

Auctioneer

SEPTEMBER 2011

The official publication of the National Auctioneers Association

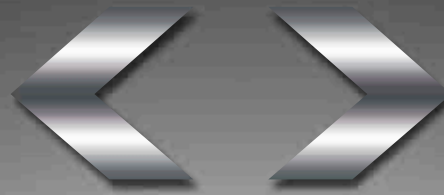


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Auctioneer

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The NAA will never lose sight of tradition

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Christie King

CAI, AARE, BAS, NAA President

National Auctioneers Association President Christie King, CAI, AARE, BAS, became a member of the association's Board of Directors in 2006. She has served as an Education Institute Trustee, as a member of several committees and as NAA Vice President for two terms. King and two brothers represent the fourth generation of leaders for J.P. King Auction Co., Gadsden, Ala. King started C. King Benefit Auctions LLC, Gadsden, in 2007.

In the face of change, the NAA will never lose sight of tradition

As I write this, I am still basking in the light of a very successful Conference and Show. It was a wonderful week for my family and for me personally — one that I have looked forward to for a long time!

But that was then, and now, I'm already planning to attend the 2012 Conference and Show — this one in Spokane, Wash., on July 17-21.

I know I need to be in Spokane because I know this industry is changing. We heard a lot about change in Orlando, Fla. The Council on Future Practices talked a lot about it during their session. They said — and everyone seemed to agree — that the auction industry is changing for a variety of reasons and in a variety of ways.

And if we, as Auctioneers, don't keep up with that change by changing ourselves and our businesses, we will not survive! I know that the National Auctioneers Association conference prepares me for change with quality educational programs and with conversations in the hallways that will give me tips to use in my own business.

We also heard that the NAA Vision 2015 Task Force will spend the next few months talking about change, as well. But their "change" will focus on the NAA. What kind of organization do we need that will lead us to the future?

Over the next few months, the NAA Vision 2015 Task Force will talk about our membership model, our financial model, as well as ask what kinds of programs you, our members, need to be successful. How should our education programs change? How should they be delivered?

Defining Auctioneer

There was a discussion on Facebook recently about the definition of an Auctioneer. Last fall, the NAA Board of Directors reaffirmed the existing definition we have used for several years. It is as follows: "An Auctioneer is the person whom the seller engages to direct, conduct, or be responsible for a sale by auction. This person may or may not actually call or cry the auction."

There are some that believe that the only Auctioneer is one who will call the auction. But

as we move forward, the Board believes that we must evolve. We will NEVER lose the bid call. It is used effectively by many in this industry. It has tradition, and it can evoke a bid from a crowd quicker than many of the other tools we have at our disposal.

But it is not the only tool in our arsenal. We must hone other parts of our business. We must learn to use data to attract bidders. We must learn to help our sellers understand expected results from their sales. We must learn to identify how to get the most money for our sellers, using whatever tools are most efficient for their specific set of circumstances. That is what we have done for centuries and what successful auction professionals will do in the future. It is an exciting time!

In the meantime, relax with this issue of *Auctioneer*. Take a look at the profiles on the Hall of Fame inductees — always a favorite time during the evening for me, and this year, it was even more special (congrats again, Craig)! These are the people who have brought the auction industry to this point in time.

Then, take a look at the International Auctioneer Championship and International Junior Auctioneer Championship profiles. The winners certainly haven't lost the love for, or an understanding of, the tradition of the bid call.

Hall of Famers and champion Auctioneers represent two groups of auction professionals, the young and the experienced, but they all are successful!

There will be changes in the NAA. But the one thing we can all agree on is that this industry has given us a lot. It has put food on our tables and given us a life that we can all enjoy. Now, we must carefully prepare the industry and the organization for a transition. But let me reassure you of one thing: we are here to face any change that will result in the best interest of all NAA Auctioneers as a whole. And with all of you involved, we will be successful.

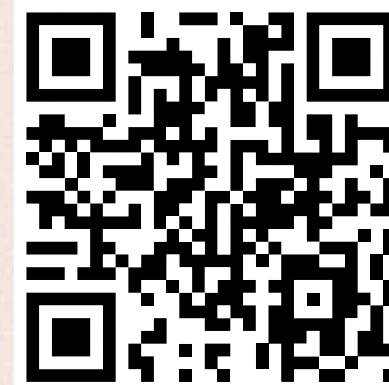
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ON HER WAY

Experience, empathy key for IAC winner

By Bryan Scribner
editor

Camille Booker, CAI, CES, describes herself as a shy person who is not a big fan of public speaking.

But, “You hand me the microphone and I kind of transition into a different person,” says Booker of Booker Auction Co., Eltopia, Wash.

It’s that transition that helped Booker, 29, win the women’s division of this year’s International Auctioneer Championship. It was her seventh attempt at the title.

This year, she says, her experiences as an auction professional helped her excel in the interview portion of the contest, whereas in the past she says the interview was a weak point.

Since Booker began competing in the IAC, she had made the finals in all but one year. She grew up watching her uncle and mentor, C.D. “Butch” Booker of Colfax, Wash., compete in the IAC, as the Booker family makes the annual Conference and Show a family function.

Her brother and sister, Austin Booker and Chantel Booker, also competed in the Orlando, Fla., championship this year.

Butch Booker won the men’s division in 2008 after many attempts, and Camille Booker says her uncle’s perseverance was an



Click play to see Camille Booker, CAI, CES, win the International Auctioneer Championship or visit this link: http://youtu.be/ByzV_7tYJHM

inspiration to her as a child and as she worked toward the same goal. She didn’t compete the year Butch Booker took home the trophy.

“It was good for me to sit out a year and watch,” Camille Booker says. “It was a good reflection ... watching everybody from the audience’s point of view.”

Butch Booker says he is proud of his niece’s performance in the competition, particularly in the interview portion, because it proves how well she knows the auction business.

“Camille is a fabulous young person with a tremendous future in our business,” he says. “I really believe the IAC contest is the most challenging Auctioneer competition to win.”

Offering support

Camille Booker says she felt 2011 was a good year to offer support to fellow IAC competitors, especially to those women who were new to the competition. She was more of a mentor this year, she says, because she

thought fellow Auctioneers could benefit from her advice.

“I looked around the room, and I realized I’d been sitting in the room probably more times than a lot of them have,” she says. “It was my turn to help somebody else along the way.”

And that type of empathy, in part, is what has made Camille Booker a successful Auctioneer early in her career, says Christine Bieloh, who has been financial coordinator for Booker Auction Co. for the past 14 years.

Throughout the years, Bieloh says she has observed Booker’s competitive nature show through as she participated in high school and college athletics; however, that personality trait is not Booker’s biggest advantage when it comes to the auction industry.

“She has such a strength with her ability to listen and really see what’s at the core of somebody,” Bieloh says.

That could be why Booker, who at one point in her early 20s

considered going into the modeling profession, enjoys so much her core role of managing consignments for the family business. In this position, she says she’s able to meet with clients and develop strong relationships with buyers and sellers.

Booker Auction Co. conducts mostly equipment auctions and also sells real estate. Its Auctioneers book and run their own benefit auctions.

Booker jokes that her role in the family business changes day to day, as she takes on a variety of tasks: auction manager, consignment manager and paperwork coordinator, just to name a few.

“I’d say we’re all our own motivated manager,” she says, also mentioning that her father, Merle Booker, CAI, GPPA, provides oversight for the whole operation. Merle Booker is a Director for the National Auctioneers Association.

Overall, Camille Booker says what she likes most about the auction business is its diversity. She enjoys getting to meet and know her clients — about 150 at each sale — and she likes the fact that she can wear boots and jeans one day, selling tractors and equipment, and on the next, wear an evening gown at a benefit auction.

Auctions provide Booker the opportunity to travel, and she says she likes how things change on a regular basis. She also gets to meet a lot of different people along the way.

Way of life

One thing that will remain important, Booker says, is maintaining the good reputa-

tion of her family’s name and its auction interests. When her father decides to decrease his role in the business, she says she would like to see the company continue to grow.

After all, for the Booker family, auctions are a way of life.

“We don’t ever have family reunions,” Booker says. “We just go to an auction because we get to see everybody and get caught up that way.”

Ultimately, Booker says she believes customer service will remain the key to success in the auction profession. No matter what the effects of technology and globalization, Booker says buyers and sellers will only come back to Auctioneers who cater to their needs.

As an ambassador for the NAA, she says she’s looking forward to the St. Jude Children’s Auction in November. Booker also is eager for the opportunity to speak at state Auctioneer association events, as she wants to meet as many people as possible in the industry.

Booker says she understands her role is not only to be a positive role model for the next year, but also well into the future as she follows in the footsteps of past IAC winners.

“I’m taking it in stride and looking forward to representing the NAA and auction industry,” she says.

Booker resides in Kennewick, Wash., with her family. She and Rob have three children: Lelia is 10, Diehl is 8 and Daxton is a year and a half.

In addition to working in her family’s business, she is a contract Auctioneer for Walker Benefits, Memphis, Tenn. ❖

Camille Booker, CAI, CES, one of this year’s winners in the International Auctioneer Championship, says she enjoys the diversity of the auction business, as well as the opportunity it affords her to travel. Photo by Mathews Photographers

FINDING HIS EDGE

Involvement, flexibility important to champion's success

By Bryan Scribner
editor

It's not always the Auctioneer with the best bid call who wins the International Auctioneer Championship, says Joseph Mast, CAI.

The 2011 men's division winner says the interview portion of the contest might have given him an edge this year.

That's because Mast, in his fifth year of the competition, says he felt calmer than in the past. He was confident in his bid calling, and he was well prepared to answer interview questions.

Mast says he prepared himself through networking — he talked with friends in the industry to gain a better understanding of what Auctioneers are facing in today's business environment. He also thoroughly read each issue of *Auctioneer*, and he paid close attention to the news.

Everything just came together this year for Mast, owner of Real Estate Showcase, Millersburg, Ohio. He made the finals in each of his four previous years as a competitor, and in two of those years he took second place.

The edge

He says it was the IAC competitions, and

his attendance at Conference and Show events the past five years, that also gave him an edge in the auction business. The National Auctioneers Association and Ohio Auctioneers Association, he says, have helped him make connections and gain education essential to running a successful business.

One of Mast's mentors, NAA Auctioneer Steve Andrews, who Mast apprenticed under in the early 2000s, says his student had "a lot of promise right out of the gate."

"He was a quick learner, and he always greeted the people really well," says Andrews of Andrews Auctioneers LLC, Wooster, Ohio.

"He's real smooth in his approach to everything and always positive."

And like Mast, Andrews says the IAC and NAA education, particularly the Certified



Joseph Mast, CAI, the men's division winner of the International Auctioneer Championship, says his goals include recruiting NAA members and providing advice to auction business owners. Photo by Mathews Photographers

Auctioneers Institute, have contributed to Mast's success as an Auctioneer and business owner.

