



# Auctioneer

SEPTEMBER 2017

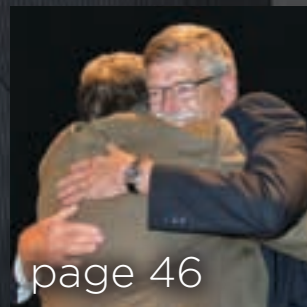
The official publication of the National Auctioneers Association



## 2017 NAA IAC WINNERS

### ALSO INSIDE:

- | #NAACS17: MORE POPULAR THAN AMAZON & NETFLIX!
- | REAL ESTATE AT AUCTION: KEEP YOUR CLIENTS SATISFIED
- | 10 TIPS FOR SURVIVING (AND GROWING) AFTER AUCTION SCHOOL



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

**Ring 1 Listings:**

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

**View Ring 2 Listings:**

- Lot # 9216 CA:** INDUSTRIAL AMERICA 115. Current Bid: US \$1,000. Time: 0:43. Buy Price: US \$1,100.
- Lot # 9216 CA:** INDUSTRIAL AMERICA 115. Current Bid: US \$1,200. Time: 0:43. Buy Price: US \$1,300.
- Lot # 9216 CA:** JOHN DEERE 700. Current Bid: US \$5,000. Time: 0:43. Buy Price: US \$5,100.
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**Ring 1 (Continued) Listings:**

- Lot # 9216 CA:** 2014 CASE IH MAGNUM Tractor. Current Bid: US \$400. Time: 0:43. Buy Price: US \$500.
- Lot # 9216 CA:** 2013 HUBOTA Tractor. Current Bid: US \$10,800. Time: 0:43. Buy Price: US \$10,900.
- Lot # 9216 CA:** 2012 CHALLENGER Tractor. Current Bid: US \$250. Time: 0:44. Buy Price: US \$300.
- Lot # 9216 CA:** 2009 JOHN DEERE 6230 Tractor. Current Bid: US \$500. Time: 0:45. Buy Price: US \$600.

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**Scott H. Shuman, CAI**

*NAA President*

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

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

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

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

## NAA Education keeps getting stronger

**A**s a former chair of the Education Institute Trustees, one of the things I am most proud of is our educational events. Over the last four years, we have rewritten ALL of our designation classes, including CAI, in order to remain current and relevant to the changing needs of our members.

The last rewrite is the Benefit Auction Specialist, which was first created eight years ago. By the time it is offered in Las Vegas this December, the course will have been through a “soft launch” and its final revisions. (See page 8.)

We have been successful as evidenced by increased registrations and the demand for more programs for seasoned professionals. We are working on these now.

Also, last spring, we introduced a new concept: Communities of Practice (CoP). We said that we wanted to start offering you content that met your specific needs. The Knowledge Center is accessible by CoP. If you attended Conference and Show, you saw that we laid out the conference education sessions by the CoP; in addition we hosted our first CoP workshop – one on Personal and Commercial Assets. And in August, we hosted our Benefit Auction Summit and in December, we will offer a workshop on Real Estate trends.

And as you have probably noticed, a lot of content here in *Auctioneer* is being “tagged” according to the CoP. We are expanding that now ... each issue will now contain educational content taken directly from a session that is contained in the Knowledge Center – so you can read a summary of what is contained in the recording OR view it in its entirety. This content will be featured in *Auctioneer*, highlighted in *Auction ENews* and also available on [auctioneers.org](http://auctioneers.org) for whenever you need that specific information.

You have access to it all – it is included in your membership dues! It is all available to you because although right now you are focused on real estate, you may want to explore information regarding Personal and Commercial Assets, Benefit Auctioneers, or any of the other three CoPs.

Several years ago, the NAA Board of Directors approved a change in our mission statement: NAA exists to provide critical resources to auction professionals to improve their skills and successes. That mission statement drives all of us in the governance cycle: the committees, the staff and, of course, the Board.

We think that, ultimately, this content will help you improve your skills and your successes.

But, we also need to know what you think.

We hope you have already seen that we are beginning to distribute surveys (see page 8) over the next several weeks. The first survey will focus on membership, then education and then communications. Each survey is critical. They will help guide us as we develop our plans for 2018 and beyond. Each one will take only 10-15 minutes, but the information that staff and the Board receives from them will be invaluable.

When you see that email, please open it. Give us your honest feedback and your suggestions. NAA is a great organization, but we can do better – but only if you give us YOUR opinion. We look forward to hearing from you, and we’ll share results in the December/January issue of *Auctioneer*.

And finally, check out page 16, where you can learn how you can be part of something very special. We first told you about it in the August issue of *Auctioneer*, but Auctioneers Helping Auctioneers (AHA) is up and ready for your participation! Find out how you can participate if you would like to help out your brother or sister in the auction industry.

There’s a lot going on at the NAA, and the chant goes on!

# 28

Three young, talented auction professionals won their respective NAA IAC and IJAC titles in Columbus. Read thoughts and insight from IAC winners Sara Rose Bytnar and Dustin Rogers as we explore their career journeys with them.



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Sure, there's lots to do in Las Vegas. But, those who attend will be 100-percent focused on NAA education.

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You'd like to add benefit auctions to your client services, but you don't know how or where to start? Here are some great tips!

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Fresh out of school or just new to the auction industry, podcast star Andy Imholte has lessons for you on starting something new and making it last.

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When there is a breach, the rules change.

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# State watch



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## MAINE

On June 5, 2017, the Maine Auctioneers Association held its annual convention in Bath. Among highlights from the convention: NAA member Darron Meares, CAI, BAS, MPPA, presented on Millennials in the Auction Business; and it was announced that a USPAP 7-hour class will be upcoming in Portland.

Results of the annual election: President – Ruth Lind, CAI, BAS, GPPA; Vice President – Jeff Dowdy; Treasurer – Carol Achterof; Secretary – Daniel Buck Soules; Board members – Ed Wheaton and Floyd Hartford.



**THE STATE NICKNAME USED TO BE THE "TREE PLANTER'S STATE" BUT WAS CHANGED IN 1945 TO THE "CORNHUSKER STATE."**

**NEBRASKA**

More than 100 attendees converged on Kearney, Nebraska, May 19-21, for the Nebraska Auctioneers Association's annual convention, where scholarships were awarded, a new state bid-calling champion was crowned, and an inductee was added to the state's Hall of Fame.

Austin Creamer, Kaitlyn Schultis, and Braelyn Isernhagen all received \$1,000 scholarships from the state association, while Curtis Wetovick and Kam Hartstack, CAI, were named Champion and Ringman Champion, respectively. Gene Sisco was inducted into the state's Hall of Fame posthumously, while Don Helberg was named 2017 Auctioneer of the Year.

Results of the annual election: President – Miles Marshall; President-elect – Mark Beacom, CAI, GPPA; Vice President – Travis Augustin, GPPA. To see photos of the event, visit [nebraskaauctioneers.com](http://nebraskaauctioneers.com).

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# Revamped BAS to be held at NAA office in October



Be one of the first NAA members to receive new education while also seeing the NAA Hall of Fame wall and history collection.



Brauer

By NAA Staff

Always on the forefront of auction industry continuing education, the National Auctioneers Association will unveil the latest completely new Benefit Auction Specialist (BAS) designation curriculum at NAA headquarters in Overland Park, Kansas.

The three-day course will take place Oct. 24-26. Registration is open now (see below) for an event that promises to deliver meaningful, immediate take-away content throughout four packed learning modules. Trisha Brauer, CAI, BAS, will lead the course.

“Nonprofits, schools, communities, etc., all are beginning to realize the real fundraising potential a well-run benefit auction can offer,” said NAA Director of Education Aaron Ensminger said. “In response to that growing need, NAA members who take BAS will be in position to answer those fundraising challenges and provide high-level solutions. We are excited to introduce it for our members.”

In Module 1, attendees quickly will dive into: understanding the difference between traditional and benefit auctions; recognizing who benefit auctioneers work for and with; use research skills to identify potential organizations to work with; and, utilize best management practices in working with an organization.

Module 2 focuses on utilizing best management practices when working with event logistics (facilities, A/V companies, catering, etc.); calculating event goals based on attendance and items acquired; evaluating and proposing fundraising strategies; and, how to conduct post-event analysis.

Next, Module 3 turns its attention to the benefit auctioneer’s skill set as it explores: understanding how your role is different at a benefit auction; learning motivational techniques; developing a unique stage presence; and, engaging with an audience from the first moment you take the stage.

Finally, Module 4 delves into specifics regarding the business side of benefit auctions, including: understanding contract details; identifying different fee structures and when each is appropriate; and, learning business development strategies for building your benefit auction business.

In addition to those topics and discussion, attendees will also have the opportunity to navigate through a Fund-A-Need evaluation activity, while also revisiting the necessary components to achieving the BAS designation.

To register for the Oct. 24-26 class in Overland Park – and take advantage of the opportunity to tour the NAA office and museum at the same time – call (913) 541-8084, email [kboydstun@auctioneers.org](mailto:kboydstun@auctioneers.org), or register online at [auctioneers.org/event/benefit-auctioneer-specialist-kansas-city](http://auctioneers.org/event/benefit-auctioneer-specialist-kansas-city). ❖



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**EDUCATION CALENDAR**

Uniform Standards of Professional  
Appraisal Practice

Portland, ME • Clarion Hotel • November 18, 2017

**Designation Academy**

Las Vegas, NV • The Linq Hotel & Casino • December, 10-16, 2017

*Specific Dates for Classes Below*

Auction Marketing Management (AMM)

Richmond, VA • Hilton Short Pump Hotel • January 9-11, 2018

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

Uniform Standards of Professional  
Appraisal Practice

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

**DESIGNATION ACADEMY EDUCATION SCHEDULE**

AARE • Dec. 10-12

AMM • Dec. 11-13

BAS • Dec. 14-16

CAS • Dec. 10-11

CES • Dec. 14-16

GPPA • Dec. 10-14

Internet Auction Methods • Dec. 10

Expert Witness • Dec. 11-12

Interpersonal Communications for Auction Professionals • Dec. 13-14

USPAP (15-Hour) • Dec. 15-16

USPAP (7-Hour) • Dec. 10

**Real Estate Workshop • Dec. 13**

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

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



# Valuing *the* Invaluable

Condition. Age. Rarity. These are the basic criteria considered when appraising an item.

By NAA Staff



**F**inding the value of invaluable items is simple in theory and difficult in practice—it’s also what Megan Mahn Miller calls her bread and butter. The Minnesotan built her brand in the auction industry as a successful appraiser and licensed Auctioneer specializing in Rock’n’Roll and Hollywood memorabilia for her self-titled company, Mahn Miller Collective Inc. Miller holds a Master Personal Property Appraiser designation (MPPA), degree in art history from the University of Minnesota, and esteem as an instructor of Graduate Personal Property Appraiser (GPPA) courses for the NAA.

Condition. Age. Rarity. These are the basic criteria considered when appraising an item for sale. Determining the value of an item like a bulldozer is often straightforward as there are formulas to calculate life cycle and depreciation as well as sales on similar pieces of heavy equipment to look to for estimates.

But how do auctioneers find values to sell those difficult pieces of property? Whether assessing a piece of memorabilia or evaluating a rare treasure found in grandma’s attic, how do you determine what priceless items are worth?

“I’ve had to come up with strategies through trial and error, listening to other people, and finding resources to find a way when there is no other sale to find the value,” she says.

While memorabilia, works of art, and collectibles might seem so precious that its worth cannot be determined, everything has a value, according to Miller. That value is most often determined by comparing like quality items that are for sale or recently sold in the market.

Miller calls it the “Concept of Parallel Properties.” Appraisers and auctioneers should look for something of similar magnitude



**“The X-Factor” is the basic value of an item plus journalism’s 5 W’s. The who, what, where, when, and why of an item.**

Megan Mahn Miller, MPPA, has combined her passion for memorabilia and research to provide comprehensive expertise on priceless one-of-a-kind objects beyond the auction house.

and characteristics for direction on the item they are attempting to evaluate. If you are selling the Declaration of Independence, for example, and The Constitution recently sold at auction, then an auctioneer can use the sale of the latter historical document as a benchmark for their sale.

From this point, Miller says “The X-Factor” needs to be applied. “The X-Factor” is the basic value of an item plus journalism’s 5 W’s. The who, what, where, when, and why of an item. Appraisers and Auctioneers must research an item to know its property characteristics. What are the elements that create an X-Factor value beyond the intrinsic value? Items that are historical, belonged to a celebrity, are trendy during the time of sale, invoke nostalgia or infamy may be worth more.

“Each piece of property has some intrinsic value. Let’s say this chair is worth \$25 so its intrinsic value to be sold at auction is \$25. What if I told you it was Ringo Starr’s chair?” she says. “Well, I’ve sold Ringo Starr’s chair, and I can tell you it’s not still worth \$25 because people will pay more.”

Auctioneers must use the current market, X-Factor, and parallel properties to price difficult items, adjusting the price up or down depending on the elements.

