

# the auctioneer

December 2020/January 2021

The official publication of the National Auctioneers Association



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to help lead the NAA



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REQUIREMENTS

BREAKING INTO  
BANKRUPTCY

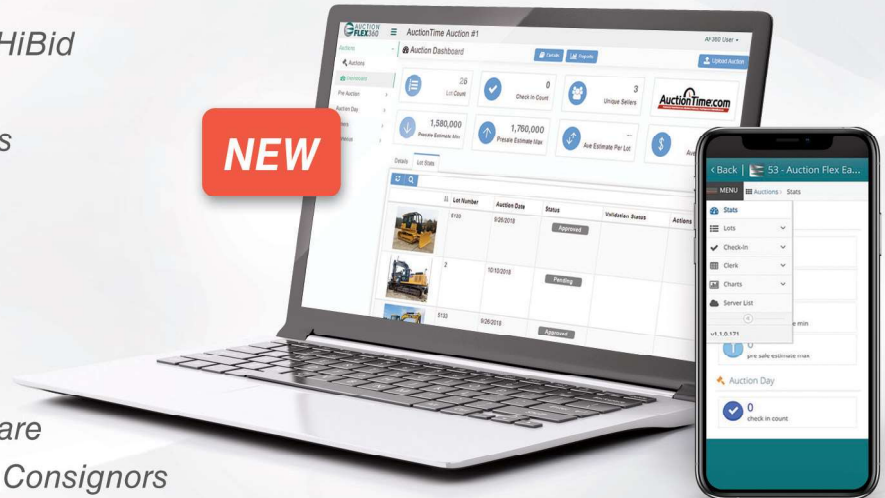
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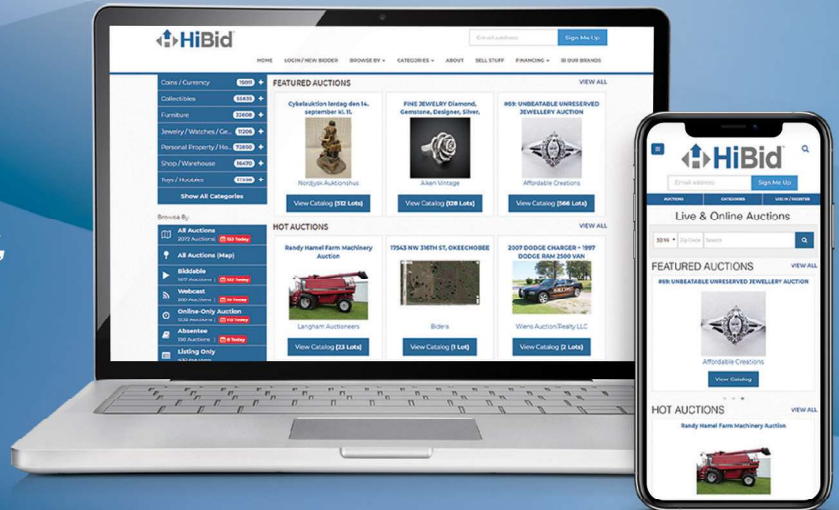


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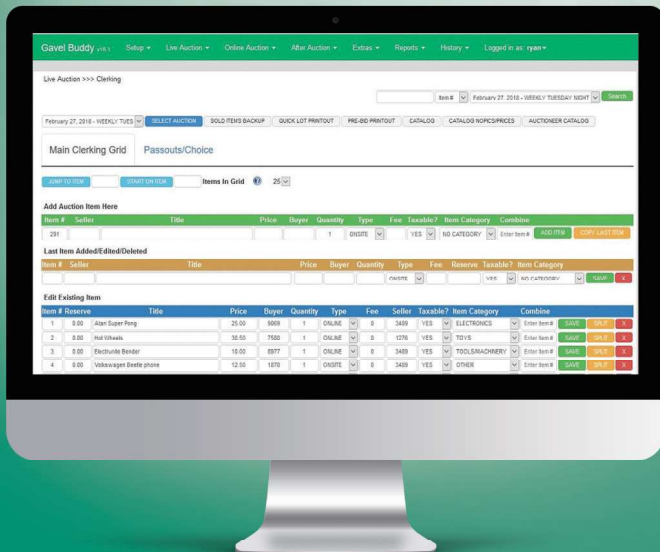
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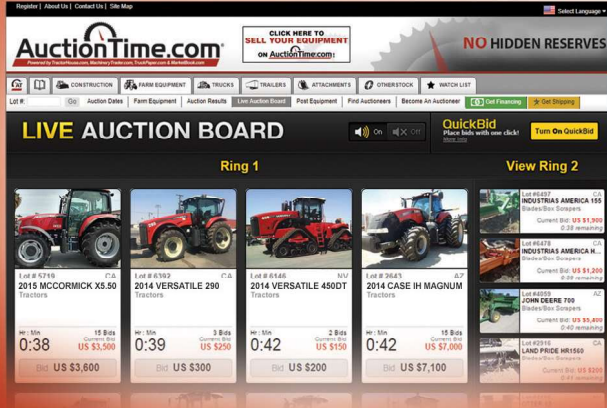
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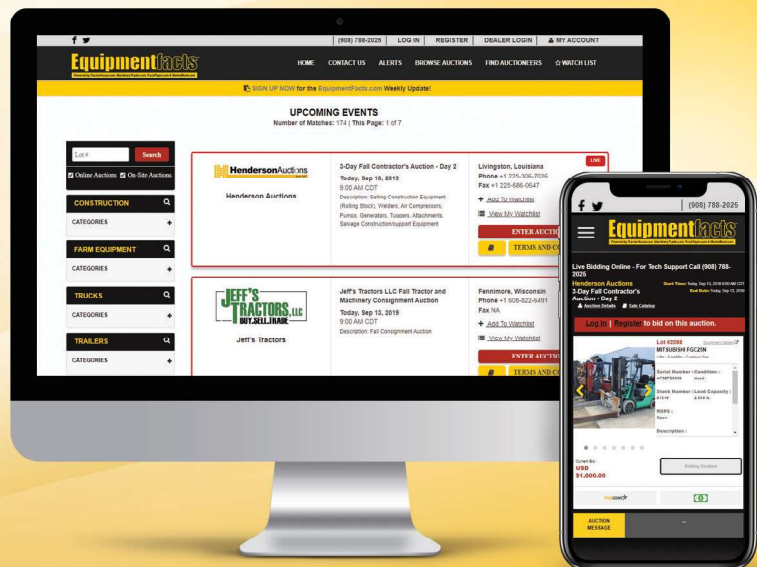
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# Hey you, run for the NAA Board!

I would like for you to turn to page 18 in this issue of *Auctioneer*. You'll find the candidate requirements and application information for running as a candidate for the Board of Directors for the July 2021 election. Now, I am asking you, if you have three years of membership and have served in a volunteer capacity to consider running for the NAA Board of Directors. Why?

Very simply, we need you.

In July of 2021, we will be looking for a new vice president, treasurer and two new directors. This group will join me as past president, Beth Rose, four existing Board members, and a new representative from the Foundation and the Education Institute Trustees. It will be a large turnover and decisions need to be made about the future of the NAA.

COVID-19 has been difficult on our organization. We have lost members—as I write this in mid-November, I look and realize we may dip below 3,000 at the end of this month. People are having to choose between making their NAA dues payment or paying their child's orthodontic bill. That really isn't a choice, is it? Braces will win out every time. It would have for me!

Nine years ago, I was facing the same decision. Should I run for the NAA Board or not? I knew what I wanted our organization to look like when we are successful, but I wasn't sure how to get us there. But I did know that I wanted to be WITH the leadership in taking NAA to the right place.

I'll be honest: This is not what I thought my time in leadership would be like. But, I ran for office during Hurricane Barry in New Orleans, so the rest makes sense! I believe I am in this spot for a reason.

So here is what I am asking you to do. Think about what NAA has meant to you. Why are you a member? What do you want to see it become? You don't have to have the answers—I sure didn't. That is why we have a Board (one that doesn't agree on everything, but one that is willing to roll up their sleeves and slog through the issues). One that has NAA's best interest at heart.

We had a difficult election last year. People were hurt and I believe we lost some members because of it. Putting yourself out there and losing—well, it isn't easy. It sure wasn't easy in 2015 when I lost to my friend and colleague, John Nicholls, CAI, AARE, AMM. But I didn't go away. I stuck around. I kept engaged,

and when I tried again in 2019, even Hurricane Barry couldn't blow me away—I was the only candidate.

Frankly, we don't like uncontested elections (We being the NAA—I loved mine!). We want people to want to be like me—having the passion to get involved and lead an organization to a place where we as the Board want it to go.

So, if you have been a member for three years and have served in a volunteer position, consider applying for service on the Board. Don't have any experience with NAA as a volunteer? Send our CEO, Hannes Combest, an email—we have positions where we could use you.

Being President of the NAA has been the highlight of my volunteer experience. I assure you I have gained a lot more than I have given. And you will too. So please—think about it! ❖




**Terri Walker, CAI, BAS, CES**  
NAA President

Terri Walker is the owner/auctioneer of Walker Auctions. She is a second-generation auctioneer, IAC champion, and has served multiple roles in education, promotions and advocacy for the NAA, as well as chair of the Tennessee Auctioneers Commission.

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**That's where the NAA comes in handy ... you've got to have an incredible network to do bankruptcy.**

Chip Pearce, AARE,  
ATS, CES, GPPA

”

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*Earning your designation has never been more*

# CONVENIENT AFFORDABLE & VIRTUAL

*Designation Academy 2020*

*A few spots still available!*

**AARE**

**AMM NEXT\*\***

**BAS\***

**CES\***






**Internet Auction Methods**



\*UPDATED \*\*NEW

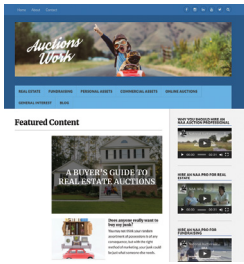
[auctioneers.org/designationacademy](http://auctioneers.org/designationacademy)

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**DIGITAL EDITION AVAILABLE!**



**AUCTIONS WORK BLOG LAUNCHES!**

We are well aware that the general public does not understand what auction professionals actually do. To help with that, we started Auctions Work, a blog to educate the public about the auction method of marketing. Read and share content with your buyers and sellers at [howauctionswork.com](http://howauctionswork.com).



**VIRTUAL DESIGNATION ACADEMY WEBSITE**

This year's Designation Academy spans from October to December, with all your favorite designations being more affordable and more convenient than ever before. Find out more at [auctioneers.org/designationacademy](http://auctioneers.org/designationacademy).



**NEW COMMUNITY OF PRACTICE**

While we cover the majority of asset types in our five Communities of Practice, sometimes a topic doesn't fit nicely inside the little square. For these topics, included in event sessions, magazine articles, etc., we've created a general interest community that applies to all.



**EMAIL NEWSLETTERS**

Our Community of Practice eNews underwent some construction. Instead of flooding your inboxes with potentially multiple emails for different sectors of the industry, we thought we'd include it all in one bite. This way, if you work in multiple areas, or just have a general interest in them, you can stay updated without having to declare a community of practice. The new format was so well-received that we will also be updating our regular eNews to include community news. That's right, you get it all twice a month now!

Auctioneer Volume 73 Issue 1 December 2020/January 2021 (ISSN 1070-0137) is published the first week of December, February, April, June, August and October by the National Auctioneers Association, 8880 Ballentine St., Overland Park, KS, 66214-1900. There are six issues printed annually. Auctioneer is a means of exchanging ideas that will serve to promote the auction professional and the auction method of marketing. The views expressed by columnists do not necessarily reflect the opinions of the National Auctioneers Association. Periodicals postage paid at Kansas City, MO, and additional mailing offices (USPS 019-504). POSTMASTER: Send address changes to auctioneer magazine (NAA), 8880 Ballentine St., Overland Park, KS 66214-1900. Copyright © 2020 by the National Auctioneers Association. Materials may not be reproduced without permission.

Published by the



8880 Ballentine St.  
Overland Park, KS 66214-1900  
P: (913) 541-8084 | F: (913) 894-5281

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

COMMUNICATIONS  
Director of Marketing & Communications  
**Erin Shipps** | [eshipps@auctioneers.org](mailto:eshipps@auctioneers.org)  
(913) 563-5436

Sales & Trade Show Manager  
**Adam Kenne** | [akenne@auctioneers.org](mailto:akenne@auctioneers.org)  
(913) 563-5421

Content Developer  
**Kora Cameron** | [kcameron@auctioneers.org](mailto:kcameron@auctioneers.org)  
(913) 563-5430

CONFERENCE & SHOW  
Conference & Show Manager  
**Joyce Peterson** | [jpeterson@auctioneers.org](mailto:jpeterson@auctioneers.org)  
(913) 563-5439

EDUCATION  
Director of Education  
**Kristina Franz** | [kfranz@auctioneers.org](mailto:kfranz@auctioneers.org)  
(913) 563-5426

Education & Programs Coordinator  
**Jennifer Vossman, CMP** | [jvossman@auctioneers.org](mailto:jvossman@auctioneers.org)  
(913) 563-5432

NAF Administrator  
NAA Education Program Specialist  
**Lois Zielinski** | [lzielinski@auctioneers.org](mailto:lzielinski@auctioneers.org)  
(913) 563-5428

MEMBERSHIP  
Membership and Database Coordinator  
**Brian Christiansen** | [bchristiansen@auctioneers.org](mailto:bchristiansen@auctioneers.org)  
(913) 563-5438

ACCOUNTING  
Director of Finance & Administrative Services  
**Rhonda Truitt** | [rtruitt@auctioneers.org](mailto:rtruitt@auctioneers.org)  
(913) 563-5422

Accounting Associates  
**Austin Cameron** | [acameron@auctioneers.org](mailto:acameron@auctioneers.org)  
(913) 563-5434



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*Deadline Feb. 19*

**MORE INFO:**

**[AUCTIONEERS.ORG/MARKETINGCOMPETITION](http://AUCTIONEERS.ORG/MARKETINGCOMPETITION)**

## Your Association at Work



### More value for your designations!

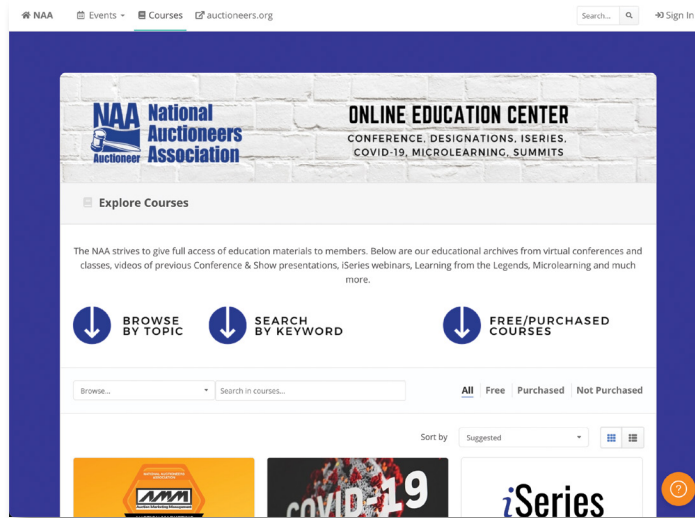
We heard you: You want more for your annual designation dollars—and you certainly deserve it! That’s why the NAA has decided to make all current designation course recordings free for designations you currently hold.

Did you take AMM a few years ago and want to ensure you’re staying on top of marketing trends? View the most recent recorded virtual course again at your leisure!

NAA designation courses are being re-written regularly. Make sure you’re up to date in this new, convenient way to take your designations to the next level.

Information will be sent out to all designation holders in early 2021. Stay tuned!

For more information, contact [education@auctioneers.org](mailto:education@auctioneers.org).



### NAA Online Education Center revamped

The NAA’s Online Education Center is a vast resource for members, with access to hundreds of courses from Conference & Show, designations, iSeries, COVID-19, micro-learning summits and more.

“We are excited to announce the relaunch of the LMS within the NAA,” said Mike Fisher, CAI, AARE, ATS, BAS, CES, GPPA, vice chair of the EI Trustees. “The NAA has been storing hundreds of hours of video and audio recordings covering a large range of topics for the auctioneer. While this content is extremely

powerful and engaging, until now, it was very hard to find what you were looking for. The EI Trustees set out a year ago to change that and with the help of NAA staff and all trustees, we are proud to announce that this content will now be searchable and is stored in an easy to use database”

The system is now set up to search by keyword, browse by topic, or easily access your free and purchased sessions.

