

Auctioneer

March 2015

The official publication of the National Auctioneers Association

THE LOGO: BRANDING'S FRONT LINE



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Thomas W. Saturley
CAI, NAA President

National Auctioneers Association President Thomas W. Saturley, CAI, joined NAA in 1991. He served two terms on the NAA Board of Directors as Presidential Appointee before being elected as Vice President in 2013. Prior to that, Saturley served one term as a Director beginning in 2002, and was awarded the NAA President's Award of Distinction in 2003. Also, he served on the Board of Governors for the Auction Marketing Institute.

Saturley is President of both the NAA and Tranzon Auction Properties. He has an extensive background in law, real estate, auction marketing and business management. He makes his home in Portland, Maine, with his family.

Help me pay it forward

I support the National Auctioneers Foundation because I aim to be an Auctioneer Helping Auctioneers!

As a second-generation auction professional, I learned a lot from my father. And since becoming a full time auction professional in 1990, I have been fortunate to have dozens of mentors, friends and colleagues who have taught me how to succeed in this ever-changing profession.

They taught me through hundreds of informal conversations, and they taught me in more formal environments such as CAI, various summits in which I have participated, and through more than 25 conference and shows. Without these people, my auction journey may not have been possible. It certainly would have been much more difficult.

So, in their honor, I give to the National Auctioneer Foundation. And, this March, I will pledge 5 percent of the commissions from one of my auctions to be given to the Foundation. I do so because the Foundation helps me give back.

Our Association is blessed with the work of the Foundation and its leadership. The Foundation's mission – to provide scholarships to current and future members so they are able to obtain the same kind of formal training I received – is crucial to the continued success of our beloved industry and Association.

And, it will begin this year with scholarships made available for members who have never attended an NAA Conference and Show. What a great way for me to honor those who have helped me.

I now ask you to reflect on who has helped you in this business. Think about them, reach out

to them, and thank them in person if possible. Honor their willingness to help you by paying it forward and helping someone else experience the same.

The details of this campaign can be found on page 22. The final amount raised will be announced on April 17 at the World Auto Auctioneer Championship in Las Vegas (incidentally, the day BEFORE National Auctioneers Day).

At that event, two cars will be sold – one donated by Tim Adams from Alliance Auto Auction in Dallas, Texas, and one by NAA member Dean Gunter, of Mile High Car Company in Colorado Springs, Colorado. The proceeds from those sales will then be given to the Foundation. These gentlemen know the value of education in this industry, and every one of us salutes them for that recognition.

So please, follow Tim and Dean's lead and the lead of those serving in leadership positions. Join me in paying it forward and let's keep this industry strong. Commit your pledge to the Foundation today.

Finally, read "The Logo: Branding's front line" on page 10. The NAA logo can help you market your business. If you don't have the NAA logo on your marketing materials, add it. As you read on the cover, you represent the logo, and it represents you. Strength through numbers will help us all be successful.

From my house to your house ... let's all make March the perfect lead-in to April and National Auctioneers Day! Thank you for your membership. Thank you for your contributions. And, thank you for your service to our industry.



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On the cover: NAA members should use the NAA logo as much as possible. Those efforts create brand awareness with consumers.

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Ready ... Set ... SEO!

The NAA did a web home makeover, with SEO and mobile-friendly capabilities ready to serve both the NAA member and general public.

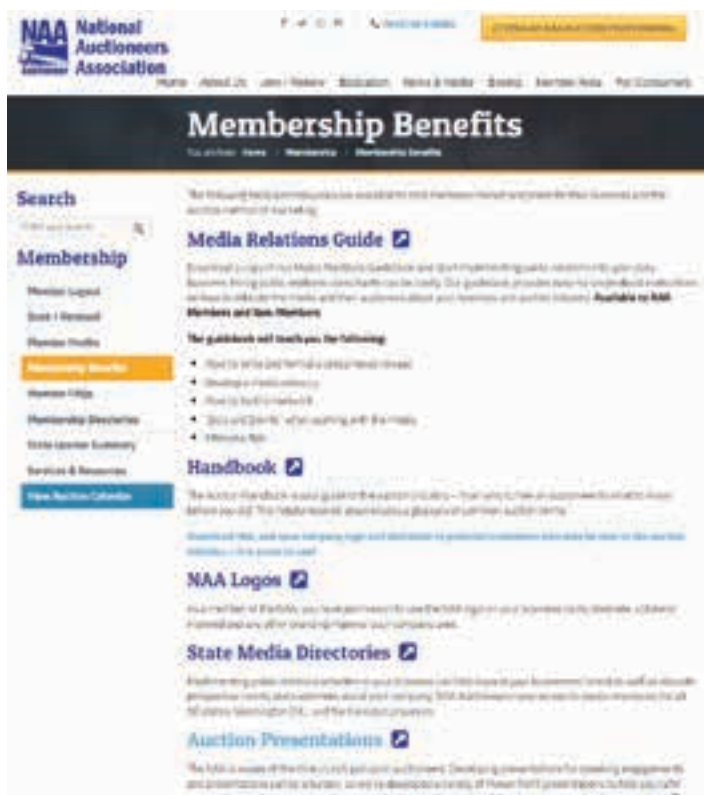


Sleek, sharp, and ready to push the NAA into the public Internet sphere more than ever before, the brand new auctioneers.org has launched!

While still loaded with an ever-growing set of members-only resources, the new site, soft launched in January, is now built with search engine optimization in its framework –

something the prior site didn't have. Because of the upgrade, the new site will consistently rank higher in search engines such as Google and Bing. This increased exposure will help NAA continue to serve members in accomplishing the Association's vision statement:

"National Auctioneers Association members will be the



The site is designed to be mobile friendly as well, meaning NAA news, information and tools are readily available at home, the office or, perhaps most importantly in some cases, in the field.

preferred auction professionals used in the marketplace.”

The increased exposure also means that NAA members will want to update their bio information with all current designations, experience and other relevant information. The designation information is especially important because the “Find an Auctioneer” function now includes search capability by designation.

The site is designed to be mobile friendly as well, meaning NAA news, information and tools are readily available at home, the office or, perhaps most importantly in some cases, in the field.

Auctioneers.org also continues to provide an auction calendar where members are able to post their upcoming sales, and all users can search for upcoming events by keywords, auction dates, geographically, company or category.

Redesigning and re-launching auctioneers.org was identified as a key priority by the NAA Board of Directors through the *Pathways to 2020* multi-year business plan. The priority’s specifics can be found in the 2014 Annual Report Summary on the home page.

NAA members can check out the new auctioneers.org in its entirety by visiting the URL and logging in. If any log-in issue or other challenge exists, please contact techsupport@auctioneers.org, or call 913-541-8084. ❖

Strauss elected VAA President

FREDERICKSBURG, Va. – At its recent 57th Virginia Auctioneers Association (VAA) educational convention, held in Charlottesville, Va., the association selected Kelly D. Strauss to serve as President.

In comments made to the VAA, Strauss thanked the VAA Officer team and members for their support and encouraged all Auctioneers in the state to participate in the VAA and the National Auctioneers Association.

A graduate of the Worldwide College of Auctioneering in Mason City, Iowa, Strauss has most recently represented the Virginia auction industry serving as the VAA President-Elect.

The VAA represents Auctioneers in the Commonwealth of Virginia and celebrated over five decades of service at this year's conference.

Montana sets convention attendance record

LEWISTON, Mont. – A record-breaking attendance and highest bid-calling championship participation in years were just a few highlights from the Montana Auctioneers Association (MAA) Convention held Jan. 30-31, at the Yogo Inn in Lewiston.

A Director from the National Auctioneers Association Board of Directors, Devin Ford, CAI, CES, was the featured speaker.

This year's state Bid Calling Championship Contest had the highest participation in years with 20 contestants in the Pro Division and eight contestants in the Rookie Division, all of whom competed in front of about 200 onlookers at the Lewistown fairgrounds.

NAA member Merton Musser, CAI, AARE, ATS, BAS, MPPA, took first place in the Professional Division of the Bid Calling Championships. Jacob Yoder was First Runner Up, with J.K. Kinsey finishing Second Runner up. Jerry Collins earned 2015 Rookie Bid Call Champion.

The state also held its annual election. Those results form the following current board: president – Brian Young; vice president – Kevin Hill; treasurer – Merton Musser; past president – Kyle Shobe; director – J.K. Kinsey; director – Nick Bennett; director – Jacob Yoder; director – Robert Toavs; director – Robert McDowell III, BAS; director – Ted Odle.

Biliske, Van Beek enter N. Dakota Hall of Fame

FARGO, N.D. – NAA member Dennis Biliske and the late Lester Van Beek were inducted into the North Dakota Auctioneers Association Hall of Fame as part of the NDAA annual state convention.

More than 60 people attended the convention event, which also saw a new bid-calling champion crowned and a new state board take shape. Attendees also took in a presentation from NAA Director Tim Mast, CAI, AARE.

Emerging from a field of 12 contestants, Cody Aasness won the 2015 bid-calling title. Aasness finished ahead of Glynn Trautman II and Brent Ulmer.

The results of the annual election form the following current board: president – John Kuchera; vice president – Troy Orr; secretary/treasurer – Ken Thomsen; director – Kelly Klein; director – Dennis Biliske; past president – Cliff Sanders.

Jackson enshrined in Iowa

ANKENY, Iowa – NAA member Carl Jackson, AARE, was enshrined into the Iowa Auctioneers Association Hall of Fame in an induction ceremony held during the Iowa Auctioneers Association state convention, Feb. 6-8.

More than 160 people were in attendance at the event, which saw a group of 29 competitors vie for the right to make the Top 20 and move on to the state bid-calling finals to be held at the Iowa State Fair in August.

The state also held its annual election, with the results forming the following current board: chairman – Chad Shepard; president –

Jodi Sweeney-Egeland, CAI, BAS; president-elect – Martha Boyle; vice president – Chris Richard.

Elections held in Mississippi

JACKSON, Miss. – The Mississippi Auctioneers Association gathered for its annual state convention on Jan. 30, 2015, marking the event with key talks, the state's bid-calling championship, and officer elections.

Kevin Glidewell took the 2015 bid-calling title, topping a competitive group. Attendees also used the remaining time wisely

as they took part in general round table discussions that shed light on pressing topics for those present and beyond.

The state election results form the following current board: president – William Head, ATS, BAS, GPPA; vice president – Kevin Glidewell; secretary – Courtney Weaver.

Beymer takes Idaho crown in Boise

BOISE, Idaho – The Idaho Association of Professional Auctioneers honored a new Hall of Fame member and awarded a scholarship during its state convention held Jan. 9-10 in Boise.

A group of 20 attendees saw Aiden Wheeler inducted into the Hall, and Kaelyn Tucker was named the 2015 recipient of the Dusty Benjamin Scholarship award.

In addition to those honors, NAA member Tanner Beymer

was crowned Idaho bid-calling champion, topping a field of 11 contestants. Paul Adams, CAI, finished as reserve champion, with Patrick Serfried taking top rookie honors, and Rod Elson, CAI, GPPA, being named top Northwest Ringperson.

The state also held its annual election, with those results forming the following current board: president – Rod Elson; vice president – Roger Stockwell; director – Tanner Hernandez; director – Tate Heinzerling; director – Max Christensen, GPPA.

Three join Wyoming Hall of Fame

CASPER, Wyo. – Three new members joined the Wyoming Auctioneers Association Hall of Fame during the state's annual convention held Jan. 8-10 in Casper.

Rosie Weston, GPPA, Eva Brannian and Harold Musser, CAI, all were inducted into the state Hall, putting the latest feather into their stellar auction career caps.

Elsewhere, Justin Biesheuvel was crowned as Wyoming bid-calling champion, with Rick Darcy and Kellen Lahaye finishing second and third, respectively.

NAA Education Institute Trustee Jason Winter, CAI, AARE, CES represented the national association, delivering a presentation to the group numbering nearly 40.

Also, the state held its annual election, with those results forming the following current board: president – William Weaver; president – elect – Justin Biesheuvel; secretary – Cristen Gay; treasurer – Shelley Musser; director – Rick Darcy; director – Tom Hupp; director – Mark Musser; director – Jacob Gay; director – Brent Wears, CAI, AARE, ATS, CES; past president – Dan Gay.

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BRANDING

“We lean into brands we know and have experiences with, and it’s the logo that allows us to recognize the brand,” says Epsilon’s Janet Barker-Evans. The trick, of course, is that you have to use the logo so that the public learns to know it.



THE LOGO: Branding's front line

Consumers lean into brands they have experiences with. The logo allows them to recognize the brand.