“It becomes an art because there’s not a direct equation I can lay on top of it,” Miller says. “If this chair is worth \$25, but it sells for \$100, I can’t say everything across the board is worth 4X its intrinsic value. I’d love it if I could, but we have to take into consideration a whole bunch of different elements.”

When conducting research to price a difficult item, it is better to be over-informed. Expand your study by going out of your comfort zone of where you normally look for values. Increase your knowledge and resources by networking and collaborating with other auctioneers. Using Miller’s tips can help Auctioneers have confidence in their ability to establish legally defensible values and valid arguments on price points for priceless property. ❖

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### EARN YOUR DESIGNATION!

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



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§ December 6, 2017

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§ February 1, 2018

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§ March 14, 2018

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# Keeping the fish in the boat

Providing real estate selling choices is only part of what goes into the real goal: keeping your clients satisfied.

By NAA Staff



Manson Slik, CAI, AARE, CES, says auction, sealed bids, and accelerated listings all deliver the same result.

All real estate sellers want the same thing, the same three things to be exact. Sellers want a fair price for their property; low or no terms; and they want to close the transaction at their choosing.

As a real estate broker for 22 years, Manson Slik, CAI, AARE, CES, is well versed in meeting the needs of sellers. He is a partner with Gordon's Estate Services Ltd., Brokerage and an instructor for the NAA Accredited Auctioneer of Real Estate (AARE) designation. His company specializes in real estate auctions and estate settling services in Ontario, Canada, to help seniors quickly sell their homes as they transition into other phases of their lives. This can include downsizing into smaller homes and moving into assisted living facilities.

"In simple terms, a real estate auction is the firm and time-defined sale of real property by competitive bid," Slik says. "How you get there is not as important as achieving the goal because all three of these things – auction, sealed bid, and accelerated listing – all deliver the same result. They all deliver fair price, low to no terms, and a closing that will suit the seller."

About 10 years ago, Slik says he and his business partners came to the realization they were losing potential clients who did not realize the potential when they suggested selling their homes using auction services.

"We were getting sick of throwing the fish out of the boat," he recalls.

Mike Brandly, CAI, AARE, who also teaches AARE, says Slik is now a well-known advocate for Auctioneers to use his definition of real estate auction with clients in place of simply using the word auction. Auction can be perceived negatively by sellers based on a lack of information and myths suggesting that auctions are only for troubled pieces of real estate.

While avoiding industry lingo that doesn't convey the seller's need to receive a fair price, avoid terms, and control the closing, Auctioneers must also choose the best method for the selling the client's property.

Selling property using the traditional auction method is a great strategy for sellers who wish to move their property on a quick timeline. Advertising property for auction creates a sense of urgency and provides multiple bidders competition to buy generally leading to a higher price when compared to negotiating with a single buyer.

The process of a real estate auction is fairly straightforward. The Auctioneer and seller decide on an auction date and the type of auction to be conducted. Auctions ensure a firm sale, defined timeline for sale, competitive bidding, and broader exposure to buyers.

Slik recommends Auctioneers suggest a sealed bid method of sale to clients who need to be inclusive of conditional bids. Sealed bid scenarios are for complicated properties that are potentially undesirable or valued significantly different by varying parties.

This method is the opposite of an open transparent auction in that bidders submit competitive sealed bids with the goal of being the winning bidder. Bidders do not know what each other's bids are. Benefits of sealed bids include a firm sale, defined timeline for sale, competitive bidding, and privacy. The sealed bid process is also generally easier for sellers and buyers alike to understand.

Accelerated listings are the method for sellers who can answer every conceivable question a buyer might ask and have their homes ready to go. These properties have inspections done, are packaged impeccably, and are priced exactly at their value to sell quickly.

"These properties are end-game priced," Slik says. "There's no smoke and mirrors here."

Slik acknowledges that accelerated listings might not seem like the ideal method of sale. Many would say a traditional auction is better and will bring in more money. Still, Slik says it's all a matter of satisfying the seller and 60 percent of accelerated listings actually go on to sell at or above asking price.

"If I have a contract signed and the client chooses this method, then I still get paid. I'm keeping the fish in the boat because the client is satisfied." ♦

*This article was an excerpt from a presentation given at the 2017 NAA International Auctioneers Conference and Show. Want even more? Listen to full audio of the presentation at [auctioneers.org](http://auctioneers.org).*



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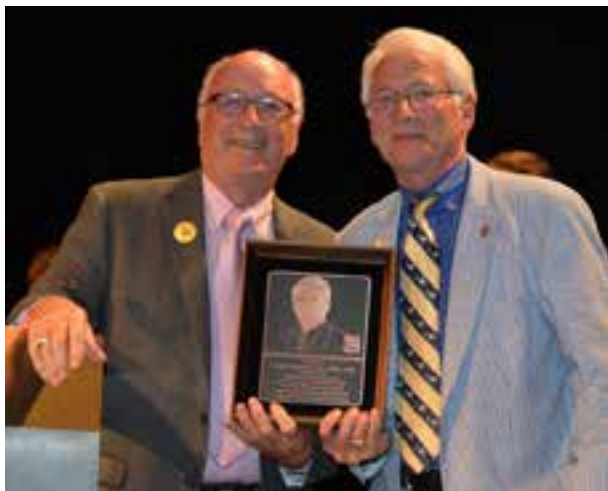
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# **Congratulations** to these MarkNet Alliance members for their achievements and leadership appointments at the **68<sup>th</sup> International Auctioneers Conference & Show 2017**



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**For more information about joining MarkNet Alliance, call Matt Corso, CAI, CES, at (888) 307-654 or email [mattc@marknetalliance.com](mailto:mattc@marknetalliance.com).**





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

# Sale of goods: Breach of contract

When there is a breach of contract, the rules change.



**Answer:** *It depends. Last month, we discussed general rules relating to the “risk of loss” and when it shifts for goods covered by Article 2 of the Uniform Commercial Code (“UCC”). Unless the terms and conditions of the auction provide otherwise, the risk of loss is generally on the party who has control over the goods and is determined by the manner in which delivery is to be made. For example, a seller who is to make physical delivery at his or her own location continues to have control over the goods and generally bears the risk of loss until the goods are delivered. When there is a breach of the contract, however, the rules change.*

## When there is a breach of contract, the UCC generally places the risk of loss on the party responsible for the breach.

There is a specific section of the UCC that addresses this issue, UCC § 2-510. It provides:

- (1) Where a tender or delivery of goods so fails to conform to the contract as to give a right of rejection the risk of their loss remains on the seller until cure or acceptance.
- (2) Where the buyer rightfully revokes acceptance he may to the extent of any deficiency in his effective insurance coverage treat the risk of loss as having rested on the seller from the beginning.
- (3) Where the buyer as to conforming goods already identified to the contract for sale repudiates or is otherwise in breach before risk of their loss has passed to him, the seller may to the extent of any deficiency in his effective insurance coverage treat the risk of loss as resting on the buyer for a commercially reasonable time.

Let's examine two brief examples to help illustrate these rules. Consider an example (a traditional law school favorite) where a seller agrees to sell 10,000 oranges and a buyer agrees to buy 10,000 oranges for a specific price. But at the time of delivery, instead of delivering 10,000 oranges the seller delivers 10,000 lemons to the buyer. Under subsection 1, the seller by his actions cannot shift the risk of loss to the buyer unless his action conforms to all the conditions resting on him under the contract. If the buyer does not want lemons and rejects the lemons, the seller continues to bear the risk of loss. When the seller does not deliver conforming goods, the seller continues to bear the risk of loss until he cures the defect and/or the buyer accepts the goods. The "cure" of defective tender applies only to those situations in which the seller makes changes in goods already delivered, such as repair, partial substitution, and the like since

"cure" by repossession and new tender have no effect on the risk of loss of the goods originally tendered. The seller's opportunity to cure does not shift the risk of loss, however, until the cure is completed.

Consider another example. A seller agrees to sell his or her comic books and the buyer agrees to purchase the comic books at a specific price. After the auction, the seller seeks to deliver the comic books in exchange for the payment of the purchase price, but the buyer refuses to pay for the comic books. The seller keeps possession of the comic books and that night there is a fire which destroys the comic books. There is a breach of contract in this hypothetical, because the buyer repudiated the contract and failed to make payment. If the seller's insurance does not cover the damages caused by the loss of the comic books, the buyer would be responsible for any deficiency. The official comments for this section state: "The word 'effective' as applied to insurance coverage in [subsections (2) and (3)] is used to meet the case of supervening insolvency of the insurer. The 'deficiency' referred to in the text means such deficiency in the insurance coverage as exists without subrogation. This section merely distributes the risk of loss as stated and is not intended to be disturbed by any subrogation claims of an insurer."

It is important for Auctioneers to understand these issues and keep in mind who bears the risk of loss for personal property that they are selling. When there is a breach of contract, the UCC generally places the risk of loss on the party responsible for the breach. ❖

# New “AHA” online tool now available

By NAA Staff

As first reported last month, the National Auctioneers Association has created an online component to “AHA” – a new search tool that allows members to opt in and provide their services for other members in their time of need.

“Above all else, we are family within the auction industry, and we, as families, take care of each other,” said NAA President John Nicholls, who initially championed the idea. “We can’t promise that those people who volunteer for this project will be paid. You will reserve the ultimate right to accept the job or not.

“This truly is Auctioneers Helping Auctioneers.”

Members who need help can visit [auctioneers.org/aha](http://auctioneers.org/aha) and search for those other members who have opted in and elected to provide their expertise and effort. (Members, to appear in search results, you must log into your profile and click the opt-in button.)

Whether participating or in need, the AHA search tool is available only to NAA members after they log in. The tool is not available to non-members or the general public.

“Just remember, it will be opt-in, and [opt-in participants] have the ultimate control in whether you accept or reject the job,” Nicholls said. ❖



## Help make YOUR NAA better!

By NAA Staff

In an effort that began on Sept. 5, the National Auctioneers Association is asking members for ways to “make YOUR NAA better” through a series of three short, simple surveys.

The first survey was published to members on Sept. 5 through email, focusing on questions related to membership, and closed Sept. 17. The next survey focuses on NAA Education and is open currently. It will remain open until Oct. 1. The third and final survey will ask for feedback regarding NAA Communications and will be open for feedback beginning Oct. 2 and run until Oct. 15.

NAA Staff is asking for as much feedback as possible. Please take part in all three surveys as now is the time to help make your NAA better!

Email [communications@auctioneers.org](mailto:communications@auctioneers.org) for more information. ❖

2017



# NAA Conference and Show: More popular than Amazon and Netflix\*



C&S NPS:  
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The National Auctioneers Association International Auctioneers Conference and Show achieved a whopping 72 NPS based on survey results from attendees. THANK YOU to, attendees, sponsors, volunteers, staff, and everyone who helped make the 2017 Conference and Show an experience that so many of you would recommend to your peers.

So, c'mon, start inviting those people now and have them join you (and us) in Jacksonville, Florida, next July!

*\*Statement based on Net Promoter Scores (NPS) in 2016 for Amazon and Netflix (<https://www.rentently.com/blog/companies-high-net-promoter-score-common/>) versus the 2017 NPS for Conference and Show in Columbus, Ohio. The Net Promoter Score is an index ranging from -100 to 100 that measures the willingness of customers to recommend a company's products or services to others. It is used as a proxy for gauging the customer's overall satisfaction with a company's product or service and the customer's loyalty to the brand.*


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Shawn Terrell presents during a past NAA Designation Academy.

# Just here for the education

Okay, so there's a lot to do in Las Vegas around NAA Designation Academy. Make no mistake, however, the event's sole focus is to educate auction professionals.

By NAA Staff

One of the most common calls received at the National Auctioneers Association office is “When is the next time I can take ‘x’ class?”

That time is now as the 2017 NAA Designation Academy – perhaps the most intensive education-only experience offered by NAA – is set for Dec. 10-16 at the Linq Hotel and Casino in Las Vegas, Nevada.

“Designation Academy is such a unique learning environment,” NAA Director of Education Aaron Ensminger said. “While it is Vegas, and there is a lot to do during the evenings, auction professionals attend this event because it is 100-percent focused on education. Attendees have fewer distractions from improving themselves and their businesses by the time the Academy is completed.”

To help ensure such improvement takes place, this year's Academy will include highlights like the new Contract Auction Specialist course taught and led by 2017 NAA International Auctioneer Championship Men's Division winner Dustin Rogers, CAI, CAS.

Rogers has been the lead Auctioneer for CAT Auction Services, where he specializes in selling heavy equipment and has done so in 18 states and seven foreign countries. The 31-year-old

## 2017 NAA Designation Academy schedule

\*Early Registration ends November 10, 2017. Check [auctioneers.org/event/designation-academy-2017](http://auctioneers.org/event/designation-academy-2017) for specific pricing.\*

won the North Carolina bid-calling championship in 2008 before participating in his first IAC competition in 2009.

Having Rogers help lead CAS is an exciting addition to the new program.