“From the very basics of needing to learn a new technology tool, to how to build a contract up to highly advanced algorithms, there

are more than 200 different programs available for members,” said Beth Rose, CAI, AARE, AMM. “Many long hours have gone into research and building this platform for

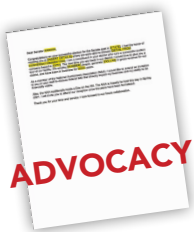
“  
From the very basics of needing to learn a new technology tool to how to build a contract up to highly advanced algorithms, there are more than 200 different programs available for members.”

Beth Rose, CAI, AARE, AMM, NAA vice president and board representative for the EI Trustees

our members—we’re so excited to bring you content to increase your business and presence in the marketplace.”

The resource also got a little face lift to remind users of the changes and how best to utilize its new function.

Find top-quality NAA education today at [pathlms.com/naa](http://pathlms.com/naa).



### Contact your newly elected officials

With the cancellation of Day on the Hill for 2020, the NAA Advocacy Committee wanted to make sure you were introducing yourself to your recently elected senators and representatives. Find congratulatory/introduction templates for contacting your officials at [auctioneers.org](http://auctioneers.org) > Advocacy > Advocacy Resources.

# DIGITAL MARKETING SUMMIT

**VIRTUALLY YOURS,  
FEB. 9-10, 2021**

**[AUCTIONEERS.ORG/MARKETINGSUMMIT](https://AUCTIONEERS.ORG/MARKETINGSUMMIT)**

## NAA Board makes recommendations on Certified Auctioneers Institute

Upon receiving the news from Indiana University that Memorial Union was going to be used for student housing for the 2020/2021 school year, eliminating the possibility of using the Union for housing needs, the Board agreed to make changes to Certified Auctioneers Institute for 2021.

In addition, the university's social distancing protocols for meeting rooms meant that it no longer fit the number of people needed to hold classes and gatherings for CAI.

NAA staff was able to secure the nearby Monroe Convention Center and connected hotel. While this will not be the same experience as CAI in the past, it will allow CAI to be held, and the convention center is even closer to Nick's than the campus, keeping everyone in a familiar location.

After significant discussion and consideration, the EI Trustees made several recommendations to the Board to ensure the health and safety of participants. The Board approved these recommendations:

- The Education Institute Trustees will not meet at CAI. They will meet via Zoom. This decreases the number of people on site.

- No one will share rooms UNLESS they are family or already have a close working relationship.
- Those students who have paid for their rooms and their tuition for CAI will not be asked to increase room rates. New students registering will be asked to pay the full hotel rate.
- Faculty and schedules will be kept the same as last year (with a few exceptions). Faculty will be asked not to visit classes that they are not teaching.
- There will be no mass Sunday morning breakfast; each class will have a breakfast in their classroom. President Terri Walker, CAI, BAS, CES, and EI Trustee Chair Sherman Hostetter, CAI, AARE, BAS, CES, GPPA, will visit each class for announcements and awards. Faculty will not be invited except for the faculty in the upcoming class.
- There will be no Sunday night mixer.
- The classrooms will be set where students are appropriately socially distanced.
- Tuesday night's auction will be held, though we are looking at various options



on this, including having a simulcast auction where students could participate in their classrooms. This has yet to be determined.

- Graduation will be limited to attendance to the students in Class 3. It will be streamed/broadcast to friends and family and other classes.
- Finally, the Board decided that in order to ensure the best experience for CAI graduates, CAI Next will be postponed to 2022.

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

### NAA Mission

NAA serves auction entrepreneurs with services provided based on four cornerstones: promotions, advocacy, education, and community.

### NAA Vision

NAA will be the voice of the auction profession.

### NAA Cornerstones

Advocacy  
Promotions  
Community  
Education

## National Auctioneers Foundation audit includes restatement

The annual audit for the National Auctioneers Foundation has been completed and is posted on [auctioneersfoundation.org](http://auctioneersfoundation.org). It was approved at the Foundation's last meeting on Nov. 19, 2020.

According to Executive Director of the Foundation Hannes Combest, FASAE, CAE, the audit includes a "restatement" for the classification of the Endowment Fund. The Endowment Fund should have been originally classified as a "board-designated" endowment. The makeup of the fund includes unrestricted funds from the operating account, as well as Investing in the Future campaign funds. In 2011, the U.S. District Court rescinded the original restrictions from Investing in the Future campaign and placed new restrictions on

these funds (funding education). Since that time, each year annual surplus funds from the operating account have been deposited into the investment account from unrestricted funds. These funds were then converted to the Board restricted funds.

According to the CPA firm, Marr and Company, who conducted the Foundation's audit, this change better aligns how the ongoing activity has been recorded and completed.

[auctioneersfoundation.org](http://auctioneersfoundation.org)

## Legacy Youth Scholarship Committee expands scholarship opportunities

The Legacy Youth Scholarship Committee (formerly the NAA Auxiliary) recently voted to award at least three, \$2,500 scholarships to any individuals who have been accepted to or attending a qualified college, university, undergraduate program or technical school.

The applications are reviewed based on merit and a required essay.

Students who are the child, step-child, grandchild or step-grandchild of a legacy NAA Auxiliary member may receive bonus

points in the review of their application.

Applications are available now at [auctioneersfoundation.org](http://auctioneersfoundation.org). All applications must be submitted by Jan. 31, 2021 to [NAFLegacyScholarship@gmail.com](mailto:NAFLegacyScholarship@gmail.com).

During their meeting, the Committee also discussed plans for their benefit auction and luncheon to be held on Wednesday, July 14, 2021, as part of the International Auctioneers Conference & Show to be held in Minneapolis, Minnesota.

### Committee members

Krista Shuman, AMM,  
past committee chair  
Susan Hinson  
current committee chair  
Sharon Huisman  
current scholarship chair  
Nancy Manning  
scholarship vice chair  
Peg Imholte  
Lucinda Terrel

Hannes Combest, FASAE, CAE,  
and Christie King, CAI, AMM,  
BAS, president of the National  
Auctioneers Foundation also  
attended the meeting.

Scholarship applications: [auctioneersfoundation.org](http://auctioneersfoundation.org)

Deadline: Jan. 31, 2021

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**The Auction Advocate podcast surpasses 400 downloads in first two months**

Since its launch in September 2020, The Auction Advocate, the podcast where we're all in, has gained followers and fans in the auction community. Now completely syndicated wherever you listen to podcasts, we've released three episodes: SEO with Garry Grant; the culture of auctions with Braden McCurdy, CAI, AARE, AMM; and, most recently, Facebook vs. Google ads with Billie Jo Schultz, CAI, AMM, and John Schultz, AMM. The podcast has been downloaded 418 times (at press time). Get all in with us—tune in today!

[auctionadvocate.buzzsprout.com](http://auctionadvocate.buzzsprout.com)

**2021 Digital Marketing Summit goes virtual**

It is hard to believe that the last in-person event the National Auctioneers Association held was the highly acclaimed Digital Marketing Summit almost a year ago in February 2020.

Since then, the NAA has pivoted and worked hard to bring you virtual education as good (in some ways better than!) our in-person events.

While the spring summit is typically an event that changes focus year to year, we're choosing again to drill down into digital marketing.

With the COVID-19 pandemic still at large,



the 2021 Digital Marketing Summit will be virtual, Feb. 9-10, 2021.

It's certainly not where we thought we'd be a year ago, but we're looking forward to seeing you and building your marketing skills!

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

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**63%**  
tuning in on a  
mobile device

**50%**  
using Apple  
iPhone

**11**  
countries  
streaming

**193**  
cities streaming



**Auctions Work blog growing strong after two months**

In September, we launched a new public-facing initiative called Auctions Work. This blog utilizes search engine optimization to capitalize on the questions the public seeks answers to in relation to the auction industry.

Last month, the blog was submitted to Google and there have been 33 referrals since then. That's 33 more times the public was informed about the auction industry and led to NAA auction professionals than the month before. In fact, we've seen 78 new clicks on the Find an Auctioneer tool that lists your profile!

Want to help spread the word that auctions work? Share blog posts on social media or via a link on your website. Or, become a blog writer and help us tell the story of the auction industry!

[howauctionswork.com](http://howauctionswork.com)

**78**  
new clicks  
on Find an  
Auctioneer

**1,928**  
visitors at  
press time

**4,167**  
views at press  
time

**23**  
number of  
viewers'  
countries

*Take the plunge*



*National Auctioneers Association*

# **CONFERENCE & SHOW**

**Minneapolis / July 13-17, 2021**

# State Watch

## Kentucky

Craig Meier, winner of numerous other bid calling and ringman competitions, was declared the Grand Champion of the 2020 Battle of the Bluegrass Open Bid Calling Championship held Aug. 29, at the Bluegrass Stockyard and Marketplace, Lexington, Kentucky. Craig took home a custom barrel head award along with the \$5,000 top prize. Even with the challenges presented by the COVID-19 pandemic, 24 contestants vied for the coveted title.

The KAA Board faced the tough decision on whether to move forward with the contest or cancel due to COVID. Since the Bluegrass Stockyard had been operating without incident throughout the pandemic and most every contest had been canceled, the decision was to keep the contest going, even if it turned out to be a break even event.

As expected, participation was down a bit from previous years due to travel restrictions and legitimate concerns about health and safety. The dogged determination of Davin Smith and his committee made this event happen successfully.

A welcome addition to the list of contestants was our first female entry, Angie Meier, Craig's wife. Angie, a multiple winner in previous contests, was one of the 10 finalists selected after the preliminary round where each contestant sold three items, two of which they had brought, and one which was provided. Joining Angie and Craig as finalists were Phillip Traylor, Clarksville, Tennessee; Paul McCartan, Stewartville, Minnesota; Shawn Hagler, Hudson, Colorado; Cody Shelley, Burleson, Texas; Will Gregory, Auburn, Kentucky; Garry Taylor, Winchester, Kentucky; Stephen LaRaviere, Galax, Virginia; and Aaron Walker, Philpot, Kentucky.



Kentucky Auctioneers Association 2020 Battle of the Bluegrass Open Bid Calling Championship Grand Champion Craig Meier. Photo credit: Myers Jackson.

The 10 finalists then returned to sell two items, which were provided for the contest. The competition was fierce with the finals ending in a tie score for first place. A tie breaker based off the preliminary round ultimately gave Craig Meier the victory, with Phillip Traylor garnering Reserve Grand Champion and the \$2,500 prize. Paul McCartan was Third Place and recipient of \$1,250. Shawn Hagler captured Fourth Place and \$750. Cody Shelly rounded out the top five and received \$500 for his efforts. With five judges giving scores on five separate skills, the perfect score total would be 500. The winning score was 471 and only 12 points separated first place from fifth. The 24 contestants represented nine different states from coast to coast. Among the contestants participating, at least 27 contest championships have been won. The Battle of the Bluegrass brings out the best. The Third Annual Edition will be Aug.

28, 2021, in Lexington. Videos of the contest are posted on YouTube.

**Competition results:**

- Craig Meier - Grand Champion
- Phillip Traylor - Reserve Grand Champion
- Paul McCartan - Third
- Shawn Hagler - Fourth
- Cody Shelley - Fifth

**Submit your post-event news online at**  
[auctioneers.org/statenews](https://www.auctioneers.org/statenews)





Georgia Auctioneers Association champions: Rookie Taylor Osborne; Champion of Champions Junior Staggs; Pro Aaron Maye; and Ringman Tony Wisely, CAI, BAS.

## Georgia

The Georgia Auctioneers Association held its annual event on Sept. 24, 2020.

### Election results:

- President: John McMurry
- Chairman of the Board: Perry Walden, CAS
- VP: Tim Yoder
- Treasurer: JT Rowell, AARE, ATS, GPPA
- Directors:
  - Scott Pinson
  - Elton Baldy
  - George Franco, AMM, BAS
  - Rick Sammons
  - Bo Benton
  - Joe Lanier

### Competition results:

- 2020 Rookie Bid Calling Contest
  - 1st Place: Taylor Osborne
  - 2nd Place: Will Jordan
  - 3rd Place: Don Krejsek
- The 2020 Ringman Contest
  - 1st Place: Tony Wisely, CAI, BAS
  - 2nd Place: Aaron Maye
  - 3rd Place: Taylor Osborn
- The 2020 Pro Bid Calling Contest
  - 1st Place: Aaron Maye
  - 2nd Place: Chris Pinard
  - 3rd Place: Tony Wisely
- The 2020 Champion of Champions Contest
  - 1st Place: Junior Staggs
  - 2nd Place: Tim Yoder

## Alabama

The Alabama Auctioneers Association held its annual event Oct. 12, 2020.

### Election results:

- President: Nathaniel Frederick
- Vice President: Justin Fisher, ATS, CES, GPPA
- Treasurer: Damon Folmar
- Directors:
  - DeWayne McClendon
  - Ron Young, AMM, GPPA
  - Dewey Jacobs, CAI, AARE
- Chairman of the Board: Shaun Dalton



Top left: Ringman finalists Aaron Maye, Lexi Robinson and Tony Wisely, CAI, BAS. Bottom left: Grand champion finalists Jay Cash, Dustin Bradford and Aaron Maye. Above: Ringman Champion Lexi Robinson, Rookie Champion Don Krejsek, and Grand Champion Dustin Bradford.

### Competition results:

- Rookie Contest
  - Champion: Don Krejsek
  - 2nd Place: Kevin Brooks Jr.
  - 3rd Place: Bo Presley
- Ringman Contest
  - Champion: Lexi Robinson
  - 2nd Place: Aaron Maye
  - 3rd Place: Tony Wisely, CAI, BAS

- Grand Champion
  - Champion: Dustin Bradford
  - 2nd Place: Jay Cash
  - 3rd Place: Aaron Maye
- Marketing Contest Winners 2020
  - Color Brochure: Redfield Group Auctions
  - Color Sale Bill: Chad Williams Auction Company
  - Photography: CKing Benefits
  - Post Card: Target Auction

- Stationary: Redfield Group Auctions
- Website: Redfield Group Auctions
- Social Media Page: Redfield Group Auctions
- Commercial Video: Redfield Group Auctions
- Magazine: Southern Auction Solution
- Email: Southern Auction Solution
- Online Advertising: Redfield Group Auctions

# Board of Directors Director/Officer Requirements

An NAA member who wishes to be elected as an Officer or Director of the association at the 73rd International Auctioneers Conference & Show in Minneapolis, Minnesota, must announce his or her candidacy by 4 p.m., CT, on Monday, March 1, 2021.

## NAA POSITIONS AVAILABLE

**Vice President:** One-year term. Will ascend to the presidency the next year. Must have served a full term on the Board of Directors, Education Institute Trustees, AMI Board of Governors or National Auctioneers Foundation Trustees.

**Treasurer:** Two-year term. Must have served a full term on the Board of Directors, Education Institute Trustees, AMI Board of Governors or National Auctioneers Foundation Trustees.

**Directors:** Candidate must be a member of the NAA in good standing for at least three consecutive years; must have served on an NAA committee/task force; must have completed CAI or taken the NAA Leadership Development course. Directors may serve two, three-year terms that are not consecutive. Two Directors are elected each year.

## BOARD RESPONSIBILITIES

Expected to attend all scheduled face-to-face meetings and those called by Zoom. In addition, Board members are expected to serve on committees as requested by the President. Committees typically meet by electronic means. In addition, it is expected that the Board communicates the work of the organization and shows support for the NAA. The Candidate Packet includes complete job descriptions for both Officers and the Board positions.

## APPLICATION PROCESS

**Obtain a candidate packet by going to [auctioneers.org](http://auctioneers.org) or by emailing NAA CEO Hannes Combest, FASAE, CAE at [hcombest@auctioneers.org](mailto:hcombest@auctioneers.org).**

**All applications must be submitted by 4 pm CT on Monday, March 1, 2021.**

The packet includes the following:

1. A signed and completed application
2. A separate document indicating how the candidate demonstrates the “Characteristics and Attributes of an Ideal NAA Board Member.”
3. The names and addresses of three references
4. A professional photograph
5. A one-page document which answers the following questions:
  - Why are you interested in serving on the NAA Board of Directors
  - What have you learned from serving on a volunteer board?

An interview with the Candidate Review Committee (CRC) will be held during the first two weeks of March.