By James Myers, contributor

The logo a company uses says way more than the words used in it.

The graphics, colors, shapes, fonts and other intricacies that make a logo unique speak to the very nature of the person or organization behind the logo. This is just as true in the auction profession as it is in any industry.

“It’s as important for a brand to have a logo as it is for a person to have a face,” said Janet Barker-Evans, senior vice president and executive creative director for Epsilon, a company specializing in making connections between people and brands. “When faced with a choice of products, we lean into brands we know and have experiences with, and it’s the brand logo that allows us to recognize the brand.”



NAA member Myers Jackson uses his signature for both his photography and auction business. Creating continuity increases brand awareness, which leads to comfort, which leads to business.



Barker-Evans said the logo itself is not what helps create an affinity for a brand or company – it’s the experiences people have with that organization and the things they’ve heard about them that are then associated with that logo.

“Human beings are visual,” she said. “When we see something we recognize, we can immediately feel an emotion that is tied to it.”

Florida-based Auctioneer Myers Jackson, CAI, AARE, ATS, CES was born into a unique name and realized early in his auctioneering career that his name was something he could capitalize on in his branding strategy. He appropriately chose to use his signature as his logo. He didn’t want a designer to choose a font or unique lettering to build his logo – he wanted to use his actual signature.

“It’s not only a business brand,” Jackson said, “it’s a personal brand ... it’s immediately identifiable. Nobody has to wonder, ‘what does this mean?’ They know who I am, and they know what I do immediately.”

Also a photographer, Jackson includes his logo on his photos, which helped to generate a lucrative business transaction when a client found his image online. In this instance, the client found Jackson through a Google image search while doing research on Auctioneers. They had no idea he existed until they found one of his images online. Had he not included his logo on that image, he might never have gotten that auction.

Jackson said before his company does any advertising, they look into logo placement – how it fits on photographs, blogs, and advertising material. Barker-Evans agrees that careful thought regarding the placement of logos is important.

“Nobody wants to be bombarded with your logo where it isn’t necessary,” she said. “But using it to reinforce your product or service in a way that is meaningful to your consumers is important.”

Another Auctioneer who realizes the importance of logos is NAA vice president Spanky Assiter, CAI, AARE. Assiter is also the lead Auctioneer for Barrett-Jackson, a company that strategically places its logo.

He said the tactful use of a logo can’t be understated, regardless of whether you’re a small company settling into an appropriately themed logo, or if you’re Nike using the iconic swoosh.

As for the National Auctioneers Association logo’s meaning and power for members when they use it?

“I believe the NAA logo stands for honesty, integrity and character,” Assiter said, adding that when branded with this logo, it “shows the public we are about integrity, education and striving to be the best we can in our profession.” ❖

BE THE BRAND! USE THE NAA LOGO!

It's pretty obvious what this month's issue of *Auctioneer* is all about — branding and the importance of logo usage.

As an NAA member, you are fully entitled to download and use the NAA logo throughout your business. Logos of all shapes and sizes are ready for download at auctioneers.org. Located in the PR Toolkit, you'll find the size you need, whether for print or online.

Download and use the NAA logo. Be the brand!



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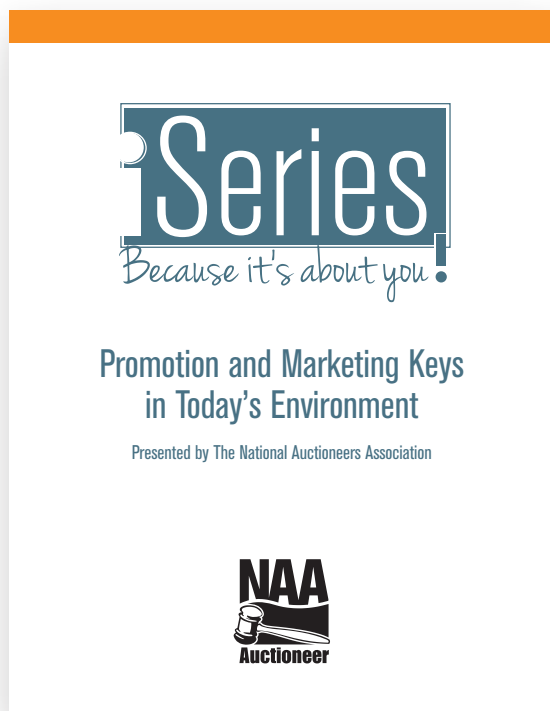
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Promotion and marketing keys in today's environment

The newest white paper from NAA's iSeries is available.

By Curtis Kitchen, editor



The way we promote and/or market our business today, inside the auction industry and beyond, has a vastly different feel and look compared to the ancient history of five years ago, and speed is the culprit. Consumers, it is widely believed, are willing to give advertising about six seconds before they move on to the next link, post, story, etc.

Six seconds.

While that's enough to keep marketers and promoters up at night, the savvy ones in our midst are thankful to know that six seconds doesn't apply across the board. If it did, there would be no place within our content marketing realm for such things as blogs, long-form thought leading, expert analysis, and the like.

Personally, the reader in me is also thankful for this. However, the consumer side of me also knows it enjoys

sharp, 300-dpi images and six-second Vine videos as much as the next consumer. Consumers want quality, and they want it now. That rule applies whether you're creating a print, radio or TV ad; engaging audiences through social media with witty banter; or even representing your brand the old-fashioned way with a 30-second sales pitch and offering a (gasp!) human-to-human handshake.

Yes, when it comes to marketing and promotions these days, every single tip and tool has to have a purpose. And, every effort must be quality. The National Auctioneers Association understands these necessities and has offered "Promotion and Marketing Keys in Today's Environment," a white paper designed to explore methods now used in the marketing sphere – with content marketing getting the largest look.

We start with hand-to-hand prospecting because, yes, it still has, and always will have, a solid place in establishing the personal experience that marketers must create and connect to their brands. Then, because the promotions climate demands auction professionals reach outside their physical space in order to stay relevant, we will explore the concept of content marketing before diving in on how one should make sure their content marketing efforts are carried forth.

And finally, we take a look at how important quality imagery is and how a marketer can make sure their crafted message isn't lost in a fuzzy mess. After all, you don't want to lose a potential client due to immediate turn-off.

Remember, consumers will give you about six seconds. You've got to make each one count.

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How do I collect?

Question: I have run into problems with some out-of-state bidders at my auctions who fail to pay for the goods purchased at the auction. Getting them to pay has been time consuming and costly. It has been explained to me that in order to collect from these people that I have to sue them in their state. What options do I have to collect from these people?

Answer: Collecting from out of state parties can sometimes be difficult. It appears that you have some bidders who think they have found a way to avoid paying for goods purchased at the auction. This should not occur often or with big ticket items. A few basics will help Auctioneers avoid or at least minimize this issue.

First, state and federal law generally require the court to have personal jurisdiction—jurisdiction over the person—before it can enter a judgment against him or her. This concept generally means that a state may exercise its authority over a person through that state's court system. If the person is not a resident in the state, then the law examines whether the person had "minimum contacts" with the state in order to be subject to that state's jurisdiction.

Minimum contacts may be made, for example, by visiting a state, soliciting business within a state, or contracting with persons within the state. If a person had sufficient contacts with the state, then he or she cannot successfully challenge the court's jurisdiction. On the other hand, if a person does not have sufficient contacts with a state, then he or she generally would not be subject to its jurisdiction. However, an individual can agree to be subject to another state's jurisdiction or waive the personal jurisdiction requirements.

Second, the registration agreement is a necessary document for Auctioneers and can address many issues. Among the issues it can resolve is personal jurisdiction. It is not unusual for contracts (a

registration agreement is a contract between the Auctioneer and the bidders) to contain a provision addressing personal jurisdiction. Auctioneers can include language in their registration agreements that all persons who sign the registration agreement agree to be subject to the personal jurisdiction of a particular state. It can state that bidders agree to be bound by the laws of the state and subject to the court's jurisdiction.

Third, a choice of venue provision should be included in the bidder registration agreement. This will allow the Auctioneer to elect a venue (usually a court in a specific county) in which all disputes concerning the bidder registration agreement shall be brought. This is an important provision because it can substantially reduce Auctioneers' costs to bring suit against any persons (in-state or out of state) who fail to make payment. Unlike personal jurisdiction, a venue provision identifies the location and court where suit is proper.

Fourth, Auctioneers can include an attorney's fee clause that will allow them to request their legal fees and expenses as part of their damages. A

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

When Aniya was 3 years old, her mother, Angela, noticed a worrying change. Far from being her usual active and playful self, Aniya was lethargic and in pain.

"All she ever wanted to do was eat a little bit and go to sleep," recalled Angela. "And she complained of headaches every day."

Angela took her daughter to the local emergency room where a CT scan revealed a tumor in Aniya's brain. The next day, they were transported to St. Jude, where we have the largest research-based pediatric brain tumor program in the country, and the world's best survival rates for some of the most aggressive childhood cancers.

At St. Jude, doctors found Aniya suffered from a rare and dangerous brain tumor known as pineoblastoma. She underwent chemotherapy, radiation therapy and surgery to remove the tumor. And like all families at St. Jude, Aniya's family never received a bill for treatment, travel, housing or food, because all a family should worry about is helping their child live.

"It really kept me at ease, knowing that I didn't have to worry about having to pay for anything," said Aniya's mom. "It meant a lot to me to be able to focus on Aniya getting better."

Now 5 years old, Aniya is cancer-free and back to being herself. "She's been going to school, and she's been mastering everything they have taught her," said mom, Angela, with pride. "It just keeps a smile on my face every day to know that she feels better."



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pineoblastoma

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Finding cures. Saving children.

bidder who has breached the registration agreement may take a suit where he or she is liable for attorney fees more seriously.

Finally, after a judgment has been obtain by the Auctioneer, unless the bidder pays the judgment, the Auctioneer will need to domesticate that judgment in the state where the bidder resides. Domesticating a judgment means transferring the judgment from the court that entered the judgment to a court in the state where the bidder resides.

On a practical note, Auctioneers should also think about their policies and how they handle goods sold at an auction.

When domesticating a judgment, the facts are not be re-litigated. Rather, the judgment will be transferred to the bidder's state and the collection process can begin. The domestication and collection of a judgment on an out of state bidder will require an attorney licensed in the bidder's state. However, an Auctioneer generally will not be required to travel to the bidder's state to participate in the collection process and the actions of the attorney retained in the bidder's state should be fairly minor.

By adding specific provisions addressing these issues to the bidder registration agreement, Auctioneers can reduce their expenses and minimize interruptions. In most situations, the witnesses and documents will be located where the auction took place. So, it is appropriate to have the litigation there.

On a practical note, Auctioneers should also think about their policies and how they handle goods sold at an auction. Can you collect payment when they take possession of the goods or before they leave the auction site? Addressing these issues now will avoid headaches and frustration later. ❖



Steve Proffitt

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.

Mirror, mirror

When I graduated from college, Daddy sat down and gave me some advice for a successful life:

“Every time something hurts you, causes you pain or loss, or sets you back, go look in the mirror. 99.9 percent of the time, you’ll be looking at the person who’s responsible for it.”

Daddy’s advice was right back then and holds true today. Almost every time something goes wrong or damages you in any way, it’s almost a given that you had the main hand in it. You did it to yourself or set yourself up for it happen. We’ve all been there many times. The key is to learn from your mistakes and not repeat them.

A mistake that a lot of Auctioneers make over and over again is to take on sellers no one should have accepted – to do auctions no one should want – to run risks no one should incur – to lose money no one should give away.

Looking back

Years back, I was assisting a young Auctioneer who lived nearby and asked me to help him with a sale. The auction was conducted on a raw fall day, and an early overcast had turned into steady rain. Worse yet, the auction was outdoors and without any shelter. Not being dressed for a duck hunt, I was as miserable as the next person.

The Auctioneer was selling the contents of some old sheds scattered across the back of a woman’s rural property. The sheds hadn’t been opened for more than 20 years. The woman had no idea what was in them, and her goal was to see them emptied so she could take have them taken down and clean up that part of her property.

This was not a treasure trove. It was more akin to a rat’s nest and even the stuff that could be sold wasn’t much. I’m talking yard-sale junk and less, with a decent piece occurring far less frequently than the new streams of rainwater finding their way down my back.

Shoestring budget

Everything about the auction was on a shoestring – a small one. Aside from the Auctioneer and me alternating calling the bids, and his wife

doing both the clerking and cashiering under an umbrella, two helpers were halfheartedly digging stuff out of the sheds and sorting the “maybe sellable” from pure trash. This hadn’t been done before the auction because there was no money to pay anyone to do it and nowhere else to store anything. There was a large and mostly-empty barn nearby, but the woman wouldn’t let the Auctioneer use it.