“The goal when we build our curriculums is to develop a program that will push NAA members to the front of their competitive fields,” Ensminger said. “Having a proven, top-flight auction professional like Dustin help teach the CAS curriculum in order for others to achieve their best is as strong of a 1-2 punch as an Auctioneer is going to find in this industry.”

CAS won't be the only new class on the block.

NAA is rolling out its retooled Benefit Auction Specialist content, with the official launch coming in Las Vegas after a soft launch in Kansas City. (See page 8.)

The revamped course represents the last of NAA's designation programs to be rewritten from its original state, which means all designations now boast not just relevant but critical content.

Also during Designation Academy, NAA will host a real estate workshop during on Dec. 13. The workshop will examine trends for 2018, along with a more interactive education format that includes more back-and-forth discussion and activity instead of just one-sided presentations. See [auctioneers.org/event/real-estate-workshop](http://auctioneers.org/event/real-estate-workshop) for more information.

And, finally, of course there will plenty to do from an entertainment standpoint after classes wind down for the day. Per usual, the National Finals Rodeo – always a hit with Designation Academy attendees – will take place in December. And, if you haven't yet had the opportunity to take a ride on the High Roller – Vegas' new giant, fancy Ferris wheel, it sits right behind the Linq Hotel. ❖

**To register, or for more information, visit [auctioneers.org/](http://auctioneers.org/)**

### Accredited Auction, Real Estate (AARE):

December 10-12

### Auction Marketing Management (AMM):

December 11-13

### Benefit Auctioneer Specialist (BAS):

December 14-16

### Contract Auction Specialist (CAS):

December 10-11

### Certified Estate Specialist (CES):

December 14-16

### Graduate Personal Property Appraiser (GPPA):

December 10-14

### Uniform Standards of Professional Appraisal Practice (USPAP) 15 hour:

December 15-16

### Uniform Standards of Professional Appraisal Practice (USPAP) 7 hour:

December 10

### Internet Auction Methods:

December 10

### Interpersonal Communications for Auction Professionals:

December 13-14

### Expert Witness:

December 11-12

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**Ambassador Spotlight**

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 JimBo and Chris Logan

Who I represent:  
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Where I'm from:  
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**Q:** Describe one of your best experiences with NAA.

We cannot attend every year, but our best experience with the NAA has been the Conference and Shows we have attended. We have met some truly awesome people who we consider friends. We know we can call on them if we are in need of help. In addition, the education we receive at Conference and Show is top notch.



# Benefit Auctions: So, you want to change the world ...

You'd like to add benefit auctions to your client services but don't know how or where to start? Here are some tips to get you going.

By NAA Staff



NAA members Keith McLane and Erin Doherty Ward look on as Bobby D. Ehlert shares on benefit auctions during a Conference and Show session in Columbus, Ohio.

A great way to visualize the benefit auction landscape is to think of one of those beautiful, heavy snows where you can hear the big flakes falling to the ground. From a distance, those flakes may look the same, but science has proven that every snowflake is individual, complete with its own layout and design.

Now, imagine the whole sky full of snowflakes. And man, do they look like they would be a whole lot of fun.

But while it might look pretty easy to just jump in the middle of them and play, if you do that without the right preparation and gear, you quickly wind up cold, wet, and wishing you were somewhere else. That's also true for benefit auctions.

Prepare correctly, though, wrapped in solid education, networking, and a passion to help those who have funding needs, and an auction professional can find great reward in adding benefit auctions to their repertoire.

“It isn't just getting the agreement to show up, get handed the script, sell, [get a] check, go home,” says Bill Menish, CAI, AARE, BAS. “You're going to hit more failures doing it that way than if you spend the time to learn what works and become a teacher, a mentor, and, more importantly, a motivator for your clients. They will build a bond with you that will last for many years, and they will thank you every year as you continue to take them to a new level.”

## “The biggest answer here is BAS – the Benefit Auction Specialist course. It is fantastic.”

— Erin Doherty Ward, CAI, BAS

So, how or where does an auction professional start down the benefit auction road?

“The biggest answer here is BAS – the Benefit Auction Specialist course,” says Erin Doherty Ward, CAI, BAS. “It is fantastic.”

After that, Ward adds it is about doing some self-evaluating and figuring out how and where your skill set and skill level fits into the benefit auction environment.

Keith McLane, BAS, believes someone new should, as quickly as they can, find a benefit auction friend and team up.

“The number one thing you have to do is partner with somebody,” McLane says. “With all due respect to these folks who do courses on how to start your own auction business, I think that’s a total mistake.

“Find out who the busy Auctioneers are in your town. Call them up and say, ‘hey, I’m a brand new benefit Auctioneer.’ I guarantee on their busy nights, they have smaller events they would love to give you to get started.

“I think working for somebody else is the best way to [get started].”

Bobby D. Ehlert, CAI, AMM, BAS, says regardless of motivation or experience, if an auction professional has a passion for helping change the world in some way, then the rest is details.

“As Auctioneers, whether you are a full-time benefit Auctioneer, or an Auctioneer with some benefit auction experience, you can help make that change in one aspect. Whether you are partnering or you’re going to get the education, you’re going to be able to increase the fundraising at whatever event you’re going to be able to help at.

“If we all did that, and helped our clients raise their fundraising by 10 percent ...”

It’s easy to think of the difference that percentage would make or mean in a community, for a client, and for someone’s benefit auction business.

The next NAA BAS class will be held Oct. 24-26 in Overland Park, Kansas, at the NAA office. It will be held again in nDecember during the NAA Designation Academy. For more information, email [education@auctioneers.org](mailto:education@auctioneers.org) or check out the event calendar at [auctioneers.org](http://auctioneers.org). ❖

*This article was an excerpt from a presentation given at the 2017 NAA International Auctioneers Conference and Show. Want to hear more regarding this topic? Full audio of the presentation is available in the NAA Knowledge Center. You can also check out other valuable NAA content here.*

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# 2017 NAA IAC WINNERS



## Every NAA IAC winner has a story.

Sometimes, those stories reflect similar paths. For 2017 Champions Sara Rose Bytnar and Dustin Rogers, the competition helped them prove themselves as individuals, which hasn't always been easy.



From L-R: 2017 NAA IAC Women's Division Champion Sara Rose Bytnar; 2017 NAA IJAC Champion Kendall Nisly; and 2017 NAA IAC Men's Division Champion Dustin Rogers.



# 2017 IAC WINNER

## Not afraid to be first

Deck: Dustin Rogers used his first-up draw to set a championship-level tone.

By James Myers, contributor

**B**eing the first in line is often the most coveted spot.

However, when you're in the most prestigious Auctioneer competition in the world, being first in line means you're competing against a crowd of dinner guests who might be more focused on their plate of food in a large and loud ball room than they are on your performance.

That's the situation Dustin Rogers, CAI, AMM, found himself in during the Finals of the NAA International Auctioneer Competition (IAC) in Columbus, Ohio in July, and he used it to his advantage.

Rogers, the lead Auctioneer with CAT Auction Services/ IronPlanet, has placed second or third in the IAC every year since 2011, and it was becoming somewhat of a dubious distinction to have come so close to winning so many times six consecutive years. So, facing something like being first up in the Finals round? Well ...

\*\*\*\*\*

Rogers has envied IAC competitors since he was quite young. He has fond memories of having his picture taken with IAC champion Greg Highsmith following the 1994 competition when Rogers was just a kid.

"I always looked up to these people in the contests," Rogers said, "each and every champion – those were the guys I always looked up to and always wanted to be like."

Rogers has worked on his chant for as long as he can remember. When he was younger, he wanted to be like the well-known bid caller, Ralph Wade, known for his chugging rhythm and powerful chant. Later, he also developed fondness for the chant of Dan Williams, a world champion Auctioneer who had a strong "hum," or a "sing-song tone" to his chant. After auction school, Rogers realized he wanted to incorporate a number of influences into his chant, making it his own.

"I'm not Ralph Wade, I'm Dustin," Rogers said. "I just took bits

and pieces of chants and broke them down and put together my own chant."

Rogers' chant has developed over the last 10 years, as he's been doing it full time as a professional Auctioneer, and he has practiced, almost on a daily basis, making it what it is today. When asked to describe his style, Rogers said it's "smooth, where you can listen all day," but with "power when I need it ... it's a flexible chant."

\*\*\*\*\*



The large ball room was noisy when Rogers took the stage to begin the IAC Finals round. People were only halfway through their dinner, and excited chatter buzzed in anticipation for what was about to take place over the next 90 minutes.

"I thought, alright," Rogers recalled, "the only way to win this contest as contestant number one, I'm going to go in and have higher energy than I've ever had before. I'm just going to give this all I've got and see if I can't knock this out of the park."

Walking off the stage nearly out of breath, Rogers was sure he left everything he had behind him. Furthermore, this was the first year

he didn't second-guess himself on the answers he gave during the interview portion of the competition earlier in the day.

"I've always gone, 'Did I say that,' or 'Did that sound good?'" Rogers said. "I didn't do that this year. I was happy with the answers."

\*\*\*\*\*

Rogers has a familiar last name, not because it's a common surname, but because his grandfather, Bracky Rogers, is a past NAA president and NAA Hall of Fame member. Mark Rogers, his father, is also a past NAA president and NAA Hall of Fame member. Obviously, he's got a lifetime of auctions in his pocket, and he's still a young man. Yet, auctioneering didn't always top of the list for professions he wanted to pursue.

While in high school, Rogers was active in FFA and was certain he wanted to go to school to be a large animal veterinarian. He said he felt zero pressure from his family to follow in the company business. Instead, they fully encouraged his veterinary goal. He was accepted into programs at two universities, but the auctioneering in his blood ran too deep, and his family welcomed him to the business with "open arms."

"My first auction was a 54-acre farm that was subdivided," Rogers said of his baptism into estate auctions while working in his family's business. "I had a trial by fire there, but I also had an awesome teacher in my dad."

Living up to the legacy of the Rogers name, particularly in North Carolina, could have put the third-generation Auctioneer in a difficult situation. However, Rogers said he tells people he's proud of where he came from, but he also wants to be known for his accomplishments, "not as Bracky's grandson or Mark's son."

"I wanted to make my own way," Rogers said. "One of the things I realized out of the gate is that I wanted to be the best bid caller I can be. If I can be the best Dustin I can be; the rest will take care of itself."

He began making that distinction in 2009 when he won his state auctioneer association's bid calling competition. Then, he blazed a path in the IAC, placing in the top three six consecutive years in a row. On July 14, however, the two slots he'd occupied in previous years went to other people.

"I hadn't been nervous all day," Rogers said, thinking that he'd either failed to place or actually won the contest. That's when the butterflies began to flutter.

The IAC announces the champion, runner-up, and second runner-up by playing the audio and video of the winners shot during their competition. "So, when they played my audio and video, I was awestruck," Rogers said.

Rogers said there was a brief moment after winning the IAC



when it didn't seem real. Through that night and into the next day, it felt more like a dream than reality.

"I think it's finally starting to catch up with me a little bit," Rogers said of being in the same league as the IAC champions he idolized. "It just doesn't seem real that I've joined that club." ❖

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Sara Rose Bytnar, CAI, AARE, AMM

### 2016

TJ Frieje, CAI, CAS  
Beth Rose, CAI, AARE

### 2015

Peter Gehres, CAI, CES  
Tammy TIsland

### 2014

Jason Miller, CAI  
Wendy Lambert, BAS

### 2013

Andy White, CAI, Ashland, OH  
Megan McCurdy Niedens, CAI, BAS,  
Wichita, KS

### 2012

Justin Ochs, Hendersonville, TN  
Lynne Zink, CAI, BAS, CES, Joppa, MD

### 2011

Camille Booker, CAI, CES, Kennewick, WA  
Joseph Mast, CAI, Millersburg, OH

### 2010

Kristine Fladeboe-Duinck, BAS, Spicer, MN  
Eli Detweiler, Jr., CAI, Ruffin, NC

### 2009

Kevin Borger, Hutchinson, KS  
Terri Walker, CAI, BAS, CES, Memphis, TN

### 2008

Jodi Sweeney, BAS, Waukon, IA  
C.D. "Butch" Booker, Colfax, WA

### 2007

Denise Shearin, Brandywine, MD  
Bryan Knox, CAI, GPPA, Decatur, AL

### 2006

Barbara Bonnette, CAI, AARE, GPPA,  
Alexandria, LA  
John Nicholls, Fredericksburg, VA

### 2005

Cary Aasness, Dalton, MN  
Johnna Wells, Portland, OR

### 2004

Merv Hilpipre, Cedar Falls, IA  
Dawn Wilfong, Goshen, IN

### 2003

Kaija Kokesh, Palisade, MN  
Jeff Stokes, Edgewood, WA

### 2002

Jill Doherty, Bay Shore, NY  
William Sheridan, CAI, AARE, GPPA,  
Mason, MI

### 2001

JillMarie Wiles, CAI, BAS, Canby, OR  
Scott Musser, CAI, BAS, Kenniwick, WA

### 2000

Amy Assiter, Alex, OK  
Mike Espe, Elburn, IL

### 1999

Cheri Boots-Sutton, Louisiana, MO  
Wayne Wheat, Fulshear, TX

### 1998

Pamela Rose, CAI, AARE, Maumee, OH  
Mike Jones, CAI, BAS, GPPA, Dallas, TX

### 1997

Lori Kiko, CES, Canton, OH  
Andy Dunning, Houston, TX

### 1996

Greg Rice, Coshocton, OH  
Renee Jones, CAI, AARE, BAS, CES,  
Houston, TX

### 1995

Scott Steffes, CAI, CES, Fargo, ND  
Shannon Mays, AARE, El Dorado Springs,  
MO

### 1994

Marcy Goldring-Edenburn, Farmington,  
IL  
Greg Highsmith, Vinita, OK

### 1993

Tracy Sullivan, Prague, OK

### 1992

Shane Ratliff, Lemont, IL

### 1991

Spanky Assiter, CAI, AARE, Canyon, TX

### 1990

Neal Davis, Beebe, AK

### 1989

Marvin Alexander, CAI, Martin, TN

### 1988

Paul C. Behr, CAI, BAS, Denver, CO

## Oh, so Nise!

In the October issue of *Auctioneer*, we'll talk with 2017 NAA IJAC champion Kendall Nisly about his fantastic run in Columbus, Ohio!







