



# Auctioneer

September 2018

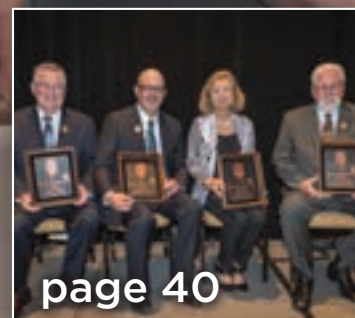
The official publication of the National Auctioneers Association

## 2018 NAA IAC CHAMPIONS



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- | BEHR, JONES, KING, MUSSER INDUCTED INTO NAA HALL OF FAME
- | HOW TO PROVE YOUR VALUE TO NONPROFIT CLIENTS
- | REAL ESTATE AUCTIONS: PROTECTING YOURSELF LEGALLY



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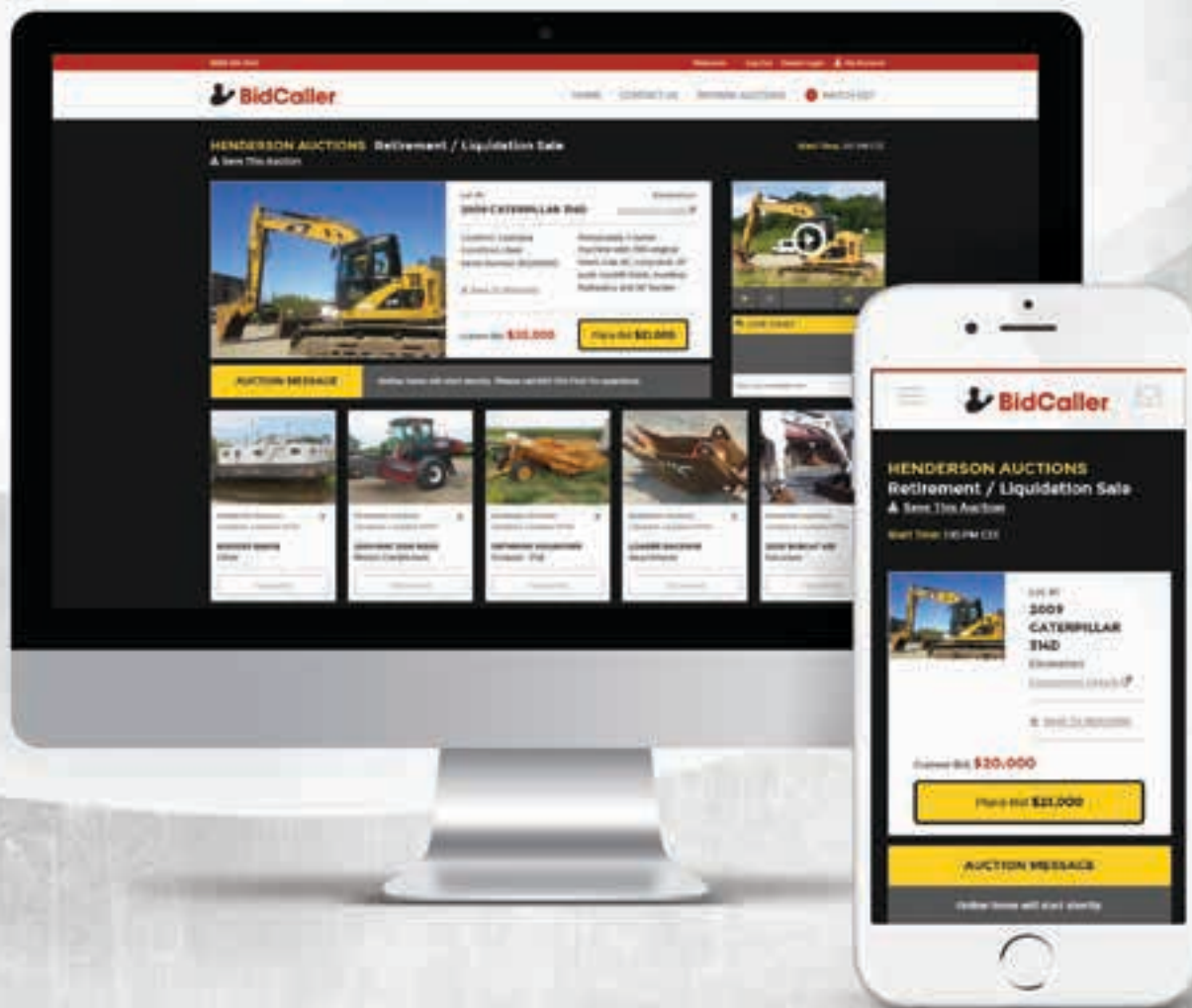
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**Tim W. Mast, CAI, AARE**  
*NAA President*

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

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

## Already jazzed for New Orleans!

I just returned from New Orleans after a week that included orientation of new Board members, new Education Institute Trustees and the current IAC Champions, a strategic planning meeting with the NAA EI Trustees and then one with the NAA Board of Directors ... what a week!

We started on a Monday night and went through Thursday afternoon, and it was well worth it! The meetings were outstanding – covering topics that our new leaders needed to know to be able to be productive in the roles they play and brainstorming ideas that will help NAA members now and in the future.

We had our meetings in New Orleans because that's where the 70th International Auctioneers Conference and Show will be on July 9-13, 2018. We stayed at the Hilton Riverside where the event will be hosted (check it out: [www3.hilton.com/en/hotels/louisiana/hilton-new-orleans-riverside-MSYNHHH/index.html](http://www3.hilton.com/en/hotels/louisiana/hilton-new-orleans-riverside-MSYNHHH/index.html)). What a place, and what a city!

One of the things we know is that we all like to stay together. The Hilton Riverside is huge, and as a result, we can all be under one roof. I loved being able to take an elevator in Jacksonville from the floor my room was on to the floor where the meetings and events were held. In New Orleans, we'll have that again! All of our meetings, classes and events will be on two floors in the Hilton Riverside.

I love the event even more when we can get out of the hotel for dinner on one or two nights when we are there. Guess what? Within a radius of just a few blocks are numerous award-winning restaurants. As Auctioneers, we as are known for liking to eat well – New Orleans is a great place to do just that! Our hotel even has an award-winning restaurant

I've been told that safety is a concern with New Orleans – it is – as it is with any large city. However, we will be posting areas where tourists typically congregate with minimal concerns. In this day and time, we all have to be aware of our surroundings. That is true for all places, including New Orleans.

I have also heard concerns about the adult-oriented nature of New Orleans' reputation. Our host hotel is several blocks away from Bourbon Street where most of that is located, and there is no need for anyone to go there if they choose not to.

New Orleans also has lots to offer our kids – boat rides to the Audubon Zoo, for example – and you can catch the boat right next door to our hotel. A butterfly garden and the nationally-recognized Audubon Aquarium of the Americas – both just steps away from our hotel. And, the World War II museum is now New Orleans' top attraction (check it out here: <https://www.nationalww2museum.org>).

And, of course, we know that for NAA families, we have the NAA IJAC competition and the Foundation's Children Auction. After being in Jacksonville, my kids absolutely want to be there – and I want them there. What better way to expose them to the industry that we love!

I left New Orleans and thought about it for the next seven hours as I was driving home. What a special city for a very special industry. Hotel registration will open in February, and Conference and Show registration will open in March. It is expensive for us who have smaller businesses, but what I have learned is that it is essential for my business to be there. So, we have marked it on our family's calendar!

I am really looking forward to a great conference next July! Hope to see you there!



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While the names of the newest NAA Hall of Fame class have been known since July, we take part of this month's issue to explore each of the new members and their unique career paths."

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# State watch

## KENTUCKY



**LOUISVILLE** – NAA member Leon Shirk went absolute ham at the 55th annual Ham Breakfast during the Kentucky State Fair last month. Shirk, of Pembroke, used his auction talents to transform a Grand Champion ham – weighing 18.77 lbs. – into a winning total bid of \$2.8 million.

The University of Kentucky, the Gatton College of Business, and Keeneland will receive the funds contributed by one of the two winning bidders who combined their bids of \$1.4 million to arrive at the winning total.

*(Information courtesy of WBKO.com)*



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## An auction professional's value comes in knowing how to develop relationships and proving the value of a donor's contribution.

By Emma Dougherty, NAA Content Developer

**T**he biggest challenge for auction professionals when working with nonprofits is seeing eye-to-eye with their clients on the best ways to conduct an event.

To do this, auction professionals must explore what happens inside the organization they are working with. What is the nonprofit's business model? When is the best time for that organization to raise money? And from there, how does an auction professional decide how he or she can provide a priceless value.

Generally, and perhaps not surprisingly, that value begins with understanding subtle differences in how to view raising money, says Dee Dee Kiesow, BAS.

"Event fundraising is the very last thing that nonprofits think of," Kiesow says. "Most nonprofits focus on transactional fundraising, meaning they have defined monetary goals and the priority is meeting those as fast as possible."

Those nonprofits are aware that 10 percent of donors will give 90 percent of the funds raised, which is why there is such a push to focus on big donors only.

Relational fundraising, on the other hand, can bring in much more money and help nonprofits exceed those goals. This means prospecting donors, finding out why they give and who they give to, and not waiting for an event to ask them to give.

Instead, Kiesow says, cultivate these prospects by, for example, taking them out to lunch and getting to know them. The goal of an activity like this is to form a long-term relationship with donors in the hope that they become lifetime investors.

"They [nonprofits] think, 'With a party this great we're sure to raise money,' Kiesow says. But that is not the case anymore, and auction professionals must change way they view fundraising events.



## Millennial impact on donations

"I love Millennials because they are making [auction professionals and their clients] honest and challenging nonprofits to think about cause-driven fundraising," Kiesow says, "and whether we are communicating when you donate what is happening with your money."

As people become smarter, they become more skeptical with their donations. So, how can you show the value to donors?

Start with your client. Ask the organization questions like:

- Why are we here?
- What are we supporting?
- How will the money be used?
- What is the impact of the partnership and long-term plan?

These sorts of questions will let an auction professional gain the knowledge necessary to become an ambassador for the organization rather than just serve as a talking head asking for money.

To be spurred to donate, people need to see the impact that their money is making. Accomplish this, Kiesow says, by using real-life examples of people who have benefitted from donations like the ones being asked for. Show how lives are changing because of this nonprofit in order to get into the hearts of people.

## Six ways to transform an event

There are six main concepts that can transform a nonprofits event and increase donations greatly:

**Develop rapport by first listening.** Ask prospective donors "what brought you here?" and listen to what they have to say. Knowing the reasons people are here will help you connect with them during the auction.

**Replace party thinking with time-lined events.** Remember we are here to raise money, not just have fun on the dancefloor. Remind the audience how important their participation and donations are.

**Open minds to support the cause as soon as possible.** Encourage the charity to understand what their case for the cause is. The more people who can explain why they care about this, the better.

**Never fail to ask for the cash.** After connecting with why the potential donor wants to help, don't be afraid to ask for the donation.

**Every event is a benefit.** Make sure that every event is a benefit. Cultivate donors with smaller events and build lifelong investors.

**Say thank you.** Never forget to send thank you notes to donors no matter how small or large the donation! Donors will not continue if they do not feel they are recognized or appreciated.

In closing, make sure, as an Auctioneer, you understand the cause and why people are invested and willing to donate. Lock onto the feelings of emotion donors have when they hear how they have personally helped change someone's life.

Tap into that because that is where the money is. ❖

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

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John Payne, CAI, AARE, CES  
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## Arkansas

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## California, Nevada

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## Georgia

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## Illinois

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## Indiana

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Richmond  
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## Oklahoma

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## Pennsylvania

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## Tennessee

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## Texas

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

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

## Virginia

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

## Washington, Oregon

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

## West Virginia

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

## Wisconsin

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

## Wyoming

Shelley Musser, AMM  
Cody  
(307) 587-2131  
shelley.musser@gmail.com



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**Kurt Bachman**

*Attorney and licensed Auctioneer from LaGrange, Ind. He can be reached at (260) 463-4949 or [kribachman@beersmallers.com](mailto:krbachman@beersmallers.com).*

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# Can absolute auctions have minimum bids?

The answer is both simple and defined.

**Question:** I have recently seen advertisements for an absolute auction with minimum bids. Can an absolute auction have minimum bids?