Candidates will be notified if they are being recommended by March 17.

Candidates who are not endorsed by the CRC but still choose to run must notify the Committee by 4 p.m. CT on Thursday, March 31, 2021.

## 2020 CANDIDATE REVIEW COMMITTEE:

◆ Chairman of the Board Jason Winter, CAI, AARE, AMM, CES

◆ President Terri Walker, CAI, BAS, CES

◆ Representative of the Education Institute Trustees, Sherman Hostetter, CAI, AARE, BAS, CES

◆ Representative from the National Auctioneers Foundation, Jennifer Gableman, CAI, ATS

◆ State Representative Charlotte Pyle, CAI, AARE

# NAA Education Institute Trustee Candidate Requirements

ALL INFORMATION IS DUE BY 4 P.M.  
CENTRAL TIME ON MARCH 1, 2021

## TRUSTEE CANDIDATE REQUIREMENTS

NAA members and designation holders who wish to be considered for a position of Trustee for the NAA Education Institute (EI) must submit information declaring their interest by March 1, 2021.

Two (2) new Trustees will join the Education Institute as of the 2021 Conference & Show in Minneapolis. Terms are for three (3) years, and Trustees are expected to take a very active role in the planning and implementation of education efforts of the NAA. EI Trustees plan the educational activities of the NAA, including designation programs such as CAI, AARE, AMM, BAS, CAS, CES, GPPA and MPPA, summits and educational offerings at Conference & Show.

### TRUSTEES MUST MEET THE FOLLOWING REQUIREMENTS:

- ◆ Member of NAA for three (3) years
- ◆ Hold an NAA designation (CAI, AARE, AMM, BAS, CAS, CES, GPPA or MPPA)
- ◆ Served on an NAA volunteer committee or task force
- ◆ Submit a letter confirming a commitment to serve
- ◆ Attend the International Auctioneers Conference and Show

### TRUSTEE CANDIDATES SHOULD BE AWARE THAT:

- ◆ Trustees are required to participate in monthly virtual meetings and attend three (3) face-to-face meetings each year (one of which takes place at Conference and Show).
- ◆ Trustees recommend to the NAA Vice President new Trustee candidates for appointment
- ◆ The NAA Vice President makes the final recommendation of new Trustee candidates to the NAA Board for approval
- ◆ Only two (2) Trustees will be appointed annually
- ◆ Terms are three (3) years
- ◆ Trustees may not serve two consecutive terms and may not serve concurrently on the NAA Board, other than the NAA Vice President and the Chair of the Trustees
- ◆ Leadership positions of Chair and Vice Chair are elected by the Trustees
- ◆ Trustees may not teach in seminar or designation programs during their tenure.
- ◆ Trustees may be asked to chair volunteer committee or task force groups

### CANDIDATES MUST SUBMIT THE FOLLOWING BY 4 P.M. CENTRAL TIME ON FEB. 28, 2020:

1. A signed letter of intent to seek a Trustee position
2. A brief response (75 words) for each of eight questions listed below
3. A color photograph of yourself
4. The following profile information:
  - ◆ Number of years in the auction profession
  - ◆ Number of years as an NAA member
  - ◆ Work history
  - ◆ Education
  - ◆ Prior NAA volunteer activities

Candidate profiles will be reviewed by the Education Institute Trustees. The profile is intended to help Trustees and Board members learn more about the candidate and their respective goals and views. Any questions about these requirements or this process should be sent to [education@auctioneers.org](mailto:education@auctioneers.org).

### PLEASE ANSWER EACH OF THE FOLLOWING QUESTIONS WITH 75 WORDS OR FEWER:

1. Why do you wish to serve on the NAA Education Institute Trustees?
2. What specific talents and skills would you bring to the Education Institute?
3. Should you be appointed, what would you like to accomplish during your term with the Trustees?
4. What is your vision for the education of an auction professional?
5. How has education affected your success in the auction industry?
6. What changes do you foresee in the auction profession in the next five to ten years, and how can the Education Institute make sure the NAA is positioned to address those changes?
7. In your opinion, how can auction education through the NAA enhance the auction professional's image, skills, success and satisfaction?

Please submit all the items noted above in the  
online application form located at:  
[forms.gle/awmThSUvVSsFiHwa9](https://forms.gle/awmThSUvVSsFiHwa9)



**Kurt Bachman**  
Attorney and licensed  
auctioneer from  
LaGrange, Indiana

## Business Practices

# Absolute auction/minimum opening

**Question: Can an auctioneer lawfully advertise an auction as an absolute auction subject to a published “minimum opening bid” requirement?**

Generally, no. I have previously addressed this question in this column on at least two separate occasions, once in September of 2018 and again in March of 2019. However, the issue has come to my attention recently and there has been a 2020 court case specifically addressing the same; so, it seems appropriate to revisit the question again. The NAA Glossary defines the term absolute auction as “an auction where the property is sold to the highest qualified bidder with no limiting conditions or amount. The seller may not bid personally or through an agent. Also known as an ‘auction without reserve.’” A minimum bid is typically the minimum price that property at the auction will be sold. The minimum price is usually stated in the auction brochure, advertisements, and is announced at the action. A minimum bid acts as the lowest price that property can be sold for at auction. It is used in some situations in an effort to reduce the seller’s risk. A minimum opening bid generally has been deemed a limiting condition, thus not a proper element of an absolute auction.

A recent court decision discussed the differences between absolute auctions and reserve auctions in the context of a published minimum bid. The Supreme Court of Appeals of West Virginia recently decided *Alex Lyon & Son, Sales Managers & Auctioneers, Inc. v. Leach*, 844 S.E.2d 120 (W.Va. 2020), and affirmed a decision holding an auctioneer liable to a bidder for violating the terms and conditions of the auction. In that case, the Seller owned vacant real estate and retained an auctioneer to help sell it. Prior to the auction, the auctioneer marketed and advertised the sale. The auction was advertised as an “absolute auction,” but the terms and conditions stated that there was a published minimum opening bid of \$200,000.00. In the litigation, the Court was not asked to decide whether the auction was a true absolute auction or an auction with reserve. However, the Court explained the primary differences between an absolute auction and auction with reserve as follows:

1. In an auction with reserve, the property being sold can be withdrawn prior to the close of the auction. In an absolute auction, after the auctioneer calls for bids on a lot it cannot be withdrawn unless no bid is made within a reasonable time.

2. In an auction with reserve, the property will not be sold unless the highest bid exceeds the reserve price. In

an absolute auction, the property is sold to the highest bidder regardless of the bid amount and the seller’s notion of the value of the property.

3. In an auction with reserve, the auctioneer (as the agent of the seller) invites offers and the bidders make the actual “offer” to enter the contract. In an absolute auction, the seller makes an offer to sell when the item is offered. A contract is formed with each bid, subject only to a higher bid being received.

The Court stated: “In the case at bar, the defendant advertised the May 2016 auction as an ‘absolute sale.’ The term ‘absolute auction’ is synonymous with an ‘auction without reserve.’ ... In 2019, the Legislature amended its statutes regulating auctioneers and adopted the following definition for an absolute auction: ‘Absolute auction means the sale of real or personal property at auction whereby every item offered from the block is sold to the highest bidder without reserve and without the requirements of a minimum bid or other conditions which limit the sale other than to the highest bidder.’” West Virginia Code s. 19-2C-1(a).

The Court analyzed the facts of the case and made a warning to auctioneers. It stated: “Furthermore, in addition to defining an ‘absolute auction,’ in 2019 the Legislature also adopted a provision stating, ‘it is unlawful to conduct or advertise that an auction is absolute if minimum opening bids are required or other conditions are placed on the sale that limit the sale other than to the highest bidder.’ W. Virginia Code 19-2C-10 (2019). In the instant case, the defendant advertised the May 2016 auction as ‘absolute’ but simultaneously required a minimum opening bid of \$200,000. The defendant’s advertisement would now appear to be prohibited by law.” (Emphasis added.) Other states have similar provisions defining absolute auctions and prohibiting minimum bid requirements. As such, it would stand to reason that those other state courts would look to this case as at least persuasive authority for concluding the same.

However, in some states this method of marketing (absolute auction subject to published minimum bid) has become an acceptable industry standard despite the risks. States which do not have similar provisions, definitions, and prohibitions, might not be so harsh. In those states, one could argue that the intent of the seller (to absolutely relinquish the property once the published minimum bid has been met) is critical to

**Have a legal  
question?**

Submit it to [eshipps@  
auctioneers.org](mailto:eshipps@auctioneers.org)



Kurt R. Bachman and Beers Mellers Backs & Salin, LLP appreciate the opportunity to review and answer legal questions that will be of interest to Auctioneers. The answers to these questions are designed to provide information of general interest to the public and are not intended to offer legal advice about specific situations or problems. Kurt R. Bachman and Beers Mellers Backs & Salin, LLP do not intend to create an attorney-client relationship by offering this

information, and anyone's review of the information shall not be deemed to create such a relationship. You should consult a lawyer if you have a legal matter requiring attention.

Kurt R. Bachman and Beers Mellers Backs & Salin, LLP also advise that any information you send to Auctioneer shall not be deemed secure or confidential. Please visit one of our offices to ensure complete confidentiality.

Contact Kurt Bachman:  
(260) 463-4949  
krbachman@beersmellers.com

the analysis; and, that these two types of auctions may be able to co-exist without violating legal or ethical standards. Unfortunately, there does not appear to be any published court opinions currently supporting this argument. As such, auctioneers should be aware of this issue. Be aware that courts which have considered this issue tend to find that a minimum opening bid is a limiting condition and not consistent with the concept of an absolute auction. Therefore, auctioneers should avoid utilizing minimum opening bid requirements for absolute auctions unless they are certain that the state in which they are operating expressly permits the same. ❖

## BONDS & INSURANCE

### THE COVERAGE YOU NEED:

- ◆ Liability Insurance ◆
- ◆ Property Coverage ◆
- ◆ Cyber Liability Coverage ◆
- ◆ Consignment Property ◆
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The iSeries webinar on remaking your entrepreneurial spirit was hosted by Tim Luke, CAI, BAS, MPPA, in October.

## iSeries Recap

# Remaking your entrepreneurial spirit

**E**ntrepreneurship is a daily struggle between the dread of not having enough work and the stress of having too much. Add a pandemic to the mix, and you've got a recipe for some stressful moments in the last several months. How can an entrepreneur maintain their positivity and move forward in this season of unknowns?

Tim Luke, CAI, BAS, MPPA, entrepreneur and "NAA's resident encourager," laid out some ways to give business owners in the auction profession the boost they need to navigate their businesses successfully and catch the entrepreneurial bug once again.

The COVID-19 pandemic has brought global economic activity to a halt. Estimates say millions of small businesses will shut down permanently as a result. Entrepreneurs carry the financial burden of their business. They have to be concerned with making payroll for employees, paying consultants, paying bills, maintaining marketing, and countless other things.

This stress takes both an emotional and spiritual toll on a person, Luke said. And especially in this season, these responsibilities can feel insurmountable and completely out of your control.

Luke said owning a business is like "riding a roller coaster after eating a burrito and drinking four beers."

It can be challenging to keep the clients' needs in mind, taking care of your business, employees and yourself, all while maintaining a positive spirit for your business in trying times.

A troubling character trait of many entrepreneurs is attaching self-esteem to the success or failure of their business, Luke said.

When everything is going great, you're feeling really great about yourself and your business. But think about those times when things weren't so great with the business. Luke said those times of failure often translate into your self-esteem. What business owners need to do, Luke said, is learn from the successes as well as the failures.

As an entrepreneur, you're encouraged to "leave it all on the field" at the expense of exhausting yourself. But you cannot keep exhausting yourself, Luke said. If you're burnt out, you will be no good to your business, employees or family—and those are all important to your success.

You can do everything right and still ultimately face circumstances beyond your control. Think back to a time you were faced with something you weren't in control of. How did you respond? Were you frustrated and stressed, or did you come up with a plan (and maybe a couple back up plans too)?

The way you respond to circumstances out of your control will dictate your success as an entrepreneur. When things don't go your way, do you stop and give up, or do you figure out how to get around it? It is important to challenge yourself to look for other perspectives and solutions in order to continue moving forward in your business and taking back what you are able to control.

The COVID-19 pandemic has caused some business owners to freeze and become frightened of the implications of change on their business. But Luke said don't let fear hold you back because as soon as you let the fear control you, you're not going to move forward. The only way to move forward is by taking action and doing something positive.

According to the Small Business Administration, only two thirds of businesses survive their first two years, and half survive five years. This information was gathered prior to COVID-19, but Luke said it will



be interesting to see how these number are affected throughout the pandemic.

Luke encourages looking at failure as a badge of honor because each failure can be a learning opportunity. Instead of dwelling on what went wrong, use what went wrong to your advantage and learn from it. Every failure is an opportunity to be one step closer to success if you learn from it.

Look at the positive side of your failure. If you see something didn't work out the way you wanted it to, ask yourself, "Why did this happen? What could I have done better?" That is when you're going to grow as an entrepreneur, Luke said, because if every entrepreneur just stopped at their first failure, we wouldn't have many of the inventions and creations we use today.

But what can you learn when your business is completely turned upside down by something like a pandemic? Luke has three takeaways to that you can use to navigate your business through trying times.

First, think creatively about how you can retain and grow your business. Think outside the box. What else can you offer? What are your clients needing right now?

Second, use technology to allow you to maintain business operations and give you the opportunity to connect with your customers. Technology is connecting us like never before. Use it to your advantage!

Lastly, think about how you can provide increased convenience for your clients. Whether it's an easier portal, or offering virtual events, take this opportunity to make your clients' lives easier.

On a personal note, Luke said it is absolutely vital for entrepreneurs to balance their business with their personal lives. He said you must prioritize sleep, eating healthy, and exercising. When these personal tasks are neglected, you are not doing yourself any favors in maintaining a positive mindset to take your business to the next step.

Also, Luke encourages finding your community of like-minded people whom you can lean on and share with. Entrepreneurship can be lonely and isolating. It's important to have people in your life to share your fears, experiences and problems.

Entrepreneurship is never easy, especially right now, but it is more important than ever to maintain the right mindset through the challenges, Luke said. If you can see opportunity in the difficult times, you will be successful for the rest of your life. ❖

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To listen to this and other iSeries webinars, visit [auctioneers.org/iSeries](http://auctioneers.org/iSeries).