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# 2017 IAC WINNER

## Now known as “Sara”

Sara Rose Bytnar has built her very own reputation, which includes a new IAC title.

By Nancy Hull Rigdon, contributor

In years past, Sara Rose Bytnar was consumed with how to win the NAA’s International Auctioneer Championship (IAC) Women’s title. She focused on change and hired coaches, leading her to alter everything from her chant to her appearance. Each year, she was deflated when she didn’t walk away the winner after all the effort.

This year was different. She intentionally threw away the laser-like focus on the competition, which wasn’t difficult considering her first child was born less than two months before July’s International Auctioneers Conference and Show. Her game plan? Be herself.

The strategy worked.

“Looking back, I realized that I had become a mold of what I thought a winner looked like. But then, I realized that I wasn’t becoming a better person that way,” says Bytnar, CAI, who competed for six years. “This year, I focused on my family leading up to the competition and decided that if the judges liked who I was, I could win. The control freak that I am, this was a difficult approach for me, but I knew it was the best approach.”

She continues, “I couldn’t be happier that I won being myself. You always hear that you win IAC when you’re supposed to win, and that is so true.”

Last year, her mother, Beth Rose, won the championship, edging Sara – last year’s first runner-up – by one-tenth of a point. It was fitting that the reigning champion/her mom crowned her as champ.

Given Sara’s auctioneering experience and NAA involvement, her avoidance of overpreparing this year made sense.

“I live and breathe the NAA and the industry, so I knew I didn’t need to rehearse question and answers. I just spoke from my background and from the heart,” she says.



Sara Rose Bytnar celebrates her win on stage with her mother, Beth Rose, who won the 2016 NAA IAC Women’s Division title.

That auctioneering experience goes back to childhood, when she would ride along with her mom while she worked, observing crucial auction components such as closings.

Her mom is one of four sisters who all are auction professionals, and Sara is just 10 years younger than the youngest Rose sister.

“It was almost like I was the fifth sister,” Sara says. “They are all outgoing and extroverted, and I always took the listener role. I’ve always been competitive and driven – but I always sat back and watched,”

She clearly remembers her first time at Conference & Show. It was 1998 in Oklahoma City. Her Auctioneer grandfather, David Rose, had passed away earlier in the year. Sara was 12. During the conference, her aunt, Pam, won the IAC.

“We were all screaming and so excited when she won,” she says. “I didn’t think, ‘Oh, I want that to be me some day.’ I just thought it was all so cool,” she says.

Now, Sara serves as a Partner for Beth Rose Real Estate & Auctions. The company, founded by her mom, is headquartered in Toledo, Ohio. Sara heads the company’s Florida division – which focuses on luxury homes, commercial property and golf course auctions – and oversees all the company’s marketing efforts and customer relations. She lives in Naples with her husband, Brandon – he’s an attorney – and daughter, Emily Rose.

All combined, Sara has created her own reputation as a result of the success she’s achieved in auctioneering.

“It is an incredible feeling that now people in the industry and NAA know me as ‘Sara.’ I’m not just known as ‘Beth’s daughter’ or ‘David’s granddaughter’ anymore,” she says.

As she looks to spending the next year as an NAA ambassador as a result of winning IAC, she hopes to inspire young people, particularly girls, to get involved in auctioneering. Mostly, she’s looking forward to spreading the word about the NAA – an organization she describes simply as “family” to her.



“The members really just want to help each other out. I’ve learned that these people will literally fly across the country for you. And it’s amazing how we can be competitors on Monday and then friends on Tuesday,” Sara says. “What I always say is that the NAA is so much more than a business. This is my family.” ❖



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# LIVESTOCK AUCTIONEERING: Much more than a chant

By Martha Hollida Garrett



When holding the gavel for a livestock auction, an auction professional should be familiar with all steps of the livestock process, including breeding.

**L**ivestock auctioneering is a specialized talent that requires more than the ability to chant rapidly to be successful.

In addition to business acumen and people skills, a strong knowledge of industry terminology and current market values, an understanding of the different segments of the beef industry,

and the ability to discuss those things with buyers and sellers are necessary.

A livestock Auctioneer should also be familiar with breeding processes and their individual strong points and weaknesses.

Troy Robinett, a National Auctioneers Association member from



Purebred cattle Auctioneers need to be knowledgeable about pedigrees, genomic tools and performance data of the different breeds they sell, and share that type of information while selling from the sale catalog.

Haslett, Texas, is breaking into purebred cattle auction circles and has found knowing all of these things is crucial. Robinett said he spends time reading publications and websites dedicated to the breeds he is working with and evaluates what bloodlines are trending up or down.

“It’s also important to understand the different attributes for each breed,” Robinett said. “For example, Angus are recognized for carcass and maternal traits, Brahms are known for longevity and the ability to excel in hot climates and the Charolais breed is recognized for growth traits.”

Breed registries not only keep the pedigrees on each animal, but maintain performance records, such as birth, weaning and yearling weights and Expected Progeny Differences (EPDs) – a numerical equation that predicts how an animal will pass those traits on to their progeny.

The industry is currently experiencing a boom in genomic evaluation tools and Auctioneers should stay current on those tools and their significance. Each breed has an established set of EPD averages (which are continually updated), so a purebred

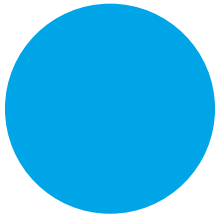
Auctioneer needs to have a working knowledge of those and how animals selling compare. For example, if the breed average for weaning weight is +87 pounds and the bull you’re selling is a +54, then you would not want to represent him as a bull that will pass on exceptional weaning weights to his calves.

### Physical characteristics matter

It’s important to be able to describe the strong points of an individual’s actual physical characteristics (their phenotype, as opposed to genotype). Purebred Auctioneers often point out to prospective buyers facts such as whether a bull is structurally correct, carries a lot of muscle and mass, or is big-footed. Then, they add in those traits like the bull’s weaning weight EPD ranking in the top 5 percent of the breed.

Information like this is worked in and around the chant and can drive the value upwards.

“It’s important to understand what your buyers are looking for in the offering, what their program’s goals are, and the type or kind of individual they want to add to their herd,” Robinett said.

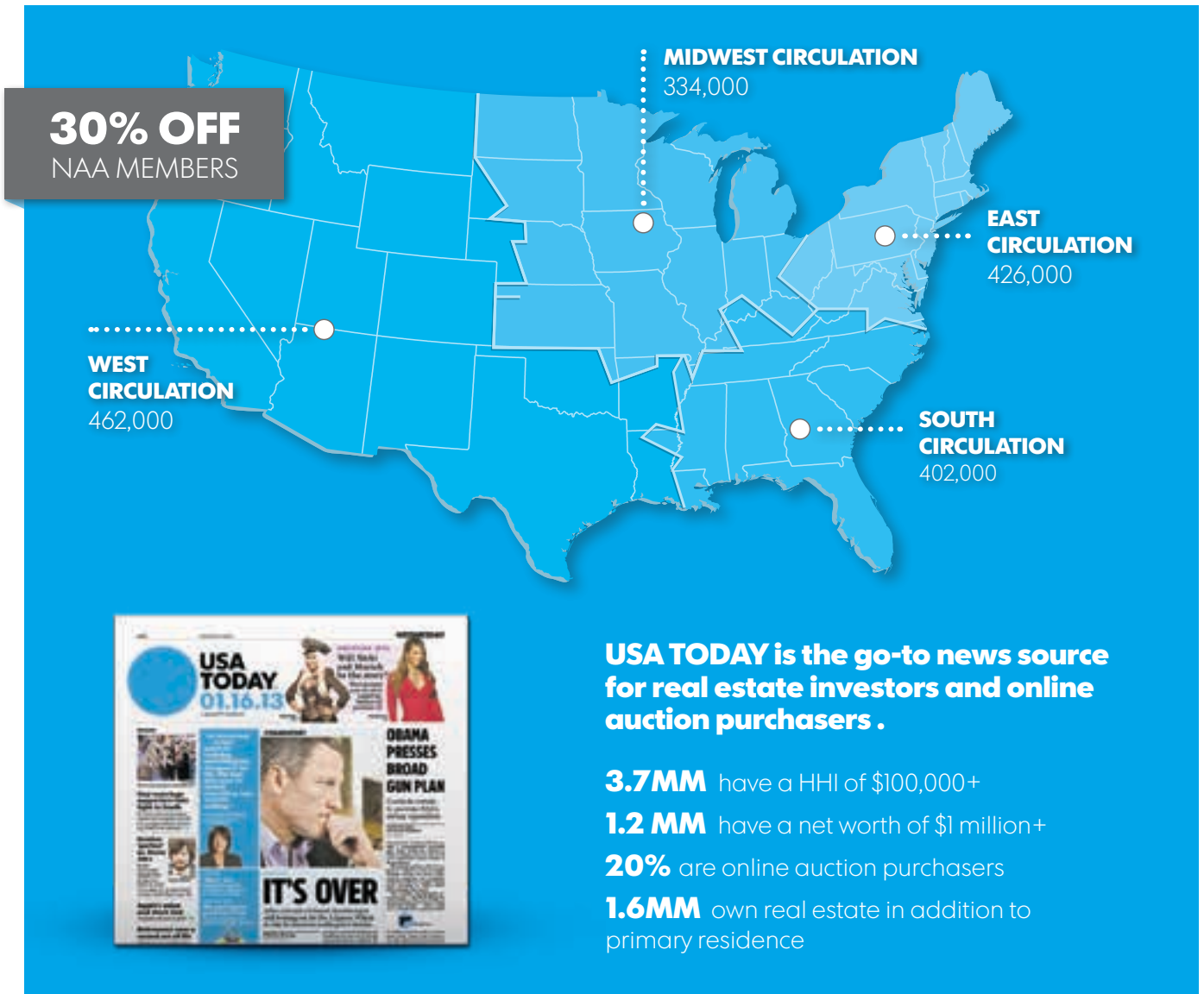


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“How they market their cattle, or the traits they get paid for, are important to realize when you’re the Auctioneer, whether it’s commercial or purebred cattle.”

Another growing area in the beef industry is that of marketing incentives.

publications and working sales for Superior Livestock, a video auction company based in Fort Worth.

He was the Texas Auctioneers Association State Champion in 2014 and now serves on their board of directors.

**“Each breed has an established set of EPD averages (which are continually updated), so a purebred Auctioneer needs to have a working knowledge of those and how animals selling compare.”**

“Almost every breed has created some type of marketing program for calves sired by bulls from their breeds. It’s helpful when selling a particular breed to know about those programs as it assists buyers with the marketing of their resulting calves,” said Robinett, who attributes his interest in cattle auctioneering to growing up around his grandfather’s commercial Hereford operation.

He attended auctioneering school in 2009 and has spent the last few years working as a ringman at purebred cattle auctions. Additionally, he’s becoming acquainted with many purebred programs and studying the industry through livestock

While he also does others forms of auctions, the cattle sale ring is his passion and he readily admits there’s a lot to study and understand about not just the day’s offering, but the industry as a whole, before climbing onto the auction block.

Cattle auctioneering is big business, as the Livestock Marketing Association, a trade organization for livestock auction markets, has over 800 member auctions alone. There are many cattle breeds within the United States and production and bull sales are annual marketing events for many ranches in almost every breed. In fact, multiple purebred auctions are held almost daily across the country throughout the year. ❖



HALL  
OF FAME

# Hall of Famer Pracht credits NAA, CAI, with good fortune

By Sarah Bahari, contributor

**N**ot long after Chris Pracht was elected to the South Carolina Legislature, a retired sheriff-turned-Auctioneer pulled Pracht aside.