**Answer:** No, a minimum bid would be an improper limiting condition. The NAA Auction Glossary defines an "absolute auction" as "[a]n auction where the property is sold to the highest qualified bidder with no limiting conditions or amount. The seller may not bid personally or through an agent." (Emphasis added.) In other words, the seller has undertaken to sell the property to the highest bidder, without any minimum or reserve that must be met to complete the sale or subsequent confirmation.

**T**he law generally categorizes an auction as either a reserve auction or an auction without reserve. Hybrid auctions – mixing components of a reserve auction and an auction without reserve – do not exist. Experienced Auctioneers know there is a big difference between a reserve auction and an auction without reserve.

In a reserve auction, the bidder is deemed to be the party making the offer which the Auctioneer (as the agent for the seller) has the authority to either accept or reject. In an auction without reserve, the role of the Auctioneer changes from accepting offers on behalf of the seller to making offers on the seller's behalf. The Auctioneer steps into the role of the seller and will sell the property to the highest conforming bidder. As a result of this role-switching, a contract is created with the submission of each bid, subject only to a higher bid being received.

In an auction without reserves, the seller is absolutely committed to the sale once a bid has

been entered. The Auctioneer will either be making offers or deciding whether to accept offers on behalf of the seller – the Auctioneer cannot do both at the same time.

The NAA defines a "minimum bid auction" as an "auction in which the Auctioneer will accept bids at or above a disclosed price. The minimum price is always stated in the brochure and advertisements and is announced at the auction." In other words, the Auctioneer will set a minimum amount that must be bid in order for the item to be sold at auction. A minimum bid auction is a reserve auction.

The minimum bid is a limiting condition on the sale of the property. As discussed in a previous column, the minimum bid could be, but is not necessarily the same as the reserve. When minimum bids are set, then the seller is not willing to sell the property for less than the minimum bids.

Some Auctioneers have advertised that the sale



**The NAA defines a “minimum bid auction” as an “auction in which the Auctioneer will accept bids at or above a disclosed price.”**

is an “absolute auction” after the minimum bid has been made. This language creates confusion about whether the seller can withdraw the property sometime during the sale or whether the bidders can withdraw their bids prior to the close of the sale.

It also creates questions about who is making the offer at a specific time and who has authority to accept the offer. For these reasons, the best practice is to avoid possible confusion and only advertise as a reserve auction or as an absolute auction.

In an auction without reserves, the seller is absolutely committed to the sale once a bid has been entered. Auctions without reserves are to have no limiting conditions or amount. A minimum bid is a limiting condition that would likely create confusion and could result in litigation.

Therefore, Auctioneers should avoid advertising absolute auctions or auctions without reserve with any type of minimum bid. ♦

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# Real Estate Auctions: Protecting Yourself Legally

The slightest mistakes can cost a lot of money, stress and reputation.



By Emma Dougherty, NAA Content Developer

“What’s worse than getting sued?” asked Michael A. Fine, CAI, AARE, during a recent session. “What’s worse is when the issue doesn’t go away with the signing of a check.”

Although lawsuits are costly and seem like the worst possible situation at the time, they can usually be solved with a financial arrangement. Usually, however, real estate or Auctioneer commission investigations cannot.

In these cases, if an investigation finds an auction professional in the wrong, it stays on that person’s license forever, and it’s very easy to find online. If that isn’t enough, real estate agents and Auctioneers also may belong to associations that follow codes of ethics and investigate violations thoroughly. Complaints will stick with you throughout your career.

“Even the slightest mistakes can end up costing you a lot of money, a lot of stress, and, worst of all, permanently tarnish your reputation,” Fine said.

With tons of details and valuable properties, it’s all too easy to

let things slip through the cracks. Therefore, Auctioneers should lean on the side of preparedness and educate themselves about potential legal issues.

What should you prepare for?

Legal issues that could be problematic include: failing to disclose a property defect; breach of duty; giving legal advice; and misleading clients. But, in any of these cases, why would a seller sue or file a complaint against you?

“To be honest, as sales people, we all have a tendency to promise the world. But, the reality is that we shouldn’t promise more than we can produce,” Fine said. “The trouble that comes with that is clients may consider it as misrepresenting yourself if you cannot live up to your promise.”

Failure to disclose a defect is an issue that not many consider. Many think that when selling real estate on an “as is” basis, we don’t have to necessarily disclose everything. The fact is different states have different standards for what is required of the broker to disclose as a material defect to the property.

So, how do they build their case against you in an instance like this one?

Clients who discover defects after signing the papers will be quick to blame the real estate agent. So, every bit of damage and every defect found on the property should be thoroughly documented so that a seller can't use it against you.

Also keep in mind that real estate agents and many auction professionals typically are held to a high standard of honesty and full disclosure. Any breach of this duty, whether from negligence or intentional action, is subject to the risk of a lawsuit.

## Document everything

In these cases, proof can be an auction professional's best friend. Therefore, always document everything what is said in writing so that there is proof of what was said or not said.

Another area where many real estate agents and auction professionals get caught up with clients is inaccurately predicting the future.

"Everyone asks a real estate agent or Auctioneer, 'What's it going to sell for?'" Fine said. "And the reality is there's only one person who can legally say what something is going to sell for, and that is a licensed appraiser."

## Statement vs. opinion

An auction professional should know the difference between giving a client an opinion and a statement. They also should be fully aware of the legalities and potential penalties of what they are saying.

"Giving legal advice and tax advice is probably where most real estate agents step over the line more times than not, and that is that we all tend to go farther than we should in explaining terms in the contract," Fine said.

Most states also consider it illegal for a real estate agent or Auctioneer to give legal or tax advice.

"If you give a client the wrong advice, they can blame you for any consequences," Fine said. "Instead, direct them in writing to a lawyer or tax professional."

Written misrepresentations are some of the easiest areas for clients to come after. So, correctly writing a listing contract is essential to having a clear understanding of what is being expected by both parties. Mistakes in this are costly and may even void an agreement, which gives the seller the ability not to pay the auction professional at all after sale and closing.

In some states, auction professionals can write their own contract as a principal. In others, however, he or she is required to use a state form or have an attorney draft the contract and print their name on it.

If you are not an attorney yourself, it is highly recommended that you have your contract reviewed by a real estate attorney to make sure that nothing can slip through the cracks. This will help you as an auction professional limit legal issues in the future. ♦

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



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# EDUCATION CALENDAR

## 2018 Day on the Hill

Washington DC • Courtyard Washington, DC/US Capitol •

September 6, 2018

## Auction Marketing Management (AMM)

Birmingham, AL • Doubletree by Hilton

September 10-12, 2018

## Women in the Auction Industry

Hotel Indigo • Savannah, GA

November 5-6, 2018

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

December 2 • USPAP 7hr

December 2-4 • AARE, AMM

December 2-6 • GPPA

December 6-8 • BAS, CES

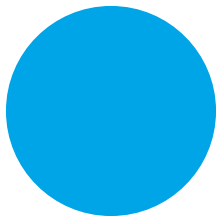
December 7-8 • CAS, USPAP 15hr

Marketing Workshop • December 5  
Real Estate Workshop • December 6

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

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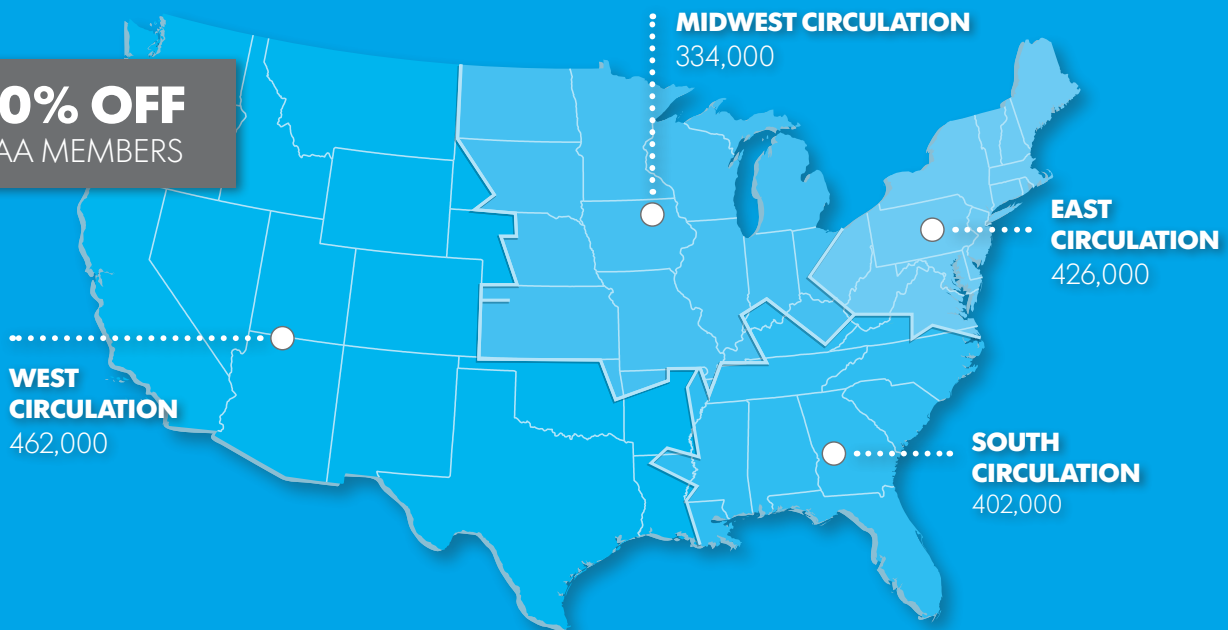


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Sources: 2012 Mendelsohn Affluent Survey, adults 18 or older, HHI \$100,000 or more; September 2012 ABC Publisher's Statement (print copies only)

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You gave your time. You gave your energy. You gave your talent.  
All to make your NAA and the auction industry the best it can be.

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## How to choose your NAA Community of Practice!

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

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

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

### NAA Communities of Practice

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

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

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

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

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# 2018 NAA IAC WINNERS









# 2018 NAA IAC MEN'S DIVISION WINNER

## Bray-zen ability

2018 NAA IAC Men's Champion Barrett Bray didn't let his first time competing block a championship effort.

By Nancy Hull Rigdon, contributor



**B**arrett Bray doesn't fit the typical NAA International Auctioneer Championship mold.

He's one of very few to win the competition on a first try, is a first-generation Auctioneer and joined the NAA just a couple of years ago. Plus, this year's IAC was only his second auctioneering competition. The first was the Oklahoma Auctioneering Association's contest earlier this year (he won that, too).



**Barrett Bray delivered a smooth chant and paired it with NAA and industry knowledge in his interview to win his IAC title.**

"People are saying I should go ahead and retire from competing while I'm ahead," Bray, AMM, BAS, says, laughing.

In all seriousness, he knows that a big factor in his uncommon win was tied to an uncommon answer he gave during his IAC interview.

The question related to NAA members and how they advocate for the NAA.

"I said that, too many times, the NAA is viewed as a boat or a ferry for members to ride to their destination. But I think the NAA should be viewed as a wagon, one that Auctioneers have to pull forward," Bray says. "If you build up the NAA and push it forward, then the NAA will do the same for us. It's about working together to create an outstanding industry so that everybody wins in the end."

“It’s not about what the NAA can do for you. It’s about what you’re willing to give of yourself, and then that is what pays you dividends.”

His answer was reflective of his own experience with the NAA.

Bray has spent 10 years in auctioneering and in January launched his own business – Bray Auctions – in Edmond, Oklahoma. He’s set to graduate from the NAA Certified Auctioneers Institute program in the spring.

“I didn’t jump into the NAA to see what I could get,” Bray says. “My mentality has been more about gaining education and working with other members to build each other up. Then, I know that my personal education and the building of the organization and industry overall will, in turn, help my new business.”

Specifically, he joined the NAA to begin the CAI journey.

“I went to Bloomington that first year not really knowing anyone in the association,” Bray says. “You hear the line ‘Auctioneers Helping Auctioneers,’ and through the relationships that I have developed from CAI, I have experienced first-hand the power of Auctioneers helping Auctioneers and how that helps the industry.

“And, that is what I see as the big benefit of the association.”

## Had no plan to enter

The best part of the story about how Bray won the Oklahoma auctioneering championship is that he had no advance plans to enter. At the state conference, he was sitting with Ken “Whitey” Mason, CAI, who Bray describes as his mentor and best friend.

In CAI, Mason serves as Bray’s advisor.

“They made this announcement at the conference – they were accepting entries for the competition for another five minutes. Whitey turned to me and said, ‘You’re entering.’ I said, ‘No, I’m not. I’ve never even seen an auctioneering contest.’”