The seller was into everything that was being pulled from the sheds. You would have thought she was a busy bee presiding over the deaccessioning of a museum’s collection. The woman would instruct the helpers to take some of the better items to the barn (the one we couldn’t use), so they wouldn’t be sold. Meanwhile, she carefully watched what each of the next-to-nothing pieces brought from the few bidders present.

She was one of those delightful sellers who regularly complained to the Auctioneer about low selling prices. The prices didn’t surprise me a bit because junk is never going to bring more than what people will pay for junk – which, by the way, is never very much. I did learn that folks pay even less for junk when it’s wet junk.

As I painfully watched this young fellow clean this woman’s sheds out and pay her for the privilege of doing it, he leaned over and said, “This is so much fun, I’d do it for free.”

The frightening part was he meant it.

I replied, “Well, maybe you can make that deal next time, because free would be far better than this. Today, you’re paying for all of your fun.”

And he was.

The Auctioneer might not have known it, but it would have been clear to any thinking person that he was paying out of pocket to conduct this miserable event. This fact was underscored when he told me that he had paid for all of the advertising, the help (his wife and I worked for free – at least I did!), and even the toilet. I guess that explained why there was just one. Near the end, the seller reminded the Auctioneer that he would have to return the next day to clean up the site and repair any ruts that vehicles had left in her

field, due to the rainy conditions.

Did I mention he was getting a plum commission? Yep, a full 10 percent. By my calculation, ten percent on junk works out to be ... JUNK! But that's on a dry day, and this wasn't.

This is an extreme example. But, there are many variations of this story to be found on the auction spectrum that runs the gamut of bad sellers, bad assets and bad circumstances, and always ends with bad results. The bottom line is that a lot of Auctioneers get themselves into messes like this. The question is why. Why would any Auctioneer want this debacle and the problems, frustrations, risk and certain loss that accompany sellers and events of this sort? Why would any Auctioneer abuse himself by working under such circumstances and conditions – and for nothing?

Bad path

The answer is because the Auctioneer wasn't thinking, and that's a path to certain trouble. This auction was flawed on every level: (a) difficult seller; (b) poor quality and quantity of goods; (c) bare-bones marketing; (d) inadequate facilities and staff; (e) miserable conditions; and (f) unworkable financial

arrangements. It showed the Auctioneer did not understand sound business principles like estimating costs and applying a reasonable markup when quoting a seller a commission rate, or the concepts of profit and loss, or the need to actually make money when doing business in order to stay in business, or the need to protect one's image and reputation.

No Auctioneer should have accepted this seller, and no good came from this auction. The Auctioneer lost money and did nothing to improve his image and reputation in the area where he worked. He could not have come away from this mud hole thinking more of his abilities, and neither did anyone else.

Smart Auctioneers are in business to do good business and make good money from it. If they cannot do that, they are not going to be in business long.

Every prospective seller is not a good candidate for auction. Many are not. Probably most are not. Auctioneers need to exercise close scrutiny to select good sellers, lest they end up stuck with bad ones like this fellow. If that happens, they will have done it to themselves ... just like Daddy said. ❖



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By Carl Carter, APR

Carl Carter, APR, is in his 20th year of providing public relations and communications services to auction professionals. He is president of NewMediaRules Communications and blogs regularly at newmediarules.net.

Find an ‘it’ and make it your own



About a week before Christmas, I spent the afternoon in a board meeting with my friend Mitch, a superb public relations professional who challenged the entire board with this statement: “Whatever you do this next year, make it your own.”

A few days later, Mitch died of a sudden heart attack at the age of 47. But, on his way out, he left us with a treasure I want to pass on.

Make it your own.

That’s great advice as we move into the spring, when many auction companies are shaking off the usual winter slowdown and making decisions about how they’re going to make a living in the coming year. Do we go after the same markets? Should we re-brand the company? Do we focus

locally or nationally? Do we ditch print advertising and go all-digital? Should we focus on live or online auctions?

If there are any across-the-board answers to those questions, I don’t know what they are. I know Auctioneers who do very well in almost every conceivable corner of the market.

Some focus on big real estate properties. Others on smaller deals close to home. Others find success selling machinery, cars, livestock or art. Some do live auctions exclusively. Others have gone 100-percent online. Some have stunning responsive web sites and brochures but never break out of the pack. Others muddle along with old, outdated web sites and materials but hit one home run after another.

But, if the winners have one thing in common, it is that they believe passionately in what they're doing. Sometimes they can be downright stubborn about it. However they came to their current market position and way of doing things, they made it their own.

So how can we/you do the same?

Know what "it" is. You can't make something your own if you haven't defined it. Here's an exercise I find helpful: Look at the big picture of where your business comes from and how it comes to you. How do you conduct auctions? What do you sell? Try to explain that in a short sentence. That's your business. It's who you are. *Make it your own.*

Commit fully to your marketing strategy. We talk market trends, best practices and what seems to be the best marketing strategy. Whatever yours is, you have to trust it – and yourself. You'll do better with out-of-date tactics than you will with a half-hearted, tentative, "current" approach.

There are a lot of auction professionals making a living with photocopied flyers and signs pointing to their live auctions. Others do really well with the latest technology, following current trends. However you go about it, *make it your own.*

Believe in your personal brand. Mitch knew himself and never flinched from his image as a charismatic, dapper fellow with great hair, a penchant for bright bow ties, and a love of the limelight. It worked for him.

That style wouldn't work for someone like me – an older, paunchy, slow-talking bald guy with a southern accent. Whether you're a "Colonel" with a perfectly trimmed goatee, a benefit specialist in formal attire, or a country boy in blue jeans, your best bet is to be yourself. To be sure, it's always good to smooth off the rough edges, but you can do that without losing your own identity. Decide what you want to project personally or as a company and *make it your own.*

Chart your own course. There's nothing at all wrong with getting ideas from what others do. I do it all the time – reading, listening, going to conferences and quizzing others. I get a lot of good ideas that way.

However, be careful not to copy a colleague or competitor just

because he or she is having more success than you seem to be. For one thing, it's bad form if you're obvious about it. But, more than that, I find that my best ideas come when I unplug and let my mind wander.

I've been known to leave the office and spend a couple of hours hiking through some woods along a creek near my home – well out of cell phone range – thinking about nothing in particular. That's my way. You'll know what works for you. And if you borrow an idea here and there, that's okay too. *Just make it your own.* ❖



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or auctionsbyjoe@cox.net
Alvin Kaddatz @ 254-582-3000
or akaddatz@yahoo.com

May God Bless You & Keep You



Car donations to help drive Foundation fundraiser



Gunter



Adams

For the entire month of March, the National Auctioneers Foundation is engaging auction professionals in a fundraising campaign to support the Foundation's mission to provide education to future generations of Auctioneers in order to build and grow professional auction businesses.

The call is for auction professionals to participate in the cause by choosing one auction their company is conducting in March and donating 5 percent of their gross commission from that sale to the Foundation for the support of education of Auctioneers in the industry. Auction professionals can also support the fundraising effort through a simple donation.

The innovative fundraiser is a new way for the Foundation to spotlight Auctioneers and demonstrate the value proposition offered by professional Auctioneers.

That spotlight will be on a big stage in April, as the total amount raised will be presented in Las Vegas, Friday, April 17, during the 2015 World Automobile Auctioneers Championship – a partnership developed via NAA Past President Paul C. Behr, CAI, BAS.

Part of that total amount will be achieved on site, as two individuals – Dean Gunter, Owner of Mile High Car Co., in Colorado Springs, Colorado; and Tim Adams, CEO of Alliance Auto Auction, in Dallas, Texas – will donate two cars, valued at \$5,000 each, to be auctioned.

began to become my passion as well.

“I was moved by his excitement and this tremendous opportunity to support a great organization.”

Events and campaigns such as these are critical, according to Gunter.

“While we are focusing on our individual auctions, the NAA and the Foundation are supporting the auction profession on a much bigger scale. The protection and education they provide in order to ensure the long-term success of our industry is crucial.”

For Adams, his donation is about supporting those who support him.

“One of my favorite things about being in this business is the people. The Auctioneers and Ringmen are a fun group to work with!” Adams said. “Our Auctioneers give a lot to us each week, and I felt like this was a great opportunity to give something back.”

That desire to give back blends into Adams' feel for auction in general.

“[The Foundation's] impact is essential to help fund continued education and leadership development in the auction industry. Alliance is proud to kick off the fundraiser for the Foundation, and I am looking forward to being part of raising more support at the WAAC.”

Gunter agreed with how important the Foundation's and NAA's roles are within the industry.

“The work the NAA and the Foundation are doing is vital to the future of our industry through protecting, guiding, and educating our members,” Gunter said. “I have certainly benefited from the NAA and the Foundation and I know many other Auctioneers have as well, whether they are aware of it or not.”

“For the good of Auctioneers everywhere, I think it's critical to support the NAA and the National Auctioneers Foundation.”

Join Dean and Tim. Help support auction's future! Email Lois Zielinski (lzielinski@auctioneers.org), or call 913-563-5427 to take part in the Foundation's campaign.

NAA members, you're invited to the 2015 World Automobile Auctioneers Championship!

— Friday, April 17, 2015 —

Manheim Nevada Auto Auction

Host Hotel: The Palms Hotel & Resort Las Vegas (Call 866-942-7770 and ask for the WAAC room rate)

**More information:
www.autochampionship.com**

“The National Auctioneers Foundation is an important organization that shares my commitment to the auction industry and is a valuable advocate for auctioneers everywhere,” Gunter said. “When Paul C. Behr spoke to me about this opportunity, I was excited to get involved.”

Behr's pitch hit a perfect note for Gunter.

“Paul is someone I trust and respect. When he called me, I could tell this was a cause he truly believed in,” Gunter said. “The more he explained the need and the means to reach the need, the more his passion for this cause

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Auction Professionals "Sold" on National Auctioneers Day

[City, State] [Day, Date, Year] – The third Saturday in April marks a special day in the lives of auction professionals — "National Auctioneers Day." This special day is recognized by auction professionals as a day to reflect back on one of history's oldest professions and celebrate the industry's future.

The last bastion of the competitive free enterprise system, the auction method of marketing and the age-old profession of auctioneering continues to grow every year. The most recent research indicated that about a quarter-trillion dollars in goods and services are sold by auction professionals every year in the United States.

Online or on the lawn, auctions continue to grow in popularity with consumers. Bidders enjoy the thrill of competition and the rush that comes with the chase for treasures. Auctions are the most fair, transparent and efficient means of selling assets at true market value. Most importantly, consumers understand this and regularly come back to auctions because they are fun and entertaining.

The National Auctioneers Association and its members encourage the public to enjoy Saturday, April 18, by attending an auction. To learn more about auctions or to find an auction or auctioneer near you, visit auctioneers.org.

-30-

About the National Auctioneers Association

The National Auctioneers Association represents thousands of auctioneers from the U.S. and across the world. The NAA exists to provide critical resources to auction professionals that will enhance their skills and successes. NAA's vision is that its members will be the preferred auction professionals used in the marketplace. The Association's headquarters are in Overland Park, Kan., and it was founded in 1949. To learn more about auctions or to find an auction or Auctioneer, please visit auctioneers.org.

NATIONAL AUCTIONEERS DAY PROCLAMATION

National Auctioneers Day
April 18, 2015

A PROCLAMATION

WHEREAS, auctioneering is one of history's oldest professions,

WHEREAS, auctions are the last bastion of the competitive free enterprise system;

WHEREAS, auctions continue to be the most fair, transparent and effective means of establishing fair market value. No more. No less;

WHEREAS, auctioneers create a competitive marketplace and connect buyers with sellers wishing to sell their assets for the highest dollar value;

WHEREAS, the National Auctioneers Association and its members strive to advance the auction method of marketing and uphold the highest standards of professionalism in serving the American public;

WHEREAS, auctioneers are proud business owners who support their communities;

WHEREAS, a National Auctioneers Day has been observed for more than 20 years by state and local governments and private organizations;

WHEREAS, the designation of National Auctioneers Day by the [City or state] will heighten the awareness of the public of the contributions made by auctions and auctioneers to the history of our Nation and its economy;

NOW, THEREFORE, I, [Official's name and title] do hereby proclaim Saturday, April 18, 2015, as "National Auctioneers Day" and call upon the community and partner organizations to celebrate with appropriate ceremonies to acknowledge these efforts.