“You need to become an Auctioneer,” Pracht recalled the man saying.

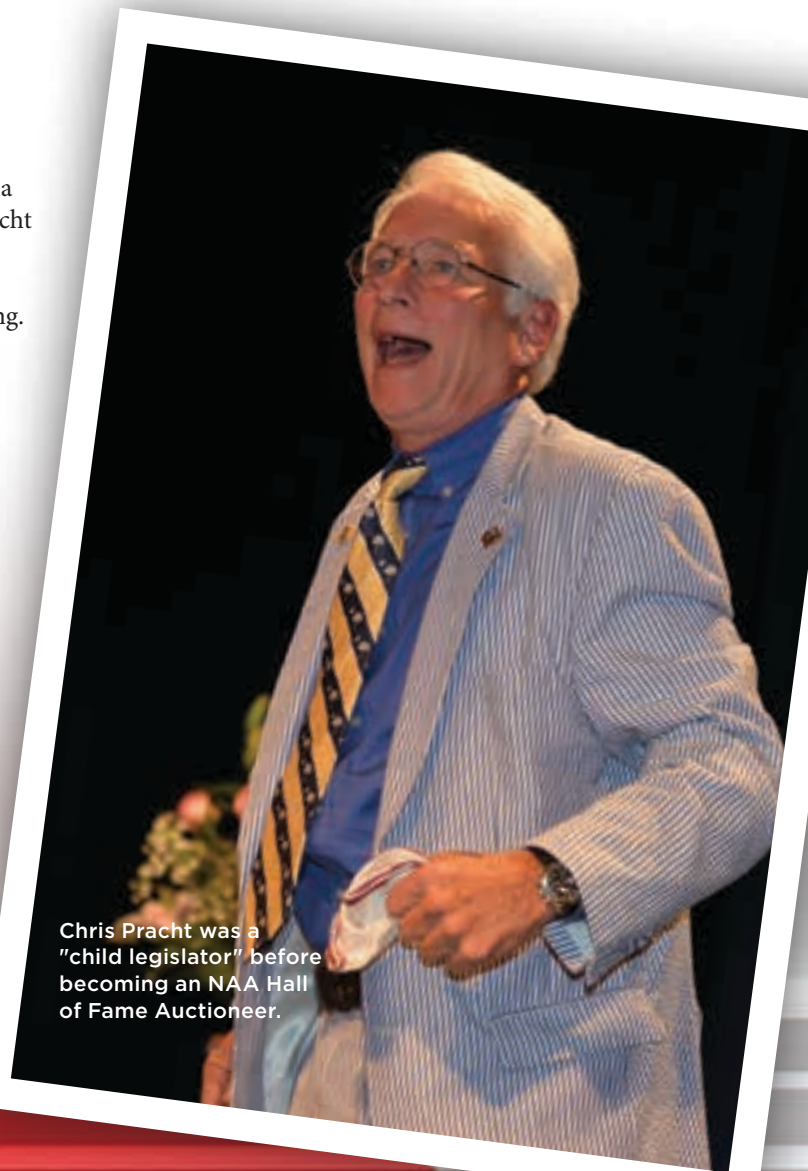
“And why is that?” Pracht replied.

Serving as a legislator pays next to nothing, the retired sheriff explained. But, as an Auctioneer, he said, “You set the time, date, place and make everyone come to you. You control the transactions. You write the rules.”

That conversation was in 1976, and Pracht heeded the man’s words.

Four decades later, Pracht was inducted into the National Auctioneers Association Hall of Fame, one of the highest industry honors an Auctioneer can receive. He said he was taken aback by the recognition.

“I never expected this. It is a humbling, humbling experience,” said Pracht, CAI, AARE, CES. “I know so many wonderful friends and Auctioneers who have done so much for this industry. To be included in this group is an honor and surprise.”



Chris Pracht was a “child legislator” before becoming an NAA Hall of Fame Auctioneer.



**“We support each other in this business,” Pracht said. “Everyone fights for business, but when one company secures it, we support them. We want our fellow Auctioneers to succeed because we want the auction industry to be as strong as possible.”**

Growing up, Pracht spent summers working at his grandmother’s farm in Kentucky, where he accompanied her to auctions. After college, his father, an attorney, tried to convince him to attend law school.

But, Pracht had other plans. At age 21, he ran for and won a seat on the South Carolina House of Representatives. Today, he remains the youngest ever elected in the state.

“I like to say that I was a child legislator,” he joked.

While serving on the House of Representatives, Pracht attended the Missouri Auction School and began to conduct real estate auctions across South Carolina, where he lives in the town of Anderson.

It was in 1990, however, upon attending the Certified Auctioneers Institute, that Pracht’s career took a turn.

Auctioneer Bob Glass recruited him to volunteer at the Hole in the Wall Gang Camp, a residential camp for kids with cancer or other life threatening diseases started by Paul Newman.

“It is a camp that will change your life,” Pracht said. “It will make you a richer person to be involved with something like this.”

Pracht also met numerous other Auctioneers who helped him along his career and provided critical networking.

In 1994, Pracht landed one of his most memorable sales. After selling a large house in Asheville, North Carolina, the local newspaper wrote a story. Shortly after the article appeared, Pracht got a call from Donald Ralph Cooke.

Cooke, the brother of Jack Kent Cooke, an entrepreneur who owned the Washington Redskins and Los Angeles Lakers, was frustrated that his large estate in North Carolina had been on the market for years without selling. The home was 6,800 square feet with two bedrooms and rested on 100 acres.

Pracht told him they should divide the estate into tracts and brought in some friends and colleagues he knew from CAI to help.

The property sold quickly, and Cooke wrote a positive testimonial for Pracht. The two continued to have a long friendship until Cooke’s death in 2005.

“He thought I was a rocket scientist because of that sale,” Pracht said. “And I booked more business with that testimonial than I could have imagined.”

Pracht now consults with auction companies across the country on the multi-parcel real estate bidding system.

In 2007, Pracht teamed up with colleagues from the NAA and CAI to launch MarkNet Alliance, a membership-based business that helps auction companies with marketing, online bidding, technical support and more. The company now has more than 60 companies in 35 states and South Africa. Pracht’s son, Christopher Pracht, serves as attorney and general counselor.

“These are the kind of relationships and opportunities that come out of the NAA and CAI,” Pracht said. “Sometimes in life, we forget who brought us to the table. I owe the NAA and CAI program a whole lot of credit.”

To give back, Pracht has served as President of the South Carolina Auctioneers Association and on the NAA Board of Directors. He was the first chairman of the NAA Educational Institute Board of Trustees.

Pracht said auctioneering is different from many industries for one major reason.

“We support each other in this business,” Pracht said. “Everyone fights for business, but when one company secures it, we support them. We want our fellow Auctioneers to succeed because we want the auction industry to be as strong as possible.”❖



# Proffitt placed among all-time NAA legends

A masterful storyteller, Steve Proffitt was the legal go-to for many auction professionals for years.

By Sarah Bahari, contributor

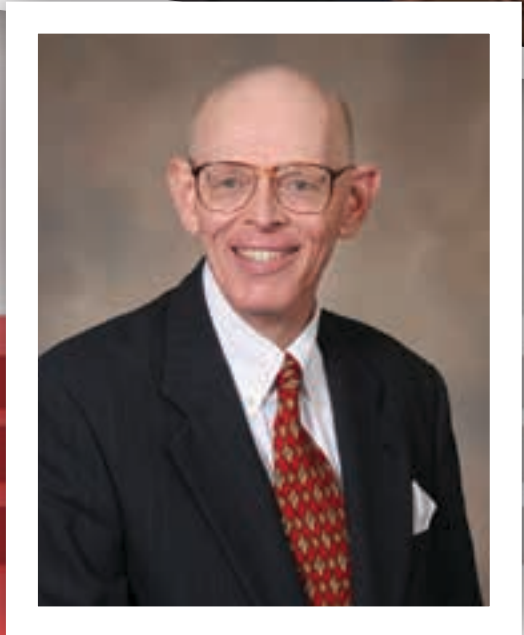
**F**or decades, Steve Proffitt blended a love of law with auctioneering.

Even when life said that he endure rigorous chemotherapy treatments, Proffitt continued crafting columns to help Auctioneers better understand and navigate legal issues.

Proffitt, who died Dec. 25, 2015, was posthumously inducted into the National Auctioneers Association Hall of Fame, the highest honor an Auctioneer can receive. His family said he would have been taken aback by the recognition.



Steve Proffitt (below) was honored in July and represented by his oldest son, Lee (left) and daughter, Stephanie (right), while Craig King applauds.



**“During our lives, we often have someone who is a true friend and mentor to us. They share needed advice and wisdom with us, and Steve was one such person. He was the kindest, most generous person.”**

“Stevie would have approached this with such humility. He loved the auctioneering industry and Auctioneers so much,” said his sister, Bonnie Horton, who lives in Virginia. “He would have been so humble and so appreciative that people thought this highly of him.”

Proffitt, who earned a law degree from the University of Virginia, served as Vice President and Legal Counsel for J.P. King Auction Company in Gadsden, Alabama. He was a graduate of the Missouri Auction School.

Craig King, President of J.P. King, recalled hearing Proffitt speak at the NAA Conference and Show in 2004. The subject was avoiding legal landmines, and Proffitt’s talk was full of frank and practical advice, King said. Shortly after, King asked him to join the growing firm as an in-house attorney.

Join he did, but Proffitt became most known in the auction industry for his frequent lectures, which he peppered with folksy humor, stories and advice, and regular columns in *Auctioneer*, *Antique Week* and *Maine Antique Digest*.

“As a columnist, he never minded the heat his written perspective generated, and he was steadfastly adamant in promoting honesty and integrity inside the auction industry,” King said.

Throughout his career, Proffitt helped to draft proposed auction law for numerous states and taught seminars on law and ethics in 31 states and several Canadian provinces. He taught classes at Reppert and Mendenall Schools of Auctioneering and was interviewed about auction law and ethics by media outlets, including the *Wall Street Journal*, *Los Angeles Times*, *Money Magazine*, *Forbes* and *MSNBC*.

In 2004, the NAA awarded Proffitt with the President’s Award of Distinction.

Across the auction industry, Proffitt worked diligently to raise the bar legally and ethically, King said.

“During our lives, we often have someone who is a true friend

and mentor to us. They share needed advice and wisdom with us, and Steve was one such person. He was the kindest, most generous person,” King said. “He was articulate and very intelligent, a superb story teller, sincere adviser and friend to Auctioneers.

“He often took calls, answered questions and gave advice, all at no charge.”

Horton said her brother believed that anything worth doing was worth doing well. He had a natural talent for connecting with people, she said.

“He was super, super smart. He had a natural gift for writing and speaking,” she said. “He could take complicated legal matters and weave in stories about going to the Yankees game as a kid.”

Horton, who attended the Hall of Fame induction, said the recognition meant a great deal to her family.

“So many people in the world were touched by him and thought as highly of Stevie as we did,” she said. “It was so special to hear from people who shared memories or thanks. He will be remembered for many, many years, and that means so much to us.”

Proffitt’s oldest son, Lee Proffitt, who accepted the award on his father’s behalf, said his dad spent his career advocating for and helping Auctioneers.

“This business meant so much to him. He was proud to be a part of it,” Lee Proffitt said. “Receiving recognition from people he admired so much would have been very humbling to him.”

“Accepting the award was phenomenal. I grew up attending NAA conventions, so to see so many familiar faces was incredible. We were very grateful.” ❖



HALL  
OF FAME

# Making his Mark

NAA Hall of Famer Mark Rogers had a strong pedigree but always wanted to accomplish his own leadership achievements.

By James Myers, contributor

In 2010, in front of what was practically a hometown crowd, Bracky and Mark Rogers shared a special moment at the NAA Conference and Show in Greensboro, North Carolina, as they became the only father/son duo ever to share the distinction of serving as NAA President.

Then, to follow Mark's installation as NAA president that morning, Bracky, CAI, CES, became an inductee into the NAA Hall of Fame that night.

With the NAA's annual event in a different town every year, the coincidence that such momentous achievements would occur so close to home (their homes and home office are barely an hour's drive from Greensboro) was startling to Mark.

"It was a very significant event for us," Mark said.

Fast-forward to this year, and the Rogers family again celebrated another group achievement at this year's Conference in Columbus, Ohio. This time, it was Mark's turn to be inducted into the NAA Hall of Fame, and his son, Dustin, CAI, CAS, achieved his dream of becoming the NAA IAC Men's Division Champion.

"Seeing my dad, my hero, be inducted into the NAA Hall of Fame was an awesome experience," Dustin said. "He gives his all to the family business, to our association and the auction industry."

Mark, CAI, AARE, AMM, said he was still in shock from the surprise of being inducted when people congratulating him during the post-ceremonial, traditional coffee and dessert session turned the tables to his son.



Mark Rogers wanted to own his NAA leadership achievements, which means he was careful not to ride his father's coattails.