That evening, Bray walked away with the title.

As he looked toward IAC, he took preparation seriously. He watched videos of the 2017 competition. He sought out – and received – insight from NAA veterans including Beth Rose, CAI, AARE, AMM; Peter Gehres, CAI, CES; and Tim Luke, CAI, BAS, MPPA.

“My goal was to make the [IAC] Finals. I thought that was a pretty lofty goal for my first run,” he says.

He obviously did better than that, even if contest feedback told him he might have some room to strengthen his chant. His

interview scores, however – and the feedback he heard – told him his interview performance was, hands down, what led him to victory. (Interviews are a critical component to the IAC competition.)

That said, one still must be strong on the microphone to win an IAC title.

“I am completely comfortable getting up on stage behind the microphone,” says Bray, who will spend the next year traveling the nation as an NAA ambassador. “What a great honor it is to have stepped in and won.

“It was very unexpected, and now I’m thrilled about the opportunity ahead to help build the NAA.”

He’ll balance his new role with continuing to develop and lead his new company, which focuses on personal property, industrial equipment, and real estate business liquidations through live and simulcast auctions.

“What sets us apart in the market is the way we approach auctions,” Bray says. “We know that every auction is different and requires a different tool for the job. Every auction requires its own special plan.” ♦

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# 2018 NAA IAC WOMEN'S DIVISION WINNER

## Opportunity knocks

2018 NAA IAC Women's Champion Emily Wears Kroul made the most of opportunities that came along her IAC path.

By Nancy Hull Rigdon, contributor



Emily Wears Kroul competed in the NAA International Auctioneer Championship for 10 years straight, and looking back, she admits she wasn't truly ready to win until this year.

"Every year in the finals when it was time to play the voice of the winner, I'd get nervous. I actually didn't want it to be me," Wears



Emily Wears Kroul kept her eyes on the IAC prize throughout her journey, despite times when she thought about stopping.

Kroul, CAI, BAS, ATS, said. "I didn't know if I was good enough. But this year, I did not feel that way. I was ready – ready to hear my voice."

It turned out that the NAA IAC judges were as well, as Wears Kroul was crowned the 2018 NAA IAC Women's Division IAC winner.

Her championship journey began at age 18 – a year after she placed second in the NAA International Junior Auctioneer Championship. The years that followed were full of ups and downs despite the fact that after that first year, she made the IAC Finals every time.

"I realize not a lot of people spend that many years in the [IAC] Finals without winning and that a lot of people wouldn't stick



with it this long,” Wears Kroul said. “There definitely were times when I was discouraged and thought about stopping.”

So what pushed her to endure?

Wears Kroul pointed to her love of competition, passion for the industry and a mindset that doesn’t revolve around what judges decide.

“When I thought about not doing it, I’d remember that the more women that enter, the more prestigious the IAC champ title is for that year’s winner,” Wears Kroul said. “I wanted to compete to support all my friends that I’d met through IAC.”

She also focused on setting attainable goals each year.

“I decided that I had to have motivation outside of winning. I had to set goals that centered around things that I could control, things that would make me better,” Wears Kroul said. “I’d say, ‘OK, I want to improve my stage presence.’ Or, ‘I need to do a better job of introducing auction items, or a better job of engaging the crowd.’”

## More than an auction professional

Wears Kroul hasn’t had the typical auction career. For one, she’s more than an auction professional. She’s also a musician and leather artist. And, she’s appeared on multiple reality television shows.

When she had the chance to audition for “American Idol,” she made it to the celebrity round, appearing in an episode. Her reality TV opportunities extended to auctioneering as well. She was once featured in “Money Barn” and, most recently, “Storage Wars.”

However, she didn’t set out to star in reality TV shows. Rather, the opportunities found her. Reflecting on the experience, she’s glad she had the chance to represent the auction industry on such a big public stage. On “Storage Wars,” she had a reputation as a very serious Auctioneer – and she’s proud of that.

“Auctioneering is serious business. It’s not a TV show to me. This is a way of life,” Wears Kroul said. “Through the show, I have the ability to put the idea of auctions in front of people who otherwise have no impression of auctions. Because of this, it’s very important to me that I represent the industry well in the spotlight.”

That attitude and spirit likely came through her auction upbringing.

She entered auctioneering naturally as the daughter of long-time NAA auction professional Brent Wears, CAI, AARE, ATS, CES. Under her dad’s eye, she worked a clerk job for Wears Auctioneering in Solon, Iowa, starting at age 10. She went to auction school right after high school, beginning her auction career in the family business while still a teenager.

Her IAC trophy capped the collection of auctioneering honors she’s earned through the years. She’s won the Iowa Auctioneers Association’s Contest, was named the Wyoming Auctioneers Association’s Wyoming’s People’s Choice Auctioneer, was the first female and youngest Auctioneer to win the Colorado Auctioneers Association’s Contest, and was the first female winner of the Wyoming Auctioneers Contest.

Three years ago, she opened a new branch of the family company in Cheyenne, Wyoming – Wears Auctioneering WEST. She then moved back to Iowa, where she’s been running the online division of the company.

As a result of winning IAC, she’ll hit the road throughout the next year in her new role as an NAA ambassador. But, that’s not the only change in store for Wears Kroul over the next 12 months. She and her husband, Professional Rodeo Cowboys Association (PRCA) steer wrestler Cody Kroul, are moving to Idaho. There, she will continue to work for her family’s company, although in a remote role.

And, if that all wasn’t enough, Wears Kroul makes and sells custom boots and leather accessories through her online shop, Western Wears. And, as a country singer, she performs at events including county fairs, rodeos and auction events.

As she moves on to serve as an NAA ambassador, she will miss some aspects of life before the crown.

“I made a lot of close friends from competing in IAC for so long, and I will miss spending an entire day with them at Conference & Show each year,” Wears Kroul said. “At the same time, I was ready to be on this side of it. And I’m ready to give back to the NAA.”❖



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# 2018 NAA IJAC Champ: “My dreams came true”

Cotton Booker used to pretend he would win the competition. He doesn't have to pretend anymore.

By Nancy Hull Rigdon, contributor



When Cotton Booker turned 12 and reached the eligibility age for the NAA International Junior Auctioneer Championship, his father asked if he wanted to compete. Cotton didn't feel ready, so he waited. After that brief wait, he did compete a year later, and the year after, and the one after that, and then this year.

“Going in, I felt like this was my year,” Booker said.

And, it was. At 16 years old, Booker was crowned NAA JAC champion this past July during the NAA International Auctioneers Conference & Show.

“My advice for the guys and girls out there considering doing IJAC is to get out there and compete as early as you can,” Booker said. “I was scared going in that first year – it was really nerve-wracking. And, I was barely in the running for the first year or two.

“But, you have to go out and be scared and learn and gain that experience to get better – it took me four years. You don't want to wait until you're 16 to start – then you have just two years left.”

Booker's family history with the NAA and competing runs deep. His grandfather, D.L. Booker, holds a spot in the NAA's Hall of Fame (2002). There are two IAC champions in the family – his dad, C.D. “Butch” Booker (2008), and his cousin, Camille Booker, CAI, CES (2011). The family company, Booker Auction Co., is in Eltopia, Washington. With Cotton winning IJAC this year, he and his dad became the first father/son combo to hold both an IAC and IJAC title.

“I was three months old at my first Conference & Show – that's when my grandpa was inducted into the Hall of Fame in 2002,” Booker said. “My first family vacation memories are of the whole family going to Conference and Show. NAA is a family tradition for us.”

Interestingly, in the blur of his winning IJAC moment, he did think back to a childhood memory.

When he was a little kid, he would pretend that the porch at his grandmother's house was an auction competition stage. This was the house of his mother's mom – the non-auctioneering side of the family.

“I'd be all by myself. I didn't really want anybody to see me,” Booker said. “I'd go out there and pretend to compete and pretend to win. It was one thing that went through my head when I won IJAC. I thought, ‘Heck, my dreams came true.’”

Looking back on this year's competition, Booker considers a couple of moments as defining.

This year's interview question asked how the NAA could best partner with today's teenage generation. In his answer, Booker praised the new initiative between the NAA and FFA (Future Farmers of America).

“Our young people are going to have exposure to the NAA every day now through the FFA, and that is tremendous exposure for the NAA,” he said. “When I was receiving a lot of great feedback about my interview during the competition, I started to feel pretty good.”

He also knew that he was more composed than he'd been the year before.

Booker emphasizes that NAA member Joseph Mast's mentorship was key to his success. Mast, CAI, won IAC in 2011.

“I've always looked up to him, and he took the time this year to sit down with me at Conference and Show and help me prepare for my interview question and everything else,” Booker said.

Having that connection opportunity and the platform to compete are a couple of things Booker tips his hat toward NAA for.

“I'd really like to thank the NAA,” Booker said. “IJAC is a great opportunity for young guys like me. It definitely helps open doors.” ♦









# Forms of payment: Cash, credit ... Bitcoin?

Technologies are advancing, including new ways to pay for things. Some of that tech – blockchain and cryptocurrency – already is making its way into the auction industry.

By Curtis Kitchen, NAA Director of Communications

One of the root reasons for auctions to exist is to assist clients convert assets into currency.

Traditionally, currency meant hard cash. However, as technologies evolve, one has surfaced online that potentially seems to play well with the transparency and speed advantages that selling by auction offers. (In fact, as it continues to develop, it very well may help reshape not just online auctions, but the Internet itself.)

What is this new tech? Blockchain.

Of course, that leads to the first question for many: What the heck is a blockchain? Let's start there.

## What is blockchain?

To put it simply, blockchain is the latest – and best so far – real attempt at solving security and transactional speed issues that plague the current Internet. How so? Think of this basic example (and see the infographic on the next page):

Person 1 wants to send money (transaction) to Person 2. That transaction is referred to as a “block.” The block then goes to everyone included in a network, who then can approve the transaction. Once the block is approved (multiple people must approve it), it is attached to the “chain,” which is a full, permanent, transparent record of all transactions. Once the block is added to the chain, Person 1's money moves to Person 2. That transaction is forever part of the blockchain.

In the interest of security, why is this safer or more secure than the current Internet? The answer lies in the public chain and need for multiple approvals. Everyone in the network sees the same blockchain. Multiple people must approve the transaction. It takes out the opportunity for one person to manipulate past records or allow bad transactions to be approved. This is called a “decentralized network.” This is different than a centralized network, which is how most financial institutions, or information databases, are constructed today. All information sits in a single place and is run by a single system. That's why it is easy to be compromised.

A well-built, debugged blockchain solves that issue. A few of the current best blockchains in terms of performance include Tron, Ripple, and Stellar.

## Transaction speeds

Now, consider the speed of transaction. While it once was quite

slow, some blockchain speeds are currently pushing at or near 2,000 transactions per second (tps) with many companies' goals to increase that more in the future. Comparatively, Visa claims to be able to handle 24,000 tps, even if the real number has been proven to hover near 1,700 tps.

In other words, the new, safer technology already is catching on or in some cases passed more traditional forms of digital payment. It certainly would be able to handle most online auctions' demands – at least in their current forms.

Better security. As fast or faster transaction speed. In real life, this means your buyers and sellers, and your staff, won't even notice a difference.

Of course, that means conducting auctions on a blockchain. And while that may seem like a way far off in the future idea, or even impossible, it isn't. Need proof:

## Auction companies using blockchain

Some quick research showed several companies around the world are already figuring out how to use blockchain as the base for their auctions.

In the fine art world, London-based Maecenas, affords users to “participate in blockchain-based auctions of fine art.”

“The bidding process lasts for a limited time, set at the discretion of the gallery or collector who listed the asset,” the website said. “Once the bidding is complete, the highest bids are given preference and the artwork is allocated to the successful investors based on the chosen amounts and price.”

Elsewhere, on the Tron platform, Tronauctions.com has surfaced and said it plans to open shop fully beginning January 2019.

And finally, Auctionity.com was announced on Jan. 31, 2018, and billed as the “technological solution dedicated to the world's first decentralized auctions blockchain network.” (However, since that announcement, the site has issued a small walk-back in its offering, saying the blockchain it is using (Ethereum LiveNet) has major limitations to overcome before Auctionity can create its easy-to-use auction solution.)

So, while the sites may be under construction or not functioning fully as of today, they are proof that companies are already working to marry auctions and blockchain technology.