"Then, if you've got the rest of the business savvy to go with it, which he does, it all kind of comes together," Andrews says.

Business savvy

Raised on his family's dairy farm in an Amish community, Mast learned the value of hard work from his father, Jon, who encouraged his son to work six days and rest on Sundays, Mast says. And Mast, 31, attributes that work ethic to his early success as an Auctioneer.

His father, who is managing broker and auction manager for Real Estate Showcase,



Click play to see Joseph Mast, CAI, win the International Auctioneer Championship or visit this link:
<http://youtu.be/HjvYt9gOPMM>

says Mast has the capacity for a lot of responsibility.

"He's not afraid to take the plunge to do something, and he's not afraid to work for it," Jon Mast says. "Part of that goes back to his farming roots.

"He has refined his skills and has become very comfortable on stage, whatever venue he's in. He can handle it all."

Joseph Mast sells for Barrett-Jackson Auction Co., and he auctions equipment, real estate and thoroughbred horses as a contract Auctioneer.

In 2004, he earned his real estate license and started at Real Estate Showcase, a company he went on to purchase in 2008. Showcase now has more than 50 agents in four offices.

"I don't like to sit still," Mast says. "That's a good and a bad trait of mine."

Diversity spells success

Mast says he stays involved in several business ventures because he believes diversity is the key to success in the auction profession. When one market is struggling, another might be thriving.

"So, I just figured, if I get involved in four or five major avenues, then they can go up and down, and they don't affect me as strongly when one goes down or one goes up," he says.

Mast says an Auctioneer must be able to make significant changes — whether in chant, style or demeanor — to adapt for different opportunities.

"If you can be a chameleon and be able to change and adapt to those different venues, that can really help you in the long term," he says.

Agile Auctioneer

Mast says he is open to making changes to his company, whether adjustments are necessary because of technology or other factors. Although he says he wants to remain focused on the rich heritage of the auction profession, he says he must be agile as a business owner and professional Auctioneer.

"Bid calling is very important to me, but it's not everything," Mast says. "You need to be well rounded. You can't just say, 'I need to work on my chant.' You need to work on your chant; you need to work on your people skills and your relationships."

As an ambassador for the NAA, Mast says one of his goals is to bring on 50 new members. By late July, he was already eight members closer to reaching that goal.

"We need members to recruit members," he says. "I just want to prove that it can be done. That is going to happen."

Mast says he's also looking forward to attending state Auctioneer association meetings. He says he's open to offering assistance to anyone looking for feedback on their chant or auction business.

"I'm just going to try to be a sounding board for people and try to give good, sound advice when I can," he says.

"And then, try to promote the association as best I can, as well." ❖

Behind the scenes

Joseph Mast, CAI, the 2011 men's division winner of the International Auctioneer Championship, says he doesn't know how he will be able to top July 2011.

In that month, he not only won the IAC title, but he also celebrated his birthday, and, probably most important, his 10-year wedding anniversary.

Mast, 31, and his wife, Marie, began dating when they were freshmen in high school. They have three children: Emma, 7; Mattie, 6; and Micah, 2. Mast says his wife makes special efforts to keep the family connected while he is on the road.

He attributes a lot of his success in the auction business to the support he receives from Marie, as well as his employees at Real Estate Showcase, Millersburg, Ohio.

Congratulations to...

- The NAA for another great Conference and Show in Orlando.
- The NAA's new President, Christie King, Vice President, J.J. Dower, Directors Jimmy Dean Coffey and Rich Schur.
- Thank you to everyone who supported and voted for me for NAA Vice President. It was much appreciated.
- I am announcing my candidacy for NAA Vice President for the 2012-2013 term and I look forward to seeing you in Spokane!

Regards to all,
Paul C. Behr



IN IT TO WIN IT

Junior champion would like to sell cattle

By Bryan Scribner
editor

One proclaims the auction method of marketing is the best means for true price discovery. The other states that the competitive bidding process brings top dollar for livestock.

Those statements, displayed on posters hung to the walls of a local sale barn, are what inspired Curtis Wetovick, in part, to pursue a career in auctioneering. The 18-year-old Auctioneer from Fullerton, Neb., also had a passion for the chant — the entertaining part of an auction, he says.

He put his own chant to the test at Conference and Show in mid-July when he competed in, and won, the 2011 International Junior Auctioneer Championship.

Mostly self-taught, Wetovick grew up imitating Auctioneers he watched in person and on the Internet. One of his dad's customers, the uncle of 2007 IJAC winner Trev Moravec of Ritchie Bros., Lincoln, Neb., let him know about the IJAC competition.

So, about one month after graduating from auction school, Wetovick paid a large



NAA Auctioneer Curtis Wetovick, 18, winner of this year's International Junior Auctioneer Championship, earned a lot of his early experience as an Auctioneer through the Future Farmers of America. Photo by Nathan Brunzie

portion of his own way to Orlando, Fla. — his first plane trip — for the annual event. He was by himself as a new member of the National Auctioneers Association, and he was determined to win the competition.

“Curtis wanted to win it,” Moravec says. “He’s worked really hard at it. You could tell he had practiced and watched plenty of videos.

“It’s exciting to have another guy from Nebraska. I’ve had a good career path since then. It’s a good motivator for other, younger Auctioneers.”

In addition to the opportunity to showcase his skills in the IJAC, Wetovick says Conference and Show provided him the chance to network with, and receive advice from, experienced auction professionals.

He met Moravec, one of the Auctioneers he picked up some tips from via the Internet, and he had the opportunity in Orlando to talk with another inspiring, young Auctioneer, 2009 IJAC winner Justin Schultis.

“He was there to learn and get better,” says Schultis of Schultis & Son Inc., Fairbury, Neb. “He made a lot of great contacts.

“The IJAC competition this year was phenomenal. There was a lot of great talent, and I know they will all continue to do great things in the auction industry.”

From an early age

Wetovick says he knew in his early teens he wanted to develop his own chant, and he decided early on that he would volunteer as an Auctioneer for his local Future Farmers of America chapter, churches and other small sales.

“I got a lot of experience working for free,” Wetovick, who is now President of the Fullerton chapter of the FFA, says. “I tell everybody that I can do it.”

He grew up on a ranch, which now has 600 to 800 head of cattle. His family has sold bulls by private treaty throughout the years, another reason why Wetovick says he prefers the auction method of marketing.

“I don’t really like that (private treaty),” he says. “The guys that have auctions around us get higher prices. We sell a lot more bulls, but they get higher prices because they have the energy of the sale, the excitement.”

Wetovick, a senior in high school, says he plans to stay involved in the auction industry, working for local companies and sale barns. In the future, he says he would like to work for large auction organizations, selling equipment, cars or possibly even his preference, purebred cattle.

Wetovick has four brothers and a sister. His oldest sibling, a brother, is 23, and his youngest sibling, another brother, is two and a half years old. ❖

Click play to see Curtis Wetovick in the International Junior Auctioneer Championship or visit this link: <http://youtu.be/ctmUOZgGe8I>

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One of the NAA's Hall of Fame inductees this past July, Joe Wilson, CAI, met his wife, Susan, at Conference and Show in 1975. Photo by Mathews Photographers

JUST THE BEGINNING

After four decades in the industry, Hall of Famer says auction business still has big potential

By Sarah Bahari
contributing writer

Joe Wilson, CAI, grew up sweeping the floors, mowing the grass and doing other odd jobs at his father's consignment auction house in Arkansas.

The auction business was so ingrained in Wilson that as a young man he wanted nothing to do with it, instead dreaming of a career as a professional bass fisherman. Then in the early 1970s, Wilson's mother convinced him to help his father, James, with just one auction.

"I did that one auction and never left," Wilson says. "Praise the Lord."

Almost four decades later, Wilson, 57, was recently recognized for his service and leadership to the profession by being inducted into the National Auctioneers Association Hall of Fame.

A longtime and fervent believer in the power of auctions, Wilson has worked to make auctions a mainstream option, particularly in real estate, which is his specialty.

"You don't have to be broke, foreclosed or bankrupt to auction your property," says Wilson, of Hot Springs, Ark. "Auctions should be a first choice, not a last resort."

After graduating in 1972 from Fort Smith Auction School, Wilson joined his father full time in the family business, but their early days together proved rocky.

"My first five years, my dad fired me three days a week, and I quit the other two," Wilson says. "I joke, but that's not far from the truth."

Lured by the freedom to work for himself and opportunity to help run a company, Wilson returned day after day to the family business. Over the years, the two developed a strong rapport, and in 1986 Wilson succeeded his father as Presi-

“When I first got started, I used to tell people we haven't scratched the surface of potential in the auction business. I still think that today.”

Joe Wilson, CAI
Hot Springs, Ark.

dent, soon deciding to focus solely on real estate. This year, Wilson Auctioneers Inc. is celebrating its 50th anniversary.

Bill Clinton auction

One of Wilson's most notable real estate auctions was the selling of then-governor Bill Clinton's childhood home in Hot Springs, Ark., which went for \$66,000.

A lifetime member of the NAA, Wilson has served in a variety of leadership positions. In 1989, Wilson was appointed by Clinton to serve on the Arkansas Auctioneers Licensing Board, for which he would eventually serve as Chairman.

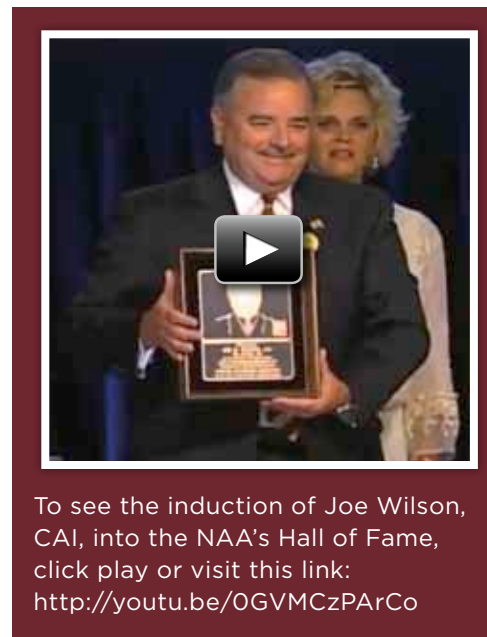
In 1996, he was elected Director of the national association, and five years later he became President. After that, Wilson led the largest fund-raising initiative in the association's history, raising more than \$3 million.

Fellow Auctioneers say Wilson is known in the industry for his professionalism, knowledge and integrity.

"Joe is exceptional in all aspects of auctioneering," says Spanky Assiter, CAI, AARE, of Assiter & Associates Auctioneers, Canyon, Texas. "He knows the industry and his market. People trust him. He's got a great reputation."