# iSeries

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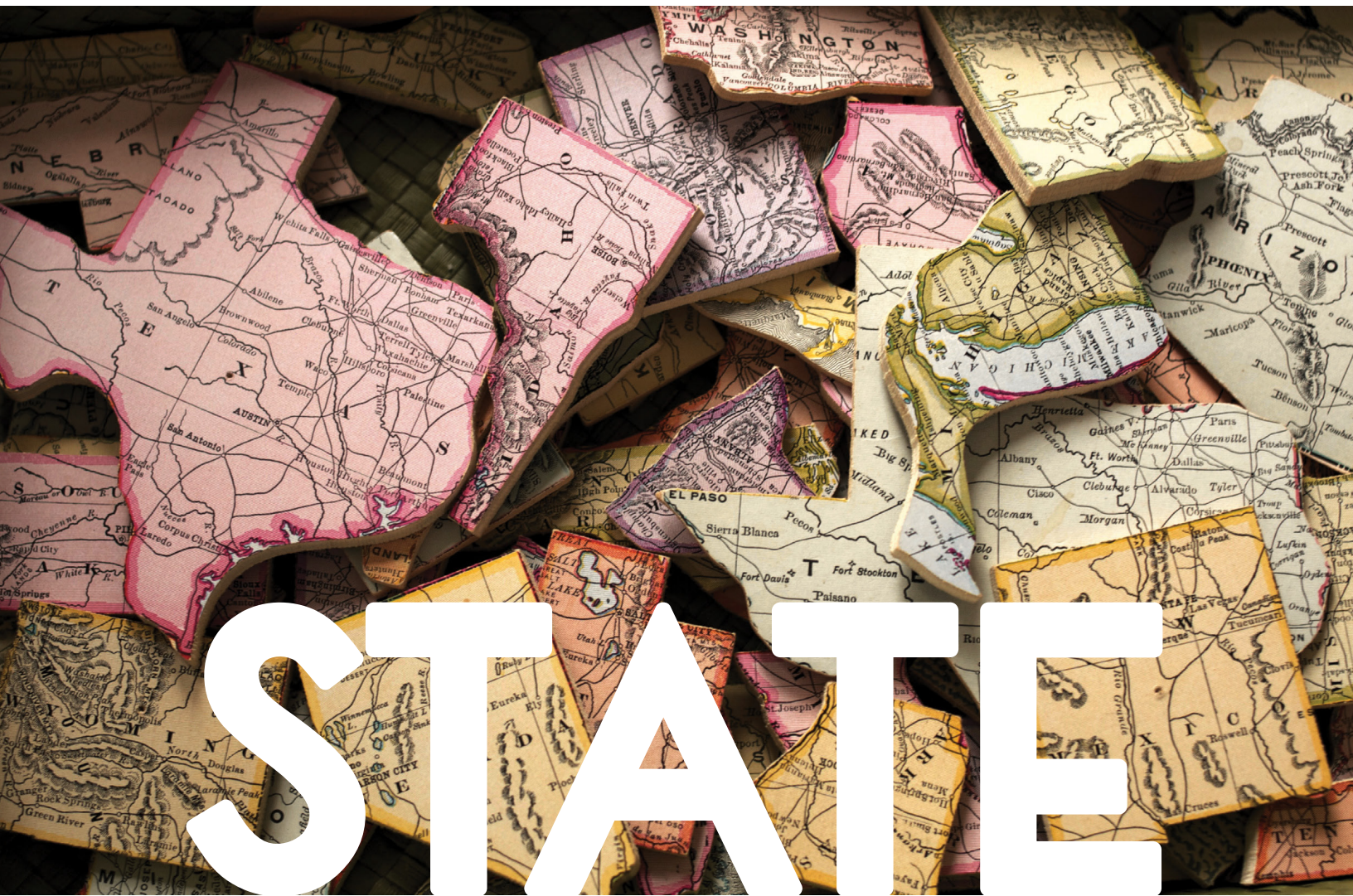
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# AUCTION MARKETING COMPETITION

NAA + USA TODAY

# ENTRY FORM



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# REGISTRATION FORM

NAA MEMBER/CONTESTANT NAME

NAA MEMBER #

OFFICIAL COMPANY NAME

BUSINESS ADDRESS

CITY

STATE

ZIP

PHONE

EMAIL

WEBSITE

## PAYMENT INFORMATION \*PLEASE NOTE FREE ENTRIES ARE NO LONGER ACCEPTED\*

( \_\_\_\_\_ X \$20) + ( \_\_\_\_\_ X \$40) = \_\_\_\_\_  
# OF ENTRIES # OF CAMPAIGN ENTRIES TOTAL AMOUNT DUE

PAYMENT TYPE (PLEASE CIRCLE): CHECK: CHECK NO. \_\_\_\_\_ CREDIT CARD

NAME ON CREDIT CARD

SIGNATURE

CREDIT CARD NUMBER

EXPIRATION DATE

CVV

## HOW TO ENTER

- COMPLETE THE REGISTRATION FORM
- COMPLETE A SEPARATE ENTRY FORM FOR EACH SUBMISSION
- SUBMIT ALL ENTRIES BY FEB. 19, 2021

**MAIL ENTRIES TO NAA HEADQUARTERS:  
MARKETING COMPETITION  
8880 BALLENTINE ST.  
OVERLAND PARK, KS 66214**

**EMAIL SUBMISSIONS FOR RADIO, VIDEO OR  
PHOTOGRAPHY CATEGORIES TO:  
ENTRIES@AUCTIONEERS.ORG**

**QUESTIONS? CONTACT ADAM KENNE:  
AKENNE@AUCTIONEERS.ORG**

## GENERAL RULES

1. Entries must be reflective of the auction industry in some capacity and must have been created between Jan. 31, 2020 and Jan. 31, 2021.
2. Each entry must be accompanied by a \$20 entry fee. Campaign of the Year requires a \$40 entry fee.
3. Every entry requires an entry form and a corresponding registration form.
4. Printed entries must include two copies.
5. The member whose name appears on the entry form must be a current member of the NAA, or the entry will be disqualified. Forms must clearly list the member name and official company name, as this cannot be changed once submitted.
6. The NAA reserves the right to move an entry to another category if it does not clearly meet the criteria for the category in which it was entered.
7. Submissions will not be returned.
8. Images submitted for this contest may be used in future Auctioneer magazines or for other NAA promotional and marketing purposes.
9. Each entry will be judged by a panel of marketing professionals according to standards of excellence. Entries are not judged against one another, but rather by a pre-determined set of criteria to reach certain award levels.
10. All entries are eligible for a "Best of Show" award. Awards will be given for photography, print and digital.

**FOR MORE INFORMATION, VISIT [AUCTIONEERS.ORG/MARKETINGCOMPETITION](http://AUCTIONEERS.ORG/MARKETINGCOMPETITION)**

# AUCTION MARKETING CAMPAIGN OF THE YEAR

**One entry will be selected as Campaign of the Year**

Submit a binder with title pages dividing major sections that includes any or all of the following:

- A brief, one-page summary of your auction campaign.
- Important information on why the auction was noteworthy
- Marketing strategy and tactics used
- Goals for the auction
- Copies of photographs, advertisements and any other promotional materials
- Innovative marketing or techniques employed
- Online marketing
- Target markets



## PRINT & DIGITAL

### Categories

- Postcards
- Brochures & Catalogs
- Bidder Cards
- Newspaper/Magazine Print Advertising
- Public Relations & Company Promotions
- Email & Website Communications
- Social Media
- Radio
- Video

Two copies of printed work must be submitted. Only submit original copies of printed work. No photocopies will be accepted.

Digital entries will be accepted for Radio and Video categories. Please send files to [entries@auctioneers.org](mailto:entries@auctioneers.org). These categories can also be submitted via flash drive or CD/DVD.

For company website entries, include URL on entry form.



## PHOTOGRAPHY

### Categories

- Auction Crowd
- Auction Team
- Auctioneer in Action
- Buyer Excited About Purchase
- Creative Photography
- Technology in use at Auction
- Fun at Auction
- Auction Lots
- Behind the Scenes
- Real Estate

Photos may be produced in house or by professional photographers.

The same photo may be entered in more than one category.

Photos must measure 8x10 inches at 300dpi.

Submit two copies of printed photos, or submit digitally to [entries@auctioneers.org](mailto:entries@auctioneers.org).

## ENTRY DETAILS | ONE FORM PER ENTRY IS REQUIRED

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NAA MEMBER/CONTESTANT NAM

NAA MEMBER #

CIRCLE ONE: CAMPAIGN OF THE YEAR   PRINT & DIGITAL   PHOTOGRAPHY  
DIVISION

CATEGORY

---

OFFICIAL COMPANY NAME

TITLE OF ENTRY

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## ENTRY DETAILS | ONE FORM PER ENTRY IS REQUIRED

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NAA MEMBER/CONTESTANT NAM

NAA MEMBER #

CIRCLE ONE: CAMPAIGN OF THE YEAR   PRINT & DIGITAL   PHOTOGRAPHY  
DIVISION

CATEGORY

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DIVISION

CATEGORY

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OFFICIAL COMPANY NAME

TITLE OF ENTRY

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NAA MEMBER/CONTESTANT NAM

NAA MEMBER #

CIRCLE ONE: CAMPAIGN OF THE YEAR   PRINT & DIGITAL   PHOTOGRAPHY  
DIVISION

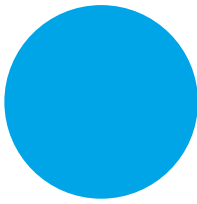
CATEGORY

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OFFICIAL COMPANY NAME

TITLE OF ENTRY

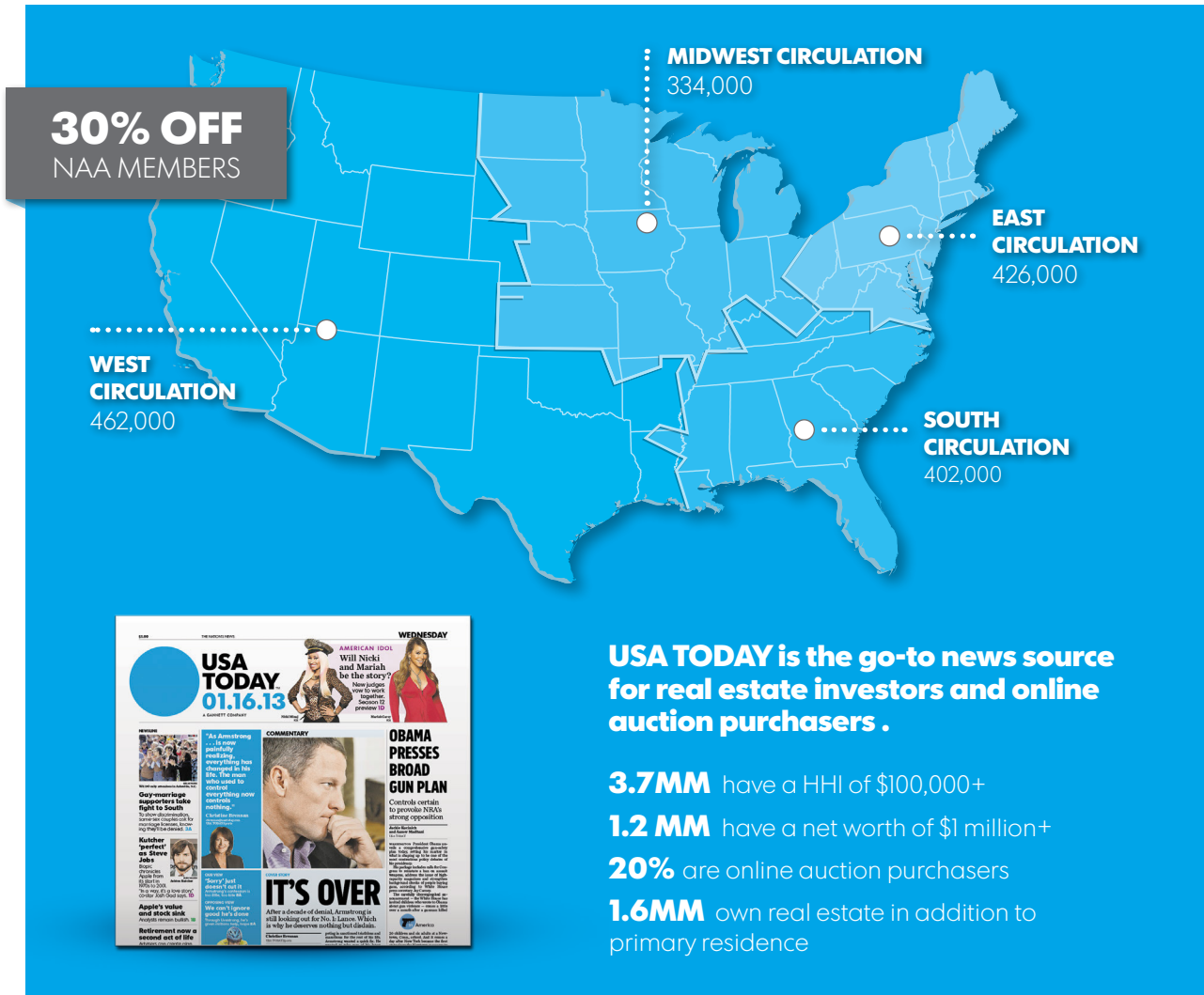
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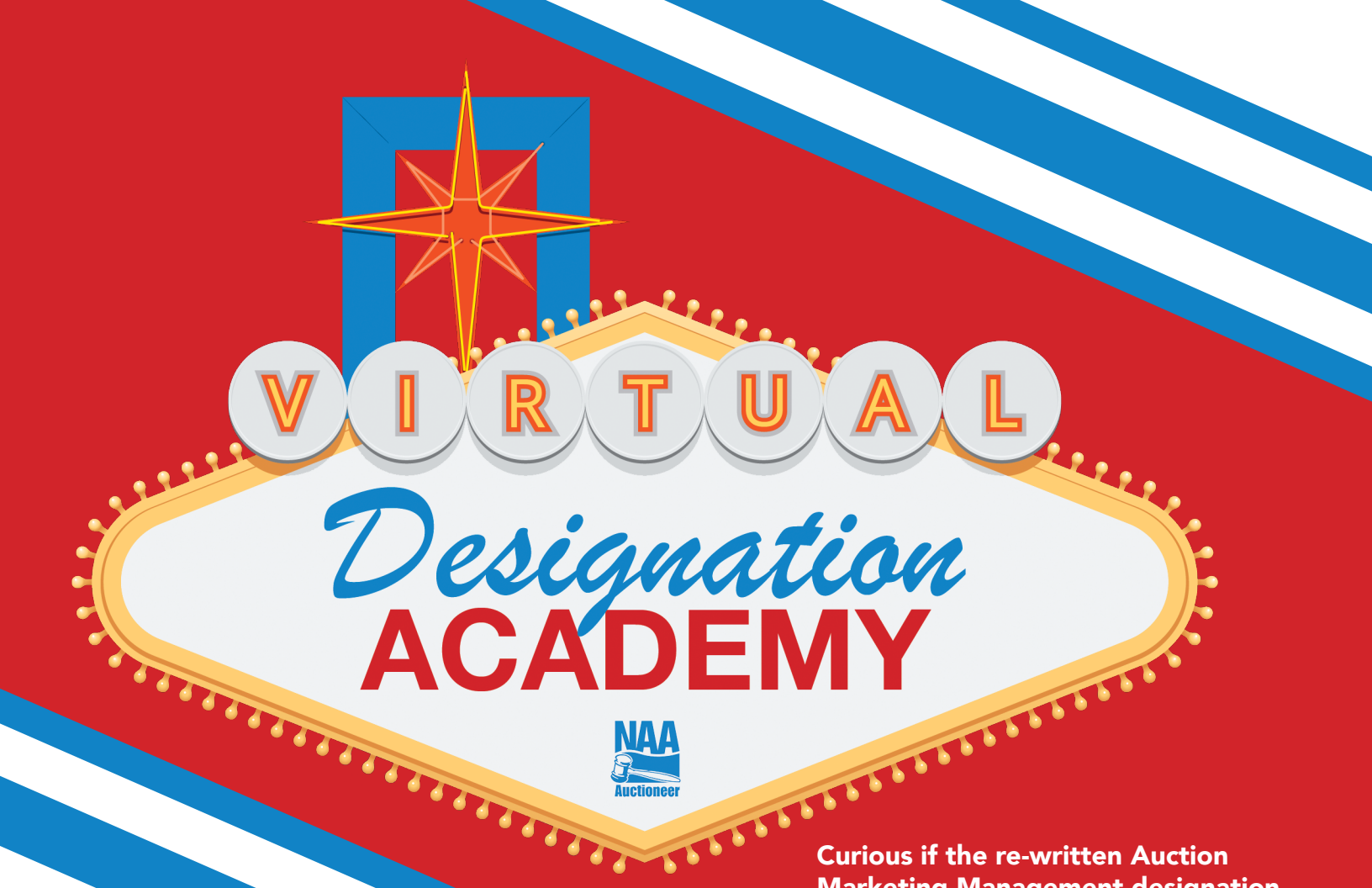
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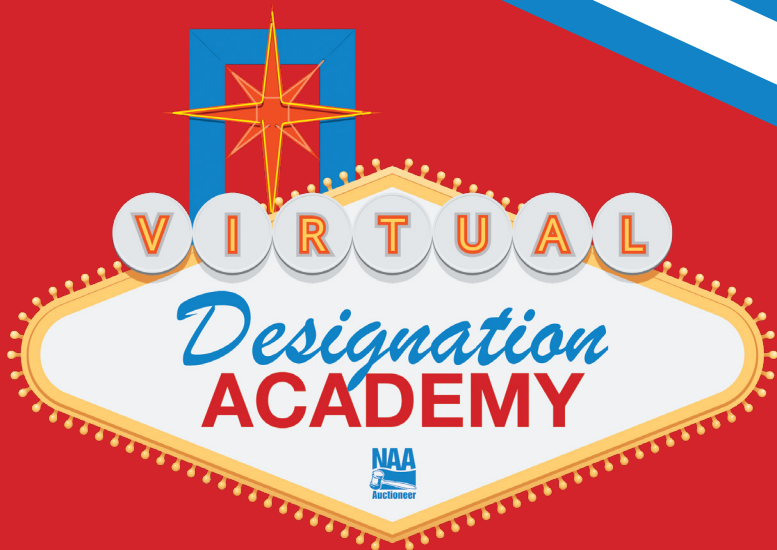
*Recap*  
**AMM**

Twice a week for four weeks in November, students from across the U.S. and Canada attended AMM in a virtual environment with fantastic learning and engagement. As instructors, we've been able to incorporate additional learning and sharing opportunities outside of the classroom through the communication tool Slack. A distinct advantage of the virtual environment is students being able to go back and watch any of the sessions at their convenience.