Date:

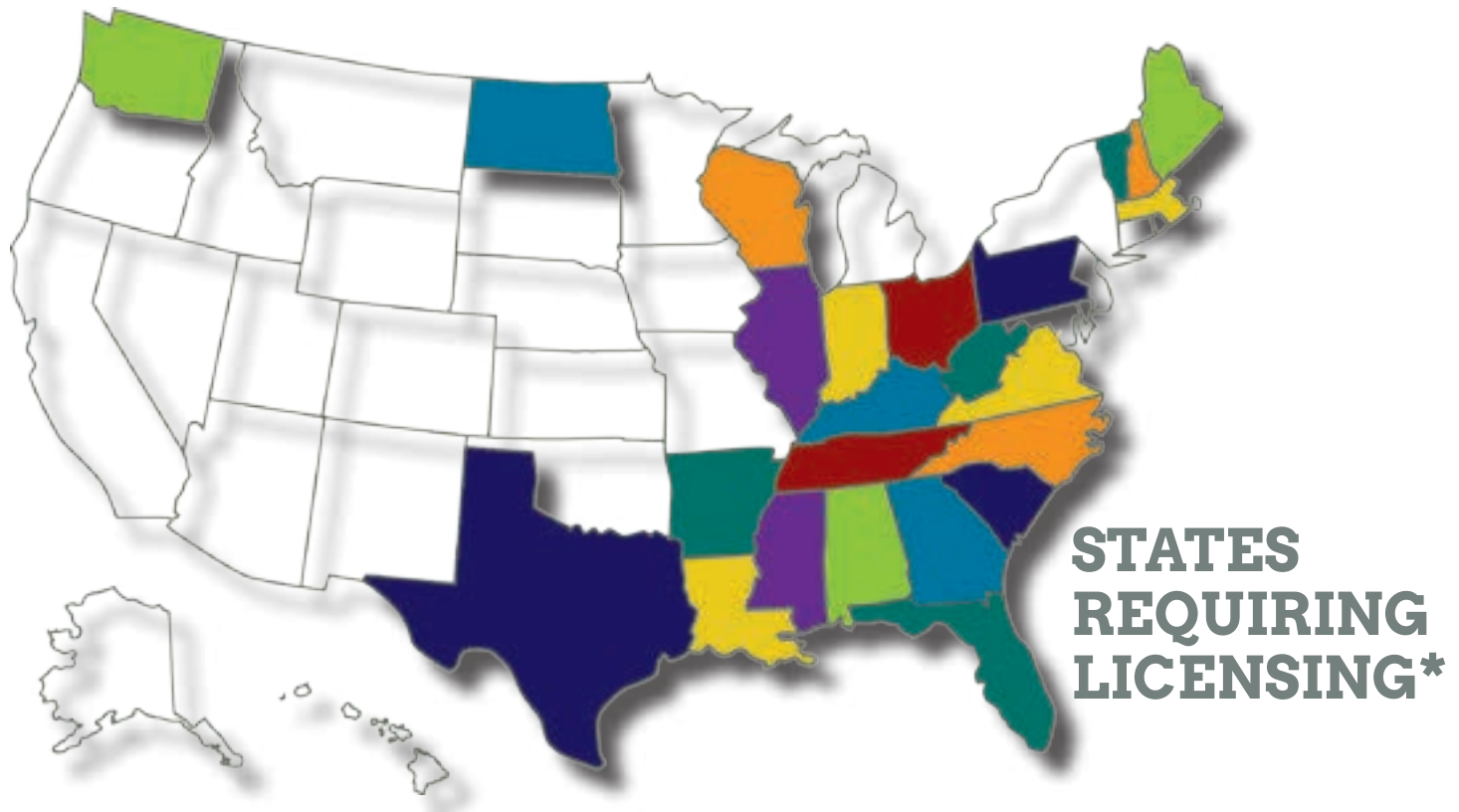
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The auction license debate

Is there a right or wrong answer to how states view the license question?

By Nancy Hull Rigdon, contributor



While states may increasingly be shying away from Auctioneer licensing laws, auction professionals, as well as buyers and sellers, face pros and cons on both sides of the licensing issue.

“I see a trend of deregulating, where a lot of states are doing away with licensing,” says Melissa Davis, President of Reppert Auction School in Indianapolis, Indiana. “There can be concern about adding that license because there is a trend toward making it easier, not more difficult, for people to work.”

Licensing laws widely vary throughout the country, and as Davis has noticed, unlicensed states tend to fall west of the Mississippi River, and more licensed states are typically found east of the Mississippi.

In Indiana, Auctioneers must hold a license by law. Overall, many active Auctioneers view the licensing law as positive for

the industry, mostly because it holds Auctioneers accountable, Davis says.

“If an Auctioneer breaks the law or does not handle consumers correctly – they break a seller’s personal property, for instance – that Auctioneer is accountable to an attorney general and board of commission,” Davis says.

In addition, licensed Indiana Auctioneers must report their revenue to the state for sales tax purposes.

“The licensing law keeps us honest,” Davis says.

She adds that part-time Auctioneers in Indiana can view the licensing law as an unnecessary burden.

Indiana’s auctioneering license is a four-year license, and licensing requirements include continuing education and a \$70

fee. License requirements vary from state to state, with some licensing states requiring an apprenticeship. The length of time a license is valid also varies.

An interesting aspect to the licensing issue, Davis says, is that Reppert students from non-licensed states often attend the school so they can obtain an Indiana auctioneering license.

“They view it like a designation. They want to build that credibility with their customers,” she says.

Colorado is an unlicensed state, and the state’s auction leaders hope it stays that way, according to O.J. Pratt, President of the Colorado Auctioneers Association. Pratt facilitated a discussion on the topic about 18 months ago during the association’s annual convention.

“Overwhelmingly, our membership did not want to pursue creating a license,” Pratt says. “The main opinion from the conversation was, ‘We don’t need another state regulatory agency to deal with.’”

Colorado cities and counties do have various ordinances that Auctioneers must abide by, and Pratt says Auctioneers are accustomed to checking with the local rules.

He said that some of the arguments in favor of state licensing don’t always hold true in practice.

“Those hit-and-run auction people would still come in if we had a license law, and no one could ever catch them,” Pratt says.

In recent years, conversations surrounding licensing online Auctioneers have grown nationwide. Pratt says he’s of the opinion that licensing laws, or the lack of licensing laws, should view online and traditional auctions the same.

“If there is a licensing law, everyone that does work, no matter how you set the price, should have a license,” he says.

“Whether it’s an estate sale on a property or an online-only auction, you’re still taking others’ possessions and selling them on their behalf. If one is licensed, the other should be licensed too.”

Which state’s rules should apply to online auctions can be a gray area.

“If I am in Colorado and am selling personal property in New Mexico, do you license where I am or where the items are? That’s a tough question,” Pratt says.

Joseph Hessney, President of the New York Auctioneers Association, agrees with Pratt.

“In a licensed state, an online Auctioneer should have to follow the rules just like any other Auctioneer,” he says.

New York has a hybrid licensing system. While there isn’t a blanket state law, multiple cities and counties have Auctioneer requirements, and some types of auctions require a license. Hessney says several years ago, there was a legislative push for a state licensing law, although the licensing talk has since quieted.

“There was an effort to protect Auctioneers and the public from the fly-by-the-night Auctioneer,” Hessney says.

However, he says the checks and balances that already exist offer protection. For instance, he points to the NYAA’s grievances process as well as the National Auctioneers Association’s code of ethics.

“We feel that between the NYAA and the NAA, there are already two really strong organizations looking over the Auctioneers,” he says.

For several years, the NAA published its License Law Summary every two years. Moving forward, it will be published annually, with the next edition due out in October 2015. ♦



Davis

UPDATE:
STATE AUCTIONEER LICENSE LAWS

Editor's Note: The following update provides an overview of state laws that regulate auction and Auctioneers. National Auctioneers Association staff members and the National Auctioneers Association Official Auctioneers (NAAOAs) worked to complete this information. The NAA made every attempt to ensure this list was complete and timely as of August 2013. NAA members should be sure their state change their laws periodically. Therefore, readers should consult their state, county and municipal officials for the most current and complete regulations and for the way and all types of licenses. Additionally, some state require auctioneers to be a citizen of that state. These requirements can be obtained from the state's real estate licensing body.

STATE	REGULATION	REGULATING AGENCY	WEBSITE	
ALABAMA	License Required: Yes Minimum Age: 18 Apprenticeship Required: No Background Check: No Exam: Yes Renewal: Annually Continuing Education: 10 hours License Fee: \$100	State Board of Auctioneers Alabama State Board of Auctioneers Montgomery, AL 36106 334-266-7128 www.auctioneers.state.al.us	September 30 Continuing Education Required: Yes Minimum Age: 18 Apprenticeship Required: No Background Check: No Exam: Yes Renewal: Annually Continuing Education: 10 hours License Fee: \$100	State Board of Auctioneers www.auctioneers.org
ALASKA	License Required: Mandatory for public auctions, check for requirements Minimum Age: 18 Apprenticeship: No Background Check: No Exam: Yes Renewal: Annually Continuing Education: No	State Agency Contact Alaska Division of Corporations, Business and Professional Licensing 333 W. 5th Avenue, Ste 8100 Juneau, AK 99801-1770 907-586-2330 www.dca.state.ak.us	www.auctioneers.org	www.auctioneers.org
ARIZONA	License Required: Identification may require permit, check for requirements Minimum Age: 18 Apprenticeship: No Background Check: No Exam: Yes Renewal: Annually Continuing Education: No	State Board of Auctioneers www.auctioneers.org State Agency Contact Arizona Department of Revenue 1111 N. Central Phoenix, AZ 85007-2610 602-223-2800 www.azdor.gov	www.auctioneers.org	www.auctioneers.org
ARKANSAS	License Required: Yes Minimum Age: 18 Apprenticeship: No Background Check: No Exam: Yes Renewal: Annually Continuing Education: No	State Board of Auctioneers www.auctioneers.org State Agency Contact Arkansas Department of Revenue 101 East Capitol, Suite 1128 Little Rock, AR 72201 501-481-1234 www.aar.com	www.auctioneers.org	www.auctioneers.org

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*Information courtesy of the NAA 2013 State License Laws. Members can download the entire summary and check their own state’s information at auctioneers.org/state-license-laws.

Reported sales* in 2014 by NAA members with an Accredited Auctioneer of Real Estate (AARE) designation:

\$1.35

**Results per a survey conducted by the NAA that had an 18.79-percent response rate. Those who responded reported a total of 2,417 sales conducted in 2014. Earn your designation. Start by calling 913-541-8084.*

BILLION

That's right. With a B.





Tim Keller (far left) and his Keller Auctioneers staff have worked to increase positive interaction with buyers through the S.E.C.R.E.T. system - smile, empathize, care, react, eyes (eye contact), and thanks.

You are being watched

Everything you say and do speaks for, or against, your brand and the auction industry.

By James Myers, contributor



Keller

As an auction professional, everything you do – from your signage and social media posts, to your stage presence, to how your business handles buyers at checkout – says something about you, your brand and the auction profession.

Taking stock in how you conduct your business can help you answer the question: Are you promoting the auction industry or promoting against it?

For most Auctioneers, the road to success is a growth process – making mistakes and learning from them; seeing what others have done right, what they've done wrong and processing the information for the good of your business and the industry.

Two Auctioneers have offered their viewpoints on a couple of best practices. One focuses on the human touch and empathizing with buyers; the other on working extremely close with clients to

bring a heightened level of success to the auction process.

Tim Keller, ATS, CES, was raised in an auction family, but that doesn't necessarily mean the ability to immediately distinguish best practices is in his DNA. He's been a licensed Auctioneer for nearly 30 years and, over that time, has picked up a number of techniques for improving the way he works. He relays those lessons to students in his classes about building experience.

One way to approach how you can do a better job is determine who, or more appropriately, what your competition is, Keller said. He doesn't believe an Auctioneer's competition is other Auctioneers. Instead, the competition is battling against previous experiences people have at auctions they attended. Consumers see a poorly operated auction – Auctioneers collecting money in a shoebox, for example – and they're going to have a less than stellar view of the industry.

Buyers expect to see more technology in use, just like in any other industry, Keller said. Some Auctioneers are slow to change, but Keller believes they must understand that the professionalism of the Auctioneer is being measured against

commercial experiences customers have in other industries.

Not an “us vs. them”

Aside from improving technology, Keller said progress also involves attitude and positive, meaningful customer interaction.

“Some Auctioneers have a negative view of the buyer, like it’s us against them,” he said. “We’ve worked to reposition ourselves. When our buyers come to preview or pickup items, we try to make it fun.”