“Some folks would say afterwards, ‘how long did you get to celebrate your Hall of Fame award?’ As soon as we had our cake and coffee, the focus turned to (the possibility of) Dustin winning the IAC. It became a super special reality once we had that event ... it was almost hard to believe, it was so wonderful and exciting, all in the matter of a few days.”

## Leaving his own Mark

One interesting aspect of Mark’s rise through the NAA is that he wanted to own his leadership achievements, which means he was careful not to ride his father’s coattails. In fact, he waited until Bracky was completely finished with his leadership duties before running for NAA director and other leadership roles in the NAA.

“I didn’t want it to look like I was elected because I was Bracky’s son,” said Mark, who has a state bid calling championship to his name as well as being in his state auctioneer association’s hall of fame. “You want to stand on your own feet, be recognized for what you’re about as an individual.”

Having Bracky as a father had obvious advantages, as far as him being a great role model and person from whom Mark could learn the business. But, it also came with some challenges in the early years when Mark tried to establish himself.

His father had been in the spotlight for some time and most of the calls to their office were for the elder Rogers. When clients asked for Bracky (Mark’s first name is actually Bracky, but he goes by his middle name, Mark), he and everyone else in the office knew for which Bracky they were asking.

“It didn’t bother me being in his shadow, but it was difficult starting out because everybody just wanted to do business with Bracky,” Mark recalls.

Fortunately, the company began working on regional and statewide contracts in the late 1980s, which allowed Mark to branch out on his own. While Bracky was available for consulting, Mark did most of the statewide work on his own, including writing proposals for HUD auctions, which they were awarded, allowing them to auction properties in approximately 75 of the 100 counties in North Carolina.

Over the course of his career, Mark’s gone on to conduct auctions nationally and internationally.

“That spread our name in regions we’d never conducted an auction,” Mark said. “There were plenty of opportunities for me to pick and choose clients and further the business.”

Obviously, it’s not all about dollars and cents for the Rogers crew. Mark grew up watching his father take on various state and national real estate and Auctioneer leadership roles. Mark began volunteering with his state association in the mid-1980s and

eventually became president.

“It just seemed to be part of the deal,” Mark said. “It’s the fabric of your life – volunteering in some form or fashion for a service organization.”

Altruism aside, Mark enjoyed the NAA Hall of Fame induction ceremony this year, as always, and he offered a little insight into what goes through the minds of people who have a good chance of being honored with the award. With each little hint as to who is being inducted, Mark said many in attendance are looking around trying to guess who it is. Mark looked at people at the tables around him thinking, “that could be him.”

For anyone who has been inducted into Hall of Fame, they know that the family members are told in advance so they’ll make attending the event a priority. However, they’ve got to keep it a secret from the person who is being inducted. Gradually, as snippets of facts about the inductee are revealed during the ceremony, pretty much everyone in the room knows who is being inducted. For Mark, he knew he’d been selected once Joe Wilson, CAI, who inducted him, said, “this person married their high school sweetheart in 1981.”

“I looked at my wife and said, ‘how long have you known about this?’” Mark said. “She wouldn’t even make eye contact. None of my family was making eye contact. I thought, huh. At that moment I was confident it was me.”

Mark said he was ready to jump up on the stage at that point, but Wilson kept “torturing” him with more accolades and told him to sit down. Finally, he was brought to the stage, taking his family with him.

“It was really neat, really special,” Mark said.

Mark had NAA obligations to attend to most of the next day as the IAC competition wore on. However, there was no way he was going to miss the end when Dustin made the finals. When they announced Dustin as the 2017 IAC winner, pandemonium broke out.

“I mean it was just a thrill,” Mark said. “I think I screamed about three or four times – not even sure what came out of my mouth.”

That capped off a momentous Conference & Show for the Rogers family, but even though Mark has served out his terms in leadership roles in the NAA and is now in the hallowed Hall of Fame, he keeps plugging away, focused on the growth of his business and the continued success of the NAA.

“We’re excited about the future,” he said, adding that Dustin’s wife, Britni, is an officer in the NAA auxiliary. “I see the future of the association strong. We have a lot of young, active, engaged leaders in our association. It’s good to be in the Hall of Fame and watch them take the reins and run.” ♦



HALL  
OF FAME

# “Humbled”

Tom Saturley has a laundry list of accomplishments that now includes a place in the NAA Hall of Fame.

By Nancy Hull Rigdon, contributor

As someone who spent his childhood summers at auctions, went on to build a career in auctioneering and now has among his children a third-generation Auctioneer, the “NAA Hall-of-Famer” title humbles Tom Saturley.

“I can’t tell you how honored, surprised and absolutely proud I am to be following in the footsteps of the great leaders and legends who have taught me, mentored me and been my friends and colleagues,” Saturley, CAI, says. “I’m exceedingly proud and humbled to have been included in this group of individuals.”

Saturley, a past NAA President, serves as President of Tranzon Auction Properties in Portland, Maine, and he is also a realtor. The company is an association of independent, regional firms offering coordinated national auction and marketing services for the sale of real estate and business assets.

Saturley’s auctioneering roots run deep – his father was an Auctioneer in the summer and an oil businessman in the winters – but, he didn’t take a straight path to auctioneering. First, he pursued careers in banking and law. He’s a former Maine Assistant Attorney General and was also an attorney in private practice. This experience makes him a “recovering attorney,” he quips.



Tom Saturley is a “recovering attorney,” but his auctioneering roots run deep.

## He views his work with the NAA as a way to give back to an organization that has played a significant role in his life, both professionally and personally.

He's also been heavily involved in politics, both at the national and state levels.

Saturley's wife, Ellie Baker, is the managing principal of Baker Newman Noyes, a New England accounting firm. Together, Ellie and Tom have raised two daughters, and they reside in Cape Elizabeth, Maine, a small community on the ocean.

The couple's oldest daughter, Samantha Saturley Kelly, CAI, is a third-generation Auctioneer and Tranzon regional manager. She and her husband, Brendan Kelly, have two young children, Liam and Graham.

Saturley's youngest daughter, Hannah, attends Colorado College. The father-daughter duo recently teamed up for a cross-country drive – a journey preceded by much Facebook banter between the two surrounding who would control the music.

### Responsibility to make a difference

Saturley has always felt a responsibility to make a difference in society – he credits his parents with this characteristic. As a result, he's been involved in various charitable organizations. As just one example, he currently serves as Board Chairman of the Opportunity Alliance, a Maine organization comprised of nearly 50 programs serving those in need.

He views his work with the NAA as a way to give back to an organization that has played a significant role in his life, both professionally and personally.

When Sandy Alderfer spoke of Saturley during his NAA Hall of Fame induction ceremony, he highlighted his giving nature.

"He started early in his career doing benefit auctions, and today that continues. He does not just a few, not just a handful, but literally dozens and dozens and dozens of charity auctions each

and every year, always as a volunteer and always because he wants to make a contribution to his community," Alderfer, CAI, GRI, MGPPA, read from his script.

"For some organizations, he has been the charity Auctioneer for 25 years in a row or even longer. In fact, people from the community who attend lots of charity auctions for various organizations pretty much expect him to show up as Auctioneer year after year.

They are always happy and relieved to see him introduced as the Auctioneer because that means the auction is going to be a 'really good show' and will produce a great result for the organization."

Alderfer also stated that Saturley has described giving back as "a responsibility, an investment, and a privilege."

To close his speech, Alderfer presented the many answers he received to the question, "How would you describe Tom Saturley?" The responses included:

- Servant leader
- Builds consensus
- Listens to everyone
- Respects the smallest
- Inclusive
- Respectful
- Consolidator
- Stays relevant
- Wordsmith
- Holds himself accountable
- Always finds the win-win
- Natural born leader
- Will do literally anything for his clients

"It was a moving tribute," Saturley says. "It's been an awesome ride. I am very fortunate to have found this career." ❖



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# 10 tips

## to help you survive after auction school

Fresh out of school or just new to the auction industry, podcast star Andy Imholte shares lessons he's learned on starting something new and making it last.

By NAA Staff

**G**raphic designer by day. Auctioneer by night. The way Andy Imholte, AMM, BAS, confidently describes himself parallels a caped crusader. However, the second-generation auction professional and former NAA Education Institute Trustee wasn't always this self-assured. Much like auction professionals before him, Imholte had to find his place after school. Today he's well-known as the founder and host of Fast Talking Podcast. The digital talk show blends news with Imholte's unique perspective as an Auctioneer working both inside and outside the industry.

"The general goal of the podcast is to educate Auctioneers," Imholte says. "If you are new to the auction profession, then you are my target audience because this is a tough profession."

In nearly 200 episodes, the podcast has grown into an educational resource. Here are ten lessons, presented from bottom to top, Imholte learned through his podcast.

### **10. You have no idea what will be popular.**

When Imholte started the podcast a few years ago, he thought marketing and online auctions would be his niche. Not so. Episodes featuring bid calling are the most desired. With the help of Peter Gehres, CAI, CAS, CES, Imholte developed content that focuses on bid calling and contest recaps. Be ready to change strategies for success.

### **9. You are wrong.**

In episode 87, Imholte discussed the top 5 reasons Auctioneers get sued with Mike Brandly, CAI, AARE. (Not following the contract is the number one reason.) Sometimes Auctioneers think it's okay to bend the rules because of best intentions. "We take a bid after the sold-high bid because we think oh, we missed that person. This is where you get sued!" Imholte says. Be careful and use common sense when liability is on the line.

### **8. Invest in your tool box.**

An auction professional's tool box contains many instruments. Most notable is the Auctioneer's voice, but image is another important one. Imholte says posting a fun episode about the Pokémon Go trend to a Facebook group taught him a difficult lesson. The post garnered a lot of negativity, which made him realize he must work to ensure his online image is associated with positivity.

### **7. You are the average of the company you keep.**

Who you are and who you will become depends on those closest to you. Surround yourself with people that will push you to do better. Consider getting an accountability partner. A 30-minute phone call once a week with a person who will remind you of goals can help you reach greatness.

*Continued on page 51.*



## REPPERT AUCTION SCHOOLS

Reppert Auction School graduated classes 248 and 249 the past couple of months, with students from the combined classes representing 13 states across America, China, and Vietnam.



## NORTHEAST SCHOOL OF AUCTIONEERING

The summer course of the Northeast School of Auctioneering ended with all five students completing the 80-hour course. Students from New Hampshire, Vermont and Massachusetts attended the course, which covered all mandatory and optional topics to meet their state's educational requirements to obtain an auctioneer license.



Andy Imholte, AMM, BAS, brings a unique blend of experience and knowledge to auction professionals through his background in marketing, graphic design, and a lifetime in the auction business. His "Fast Talking Podcast" is available at [fasttalkingpodcast.com](http://fasttalkingpodcast.com), and on iTunes, GooglePlay, and Stitcher.

**6. Look outside your bubble.**

Reach out to peers even when it is outside your comfort zone. Embracing diversity can lead to new opportunities.

**5. Define your audience.**

Facing burnout around the 50-episode mark, Imholte leaned into his podcast struggles by identifying who he wanted the show to reach. The podcast became much more successful and enjoyable to produce after defining the audience and refocusing the content directly to them.

**4. Auction Marketing Management**

Imholte believes everyone should consider taking AMM. From bid callers to company leaders to marketing executives to auction professionals, AMM covers marketing and marketing technologies in a way that makes it relevant and applicable for everyone.

**3. Practice marketing best practices.**

It's no surprise this topic lands high on the list. An Auctioneer's branding is extremely important and goes well beyond the logo. Imholte collaborated with John Schultz, AMM, to produce a crash course in marketing in a series of episodes that explore best practices. The following episodes offer marketing instruction: 51, 69, 80, 103, 136, 137, 160, and 171.

**2. Your time is valuable.**

Figure out what you can move off your plate so you can go out and work on your business instead of in your business. What goes hand in hand with this lesson, Imholte stresses, is hiring professionals. Although it seems like an unneeded expense, you

get what you pay for. Utilizing the services of a professional will make your business look good.

**1. Don't get set in your ways.**

Challenge your established beliefs. Move forward by trying current ideas. Consider being a lifelong learner. "I continue to do the podcast because I want you to learn and come away with some great information," he says. "But, listening isn't enough. You've got to implement some of these ideas." ❖

This article was an excerpt from a presentation given at the 2017 NAA International Auctioneers Conference and Show. Want even more? Listen to full audio of the presentation at [auctioneers.org](http://auctioneers.org).



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# 20th-century works charm bidders



\$169,650



\$64,350



\$33,000



\$19,305



\$18,000



\$7,020

**THOMASTON, Maine** – An enchanting collection of 20th-century decorative arts inspired aggressive bidding at Thomaston Place Auction Galleries’ Summer Sale on August 25-27. In addition to a crowded room, there was strong phone, absentee and internet activity from participants around the world.

Thomaston Place Auctioneer and President Kaja Veilleux noted: “Bidder tastes have changed dramatically since I started in this business over 45 years ago. But it’s still just as exciting, and I’m enjoying the roller coaster ride.”