Over the years, additional family joined the business, including Wilson's wife, Susan, the daughter of an Auctioneer who he met at the NAA's Conference and Show in 1975. Others include two of his children, a son-in-law, a nephew and a niece's husband. Doug Westgate, who is the husband of his niece, says the company has a close-knit, family-friendly atmosphere.

"You're allowed to have your priorities straight



To see the induction of Joe Wilson, CAI, into the NAA's Hall of Fame, click play or visit this link: <http://youtu.be/OGVMCzPARCo>

here," says Westgate, the company's auction coordinator. "You can respect Joe as a businessman because you respect him first as a person and family man."

Numerous challenges lie ahead for the auction industry, such as effectively incorporating technology, Wilson says, but the industry is in a strong position to tackle such questions.

"We're blessed to be in this industry," Wilson says. "When the economy is bad, people need auctions to turn assets into cash. And when the economy is good, we have a lot of buyers and competition."

In coming years, Wilson says he looks forward to working with his family to further the reach of auctions.

"When I first got started, I used to tell people we haven't scratched the surface of potential in the auction business," he says. "I still think that today." ❖



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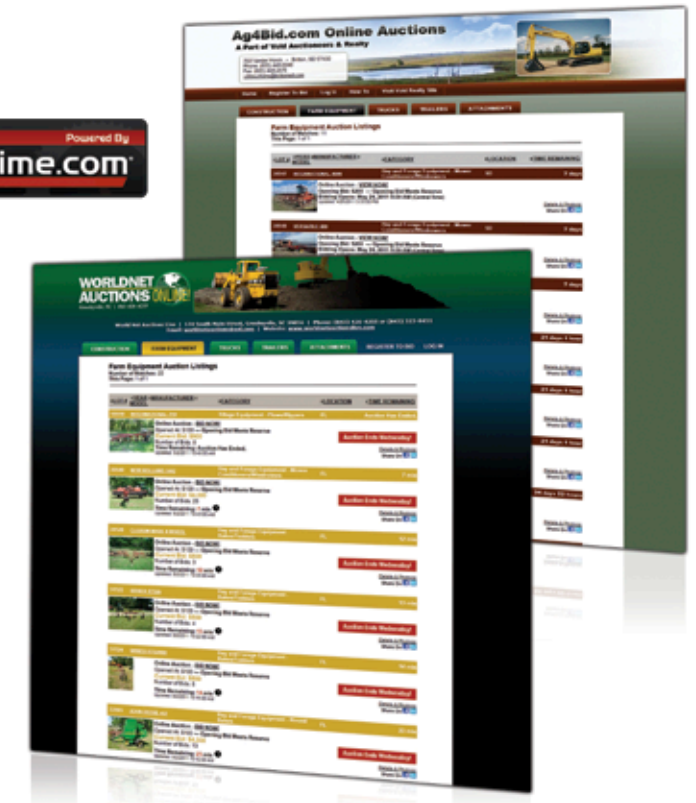
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Striking a balance

Family businessman says Auctioneers should look out for best interests of buyers, sellers



An expert in multi-par auctions and a member of the charter class of the Certified Auctioneers Institute, Dean Howard (right), CAI, AARE, CES, accepts the NAA's Hall of Fame award from Hack Ayers in July. Photo by Mathews Photographers

“I didn't set out to be an Auctioneer. I was a farmer, but this business has done my family good.”

Dean Howard, CAI, AARE, CES

Dean Howard & Daughters Auction Co.

Decatur, Tenn.

By Sarah Bahari

contributing writer

As a cattle and tobacco farmer, Dean Howard began attending auctions to find good deals on tractors and sell his family's farm equipment.

Howard found he enjoyed the energy of the rural farm auctions and decided he wanted to give the business a try.

Nearly 40 years later, Howard received arguably the highest honor an Auctioneer can achieve with his induction into the National Auctioneers Association's Hall of Fame, joining a distinguished group of 131 Auctioneers.

“I didn't set out to be an Auctioneer. I was a farmer,” says Howard, CAI, AARE, CES, of Dean Howard & Daughters Auction Co., Decatur, Tenn. “But this business has done my family good.”

Howard's auctioneering career began in 1975, the year he went to auction school. After he completed school, he became a member of the charter class of the Certified Auctioneers Institute.

For his first auction, Howard purchased 14 tractors and brought them back to his hometown, Decatur, to sell. Soon, word spread and farmers across eastern and central Tennessee began religiously attending Howard's auctions to purchase tractors, cultivators, plows and harrows.

Farmers trusted Howard, who still owned his own farm.

“Dean knows farming and auctions,” says Hack Ayers, a friend and owner of Hack Ayers Auction & Real Estate in LaFollette, Tenn.

“He knows the value of something and knows how much it will sell for even before he starts the auction.”

Relationships with people and the competitive nature of auctions appeals to Howard, who conducts only absolute auctions.

Howard specializes in real estate auctions, as well as farms, estates and commercial equipment.

A longtime member of the NAA, Howard was elected President of the Tennessee Auctioneers Association in 1980 and was inducted into the organization's Hall of Fame in 1993.

From 1991 to 1993, Howard served as a Director for the NAA.

Multi-par expert

An expert in multi-parcel auctions, also known as multi-par, Howard trained hundreds of Auctioneers across the country on the unique and complicated auction method used to sell multiple tracts of property simultaneously.

“This was probably his biggest contribution to auctioneering,” Ayers says.

Howard preferred to stick close to his Tennessee home, where he could spend time with his wife, Sue, and three daughters. When his daughters grew older, Howard changed the name of the business from Dean Howard Auctions to Dean Howard & Daughters Auction.



To see the induction of Dean Howard, CAI, AARE, CES, into the NAA's Hall of Fame, click play or visit this link:
http://youtu.be/D2H6Htjps_Y

Carol Howard, the oldest of Howard's three daughters, says her father involved the entire family in auction business big and small.

“It didn't matter if it took 15 minutes or three days to teach us, he wanted us to know how to do everything,” Carol Howard says. “We grew up in the business.”

Howard, 73, is still farming and conducts about 10 auctions per year. When young Auctioneers ask for his advice, Howard tells them to blend in with their clients, both buyers and sellers.

Additionally, Howard says, striking a balance between earning the best bid for a client and getting a good deal for the buyer is crucial.

“You want to use competition to your advantage. Make someone feel like they're getting a bargain,” he says. “But don't oversell, because you want people to trust you.” ❖



J. Craig King, CAI, AARE, CCIM, with his wife, Cindy, entered the NAA's Hall of Fame in July. He has sold more than 10,000 properties with sales totaling \$1 billion.

Photo by Mathews Photographers

EMBRACING CHANGE

Leader of family business welcomes new marketing opportunities

By Sarah Bahari
contributing writer

J. Craig King can still recall the first time he called bids at an auction.

He was 16 and had just returned home from auction school. His father was running a farm auction and without warning, he told his son to take over.

"I was rough," King, CAI, AARE, CCIM, says. "It didn't go too well, but I managed. I didn't get discouraged."

Since then, King has taken over the reins of his family business, J.P. King Auction Co. Inc., Gadsden, Ala., which he runs with his siblings, Executive Vice President J. Scott

King, CAI, AARE, and National Auctioneers Association President Christie King, CAI, AARE, BAS.

In his career, Craig King has sold more than 10,000 properties totaling \$1 billion. Sharp business acumen and overarching professionalism have helped King rise to national prominence in the industry and beyond, colleagues say.

King, 53, was recently recognized for his contributions to the profession with his induction into the NAA's Hall of Fame.

"Craig and his family are icons in the auctioneering business," says Hugh Miller, CAI, AARE, CES, of Curran Miller Auction & Realty Inc., Evansville, Ind. "J.P. King has done more to elevate the image of

the auction industry more than anyone can imagine."

As a child, King spent weekends serving barbecue, passing out drinks and putting up tents at auctions. With the help of his father, James Polk King III, and grandfather, Leslie C. King, the young King learned the ins and outs of the auction business.

"I knew this was what I wanted to do even when I was little," King says. "It felt right."

In 1992, Craig became President and CEO of the boutique auction company, which now specializes in luxury real estate and valuable asset auctions across the country.

Within a few years, the company had

grown from just a couple of employees to a 100-member staff of associates spread across the country. J.P. King has sold properties in 50 states and six foreign countries.

"Not bad for a little company from Alabama," says Bill Yonce, CAI, a longtime friend and colleague who owns W.M. Yonce Auction Marketing LLC in Florence, S.C. "Craig helped turn this small family company into a national and international business."

Variety is appealing

Variety appeals to King, who says that one week he will be selling waterfront condos in Montana, and the next day, it is a 25,000-acre property in southern Alabama. This spring, the company sold a Virginia winery, which real estate mogul Donald Trump purchased.

A member of the NAA since 1989, King has served the association and industry in multiple leadership positions, including as President of the Auction Marketing Institute, trustee for the National Auctioneers Foundation and as a member of the



To see the induction of J. Craig King, CAI, AARE, CCIM, into the NAA's Hall of Fame, click play or visit this link:
<http://youtu.be/hARzUjEPnzA>

auction committee established between the NAA and the National Association of Realtors.

King has served two terms as President of the Alabama Auctioneers Association and was inducted into the organization's Hall of Fame in 2006.

Global reach

Steering the company in the face of evolving technologies is among the most significant challenges, and opportunities, King says. Bidder interest in a recent sale came from buyers in two foreign countries.

"Technology has helped us reach a whole new audience," King says. "The world is getting smaller every day."

Marketing also has changed dramatically in the past several decades, King says. His family tells stories of flying over communities in small planes and dropping leaflets about upcoming auctions.

Now, J.P. King turns to the Internet and social media to market auctions. Craig's daughter, Caley King Newberry, handles the company's marketing and public relations efforts.

"It's still about promoting an event and an opportunity for a buyer to get a good value," Craig King says. "That's what drove auctions then and that's what still drives auctions today." ❖



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Foundation's President has unique perspective, ideas

By J.J. De Simone
contributing writer

After spending his entire professional life as an Auctioneer and serving on the Board of Directors for the National Auctioneers Association and National Auctioneers Foundation, Benny Fisher, CAI, decided he had one more year of service in him.

At the 2011 NAA Conference and Show, Fisher, Pompano Beach, Fla., officially became the NAF's next President.

"This is one office that sought me," says Fisher of Fisher Auction Co. Inc. "Through the years, I've been a part of many Boards. A couple guys ended up coming up to me to ask if I'd be able to contribute at this capacity."

In 1972, Fisher started his business as a real estate Auctioneer. After successfully weathering the savings-and-loan crisis in the 1980s, Fisher expanded his business. He has worked in most of the U.S., the Caribbean basin, Colombia and Venezuela.

"We're, I believe, the only business model that will solve our national problems," Fisher says. "It's the only industry that will turn assets to cash ... immediately."

