encounter, but also look out for long-term potential. Some deals, like buying a car, are usually one-offs that direct you toward competition. There are other instances where a small opportunity today, if handled collaboratively, could lead to a much larger and recurring deal in the future. Once you Engage, Assess, and Strategize, you’re ready for the last step.

**YOUR ONE MINUTE DRILL.** This is where you, on a regular basis, automatically cycle through the first three steps as you face any negotiation. This one-minute reflection should become just as automatic as fastening your seatbelt when you get in to drive a car.

It is a very powerful tool to make you a more effective and efficient negotiator. Certainly, negotiations usually take longer than a minute. Some take hours, months and even decades. Others, however, can be concluded in a matter of seconds. The EASY process will be your guide to get your head in the game for each negotiation encounter irrespective of its duration.

Note that we call EASY a treatment; not a cure. Negotiaphobia is like gravity; it is always there to hold you back. If you ever think you have it figured out and no longer need this process, you will be vulnerable to it creeping back into your life. Vigilance must be your M.O. as you continue to treat your Negotiaphobia and advance your success in all aspects of your life. It really comes down to the

old adage: “Use it or lose it. By “it”, we are referring to the sunburst message on the cover of “The One Minute Negotiator”, “More success with less stress” ❖

*George Lucas is co-author of the Wall Street Journal, USA TODAY and New York Times best-seller, “The One Minute Negotiator: Simple Steps to Reach Better Agreements.” Over the last 15 years, Lucas has helped negotiators on six continents advance their skills via his speaking, training, coaching and consulting. Contact him at (901) 767-5700, or email Scott Hutson, VP of Sales at [scott@uslearning.com](mailto:scott@uslearning.com) to learn more.*

“  
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 TO IT  
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Twelve students from seven states graduated from the Mendenhall School of Auctioneering, in High Point, N.C., on Aug. 11, 2013. States represented included: Florida, Michigan, Nevada, New York, North Carolina, Virginia and West Virginia. Submitted photo



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# USAF Thunderbirds Mustang sells for \$398,000

**A**marillo, Texas, Auctioneer Spanky Assiter, CAI, AARE, sells a lot of unique and expensive cars as the official Auctioneer of Barrett-Jackson. But, even for Assiter, it's not every day you get \$398,000 for a current model Ford Mustang.

The United States Air Force Thunderbirds Edition, created by Ford and auctioned on Aug. 1 at the Experimental Aircraft Association's AirVenture Show in Oshkosh, Wis., was decorated to match the famous F-16 Falcons flown by the USAF Thunderbirds. With a red, white and blue exterior, it has a

glass roof, 22-inch wheels and a painted belly pan matching the bottoms of the jets. It carries the serial number #0001.

"It was really something to see. Ford builds a car every year to be sold at auction to benefit the EAA AirVentures Young Eagles organization, which encourages interest in aviation among young people and has provided free introductory flights to more than 1.7 million youth since 1992," said Assiter.

In all, the auction of 18 items brought a total of \$1.129 million for the Young Eagles program. ❖

# Sapphires and Verdura steal show at Moran's Fine Jewelry and Luxury Auction

**M**ost bidders had no trouble at all selecting their favorite pieces from among the many glittering baubles at Moran's May 21 HQ Jewelry and Luxury Auction, in Altadena, Calif. Triumphant over the competition and taking a purchase home, however, turned out to be much more difficult.

Selling prices hit levels well above pre-sale estimates throughout the 278-lot sale, and 86 percent of the lots sold.

Two of the most highly fought-over pieces were those by Italian-American designer Verdura. The first was a camel-form brooch featuring baroque cultured pearls set into the hump. Further set with 170 full-cut round diamonds, a pear-shaped yellow sapphire, and rubies, the camel was conservatively estimated at \$8000 - \$10,000, but eager bidders drove it up to a final price of \$36,000.

The second Verdura lot was very much a statement piece, made from a striking natural orange lion's paw shell with deep blue cabochon sapphires and round-cut diamonds set in frothy lines of resembling sea foam. Bidders reserved every available phone line for the necklace weeks prior to the sale, and, when the bidding finally began, it came fierce and rapid-fire. In a matter of moments, the price shot past the estimate of \$10,000 - \$15,000, the hammer coming down a moment later at \$96,000.

Not to be overshadowed by the success of the Verdura, a Harry Winston necklace featuring a gorgeous 24-carat certified natural Ceylon sapphire surrounded by diamonds and cultured pearls drove buyers to their limits. With a dark-horse Internet bidder keeping pace with a quietly determined bidder on the floor, the necklace finally sold to the floor bidder for \$138,000.