Maine artist Marsden Hartley’s (1877-1943) oil on canvas painting depicting the sun breaking through clouds over a Maine harbor topped the sale, with multiple phone bids pushing this item to its \$169,650 selling price. An untitled gouache on paper painting by Alexander Calder (NY/France, 1898-1976) also attracted enthusiastic bidding and fetched \$64,350. A large 1925 oil on canvas work by Waldo Peirce (NY/ME/MA, 1884-1970) depicting two women in a French Riviera apartment achieved \$33,000, and James Taylor Harwood’s (UT/CA, 1860-1940) 1930s Paris painting depicting Pont Neuf raised \$28,080.

The sale included nine lots by Dahlov Ipcar (ME, 1917-2017), and all brought strong prices. Enthusiastic bidding for her oil on canvas painting titled “The Butterfly Collection” propelled



\$17,750



\$15,600



\$8,775

its selling price to \$19,305, a new sales record for this artist. “Glacier”, 1961 oil on canvas work by her mother, Marguerite Zorach (NY/ME/CA), sold for \$12,870.

Three modern works by Alfonso A. Ossorio (NY/Philippines, 1916-1990) surprised the crowd as internet bidders drove selling prices well beyond pre-sale estimates. An artist drawn poster promoting “Ossorio y Yangco”, a 1984 exhibition of his work, brought \$18,000 over a pre-sale estimate of \$1,000 to \$1,500; and a smaller artist drawn poster from the same exhibition that was estimated to bring between \$400 and \$600, sold for \$8,400. Ossorio’s untitled assemblage of resin and other objects mounted on plywood brought \$15,600; also well above its presale estimate of \$4,000 to \$6,000.

Four early 20th-century bronze floor lamps by Tiffany Studios exceeded their presale estimates after frenzied bidding from the floor, phone and internet. The strongest performer was a counterbalance floor lamp with green linen fold glass panel shade that brought \$16,800. An Aladdin lamp with acorn design leaded shade sold for \$15,600. Another counterbalance lamp with gold Damascene Tiffany Favrite glass shade achieved \$9,600, and a gilded Dore bronze lamp with gold/amber linen fold glass panel shade raised \$9,000.

Other strong performing 20th-century lots included: a collection of 50 letters and notes from philosopher and author George Santayana (1863-1952) to Harvard alumnus and businessman Herbert Lyman (1864-1941) that brought \$18,135; a Faberge egg form enameled perfume flask that reached \$10,530; and a Vistosi Murano 1960s art glass bird by designer Alessandro Pianon that fetched \$7,020.

The auction also included a diverse collection of fine antiques, including: a circa 1770s pair of Salem or Boston mahogany demilune gate leg card tables that brought \$18,000; an ancient

Egyptian stone bust depicting the head of Amun, ca. 1336-1327 BC that achieved \$17,550; a pair of Chinese coromandel framed hardstone panels inlaid with semiprecious stones that sold for \$14,400; an antique cased boardroom size half hull ship model that raised \$9,360; and a full body copper running fox weathervane by L.W. Cushing & Co. (Waltham, MA) that brought \$8,775. ❖

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# Jazz pianist's grand piano carries winning \$22,500 tune



\$22,500

**MONROVIA, Calif.** – John Moran's June Traditional Collector catalogue follows a slew of multi-session auctions held earlier this year.

A comparatively slimmed-down event, The Traditional Collector comprised only 229 lots of French furniture, European silver, porcelain, paintings, and clocks. While results were mixed overall, it seemed buyers were keen to put most of their purchasing power towards relatively safe investments, such as silver by various worldwide makers, as well as various objects by well-known makers such as Steinway & Sons, KPM and Daum.

Top-lot status went to a 1947 Steinway & Sons Model D grand piano, one of two pianos consigned to Moran's from the Estate of Albert Jamaitis, a concert and jazz pianist, studio musician,

and educator at LA City College. Expected to bring \$20,000 to \$30,000, the piano inspired a number of buyers to come view and play the instrument before bidding.

Bidders must have been wooed, because the model D achieved \$22,500. A little later in the sale, a model A from the above-named estate dating to 1889 sold to a collector for \$7,200 (est. \$4,000-\$6,000).

Silver lots did quite well throughout the sale, and success was found not only among English and American makers, which comprised the majority of silver offerings by percentage, but by lots of Italian and Mexican makers in particular. Most notably, a nearly life-sized Buccellati eagle, finely modelled in .800 silver and perched on a naturalistic crystal base, was expected to

find a buyer for between \$6,000 and \$9,000. However, bidding topped out at an astounding \$19,200, thanks to interest from two dueling floor bidders.

A handsome Buccellati “Empire” sterling silver flatware service opened with dueling absentee bids, which were competing against a determined floor buyer; ultimately, the service brought a very respectable \$5,000 (est. \$2,000-\$3,000). A large-scale gourd-form Mexican sterling silver coffee and tea service likely dating to the mid-20th-century garnered a fair amount of interest, achieving \$4,800 at the block (estimate: \$4,000/\$6,000). All dating to 1776 and marked for London makers George Heming & William Chawner I, a set of eight Georgian sterling silver luncheon plates were hard fought between an absentee and floor bidder; the floor buyer won out, paying \$6,000 for the group (estimate: \$3,000-\$4,000).

Select European paintings exceeded expectations during Moran’s June 20 event, including a lovely oil painting of a figure fishing near a small waterfall by 19th-century British artist John Brandon Smith (1848-1884). Assigned a \$1,200 to \$1,800 pre-sale estimate, the Smith achieved \$3,750 at the block. Later in the evening, an unsigned but highly detailed and complexly composed mythological scene in oil was offered with a conservative \$600 to \$900 estimate; competing floor buyers



brought the final selling price up to \$2,040.

Additional highlights:

- A classic KPM porcelain plaque depicting a young beauty in an orientalist costume found competing bidders participating by phone and in the room; estimated to bring \$800 to \$1,200, the plaque achieved \$1,920.

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During 42 weeks of intensive cancer treatment, Da'Maya enjoyed activities like painting with Child Life Specialists and attending the St. Jude School Program by Chili's. Now 10 years old, she is cancer-free and back at home.

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St. Jude patient Da'Maya, age 10, rhabdomyosarcoma



\$5,313

\$3,750

\$2,040

\$1,920

- A pair of carved Louis XVI-style pickled wood sofas featuring contemporary down-filled cushions were presented from a private Malibu, Calif., collection in excellent condition; expected to earn \$1,000 to \$2,000, the pair achieved a \$4,500 selling price.
- An intriguing group of four Italian carved giltwood architectural columns, likely dating to the 18th century, were expected to earn \$3,000 to \$5,000 for the group; buyers were apparently delighted by the well-modeled grapevines wrapping around the spiraled columnar forms, as the group ultimately earned \$5,100.
- A very handsome late 19th-century gilt-bronze and rouge marble mantel clock by well-known French maker Raingo Frères brought \$5,400 at Moran's Traditional Collector auction event, just within the \$5,000 to \$7,000 estimate.
- One of a number of fine examples of European art glass offered throughout the June catalogue, a Daum pâte de verre "Amaryllis Magnum" vase in ombré blue and green achieved \$5,313, square within the \$4,000 to \$6,000 estimate. ❖

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\$2,360

# Radio collection tunes in to more than \$98k

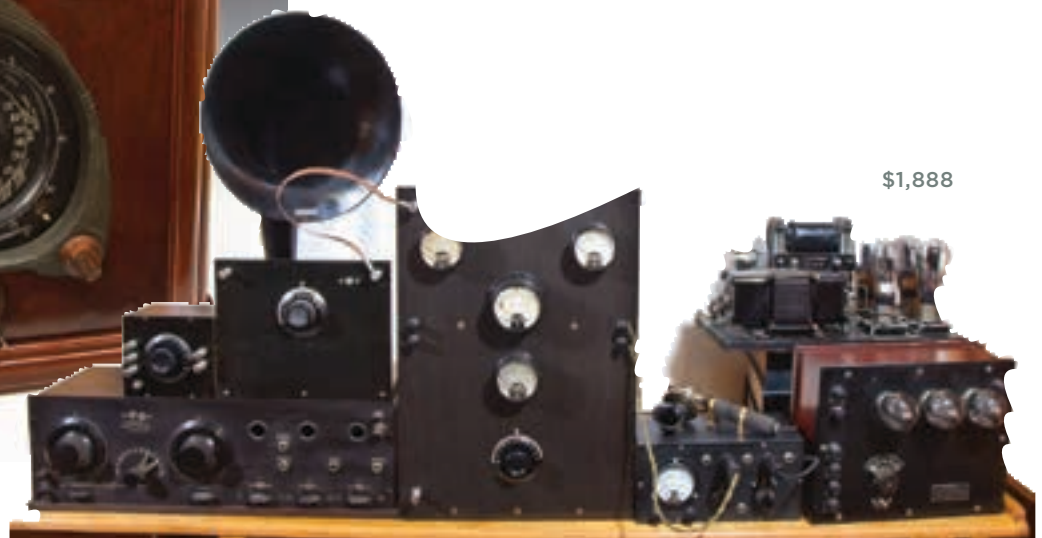
**HARRISBURG, Pa.** – A single-owner radio collection brought over \$98,000 at Cordier Auctions in Harrisburg, Pennsylvania. The sale was held May 6-7, with bidders participating live on day one and both live and online on day two.

The auction contained an astounding number of radios and accessories, all from the collection of one dedicated enthusiast. A Scott Philharmonic Version 1 in a Warrington 84 Cabinet was the top lot of the collection, bringing \$2,360 after some heavy competition. The floor model radio dates to the 1930's.

Other floor consoles also drew bidders, with a 1940 Zenith bringing \$1,888 and a beautifully decorated 1929 Zenith console selling for \$1,298.



\$2,242



\$1,888



\$944



\$1,888



\$1,652

A remake of Lancaster network WGAL's 1923 broadcasting station stood out among the equipment offered. Created by Lloyd Jury using period parts, the station was modeled after the original by Jacob Mathiot and included paperwork as well as related photos and information. It sold to a Pennsylvania bidder for \$1,888.

Table top radios were the subject of fierce competition on both days, with top lots including a 1938 Zenith Waltons Tombstone radio (\$2,242) and an Emerson Catalin Tombstone radio (\$1,652). A grouping of five table top radios including a Cadet sold for \$1,416 on the first day of the sale.

Radio tubes from various manufacturers (many in the original boxes) were offered, including dozens of rare examples. Of note was a 1909 DeForest Audion tube in a display case, which brought \$944. A 1939 Western Electric Pentode tube in the original box sold for \$649. ❖

## 50-cent coins sell for \$17,825

**NORTH CONWAY, N.H.** — Centennial Auctions sold a group of five original Uncirculated 1936 York County Commemorative 50-cent coins for \$17,825 at a recent auction in Nashua, New Hampshire.

Centennial had sold the family coin collection a year ago, but these additional coins were recently found hidden away in the back of a dresser drawer, undetected. The items had been purchased over 80 years ago, and their whereabouts remained a mystery until this spring.

Housed in a York National Bank, Saco, Maine folder with the historical description, they were recently rediscovered by family

when cleaning out the home. The family wasn't sure if the coins held any value.

Bidding began at \$8,000 at the auction, after numerous interested parties made absentee bids.

Each coin was superbly toned and quite beautiful. Most attendees at the sale were wowed by the look of the group.

"I knew that the coins were exceptional, but I never expected this kind of result," lead Auctioneer Steve Schofield, CAI, BAS, said. "It shows the power of an auction. The family is still amazed at the price." ❖

## Real estate auction ‘innovator’ passes away

Maximillian “Max” Maurice Eble Spann, Sr. 89, of Washington Township, New Jersey, passed away peacefully Aug. 2, 2017.

Max was born June 20, 1928 in Morristown to the late Paul and Josephine Eble Spann. He attended both Delbarton School and Bernardsville High School, graduating in 1947. After earning his Bachelor’s Degree from the School of Agriculture at Rutgers University, Max served proudly in the United States Army during the Korean War.

His youth was spent in Oldwick, where his family imported cows from the Isle of Jersey, starting a passion that would last his lifetime. Following his discharge from the army, he acquired a herd of Jersey cattle and opened Spann Jersey Farm. There he ran his own creamery and milk delivery route. He later sold his dairy operation and eventually became a real estate broker. He grew

his business into one of the most respected real estate firms in the state. Max is credited with the innovation of marketing real estate at auction, and his firm is now one of the largest of its kind in the nation.

Max devoted his in his efforts for many charities and his church. He was an active supporter of the pioneer movement for the establishment of homes in the community for the developmentally disabled population. While serving on the boards of ARC of Somerset County, the ARC of Warren County, and the ARC of New Jersey, he was pivotal in the founding of summer camps for the developmentally disabled.