Interaction with the customer is the key component, Keller said, adding that everyone has their own set of issues they’re dealing with that deserves some empathy.

“We have buyers who come early and stay late just to interact and talk,” he said. “When they stay and share personal struggles with you, that means you’ve created a place for them to connect – it’s not just a transaction.”

To stay on this focus, Keller and team at Keller Auctioneers, in Lancaster, Pennsylvania, adhere to an acronym: S.E.C.R.E.T. – smile, empathize, care, react, eyes (make eye contact), thanks. Beyond Keller feeling a personal responsibility to make a human connection with buyers, the fact of the matter is that buyers sometimes become sellers, and when they have a positive interaction, they’ll know which auction company to ask for when it comes time to sell.

Understand the cause

In the benefit auction arena, the fun atmosphere is a must. However, Mark Schroeder, CAI, BAS, CES, has learned that in order to be successful with Auction Brio, LLC, in San Antonio, Texas, and represent his industry positively, he’s got to be deeply involved with his clients’ mission. Working with clients a year in advance is not unusual for his team as they attend as many organizational meetings with clients as they possibly can.

“If you work with the organization,” he said, “you can hit a grand slam.”

With benefit auctions focused on a specific mission, Schroeder said it’s important to fully understand the cause because you’re better able to make the audience comprehend that there truly is need. He worked an event last November for actress Eva Longoria that exemplifies how this attention to detail pays off.

Longoria, who puts on an annual event to raise money for the mentally handicapped, wanted to see more success in the fund-a-need segments of the auction. Schroeder worked with Longoria and her staff on some ideas, one of which made the actress more visible throughout the event. That idea ended up making Longoria’s organization more money in 20 minutes than all other previous fund-a-need attempts put together.

“When you give somebody a reason to give, they get it,” Schroeder said of embracing Longoria’s passion for her event.

Achieving those kinds of results can only happen when buyers, sellers and donors believe in the product they see in front of them, which goes back to root question: Are you doing everything you can to promote yourself and the industry in a positive light, or is what you’re doing telling people to go another direction? ❖

Promotion and brand consistency matter

Your auction promotion can be your best company promotion.

By Ryan George

In my seminars and consulting sessions, I've regularly betrayed my graphic design industry by declaring that it's more important to have consistent branding than creative advertising.

And, I've shot my personal livelihood in the foot by candidly admitting that in auction marketing, you're better off paying for high-end photography than for premium page layout. So, you might think it's ironic or incongruent that I also teach the various reasons that quality design matters in asset marketing.

Consistency and quality aren't mutually exclusive, though.

Granted, consistent quality does cost more, but its return on investment has a much higher potential than inconsistent creativity or consistent mediocrity do.

Don't take that from me. Take it from one of the most successful auction marketers in the county, a vice president of an auction company that regularly posts sales above \$100 million per year. We were talking about his company's direct mail strategy, and he hit me with one of the most important pair of sentences I've heard during my 15-year career.

"Ryan, we don't make the fancy brochure to sell this auction," he said. "We do it for the next one."

He unpacked that a bit for me, and it has stuck with me ever since. The big idea was that an asset – with exposure to the right audience – will sell itself. But, potential sellers are looking at this campaign, and the campaigns of your competitors, to determine how they want their asset and auction to be marketed.

In other words, your auction promotion can be your best company promotion.



Business
Marketing
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This concept was substantiated by a conversation with an Auctioneer from a much smaller auction company. He said that prospective sellers actually brought his old direct mails pieces to him and asked if their farm auction could be advertised like those shown in his past brochures.

See, if you have an amazing company video, but your ads are unreadable, sellers know your priorities are skewed. If you have die-cut metal business cards, but your property information packets look disheveled, that sends a message, too. And, if you have a shiny, expensive pocket folder, but your brochures look like they were designed at a local copy center, sellers know that you take promoting yourself more seriously than promoting their assets.

Polling sellers will tell you how they found you and why they chose you. Spend your company promotion dollars wherever those answers lead. I wouldn't be surprised that, in many cases, if not most, sellers will point to your auction marketing or auction event as their introduction to your brand and their eventual trust in that brand.

If that's the case, spend a significant portion of your annual company promotion budget infusing value-added elements to your auction campaigns. Even if that's not the case, I'd still spend the money on quality auction promotion because you don't know what sellers you don't have because of unfavorable impressions.

Before your next sales presentation, ask yourself if your auction advertising samples are on the same level as your company collateral. If not, know that other Auctioneers – maybe even your competitors – can say, "yes, mine are."

And, they're probably pretty grateful that you have a disparity that shows sellers where your priorities are.

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Spouse's Name: _____
Does spouse participate in the auction profession? Yes No
If yes, explain how: _____

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Name: _____ Age: _____
Name: _____ Age: _____
Name: _____ Age: _____

Does spouse participate in the NAA Auxiliary? Yes No
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How long has the nominee been associated with the auction business?: _____ years.
What percentage of the nominee's time is actively spent in the auction business?: _____ %.
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Has the nominee specialized in any particular field(s) of auctioneering? Yes No
If yes, what field(s)?: _____

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Previous recipients of the NAA Hall of Fame Award have established general qualifications which they think each nominee should possess or have shown. Please reflect your personal assessment of the nominee with respect to: Honesty; High Ethical Standards; Willingness to Share with Others; Standing in His or Her community; State and National Association; and Contributions to the NAA and the Auction Profession:

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The North Carolina State Legislative building will serve as the site for NAA member Tom McInnis to deliver his message that “the free market needs to have the opportunity to operate with as much freedom and as little intervention as possible [because] Auctioneers, and the people we represent, are hurt by restrictive rules.”



Free market mantra

Tom McInnis is taking his message to the North Carolina State Senate

By Nancy Hull Rigdon, contributor

Tom McInnis believes in a free market.

As an Auctioneer for 43 years, McInnis says a free market and strong economy are crucial for a successful career in the auction industry.

With that in mind, McInnis ran for and was elected to a seat

in the North Carolina State Senate, where he hopes to build economic prosperity, improve job opportunities and boost education.

“Auctions and Auctioneers cannot be successful in an impoverished economy. We need prosperity to prosper,” says McInnis, of Rockingham, North Carolina. “When everyone has a job and is making money, people want to buy that

bigger home, a lake house, a farm. That's not possible when people are living paycheck to paycheck."

McInnis, CAI, AARE, has long been active in local politics and civic service, serving on the local school board, economic development council and planning and zoning committee.

"I have always believed for those who have been blessed with greatness, great things are expected," he says. "We owe it to our ancestors who fought for our country to keep the American dream alive."

For McInnis, his dream began when he was just 13 years old. He attended a livestock auction at a local 4H club and fell in love with the fast pace and excitement. When he turned 16, he ordered a correspondence course and began practicing his chant in his family's spare bedroom. And the morning after he graduated from high school, McInnis drove from North Carolina to Mason City, Iowa, to attend the Worldwide College of Auctioneering.

Now 60, McInnis is chief operating officer for Iron Horse Auction Company, Inc., in Rockingham, which specializes in real estate and personal property auctions in North Carolina, South Carolina and southern Virginia. The company employs 15 full-time workers and about 30 contractors.

"Getting people to entrust you with their lifelong worldly accumulation takes time and hard work," he says. "We are now at the point where we have a lot of repeat business from clients and second and third generations of families."

These days, McInnis says, a couple of challenges face the auction industry. First, keeping up with technology is a never-ending battle.

"What works last week is out of date by tomorrow morning," he says. "Technology is being transferred at such a fast rate that we have to constantly adapt."

And second, he says, unnecessary regulation and cumbersome rules hinder Auctioneers.

"The free market needs to have the opportunity to operate with as much freedom and as little intervention as possible," he says. "Auctioneers, and the people we represent, are hurt by restrictive rules."

Now prepared to turn his attention to the State Senate, McInnis says his auction experience will undoubtedly help him with some aspects of politics.

"Auctioneers are skilled at public speaking, and we lack fear speaking in front of a crowd," he says. "We have to think on our feet, make fast decisions when we're under the gun and use our common sense, all of which will help in the political arena." ❖



Getting people to entrust you with their lifelong worldly accumulation takes time and hard work.



From clouds to cash: In the past year, Crawford has raised more than \$12 million for more than 40 charity organizations.

Sunny, with a high chance of success

Once a full-time TV weatherman, Tom Crawford now forecasts success for benefit auction clients.

By Pam Windsor

If you're looking for Tom Crawford before a big auction, be prepared to move quickly.

He's already mapping out the layout of the room, figuring out which guests are sitting at what tables, and getting a handle on how he'll be able to work the crowd. He takes a competitive approach to every event, determined to surpass the organizer's highest expectations.

"What I like to see at the end of the evening," Crawford,

BAS, says, "is for the committee chair to walk up to me and go, 'How in the world did you do that?'"

Crawford, a TV meteorologist in Charleston, South Carolina, for the past 24 years, became a licensed Auctioneer about six years ago. Since then, he's worked to blend the training and experience he's gained from both to become a successful Benefit Auctioneer Specialist. In the past year, Crawford has helped raise more than \$12 million for more than 40 charity organizations in South Carolina and



Crawford got his auction start by doing a live TV weather shot with another local Auctioneer. After a repeat performance the next year, he decided it was so much fun that he decided to get his auction license.

neighboring states.

He's developed an approach that works and discovered much of what goes into securing big donations at an auction takes place long before he ever picks up the microphone.

"Getting up there and doing my auction is about 10 percent of what I do," Crawford says. "The rest of it is in consulting and listening to what the people have to say about the event and their timeline."

Abby Parks is the Development Events Coordinator for the Trident Technical College Foundation and just marked another successful fundraiser at the end of January with Crawford as the Auctioneer. She credits him with helping raise more than \$600,000 over the past six years. She meets with him throughout the year to help with planning and says Crawford definitely does his homework before the big night.

"He looks over the guest list and knows who's going to be here," Parks says. "If there's a certain donor for an auction package, he wants to know where they're sitting and maintain a relationship with them."

And, when the auction begins, Crawford is ready for action.

"He engages the crowd, he doesn't leave a single dollar on the table, and he knows the packages," Parks says. "He's very informed and helps us get the best value."

Crawford has several requirements in each contract that he

believes help him raise the most money possible for every event. For example, he insists on a wireless microphone.

"If I'm approached by an organization, and they say, 'We want you to get on stage behind the lectern and do your auctions up there,'" Crawford explains, "I say, 'I'm not your guy. And I can tell you right now you've just lost between \$5,000 and \$10,000.'"

Crawford takes that approach because he thrives on getting close to the people.

"I'm down off the stage. I'm out in the audience," Crawford says. "If I need to get down on one knee and hold a lady's hand, I will get that \$1,000," he says, smiling.

He never thought about the auction profession until he did a live TV weather shot with a local Auctioneer. The next year, they had him do it again but asked that he become a little more involved in describing some of the auction items. He had so much fun that he decided to get his license.

Since then, Crawford has seen the demand for his services grow so quickly that he's now scaled back many of his TV weather duties. He enjoys auctioneering, the organizations he's able to help, and the people associated with the auction industry.

"The Auctioneer family is the nicest group of people you'll ever meet," Crawford says. "They're just great people."

Learn more about Crawford at ultimatebenefitauctions.com. ❖

Tax time and the 1099

When should Auctioneers send or receive the form? Should they handle their own taxes?

By Nancy Hull Rigdon, contributor



Auctioneers don't have to dread April 15. In fact, with proper knowledge and preparation, the tax filing deadline can come and go free of anxiety.

Mike Brandly, CAI, AARE, serves as executive director of The Ohio Auction School and often advises Auctioneers on common tax season questions. Most often, he says, the questions revolve around independent contractors hired by Auctioneers.

“It's important to remember that if an Auctioneer hires an independent contractor – and yes, the ringman, clerk, cashier, truck driver and trash hauler are independent contractors – and the Auctioneer has paid that person \$600 or more for the year, that Auctioneer owes that person a 1099,” Brandly says of the Internal Revenue Service form used to report self-employment income.

...the IRS refers to a 1099 as an "information return."

He points out that the IRS refers to a 1099 as an "information return."

"Sending a 1099 does not dictate that taxes are owed. It points out that there's the possibility that taxes are owed," Brandy says. "If you are on the fence on if you should send a 1099, it doesn't hurt to send it."

Similarly, if an Auctioneer has worked for someone else as, for example, a ringman or class instructor, that Auctioneer should receive a 1099 detailing the earnings.

"That's old news – at least it should be old news," Brandy says.

He says he's increasingly hearing questions about navigating consignment at tax time.