That's all fine and good, but how do bidders pay for their accepted art bids or lots purchased on a blockchain? That's



**To put it simply, blockchain is the latest – and best so far – real attempt at solving security and transactional speed issues that plague the current Internet.**

where cryptocurrency – Bitcoin being the most well-known example – comes into play as it is the form of currency used on blockchain.

### Blockchain and cryptocurrency

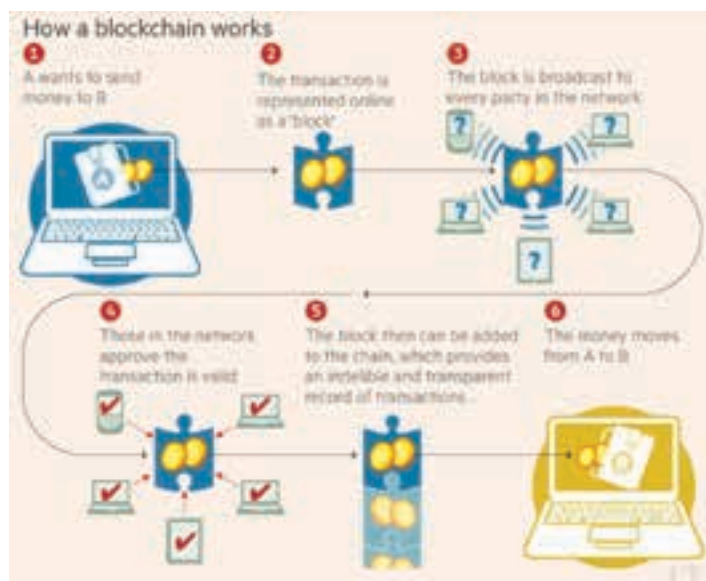
Global in scale, “cryptocurrency is a digital or virtual currency designed to work as a medium of exchange,” according to cointelegraph.com. “It uses cryptography to secure and verify transactions ...” (Cryptography involves creating written or generated codes that allow information not be kept secret.)

Simply, “crypto” is a global, digital currency used to conduct blockchain transactions. Bitcoin, Tron, Ethereum, Litecoin, and Cardano are examples of cryptocurrencies. (There are many more.)

Crypto is increasingly being accepted around the world as a form of payment, including within the auction industry. In fact, Bonhams, one of the world’s top luxury auto auction companies, recently announced it will begin accepting crypto. And, as was discussed earlier, Maecenas will accept crypto on its fine art auction platform.

The same is true for hotels in the middle east, Spanish taxis and coffee shops, and even major companies such as Overstock, Expedia, Subway, PayPal, and Microsoft.

It’s not hard to find and see blockchain and crypto usage, and it will become even more common in the years ahead. The fact that it illustrates better security, transparency, and speed makes it potentially a good fit for auction companies as they move forward and appeal to widening pools of buyers and sellers.❖



The graphic above shows how blockchain technology works. A transaction, called a block, is sent out to a network of users, where it is approved. The block then becomes part of the public transaction record, called a chain. Hence, “blockchain.”

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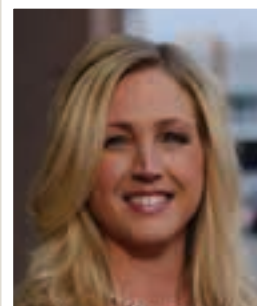
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david@whitleyauction.com



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(402) 727-8800  
jaynitz@nitzauctions.com



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Alpenglow Benefit Auctions  
(603) 356-5765  
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Director  
Nicholls Auction Marketing Group  
(540) 226-1279  
kdsauctioneers@gmail.com

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hcombest@auctioneers.org

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(402) 727-8800  
jaynitz@nitzauctions.com

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Matt Corso, CAI, CES  
(888) 307-6545  
matt@marknetalliance.com

Devin Ford, CAI, CES  
(606) 878-7111  
devin@fordbrothersinc.com

#### Term expiring 2020

Trisha Brauer, CAI, BAS  
(913) 481-8280  
trisha@takingbidsbenefitauctions.com

David Whitley, CAI, CES  
(970) 454-1010  
david@whitleyauction.com

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(603) 356-5765  
ailie@alpenglowbenefits.com

Kelly Strauss, CAI  
(540) 226-1279  
Kdsauctioneers@gmail.com

### Presidential Appointee

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



## NAA Facebook Group Advice of the Month - confirming autographs

**“Does anyone have a purchase agreement and a set of terms and conditions you would be willing to share for selling a Liquor License?”**

This question appeared in August in the NAA Auction Professionals Facebook Group ([facebook.com/groups/naaauctioneers](https://facebook.com/groups/naaauctioneers)):

*“Colleagues, I just took on an auction - estate of an Auctioneer, former NAA member. He has many items, maybe 50, signed items - guitars, clothing, CD's, etc. He was the VP of a major guitar string company and did many national fundraisers for charity. Garth Brooks, Bruce Springsteen, Bellamy Brothers, for example. I have NO doubt they are legit, but I don't have provenance on most. He planned to auction them at his next fundraiser but died suddenly (over 10 years ago). Suggestions for provenance?”*

Part of that discussion is shown below through responses from other NAA members, but the emerging themes include tapping into your NAA peer network and finding those individuals who work with or around similar items with regularity. Some of the specific answers included:

*“If you need authentication for the signatures from The Bellamy Brothers, my family happens to be really close friends with them and could call them at any time to confirm or deny if they are indeed authentic. They also signed my personal guitar a few years back.”*

*“...my gut said that was a very early Garth Brooks signature. Based on the Kentucky Head Hunters signatures, it's pre-1992.*

1. Douglas (Doug) Phelps (Bass player).
2. Rickey Lee Phelps (Lead Vocals)
3. Richard Young (Rhythm Guitar)

*I'm working on identifying some of the others. Side note: Doug and Rickey Lee had a band called "Brother Phelps" (Mark Orr sang lead vocals from 92-95).”*

*“Call Megan Mahn Miller. Appraiser Auctioneer just sold guitar collection and this is her specialty. Worked for Julian's Auction House.” ♦*





Blue River Digital specializes in working with auction companies for their marketing needs, including shooting drone video.

## Marketing professional Wes Sigler has built an agency that works with large and small auction companies.

By Sarah Bahari, contributor

**W**es Sigler had long dreamed of starting his own business.

So in 2014, after spending 12 years in the auction business, he decided to go for it.

Sigler launched Blue River Digital, a full-service marketing agency that specializes in working with a diverse range of auction companies. Based in Columbia City, Indiana, Blue River serves Auctioneers from across the country.

“The days of putting an ad in a newspaper and a sign on the property are long gone,” Sigler said. “To be successful, Auctioneers have to take a much broader approach to marketing and advertising, and we help them figure out that strategy.”

With six full-time employees, Blue River offers web development and design, video production, social media, apparel, signage and printing services. The agency works with clients of all sizes, specialties, and budgets.



That kind of scaling gives Blue River’s customers the opportunity to choose customizable packages and a la carte services and select services that best fit their needs.

Regardless of how they choose to use his company’s services, Sigler offers one frequent piece of advice to customers in that Auctioneers might conduct dozens of auctions in a year, but just one sale represents a lifetime of work for their auction clients.

“A sale might be one of many projects we are handling. But for the clients, it is the culmination of a lifetime of assets they have put together,” Sigler said. “It is very important we understand that and that we make sure we’re at the top of our game for every single project.”

Sigler, who studied graphic design at Pensacola Christian College in Florida, graduated in 1999 and landed a job in marketing at Schrader Real Estate and Auction Co. in Indiana. In 2002, he

became marketing director for the company, which conducts more than 200 auctions a year.

That was Sigler's introduction to auctions, and he soon found the work appealed to him.

"I liked the variation of projects. We do farm equipment, land, all types of commercial properties, estates," he said. "For a designer, being able to work on a lot of different projects is important. It gives you a lot of different experiences."

Sigler found that experience also gave him the knowledge and ability to start Blue River, which he thought could fill a niche. As technology and the web advanced and changed, more auction companies needed direction; they lacked the time and know-how to develop and implement a successful marketing strategy.

Recently, Auctioneers have been particularly interested in the agency's video production capabilities, Sigler said. Blue River has a licensed drone pilot on staff who travels the country shooting videos, many of which help strengthen Auctioneers' social media presence.

"There were not a whole lot of companies that could create affordable auction videos, so we really found a niche there," Sigler said. "We can create high-quality videos that fit within our clients' marketing budget."

Blue River customers include small-business owners but also large, full-service auction companies that employ a marketing professional. The vast majority are members of the National Auctioneers Association, and they understand the importance of marketing.

"A marketing professional hired by an auction company often wears a lot of hats," Sigler said. "They might not necessarily be trained in graphic design production or have time to manage a certain project. They need a firm that understands auctions and Auctioneers."

Sigler said starting a business has taught him a great deal in the past four years, and he continues to learn today.

"Failure is not an unnecessary evil. It's a consequence of doing and trying something new," he said. "If you're not experiencing failure, you are being driven by an even worse mistake; you are trying to avoid it. Failure gives us a chance to grow."

"The other piece of wisdom I give clients is 'You'll never stumble up something unexpected if you only stick what what's familiar. We can't let fear of failure drive us.'❖

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

Cameron is a kid with a magic smile. Something about him just draws people near. In 2016, he went to the ER after a fall. Scans showed tumors along his spine and a tumor in his brain.

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Cameron  
9 years old  
brain cancer



[stjude.org/naa](http://stjude.org/naa)



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# Asset & Audience: The marketing two-step

You need to understand both your asset and your audience to market effectively.

By Emma Dougherty, NAA Content Developer



**M**arketing auctions is simultaneously easy and hard. How can that be?

“It’s easy, we all do it everyday all day long. But at the same time, in the world in which we live in, it’s gotten a lot harder,” says John Schultz, AMM. “We can make it super simple and maybe have good results, but if we take the time to make it a little more complex we might be able to have some better results.”

Two main practices that an auction professional should fully understand and embrace when it comes to marketing is understanding the asset he or she is selling and understand the consumer that the asset is being marketed to.

Too often, auction professionals get caught up in the easiest and least expensive way of getting the word out about auctions but implementing the following tools will help step up your marketing game and bring in greater results.

## Understanding the asset

“What is the asset? How is it usually sold? Who normally buys the asset?” asks Schultz.

Assets are unique from one another. For this reason, you should use new targets and techniques for each asset. Also, it’s important to invest in more than one campaign for an auction if there are different types of items.

For instance, if an Auctioneer is selling an estate with five acres, but the estate also has a collection of classic cars, there needs to be more than one campaign. One should be directed to consumers who may be interested in the land, and the other toward those interested in the cars, because chances are you will not find one interested in everything.

The unique characteristics of the asset are what determine the value. The right buyer is willing to pay more for the item because of its perceived value to them. Therefore, separate marketing campaigns (targeting these kinds of people) work best.

## Understanding the consumer

“We want our marketing to hang out where our consumers hang out,” says Schultz. Successful marketers leverage consumer trends and adapt their message to prospects in the environments they spend their time in.



Find the kind of people who are interested in each asset and research their trends. If it's an older couple who enjoy reading the newspaper, put an article in the newspaper. If it's younger tech savvy professional, you will more likely use social media to reach them.

Don't be afraid to use third-party data sources to understand your audience and their habits. Archives and previous auction files are also a great place to investigate previous buying history. Pull people who have bought similar things to the asset you are going to auction and target them.

Marketing messages should speak to the consumer. Part of that voice is clarity, which involves keeping things clean and simple.

"Too much information draws attention away from the main asset you are marketing. Make the main thing the main thing. Ancillary information only becomes important once the main thing is important," says Schultz. "People will not care that you're having an auction or what time it is at, unless they have seen and are interested in the asset offered."

It's also a good idea to keep things concise and don't throw in other irrelevant auction items. This becomes important

when considering how short your timeframe is for keeping a consumer's attention.

"You need to be able to capture the audience's attention within eight seconds or they will lose focus and move onto something new," Schultz said. "Catch attention with a good headline and high-quality pictures of the asset."

Do all these things and make your auction campaigns slightly more in-depth and complex by targeting specific consumers and understanding your asset rather than sending out a mailer to everyone in town. Taking these kinds of steps can save you money in the long run, and earn you a greater price for the assets you are selling. ❖

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

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**HALL  
OF FAME**



# NAA unveils newest Hall of Fame class

Paul C. Behr, Jasper Jones, Jerry King, and Scott Musser all were honored in an emotional ceremony during Conference and Show.