Additional highlights prominently featuring sapphires included a ring by Van Cleef & Arpels, estimated at \$2000 - \$3000, and a sapphire, diamond, and white gold bracelet estimated to sell between \$1500 and \$2000. These gorgeous pieces found buyers at \$7800 and \$3300, respectively. ❖

## Parking garage auction nets city additional \$1.375M

**I**n Poughkeepsie, N.Y., a city-owned parking garage almost changed hands for \$25,000 in a private deal before a public auction through United Country Absolute Auction & Realty, Inc., raised the high-bid price to \$1.4 million. The sale came after beginning with a stated minimum of \$25,000. The Aug. 28 sale, according to Auctioneer Rob Doyle, CAI, CES, of Pleasant Valley, N.Y., took six minutes.

The four-story garage at 38 Civic Center Plaza was purchased by Joseph Bonura, Sr., co-owner of the Poughkeepsie Grand Hotel, which adjoins the parking deck. Bonura had initially offered the city \$25,000.

Another parking garage went to a local church for \$155,000.

In all, the city sold seven pieces of property, which raised more than \$1.8 million. ❖

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# John Deere Experimental 101 sets world record

**H**eadlining an immaculate John Deere collection, the only privately owned John Deere Experimental 101 tractor in the world recently set a world record when it sold for \$240,000. Sold as part of the Barb and Ron Koogler John Deere Collection Auction on Aug. 17, in Yellow Springs, Ohio, the rare find will now reside in Springfield, Mo.

Also, an original, 1949 John Deere A Coffin Block Pedal Tractor — one of only eight known to exist — was a definite crowd pleaser as bids went back and forth across the field and

settled in at \$70,000, another world record for the item.

Aumann Auctions, Inc., a MarkNet Alliance Member, had the privilege of auctioning a pristine collection of literature, memorabilia, toys, pedal tractors and antique tractors that drew in a crowd of over 400 bidders from all over the world, including as far away as Australia.

Elsewhere, a rare NOS John Deere Quality Farm Implement Sign go for \$42,000. ❖



\$126,500



\$66,125



\$34,500



\$31,050



\$47,150



\$172,500



\$109,250



\$9775

# Art powers \$2.8M in auction revenue at Maine sale

**A**n incredibly diverse selection of art fueled enthusiastic bidding at Thomaston Place Auction Galleries' August sale, resulting in over \$2.8 million in auction revenue and 77 percent of lots sold.

"It was one of our most successful auctions ever," Thomaston owner and Auctioneer Kaja Veilleux said. "We saw strong results across the board, but the art was the biggest driver of the sale."

Leading the sale was a beautiful oil on canvas work by Rockwell Kent (NY, 1882-1971), "West Greenland Landscape, 1929", that brought \$172,500 after a heated battle between telephone and floor bidders.

There was applause from the auction floor when a 15th-century Italian Carrera marble bas relief plaque of the Madonna and Child, attributed to Tino di Camaino, surpassed its \$10,000 to \$15,000 presale estimate and brought \$109,250.

The crowd was awed again when next lot, an 1889 oil on

panel study from a private New York collection entitled 'Contessa de Luesse nata Berthier' by Giovanni Boldini (IT/FR, 1842-1931), rocketed past its \$20,000 to \$30,000 estimate and sold for \$126,500.

A few other items of note:

Francis Augustus Silva, 1876 watercolor/gouache, "Brace Rock, Cape Ann, Mass.": \$66,125

Dale William Nichols, 1949 oil on canvas, "Where the Grass Grows Green": \$47,150

Margaret Seeler, suite of five copper panels with silver cloisonné and enamel, "Why Hast Thou Forsaken Me", \$34,500

Captain Jefferds Inn 19th-century full-body codfish weather-vane, \$31,050

Alfonso Ianelli, Frank Lloyd Wright-inspired sculpture, "The Muse of Music", \$9775 ❖

# Judge rules California can auction Carbon

**O**n Aug. 28, in “California Chamber of Commerce v. Air Resources Board,” Judge Timothy Frawley issued a tentative ruling that auction was part of authorized methods of sale for California environmental regulators. His decision, for now, effectively defeated a Chamber of Commerce lawsuit that challenged the sales.

The provisional ruling supported the notion that California lawmakers had empowered the state’s Air Resources Board (ARB) in 2006 to select a method for distributing carbon allowance permits as part of the state’s passing of AB 32 — the Global Warming Solutions Act.