"I keep getting asked, 'If you run an auction house or consignment auction company, and you're taking consignments or have an auction where you're providing money as a payment to the consignor, do you owe them? Do you need to send them a 1099 for receiving money from you?'" Brandy says.

In most Auctioneering situations, the answer is "no."

"I don't think we need to send 1099s to clients, particularly on the personal property side. I just don't think it's customary," he says. "Now, if we're talking about selling a house or something outside of personal property, the answer can change."

Auctioneers also can wrestle with whether to tackle taxes on their own or hire a professional.

"The guiding principle, in my mind, is that if you are a sole proprietor, you could probably do your taxes on your own," Brandy says. "At the point where you're operating in a partnership, or an LLC, or a corporation, slide the job over to an accountant."

The reason is two-fold.

"One, it's about liability. If there's a mistake, a professional is there to help you," Brandy says. "I like to say that we don't do our own dental work, so we shouldn't do our own taxes."

"And, Auctioneers need to stay focused on the auction business. We should be spending our time marketing and selling, not tied up in taxes." ♦

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NAA member's research skills pay off for Boys & Girls Club



NAA member and instructor Tim Luke (far right) put his research skills to work and turned an art donation to a local Boys & Girls Club into \$586,000.

HOBE SOUND, Fla. – A donation of a painting and sculpture by Iranian artist, Parviz Tanavoli, born 1937, was dropped off by a supporter of the Boys & Girls Club of Hobe Sound, Florida, in January of 2014.

Renee Booth, Chief Development Officer for the non-profit, reached out to former HGTV “Cash in the Attic” appraiser and local resident Tim Luke, MPPA, for assistance. “The items were just dropped off and I immediately reached out to Tim for some advice on what to do with these pieces,” commented Ms. Booth.

Luke, co-owner and President of TreasureQuest Group, Inc. and a former Director of Christie’s auction house in New York, New York, inspected the pieces, took photographs and researched the market for the artist’s work. It turned out pieces were selling well and the market was at Christie’s in Dubai.

Luke reached out to his contacts at Christie’s and received

pre-sale auction estimates for the sculpture – (\$100,000-\$150,000) and for the painting (\$60,000-\$80,000).

TreasureQuest Auctions was then hired to broker the sale on behalf of the non-profit.

“Getting pieces into the proper market to realize the best price is our specialty,” commented Luke, who is also a member of the National Auctioneers Association.

The items were crated up, shipped to Christie’s in Dubai and sold at auction in October of 2014. The sculpture realized \$221,000 and the painting \$365,000, achieving a record price for the artist at auction. The prices quoted include Christie’s buyer’s premium.

The proceeds from the sale were presented to the Boys & Girls Club by TreasureQuest Auctions in Ms. Booth’s office, where the entire saga began a year ago.

NAA member sets new local property sale record

RUSSELLVILLE, Ark. – Richard Spear, CAI, owner of Spear Auctioneers, Inc., recently sold a commercial lot in Russellville at public auction for \$742,500, which is believed to be a new local record.

The price, which includes a 10-percent Buyer's Premium, was

achieved Tuesday, Dec. 2, 2014. The auction was conducted at the Historic Train Depot, located in Russellville.

The lot was located in a prime commercial area and is believed to be the highest price paid for property sold at public auction in Russellville.

Snow can't keep bids low in Maine



\$112,100

THOMASTON, Maine – The Feb. 6-8 sale at Thomaston Place Auction Galleries brought strong, steady results across the three days, despite record-breaking snow that blanketed mid-coast Maine.

Bidding, however, brought smiles to Thomaston Place staff and applause from live participants as it reached stratospheric levels for a circa 1900 Northwest Native American mask and a 19th Century redware pottery face jug.

The rare circa 1900 carved and polychrome painted Northwest mask was acquired in 1908 and descended through the consignor's family. Most likely of Tlingit origin, it was in original, as-found condition with untouched surface patina. This piece attracted aggressive bidding from telephone and internet participants, and it blew past its \$50,000 to \$70,000 presale estimate and brought \$112,100.

The unusual, mid-19th Century redware face jug with Albany slip glaze was consigned at a not-for-profit appraisal fundraiser event in Western Maine, and it came with details about its early ownership by a Morristown, New Jersey, family and was inscribed with the date of Oct. 5, 1844. This outstanding piece of American folk art ultimately fetched \$21,275 after a frenzied bidding rally.

“These results underscore the fact that if you have great stuff, people will find a way to bid on it – even in one of the toughest winters in history,” said owner and NAA Auctioneer Kaja Veilleux.

Leading the art category was a lovely oil on canvas painting by Willard Leroy Metcalf (NY/MA, 1858-1925), “Grazing Sheep on the Coast of Maine, 1877”, that sold for \$57,500. A marine painting depicting the Sloop Julia, New York Squadron Champion of the August 16, 1860 Regatta, attributed to Joseph B. Smith (NY/NJ, 1798-1876), brought \$24,150.

Other strong performers in the fine art category included: a circa 1835 full length folk art portrait of a young girl holding a floral wreath that fetched \$17,250; an oil on canvas painting depicting chicks and cherry baskets by Susan Catherine Waters (NY/NJ, 1823-1900) that reached \$9,487.50; a floral still life work by Danish artist Johan Laurentz Jensen (1800-1856) that brought \$7,475; a large Hudson River landscape painting depicting a farm overlooking the river at sunset that sold for \$6,900; and two Fernand Renard (France, 1912- ?) fruit still life paintings – one that brought \$6,900 and the other, that sold for \$5,750.

“Sunset, 1972”, a signed and numbered serigraph on paper by Andy Warhol (NY/PA, 1928-1987), wowed the crowd when it achieved \$34,500, against a presale estimate of \$6,000 to \$8,000.

From the world of antiquities, a Mayan relief carved stone panel depicting a priest bearing a serpent sold for \$20,060, and a 12th Century French Romanesque carved stone icon of St. Peter enthroned holding the key to heaven surpassed its \$8,000 to \$10,000 presale estimate and brought \$17,250.

There was spirited bidding for a Tiffany counter balance desk lamp with swirled Favrile Damascene glass shade and bronze split arm base that ended at \$11,500.

Other noteworthy lots included: a Gustav Young engraved 1851 Navy Colt revolver that sold for \$10,620; a 1920s vintage 4-foot tall crystal chandelier with bronze armature that brought \$7,475; and a Hudson Bay Native American coin silver gorget with 3 suspended crosses of Lorraine that achieved \$7,187.50.

A strong performer among the furniture offerings was an English oak, circa 1680, intricately carved and paneled wedding chest that fetched \$6,555. It should be noted, however, that most period furniture continues to be a bargain for collectors and home decorators.



\$34,500



\$11,500



\$21,275



\$6,555



\$57,500

Diverse lots spur solid results in California

PASADENA, Calif. – Presenting a catalog peppered with a number of pleasant surprises, Moran’s Feb. 17, 2015, Decorative Art Auction proved attractive for collectors across a number of specialties, including Modern decorative art enthusiasts, collectors of fine silver and those whose tastes run more towards traditional French furnishings, with sales running well over the half a million dollar mark.

The 20,000sq-ft auction floor within the Pasadena Convention Center was simply packed to capacity with offerings; the catalogued session alone comprised 252 lots, with the Discovery auction offering an additional 200 pieces.

Modern and contemporary prints earned excellent sale prices, including a color pouchoir on paper by Henri Matisse (1869-1954 French) from his “Jazz Suite”, dated 1947. “La Nageuse Dans L’Aquarium (The Swimmer In The Aquarium)” carried an initial estimate of \$10,000 to \$15,000 and found a buyer at the high estimate.

After competitive bidding via telephone with every available line reserved, Roy Lichtenstein’s (1923-1997 New York, NY) “Best Buddies”, dated 1991, found a new home for \$18,000 (within the estimate range of \$12,000 to \$18,000).

A private collector purchased both of the Mixographias by Mexican artist Rufino Tamayo (1899-1991) on offer in Tuesday’s auction, including “Pajaro Liberado (Freed Bird)”, which was assigned an estimate of \$3,000 to \$5,000 and exceeded expectations with a final price of \$7,500.

Echoing John Moran’s successful February 2013 auction, a set of three Isamu Noguchi “Rudder” stools and one table (models IN-22 and IN-20, respectively) were offered in this catalog, and exceeded expectations.



\$18,000

Hailing from a single-owner collection in Chicago, the set was purchased brand new directly from the Herman Miller Showroom in the 1950s. Evidently, the consignor’s 1950s investment paid off, as the stools each earned between \$25,000 and \$27,500 hammer and the table brought a very respectable \$17,000; the Noguchi lots earned a combined sum of over \$110,000 including buyer’s premium.

Decorative highlights included art glass, silver and bronzes. One of the most notable examples was a Loetz iridescent art glass vase of unusual undulate form that sent collectors into a bit of a frenzy. Sent to the block early in the auction, the piece sold for an

impressive \$8400 to a determined telephone bidder, well over the quite conservative \$400 to \$600 estimate.

A handsome Tiffany & Co. sterling silver table vase from a private Pasadena collection went to a private collector for \$4,500 (estimate: \$2,000 to \$3,000).

A two-piece lot of diminutive cold painted bronze female figures performed within expectation, ending up with an \$1,800 price tag (estimate: \$1,000 to \$2,000). Finally, a charming gilt bronze and white metal-mounted Dutch tortoiseshell box accompanied by a letter certifying its purchase via a 1929 auction at the Danish palace was offered with a \$1,000 to \$1500 estimate, selling online for \$1,630.



\$8,400



\$110,000



\$9,600



\$60,000

Traditional Continental and French furniture and decorative arts were well represented in Moran's Feb. 17 sale. A Regence-style gilt bronze-mounted vitrine cabinet with an impressive central Vernis Martin door, found to have one mount faintly stamped "PS" and therefore possibly by maker Paul Sormani (1817-1887 Paris), surpassed the conservative initial estimate and delighted the Pasadena area consignor by earning \$60,000 at the auction block.

A pair of neoclassical torchieres with armor-clad figures supporting four-light standards garnered a fair amount of pre-sale interest; expected to find a buyer for between \$3,000 to \$5,000, the set earned \$4,200. An impressive early 20th-century Rococo-style carved giltwood marble top table sold to a floor bidder for



\$8,400

just over the estimated \$2,500 to \$3,500 range, bringing \$4,200.

One of the most extraordinary lots offered in Tuesday’s sale was an intriguing Italian Renaissance automaton cabinet (informally named the “Mystery Cabinet”) offered for \$6,000 to \$8,000 which earned just above the high (\$9,600 including premium).

Dubbed an “engine d’esbattement” by French Renaissance contemporaries, the piece is a rather mild iteration of automatons commissioned by European Renaissance-era aristocrats meant to tease, embarrass and/or delight their guests. This particular cabinet calls into question the character a particular lady of the Rucellai family, who is revealed to be a devil when the viewer moves to expose her partially-obscured portrait. Facing competition from multiple online bidders, a telephone buyer proved successful in taking the oddity home.

Additional, slightly off-the-wall highlights included a Bacon Banjo Co. tenor banjo dated to circa 1930, which incited a fervor of online interest and sold for \$1560 (estimate: \$800 to \$1,200). Shortly after, a Bolex H-16 REX-4 16mm film camera in excellent working condition realized \$1,200 (estimate: \$300 to \$500).

Select works of fine art did quite well, with the majority of the higher-earning works from California artists. A work by Emil J. Kosa Jr. (1903-1968 Los Angeles, CA) featuring a seated clown holding an accordion was one of a number of circus-themed artworks offered in Moran’s February auction. The off-beat portrait found a buyer for a very respectable \$3500, well over the \$1,000 to \$2,000 estimate.

A jewel-toned landscape by Carmel, CA painter Nell Walker Warner (1891-1970) from a Washington estate sold for \$1,680, squarely within the \$1,200 to \$1,800 pre-auction estimate.

A large-scale oil on canvas by Los Angeles-born Frank Bowers (1905-1964) depicting buccaneers on a beach charmed quite a few bidders in attendance, one of whom was successful at \$1,080. Capturing an unexpected vantage point from above Seattle’s iconic Space Needle, San Francisco watercolorist Jack Laycox’s (1921-1984) aptly titled composition “Space Needle” found a new home for \$1,882 (estimate: \$700 to \$1,000).

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Bidding on protection

Personal safety, conceal/carry, how to protect cash and more will be covered at Conference and Show.



Have you ever wondered what your best options are in dealing with a hostile individual at a sale? How about personal safety while out on a site visit?

NAA members who may not know the best way to keep themselves or their staff protected will have the chance to learn best safety methods this July at the NAA Conference and Show in Addison.