By NAA Staff



The 2018 NAA Hall of Fame class, from L-R: Paul C. Behr, CAI, BAS; Scott Musser, CAI, AMM; Jasper Jones (accepted posthumously by his daughter, Barbara Perutelli); and Jerry King, CAI.

**J**ACKSONVILLE, Fla. (July 19, 2018) – The National Auctioneers Association unveiled its 2018 NAA Hall of Fame class in front of a packed ballroom during the President’s Gala and Hall of Fame ceremony. The four-member class, consisting of Paul C. Behr, CAI, BAS; Jasper Jones (posthumously); Jerry King, CAI; and Scott Musser, CAI, AMM, was the 57th to enter the NAA Hall of Fame, which now holds 160 members.

The induction ceremony took place Thursday evening during the NAA Annual International Auctioneers Conference and Show.

### **Paul C. Behr, CAI, BAS**

As NAA President for the 2013-14 term, Paul C. Behr, CAI, BAS, was instrumental in helping maintain the NAA’s forward-thinking momentum as the Board and association dove headlong into carrying out initiatives set in the Pathways to 2020.

A three-time World Champion Auctioneer, Behr was the first NAA IAC Champion in 1988. He was crowned as 1989 World Champion Livestock Auctioneer and “All Around World

family,” Perutelli said of fellow Auctioneers and NAA members.

### **Jerry King, CAI**

Jerry King had his real estate license in the early 1970s, but the idea of being an Auctioneer was something that still interested him. He called the North Carolina State Capitol and asked for the Auctioneer Commission. He made inquiries about how to be an Auctioneer and found out he needed to go to school and get licensed. That was a Thursday. That next Sunday, he was on the road to auction school.

Ten days after earning his Auctioneer license, King booked an auction selling the contents of a five-story hotel.

“I haven’t looked back since,” he said. “I hope whatever legacy I leave, [that] it will be a good one, and that I have left a good influence on other people in the industry,” King says.

### **Scott Musser, CAI, AMM**

Scott Musser served as NAA President for the 2009-10 term and was one of the fundamental drivers in positioning the

## **Read more about each new NAA Hall of Fame member:**

- **Paul C. Behr — pg. 42**
- **Jerry King — pg. 48**
- **Jasper Jones — pg. 44**
- **Scott Musser — pg. 50**

Champion Auctioneer” in 1995. The National Auto Auction Association named him “Auctioneer of the Year” in 2011.

In all, he has conducted more than 8,800 auctions in 30 states, Mexico, Puerto Rico, and all but one Canadian province during his 47-year career. As a proprietor of the auction industry, Behr currently serves as President of both the World Wide College of Auctioneering and the World Automobile Auctioneers Championship.

Behr joined NAA in 1981. He was the last Auctioneer personally trained by Col. Joe Reisch – founder of World Wide.

### **Jasper Jones**

Jasper Jones once took a job with Delta Auction, making \$1.25 an hour. Four years later, he owned the company. Jones’ daughter, Barbara Perutelli, said he had a special kind of energy that allowed him to “work like a dog” once he got in with Delta, and it paid off.

“That took him into a whole new work and also into a whole new

association for long-term success. His forward-thinking goals included virtual collaboration and helping members embrace technology – a major area of interest for him still today.

Prior to his NAA Presidential tenure, Scott spent six years in the 1990s as part of the Washington Auctioneers Association Board of Directors, including president. He then joined the NAA Board as a Director in 2001, the same year he won the NAA IAC Men’s Division title. After serving as Director from 2001-04, he returned as NAA Treasurer from 2005-07. He then ran for and won Vice President.

Growing up in Cody, Wyoming, Scott was involved in his family’s auction business from an early age, and it played to his ambition later as he bought his auction business in 1985. Since that time, he has conducted auctions for farm and ranch, real estate, and charity clients. He has worked in the United States and Europe.

“I’ve been blessed for the last 36 years to practice this profession with my three brothers,” Musser says. ♦



## ‘Not about me’

From an early age, Paul C. Behr just wanted to be an Auctioneer. He didn’t do just that; he also became one of the best.

By James Myers, contributor



Paul C. Behr knew he wanted to be an Auctioneer at age 5. "I've never wanted to anything else since that time. I've never wanted to be an astronaut, or be the President, or run an ice cream store."

Most people in the auction industry are familiar with Paul C. Behr, CAI, BAS, as an NAA Past President, a three-time world champion Auctioneer, the 2011 National Auto Auction Association's Auctioneer of the Year or as a teacher/mentor in the auction school where he's also the president.

Now, he's also known as a prestigious member of the NAA Hall of Fame.

Those who have gotten to know Behr personally might also know that his drive to become an Auctioneer began at age 5.

"I've never wanted to do anything else since that time," Behr said, even as he grew into adulthood. "I've never wanted to be an astronaut, or be the President, or run an ice cream store."

The catalyst for this dream was an auctioneering legend in Northern Iowa named Bob Pedelty, whom Behr heard at that exceedingly young age while Pedelty worked barn auction.

"I was mesmerized," Behr said of Pedelty's chant. "I'm not exaggerating when I say that I remember vividly thinking, 'Boy, if I could ever be like Bob Pedelty ... If I could ever be an Auctioneer.' It never went away."

As a 13-year-old, curiosity drove him to write to the Reisch Auction College (now the World Wide College

## **As for his legacy, Behr maintains that it's "not about me," and that he's "just an Auctioneer."**

of Auctioneering) about how to be an Auctioneer. Given his young age and the fact that he didn't have \$175, he would have to put off auction school. However, in 1969, just 10 days after high school, Behr followed a calling to serve his country, so he signed up with the Marines and served a year of duty in Vietnam.

Upon his return from service, Behr borrowed money for auction school tuition and learned from Col. Joe Reisch himself.

"He was the greatest Auctioneer that ever lived, for me," Behr said of Reisch, who founded the auction school in Mason City, Iowa in 1933. "He was a great Auctioneer and a great orator, and I learned a lot from him."

In 1973, Behr's big break came when the South St. Paul Stockyards, which at the time was the largest in the world, took him on as an Auctioneer.

"I was so happy, you'd think I won the lottery," he said. "I sold cattle for a long, long time. I love selling cattle."

Soon, he began taking contract work at car auctions, and really branched out in the 1980s when farm and farmland auctions were occurring en masse. Through real estate, classic car, livestock, horse and charity auctions, Behr has racked up more than 9,000 auctions in 31 states, Canada, Mexico, and Puerto Rico, selling more than \$100 million worth of goods.

Charity auctions are especially impactful on Behr, who, by his count, has worked 2,200 of them going back to 1974. His experience working the benefit auction at St. Jude Children's Research Hospital has been a pivotal point in his career.

Through its annual Children's Fun Auction with St. Jude, NAA has long been a sponsor and supplied gifts for children to bid on with "fun money." The NAA also supplies little red wagons that parents use to pull their children down the hallway to the event. The sight of those children, many of whom have lost

their hair to cancer treatment and have IVs hooked up to them, is deeply stirring to Behr.

"It's just amazing," he began. "It's just something you never forget ... you look up and go 'Oh man, I'm just so happy I get a chance to help those kids.'"

Speaking of helping others, Behr joined the NAA in 1981 and attended his first Conference & Show in 1983. He learned quite quickly how giving other Auctioneers were of their time and especially of their knowledge, helping others blaze their path in the industry. It's something Behr does today as the president of the World Wide College of Auctioneering, where he's also a bid-calling instructor.

"I can't quantify how much the NAA has helped me," he said, "because I didn't know what I didn't know. The movers, shakers and the leaders in the auctioneer profession were NAA members, and they were (at the Conference & Show). They would tell me, whether it was in a seminar or in a hallway, free of charge, what they did to be a successful Auctioneer."

As for his legacy, Behr maintains that it's "not about me," and that he's "just an Auctioneer." He's not one to wear his championship credentials on his sleeve, because to him, life is about other people and helping them.

"I just think that helping other people is what life's all about," he said. "It's not about 'look at look at me, hear me, and see me.'"

It's an attitude he lives by at as a teacher at the school.

"The people that come to Auctioneer school," Behr says, "it's about them. It's about pouring into their lives and helping them realize what they want to do." ♦

# The compassionate Auctioneer

Four years after starting work with an auction company, Jasper Jones owned it. He matched that drive with his love for the industry.

By James Myers, contributor



Barbara Perutelli accepts her father's induction into the NAA Hall of Fame in Jacksonville. "It was like a marriage," Perutelli said of her father, Jasper Jones, and auction. "He just fell in love with that profession."

**I**t's not uncommon for Auctioneers to play many roles, including that of comforter and counselor.

For sellers, estate sales can be highly emotional, particularly if it's a liquidation, which is something Jasper Jones, CAI, experienced firsthand in 1964 when his Jackson, Tenn.-based business, the Jasper Transfer and Storage Company, went bankrupt.

When Delta Auction showed up to run the sale of his assets, Jones assisted them. His daughter, Barbara Perutelli, said during Jones' (posthumous) NAA Hall of Fame induction ceremony this past July at the NAA International Auctioneers Conference and Show, that her father had "nowhere to go and had no job," but during his own bankruptcy auction found his new calling in the auction industry.

Jones took a job with Delta Auction, making \$1.25 an hour. Four years later, he owned the company. Perutelli said that her father had a special kind of energy that allowed him to "work like a dog" once he got in with Delta, and it paid off.

"That took him into a whole new work and also into a whole new family," Perutelli said of fellow Auctioneers and NAA members, "a family you see here tonight."

Perutelli said her father had a peculiar amount of energy for anything he did. She equates it, in part, to him being the youngest of 11 siblings. It seemed boundless in anything he did, but particularly of the auction industry.

"It was like a marriage – he just fell in love with that profession," she said.



John Roebuck, CAI, AARE, was, for 35 years, a competitor of Jones'. However, he claims Jones would have been more inclined to give him an auction than take one from him, which is something that mirrors Perutelli's take on her father's selflessness. The compassion Jones had for others is evident in many, many stories. Yet one sticks out prominently in Roebuck's mind.

Jones was called in to handle a farm auction in Arkansas many years ago, Roebuck recalled. Jones arrived to find the owner of the farm, who was deeply in debt, weeping and contemplating suicide. Jones and his associate sat with the man and actually cried with him. They bonded, and Jones encouraged him to get the idea of suicide out of his head and get on with the auction.

"The auction was so good that he was able to pay everybody off," Roebuck said of the seller. "I gave Jasper credit for sitting down and crying with him ... but that was Jasper. He could reason with anybody and he had the heart to listen; that was his real asset. He was like a father to me, yet he was my competitor. At the same time, we never had a cross word."

In 2004, Jones sold his business to Roebuck and worked with him as a consultant. In 2007 at the age of 85, Jones became the oldest graduate of the NAA's CAI program. He passed away in 2009.

Jones was the first recipient of the Tennessee Auctioneers Association Humanitarian Award, which is bestowed upon those who exemplify the highest standards of the profession.

Roebuck said Jones only missed one NAA Conference & Show in 40 years, but described him as a "behind the scenes" kind of guy who was a total believer in the auction process.

"That's the heart of most of us – that's how we get into the business; we have that desire to help and serve," Roebuck said. "It might not (always) be a big money maker, but it helps somebody out of the pinch they're in. Jasper lived that. He loved to see young people excel in this industry and was always willing to give them a start in his own company."

After Perutelli's comments the evening of the induction, she spent a solid two hours at the reception entertaining well wishers, many of whom attended the CAI course with him, and had a lot to say about how her father influenced them.

"They talked about how he said, 'you never get too old to stop learning – don't ever stop learning,'" she said. "He created a lot of interest in it for the young Auctioneers – they got more involved." ❖

A graphic for "AUCTION ARENA Safety Training for Auctioneers". It features a cartoon auctioneer on the left wearing a blue cap with "AUCTIONEER" and a grey polo shirt with a logo. He is pointing towards a large green chalkboard. The chalkboard has a red banner at the top that says "AUCTION ARENA" and "Safety Training for Auctioneers" in yellow. Below the banner, the website "auctioneer.naaa.com" is written in white. To the left of the website, a white arrow points to a circular logo that says "COACH" and "CAUTION" around a cartoon auctioneer's face. To the right of the website, a white arrow points to the text "sign up!". Below the website, the text "Everyone is Responsible for Safety" is written in white, followed by "Auctioneer Safety Certification". At the bottom right, there is a logo for the National Auto Auction Association (NAAA) and the text "Provided by the National Auto Auction Association".