Chuck Bohn, CAI, GPPA, the NAF's former President, says Fisher brings a seasoned, yet forward-thinking perspective to the office.

"Benny is a deep thinker and very committed to the foundation," says Bohn of Chuck Bohn & Associates, Englewood, Colo. "His commitment is what makes the show go on. He's a loyal veteran and really knows how to run a foundation."

Perhaps what will make Fisher a strong NAF President is that he has seen the relationship between the NAF and the NAA from both perspectives, says Rob Doyle, CAI, CES, another past President for the NAF.

"He's going to be fantastic," says Doyle of United Country — Absolute Auction & Realty Inc., Pleasant Valley, N.Y. "He understands the NAF and the NAA — he was on the NAA Board last year. So, the continuity between the two organizations — the synergy between the NAA and the NAF is strong. Information will flow smoothly."



National Auctioneers Foundation President Benny Fisher, CAI, designed a program that allows Auctioneers to provide monthly gifts to the foundation. Submitted photo

New ways to give

The mission of the NAF is to be the fund-raising arm of the NAA, and Fisher seems to already have a strong handle on that goal. While he was Vice President on the NAF Board, Fisher designed a program that aims to collect \$12 a month for a year from every NAA member.

"This is a really good idea because we have all different levels of giving," Doyle says. "Part of the discussion was rather than shooting for large-level individual donations, we're able to now focus on the mainstream member. We're saying the NAF is for every NAA

“We're, I believe, the only business model that will solve our national problems. It's the only industry that will turn assets to cash ... immediately.”

Benny Fisher, CAI
Pompano Beach, Fla.

member, regardless of level of income.”

Bohn says the program has drawn contributions from many more NAA members.

"It's his program, and it's doing very, very well," Bohn says.

Over the past several years, Fisher says the NAF has done a tremendous job in its fund-raising efforts. The organization just completed a five-year capital campaign.

Fisher says his next goal is to create a multimillion-dollar endowment fund. With such a fund in place, the burden of future fund-raising efforts will decrease, as money will continue to grow.

Online museum

One project Fisher and the NAF are excited about is the foundation's Virtual Museum. Fisher says by putting the museum online, it will be much more accessible for NAA membership, and auction history will be preserved more effectively.

"Not everyone wants to travel to Overland Park, Kan., to see the museum," he says. "We have so many artifacts that illustrate our changing industry. So, we decided to put everything up online. Hopefully, it will be up this year." ❖

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"The patients here are blessed," said Misty. "They receive treatment they might not have at other places. St. Jude is the best place." Brayden visits St. Jude for regular checkups. He is a happy, active child who loves music, dancing and playing with his older brother.

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Benefits might be a good fit for new Auctioneers or those looking to expand

By Tom Burfield
contributing writer

Benefit auctions seem to offer potential inroads for novice Auctioneers and expansion opportunities for established companies.

“The benefit auction truly has evolved over the last 20 years,” says JillMarie Wiles, CAI, BAS, of Beneficial Auction Services, Canby, Ore.

The sour economy has prompted many nonprofit organizations that previously looked internally for someone to conduct their fund-raising auctions to seek professional Auctioneers who specialize in benefit auctions.

The National Auctioneers Association has offered its Benefit Auctioneer Specialist designation since 2007.

“It really takes a specialized focus to step into the benefit auction arena,” Wiles says.

Wiles, who conducts about 50 benefit auctions a year, says benefit auctions typically are recurring events. If you do a good job for a client, chances are they’ll ask you back next year.

“I’m booked about a year in advance,” Wiles says.

Most benefit Auctioneers specialize in about five categories that can include educational foundations, service organizations, hospitals, charities, community causes and children’s causes.

Out of control

Auctioneers who are used to having complete control of their auctions will be in for a rude awakening when they sign on to conduct a benefit auction, says Matt Holiday, CAI, BAS, of Holiday Auctions, Spartanburg, S.C.

You’ll likely be dealing with a committee of five-to-25 members of a nonprofit



Matt Holiday (top), CAI, BAS, of Holiday Auctions, Spartanburg, S.C., says benefit Auctioneers should act as advisers; however, they also should be part of an auction’s planning committee. Photo courtesy Carolina Tiger Rescue

Kurt Johnson (right), CAI, BAS, of Kurt Johnson Auctioneering Inc., White Bear Lake, Minn., says there are low barriers to entry for Auctioneers who wish to enter the specialty. Submitted photo

organization who will handle the money, advertising and marketing.

“We’re there in an advisory role,” Holiday says. “We have to be really flexible.” But Holiday makes it clear to his clients that he must be part of the planning team.

“If you just show up for the event, you’re walking into a hornets’ nest,” he says.

It’s the Auctioneer’s responsibility to make sure the auction is conducted “ethically and legally,” Holiday says.

Unlike clients seeking an Auctioneer for an estate auction, nonprofits typically don’t require someone with years of experience, says Kurt Johnson, CAI, BAS, of Kurt Johnson Auctioneering Inc., White Bear Lake, Minn.

“For a new Auctioneer or someone who’s trying to expand, it’s a much easier market to crack,” he says.

Benefit auctions still require a lot of hard work and expertise, he says, but big investments, in things such as advertising, aren’t necessarily required.

“My tuxedo is my only equipment,” Johnson says.

Getting started

The dynamic of the benefit auction is unique, Wiles says.

You’re dealing with people who likely are not familiar with the auction process. The auction typically is part of a larger party or special event, and participants may be drinking alcohol, she warns.

Nonprofits need an Auctioneer who can communicate the mission of the organization effectively, so Wiles got involved in the Toastmasters public speaking organization and conducted seminars for local service organizations. That helped generate a client base that continues to grow.

Holiday suggests getting started by “knocking on doors” and



Wiles

working with an auction firm that already has a benefit auction division. It’s imperative that you become familiar with the groups you’re working for and cater your strategy to each organization, he says. What works for a hospital may not work for a school.

“Understand the items you’re selling and do your homework,” Johnson adds. It’s not good enough to simply auction a trip to Las Vegas.

“You have to paint a picture in people’s minds,” he says.

Discourage freebies

Sometimes, there’s pressure on benefit Auctioneers to offer their services for free.

Wiles offers a free consultation and donates her services a couple of times a year to organizations in which she is involved.

Otherwise, she points out to potential clients that she actually will pay for herself by attracting higher bids than a nonprofessional.

Good benefit Auctioneers are in such demand that they wouldn’t have time to earn a living if they offered their services at no charge, Holiday says.

“Those people who work with us see awesome results,” he says. “When people see the value, they want you.” ❖

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



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"Everything you need to know to be safe in business your mama had taught you by the time you were three ... and, ever since you went into business, your pocketbook has been working to undo mama's lessons."

That was my opening comment in a risk-management seminar that I recently taught to an assembly of businesspeople. Doing business is simple. Doing business and earning a profit is harder. Doing business and earning a profit while steering clear of damaging claims is harder yet, but it would not be if we just stuck to mama's basic lessons about life. I explained that to the group I was addressing and will do so here in hope the message will help you.

When you were still a baby and first gaining some mobility, you began to crawl. Mama was really pleased about that and eagerly encouraged your early travels. Soon enough, you were using your newfound ability to pursue things you were not supposed to bother. Mama trailed behind, steered you away from trouble, took things from you that you were not supposed to have, and corrected you as needed with a gentle "no." Before you could even stand, mama had begun teaching you lessons she would continue to impress upon you throughout your childhood.

Mama's first lesson is you cannot just do whatever you want. You have to do right. Likewise, you should never do business on the basis of trying to get the most for yourself. You ought to

do business by fully performing your side of a bargain with every client or customer. If you focus on doing things right, your business will be conducted in a positive and productive manner for the benefit of you and all others with which you deal — and you will find your goals will be met along the way. You can always be proud of doing good business and you never have to apologize for it or have regrets.

Mama's second lesson is a corollary of the first — do not do wrong. When you violate some norm, requirement, rule, or duty, adverse consequences can flow and bring harm to your clients, customers, and you. Doing wrong can also cause you embarrassment and even lead to legal liability. There is no pride to be had from traveling the low road and no real value to be obtained.

Accept responsibility

Before moving on to mama's third lesson, I must digress. One of the amazing physical laws of family life is how an 8-ounce glass of milk, when spilled, can cover an area the size of Rhode Island. With seven kids, I have witnessed this phenomenon numerous times and helped clean it up about as many. These spills usually occur during a meal when it is least convenient and most upsetting. As everyone seated leaps back from the white tsunami rushing across the table, food is inundated, Niagara Falls cascades to the floor and the dog goes into overdrive trying to lick the mess up before the mop arrives. The little spiller knows he or she is in trouble and, amidst the yelps and confu-

sion, shouts the magic words mama taught should be spoken before daddy boils over ... "I'm sorry!" With that exclamation, the tension is quickly defused and mama and daddy are left to console the spiller ... until next time.

Mama's third lesson is about what to do when you make a mistake — say you are sorry and mean it. Just as this will get a three-year-old off the hook for making a mess at the supper table, accepting responsibility and apologizing for an error in business will go a long way toward salvaging a mistake and preventing a legal claim by a client, customer or other party. It is the right thing to do.

Mama's fourth lesson explains why a statement of contrition (like "I'm sorry") is so important when addressing a mistake made. Mama taught that when someone makes an error and says he is sorry, you should accept the apology and move on. Businesspeople are well advised to incorporate this advice into all of their dealings. If you make a mistake, be a big boy or girl and clearly state that you regret it. Then commit yourself to trying to solve the problem you created, as best you can. How many failed transactions could be quickly cured if we just took this approach? How many broken relationships could be mended? How many claims could be avoided? The answer is many.