Members of Texas law enforcement will be on hand to present on a variety of topics related to an auction professional's personal security, including: options that individuals may have when carrying large amounts of money; trespass law; basic personal safety while on a premises; basic traffic laws in reference to traveling to and from a property; and, dealing with possibly hostile individuals.

The session will also cover the hot-button item of conceal-and-carry – including where a concealed carrier can and cannot carry a firearm, and when a person must present their Concealed Handgun License.

“My objective is that the audience comes away with an overall awareness of traffic safety as well as personal safety throughout the time that they drive out to the property until final evaluation of the property,” said Trooper Richard Standifer, who will be among the team of law enforcement members delivering the information.

Standifer joined the Texas Department of Public Safety on September 31, 1999. Upon graduating the State Trooper Academy located in Austin Texas, he was assigned to the Texas Highway Patrol Service in Angleton Texas where he served for two years.

Trooper Standifer performed the duties of a highway patrolman which included enforcing various traffic laws, investigating traffic crashes, and detecting intoxicated drivers. Two years after being assigned to Angleton, Trooper Standifer transferred to Houston Texas where he was assigned to the Highway Patrol Service.

In March 2003, Trooper Standifer transferred to Vehicle Inspection Service where he performed several inspections at local vehicle inspection facilities as well as detecting motor vehicles with fraudulent inspection certificates affixed to the vehicle as well vehicles with missing or removed emission control components.

He also worked in undercover investigations leading up to the purchase of fraudulent inspection certificates and ultimately to the arrest of those criminals.


Trooper Standifer transferred to the position of Safety Education in February of 2007 and is still active in all aspects of Law Enforcement within the Texas Highway Patrol. ❖



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Heuker

Michigan Hall of Famer was revered by all

Douglas John Heuker passed away unexpectedly January 30, 2015. He was born May 31, 1969.

Doug, AARE, GPPA, was a devoted husband, building a real-life happily ever after with his wife, Erin (Dracht). He was intentional about spending time with his children, his wife, and his God, and also invested in his community and church as a school board member, coach, small group leader and praise team leader.

Doug was a cherished son and grandson who became a man any parent would be proud of long ago and never stopped getting better. As a big brother, he paved the way for his younger siblings and provided an example few could match. He was always there in times of need, an unshakeable rock of support. Uncle Doug was adored by his many nephews and nieces, wrestling and tickling them until they – not he – had their fill.

After graduating from Calvin College with a degree in accounting, Doug found his calling in Auctioneering. He was respected in every way by his peers. He had won the Michigan bid calling contest several years ago and was inducted into the Michigan Auctioneer's Association Hall of Fame the night before he was called home.

Doug goes ahead of his beloved wife, Erin; his children, Melanie, Benjamin and Nickolas; parents, John and Donna (Winkel) Heuker; many siblings, his grandparents, an extended family through his marriage, as well as friends and coworkers.

Former KAA president passes away

Osborne attorney Robert A. Bloomer, CAI, passed away Sunday, Dec. 28, 2014, at the age of 66, in his mountain home in Cuchara, Colorado. The only son of Lloyd C. Bloomer and Martha Arlene Hackorett, he was born Oct. 24, 1948, in Beloit.

Robert graduated from Osborne High School in 1966. He attended Washburn University, graduating with his degree in business. While in undergraduate school, he was a charter member and president of the Tau Kappa Epsilon fraternity and worked for Stauffer Publications in advertising.

In 1973, Robert graduated from Washburn Law School and worked as an attorney for the law firm of Edson, Lewis, Porter and Haynes.

During law school, Robert met and fell in love with Shelley Depp Greenwood. They were married on Sept. 8, 1973, at the United Methodist Church in Hugoton.

He was a current member of the National Auctioneers Association, a licensed real estate broker and Auctioneer, owning Auction One Inc. and once serving as president of the Kansas Auctioneers Association. As an active member of the community, Robert served on the board of directors for Osborne Development Inc. and Downs National Bank.

As a faithful member of the United Methodist Church, Roberts served on the pastor parish relations committee and taught Sunday school. During the summer, he served on the board of trustees for the Cuchara Chapel in Colorado.

Robert is survived by his mother, Arlene Bloomer; his wife of 41 years, Shelley D.G. Bloomer; his three daughters, Bethany (Jesse) Jacobs, of Osborne, Angie (Tommy) Steven, of Wichita, Celaine (John) Worden, of McPherson; and six grandchildren.



Rogers

‘Amazing’ family woman co-founded long-time auction business

Mrs. Wanda Gammons Rogers, 78, of 324 Old Highway 601, Mount Airy, passed away Feb. 5, 2015, at the Joan and Howard Woltz Hospice Home in Dobson. She was born Feb. 16, 1936, in Surry County, the daughter of the late Ralph and Bernice Jessup Gammons.

Wanda graduated from Flat Rock High School in 1954, and she married the love of her life, Raymond Bracky Rogers, in 1959. She was the co-founder of Rogers Realty and Auction Company, Inc., in 1964 and a devoted member of White Plains Friends Meeting. She was a long-time fixture with the National Auctioneers Association Auxiliary and entered the group’s Hall of Fame in

Above all, she was an amazing wife, mother, grandmother, and great-grandmother. Mrs. Rogers is survived by her husband, Raymond Bracky Rogers, CAI, CES, of the home; a son and daughter-in-law, Bracky Mark, CAI, AARE, and Deidre Rogers, CAI, of Mount Airy; a daughter and son-in-law, Susan and Sam Holder of Mount Airy; her grandchildren, Dustin Bracky, CAI, and Britni Rogers, Deyton Shawn Rogers, and Samuel Bracky Holder, all of Mount Airy; her great-grandchildren; a special sister and brother-in-law; three brothers and sisters-in-law; a sister-in-law and brother-in-law; and many special nieces, nephews, and other relatives. In addition to her parents, Mrs. Rogers was preceded in death by a great-grandson, Tyson Bracky Rogers.

Auction was passion for Colorado Past President

Dax Gillium, BAS, CES, GPPA, passed away Feb. 6, 2015, surrounded by family.

Dax was a Past President of the Colorado Auctioneers Association, and the 2014 Honorary State Champion. He began his auction career by attending Worldwide College of Auctioneering and shared many laughs with industry friends and family after.

He had an amazing deep, rich, golden voice. He was an incredible piano player, and no matter what path or career he took in life, Dax made his mark by entertaining others and

making folks happy. He was an incredibly talented Auctioneer as well. He had competed in the Colorado State Auctioneer Championships, and had placed in the finals.

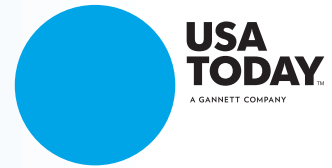
He loved being an Auctioneer. It wasn’t a job or a career; it was a passion – a passion that showed through whenever he worked. He enjoyed his time serving on the Board, and was always encouraging to new and upcoming auctioneers.

Dax had an ability to make people smile – to make them happy. Whether it was his music, his golden auction voice, or his (sometimes really bad) sense of humor, everyone loved Dax.

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Joff Van Reenen, CAI, AARE, (second from right) The High St. Auction Co., Johannesburg, South Africa, won "Best in Show — Advertising/PR" for his Property Real Estate Auction Brochure entry.



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James T. Pike, CAI, AARE, Key Auctioneers, Indianapolis, Indiana, took "Best in Show — Photography" for his entry titled "Front Page News."



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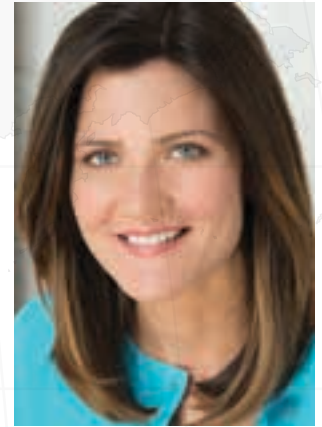
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Showcase: Nashville Auction School

State-specific curriculum keeps education relevant for school as it celebrates 50 years.

By Sarah Bahari, contributor

A tailor-made education is the showpiece of Nashville Auction School.

To provide the most comprehensive education, the school offers training for all levels of Auctioneers, from novices to longtime professionals. Nashville Auction School also provides state-specific curriculum to help Auctioneers comply with any rules and regulations.

“If a student comes from Texas, we will instruct them on Texas auction law,” said Rhessa Hanson, the school’s executive director. “We go to great lengths to meet our students where they need to be met.

“Every student receives the education he or she will need to be successful.”

Nashville Auction School was founded in 1964 by Buford Evans, who wanted to provide a quality auction education and raise the standards of the profession. In 1999, Wendell Hanson purchased the school with the commitment to continue Evans’ vision and mission.

The school is student-centered, Rhessa Hanson said, boasting individualized curriculum, small class sizes and top-notch instructors.

Several programs are offered throughout the year. For beginners, Auctioneering 101 is offered three to four times a year and requires 85 hours over nine days. Average class size is 17 students and does not exceed 24.

For professionals who want to advance their careers, Fundamentals of Professional Auctioneering provides in-depth

instruction throughout five sessions a year. The school also has added the only Automobile Auctioneer License Education program for public automobile Auctioneers offered in the country.

In 2002, the school developed the first online continuing education program for Auctioneers, eventually leasing the program to the National Auctioneers Association for all

members to use. Today, Nashville Auction School is the only auction education provider in the country that requires continuing education in all 13 states that require it, Hanson said.

“In addition to providing basic education, we continue to look at ways we can really service

professional Auctioneers in our industry,” Hanson said. “It is really important to us that we provide training for Auctioneers at every step of their career.”

In all courses, Hanson said, technology is a top area of instruction.

“Technology is constantly changing, and our students have to learn to adapt,” she said. “We have a very technology-oriented curriculum and incorporate technology into everything we do.”

This year, the school is celebrating its 50th anniversary. In April, it will sponsor the “Relax, Refresh, Renew” Retreat in Nashville, along with an Advanced Auctioneering Summit.

“We have a commitment and passion for auction education,” Hanson said. “We work really hard to make sure our product is useful and relevant, whether someone is just getting into the field or looking to advance.”



“It is really important to us that we provide training for Auctioneers at every step of their career.”

Famous Nashville Auction School alumni

Bryan Knox, CAI, GPPA; Barbara Bonnette, CAI, AARE, GPPA: Auctioneering 101 graduates and IAC champions

Justin Ochs, CAI: Fundamentals of Professional Auctioneering graduate and IAC champion

Jenelle Taylor, CAI, BAS: NAS graduate 2006; nationally recognized Benefit Auction trainer

Five NAS alumni currently serve in the Tennessee State House of Representatives:

Andy Holt - Auctioneering 101 (2013)

Dale Carr - Public Automobile Auctioneer Program (2008)

John Forgety - Auctioneering 101 (2008)

Judd Matheny - Auctioneering 101 (2008)

Marc Gravitt, CAI, AARE, GPPA - Auctioneering 101 (1990)

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Please complete all four sections of this form.

- To apply for membership in the NAA, choose one of these application methods:
- Complete this form with credit card information and fax to (913) 894-5281
 - Complete this form and return with payment to: NAA Membership, 8880 Ballentine, Overland Park, KS 66214

1

PLEASE CHECK ONE. Membership in NAA is open to individuals, not companies.

MEMBERSHIP TYPES		
MEMBER	An active auction professional that subscribes to the NAA Code of Ethics and embraces the NAA Mission and Vision. RECEIVE PRINTED MAGAZINE.	<input type="checkbox"/> \$300 (1 Year) <input type="checkbox"/> \$535 (2 Year) <input type="checkbox"/> \$725 (3 Year)
	RECEIVE DIGITAL MAGAZINE ONLY.	<input type="checkbox"/> \$275 (1 Year) <input type="checkbox"/> \$490 (2 Year) <input type="checkbox"/> \$660 (3 Year)
<input type="checkbox"/> SPOUSE	An active member can add his/her significant other for an additional fee. Spouse members subscribe to the NAA Code of Ethics and embrace the NAA Mission and Vision. (Includes Auxiliary membership for spouse for one year.) Spouse's Name (Required): _____	\$150
OPTIONAL FEES		
<input type="checkbox"/> NATIONAL AUCTIONEERS FOUNDATION DONATION	The National Auctioneers Foundation is the fundraising partner of the NAA. Funds promote the auction profession and industry. Donations are tax deductible.	\$50 donation
<input type="checkbox"/> MEMBERSHIP NAA AUXILIARY*	The Auxiliary is a source for the promotion and advancement of the auction team. Membership is open to all NAA members and spouses. One year membership per person. <input type="checkbox"/> Self <input type="checkbox"/> Spouse *Auxiliary Member's Name (Must Complete): _____	\$25 per member

2

MEMBERSHIP INFORMATION (Please Print)

 First Middle Last

 Nickname

 Company Name

 Address

 City State Zip

 Phone Fax

 E-Mail

 Website
 Check here if you are a previous NAA member. Male Female
 Number of Years in Industry _____ Year of Birth _____

 Highest Level of Education Completed

 Name of auction school attended (if applicable)

 How did you hear about the NAA?