50  
years  
later:



## September 1968

In September 1968, newly elected NAA President Bob Penfield told Auctioneer readers that the membership faced “a greater challenge now ... than we have ever had.”

Perhaps surprisingly, it wasn't one of the common ailments familiar to associations and memberships. It wasn't money – as Penfield pointed out rising funds for current projects and saying, “We have more money in the bank than we have ever had...” It wasn't membership – the association had recently crossed a milestone. It wasn't even a place to call home, as a new building fund had just started and was already off to a well-funded start.

No, the issue was one that feels every bit as relevant today as it did 50 years ago.

“Colonel Wilcox mentioned in his review of our Association activities that we needed more fellowship with our fellow auctioneer,” Penfield wrote. “I agree as I think through fellowship with our competitors and friends, we can be more inspired to be a better auctioneer and a better citizen ourselves.”

It sounds so simple, doesn't it? Of course, if it was as easily done as said, would the same challenge still exist for NAA members five decades later?

In today's climate, some divisiveness exists – even within the auction community, and even still sometimes within NAA members' ranks. After all, it happens in most groups. But, how do we manage against it?

Penfield's answer: “What can I do for my community and for my profession?” It's a good thought as the year heads into its final quarter. What can an NAA member do for his or her association to strengthen both entities as we all head into 2019?

Bob Penfield shakes new NAA President Tim Mast's hand at Conference and Show in Florida.





# GETTING *Jazzed* FOR 2019

A graphic featuring a trumpet and several musical notes scattered around the text. The word "Jazzed" is in a stylized, cursive font with a green outline, while "GETTING" and "FOR 2019" are in a pink, outlined, sans-serif font.

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# The humble King

Jerry King has learned “positive personal values” from NAA peers. He’s also been the focus in a famous singer’s video series.

By James Myers, contributor



Jerry King said legendary Auctioneer Leroy Van Dyke was the first Auctioneer he ever heard, and the experience stuck with him from that point on.

In 1956, Leroy Van Dyke’s song, “The Auctioneer,” took the country by storm, selling 2.5 million copies. Van Dyke is said to have been mesmerized by the auction chants he heard in a local Arkansas sale barn. When Jerry King, CAI, heard the song, he too became mesmerized.

“I felt something deeply inside of me that’s never left,” King told the audience during his induction into the NAA Hall of Fame this past summer in Jacksonville, Florida.

King later told the Auctioneer that Van Dyke, who was an actual auctioneer, was the first one he’d ever heard, and it stuck with him.

King had his real estate license in the early 1970s, but the idea of being an Auctioneer was something that still interested him. He called the North Carolina State Capitol and asked for the Auctioneer Commission. He made inquiries about how to be an Auctioneer and found out he needed to go to school and get licensed. That was a Thursday. That next Sunday, he was on the road to auction school.

Ten days after earning his Auctioneer license, King booked an auction selling the contents of a five-story hotel.

“I haven’t looked back since,” he said.

King was introduced to the NAA straight out of auction school. He said joining the organization felt like being adopted into a family of like-minded people.

"I've learned a lot of values from the members that I've met that go beyond the knowledge of the auction industry," he said. "I've learned a lot of positive personal values from some close friends that I made."

Attending CAI was also impactful on King, who compared it to going from high school to college.

"I met folks there that are like family," he said.

King owns King Auction and Realty Co., Inc. It's also the parent company of King Auto Auction. He's conducted major auctions of construction equipment, heavy trucks, automobiles and real estate for national accounts. The company also specializes in bankruptcy sales and bank-owned properties.

Being active in the industry since 1976, and as a person who "believes in the microphone," King's chant is quite notable as the new Hall of Famer said he has scored in the top 15 in 19 of 22 appearances in the NAA International Auctioneer Champion competition.

## Earning his White Stripes

In 2011, Jack White, a prolific musician who has sold millions of records since the early 2000s when he was launched into stardom with his first band, The White Stripes, interviewed King for a special series called the Green Series, which he created for his record label, Third Man Records.

NPR featured White about his new record series on "All Songs Considered" where they reference King as "legendary auctioneer." White said during the interview that his goal with the series was to talk to people who have trade jobs, and that "an auctioneer is such a uniquely American thing," and that there are "hundreds of years of American tradition involved in it."

On the recording, the two discuss the history, cadence, rhythm and speed of King's auctioneering, then King runs through two

hypothetical auctions, highlighting his skills.

"He was just an ordinary guy," King said. "His studio is on his property in Nashville and after the recording session, we spent time in his home. Then went to his downtown record shop for a photo shoot for the record cover."

One thing most people who know King will notice is that he is a humble person. In fact, he didn't bring up the record he put out with White until asked about it post-interview.

"I hope whatever legacy I leave, [that] it will be a good one, and that I have left a good influence on other people in the industry," he said. "At least I've tried to stay humble." ♦

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# Flying high

New NAA Hall of Famer Scott Musser loves to fly, but he's not ready for his post-auction career to take off just yet.

By James Myers, contributor



Beginning in 2001, Scott Musser (right) served a 10-year stint in various NAA leadership roles, including on the Board of Directors before becoming President.

2018 NAA Hall of Fame inductee Scott Musser, CAI, AMM, has roots in Wyoming, but his heart, in more ways than one, is in Washington State.

Musser's introduction to a special place in Washington began when his father, an auctioneer out of Cody, Wyoming, asked for his help conducting an auction in Pasco, Wash. It was 1984, and Musser, who resided in California at that time, arrived in Pasco, immediately awed by the beauty of the eastern Washington town on the scenic Columbia River. He vowed to make it his home, and he held true on that promise.

"I thought I'd died and gone to heaven," Musser said of Pasco.

Musser, CAI, AMM, principal broker at Musser Bros. Inc., met the woman he would marry when he moved to Washington. She worked as a flight attendant for Alaska Airlines out of Seattle, so his love for Pasco had to be put on hold as he followed her to Seattle following their honeymoon, as his auction business hadn't taken off yet.

"I moved here and I was going to light it up," said Musser, slightly mocking his go-getter attitude early in his career. However, everywhere he went, every lead he got, someone would mention the James G. Murphy Company, a prominent commercial and industrial auctioneering company in Washington. Curious, he introduced himself to the company's management and was hired Jan. 1, 1986 to run the real estate auction department.

## New Beginnings

Musser was doing what he loved to do, and his boss at the company was a past president of the NAA from whom he learned a considerable amount about the industry. However, the 45-minute commute to work was somewhat of a hassle and he wasn't enjoying the lifestyle in the city. He decided after three months in the city that it was time to go back to Pasco and sell anything he could make a commission on.

"We kept growing the business and it's grown into a nice enterprise today," said Musser, whose older brothers independently run branches of the company in Wyoming, Idaho and Montana.

The brothers often work together, share IT resources and counsel, and they get together once a year for a



strategy session. About 15 years ago, they decided to begin focusing on real estate, which had previously only been a small component of their business. More than 50 percent of their volume now is selling real estate, serving Washington, Oregon, Idaho, Montana, Wyoming, Nebraska and Utah.

## IAC Champion

Things started getting interesting for Musser in the late 1990s and early 2000s. He had been competing in the IAC for years and finally was awarded second runner up in 1999. In 2001, he won the IAC championship, which comes with a fair amount of press. One news article landed in the hands of a man from Euro Auctions, a worldwide operation that sells industrial plant, construction and agricultural equipment. He was looking for an American auctioneer to do an auction in Ireland, and Musser took him up on it, fairly certain it would be the only contract job he'd get from them.

After 18 years, he's made roughly 250 trips to Europe and Australia for Euro Auctions, and is just now starting to scale back the contract work to focus on new ventures with his sons, who have joined the company. Trucks and Auto Auctions now has two locations, one in Pasco and the other in Boise, Idaho, and his sons are a driving force behind the new operation.

It was also in 2001 that Musser began a 10-year stint serving on the NAA's board of directors, eventually becoming president.

"I'm amazed when I meet somebody that is a full-time professional auctioneer and has no interest in belonging to our national association," Musser said, explaining that the information he's gleaned as an NAA member has been extremely helpful throughout his career.

Despite all the successes, Musser said a watershed moment in his career came when his sons joined the industry. Watching them take on additional responsibilities has been an extremely gratifying experience.

"When you start being known as 'so-and-so's' father, that's really cool," Musser said. "They're floating their own boat."

During his induction to the NAA Hall of Fame in July, Musser told the audience that he feels blessed to have grown up in a God-loving, auction-loving family.

"I've been blessed for the last 36 years to practice this profession with my three brothers," Musser said. "Now I'm blessed to be doing it with my children."

## Future Plans

Musser said his wife recently asked him if he was ever going to retire, which to Musser is a "scary term."

"You will have to define 'retire,'" Musser quipped, because he doesn't really have any hobbies outside of aviation. In fact, his office in Pasco is located in a hangar at the local airport where he can look out over his planes as he works his auction business.

Musser says he will continue to advocate for the NAA.

"It's an all-encompassing organization that is looking out for the betterment of our industry," he said. "The NAA has made huge strides in the level of education and leading edge technologies that we can apply in our businesses. It's spectacular and the return on investment is huge." ♦

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Tim Luke, CAI, BAS, MPPA  
Laura Mantle, CAI, CAS  
Adam Marshall

Robin Marshall  
James Mason  
Damien Massart, CAI, AMM, BAS,  
GPPA  
Robert Massart, CAI, AARE, CES,  
MPPA  
Joseph Mast, CAI  
Timothy Mast, CAI, AARE  
Robert Mayo, CAI, AARE, AMM,  
GPPA  
Shannon Mays, CAI, AARE, BAS  
Ken McCormack, CAI, CES, GPPA  
Braden McCurdy, CAI, AARE  
Lonny McCurdy, AARE  
William McLeomore, CAI  
Darron Meares, CAI, BAS, MPPA  
Yi Mei, BAS  
Sid Miedema, CAI  
Scott Mihalic, CAI  
Jason Miller, CAI  
Tammy Miller, CAI, AARE, BAS  
Wendy Miller, CAI, AMM, BAS  
Jeff Morris, CAI, AARE  
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Kathy Jo Otis, AARE  
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Joshua Puffenbarger  
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Dustin Rogers, CAI, CAS  
R. Bracky Rogers, CAI, CES  
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## St. Jude Children's Research Hospital and Institute for Health Metrics and Evaluation collaborate to improve knowledge of childhood cancer worldwide



Carlos Rodriguez-Galindo, M.D., executive vice president at St. Jude and chair of Department of Global Pediatric Medicine.

**M**EMPHIS, Tenn. (July 19, 2018) – St. Jude Children's Research Hospital and the Institute for Health Metrics and Evaluation (IHME) at the University of Washington are partnering to advance knowledge and understanding of childhood cancer around the world.

The collaborators will collect and share data, leveraging their expertise in health metrics sciences to provide more accurate estimates of the global burden of cancer among children.

"St. Jude has worked to improve outcomes for childhood cancer in nations around the world for more than 20 years," said IHME Director Dr. Christopher Murray. "Collaborating with its team will allow us to expand our annual Global Burden of Disease study by providing more in-depth data on pediatric oncology, an important and too often overlooked area. If we can glean more insights that can be shared with practitioners, policy makers and others, we hope to reduce deaths related to pediatric cancer."

There are significant global disparities in survival rates for childhood cancer. While many pediatric cancers have cure rates of 80 percent or more in certain nations, cure rates for these same cancers in low- and middle-income regions can be as low as 10 percent.

As part of this partnership, faculty from St. Jude will provide technical expertise to guide pediatric-specific cancer estimates, coordinate data collection efforts and leverage institutional strengths to integrate the impact of childhood cancer survivorship into global disease burden analyses. Faculty and staff at IHME will analyze these data to generate better estimates of childhood cancer and help to disseminate the results to stakeholder groups.

"Childhood cancer is rarely mentioned when governmental ministries and large multilateral agencies prioritize global disease interventions," said Carlos Rodriguez-Galindo, M.D., executive vice president at St. Jude and chair of the Department of Global Pediatric Medicine. "We are delighted to work with IHME to build global knowledge of pediatric cancers. This collaboration will yield vital information to inform health service delivery and ensure that every child has access to quality cancer care regardless of where he or she lives."