*John Schultz, AMM, instructor*

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# AMM

I would definitely recommend AMM to a friend. While I am just starting my career out in the auction/reality industry, the amount of behind-the-scenes information this class provides is mind blowing! It is almost overwhelming, in a good way, the amount of info you're exposed to. I have no doubt that I'll be putting the marketing tips and advice into use on the daily. Even though I would have loved to go to Las Vegas to enjoy this in person, the instructors broke down 3 hour sections to give us a nice time to digest everything that is presented. Also, the ability to go back over the class video for things I may have missed has been beneficial. I don't think that being there in person I would have been able to soak all of this information in. I would have eventually hit a point where I was not retaining it anymore. This also could be because I'm very new in my position and some of the things I'm taking away, the majority of the class has been exposed to. My biggest takeaway from the AMM class is the many different avenues you can use to expose your business to customers—especially using Google Analytics to harness the wealth of information and putting it to good use!

*Jim Hall*

Seeing AMM offered in a complete virtual setting has opened the doors to new possibilities and advantages to learning virtually. AMM is known for its hands-on learning experience, and now, students are getting a front row seat to new technologies and strategies to grow their businesses. It's fun to see the interaction and conversation develop online and continue throughout the four weeks of the class. We see students consuming and having the advantage of time between classes to digest the information and even implement concepts as the course progresses.

*Sara Rose Bytner CAI, AARE,  
AMM, BAS, instructor*



I have thoroughly enjoyed my experience in AMM—John and Sara have been amazing! I would recommend AMM to every single person in the auction industry. Understanding the techniques and benefits of effective marketing can help in every aspect of an auction business (or any business at that). Of course I think every marketing professional should take the class, but I think the class can also help other members of the industry. From the cataloging team—to help them understand what information and photos are needed and why its important, to the auctioneer/business owners—to understand the benefit of a quality marketing team and how they can assist in the marketing efforts and the

importance of quality brand recognition, and every one in between. My biggest takeaway from AMM is that effective marketing can be done on so many levels and in so many ways. Trial and error is the best teacher. Just get started, do some research and put yourself out there. We are all on different levels and in different stages in our marketing journey. You don't have to be doing 20 million dollars in sales every year to have a good marketing campaign. And you don't have to spend thousands of dollars on marketing to be effective. Figure out what makes sense for you and your brand and just go for it.

*Jessi Jo Boulter*

AMM was life-changing! The virtual format broke the class down into bite-size bits. Plus, everything's recorded, so it's easy to go back and review or catch up when necessary.

*Ruth Rowe Campbell, CES*



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# From contractor to business owner

How three professionals made the transition to running their own business

**B**eing a contract auctioneer can provide great freedom for an auction professional. But if you're looking into transitioning out of contract work and into running your own business, Doak Lambert, CAS; Joseph Mast, CAI; and Andrew White have laid out a plan based on their experiences as contract auctioneers starting and running their own businesses.

## Putting together a plan for your business

First thing's first: Make a plan for your business. A plan gives you a road map. Even after your business is established, it can help you stay on track with the original vision.

There's no right or wrong way to do it, Mast said. This plan is essentially what you want your business to look like, what your goals are, and how you're going to execute to get to that point.

Mast encourages looking at your situation like climbing a ladder. Before moving on to the next "rung of the ladder," you have to still hold on to the current rung. In the same way, you don't let go of your contract work until you have your hands on the next part of the plan. Once you've established the next step, you can let go of the last one, which may be taking up too much time at that point.

Time is your most valuable asset when you're transitioning, Mast said. You have to let go of something to add something else. There's only so much time in the day.

While making your plan, ask yourself what you are good at as well as what you are bad at. Knowing what you're good at is important for your role, but it's also important to know what you're bad at too so you can build your team of people who can complement your skills.

Do some research on the size of the market your business will be entering. Can it produce you enough money? What will be your expenses and income? How many employees will you need? Do you need a location? These are just a few questions you should ask yourself as you are coming up with a plan.

Once you have your plan, get some advice,

Mast said. Seek counsel from someone unbiased whom you respect in your field. Run your plan by them. They're going to give you good, honest and strong feedback.

Afterward, contact your lawyer and accountant, and again, run your plan by them. They will help you put together the financial side of the plan and the legal details. Once all of this is in place, then you can start to move forward with gathering funds.

## Raising capital

It's no secret that starting a business costs money, and you may or may not have those funds available yet. But there are a lot of ways of looking for and finding money to start your business.

## Bootstrapping

Bootstrapping is when you use your own money out of cash and savings to start your business. You may have been saving for this for several years and have those funds available for you to use. However, Lambert said that if you haven't had the chance to build a nest egg yet, a home equity loan may be a good route to go.

Lambert also said you may consider looking into alternative ways to use your current equity to find funding, such as ROBS (Rollovers as Business Start Ups). ROBS is an arrangement in which prospective business owners use their retirement funds to pay for new business start-up costs.

Another option is putting the up-front expenses on credit cards. Lambert doesn't suggest this option due to the risk, but some business owners have found success.

## Traditional loan

You could apply for a Small Business Administration loan from a bank. Lambert said this method is usually a slower process, and you will need to build a relationship with a banker for them to take you seriously.

You also need to have good track record to show that they can trust you. They will look at factors such as if you have a steady income, 700+ credit score, equity of your house or 401k, and industry experience.

## Crowdfunding

Crowdfunding involves raising small amounts of money from a large number of

people, typically via the Internet. Some startups have crowdfunded through websites like GoFundMe or Kickstarter.

### Angel investors

Angel investors are high-net-worth individuals who provides financial backing for small startups or entrepreneurs, typically in exchange for ownership equity in the company. Many times, angel investors are people who know you personally and believe in what you are setting out to do.

### Venture capitalist

Venture capitalists involve professionally managed pools of money for the expressed purpose of funding big startups. They provide capital to companies exhibiting high growth potential in exchange for an equity stake. They will likely want to see something already established with the potential to grow exponentially.

### Hiring the right people

Now that your business has a plan and funding, it may be time to start thinking about finding people to help you run your business. Your employees play a large role in making your business successful, so White

encourages using the motto “Be slow to hire and quick to fire.”

White also said to keep in mind that you’re not going to need to hire everyone at once. As your business hits certain milestones, you will find that you have new roles to fill. But in the beginning, establish what roles you will need help with first.

Hiring employees is not just finding people to work for you—it’s finding the right people to help your business succeed. Spend time vetting potential employees so you know you are able to identify if they are a good fit. Extra time on the front end will pay off in the long run.

Mast said that when you’re hiring, make it a goal to surround yourself with people who are better at your weaknesses than you are. Your employees should make it easier for you to do what you do best.

Among the obvious roles you’ll need to fill, White said to hire a good attorney. An attorney can help you decide what business type is best for you. Maintain an ongoing relationship with your attorney that you trust so you can turn to them for legal advice as your business grows. They also can be a good source of referrals, White said.

White also suggests hiring a good accountant. As your business becomes more

complex, an accountant can make sure the financial side is taken care of. They can also make sure you’re making the most of your financial situation.

As you get further down the road to hire admin help, White encourages looking for employees who have the skillset to take on multiple roles if needed.

Other positions to think about are setup crew, sale day crew, marketing, contract auctioneers and ringmen. White said to hire the best you can afford. Your employees are representing you and your business. You need to be able to trust that you can walk away from the auction and it still be run well.

After all, the goal is to build a business to provide you income and the ability to walk away from it and know it’s being run successfully. Transitioning to owning your own business can allow you to sit back, let the money roll in, and you won’t even have to talk fast to do it. ♦

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*This article was adapted from a Conference & Show session. Watch the full session and find more at [pathlms.com/naa](http://pathlms.com/naa).*



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## Breaking into bankruptcy auctions

There is money to be made for those willing to be persistent

**B**ankruptcy liquidations can be a lucrative side to an auctioneer's business. But getting started in this field does not come without challenges. Chip Pearce, AARE, ATS, CES, GPPA, has been in the liquidation business for about 20 years, and he says even though bankruptcy work requires much, if you are interested, it is worth pursuing.

Very few auctioneers are qualified to do bankruptcy work, understand the process, and are financially stable enough to fund a

bankruptcy case, Pearce said. There's a lot more to it than just conducting an auction. For this reason, there is a market for auctioneers who are interested in getting involved in bankruptcy work.

### What to expect

To get started, Pearce recommends sitting in on some bankruptcy cases so you can begin to understand the process.

The key is to make a solid relationship with a bankruptcy trustee. A bankruptcy trustee is an independent contractor who is appointed to oversee a bankruptcy case. Their specific duties will vary from case to case, but they build their network with professionals (like liquidation auctioneers) to help them execute whatever needs to be done for the case.

Pearce said it can be challenging to get an appointment with a trustee. They are constantly inundated with professionals vying to do business with them. You will be competing with other experienced bankruptcy auctioneers who want to expand their

network. Do not get discouraged by this, Pearce said, but do be prepared to work hard to earn that relationship with a trustee.

It could be a long process to get your foot in the door. Trustees are very loyal to their liquidators, Pearce said. Unless an auctioneer messes up a deal, retires, or passes away, then he or she is most likely going to be the liquidator for life for that trustee.

Trustees are not just looking for an auctioneer—they are looking for someone to be their go-to person whom they can trust. The trustee is putting his reputation on the line by recommending you to a federal judge as an expert. They have to know that you're not going to let them down. They're looking for somebody with knowledge of a large variety of assets and who can articulate their opinions in person, on paper and possibly on the witness stand in front of a judge.

As a bankruptcy auctioneer you may be called to court to be an expert witness. For this reason, it is important to document your findings well. You need to be able to articulate

the details and potentially defend why and how something was done a certain way.

In bankruptcy work, details are absolutely everything, Pearce said. One important documentation will be a detailed auction summary report. This document paints a good, clear picture to the court of what the situation was when you arrived on the scene all the way through the final day of liquidation and collecting the proceeds. The auction summary report provides total transparency in the case and will be helpful if you are ever called to the witness stand as an expert.

### What you'll need

A significant part of being a bankruptcy auctioneer is the trustee and the court trusting you to have the resources to handle the case's assets well. This could involve having transportation for the assets, having a secure place to store the assets, having the financial stability to cover various expenses up front, and more.

For this reason, having a wide network of various skill sets is vital as a bankruptcy auctioneer. In order to be that "go-to guy" for your trustee, you need to have the resources to handle whatever will be required. This

could be moving vehicles, heavy equipment, personal assets, etc. Different assets require different care. While you personally may not be qualified to care for a specific asset, if you have someone in your network who is qualified, you can subcontract them.

Providing services beyond the ability to conduct an auction will be a selling point for you as a liquidator. These services can be almost anything, from transportation of the assets, to cleaning the assets, hiring security, securing the building, doing mechanical work to equipment or vehicles, etc.

Each case will require a different skill set which is why Pearce encourages building your network of people who specialize in various assets that you don't specialize in. You never know when you'll have a case when you need to call on a colleague who knows a certain asset better than you do.

"That's where the NAA comes in handy so you can reach out to people who are familiar with assets when you're not, and you can bring them in to be a part of it," Pearce said. "You've got to have an incredible network to do bankruptcy."

Additionally, you are going to need a minimum of a \$100,000 bankruptcy bond. For every case, Pearce said to make sure

your bond is equal to or more than the funds you're holding in your escrow account. If you're dealing with a trustee that handles significantly valued assets, then you may want to consider a larger bond.

Even if you've already established a relationship with a trustee, you still need to be prepared to increase your bond whenever it is needed. You don't want to miss a deal because of the delay of securing a bond.

If you're interested in becoming a bankruptcy auctioneer, know that the opportunity is there, Pearce said. Many auctioneers have had great success with it, and for some, it was a game changer for their business. It's difficult to build a relationship with a trustee, but Pearce encourages persistence. Keep knocking on their door, putting literature in front of them and continue to show them how you can be valuable to them. This side of the business requires patience, hard work and persistence, but if you're willing to put in the time and effort, it can pay off greatly. ♦

*This article was adapted from a Conference & Show session. Watch the full session and find more at [pathlms.com/naa](http://pathlms.com/naa).*

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# Virtual gala insights

What did 2020 teach us about pivoting?

With a global pandemic, most auctioneers had to pivot in 2020, but perhaps none more so than benefit auctioneers, who in the past have relied almost solely on in-person events. Now, benefit auctioneers have made big strides in virtual and online events, finding a way to keep raising those crucial donations for nonprofits in need. Let's take a look at what we've learned so far.

In the second week of March 2020, the balloon popped on in-person fundraising events, and auctioneers like Freddie Silveria, BAS, of Freddie Silveria Auctions, and Sherry Truhlar, CAI, BAS, of Red Apple Auctions, began scrambling with cancellations across the board. But like any true professionals, they put their heads down and got to work.

"I studied every single thing I possibly could," Freddie said. "I would watch webinars, talk to auctioneers and software companies—and I knew I couldn't do this without AV."

Freddie utilized his NAA connections to learn and inspire his transition.

"Scott Robertson and Misty Marquam were the first two who gave me the confidence that this could be a thing," he said. "I just ran with it."

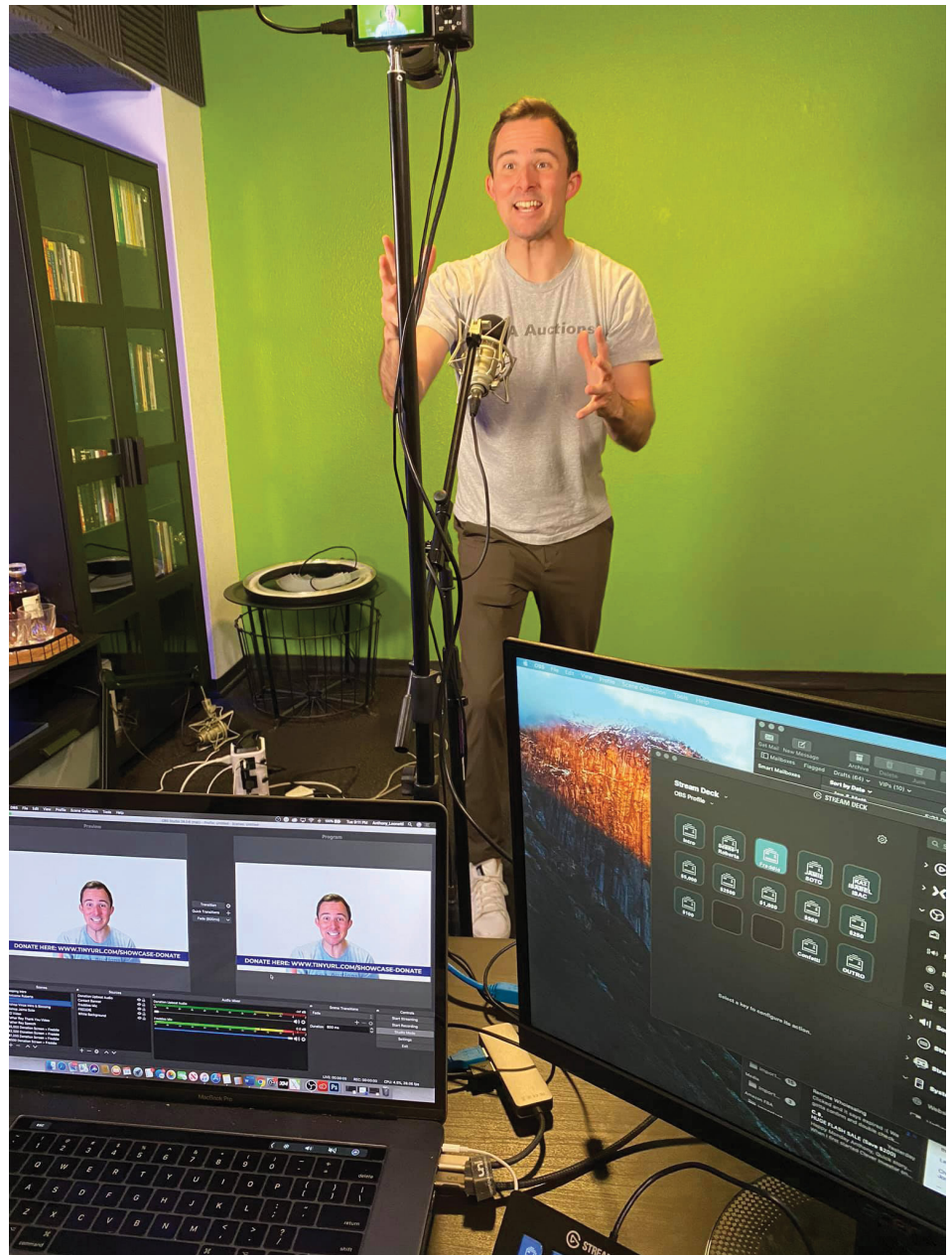
Sherry also started reaching out. She spoke to a friend who owns a production studio and they spent several hours looking at different options.