The auctions had been called “unlawful” when they began in November 2012, with Chamber attorneys saying the tax wasn’t approved by voters.

“At the time AB 32 was enacted, both auctioning and free distribution were widely recognized methods of distributing allowances,” Frawley said. “In delegating to ARB the authority to ‘design’ the ‘distribution of emissions allowances,’ the Legislature delegated to ARB the choice of distribution method.”

Four auctions have taken place, and results have been mixed. At the initial sale, the Los Angeles Times reported that companies paid just nine cents above minimum, at \$10.09, for the right to emit a metric ton of the greenhouse gas. (Still, almost \$290 million was raised.) This past August’s sale, a few weeks ago, saw a lower-than-expected price of \$12.22 per metric ton — a 13-percent drop from the previous auction in May.

Despite the August drop, future permits for 2016 sold out, which, according to Emily Reyna, senior manager of partnerships and alliances for the Environmental Defense Fund, indicates companies are settling in for the long haul.

“[It] really shows that these companies, probably the big oil companies, are preparing for the longevity of this market,” Reyna told *Bloomberg Businessweek*, which also reported the ARB received 1.69 bids per allowance. It was the first time demand exceeded supply for advance permits since the program started.

Overall success of the program isn’t necessarily about the dollars, however, when considering the real goal of the cap-and-trade

program is to encourage energy companies to cut their emission levels approximately 15 percent by 2020, though that scheduled date is likely to be extended.

In the program (the first of its kind in the United States), the ARB puts forth a set number of allowances. These may be given away freely or sold at auction. That capped number of allowances is set to shrink each year, leaving companies to stay in-step with gradually reduced greenhouse gas emissions levels or find a way to obtain enough allowances as to avoid penalty. If a company purchases too many, it can then trade them.

The next auction is set to take place in November. ❖

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“As an auction staffer, I am usually 'behind the scenes', but I have recently attended auctioneering school and am always looking for ways to help out our company. I look forward to seeing what NAA has to offer!”

**Heather Bauer**

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**“** I joined NAA after meeting Hannes Combest at the United Country national convention. The organization was also recommended by Auctioneers I admire, such as Jimmy Dean Coffey. I look forward to networking and learning from my peers in the industry and continuing to grow our business.”

**Phil Brown**

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Greenwood, SC 29649  
cofccougar\_1999@yahoo.com  
(864) 941-6309

## Texas

Justin R. Anderle  
1246 CR 278  
Shiner, TX 77984  
justinanderle@hotmail.com  
(361) 772-3308

Elise Nicole Bell  
Medford Natural Capital  
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elisemedford@gmail.com  
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j.comiskey@sbcglobal.net  
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continued »

**“** Growing up in Puerto Rico, I was taught to always surround myself with people who I could look up to and to learn from them as much as I could. This is why I joined the military 14 years ago, and this why I joined the NAA today - to be surrounded by only the best.”

**Eugene Trinidad**

Okinawa, Japan

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jbarnard@rasmus.com

Marie P. Jarvis  
Rasmus Auctions  
P.O. Box 30760  
Alexandria, VA 22310  
mjarvis@rasmus.com

Erik Joseph Rasmus  
Rasmus Auctions  
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sburdrn@yahoo.com  
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- Complete this form with credit card information and fax to (913) 894-5281
- Complete this form and return with payment to: NAA Membership, 8880 Ballentine, Overland Park, KS 66214

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

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

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## **Mission**

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

## **Vision**

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

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## IN THE RING

**PAGE 27** *"I have seen a trend where the state laws are becoming more and more like each other, and I think that comes somewhat from learning through the NALLOA meetings what does or does not work in the various states. The more alike the laws become, the easier it becomes for the Auctioneer, and the better it is to protect the public."*

**Brad H. Wooley, CAI**  
Little Rock, Ark.

**PAGE 35** *"State-of-the-art fraud protection technology analyzes customer behavior and customer history, and will admit only the most qualified potential buyers into your auction."*

From "Fraud Free"

**PAGE 49** *"If you ever think you have it figured out and no longer need this process, you will be vulnerable to it creeping back into your life."*

From "Negotiaphobia"

## AROUND the BLOCK



### Facebook video contest winner!

**C**ongratulations to Proxibid for its winning entry in the 2013 NAA Conference and Show Contest! Two minutes long, the video highlighted the company's innovative solutions for the auction industry and was initially submitted by Proxibid Communications Director Dana Kaufman. ❖

### Inc. 5000!

Annually, Inc. releases its 5000 fastest growing companies list. Several NAA members' companies made this year's cut. They are listed here, with their rank in parentheses. Congratulations!