The annual Global Burden of Disease (GBD) study is a systematic, scientific effort to quantify the magnitude of health loss from all major diseases, injuries, and risk factors by age, sex, and population. With more than 3,000 collaborators in nearly 150 countries and territories, the GBD study examines 300-plus diseases and injuries. Estimates produced are used worldwide to direct resources, identify gaps in data availability, and focus attention for policy makers, donors, or other stakeholders. ♦

**St. Jude Children's Research Hospital is the philanthropic partner of the National Auctioneers Association. For more information about the current Auction For Hope project, including how you can be involved, visit [www.stjude.org/auctionforhope](http://www.stjude.org/auctionforhope).**



## Auctioneer loved well and was well-loved



**M**ichael Robert Gooch, age 50, of Winchester, Kentucky, passed away on Monday, Aug. 27, 2018.

Michael was born on January 29, 1968, in Milan, Indiana, to the late Robert Ellis Gooch and Glenna Faye Cromer Renner. He was a self-

employed Auctioneer and Realtor at Gooch Auction Group, an instructor for the Lexington Bluegrass Association of Realtors, and a certified John Maxwell Speaker.

He is survived by his wife, Rony Jo Ballou Gooch, whom he married on Sept. 18, 2014, in Clark County, Kentucky; two daughters, Jaylan and Casada Homan, both of Winchester; his Mom.; two sisters; and Robin (and Bruce) Orwin of Somerset; five nieces and nephews; his best friend and wife, and their children, all of Mt. Sterling; and his faithful companion, his dog, Cash; and Belle, his horse.

He was preceded in death by his parents, Robert Gooch and Glenna Renner, and his grandparents, Ed and Roberta Bullock Cromer and Oris and Hazel Poynter Gooch. Michael was a lover of life and lived it with passion. He had a contagious smile, a twinkle in his eye, and a genuine love for people. He had an uncanny sense of humor and enjoyed telling stories.

He could light up a room with his presence and easily bring a crowd to laughter or tears. He had a gift for inspiring people and making them feel special. He was a true cowboy and southern gentleman, who had a firm handshake, but an even stronger hug. He was a "Giver" at heart.

He loved riding horses and was a member of the Cowboy Mounting Association. He recently took up the sport of mounted shooting, which combined his hobbies of riding horses and shooting guns. Being a natural performer, he lived his dream of being on the "big screen" as he was cast as an extra in two movie feature films.

Michael loved well and was well loved by all who were blessed enough to know him. His passing leaves a void in many lives. However, his legacy will live on in the lives and memories of those he touched.❖

## Passionate about family; auctioneer held reunions for 40 years

**R**onald Parmiro Mariotti, 78, of Enumclaw, passed away on Nov. 23, 2017, surrounded by his family, after a long battle with complications from a back surgery. He was born in Enumclaw on March 6, 1939. Ron was very proud of his three daughters, Sheri Austin, of Enumclaw, Bobbi Ann Wesselius, of Enumclaw, and Kimberly Sue Buss of Enumclaw; and his two sons, Ronnie Wayne Mariotti, of Seattle, and Troy Newman Mariotti, of Towanda, Kansas. Ron is survived by his five children; 10 grandchildren; five great-grandchildren; and his companion of seven years, "The Dude", his Yorkie. He is also survived by his brother, Stan Mariotti. He is preceded in death by his parents, Parmiro and Amelia Mariotti, and his siblings, Joni Beckwith,

Nancy Mariotti, and Randy Mariotti.

Ron was passionate about his family. He held a yearly family reunion for the past 40 years attended by 75-100 family members from all over the United States. Ron was also passionate about his occupation as owner, operator, and Auctioneer of the Enumclaw Sales Pavilion.

Ron was passionate about donating his time to the Northwest Junior Livestock Association.❖

## Detroit auction professional raised “countless” millions



Ernest Joseph DuMouchelle, lifelong sailor and Partner in Detroit's historic fine art and auction gallery, DuMouchelle Galleries, passed away in his Grosse Pointe home with his loving wife, Janice, by his side, on Wednesday, Aug. 1st, 2018. He was 76.

Known as Ernest, Ernie, Ern, and Uncle E, he leaves behind his wife, Janice DuMouchelle. His siblings; six children; and six grandchildren. He was preceded in death by his parents, Joseph and Charlotte (LePain) DuMouchelle, and his sister, Rosemary.

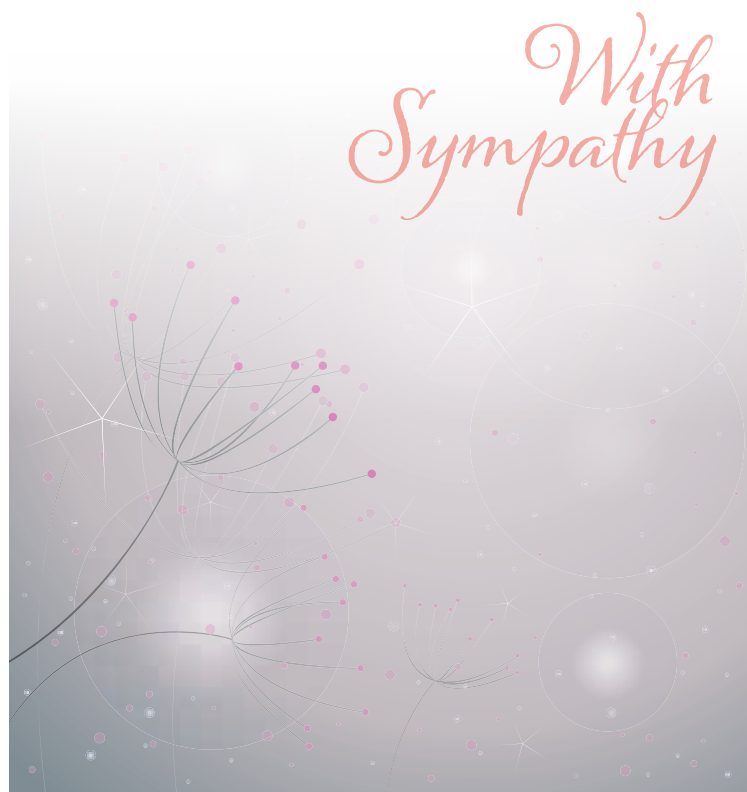
Ernest grew up in Detroit and spent his early years in the family home in Grosse Pointe, the cottage in Puce, Ontario, or the family farm in Windsor. Ernest was proud of his French lineage and the gallery founded by his parents in 1927.

A renowned fine art appraiser and Auctioneer, he was a people person. He volunteered his time and talents as an Auctioneer for thousands of Detroit events – raising countless millions for venerable institutions, churches, and schools. His radio and television appearances were numerous and included serving as an appraiser on the PBS series “Antiques Roadshow”.

Like his siblings, Ernest worked in the family business from a young age. He was known to walk to the gallery after school, take off his jacket, and pitch in with the task at hand. It was as a student at the University of Detroit that his passion for sailing flourished. He was a member of the U of D Sailing Club and competed in the National Collegiate Sailing Championships.

It was in friendship that Ernest became Ernie – and Ernie took friendship seriously. His friends cherish memories of the open water, looking down on challenging slopes, and swimming in Lake St. Clair. Ernie will be most fondly remembered for his sincere smile, his quick wit, and his uncanny ability to appear by a loved one's side when life's skies were darkest and its seas most turbulent. ♦

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## AMERICA'S AUCTION ACADEMY

The first class to graduate under the school's new America's Auction Academy moniker, 38 students graduated and represented: Arkansas, California, Colorado, Illinois, Oklahoma, Louisiana, Maine, New Mexico, Pennsylvania, Texas, and a father and daughter from Galway, Ireland.



## WESTERN COLLEGE OF AUCTIONEERING

The Western College of Auctioneering put forth its newest class of graduates in June. States represented among the class of nine: Arkansas, Georgia, Iowa, Montana, Nebraska, Texas, Wyoming, and British Columbia (Canada).



## SOUTHEASTERN SCHOOL OF AUCTIONEERING

The Southeastern School of Auctioneering showcases its latest class of graduates from May. The school is in its 35th year.



# Collectors of arts and crafts, Native American and Western art and objects delighted by June events

**M**ONROVIA, Calif. (June 19, 2018) – John Moran Auctioneers hosted their biannual Art of the American West and Turn of the Century Design auctions on Tuesday, June 19, and the buyers came out in force. Each auction opened to a standing room only crowd, with plenty of additional interest coming in via the online platforms (Liveauctioneers, Invaluable and AuctionZip), absentee, and telephone bids. The Turn of the Century Design sale featured 113 lots, while the Art of the American West auction comprised a total of 402 lots.

## Turn of the Century Design

Moran's Turn of the Century Design auctions feature craftsman furniture, Arts & Crafts art pottery and metalwork, Tiffany and Steuben lighting, glass and table items, and more. Moran's June 2018 Turn of the Century Design sale was the inaugural event of its type for John Moran Auctioneers, and the sale achieved an 89% sell-through rate overall. The catalogue included a large number of pieces from the important Estate of Pasadena-area Arts & Crafts collector Gary L. Booth. Booth's collection was high quality and wide-ranging, with pieces by Gustav Stickley paired alongside contemporary Arts & Crafts furniture by makers like Allan Cole. The quality of the selections brought out the bidders in force, with the sale opening to a full crowd of attendees and a large queue of bidders in virtual attendance.



the Crafters, each of which were decorated with the company's signature fruitwood inlay and assigned very conservative pre-auction estimates. A pair of Shop of the Crafters "Mission Morris" chairs flew to an exceptional \$8,750 selling price, with multiple telephone bidders driving up the price in competition with one another (est. \$400-\$600). A "Crafters Book Case" was

Arts & Crafts furniture made up the majority of the Turn of the Century Design auction offerings – two of the most anticipated lots from this auction were furniture selections from Cincinnati, Ohio makers Shop of

also a popular lot, with bidders vying for the piece on the phone and by left bid (price realized: \$5,000; est. \$700-\$900).

Stickley furniture pieces also proved popular; a classic Arts & Crafts bow-arm Morris Chair by L. & J.G. Stickley brought \$6,875, just over the \$4,000-\$6,000 estimate.

Later in the sale, a sweet Newcomb College pottery lidded cream pitcher with flowering vine motif signed for Roberta Beverly Kennon and Joseph Fortune Meyer stirred up plenty of interest on the floor and among telephone bidders, finding a final selling price of \$6,250 (est. \$1,000-\$1,500).



A rare hammered copper vase with applied verdigris eucalyptus branch by Hans Jauchen's Ye Olde Copper Shop in San Francisco, CA, came to the block with a \$300-\$400 estimate. The vase, dating to circa 1920, drew immediate attention from online buyers, selling for \$2,375.

## Art of the American West

John Moran Auctioneers followed up their short Turn of the Century Design auction with a 402 lot Art of the American West sale, comprising Western genre-paintings, prints and drawings, bronzes, Navajo textiles, Native American basketry, and beadwork, alongside Western saddles and other objects. Two important collections made up a large swath of the consigned lots; the majority of the beadwork lots hailed from the The Towaoc Trading Post Collection, Ute Mountain Ute, Towaoc, Colorado. Approximately 30 lots of basketry from tribes ranging from Alaska to the Southwest were consigned from the estate of life-long collector Roberta Krell Cagan, whose enthusiasm for Native basketry was reflected in the quality of her selections.

Top-lot status for the evening went to a masterfully woven



\$93,750

Navajo classic period child's wearing blanket dating to the mid-19th century (PHOTO 3). A rare find, the child's wearing blanket started a bidding war between two telephone bidders which topped out at a final selling price of \$93,750. A later example, this one an early 20th century Navajo revival period child's wearing blanket from the collection of Roberta Krell Kagan with bright geometric bands in orange, green, red and crimson was also offered, earning \$2500 (estimate: \$600/900).



\$1,187

Selections from the Towaoc Trading Post Collection earned respectable prices throughout the evening, with select lots exceeding expectations. A group of three flat beaded bags with exceptionally fine and detailed pictorial beadwork went to the block with a conservative \$800/1200 estimate (PHOTO 4). Collectors were wooed by the bags, which quickly earned a final selling price of \$1187. Also of exceptional quality, a

beaded pictorial vest decorated with deer and flying eagles on a sky blue ground brought \$937 (est. \$600-\$900).