"We were testing live stream and literally the day I went to send out an email about our solution, that's when Maryland rules came down that you can't leave your house," Sherry said. "That's when I started thinking about webinars."

Much of Sherry's work in 2020 has been via webinar. She found someone who knew Zoom really well, learned everything she could, visited with clients, and off she went.

For both Freddie and Sherry, the transition did not happen overnight.

"It took me until April 30 to do my first virtual event—a good six to seven weeks,"



Freddie said. "I didn't care about the bells and whistles, I just wanted it to work and to create a reputation that this works."

And it did work, Freddie's first event raised tens of thousands of dollars more than the nonprofit had ever done. But that was just the start.

## Managing clients

Once they knew what was possible, Freddie and Sherry began working with their very different west coast/east coast nonprofits to help them understand all was not lost.

"I've had to do some attitude adjustments with my clients," Sherry said. "For the events that tend to be more of a party than a fundraiser, I tell them the first thing they have to do is change their attitude. The party is all about the people—the people make the

party—so if you're telling me these people like each other, and you help facilitate that, your attitude needs to change to say 'we didn't bring COVID, COVID came to us, so we're adapting and by golly, if we're going to have a virtual party, it's going to be the best in town.'"

And benefit auctioneers rely heavily on that nonprofit's attitude.

"It's really about you as the auctioneer transferring your energy to the sourpusses you might be working with, initially," Sherry said, "because you're not going out and talking to the donors until the day of, so they've got to carry that enthusiasm."

Now months into virtual events, most clients are not coming to benefit auctioneers unless they're ready to talk virtual. Freddie said you need to allow your clients to come to you when they're ready, but continue to

offer support. When a client comes to him now, he has a lot to show them from behind-the-scenes videos to final products to donor experience examples.

Sherry also tells her clients that they need to know their donors. That if local guidelines are allowing live events and your donors are pushing for that, understand it.

“You gotta know who’s giving you money and what they want to do, because that’s going to influence your choices,” she said.

## Marketing

With so much of a benefit auctioneer’s business coming from in-person event attendees enjoying their performance and hiring them for their own event, 2020 also saw a shift in marketing. Because you can do all the successful virtual events you want, but if no one knows about them, you’re doing yourself a disservice.

“It’s all about video. Video. Video. Video.” Freddie said. “I use iMovie and if we’re doing a live stream on YouTube, I get the download and find two to three minutes of a sweet spot and edit that video, put my logo on it and blast it everywhere.”

And he does this for every single event. His highlight reel is his brand. After the post-

event videos, he works on tagging and email marketing, but he encourages video content because “people need to see you.”

For those who are not as social media savvy, there are other avenues for marketing.

“I hate social media; I’m horrible at Facebook,” Sherry admits. “I have stayed true to my marketing, which has always been heavily email based. I’ve also led free and paid classes.”

Sherry emphasizes Freddie’s approach to video, though, stating that if you are doing virtual events, the public ones, like on YouTube, are much easier to use in marketing. In her experience, webinars have been difficult to record because it’s hard to show everything.

## 2020 takeaways

COVID-19 is not going away any time soon, so what has 2020 taught benefit auctioneers that they’ll take into 2021?

“Learn technology,” Sherry said. “And it’s way more work in the consulting process. Forget the set number of hours you used to have for consultations.”

Sherry also understands the importance of partnerships. “People need business,” she said. “How can you band together in your market and outside your market?”

While the biggest learning curves for Freddie at first were the latency factor, learning about permits for alcohol and online raffles, and making sure the donor pays for the shipping cost, now he says it all comes back to attitude.

“We gotta be jazzed about virtual,” he said. “We’re all in, this is what we have to do right now, so let’s do it!”

Nonprofits still need money, and the decisions made live, on the fly, are why nonprofits bring in and trust professional hosts/auctioneers.

In all, 2020 taught benefit auctioneers to pivot to survive, and many ended up thriving in new and exciting ways.

“When you think about the creatures that have survived the eras, it’s not the fastest creature that survives,” Sherry said. It’s not the smartest, most intelligent—it’s the one who has adapted to change. It’s the one who’s evolved.” ♦

*This article was adapted from a 2020 virtual Benefit Auction Summit session. Look for this and more content from that event free to members in February at [pathlms.com/naa](http://pathlms.com/naa).*

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# Q&A

**Amanda Valley, BAS**

## What sparked your interest in becoming an auction professional?

I had been an acting professional for years, but when I had my children, I wanted to be home more. I started booking gigs as an emcee for fundraising auctions, and that was a perfect way to “scratch the itch” while being more present at home. In 2018, I met Misty Marquam, BAS, and started emceeing for gigs they booked, but more importantly I started the training for being a professional bid assistant and clerk. As the months went by, I realized that I could do this and I would LOVE IT!



## What road did you take to get there?

It was 100 percent the love, support and training afforded to me by Marquam Auction Agency. Through MAA, I was able to build knowledge and confidence.

## What challenges have you faced?

Umm ... does 2020 count as an answer? Seriously, though, I think all Benefit Auctioneer Specialists face a similar challenge even in non-pandemic years—bridging the gap between supporting a great nonprofit organization but



still being able to make a living by charging what your time is worth.

## How has your perception of the auction industry changed since you started?

I was ready to be in an industry of mostly people who identified as men, and I was not wrong, but I am blown away by the number of incredible auction professionals I meet who identify as women. And talk about ass kickers? These women are totally killing it.

## Why do you love what you do?

I've never had a job that has married together my love of performance, a desire to help and working with fabulous people so beautifully.

## What do you think is the biggest thing (or things) auction professionals can do to stay relevant in the future?

Know your audience. Assuming that “your style” is going to fit every event is problematic. Partner with someone who is your opposite. You will learn so much from each other.

## What do you love about this point in your career?

I am so fortunate to work with an amazing auction house who is promoting me and making my success important to them.

## What has this year in particular taught you professionally and personally?

That no matter what it is you *think* you do, and whatever it is you *think* the industry is, it can always morph into something new with incredible new opportunities!

## How has the NAA helped you become a better auction professional?

I am still a fledgling member but I have been appreciative of the networking opportunities and the educational webinars. ❖

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*Learn more about Amanda at [marquamauctionagency.com](http://marquamauctionagency.com).*



# Q&A

## PayBee

### When and how did your business start?

Our business started in 2016 when one of the founders, Rajeev, would take his daughter to the local zoo, which was supported only by cash donations. He would always forget to take cash and during the third visit, he realized there was a problem that had to be solved. The charity needs the funds, the donors want to donate, the opportunity is there. We just need to make sure the donation goes through at every moment of inspiration.

### Was there a specific need you saw in the auction industry that prompted the business?

Coronavirus came along and all in-person gatherings including benefit galas got canceled. Nonprofits needed a way to do auctions and fundraisers. We at PayBee realized this need and converted our existing in-person auction technology to virtual format, so nonprofits could run a full gala virtually. Donors could join the gala, bid, pledge and support the charity.

### What do you hope you do for your clients?

Our mission is to make fundraising efforts for our clients more efficient and more enjoyable. PayBee takes the brunt of the busy work out of the fundraising process and allows our customers to focus more of their energy on their charity and connecting with their supporting community.

### What do you love about working with your clients/customers?

Hearing stories about how the money they've raised through the PayBee platform



Rajeev Prasad

has impacted and changed lives—especially this year when many of the charities using PayBee were on the verge of having to shut down due to the COVID pandemic having canceled their fundraising events. By using PayBee's virtual gala platform, many of these charities were able to continue raising funds online and stay in business; some even exceeded the amount they had been able to raise with traditional fundraising events.

### Is there anything new you're particularly excited about this year?

Coming in 2021 are Hybrid Galas, a mix of in-person and virtual events working seamlessly together. This allows a greater variety of attendees to participate in each fundraising event and continue supporting



Nidhi Doshi

the charities they're passionate about. We're very excited for the opportunity to enhance the fundraising process

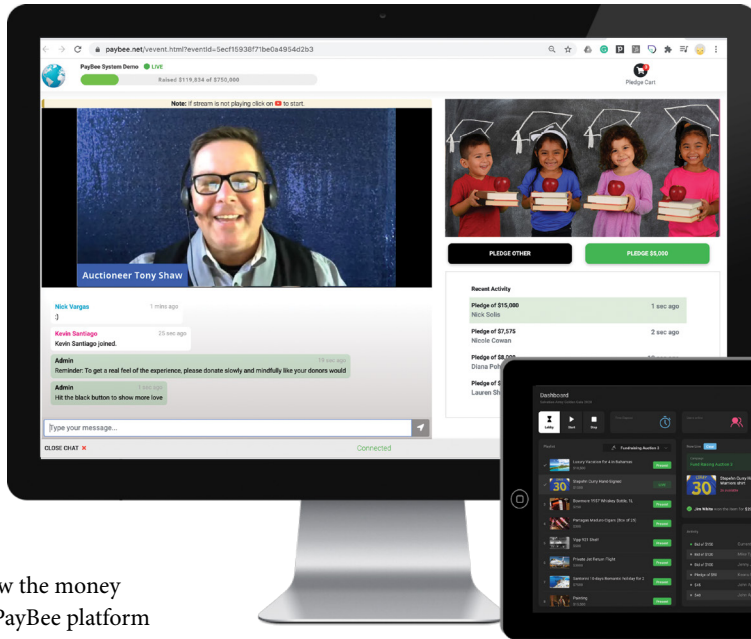
### What's on the horizon for the next few years?

We're excited to continue improving our application. We have so many ideas of improvements we'd like to implement and make the fundraising process a more immersive and fun environment. Coming soon we'd like to further gamify the fundraising experience, to the point where all attendees, those attending both in person and virtually, can have an equal amount of fun and immersion at the same event.

### How has the NAA helped your business grow?

The NAA has connected us with some of the fundraising industry's leading auctioneers. Many of those auctioneers had been searching for an efficient virtual fundraising solution for years and had faced difficulties when experimenting with early attempts at the live online auction format. Using PayBee's platform, these auctioneers now have a solution with minimal lag on the live video and instantaneous results.

Learn more at [w.PayBee.io](http://w.PayBee.io).





# New Members



**“I joined the NAA because I am new to this industry and feel passion for this business. The opportunity to access the knowledge and networking this organization provides is a gift. I am grateful to the members that cared enough about my budding success to share this resource with me.”**

Dani Aalfs  
Anthem, AZ

**Ray E. King**  
irg.rayking@gmail.com  
Mesquite, TX

**John R. Klemme**  
Geswein Farm & Land Realty,  
LLC  
johnny@edgeswein.com  
landvalues.com  
Lafayette, IN

**Donald J. Krejsek**  
Medford, OK

**Dani L. Aalfs**  
Arizona Online Auctions, LLC  
reachus@arizonaonlineauctions.com  
arizonaonlineauctions.com  
Anthem, AZ

**Jessica R. Albrecht**  
St. Louis Park, MN

**Kenneth W. Ashby**  
wayashby@gmail.com  
Lufkin, TX

**Shane T. Barnard**  
Frontier Equipment Sales  
shane@frontierequipmentsales.net  
Palmer, TX

**Brian D. Beadle**  
brian.beadle81@gmail.com  
Cleburne, TX

**Emily Beck**  
Steffes Group, Inc.  
emily.johnke@steffesgroup.com  
West Fargo, ND

**Kevin Dale Brooks, Jr.**  
Brooks Motor Inc.  
brooksmotorsinc@gmail.com

**Tracey H. Brown**  
Trasea and Shore  
Mount Pleasant, SC

**Kristin Burton**  
Pike Auction Center  
kristin@hansenauctiongroup.com  
Princeton, MN

**Gordon Chaban**  
Global Machinery Auctions Inc.  
Warburg, Alberta

**Patrick Sean Conboy**  
HAS LLC  
Kailua, HI

**Joseph C. Cornell**  
josccornell@aol.com  
Philadelphia, PA

**Jimmy M. Cummings, Jr.**  
Roanoke, AL

**Lon Davis**  
Equip-Bid Auctions  
lon@equip-bid.com  
Overland Park, KS

**Luke M. Dorriety**  
United Country Fulford Realty  
lukedorriety99@gmail.com  
Hartford, AL

**Andy W. Espinoza**  
San Diego, CA

**Clark Faggioli**  
Parkesburg, PA

**Bruce W. Frost**  
Frontier Equipment Sales  
bruce@frontierequipmentsales.net  
Waxahachie, TX

**Zachary J. George**  
George Auciton Group  
zack@georgeauctiongroup.com  
georgeauctiongroup.com  
Poseyville, IN

**James Hall**  
Baer Auctioneers - Realty, LLC  
Jimh@baerauctions.com  
Roger, OH

**Megan M. Herrington**  
Herrington Land Investments  
thelandladytx@gmail.com  
heritagelandinvestments.com  
Elgin, TX

**Darrell W. Hindman**  
Living The Dream, Outdoor  
Properties  
realtordh@aol.com  
livingthedreamland.com  
Cuba, MO

**Tarryn Jordaan**  
Auction Horizon  
tarryntroutman@gmail.com  
Osprey, FL

**Jason J. Laska**  
Lake Andes, SD

**Huey P. Miller**  
ASAP Wholesale  
hmillerasap@yahoo.com  
Flint, TX

**Kaitlyn N. Nessmith**  
Bonnette Auction Company  
kaitlyn@bonnetteauctions.com  
bonnetteauctions.com  
Alexandria, LA

**John Offutt**  
buster017@yahoo.com  
Granbury, TX

**Libby Pollack**  
Libby Live Auctions  
libby@libbyliveauctions.com  
Denver, CO



**“After graduating from World Wide College of Auctioneering, I thought it would be wise to join the NAA. I really appreciate the informative material I**

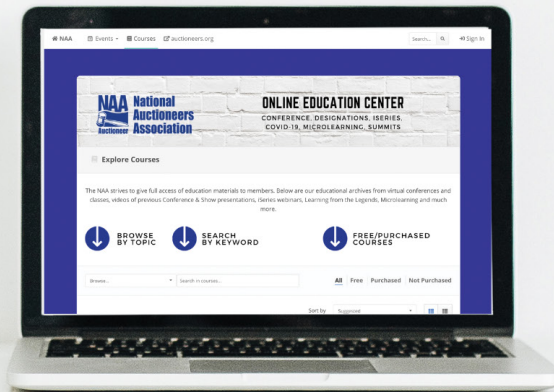
**receive from them especially since I’m new to the auction profession. The NAA has been real beneficial to me!”**

Michael Cummings  
Roanoke, AL

NATIONAL AUCTIONEERS ASSOCIATION

# ONLINE EDUCATION CENTER

[PATHLMS.COM/NAA](https://pathlms.com/naa)



CONFERENCE, DESIGNATIONS, ISERIES, COVID-19,  
MICROLEARNING, SUMMITS



# New Members



**“I joined the NAA to learn and improve my auction skills, education, and networking opportunities, as well as provide the highest level of value and service to my clients.”**

Johnny Klemme  
Lafayette, IN

**Ollie Presley, IV**  
bopresley@gmail.com  
Loxley, AL

**Percy C. Rosenthal**  
DFW- Metro Auction Group  
collin@dfw-metro.com  
dfwmetro.com  
The Colony, TX

**Megan Ruckman, AMM**  
BidWrangler LLC  
megan@bidwrangler.com  
Harrisonburg, VA

**Andrew J. Sallach**  
Omaha, NE

**Joshua M. Scully**  
Apple Towing Co. | Apple  
Auctioneering Co.  
jscully@appletowing.com  
appleauctioneeringco.com  
League City, TX

**Michael W. Scully**  
Apple Towing Co.  
mscully@appletowing.com  
appletowing.com  
Houston, TX

**Monte Shockley II**  
schockleyranch@gmail.com  
Poteau, OK

**Mason Tyler Slaton**  
mason.slaton11@yahoo.com  
Lindale, TX

**Donald Cody Stutenkemper**  
DSA & Real Estate LLC  
dsauctionco@gmail.com  
diamond-s-auction.com  
Bolivar, MO

**Steve Turner**  
Trinity, NC

**Robert John Warmbir**  
Clifton, IL

**Jim Weigl**  
Blue Box Auction Gallery  
Virginia Beach, VA

## New Members!

**Connect with other NAA members by joining the NAA Auction Professionals group on Facebook!**

**Also, follow along with the NAA:**



facebook.com/naaauctioneers  
facebook.com/auctionswork



instagram.com/naaauctioneers



twitter.com/naaauctioneers



youtube.com/naaauctioneers



National Auctioneers Association



**“Any business, any industry, and any opportunity that I’ve been involved with successfully, in the past, revolved around one common thing ... the people! Being new to the auction industry I wanted to connect with the wisdom, experience, and the people that have lived and/or are currently living an auction related business. As I continue to build my business, learning and sharing with the members of the NAA has already proven to be a valuable avenue to establish and improve my operation.”**

Jim Weigl  
Virginia Beach, VA

# Auction Schools



**Southeastern School of Auctioneering**  
Online Distance Learning Session  
August 2020

**Graduates**

 CONNIE SPAHR SC	 JOY GILDER GA	 JERRY JARVIS GA	 JILL CROWDER GA	 KEITH TAYLOR NC	
 Larry Meares President/Founder	 WAYNE SMITH SC	 LOUISE WOOTEN SC	 DANIEL OLANIYI GA	 JORDAN CAMPBELL GA	 DIANA GREEN SC
 ELEANOR JARRELL SC	 CARL PETERSON GA	 KEVIN COLEMAN SC	 TOM LYONS VA	 JOSH UCHURCH SC	 BERKLEY RICHARDS SC



**Southeastern School of Auctioneering**  
Online Distance Learning Session  
November 2020  
Training Auctioneers Since 1983!