TOTAL AMOUNT DUE
(US DOLLARS)

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3

METHOD OF PAYMENT (PLEASE CHECK ONE; MUST BE PAID IN \$USD)

Payment in Full (One Payment Total): Check Credit

Payment Plan
(Three Payments Total - See Reverse): Check Credit

Credit Card # _____ Exp. Date (MM/YYYY) _____

Card Holder Name (Print) _____ Card Sec. Code (CVV) _____

Signature _____

4

AUCTION SPECIALITIES

It is recommended that you indicate your specialties. This information is available on the NAA web site where the public can search by speciality. You may choose up to FIVE.

- | | |
|---|---|
| <input type="checkbox"/> Antiques & Collectibles | <input type="checkbox"/> Firearms |
| <input type="checkbox"/> Appraisals | <input type="checkbox"/> Govt. Surplus Property & Seizures |
| <input type="checkbox"/> Art & Galleries | <input type="checkbox"/> Heavy Equipment & Construction Machinery |
| <input type="checkbox"/> Auto & Motorcycles | <input type="checkbox"/> Industrial & Manufacturing Equip. |
| <input type="checkbox"/> Bankruptcy | <input type="checkbox"/> Intellectual Property |
| <input type="checkbox"/> Benefit & Charity | <input type="checkbox"/> Jewelry |
| <input type="checkbox"/> Boats & Water Sports | <input type="checkbox"/> Real Estate, Commercial/Industrial |
| <input type="checkbox"/> Business Liquidations & Office Equipment | <input type="checkbox"/> Real Estate, Land |
| <input type="checkbox"/> Coins | <input type="checkbox"/> Real Estate, Residential |
| <input type="checkbox"/> Collector Cars & Vintage Equipment | <input type="checkbox"/> Off-Road & Recreational Vehicles |
| <input type="checkbox"/> Estate & Personal Property | <input type="checkbox"/> Restaurant, Food & Spirits |
| <input type="checkbox"/> Farm, Ranch & Livestock | <input type="checkbox"/> Trucks, Trailers & Transportation |

The NAA's programs and benefits are designed to help you – the auction professional – promote and grow your company. Here's how we can help:

Want to learn more about the auction business and take yours to the next level?

The NAA has the continuing education that can help make your company successful. From member pricing on any of the **NAA's seven designation courses** to free **iSeries** webinars on an array of industry topics to archived sessions from past education events at **NAAeducation.org**, we're dedicated to providing the best professional development opportunities for the auction industry.

Maybe you're looking for new ways to market your company and auctions!

Our online **PR Toolkit** at auctioneers.org includes access to the NAA Media Guide, state media directories, the NAA logo and customizable PowerPoint presentations. You can also customize your profile on the **Find an Auctioneer** online directory, where consumers can search for auction professionals by company, specialty, location and more! Add another resource to your marketing toolbox when you promote your clients' auctions at no cost on the exclusive **NAA Auction Calendar**.

Want to stay up-to-date on the issues and trends impacting the auction industry?

The NAA has all the resources you need to stay tuned to the latest in auction information. Through content available exclusively in **Auctioneer** magazine, **Auction E-News** and online through **Auctioneers.org**, you'll have award-winning news on legal issues, marketing, business trends, technology and more right at your fingertips.

And of course, everyone wants to keep the costs down and the bottom line low.

We offer members exclusive discounts on credit card processing with the **NAA Credit Card Program**; e-marketing solutions with **Constant Contact**; and **regional and national advertising** in publications including USA Today, Investor's Buss Daily, The Wall Street Journal and the Network of City Business Journals.

For a complete list of NAA benefits and programs, visit us online at **www.auctioneers.org**. For more information, contact Member Services at (913) 541-8084 or memberservices@auctioneers.org.



NAA Payment Plan

Be part of the National Auctioneers Association and stay on a budget when you choose the NAA Payment Plan, which allows you to spread your membership dues over three consecutive months.

Membership - Printed Magazine (\$300)

\$100/month for three consecutive months

Membership - Digital Magazine (\$275)

\$92 for first and second months; \$91 for third month

Member and Spouse Membership (\$450)

\$150/month for three consecutive months

Installment Payments by Credit Card: I understand the terms and conditions of the payment plan and authorize the NAA to automatically apply payment to my credit card on the 25th of each month (three consecutive months).

Installment Payments By Check: All payments by check must be received by the 25th of each month (three consecutive months).

***PLEASE NOTE: FAILURE TO MAKE THREE CONSECUTIVE MONTHLY PAYMENTS WILL RESULT IN THE CANCELLATION OF YOUR NAA MEMBERSHIP.**

Return completed form to the National Auctioneers Association by email to accounting@auctioneers.org, fax to (913) 894-5281 or mail to 8880 Ballentine, Overland Park, KS 66214.

Mission

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

Vision

National Auctioneers Association members will be the preferred auction professionals used in the marketplace.

Code of Ethics

The NAA Code of Ethics and its accompanying Standards of Practice guide members in the performance of their professional responsibilities and duties. Read the complete Code of Ethics at auctioneers.org.

IN THE RING

PAGE 11 *“When faced with a choice of products, we lean into brands we know and have experiences with, and it’s the brand logo that allows us to recognize the brand.”*

Janet Barker-Evans
Senior Vice President / Executive Creative Director, Epsilon

PAGE 31 *“Some Auctioneers have a negative view of the buyer, like it’s us against them. We’ve worked to reposition ourselves.”*

Tim Keller, CES
Keller Auctioneers
Lancaster, Pennsylvania

PAGE 41 *“Auctioneers need to stay focused on the auction business. We should be spending our time marketing and selling, not tied up in taxes.”*

Mike Brandly, CAI, AARE
Executive Director, The Ohio Auction School
Groveport, Ohio

AROUND the BLOCK



Babb

- **Auctioneer Keith Babb, CAI, AARE, GPPA, of Monroe, Louisiana, has added to his legend** by earning the 2015 American Quarter Horse Association Racing Council Special Recognition Award.

Babb, 70, was inducted into the National Auctioneers Association Hall of Fame in 2004. In a release, Babb said he has retired from selling Quarter Horses after 40 years of conducting major race-bred auctions in the United States.

- **Jerry Collins, 33, of Pendroy, Montana, won the honor of Rookie Auctioneer of the Year** at the Montana Auctioneers Association annual convention, Jan. 29-30, in Lewistown.

Collins, who opened Collins Auction Service in March of 2014, competed with seven other rookies in an auctioneering contest. A panel of three Lewistown community members, who were not Auctioneers but involved in the auction industry, judged the contestants’ auctioneering abilities.

A graduate of the Western College of Auctioneering in Billings, Collins is a member of the state Auctioneers association and of the National Auctioneers Association.

- **Peter Gehres, CAI, CES, won the 2015 Ohio Auctioneer Championship** in January and will represent the state at the NAA International Auctioneer Championship during July’s Conference and Show in Dallas, Texas.

Gehres bested 41 other contestants en route to winning the title in his ninth attempt, and he adds the Ohio crown to a trophy case that includes state championship from Michigan and Indiana.



Gehres

He is a current NAA Education Institute Trustee.

- **David Canning CAI, of Murphysboro, Illinois, was inducted to the ISAA Hall of Fame** Feb. 16, 2015, at the state’s annual conference and show. Canning, a second-generation

Auctioneer, has been an ISAA member continuously for the past 30 years. He served on the Board of Governors for six years before advancing through the chairs as Vice President,

President-Elect, President and Past President. He also served as chairman of the conference and the state championship contest committees.

MEMBERS' CORNER

Legal questions?

Whether you're new to the industry or a time-tested veteran, this auction industry of ours always seems to have a few surprises up its sleeve. The last place you want to be caught unprepared is in the legal arena.

Last fall, the NAA published "Legal Matters Within The Auction Industry," a white paper that approaches several legal issues that auction professionals may face in their day-to-day business. The 18-page document was produced as part of the NAA iSeries – a year-long series of free webinars and white papers open to NAA members and the general public.

If you haven't yet read the white paper or taken advantage of the free information produced within iSeries, archives are available to NAA members. Check all of it out at auctioneers.org/iseries.



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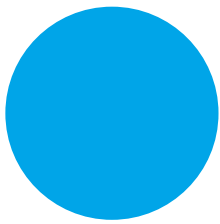
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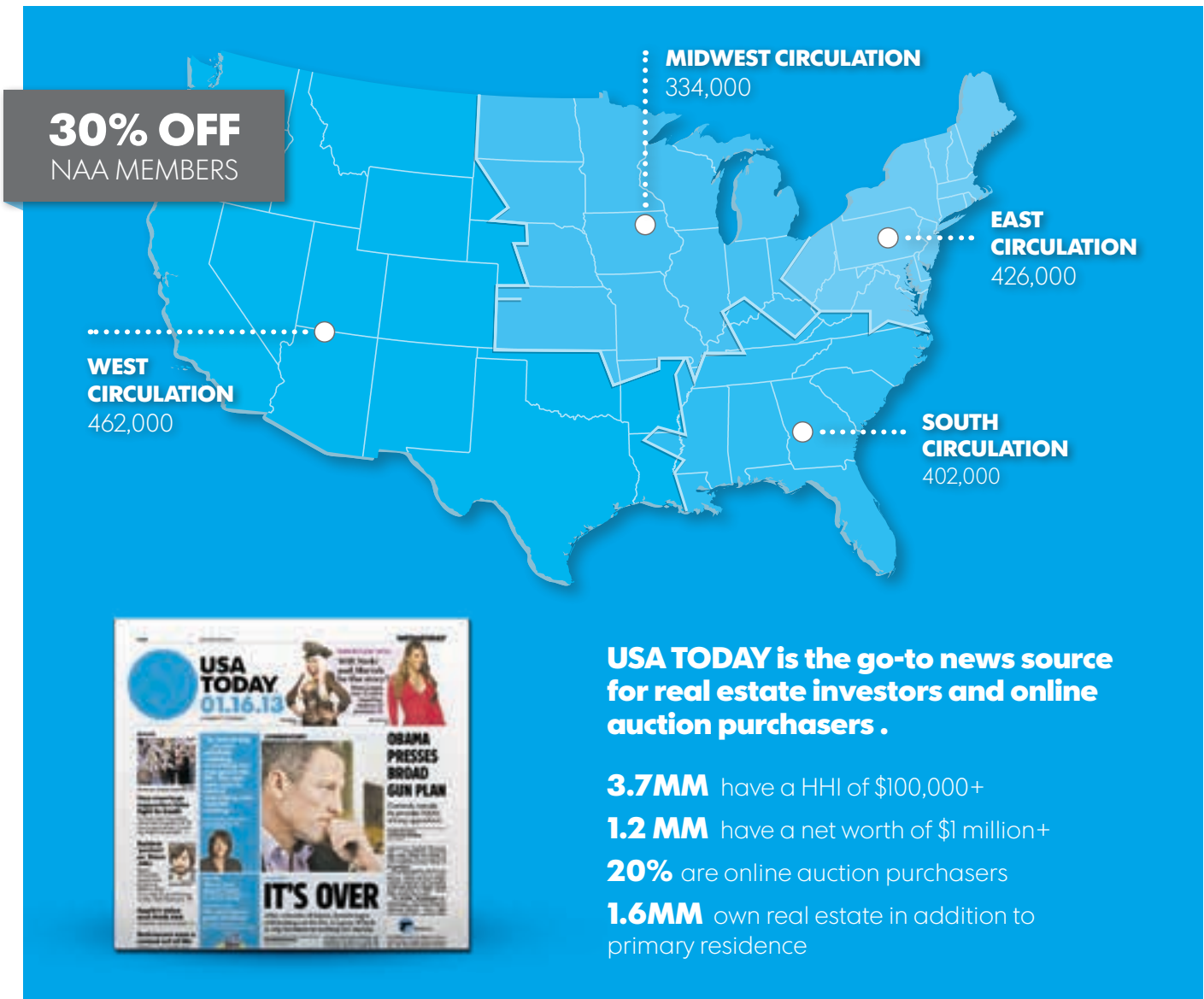
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