All of us were taught these simple lessons by our mamas and they are important in our daily lives and businesses. So why do we not do a better job of following them? The explanation is financial interest. When we filter decisions about right and wrong through our pocketbooks, we often do not come up with the simple answer that mama would have given. Instead, we get an answer that we think will best serve our financial stake. The problem is that may be a long way from the answer we really need — the right answer. Mama knows best, and, if you just follow her rules, you will, too. Life is pretty simple when you live it right. ❖

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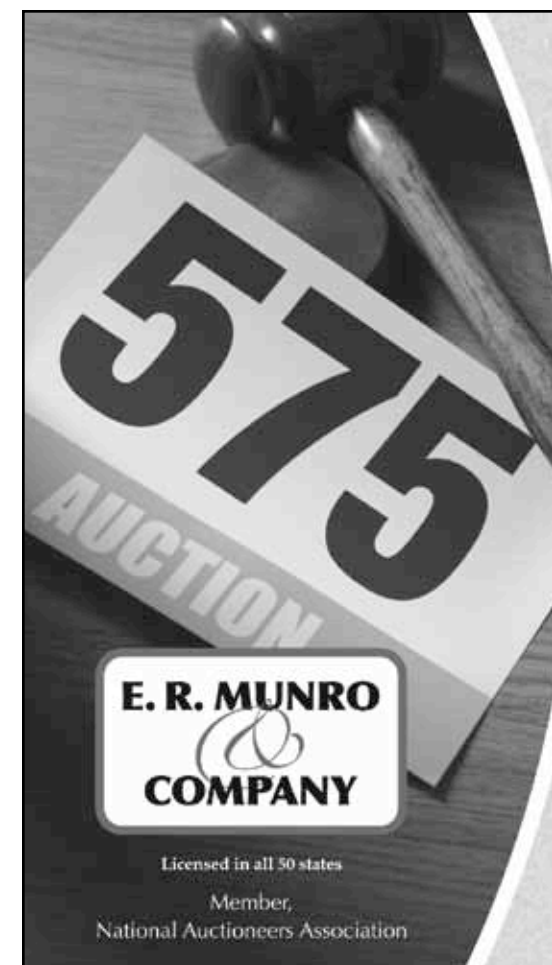
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Ryan George

Ryan George, through Biplane Productions, has helped Auctioneers market more than 2,300 auctions across 43 states. For the past five years, George has built an average of more than 1,000 print ads and more than 600 pages of direct mail each year, in addition to consulting, writing news releases, building proposals and coordinating online marketing. George has written articles for multiple publications, including trade magazines, lifestyle tabloids and newspapers. In 2004, he published his first book and began speaking at Auctioneer events on the state and national stage. Since March 2007, he has published a biweekly article related to auction and/or small business marketing. The articles are distributed to hundreds of subscribers via e-mail.

Connect with Ryan at the following:

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Consider these seven social media shortcuts Auctioneers can find “the time” if they use it wisely

The most common response to my social media articles and seminars usually goes like this: “I should probably get my business on Facebook, but it’s finding the time I struggle with,” or “I can barely keep up with my Facebook. I don’t know how you find time to be on Twitter.”

Granted, I’m a Facebook, Twitter and Instagram junkie. I can easily feed my addiction, seeing as my office is a flight of stairs below my living room — and my bedroom at night typically alternates between the glow of one or more of two laptops and two iPhones.

You, though, don’t need to earn an invitation to the social media wing of the Betty Ford Clinic to improve your personal or business brand on Facebook and Twitter. Below are seven free or cheap ways to keep your time commitment to a minimum, while connecting with prospects, clients and peers in these environments. The first shortcut will make your distribution more efficient and practical, and the next six shortcuts will help you more easily develop a constant stream of material to reinforce your expert brand.

HootSuite

What if I told you that you could do all of your social media posts for a week or month all

at one time and in one place? You can! With HootSuite, you can pre-schedule Facebook and Twitter posts, even those with links or pictures. The free version of HootSuite will allow you to choose from up to five different Twitter accounts, Facebook profiles and/or Facebook pages on which to post. If you post both for your business and for yourself, this tool is invaluable; and it makes it easier not to accidentally post a personal post in your business’ stream and vice versa.

If you don’t want to keep HootSuite open in your web browser, you can install a free browser button that will open a small HootSuite window already loaded with the URL of the page you’re wanting to share — which you can schedule for later, if you’d like. Both Android and iPhone have a HootSuite app, so that you can post (or schedule one for later) in any or all of those same five destinations right from your phone.

Every few weeks, I spend 30 to 90 minutes on an evening or weekend, setting up tweets and status updates to post during work hours. This frees me to work on billable projects (and meet deadlines) during the times of weekdays when people are most likely to check their social streams — rather than on weekends, when people are less likely to interact with the content. This is important because content on Twitter and Facebook streams has a shelf life measured

in minutes or hours; so, you want your content to hit in prime viewing times.

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I still subscribe to a couple handfuls of print magazines, even magazines I follow on Twitter and Facebook. Fast Company and Wired are goldmines of sharable content. If you’re going to subscribe to magazines, go through wholesale distributors like Magazines.com. You’ll save enough money to literally multiply the number of magazines you can get for the same price. I also like Magazine.com’s clearinghouse of free magazines and newsletters, where I’ve gotten free subscriptions to magazines like Exhibitor. I regularly cut out pages from my magazines for articles I want to post later on Facebook and/or Twitter. (Usually, magazines will post the content from the current print issue on their respective websites after the next print issue distributes — sometimes sooner.)

Twitter



In an interview with Hemispheres magazine, Evan Williams, co-founder of Twitter, says, “I would describe [Twitter] as a personalized news service. It gives up-to-date information on whatever you care about that’s happening in the world.” Twitter’s become that “personalized news service” for me. I ended my subscription to our local newspaper, and I couldn’t tell you what’s on the evening television news. Instead, I follow Lynchburg’s The News & Advance and various national and international news sources on Twitter.

For one thing, I save a lot of time by engaging with only the content that interests me — on my time table. Secondly, it’s easier to share the stories with people who might also be interested in them. As with Facebook, you can sort your Twitter stream into categories (called “lists”) if you want to see only certain groups of people/entities you follow at a given time. So, if you want to see updates only from family or only from others in your industry or only from news sources, that’s easy to do.

There are two halves to social media: sharing and interacting. While you can’t schedule your likes, comments and other responses in advance, you can simplify the manner in which you collect and distribute the content you want to share. By uploading more than status updates, you can show your audience that you are a source — or at least a distributor — of engaging knowledge. Then, when you share updates about your business, these posts will have more credence and smell less like spam.

You do have time for online social networking, if you use your time wisely. ❖

AUCTION FAMILIES

TIME LINE

1960 – Bob Steffes, CAI, GPPA, starts Steffes Auctioneers Inc. in Arthur, N.D.

1960-1995 – Bob Steffes' wife, Jean, is part of the auction business. The couple has four boys and two girls.

1972 – Bob Steffes becomes a world champion livestock Auctioneer

1976 – Jean Steffes takes on the clerking division of the company, United Auctions

1980 – Bob Steffes' son, Scott Steffes, CAI, CES, begins working for Steffes Auctioneers

1984 – Steffes Auctioneers moves to Fargo, N.D.

1986 – Scott Steffes gets his real estate license

1991-1992 – Bob Steffes is President of the National Auctioneers Association

1994 – Bob Steffes sells his company to Scott Steffes

1995 – Scott Steffes wins the International Auctioneer Championship

1999 – Bob Steffes enters the NAA's Hall of Fame

Early 2000s – Steffes Auctioneers introduces online bidding

2006 – Steffes Auctioneers purchases an auction facility in Litchfield, Minn.

2010 – Steffes Auctioneers opens a new office in West Fargo, N.D.

Regional expansion of auction services brings exponential increase in volume, revenue

By Bryan Scribner
editor

For a family auction business to survive and prosper, each incoming generation must be better than the previous one, says Bob Steffes, CAI, GPPA, who started Steffes Auctioneers Inc. more than 50 years ago.

The auction business is competitive, and today, auction companies are facing consolidation and a more regional client base. That's why young Auctioneers, particularly those who are members of the National Auctioneers Association, are important, Steffes says.

"I always relied a lot on borrowing good ideas from good Auctioneers," he says. "I could find them at the NAA."

"The good ideas are always coming from the youth."

One younger person Steffes relied on to take over his Fargo, N.D.-based company in the mid-1990s was his son, Scott Steffes, CAI, CES. Bob Steffes now plays a limited role at the company, participating in auctions about five times per year.

Scott Steffes agrees with his father; however, he

says as things have changed, he has gone back to what has worked in the past, and that has helped Steffes Auctioneers thrive in today's market.

"The older that I get, the more important the basics and the fundamentals become," Scott Steffes says. "It seems like the foundations and the principles of how you run your business — never lie, work really hard, surround yourself with great people — it gets pretty simple."

Working it out

Nine family members now work for the company, which has about 40 employees and closer to 50 on auction day. Scott Steffes says the business has worked because the auction industry becomes a part of family members' personal and professional lives.

"We would come home from an auction sale, and we would all sit around and have dinner together," he says. "Everything gets integrated."

Plus, the company takes pride in how it promotes clear and open discussions. Bob and Scott Steffes say disagreements or mistakes are dealt with early, before they become problems.

"That really relaxed all of the family members," Bob Steffes says. "They knew that they were in this deal ... we're all going to look out for each other and look for more business."

The company has found that business, but that has required some significant adaptation throughout the years.

"We travel farther and farther to do less and less auctions, but, for more and more money," Scott Steffes says, emphasizing that the company's roots are still rural in nature and based in agriculture.

"We've been able to survive and continue in that market partly because of our geography," he says. "And then the other thing is we're expanding regionally."

Not too many years ago, Steffes Auctioneers would conduct more than 150 on-site auctions per year, selling farm, construction and industrial equipment, as well as real estate. Now, though, the company has made adjustments based on the needs of its marketplace, and there are only about 30 on-site auctions per year.



Steffes Auctioneers Inc. began in Arthur, N.D., in 1960. Its corporate offices are now in West Fargo, N.D. Submitted photos



But volume, Scott Steffes says, is exponentially higher than it's ever been.

"As much as we hate to admit it — I'm an old-school Auctioneer — the technology side, particularly with the Internet and everything else, has become a significant portion of our business," he says.

The company uses on-site and online bidding for its big AgIron auctions, which take place six times a year. Three are in Fargo, and three are in Litchfield, Minn.

The events represent 50 percent of the auction business' annual revenue. Scott Steffes says a recent sale had 1,500 lots, nearly 450 consignors and about 2,000 registered bidders.

"The days of relying on an on-site farm retirement auction sale are no longer there," he says. ❖



Bob Steffes (top), CAI, GPPA, became a world champion livestock Auctioneer in 1972. Scott Steffes, CAI, CES, took over the family business in 1994. Submitted photos

QUESTION & ANSWER

Education and integrity have been important factors in the success of Fargo, N.D.-based Steffes Auctioneers Inc.

How important have NAA networks been as you've come up through the industry?

"The auction business is such a niche business," says Scott Steffes, CAI, CES. "You can get your foundations in place, but without the NAA from an industry standard — through CAI and all of the designations that are available and the conventions — there's nothing else out there. If you have any

hope at all at succeeding in the auction business, you have to learn from the people that are successful. The NAA is it. If you don't believe that, you're going to have a long road ahead of you."

What advice can you share with other Auctioneers about how you find success in this industry?

"Everybody should do what they do best," Scott Steffes says. "The people that recognize what it is that they do best, early on, are the ones that are most successful."

Steffes' father, Bob Steffes, CAI, GPPA, adds that "You have to bring in young people, and you have to allow them to fail and then pick up the pieces and keep them going. A lot of people think they're born to be an Auctioneer ... that's not necessarily true. You have to be trained to be an Auctioneer, but also you have to be with some trusted people."