**Graduates**

 Larry Meares President/Founder	 ARKOS P. JANKURA Arcadia, FL	 MELISSA HEPLER Hayne, NC	 WILLIAM D. EWERS Spring Hope, NC	 BETH BRODIE Cumming, GA	 DAVID MEARES Instructor	 LOLA WHITWORTH School Director	 DARRON MEARES Instructor
 ANN B. VALVERDE Mt. Pleasant, SC	 EVERETT I. WHITE II Mt. Pleasant, SC	 MELISSA KNIGHT Monroe, GA	 WILLIAM H. WELLER III Trussville, AL	 DANIEL LYLES Instructor	 LARRY BALENTINE Instructor	 NATHAN WHITWORTH Instructor	

## Southeastern School of Auctioneering

Congratulations to the August and November Distance Learning 2020 Graduates! The Southeastern School of

auctioneering at the August 2020 online school session. The new auctioneers were from South Carolina, North Carolina,

Virginia and Georgia. The November class graduated eight new auctioneers from South Carolina, North Carolina, Alabama, Georgia and Florida. This year marks the 37th year for the school.



## Western College of Auctioneering

The October 2020 graduating class from Western College of Auctioneering included students from 16 states. From left to right: Ferron Lucero, Stephenville, Texas; Matthew Denetclaw, Shiprock, NM; Nick Bennett, WCA President; Karin Froggatt, Watford City, ND; Cody Nye, Alliance, NE; Melvin Yoder, Windom, TX; Jessie Hoover, Clinton, LA; Jake Clem, Wilcox, AZ; Brian Avelar, Buhl, ID; Elle Pieper, Gary, SD; Drew Elwell, Fairview, OK; Mckray Duncan, Ferron, UT; Calli McCartan, Stewartville, MN; Mandy Kolhoss, Moapa, NV; Jeff Bissonnette, Portland, OR; Kasen Kolhoss, Moapa, NV; Megan Romo-Elliker, Reno, NV; Jeremy Thacker, Riverton, WY; Wilma Stone, Decatur, AL; Scott Chauvet, Lewistown, MT; Pat Busby, WCA Instructor.

## America's Auction Academy

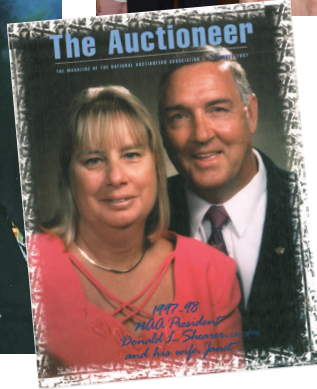
2020 September Graduates: Front row: Scott Swenson, Instructor, Austin, TX; Ray King, Mesquite, Tx; Megan Herrington, Elgin, TX; Sara Broers, Mason City, IA, Instructor; John "Buster" Offutt, Granbury, TX; Michael Scully, League City, TX; Joshua Scully, Manvel, Texas; Brian Beadle, Cleburne, TX. Second row: Lori Jones, School Administrator, Dallas, TX; Bruce Frost, Waxahachie, TX; Darrell Fenner, Silisbee, TX; Monte Shockley, Poteau, OK; Dusty Vandergriff, Arlington, TX; Shane Barnard, Palmer, TX; Colin Rosenthal, The Colony, TX; Jeff Prause, China Spring, TX; Huey Miller, Bullard, TX; Mike Jones, School Director, Dallas, TX. Back row: Koby Long, Sulphur Springs, TX; Wayne Ashby, Lufkin, TX; Hugo Martinez, Forney, TX; Jerry Bridger, Sulphur, OK; Luke Dorriety, Hartford, AL; Vince Silverthorne, Dallas, TX; James Dile, Winigan, MO; Mason Slaton, Lindale, TX.





# Members

## In Memory



obtained college degrees in Business Administration, Criminal Justice, and Hospitality Industry.

On March 6, 1971, Don married the love of his life, Janet Sorena Wilson.

They raised two

daughters, Donnita and Jennifer.

Don was a dedicated and loving husband, father and grandfather. He was a devout Christian and was an active member of the 1st Baptist Church of Kissimmee.

Don is best known for his tireless community service. If there was a charity auction being held in Central Florida, chances were good that Don would be there volunteering as the auctioneer. He was a dynamic member of the Rotary Club and a dedicated board member for numerous nonprofits including Osceola Council on Aging, Osceola Education Foundation and the Osceola YMCA. He also delivered flowers for Kissimmee Florist over the years.

He was loved by those who knew him, and will be missed by us all.

Don is survived by his loving wife of 49 years, Janet Shearer; daughters Donnita Dampier (William) and Jennifer Alberty; grandsons Aidan and Gage; siblings Danny Shearer (Mary) and Martha Carse; nephews Sam Shearer (Paula), Mac Burns (Heather), and nieces Angie Stanley (Rusty), Wendy Canuel (Steve), Julie Groves (Tad), Donna Salazar (Raymond), Marikay Cooley (Stacey), and many great and great-great nieces and nephews.

*In lieu of flowers the family asks that donations be made in his name to the Osceola County Council on Aging, or St. Jude Children's Research Hospital.*

## Don Shearer Hall of Fame member Past President

Donald Lee Shearer, loving husband and father of two daughters, passed away at the age of 73. Don was a beloved community leader whose warm personality, kindness and wit brightened the life of all those who knew him.

Don was born in Dayton, Ohio, on Feb. 14, 1947, and as a child moved to Melbourne, Florida, in 1954. As a young man, he proudly served in the US Army as an MP from 1967 to 1970. In 1971, went to work at Walt Disney World where he excelled in a number of jobs: as a Night Auditor, as Supervisor of Property Control, and, most famously, as The Disney "Auctioneer." He was a recipient of Disney's "Mickey's Medal of Honor."

He was recognized as one of the nation's premier auctioneers serving in numerous industry leadership positions and was inducted into the Florida Auctioneer Hall of Fame in 2000 and the National Auctioneer Hall of Fame in 2005. Don also protected the people of Osceola County as a Deputy Sheriff for 42 years. His compassion and charm made him an exceptional law enforcement officer. He put people at ease in stressful situations and was always there to help individuals dealing with the most difficult of circumstances. He

### Professional accomplishments

- Attended the Worldwide College of Auctioneering in 1985
- Completed the Certified Auctioneers Institute certification program in 1989
- Past President of the Florida Auctioneers Association in 1992
- Past President of the National Auctioneers Association 1997-1998
- Past President National Auctioneers Foundation
- Served Board of Governors of Auction Marketing Institute 1995-1997
- Past Chairman of the Florida Auctioneers Licensing Board, Department of Business and Professional Regulation
- Two-time judge at the World Auctioneer Championship
- Professional designations: CAI, GPPA, CES, AARE, BAS

### Community service

- Past President of the Kissimmee Rotary Club 1995
- Previous Board member City of Kissimmee Planning Board
- Past Chairman Kissimmee Utility Authority
- Past member of Disney VolunteERS
- Past President of Kissimmee Rotary Club
- Board member Osceola Council on Aging
- Board of Osceola Education Foundation
- Board of the Osceola YMCA
- Participated in Cub Scouts and Boy Scouts of America

### Awards

- Florida State Champion Auctioneer 1999
- Florida Auctioneer Hall of Fame 2000
- National Auctioneer Hall of Fame 2005
- National Auctioneers Foundation Presidential Award
- Rotary Paul Harris Award
- Rotary Four Way Test
- Kissimmee Rotary Club Rotarian of the Year 2014
- Rotary District 6980 "Above and Beyond Award" 2014
- Mickey's Medal of Honor at Walt Disney World

### Charity Auctions

- St. Jude Children's Research Hospital
- American Cancer Society
- Best Buddies of Central Florida
- Osceola County Historical Society
- Orlando Science Center
- Orlando Magic Youth Foundation
- Pathways to Care
- Boys and Girls Club of Central Florida
- Celebration Foundation
- Children's Miracle Network
- Sunshine Foundation
- Give Kids the World
- Boy Scouts of America



## Jack Nitz Hall of Fame member

Jack Raymond Nitz, 84, entered into eternal rest on Oct. 31, 2020, at Fremont Methodist Hospital in Fremont, Nebraska. He was the founder of Jack Nitz & Associates.

Jack is survived by his loving family: children Jay (Vicki) Nitz, Cedar Bluffs, Nebraska, and Jennie (Ray) Rasmussen of the Fremont area; grandchildren: Courtney Nitz-Mensik and fiance Jerry Buman of Papillion, Nebraska, Justin Nitz of Cedar Bluffs, Piper Rasmussen of the Fremont area, Jeremy (Nikki) Rasmussen of Texas; and many beloved brothers- and sisters-in-law and their spouses, nieces, nephews, cousins and friends.

Jack is preceded in death by his wife Delores; his parents; Delores' parents; sister Marjorie (Larry) Melton and her husband Larry; niece Nancy Youngberg; many brothers- and sisters-in-law and a nephew.

*In lieu of flowers/plants, memorials may be directed to, The Nebraska Children's Home Society, the Nebraska Auctioneers Association Foundation or Sinai Lutheran Church. Ludvigsen Mortuary is in charge of arrangements. Online condolences may be left at ludvigsenmortuary.com*

## John Woody

John Milton Woody, 78, of Douglass, Kansas, passed away on Sept. 29, 2020, after suffering a heart attack the previous day. He was born on Feb. 12, 1942, in Wichita, Kansas, and was the son of the late auctioneer Milton Woody and the late Nadine (Holcomb) Woody. He is survived by three children: Marshall (Stephanie) Woody of Colorado Springs, Colorado, Jeanine (Chuck) Cody of Douglass, Kansas, and Jason (Melinda) Woody of Douglass, Kansas; seven grandchildren; a brother, Albert (Joyce) Woody of Dunlap, Illinois; and special friend Mary Ann Moore, Douglass, Kansas.

John's father became an auctioneer when a church was holding a fundraiser and the auctioneer failed to show up. At that point, he stepped up and assisted the ministry by handling the auctioneering duties. Later, John co-founded Woody Auction with his father. Woody Auction has been a family-owned auction house since 1945, specializing in pre-Victorian antiques. John retired from the day-to-day business in 2007 but stayed actively involved with the company.



Besides his career in auctioneering, John's favorite pastimes were locating oil and finding arrowheads. He had many wells and enjoyed the challenge of doodle bugging to pinpoint potential locations. He enjoyed hunting in the country for Native American artifacts such as arrowheads. He was a member

of the National Auctioneer Association, the American Cut Glass Association, and the Carnival Glass Collector's Club and supported the efforts of the newly reopened Douglass Historical Museum.

John was lovingly known as "Woody" to everyone. He had an uncanny ability to hear absolutely nothing when you wanted him to, but everything when you didn't. He never met a dog he would not greet. He will be remembered for his honesty, his willingness to help anyone, and his great stories. He was a man of his word. His handshake was more precise and valid than any pen on paper could ever be.

*Memorials may be given in remembrance of John Woody to the Douglass Historical Museum, 314 S. Forrest, Douglas, KS 67039, or the Douglass Public Library, 319 S. Forrest, Douglass, KS 67039.*

## Robert Smith

Robert C. "Bob" Smith, 89, of Colerain, Ohio, passed away Sept. 27, 2020, at Wheeling Hospital.

He was born July 27, 1931, in Farmington, Ohio, to Robert R. and Esther (Cope) Smith. In addition to his parents, he was preceded in death by his wife of 56 years, Greta (McCartney) Smith, and sister, Elizabeth Ann Smith.

Bob was a graduate of Mt. Pleasant High School and graduated from Mt. Union College in 1953.

Known as beloved "Coach Smith" to many students over his 31-year career, Bob taught English and drama and worked as head basketball and football coach in districts spanning Dennison, Williamsburg, and Mt. Pleasant, retiring from Buckeye West in Adena

in 1980 before serving as athletic director. Bob began his second career in real estate, and in 1985, operated Bob Smith Realty as a broker, appraiser and auctioneer through 2008.

He was a 32nd Degree Scottish Rite Mason for 60 years, former officer of Ruritan club, and served as a Deacon, Elder, and devoted member of the Colerain Presbyterian Church. Bob was an avid fisherman and golfer, and friend to his community.

Bob is survived by his son, Robert R. Smith of Farmington; daughter, Carole Busby of Triadelphia, West Virginia; grandchildren, Christopher Waterhouse, Aimee (Alfred) Valle, Lindsey (Daniel) Tracey; great granddaughter Eliza Tracey; and several cousins.

*In lieu of flowers, memorial contributions can be made to the Colerain Presbyterian Church, P.O. Box 96, Colerain, OH 43916.*

## *In Memory*



### Dennis Eberhart

Dennis C. Eberhart, age 67, of Kent, Ohio, died on Sept. 4, 2020, at Altercare of Western Reserve in Stow. Dennis was born Dec. 25, 1952 in Medina to Melville and Ruby (Myers) Eberhart. In his youth he became an Eagle Scout before becoming a graduate

of Brunswick High School class of 1971, Kent State University class of 1977, Missouri Auction School class of 1978, going on to the Certified Auctioneers Institute.

He became the owner and operator of the Yankee Trader Auction Co. and Golden Way Realty. He worked for several local real estate agencies, while giving back, auctioneering for Kip Toner Benefit Auctions, Wolf's Fine Art Auctions, and instructor for the Reppert School of Auctioneering.

He was a member of the Ohio Auctioneers Association Hall of Fame, past member of the National and Ohio Association of Realtors, past president of the Portage County Board of Realtors, life member of National and Ohio Auctioneers Association, past president of Ohio Auctioneers Association, past director National Auctioneers Association, past trustee of National Auctioneers Foundation, past president of Kent and Ravenna Kiwanis, past board member

Akron Chapter American Heart Association, member of Kent City Revolving Loan Fund Committee, Life member KSU Alumni Association, past member Brunswick Alumni Community Theatre, life member of Aurora Community Theatre, past member of Kent Masons, past Elder, Sunday School Teacher and Chairman of the Board at First Christian Church Kent, and member of Medina County Arts Council.