Prices for basketry were strong throughout the evening, with baskets from all over North America (most of which hailed from the aforementioned collection of Roberta Krell Kagan) bringing out the bidders. Pictorial examples garnered particularly impressive prices realized. A Cahuilla Mission spider-motif basket in the typical globular shape brought \$2,000 (est. \$1000-\$1,500). Another polychrome pictorial example, this one from the Havasupai tribe and adorned with three orange-winged butterflies, earned \$1,625 (est. \$600-\$900). A Wasco Indian lidded pictorial "Sally Bag" with leather-wrapped rim was brought to the block with a \$1,500/\$2,500 estimate. Featuring butterflies, human figures, deer, water bugs and birds, the basket found a buyer for \$2,000. A Yokuts/Tulare Indian polychrome basket with rattlesnake and standing figure motif incited a bidding war between two determined floor bidders, bringing \$1,875 (est. \$1,200/\$1,800).

A group of Pima baskets with varying figurative and animal motifs was a surprise highlight, bringing an exceptional \$3,125 for the group of eight (estimate: \$1,200-\$1,800). In addition to many of the above, the Kagan collection proffered a number of wonderful Klickitat imbricated baskets, including one decorated with dogs, deer, and male and female figures (estimate: \$1,200-\$1,800; price realized: \$2,000).



\$2,000

Pottery lots modern and antique provided some surprise highlights. A San Ildefonso pueblo pottery jar by master potters Maria and Santana Martinez garnered a flurry of interest online prior to the sale's start, and brought an exceptional \$2,000 (est. \$300-\$500). A contemporary Zia pottery vessel by artist Elizabeth Medina was expected to bring \$400-\$600, but ultimately garnered \$1,125. Hailing from a Sacramento-area collection of 18th-century and earlier pottery vessels, a Casas Grandes polychrome jar in excellent condition with easily identifiable parrot head motif achieved a \$531 price realized (est. \$300-\$500).

The fine art selections within the Art of the American West Auction ran the gamut from Edward Borein drawings and prints to large-scale works by Hernando Villa. A moody oil painting by modern Western painter Ted Long (1932-2007 North Platte, Nebraska) titled "Slicker Time" depicted cowboys herding horses just as dark rainclouds are broken overhead to reveal a pale blue sky. The piece exceeded its \$1,000-\$1,500 estimate, achieving a \$2,125 selling price. A crowd favorite, James A. Fetherolf's (1925-1994 Camarillo, Calif.) "Sedona's Matterhorn", was an





\$4,375

exceptionally detailed oil painting of brush-dotted Arizona mountainsides beneath billowing clouds; “Sedona’s Matterhorn” brought \$4,375 (est. \$1500-\$2,500). California Western painter Stanley Galli (1912-2009 San Francisco, Calif.) was represented in the Art of the American West catalogue by a small selection of works, including the artist’s “Two Card Monte”, depicting vaqueros playing cards (estimate: \$1,000-\$2,000; price realized:

\$4,687). A sweet painterly work of donkeys before adobe structures by Terri Kelly Moyers (1953-\* Santa Fe, New Mexico), was expected to bring between \$1,500 and \$2,500, garnering \$1,750 thanks to interest from floor bidders. A charming view of a path through a California redwood forest by California painter Charles Henry Harmon (1859-1936) achieved a \$1,375 price realized, just over the \$600-\$900 estimate. Fans of redwood scenes should take heed: the Private Hydesville, California, collection from which the painting was consigned is also the source of a number of other Northern California redwood works which will be offered throughout the next year in Moran’s August, October and January 2019 fine art auctions.

**Additional highlights from the Art of the American West auction included:**

- A rare late 19th-century Winchester “Double W” advertising board found many interested buyers casting bids online; in the end, the piece achieved an astounding \$25,000 price realized (est. \$15,000-\$20,000).
- A Bohlin 14K gold ladies belt buckle went to an online bidder for \$1,875 (est. \$800-\$1,200).
- A Handsome 1940s Keyston Brothers silver-mounted parade saddle with matching tapaderos was assigned a \$5,000-\$7,000 pre-auction estimate; when the dust settled, the saddle had brought \$5,625.
- A lot comprising two polychrome Tlingit rattle-top baskets inspired bidders from both online platforms to jump into the fray against a telephone buyer; the baskets sold for \$1,187 (estimate: \$600-\$900).❖

## Kentucky home, hill pasture land fares well in recent sale



**M**CLEAN CO., Ky. (Aug. 23, 2018) – A 132.85-acre fenced hill pasture farm with an older brick home sold at auction to two area land owners for \$ 831,718 or an average of \$ 6,261.00 per acre.

The land, all but an 18-acre soybean field, was hill pasture land and included improvements such as two barns, two machinery sheds, and two ponds.

The sale was conducted by Kurtz Auction & Realty Company. ❖



## Winchesters win at July firearms and Militaria auction



**H**ARRISBURG, Pa. (July 29, 2018) – A collection of new in-box Winchesters won bidders' favor in Cordier's summer Firearms and Militaria Auction, held July 29, 2018, at the company's Harrisburg, Pennsylvania, auction house.

The top lot of the sale was a Winchester American Bald Eagle gold model in the original box, one of about 200 made. Firearms auction director Matthew Chilton called that lot's \$3,600 hammer price "surprising," given the item's \$1,000 to \$1,200 pre-sale estimate.

Other top performing Winchesters included a model 71

manufactured in 1955 (\$2,200) and a diamond grade skeet shotgun in the original box (\$1,700). Non-Winchesters in the original box of manufacture also sold well, including a Smith and Wesson six-shot (\$1,200), and a pair of Colt Heritage Commemorative revolvers (\$1,200).

Asked about what struck him most about the sale, Director Chilton said "Military firearms continue to be the hot sellers at these auctions."

Bearing that out, a deactivated Bren MKII light machine gun sold for \$1,700, the top price in that category. The Bren had a



\$1,600



\$1,100



\$1,300



\$900

reputation as a hardy and reliable weapon and was used in the British armed forces until fairly recently. A Mauser Model C96 Red Nine Broomhandle pistol brought \$1,200, while a Colt Single Action Army revolver sold for \$1,600.

Antique firearms remained strong, exemplified by the \$1,300 sale price of an 18th-century Kentucky flintlock rifle by an unknown manufacturer.

Bidders were not just drawn by firearms; knives and other edged weapons also crossed the block, including a US model 1918

trench knife (\$900) and two Case Tested folding knives (\$850). In military collectibles, a US National Guard subcaliber mortar trainer sold for \$1,100, while a named US NCO medical corps footlocker brought \$300.

The sale was the second of three Firearms and Militaria Auctions Cordier plans to hold in 2018. The popular sales draw bidders both locally and internationally, with participation both live and online. ❖

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**North Carolina**

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120 W. Sandy Ridge Rd.  
Monroe, NC 28112  
wilsoncallahan199506@gmail.com  
(980) 328-3741 (cell)

Robert Lee Hathooch  
313 Holt Rd.  
Albemarle, NC 28001  
bkhathooch2006@yahoo.com  
(704) 984-0028 (cell)

Keith Whitley  
16768 Hwy. 742 N  
Polkton, NC 28135  
ckwhitley@gmail.com  
(910) 571-9437

**Ohio**

Brad McGovern  
1950 Neepd Rd.  
East Palestine, OH 44413  
Bradley.mcgovern98@gmail.com  
(330) 651-2703

**Pennsylvania**

Ryan Hess  
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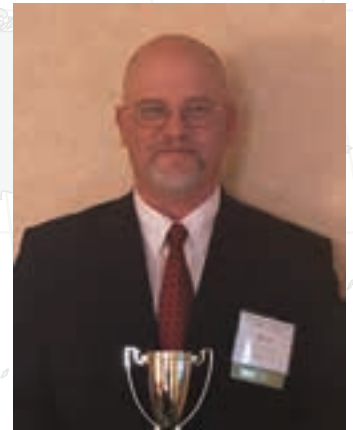
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Keith Whitley

“

*Being new to the auction industry, I joined the NAA to be able to have access to the many educational and proactive benefits that are offered to members as well as to become more familiar with all of the professional Auctioneers that serve our profession. What an awesome organization that we have to help us become the best in our area of business that we serve!”*

Keith Whitley  
Polkton, N.C.

## IN THE RING

**PAGE** *"You have to go out and be scared and learn and gain that experience to get better."*  
**29** **Cotton Booker**  
 2018 IJAC Champion  
 Colfax, Washington

**PAGE** *"I've learned a lot of values from the members that I've met that go beyond the knowledge of the auction industry."*  
**49** **Jerry King, CAI**  
 King Auction & Realty Co.  
 Fletcher, North Carolina

**PAGE** *"I'm amazed when I meet somebody that is a full-time professional auctioneer and has no interest in belonging to our national association."*  
**51** **Scott Musser, CAI, AMM**  
 Musser Bros, Inc.  
 Pasco, Washington

## AROUND the BLOCK

### Poster Auctions International, Inc.



- Poster Auctions International, Inc., has unveiled its **all-new Poster Price Guide, an expanded and revamped version of its poster-dedicated database**, consolidating a full pricing history of over 40,000 of the rarest vintage posters sold in 75 proprietary auctions over the past 33 years.

The new Poster Price Guide includes a new, mobile-responsive database, larger images and links to auction listings, with all relevant details (to include references, sizes and printer and historical details). Poster Auctions International, Inc., has also redone the user interface, allowing for easier browsing and searching.

Access is priced at \$4.99 per week, \$14.99 per month, or \$149.99 for a year.

"It's an essential tool for collectors, Auctioneers, and scholars," company president Jack Rennert said. "Since you have a full history – every poster, estimated price and final sale – you can learn about sales trends for individual posters, artists or the artistic movements, such as Art Nouveau."

- **A 1962 Ferrari became the most expensive car ever sold at auction**, fetching \$48.4 million in August.

The car, a Ferrari 250 GTO, was sold at RM Sotheby's as part of the Pebble Beach Concours d'Elegance a five-day party featuring classic cars and wealthy collectors that includes auctions, parties, unveilings, tours, and races around Monterey and Pebble Beach, California.

## MEMBERS' CORNER



# Your Face says it all ...



NAA member Billy Peyton wasted no time getting back in the competition groove after competing at the NAA IAC event in Jacksonville, Florida.

Just a few weeks later, Peyton reappeared, this time coming out on top of a competitive Midwest Auctioneers Roundup field to be named 2018 Champion.

"I'm so excited and honored to be named the 2018 Midwest Auctioneer Champion," Peyton said on Facebook. "It was great to share the stage with so many talented Auctioneers!"

Great job representing NAA, Billy! ❖



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## Coming up in October ...

One of the most important resources the NAA provides to members is the annual Licensing Guide. NAA releases an updated guide each October, and we'll have it for you in the next issue of *Auctioneer*!

## NAA STAFF

### Administration

#### Chief Executive Officer

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

#### Conference and Show Manager

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

### Accounting

#### Director of Finance & Administrative Services

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

#### Accounting Associate

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

### Membership

#### Membership Manager

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

#### Membership Coordinator

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

#### Membership Assistant

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

### Education

#### Director of Education

Aaron Ensminger, CAE  
(913) 563-5426  
aensminger@auctioneers.org

#### NAF Administrator & NAA Education

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

#### Education Coordinator

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

### Communications

#### Director of Communications

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

#### Sales Coordinator

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

#### Content Developer

Emma Dougherty  
(913) 563-5430  
edougherty@auctioneers.org

## NATIONAL AUCTIONEERS ASSOCIATION INDEX

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Tim Mast, CAI, AARE  
(731) 934-4331  
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Jason Winter, CAI, AARE,  
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(816) 884-1987  
jasonbwinter@me.com

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scott@hallandhall.com

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(913) 563-5423  
hcombest@auctioneers.org  
Foundation Representative  
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(402) 727-8800  
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### Directors

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(603) 356-5765  
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Kdsauctioneers@gmail.com

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(209) 745-4390  
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jaynitz@nitzauctions.com

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William L. Sheridan, CAI,  
AARE, GPPA  
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(318) 443-6614  
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Christie King, CAI, AMM, BAS  
(256) 467-6414  
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(509) 297-9292  
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(770) 838-0552  
kim@hrsgold.com

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(845) 635-3169 x102  
jennifer@aarauctions.com  
Scott Steffes, CAI, CES  
(701) 237-9173  
scott.steffes@steffesgroup.com  
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sid@1800lastbid.com

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

### Executive Director

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

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(913) 563-5427  
lzielinski@auctioneers.org

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cashmanning2008@  
yahoo.com  
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(402) 461-4041  
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(913) 541-8084 ext 13  
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(845) 635-3169 x100  
Philipg103@gmail.com

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(864) 642-2196  
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Beth Rose, CAI, AARE  
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(336) 751-4444  
tkyleswicegood@gmail.com

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



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