Max is survived by his wife of 60 years, Jean, their children, and many more family members. ❖

## Art history scholarship to be formed in former member’s honor

Jeremy Caddigan passed away on May 17, 2017. He was soft spoken, articulate, kind, caring and willing to help everyone. He was at ease with people of all ages and had a wonderful dry sense of humor and was fun to be with.



Wise beyond his years, Jeremy was a dedicated naturalist. He loved all animals and creatures in nature and spent many hours walking and discovering the trails of his six acre retreat home in Norwell.

Jeremy was passionate and extremely knowledgeable about 18th-century antiques to mid-century modern furniture, architecture and accessories. He enjoyed digging into the history of these items and maintained an extensive library of books (not the computer) on antiques, turning the pages and savoring every detail about the object.

Jeremy joined the family firm in the late 1980’s. He always enjoyed the hunt of finding an extraordinary object on one of the many house calls he made on the south shore of Massachusetts. He was the catalyst for creating extraordinary sales, marketing and cataloguing for the larger sales.

A scholarship in art history will be established in his name. ❖

## Auctioneer loved his Indiana basketball

Fred R. Robinson, 64, of North Vernon passed away June 22, 2017, at Richard L. Roudebush VA Medical Center in Indianapolis, Indiana.

Born July 15, 1952, in Madison, Indiana, Mr. Robinson was the son of George and Lucille Littrell Robinson. He married Bonnie Long on June 2, 1972, at Graham Baptist Church in San Jacinto.

Mr. Robinson was a graduate of Jennings County High School and served in the U. S. Navy from 1972-1976. He was employed in security for 20 years before retiring from the

former Muscatatuck State Developmental Center in Butlerville, Bus Driver for 38 years for Jennings County Schools, as an Auctioneer for 33 years with Tom Lawson and 17 years for Diekhoff Mower Sales and Service. He was a member of Indiana State Auctioneer Association and many other groups. Mr. Robinson enjoyed golfing and watching Indiana University Basketball and the Indianapolis Colts. He especially enjoyed spending time with his family and friends.

He is survived by his wife, Bonnie, a son and daughter, and many other family members. ❖

# NATIONAL AUCTIONEERS ASSOCIATION PUBLICATIONS POLICY



The purpose of this policy is to outline rules that are believed to best support — through all of its publications and published materials, including Auctioneer — the National Auctioneers Association mission statement and NAA’s member interests.

Since 1949, the NAA has published Auctioneer, the industry’s leading publication for the auction professional. The magazine’s goal is to provide insightful content to help Auctioneers advance their careers, grow their business, stay connected to the industry and remain competitive in an ever-changing auction marketplace.

Auction E-News, a bi-monthly e-newsletter, provides the latest industry and Association news. Content includes links to educational webinars, information regarding upcoming events, member and national news and more.

**A) Member v. non-member coverage:** NAA members will always be given first consideration in terms of story selection, placement and promotion when compared to non-member or general industry news. While some non-member or industry news may occasionally bear special consideration, NAA’s publications’ primary, month-to-month objective is to showcase the Association’s members and news/topics that affect the membership directly.

When non-member or industry news does draw special consideration, it must be presented to the NAA Director of Publications, who will make a determination along with the NAA CEO before it is used or highlighted in any NAA publications.

**B) Content standards:** Content that appears in any NAA publication format must be presented in a manner that is not considered discriminatory in any fashion, including: race, religion, gender, national origin, age, marital status, sexual orientation or disability. Also, content that is considered profane in any fashion will not be considered. All content is subject to approval by the NAA Director of Publications.

**B.1) Political agenda:** On occasion, political agendas that do not directly apply to the NAA membership may attempt to enter NAA publications through content submission. It is NAA policy that if content is deemed to have such a political agenda attached, as determined by the Director of Publications or NAA Chief Executive Officer, it may be subject to non-use.

**B.2) Viewing pre-published copy:** It is not NAA policy to allow individuals who are interviewed for articles to view copy before it is published. Should an individual want to review copy prior to publication, a request can be made through the writer to the NAA Director of Publications. A request is not a guarantee, nor any sort of agreement, to allow a pre-published review.

**B.3) Press releases:** Press releases are welcome and accepted as a means of informing the NAA staff about NAA members’ and industry news. Press releases should contain basic information, including: contact information (name, phone number, email); the news item; and at least one high-quality image that adheres to all standards outlined in Sections C and C.1.

Releases should be submitted to [publications@auctioneers.org](mailto:publications@auctioneers.org) or to the NAA Director of Publications. Submission does not guarantee either partial or full use of the information provided.

**B.3.a) Obituaries:** Obituary information of NAA members may be submitted for publication in Auctioneer. The information may be submitted in the form of a written obituary or a link to the information if it has been printed online. Submissions should be emailed to [publications@auctioneers.org](mailto:publications@auctioneers.org) and to the Director of Publications. All submissions are subject to approval by the NAA Director of Publications and/or NAA Chief Executive Officer.

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**C.1) Events vs. people:** While the NAA’s goal is to highlight its members, it aims to do so without favoritism or prejudice toward a single member or his/her business. Therefore, in industry event coverage deemed acceptable for publications inclusion, the NAA’s publications will not use, in primary fashion, images that showcase an individual ahead of an event. Such images may be considered as support images throughout an article or other published piece.

NAA events, such as the National Auctioneers Association International Conference and Show, IAC Championship, Hall of Fame, elections and academy or summit coverage, may be exempt and allow for individual highlight. That determination will be made by the NAA Director of Publications, in concert with the NAA CEO.

**C.2) The Auctioneer Cover:** The cover will abide by the guidelines set in Section C and Section C.1.

**D) Advertising in publications:** Advertising is welcome in NAA publications. Any and all advertising copy must adhere to the discrimination guidelines set in Section B and all related sections. Any and all images contained within an advertisement must adhere to the image guidelines set in Section C and all related sections. All advertising is subject to approval by the NAA Director of Publications. NAA reserves the right to refuse advertisements.

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Nancy Crip



*As a new Auctioneer, I was looking for a place to learn and couldn't wait to get to my first NAA convention in Ohio. The family of Auction is an exciting place to be, and meeting so many great Auctioneers and their families was inspirational. I look forward to bringing our team to future meetings and participating in the NAA Educational Programs. My next step is attending the designation academy in Las Vegas."*

Nancy Cripe

Dupo, Ill.

## IN THE RING

**PAGE** 8 *“Nonprofits, schools, communities, etc., all are beginning to realize the real fundraising potential a well-run benefit auction can offer.”*  
**Aaron Ensminger, NAA Director of Education**  
 Overland Park, Kansas

**PAGE** 11 *“Each piece of property has some intrinsic value. Let’s say this chair is worth \$25, so its intrinsic value to be sold at auction is \$25. What if I told you it was Ringo Starr’s chair? Well I’ve sold Ringo Starr’s chair, and I can tell you it’s not still worth \$25 because people will pay more.”*  
**Megan Mahn Miller, MPPA**  
**Mahn Miller Collective Inc. & Julien’s Auctions**  
 Minneapolis, Minnesota

**PAGE** 46 *“I can’t tell you how honored, surprised and absolutely proud I am to be following in the footsteps of the great leaders and legends who have taught me, mentored me and been my friends and colleagues.”*  
**Tom Saturley, CAI, on being inducted into the NAA Hall of Fame**  
 Tranzon Auction Properties  
 Portland, Maine

## AROUND the BLOCK

- Auctions America's Auburn Fall collector car show and sale **pulled in nearly \$20 million in sales** at the Auburn Auction Park in Indiana.
- RES Auction Services recently announced the opening of a **new auction facility and equipment yard** in Wooster, Ohio. The inaugural equipment auction is set for Nov. 18.
- The **best young Auctioneers from parts of Australia will compete** in October at the 2017 Australian Livestock & Property Agents Association Victorian Young Auctioneers Competition.





## MEMBERS' CORNER



## We really need *your* help!

**B**ack on page 20, you read about three surveys the NAA is conducting or will conduct between now and into October. PLEASE fill them out!

We're asking your opinion about Membership, Education, and Communications things ... all of them are VITAL to helping NAA evaluate the many moving pieces that go into making YOUR NAA experience the best it possibly can be.

When the surveys hit your email inbox, take a couple of minutes (literally, a couple... that's it!) and share your thoughts with us. We need them!

And, if you have any questions about the whole surveys process or want to talk more about the how's and why's of this information gathering exercise, **email [communications@auctioneers.org](mailto:communications@auctioneers.org)**. ❖

*thank you*

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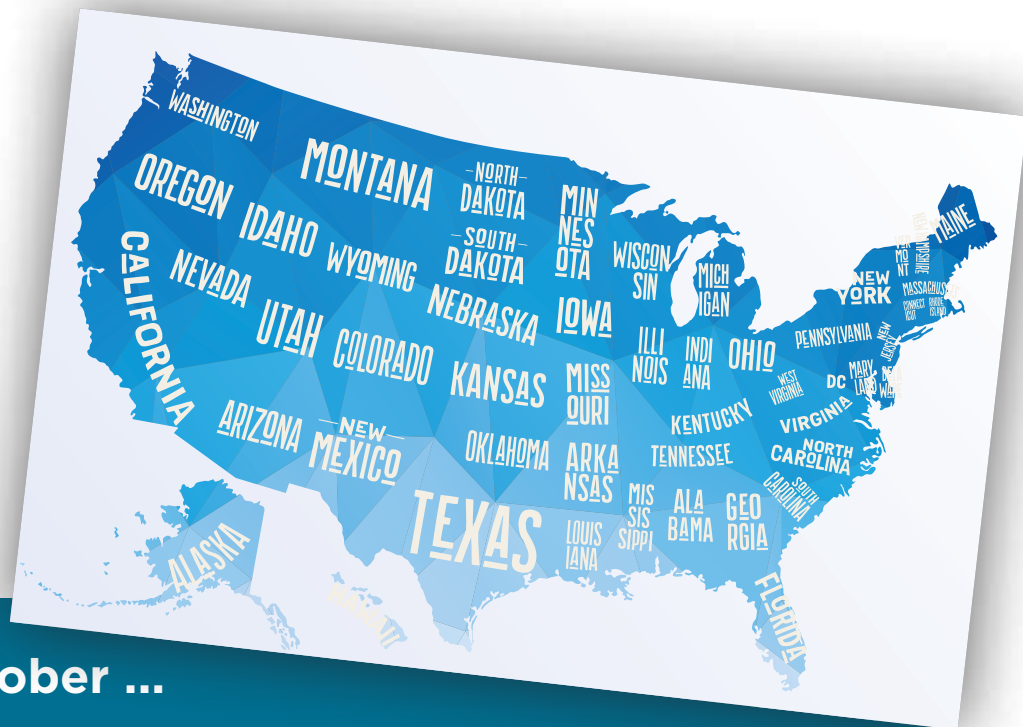
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14K yellow gold with 18K gold nuggets on flanks. Total 2.25-carat brilliant cut diamonds. All matched GIA color and SL 1-2 clarity. Total gold weight 29.7 grams, size 13. Never worn.  
 jseverson1944@yahoo.com **\$12,000**

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

## Coming up in October ...

The 2017 NAA State Licensing Guide will be published for members in the October issue. The guide will provide all contact information, along with as much current information as possible for each state. Look for it in a few weeks!

## NAA STAFF

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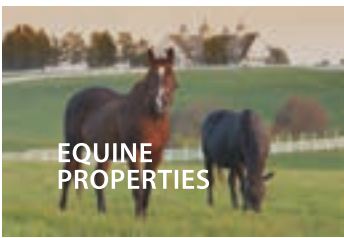
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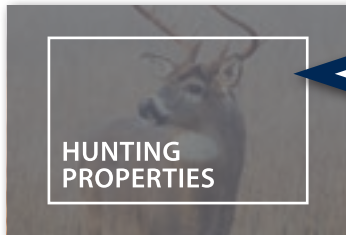
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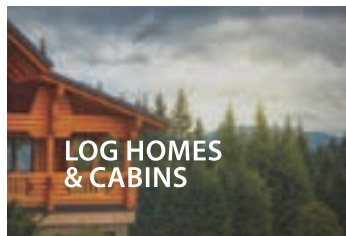
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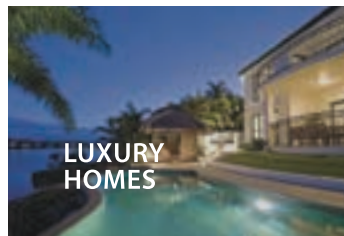
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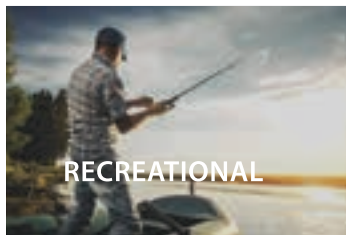
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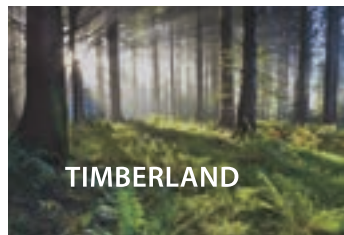
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