How have you found success in your business?

"Talk to everybody if you've got a burr under your saddle, get it taken care of and keep going," Bob Steffes says.

"That's worked very well over the years."

What do you see for the future of the industry?

"There will always be a need for a dynamic, talented, charismatic individual or business, and the auction business really allows those types of people to prosper," Scott Steffes says.

"As long as we are enjoying the American free enterprise system — which I hope never goes away — the talents and the abilities of a good Auctioneer will always be in demand."



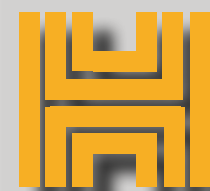
SAVE ON SHIPPING

Members now have the opportunity to save on shipping costs through a new member benefit

In early August, the association launched its NAA Shipping Program, which provides significant savings on FedEx services. Members can save up to 26 percent on FedEx Express, 12 percent on FedEx Ground and 70 percent on FedEx Freight. The benefit is available at www.1800members.com/auctioneers, or members can call 1-800-members to get the discount. There are no minimum shipping requirements or additional costs to use the benefit. In addition to FedEx, the benefit uses YRC and UPS as preferred shipping providers. Members can save at least 70 percent on less-than-truckload shipments of more than 150 pounds through YRC and UPS.



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We'd like to extend a special thank you to everyone that visited our booth at the NAA convention.

We thoroughly enjoyed seeing all of our old friends and making new ones. We can't wait to see you all again next year!



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We appreciate everyone that participated and look forward to many more to come!

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Carl Carter, APR

Carl Carter, APR, President of NewMediaRules Communications, has studied the ways we communicate for 35 years and is a former newspaper reporter and editor. Since 1994, he has specialized in helping auction companies cost-effectively attract bidders and promote their services.

What to do when a reporter calls

Sooner or later, almost every Auctioneer will get a call from a reporter. The publication or station may be intrigued by your upcoming auction of a first edition of Thomas Paine's "Common Sense." Or maybe they're just doing a feature on the auction business in general.

Sadly, it seems most of those Auctioneers will fumble the opportunity. Some will alienate the reporter by acting defensive and suspicious. Others will vent about how the press has treated them badly in the past. Perhaps worst of all, some will indulge in such shameless self promotion that the reporter tunes them out.

And a few will get it right. They'll give the reporter just what he needs in a way that makes them look good, helps promote their upcoming sale, and — most importantly — gains the reporter's confidence, leading to future opportunities.

I've been talking to reporters for a living for 27 years, and for the past 17 of those years I've been actively promoting auctions. I've found that a few simple principles can dramatically improve your odds of being happy with the story. I can't teach you everything I've learned in that time, but below are four things that can make a huge difference.

Do some homework

Don't feel like you have to start answering questions just because a voice on the phone started asking them. Ask if you can call back in a few minutes (the answer will always be "yes"). Then, go to the publisher's website and read some recent articles by the reporter. You'll learn something about the reporter's style and gain insights that will help you respond more effectively.

When you return the call, comment favorably on one of his stories. Don't pretend you were already familiar with his work — unless, of course, you were. It's fine to say, "I couldn't place your name, so I looked at your website. Looks like the city council is keeping you busy dealing with that rezoning stuff."

Reporters actually appreciate it when you put a little effort into preparation. You're sending the message that you care enough to give them what they need.

What the reporter wants

The whole process gets easier if you remember that the reporter is just a working guy like you, trying to do a good job. He's not out to "get" you or hurt your business. Nor does he want to understand your company in intricate detail. He just needs a couple of good quotes for a story, which will probably be less than 500 words long (this article is about 750 words). That doesn't leave a lot of room for nuance, history and multi-step explanation.

Remember also that the reporter is taking notes. Surprisingly, few reporters record interviews, and many take notes by hand, which is usually slower than typing. If you use short sentences, the reporter can keep up. But long, tangled sentences get lost in the note-taking because the reporter can't get it all down. All those brilliant thoughts and subtleties are lost. So talk slowly, in short but complete sentences. Give him time to catch up.

Your core message

I wish I had a dollar for every time I've heard somebody say, "They didn't quote what was really important!" So here's an "insider" secret on which you can always rely: Say what you want to see in the publication and then get off the

phone as quickly as possible. Why? To avoid diluting your message. It's all about the math, really. If your "core" message is 80 percent of what you say, it's probably going to get quoted. But if you ramble about secondary or complicated matters, you're going to be quoted on those instead. And those are

the comments that are mostly likely to get confused and distorted.

Establish a rhythm

Keep a mental timer on yourself, and if you find that you're dominating the conversation in the interview, take a breather.

If the reporter's just being quiet and letting you talk, don't assume it's because he's lapping up every word of your wisdom. He may just be letting you "blow yourself out" in hopes that you'll eventually say something useful. If you're not sure how you're communicating, stop and ask. I'll often say

something like, "Is that what you were asking?" If it's not, my candor will usually net me a "do-over."

Will following these guidelines guarantee great outcomes? Absolutely not. But they will tilt the game in your favor. ❖



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THE NATIONAL AUCTIONEERS ASSOCIATION'S 62ND ANNUAL INTERNATIONAL AUCTIONEERS CONFERENCE AND SHOW



NAA Auctioneers Rose White, CES, MPPA, and Stan Crooks serve as volunteers during the Welcome Party. Photos by Mathews Photographers

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Conference and Show pictures from Mathews Photographers are now available for purchase. Check out the photographer's website, www.matsimages.com, for the images, which are available at the bottom of the scroll-down menu located on the left side. To order pictures, please call Mathews at (940) 665-2431 with the name(s) of the images you would like. Image names are in the following format: DON_1234. The 63rd annual International Auctioneers Conference and Show is planned for July 17-21, 2012, at the Doubletree in Spokane, Wash.



First-time Conference and Show attendee Mark William Schustrin and NAA President Christie King, CAI, AARE, BAS, pause for a photo. Photos by Bryan Scribner



Paul C. Behr, CAI, BAS, and Tom Jordan, CAI, AARE, ATS, CES, MPPA, meet up during Coffee and Conversation.

continued ▶



NAA Director Bryan Knox, CAI, sings the National Anthem during the Opening Session.

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Scott Musser, CAI, BAS, networks with first-time attendee Jonathan Kantey of Alliance Group, Cape Town, South Africa. Photo by Bryan Scribner

Conference and Show attendees enjoy the Baterbys Art Auction Field Trip on July 14. Photo by Mathews Photographers



Damien Massart, CAI, BAS, GPPA, accepts an award on behalf of his family from Marcie Maxwell of St. Jude Children's Research Hospital. The Massart family, as well as Maggie Beckmeyer, CAI, AARE, BAS, CES, MPPA, and Sam Belcher, AARE, CES, were recognized for contributions they made to the hospital. Photos by Mathews Photographers



Randy Burdette, CAI, CES, and his daughter, Emily, helps display an item for sale during the Fun Auction.

continued ▶



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Jonathan Kantey of Alliance Group, Cape Town, South Africa, accepts NAA Marketing Competition awards on behalf of the company's Rael Levitt, who won the Grand Champion and Auction of the Year awards this year. Tous-saint Hutchinson, who handles business development for USA TODAY, presented the award on behalf of the newspaper, which plays host to the annual competition in partnership with the NAA. Photos by Mathews Photographers



During the International Auctioneer Championship finals July 15, Kurt Johnson, CAI, BAS, of Kurt Johnson Auctioneering Inc., White Bear Lake, Minn., won the Chuck Cumberlin Sportsmanship Award. Photo by Mathews Photographers

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Darron Meares (left), CAI, BAS, MPPA, entertains the crowd during the 2011 Fun Auction.



Chad "Cracker" Johnson (right), BAS, helps out as a bid spotter during the Fun Auction.

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In the women's division of the 2011 International Auctioneer Championship, Megan McCurdy (left), CAI, BAS, came in second, and Angie Meier (right) took third. Photos by Mathews Photographers



In the men's division of the 2011 International Auctioneer Championship, Dustin Rogers (left) came in second, and Jason Miller (right) took third.



Kristine Fladeboe-Duininck, BAS, helps sell a wagon for St. Jude Children's Research Hospital during the finals of the International Auctioneer Championship on July 15. Spanky Assiter, CAI, AARE, and Scott Shuman, CAI, each bought a wagon, raising more than \$6,000 for the hospital. Photo by Mathews Photographers

continued ▶



International Auctioneer Championship winner Camille Booker, CAI, CES, along with Cheri Boots-Sutton, helps children do the selling during the annual National Auctioneers Foundation Children's Auction on July 16. Photo by Nathan Brunzie



I.C.E. Inc., Kingston, N.H., was at the trade show to display its many products, including LED-powered signs. Photo by Nathan Brunzie

continued ▶



International Auctioneer Championship winner Joseph Mast, CAI, helps out during the annual Children's Auction on July 16. Photo by Mathews Photographers

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Brandon Harker of Auction Flex, Ocala, Fla., discusses his company's latest technologies with NAA Auctioneer Ricky Coon. Photos by Bryan Scribner



Representatives from Sprint chat with NAA members about the company's latest technologies. Photo by Mathews Photographers

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Terry Cahill of Practical Promotions, Columbia, Tenn., displays his company's products on the trade show floor during Conference and Show. Photo by Nathan Brunzie



Harry Mullis, CES, learns more about the latest in auction technologies and services during the 2011 trade show.

Vendors provide opportunities, services to improve auction businesses

Exhibitors presented new technologies, marketing ideas and more during the trade show of the National Auctioneers Association's 62nd Annual International Auctioneers Conference and Show in Orlando, Fla. Attendees saw product demonstrations and spoke to several vendors during the three-day show. Participating exhibitors included the following:

1-800-The-Sign

1-800-The-Sign produces signs for real estate and other auctions. The company offers 4-foot-by-4-foot and 4-foot-by-8-foot signs with a post system that is lightweight and easy to install. 1-800-The-Sign invented the Bidder Getter sign and, according to the company, it is quickly becoming popular among Auctioneers. 1-800-The-Sign has a 24-hour turnaround on orders. Visit www.1800thesign.com.

Auction Gemsource LLC

Auction Gemsource sends Auctioneers 20 pieces of handcrafted sterling and gemstone jewelry. The jewelry can be sold at auctions, and Auction Gemsource asks for the proceeds less the Auctioneers' commissions. E-mail Myra Brown at auctiongemsource@yahoo.com for more information.

Auction X-Press

Auction X-Press is a leading printer of auction brochures in the U.S. and Canada, according to the company. It is recognized for its cutting-edge technology in auction print design and mailing. The company has an experienced staff with more than 40 years of auction expertise. Call Jerry Bridges at (541) 510-9191 or visit www.auctionxpress.com.