**Reliant Realty (1077)**

**Ehli Auctions (2278)**

**Purple Wave (3579)**

**Auction Systems (4333)**

View the full 2013 list at:  
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## MEMBERS' CORNER



# Idea summit sets stage for great 2014 Conference and Show

**M**embers of the National Auctioneers Association met with several exhibitors at the Galt House in Louisville, Ky., Aug. 20-21, as part of a site-planning and idea-exchange forum for the 2014 NAA International Auctioneers Conference and Show.

After a tour of the overall facility, exhibitors and NAA staff met for several hours to discuss the tour and provide feedback and ideas.

“NAA’s industry support is invaluable and to have these companies understand that their participation is important not only to

their companies but to NAA is priceless,” said NAA CEO Hannes Combust. “The trade show, along with the whole conference experience, will be better because of their participation in this planning event.”

Based on the success of the event, NAA is considering holding similar meetings in the future.

Attending exhibitors included: MarkNet (J. J. Dower), Satellite ProLink (Julie Carter), AuctionFlex (Kris Kennedy), Proxibid (Ann Wood), and Auction Services (Nancy Romanus). ❖

NATIONAL AUCTIONEERS ASSOCIATION  
**EDUCATION CALENDAR**

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*Rosemont, Illinois • Embassy Suites Hotel O'Hare-Rosemont • September 15-17, 2013*

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*Las Vegas, Nevada • New York New York Hotel & Casino • December 8-14, 2013*

**INTERNET ONLY AUCTION SUMMIT: REAL ESTATE**

*Atlanta, Georgia • Hotel to be announced • February 2014*

**CERTIFIED AUCTIONEERS INSTITUTE**

*Bloomington, Indiana • Indiana University • March 23-27, 2014*



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Hannes Combest, CAE  
(913) 563-5423

hcombest@auctioneers.org

#### Conference and Show Manager

Joyce Peterson

(913) 563-5439

jpeterson@auctioneers.org

#### Administrative Assistant/ Project Manager

Susan Geren

(913) 563-5438

sgeren@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

Carol Bond

(913) 563-5434

cbond@auctioneers.org

### Membership

#### Membership Specialist

Heather Rempe

(913) 563-5425

hrempe@auctioneers.org

#### Membership Projects Specialist

Brandi McGrath

(913) 563-5429

bmcgrath@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

Tara Truitt

(913) 563-5432

ttruitt@auctioneers.org

### Publications

#### Director of Publications & Trade Show

Curtis Kitchen

(913) 563-5424

ckitchen@auctioneers.org

#### Designer

Nathan Brunzie

(913) 563-5430

nbrunzie@auctioneers.org

#### Marketing & Sales Coordinator

Kari Preston

(913) 563-5421

kpreston@auctioneers.org

## NATIONAL AUCTIONEERS ASSOCIATION INDEX

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Paul C. Behr, CAI, BAS

(303) 680-1885

paulc.behr@comcast.net

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(207) 775-4300

tsaturley@tranzon.com

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Chris Pracht, CAI, AARE, CES

