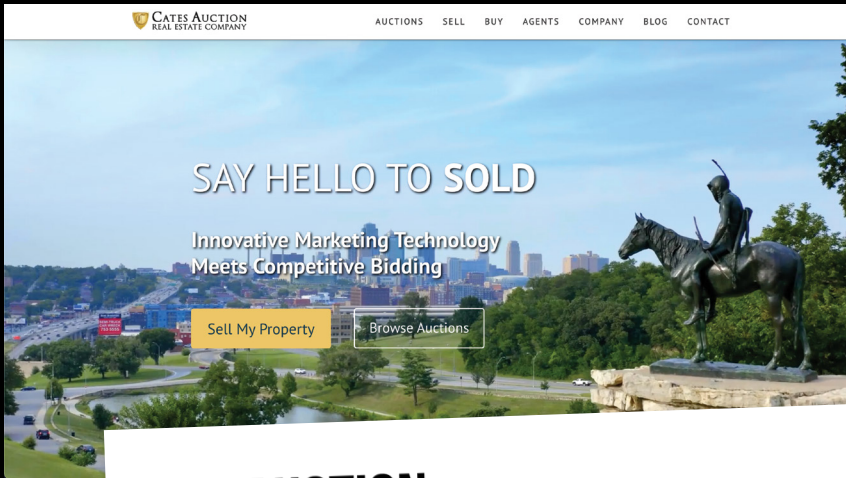


the auctioneer



April/May 2021

The official publication of the National Auctioneers Association



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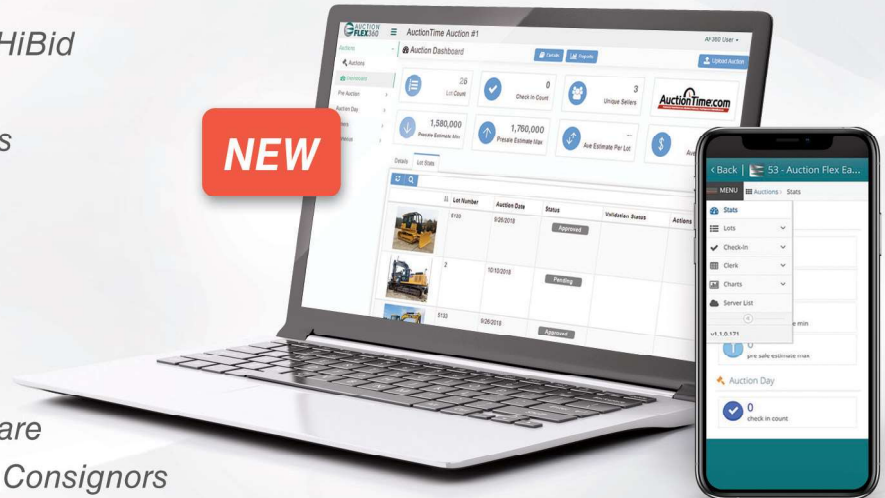
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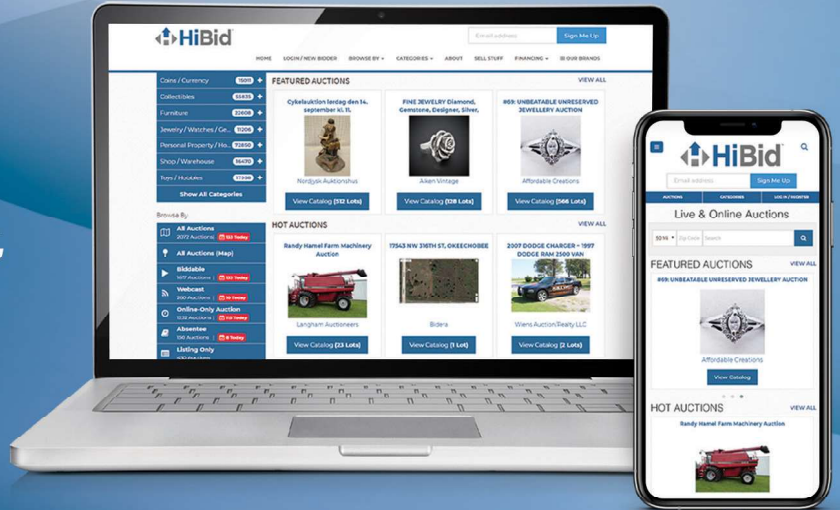