AuctionZip.com

According to the company, AuctionZip has the world's largest directory of live auction listings. The company provides online bidding software that plays host to more than 160,000 auctions from more than 20,000 Auctioneers each year. AuctionZip has 25 million visitors and more than 1 billion page views on its website annually.

Bidopia

Bidopia is an Internet platform that facilitates online-only auctions and Internet-based absentee bidding. Bidopia offers a flat-fee service at \$50 maximum per auction — no percentages or setup fees. Bidopia is completely integrated with Auction Flex software, as upload and download is built in. The technology does not require import or export. Visit www.bidopia.com.

CollectorCarFacts

CollectorCarFacts provides online auction solutions for the collector car industry. Created by a team of auction industry experts, www.collectorcarfacts.com offers a wide variety of collector, muscle and antique cars for an audience of bidders located around the world via streaming, live online bidding.

CUS Business Systems Inc.

CUS has been a leader in comprehensive software for Auctioneers since 1984, according to the company. CUS combines traditional and online auctions with powerful mail and inventory management in one integrated package. It's flexible and expandable to any size, with frequent updates and custom features. Visit www.cus.com for more information.

Cyber Auctions

Cyber Auctions provides private-label, online-only auction systems and auction management systems with timed bidding. It features integrated payment and invoice systems, as well as dynamic closing. Visit www.cyberauctions.info for further details. Cyber Auctions has been proven effective for more than 10 years, according to the company.

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Equipmentfacts

Equipmentfacts.com provides online auction solutions for the heavy equipment, truck and machinery industries. The company sets up an easy-to-use, industry specific online bidding system that broadcasts auctions in real time around the world. The company is now in its 10th year of business.

E.R. Munro and Co.

E.R. Munro and Co. has provided Auctioneers with bonds and insurance for more than 125 years. The company bonds auction companies, auction houses, Auctioneers, apprentices, bankruptcy auctions and notaries. Auctioneer insurance includes errors and omissions, general liability, worker's compensation, business automobile, consignment property, package and business owner policies in 50 states. Visit www.ermunro.com.

Global Auction Solutions

Global Auction Solutions offers a portfolio of innovative products, services and technologies to facilitate the purchase, sale, re-sale and marketing of all auction goods. According to the company, its turnkey, self-run and custom solutions provide all the necessary tools for services such as online bidding, web design, video production and social media. Visit www.globalauctionsolution.com.

HyperGraphics

This auction advertising agency caters to the real estate auction industry exclusively. It offers complete budget management, advertising design and placement, direct mail, custom mail lists, printing, mailing and Internet-based marketing campaigns. Call (863) 648-2914 or go to www.hyperdesignservices.com.

MarkNet Alliance

MarkNet Alliance was founded with the primary goal of helping established auction companies grow their businesses. MarkNet companies are able to compete on a national playing field with any company across the country, according to the company. MarkNet also is committed to keeping member companies ahead of their competition through its technology offerings. Visit www.marknetalliance.com.

Micro Consultants

Multi-Par Bidding System has helped Auctioneers sell divided farmland, subdivision lots and condos since 1991. According to the company, many Auctioneers believe it to be fast and easy to use. The software features easy-to-understand displays, a step-by-step introductory tutorial, free telephone support and no annual maintenance fees. Visit www.multi-par.com.

NEBB Institute

According to the institute, it's not just what you know about equipment appraising, it's how you can move up the ladder to effectively increase your business with the professional designation of Certified Machinery and Equipment Appraiser. NEBB Institute trains, certifies and supports more than 450 CMEAs coast to coast and worldwide. Find more information at www.nebbinstitute.org.

NextLot Inc.

NextLot says it provides Auctioneers with a fresh approach to online timed and live webcast auctions with easy-to-use, privately branded software. With NextLot's products, users build brand loyalty while they have full control of their customer base. Go to www.nextlot.com for more information.

Practical Promotions LLC

This company manufactures and distributes giant advertising inflatables, banners and LED signs. Its outdoor banners have two-year warranties against fading. These are \$2 per square foot. LED signs are priced 30 percent under market, and they carry twice the warranty. Go to www.practicalpromotions.com for more information.

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At QSAP, an experienced staff provides Auctioneers across the nation with quality, cost-effective printing and mailing services all under one roof at www.qsap.biz. From postcards to brochures, the company offers small and large quantities, using its designs or submitted artwork. It also provides personalized URLs and QR codes.

RealtimeBid.com

RealtimeBid.com provides live and online auction technology solutions. It is an auction technology consultation firm as well as an online auction technology service provider. The company

offers video surveillance, wireless networking, automatic image renaming and online bidding. RealtimeBid's staff has 15 years of experience with auction technology.

Satellite ProLink Inc.

According to Satellite ProLink Inc., it is the No. 1 source for marketing services within the auction industry, providing traditional and evolving media, National Auctioneers Association member group rates, ad tracking and accounting. Established in 1995, SPL says its experienced team and proven systems provide results Auctioneers can trust. Visit www.satelliteprolink.com.

Sprint

Sprint Biz 360 offers customized wireless productivity solutions that allow users to get more done in less time. Wireless payment processing provides customers the option to take credit card payments from any location. With the wireless forms application, Auctioneers can use select smartphones and tablets to fill out and transmit forms almost anywhere. Visit sprint.com/biz360.

The Auction Blitz

This software development firm specializes in online bidding, content management systems and professional e-marketing consultation. Joel Serafini will work with Auctioneers on website development, online bidding and webcasting, custom software development, professional marketing and auction business consultation. Call (352) 449-8556 or visit www.theauctionblitz.com.

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Angie Meier won the Texas Auction Championship in June. File photo by Bryan Scribner

NAA Auctioneer Meier wins Texas championship

More than 180 Auctioneers, support staff and guests attended the Texas Auctioneers Annual Convention on June 16-19, 2011, in Clear Lake, Texas, according to a news release.

The Texas Auctioneers Association offered 11 continuing education seminars, including sessions on real estate, technology, marketing and bid calling.

The event's bid-calling showdown, which took place June 17-18, had 20 competitors. Angie Meier of Champion Auctioneers Inc., Ennis, Texas, won the Texas Auction Championship title, which came with \$1,000 and a trophy.

Another highlight of the convention was the election of new TAA officers and Directors.

The association's leaders are as follows:

- President Jim Sample of Sample & Son Auction Service, San Marcos, Texas
- President-elect Brent Graves
- First Vice President Craig Meier of Champion Auctioneers Inc.

- Second Vice President Si Harbottle, CAI
- Secretary/Treasurer Miles Autry, CAI, of Miles Autry Auctioneers Inc., Garland, Texas
- Past President Scott Swenson, CAI, GPPA, of United Country — Jones Swenson Auction Marketing, Austin, Texas
- Director Valerie Grimm
- Director Lance Swigert
- Director Luther Davis, CAI, BAS, of Davis Auctioneers LP, Burleson, Texas

The Directors join a group of seven existing Directors on the Board. All Directors serve three-year terms, according to the release.

During the annual awards banquet June 18, Rene Bates of Rene' Bates Auctioneers Inc., McKinney, Texas, entered the association's Hall of Fame. Bates has been a member of the TAA since 1966.

Auctioneers and their families, advertisers and vendors helped raise more than \$25,000 at the convention's annual Fun Auction. The event also brought \$9,600 for the Texas Scottish Rite Hospital for Children. ❖



Darren Bok of Darren L. Bok Auctioneering United Country, Hicksville, Ohio, won the senior division of the Ohio Bid Calling contest Aug.

1 at the Ohio State Fair in Columbus, Ohio, according to a news release. Seth Andrews of Wooster, Ohio, came in second. There were 41 contestants from three states in the competition. Bok got a trophy for his win, and he will receive a paid entry into the National Auctioneers Association's 2012 International Auctioneer Championship, according to the release.

The 2011 men's division winner of the IAC, Joseph Mast, CAI, of Real Estate Showcase, Millersburg, Ohio, attended the Ohio event, which he won in 2005. Photo by Gretchen Burns

Corporate property sells two days before auction

Fisher Auction Co. Inc., Pompano Beach, Fla., sold a corporate park in Lauderhill, Fla., on July 17 that went for \$4.6 million two days before a scheduled auction, according to a news release.

"Our marketing efforts resulted in over 120 inquires from investors and brokers, over 60 signed confidentiality agreements; and we had secured over 14 broker registrations the week prior to the auction," says Lamar Fisher, CAI, AARE, the company's President and CEO, in the news release.

"Our prospective buyers came from throughout the U.S., Canada and the United Kingdom in direct response to our marketing plan." ❖



Submitted photo

Condos bring more than \$4 million

The Carolina Auction Team Inc., Spartanburg, S.C., sold 11 luxury condominiums in Columbia, S.C., on June 30 for more than \$4 million, according to a news release.

The sale included a 21-day marketing campaign and attracted nearly 300 registrants. The promotional effort provided bidders with a 1 percent "Opening Bid Incentive," something that encouraged seven potential buyers to place bids before the auction.

The Carolina Auction Team's Chief Auctioneer, Bill Yonce, CAI, called the auction. The company's Brent Murdoch, CAI, was Sale Executive. ❖



Submitted photo

Caribbean resort goes for \$15 million

David Kaufman, CCIM, of DK Realty Partners LLC, Schaumburg, Ill., sold a 275-acre resort in Anguilla, British West Indies, on June 7, according to a news release.

The property, a golf course on Rendezvous Bay, brought \$15 million at auction. ❖



In its second annual Gone Farmin' tractor auction, Marengo, Ill.-based Mecum Auctions sold a 1958 John Deere 720 High Crop, S55, for \$117,500, according to a news release. The Aug. 5-6 event, which featured 230 tractors, brought total sales of \$875,945.

Submitted photo

continued ▶



Auto signs popular among collectors



A Texaco Home Lubricant counter-top display rack made of painted metal sold for \$7,425 at an auction June 25 from Matthews Auctions LLC, Nokomis, Ill., according to a news release.



The auction was on the second day of the annual Check the Oil Show in Dublin, Ohio. About 420 petroliana and automobilia items crossed the block. More than 200 people were in attendance.

Other top sellers included the following (with a 10 percent buyer's premium):

- A Ford Genuine Parts single-sided tin counter-top neon sign that went for \$6,050
- A tin flange sign reading "Stop Here for Silver Edge Raybestos Brake Service" that brought \$4,675
- A Stanley Garage Door Holders single-sided tin wood-back

sign that sold for \$3,520

- A single-sided tin embossed sign for Kelly-Springfield Automobile Tires/Consolidated Rubber Tire, which fetched \$3,190
- A single-sided cardboard sign for Splitdorf ("Pep!") Spark Plugs, which changed hands for \$2,200
- A Union Gasoline 15-inch single lens in a metal body that sold for \$2,035

Also according to the news release, Dan Matthews, CAI, GPPA, of Matthews Auctions, recently completed writing a book, "The Fine Art of Collecting Petroliana." The book is available for order at www.matthewsauctions.com. ❖

Bonhams & Butterfields beats estimates for scenic art

Bonhams & Butterfields, San Francisco, Calif., brought in more than \$2.28 million in an Aug. 9 auction of California and Western Paintings and Sculpture, according to a news release.