(800) 877-3044

jcpracht@aol.com

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J. J. Dower, CAI, AARE, ATS

(423) 569-7922

jjdower@marketalliance.com

##### Education Institute Chairman

David Whitley, CAI, CES

(970) 454-1010

david@whitleyauction.com

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Hannes Combest, CAE

(913) 563-5423

hcombest@auctioneers.org

#### Directors

##### Terms expiring 2014

Jimmie Dean Coffey, CAI,

AARE, BAS, CES, GPPA

(812) 824-6000 x15

jcoffey@jdcgroup.com

Rich Schur, CAI, BAS, GPPA

(866) 290-2243

rich@success-auctions.com

##### Terms expiring 2015

Devin Ford, CAI, CES

(606) 878-7111

Devin@fordbrothersinc.com

Terri Walker, CAI, BAS, CES

(901) 322-2139

terri@walkerauctions.com

##### Terms expiring 2016

Joseph M. Mast

(330) 674-7610

mast@reshowcase.com

Scott H. Shuman, CAI

(970) 716-2120

Scott@HallandHall.com

##### NAF Representative

Tommy Rowell, CAI, AARE

(229) 985-8388

trowell@rowellauctions.com

##### Presidential Appointee

Charlotte Pyle

(304) 592-6000 x 505

ccaachar@aol.com

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Sandy Alderfer, CAI, MPPA

(215) 393-3020

sandy@alderferauction.com

##### Vice President

Tommy Rowell, CAI, AARE

(229) 985-8388

trowell@rowellauctions.com

##### Chairman of the Board

Randy Ruhter

(402) 463-8565

randy@ruhterauction.com

##### Finance Chairman

William L. Sheridan, CAI,

AARE, GPPA

(517) 676-9800

bill@sheridanauctionservice.com

#### Trustees

##### Terms expiring 2014

Sherman Hostetter Jr. CAI,

AARE, CES, GPPA

(724) 847-1887

auction2@verizon.net

Marvin Henderson

(225) 686-2252

marvin@hendersonauctions.com

Homer Nicholson, CAI,

AARE, CES

(580) 767-1236

nicholsonauction@cablone.net

##### Terms expiring 2015

John Dixon, CAI

(770) 425-1141

john@johndixon.com

Lonn McCurdy, AARE

(316) 683-0612

lmccurdy@mccurdyauction.com

Randy Wells, CAI, AARE,

BAS, CES, GPPA

(208) 699-7474

randy@rasnw.com

##### Terms expiring 2016

David W. Huisman, CAI

(209) 745-4390

huisman@huismanauction.com

Mike Jones, CAI, BAS, GPPA

(214) 906-5265

mikejones@unitedcountry.com

### NAA Board Representative

#### NAA Past President

J. J. Dower, CAI, AARE, ATS

(423) 569-7922

jjdower@highland.net

#### NAF Staff

##### Executive Director

Hannes Combest, CAE

(913) 563-5423

hcombest@auctioneers.org

##### Foundation Administrator

Lois Zielinski

(913) 563-5428

lzielinski@auctioneers.org

### NAA Auxiliary Board of Trustees 2013-2014

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Kim Ward

(423) 528-4043

kim@wardauction.net

##### Vice Chairwoman

Traci Ayers-Dower

(423) 912-1122

tracidower@aol.com

##### Secretary

Anette McCurdy

(316) 683-0612

amccurdy@mccurdyaucaction.com

##### Immediate Past Chair

Cindy Soltis-Stroud, CAI, BAS

(210) 380-1587

cindy.bluefox@gvct.com

##### Past Chair

Lori Jones

(972) 395-0049

info@texasauctionacademy.com

##### Historian

Lucinda Terrel

(816) 873-0239

lrterrel@hotmail.com

##### Trustees

Hannes Combest, CAE

(913) 563-5423

hcombest@auctioneers.org

Debra Brock

(316) 641-0748

djbrock2@cox.net

Angela Johnson

(352) 490-9160

aqj3and1@gmail.com

##### Member at Large

Susan Hinson

(731) 267-5281

sjfhinson@gmail.com

### NAA Education Institute Trustees 2013-2014

#### Officers

##### Chairman

David Whitley, CAI, CES

(970) 454-1010

david@whitleyauctions.com

##### Vice Chairman

William McLemore, CAI

(615) 517-7675

will@mclmoreauction.com

#### Trustees

##### Terms expiring 2014

Marc Geyer, CAI, AARE,

BAS, CES

(602) 722-7028

geyerma@gmail.com

David Whitley, CAI, CES

(970) 454-1010

david@whitleyauctions.com

##### Terms expiring 2015

JillMarie Wiles, CAI, BAS

(503) 263-4747

JillMarie@JillMarieWiles.com

William McLemore, CAI

(615) 517-7675

will@mclmoreauction.com

##### Terms expiring 2016

Darron Meares, CAI,

BAS, MPPA

(864) 444-5361

darron.meares@mearesauctions.com

Jason Winter, CAI,

AARE, CES

(816) 884-5487

jasonwinter@me.com

##### Terms expiring 2017

Robert S. Weiman

(314) 680-8598

rob@moundcityauctions.com

Peter Gehres

(614) 308-1435

petergehres@gmail.com

### NAA Board Representative

#### NAA Vice President

Tom Saturley, CAI

(207) 775-4300

tsaturley@tranzon.com

#### Education Staff

##### Director of Education

Aaron Ensminger

(913) 563-5426

aensminger@auctioneers.org

##### Education Coordinator

Tara Truitt

(913) 563-5432

ttruitt@auctioneers.org

##### Education Program Specialist

Lois Zielinski

(913) 563-5428

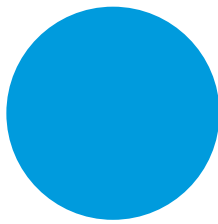
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