He is survived by his wife, Vicki (Sprowls) Eberhart; son, Robert Eberhart; brother, Kenneth Eberhart; sisters, Shelia Clapper, Karen Brown, and Cheryl (Allan Gerlat) Eberhart; 10 nieces and nephews; 10 great nieces and nephews; 1 great-great nephew; and sister-in-law, Jane Eberhart. He was preceded in death by his parents; brother, Earl Eberhart; and nephew, Scott Eberhart.

*Memorials may be made to American Heart Association or First Christian Church, 335 W. Main Street, Kent 44240.*

### Homer Henke

Homer Robert Henke, 84, of Moro, Illinois, passed away on Sept. 24, 2020, at Greystone Care Center at Center Grove in Edwardsville surrounded by his family.

He was born on Aug. 20, 1936, in Moro, the son of Robert and Minnie (Zoelzer) Henke.

On June 13, 1992, he married Susan L. (Moss) Henke, she survives along with his son Rob (Tracy) Henke. He also is survived by two granddaughters, Sydney and Sarah Henke.

Homer was a man of many trades, veteran, livestock and grain farmer, real estate agent, appraiser, state property tax appeals board, and 30-year member of the Madison County Board. As well as serving on various community boards and committees, he was always willing to lend a hand. His most proud profession was auctioneer and being in the business for more than 40 years. He traveled

all over the midwest for cattle auctions before shifting to his local Moro and surrounding area. In his peak he conducted 90-120 auctions a year that included 20-30 benefit auctions; Homer always had time for a good cause. He was a past president, along with Rob, of the Illinois Auctioneers Association, as well as instrumental in establishing the bid calling contest. In 2005, Homer was elected into the Illinois Auctioneers Association Hall of Fame.

Homer was a lifelong member of St. Johns U.C.C. in Midway and always enjoyed working the World's Fair Food Stand and playing in the church's euchre tournaments. Besides watching his granddaughters play sports as well as CM Basketball, his favorite



hobby was owning and watching harness horse racing. A dream came true in 2009 when a horse he was part owner in won the Illinois Orange and Blue annual race in Chicago.

Homer was preceded in death by his parents; a brother, Raymond Henke; a sister, Hilda Tiek; a granddaughter, Alexandria "Lexie" Henke; and other extended family.

*In lieu of flowers, the family has asked memorials to be made to St. John's U.C.C. in Midway Memorial and/or CM Eagles Basketball.*



# Association Index

## NAA Board of Directors

### Officers

#### President

**Terri Walker, CAI, BAS, CES**  
(901) 685-9090  
terri@walkerauctions.com

#### Vice President

**Beth Rose, CAI, AARE, AMM**  
(419) 534-6223  
beth@bethroseauction.com

#### Treasurer

**J. Craig King, CAI, AARE**  
(256) 439-0173  
cking@jpkking.com

#### Chairman of the Board

**Jason Winter, CAI, AARE, AMM, CES**  
(816) 884-1987  
jasonbwinter@me.com  
**Chief Executive Officer**  
**Hannes Combest, FASAE, CAE**  
(913) 563-5423  
hcombest@auctioneers.org

### Directors

#### Term expiring 2021

**Ailie Byers, CAI, AMM, BAS**  
(603) 356-5765  
ailie@alpenglowlbenefits.com

#### Kelly Strauss, CAI

(540) 226-1279  
Kdsauctioneers@gmail.com

#### Term expiring 2022

**Peter Gehres, CAI, CAS, CES**  
(614) 306-1435  
petergehres@gmail.com

#### John Schultz, AMM

(612) 432-4015  
john@grafeauction.com

#### Term expiring 2023

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

#### Philip Gableman, CAI, AMM, GPPA

(845) 635-3169  
philipg103@gmail.com

### Chair of Education Institute Trustees

**Sherman Hostetter, CAI, AARE, BAS, CES, GPPA**  
(724) 847-1887  
sherm@sherm.biz

### Foundation Representative

**Jennifer A. Gableman, CAI, ATS**  
(845) 635-3169 x102  
jennifer@aarauctions.com

### Presidential Appointee

**Devin Ford**  
(606) 878-7111  
devin@fordbrothersinc.com

## Foundation Board of Trustees

### Officers

#### President

**Christie King, CAI, AMM, BAS**  
(256) 467-6414  
cking@ckingbenefits.com

#### Vice President

**Jennifer A. Gableman, CAI, ATS**  
(845) 635-3169 x102  
jennifer@aarauctions.com

#### Immediate Past President

**Jay D. Nitz, CAI, MPPA**  
(402) 727-8800  
jaynitz@nitzauctions.com

#### Treasurer

**William L. Sheridan, CAI, AARE, GPPA**  
(517) 676-9800  
bill@sheridanauctionservice.com

### Trustees

#### Terms expiring 2021

**Scott Steffes, CAI, CES**  
(701) 237-9173  
scott.steffes@steffesgroup.com

#### Sid Miedema, Jr., CAI

(616) 538-0367  
sid@1800lastbid.com

#### Terms expiring 2022

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

#### Joseph Mast, CAI

(608) 293-4662  
joseph@resauctions.com

#### Scott Mihalic, CAI

(440) 796-4739  
scottmihalic@gmail.com

#### Terms expiring 2023

**Merle D. Booker, CAI, GPPA**  
(509) 297-9292  
merle@bookerauction.com

#### Ruth Lind, CAI, AARE, BAS, GPPA

(207) 751-1430  
moxielady@me.com

#### Megan McCurdy Niedens, CAI, BAS

(316) 683-0612  
megan@mccurdyauction.com

### NAA Board Representative

#### NAA Chairman of the Board Jason Winter, CAI, AARE, AMM, CES

(816) 884-1987  
jasonbwinter@me.com

#### Executive Director

**Hannes Combest, FASAE, CAE**  
(913) 563-5413

hcombest@auctioneers.org

#### Legacy Youth Scholarship Committee Representative

**Krista Shuman, AMM**  
(970) 978-5928  
krista@hallandhall.com

## Education Institute Trustees

### Officers

#### Chair

**Sherman Hostetter, CAI, AARE, BAS, CES, GPPA**  
(724) 847-1887  
sherm@sherm.biz

#### Vice Chair

**Mike Fisher, CAI, AARE, ATS, BAS**  
(256) 413-0555  
mikefisher@redfieldgroup.com

### Trustees

#### Terms expiring July 2021

**T. Kyle Swicegood, CAI, BAS, GPPA**  
(336) 751-4444  
tkyleswicegood@gmail.com

#### Terms expiring July 2022

**Kathy Packard, CAI**  
(715) 610-7999  
kathy@northcentralsales.com

**Lynne Zink, CAI, BAS, CES**  
(410) 852-6925  
lynne@lynnezink.com

#### Terms expiring July 2023

**Anne Nouri, CAI, AARE, BAS, GPPA**  
(703) 889-8949  
Anne@PrimeAuctionSolutions.com

**Erik Rasmus, CAI, AMM**  
(703) 768-9000  
erikrasmus@rasmus.com

### NAA Representative

#### NAA Vice President

**Beth Rose, CAI, AARE, AMM**  
(419) 534-6223  
beth@bethroseauction.com

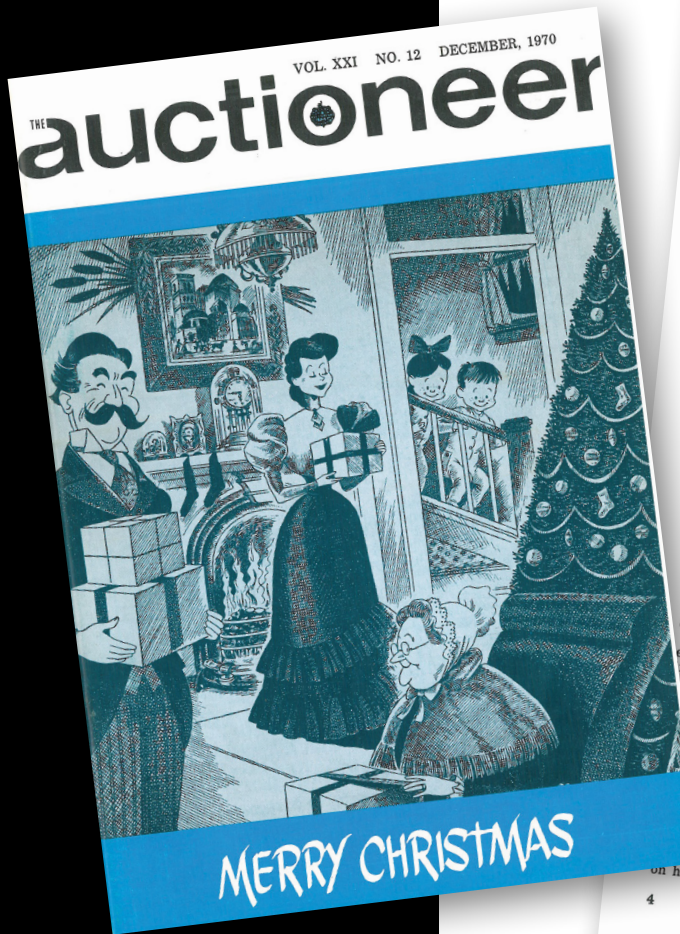
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Adam Kenne  
(913) 563-5421  
akenne@auctioneers.org

50 years later

# When you write your congressman...



## Obligation Accepted

Dear Fellow Auctioneers,  
I want to take this opportunity to thank you for your show of confidence in electing me to the National Board of Directors. I feel most honored and will put forth any effort necessary to represent you on the board in a fair and impartial manner. I would like to hear from any of you personally in regards to anything you feel would be worthwhile to add to the convention or any problem you would like discussed, particularly the southern states, as I feel we have not had enough national participation from the south.  
Again, I say thanks and I am looking forward to seeing each and every one of you in Lincoln next year.

Yours truly,  
Martin Higgenbotham  
Lakeland, Florida

## When You Write Your Congressman . . .

When they write to customers or prospects, people take pains to make their letters attention-getting, attractive and friendly. They stress the "you" angle and do their best to ally themselves with the recipient's own interests. But when people write their Congressmen or state legislators, many seem to think that any communication will do — so long as it states the writer's point of view.

The best way to avoid this situation is to think of every letter to the Capitol as a sales presentation, aimed to capture attention, hold the reader's interest and really sell him on doing what you wish. Here is a formula for legislative letters that will make them more productive:

1. Be understanding. Put yourself in the legislator's place; try to grasp his outlook, his problems and his objectives.
2. Be reasonable. Legitimate differences of opinion can exist. Avoid recriminations, slurs and threats.
3. Be realistic. You and your fellow members are not the sole constituents. The person you are writing represents everybody in his district — including those who desire the legislation you oppose, or vice versa. Remember, compromise is the key to most adopted measures.

Never scold or reprove. Being humiliated by legislators resent being preached to. Putting one on the desk is a sure way to make the waste-paper basket of atop the incoming pile on his desk.

5. Open with praise or appreciation. Politicians are used to getting more blame than praise from their constituents, so commendations are rare — and things you may say must be sincere and genuine — but you are thankful for your representative form of government and for at least some of the things your representatives are doing or have done.
6. Be accurate and specific. Weigh your facts and your arguments, so they will win consideration and provide real motivation.
7. Maintain perspective. Remember the boy who cried "Wolf!" Don't ring a three-alarm fire to put out a few sparks. If a bill poses a nuisance or an inconvenience, don't make it sound like life or death for your business. Save your superlatives until they are needed.

## Fire Damages Warehouse

An estimated \$20,000 damage to the contents of Dunning's Auction Service warehouses at 397 Silver St., Elgin, Ill., resulted from a fire. The 4:00 A.M. blaze in the two-story brick warehouse which housed auction items, including antiques, was fought by three Elgin fire companies.

Reports stated that damage to the building is estimated at \$10,000. Cause of the fire is undetermined. The warehouse is owned by NAA members, Al and Terry Dunning.

IN UNITY THERE IS STRENGTH

Fifty years ago, *the Auctioneer* published some tips on how best to write to your congressman. Think of every letter as a sales presentation, the article states, aimed to capture attention, hold the reader's interest and sell him on doing what you wish. Among many tips given in their legislative letter formula were to be understanding, reasonable, accurate and specific as well as open the letter with praise or appreciation.

Today, the NAA continues to offer its members guidance and opportunities to reach out to government officials, especially in representing the issues of the auction community. Most recently, the NAA Advocacy Committee published election winner letter templates to congratulate congressmen and women and introduce the NAA member as a constituent. These templates and many other advocacy resources can be found at [auctioneers.org/AdvocacyResources](http://auctioneers.org/AdvocacyResources).

# Statement of Ownership, Management, and Circulation

**UNITED STATES POSTAL SERVICE® (All Periodicals Publications Except Requester Publications)**

1. Publication Title: **Auctioneer**

2. Publication Number: 0 1 9 - 5 0 4

3. Filing Date: **11-16-2020**

4. Issue Frequency: **6** bi-monthly

5. Number of Issues Published Annually: **6**

6. Annual Subscription Price: **\$25**

7. Complete Mailing Address of Known Office of Publication (Not printer) (Street, city, county, state, and ZIP+4®):  
**National Auctioneers Association 8880 Ballentine St Overland Park, KS 66214**

Contact Person: **Erin Shipps**  
 Telephone (include area code): **913-563-5436**

8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not printer):  
**National Auctioneers Association 8880 Ballentine St Overland Park, KS 66214**

9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor (Do not leave blank):  
 Publisher (Name and complete mailing address):  
**National Auctioneers Association 8880 Ballentine St Overland Park, KS 66214**  
 Editor (Name and complete mailing address):  
**Erin Shipps National Auctioneers Association 8880 Ballentine St Overland Park, KS 66214**  
 Managing Editor (Name and complete mailing address):

10. Owner (Do not leave blank. If the publication is owned by a corporation, give the name and address of the corporation immediately followed by the names and addresses of all stockholders owning or holding 1 percent or more of the total amount of stock. If not owned by a corporation, give the names and addresses of the individual owners. If owned by a partnership or other unincorporated firm, give its name and address as well as those of each individual owner. If the publication is published by a nonprofit organization, give its name and address.)

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National Auctioneers Association	8880 Ballentine St Overland Park, KS 66214

11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages, or Other Securities. If none, check box  None

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12. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one)  
 The purpose, function, and nonprofit status of this organization and the exempt status for federal income tax purposes:  
 Has Not Changed During Preceding 12 Months  
 Has Changed During Preceding 12 Months (Publisher must submit explanation of change with this statement)

PS Form 3526, July 2014 (Page 1 of 4 (see instructions page 4)) PSN: 7530-01-000-9931 PRIVACY NOTICE: See our privacy policy on www.usps.com.

13. Publication Title: **Auctioneer**

14. Issue Date for Circulation Data Below: **April 2020**

15. Extent and Nature of Circulation

		Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date
a. Total Number of Copies (Net press run)		<b>2710</b>	<b>2544</b>
b. Paid Circulation (By Mail and Outside the Mail)	(1) Mailed Outside-County Paid Subscriptions Stated on PS Form 3541 (Include paid distribution above nominal rate, advertiser's proof copies, and exchange copies)	<b>2398</b>	<b>2119</b>
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	(4) Paid Distribution by Other Classes of Mail Through the USPS (e.g., First-Class Mail®)	<b>54</b>	<b>39</b>
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d. Free or Nominal Rate Distribution (By Mail and Outside the Mail)	(1) Free or Nominal Rate Outside-County Copies included on PS Form 3541	<b>1</b>	<b>1</b>
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e. Total Free or Nominal Rate Distribution (Sum of 15d (1), (2), (3) and (4))		<b>1</b>	<b>1</b>
f. Total Distribution (Sum of 15c and 15e)		<b>2503</b>	<b>2209</b>
g. Copies not Distributed (See Instructions to Publishers #4 (page #3))		<b>208</b>	<b>335</b>
h. Total (Sum of 15f and g)		<b>2711</b>	<b>2544</b>
i. Percent Paid (15c divided by 15f times 100)		<b>100</b>	<b>100</b>

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	Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date
a. Paid Electronic Copies		
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c. Total Print Distribution (Line 15f) + Paid Electronic Copies (Line 16a)		
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17. Publication of Statement of Ownership  
 If the publication is a general publication, publication of this statement is required. Will be printed in the **December 2020 / January 2021** issue of this publication.  Publication not required.

18. Signature and Title of Editor, Publisher, Business Manager, or Owner: **Erin Shipps**, Director of Marketing and Communications  
 Date: **11/16/2020**

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