The sale featured artists such as E. Charlton Fortune, Hanson Puthuff, Granville Redmond, Arthur Grover Rider, William Frederick Ritschel and William Wendt.

Leading the 173-lot sale was Marsh under golden skies by Granville Redmond. Estimated at \$200,000 to \$300,000, it sold for \$338,000.

Bonhams & Butterfields sold four additional works by Redmond:

- California wildflowers and distant snow-capped mountains for \$115,900
- California wildflowers in an extensive landscape for \$36,600
- Misty morning, shepherd with flock for \$17,080
- River and oaks for \$13,420

Bonhams & Butterfields claims the world auction record for a painting by Redmond, sold April 2009 for \$542,000, according to the release.

Also of note was an impressionistic work by Arthur Grover Rider titled "Boats at Valencia." It sold for \$170,000. Bonhams & Butterfields claims the world auction record for a painting by Rider, sold April

2009 for \$254,000, according to the release.

Also for sale was "Drying Sails I," a 1926 impressionist work by E. Charlton Fortune. It brought \$170,000 against an estimate of \$120,000 to \$160,000. Bonhams & Butterfields claims the world auction record for Fortune's "Late Afternoon, Monterey," sold December 2007 for \$1.83 million.

Additional works of note from the summer auction included an impressionistic costal scene by William Frederick Ritschel titled "Moonbeams, California Coast" that went for \$79,300. A Plein Air scene by William Wendt got \$61,000, and a Western landscape by Hanson Puthuff got \$54,900. ❖

Auctioneer was decorated veteran of fire department

National Auctioneers Association member Chuck Hermann of Hermann Auction Service LLC, Rochester, Minn., died Aug. 4. He was 50.

Born in Rochester, Hermann married his high school sweetheart, Pam, in 1982. He was Battalion Chief for the Rochester Fire Department, which he served as a decorated member for 30 years.

He earned numerous awards, including the Mayor's Medal of Honor, according to a news release. Hermann was an instructor for the National Fire Academy, and he was an advocate for Fire Fighters for Christ.

Hermann is survived by his wife; a son, John; a daughter, Tasha McWilliams (son-in-law Jason); a daughter, Tiffany Kirkpatrick (son-in-law Kincade); daughters

Shawna Hermann and Tamires Hermann; a granddaughter, Khloe; a sister, Diane Blakely (husband Bradley); a sister, Sharon Hain (husband John); and a sister, Bonnie Gunnarson (husband Todd).

All memorials should be made to Great-Deeds.org, which will distribute donations to KFSI Christian Radio and Firefighters for Christ. ❖

{AUCTION SCHOOLS}



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 ROW 2: Nick Davis, Boyd H. Kramer, Gary Scroggie, Charles Woodul, Cathy Woodul, Rita Collins, Dorothy Bartz, Kelly Hess, Colleen Brown, Stephanie Benton, Debra Horth, Melissa Dirks, Adam Marshall, Cole Pates-Cole, Zach Bishop, Andrew Bishop, Aaron Veenendaal
 Row 3: Brandon Friedlein, Karl Kressman, Stewart Bartz, JW Anderson, Jake Vincent, Thomas R. Fisher, Chad L. Giltner, James Tomlinson, David Edgar, David Dutton, Ronald Matson, Ronnie Sands, Bryce Wright, Jonathan Boggs, Glenn Trautman II
 Row 4: Steve Wilkins, Jake Brown, David Brown Jr., Colton Coufal, RoseDee Haupt, Emily Tilson, Sidney McInosh, Marianne Hammer, Mark Markovich, Tucker Markovich, Rodger Crandall, Josh Crandall, Alan Aragon
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Mission

To promote the professionalism of auctioneers and auctions through education and technology.

Vision

The National Auctioneers Association will unify and lead the auction and competitive bidding industries so they will be increasingly utilized as the preferred method of sale for personal and real property in all segments of the economy.

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

www.auctioneers.org



AROUND THE BLOCK



Tennessee Gov. Bill Haslam has appointed NAA Auctioneer **Jeff Morris, CAI, AARE**, of Morris Auction Group, Memphis, Tenn., as Chairperson for the Tennessee State Auctioneer Commission, according to a news release.

The historic "Casino" in San Clemente, Calif., was the site for the Active Auctioneers Foundation's second annual Beach Party and Benefit Auction on June 18, according to a news release. More than 300 automobile industry professionals were in attendance and bidding on 20 live auction items. **They helped raise more than \$100,000** to provide financial support for individuals in the auction community hit by financial misfortune as a result of injury, illness or disease.

Auction and appraisal industry veteran **David Fiegel, CAI**, has launched **Blackbird Asset Services LLC**, Williamsville, N.Y.

Farm Credit of Central Florida presented NAA Auctioneer **Fred Dietrich III of Dietrich III & Associates, Orlando, Fla.**, with the group's 2011 Rancher Leadership Award on June 23 during the Florida Cattleman's Association convention, according to a news release.



FROM THE FORUM www.auctioneers.org/forum

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2 For a cataloged auction — how long do you do preview?	132	13
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What are your biggest takeaways from Conference and Show?

"I thoroughly enjoyed competing in the IAC this year. The knowledge and camaraderie shared by the most elite field of Auctioneers in the world was second to none."

Justin Ochs
Hendersonville, Tenn.

"I got more ammunition this year than any other year, and this was my 25th convention. I will forever remember talking with a first timer and new member that I had recently signed up. She was overwhelmed with excitement and had told me she was going to CAI."

Damien Massart, CAI, BAS, GPPA
Green Bay, Wis.

Compiled by Brandi McGrath

MEMBER'S CORNER

NAA staff rises to challenges

There is a saying, "How you do anything is how you do everything." In the auction business, as Auctioneers, we pay attention to detail, watch market trends, listen to clients, remember faces, names and patterns, as well as look for significant ways to enhance the experience of the auction. I'd like to compliment the NAA staff for all of their "on the front lines and behind the scenes" efforts that made the Orlando 2011 Conference and Show such as success.

The NAA staff worked together, emulating

what we do daily as Auctioneers. I appreciated how they approached this daunting task and worked together like an auction team would for the most important sale of the year. For more than a week, they acted as an "Indy Pit Crew" to ensure that registration went smoothly, every need was filled, potential problems were diverted, schedules were met and people were accountable. Even under pressure, they were good listeners, wearing smiles accompanied by a "let me see what I can do" attitude.

When NAA staff returns to Overland Park, Kan., they continue the pace as the grease to the gears of a well-oiled machine. As

members, our biggest asset is this amazing team that attends to and promotes our membership year-round. We are fortunate that they understand who we are as professionals and rise to meet the challenge of being of service to us. I'd like to say "Bravo!" to the NAA staff for thinking like Auctioneers in everything they do on our behalf.

Sincerely,

JillMarie Wiles, CAI, BAS
Canby, Ore.



Wiles



WHAT YOU'LL FIND ON THE WEB



National Anthem

National Auctioneers Association Director Bryan Knox, CAI, sang the National Anthem at the Opening Session of Conference and Show 2011. You can watch him at this link:

youtu.be/9aRvqAZozN4



Kurt Johnson

During this year's International Auctioneer Championship finals, Kurt Johnson, CAI, BAS, won the Chuck Cumberlin Sportsmanship Award. Check out the presentation at this link:

youtu.be/PJRegbQxsWw



Member benefit

NAA Auctioneers can now save up to 26 percent on FedEx Express, 12 percent on FedEx Ground and 70 percent on FedEx Freight. Check out the benefit at this link:

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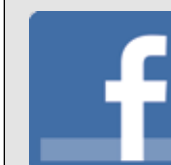
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Peter Gehres,
CAI, CES

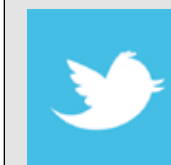
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The 2011-2012 NAA Board of Directors: (Back row) Director Rich Schur, CAI, BAS, GPPA; NAF Representative Randy Ruhter; Director Harold Musser, CAI; Presidential Appointee Tom Saturley, CAI; Director Bryan Knox, CAI; Director Robert Mayo, CAI, AARE, ATS, GPPA; Director Merle Booker, CAI, GPPA; Director Jimmie Dean Coffey, CAI, AARE, BAS, CES, GPPA. (Front row) Director John Nicholls; CEO Hannes Combest, CAE; Treasurer Kurt Kiefer; President Christie King, CAI, AARE, BAS; Education Institute Chairman Marc Geyer, CAI, AARE, BAS, CES; Vice President J.J. Dower, CAI, AARE; Past President B. Mark Rogers, CAI, AARE. Photo by Mathews Photographers

Scholarship recognizes CAI adviser Award to pay for 2013 education

A new scholarship now exists for CAI students. The award, created by the graduating class of CAI 2011, recognizes class adviser Traci Ayers-Dower, CAI, AARE, of Ayers Auction & Real Estate, Marknet Alliance Member, La Follette, Tenn.



Ayers-Dower

The Traci Ayers-Dower CAI Scholarship is for CAI I students, and it will cover CAI II tuition and lodging. So, while the award will be presented to a CAI I student in early 2012, the scholarship will pay for his or her 2013 education.

The CAI 2011 class is donating the tuition, and Auction Solutions Inc., Omaha, Neb., is donating the room and board. The winner will be notified by Jan. 1, according to Si Harbottle, CAI.

Auctioneers who are interested in the scholarship should submit the following:

- A 500-word essay explaining why they want the scholarship
- One letter of recommendation from another Auctioneer

The deadline to apply for the scholarship is Nov. 30. Ayers-Dower and the 2011 class will decide on the winner in December, Harbottle says. ❖

The essay and letter of recommendation should be sent to this address:

Si Harbottle, CAI
845 N. Rosemary Dr.
Bryan, Texas 77802



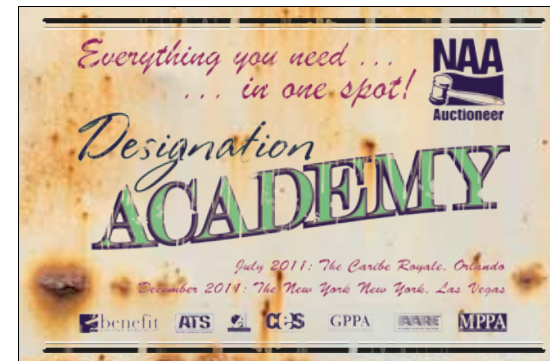
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