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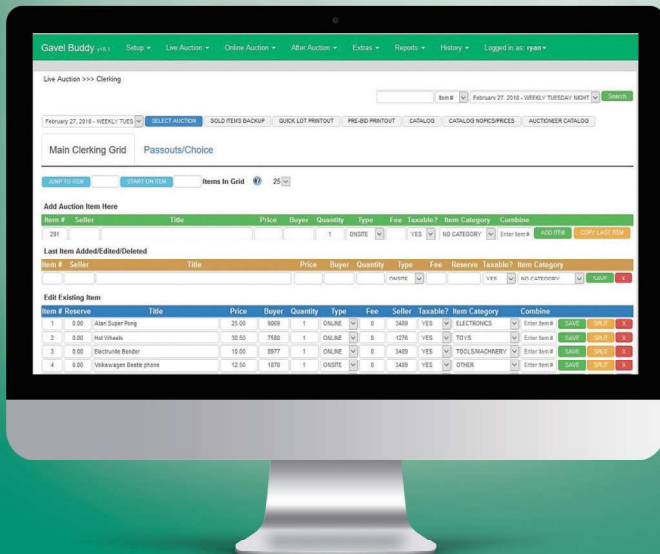
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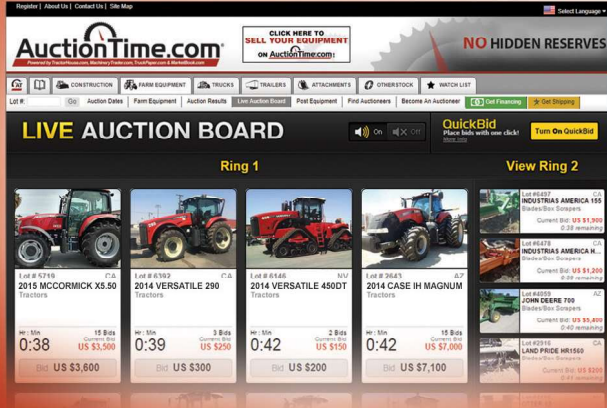
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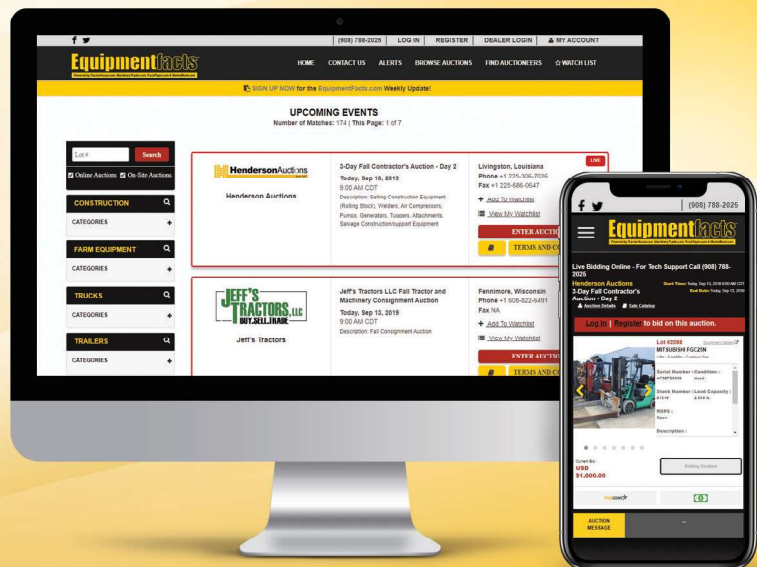
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Changes and constants

The only difficult thing about being NAA president at Conference & Show is that my responsibilities keep me from attending all the awesome education sessions and events I am used to. However, I'm very excited that our hybrid event is so flexible. I can tune into live-streamed events on my phone as I move from meeting to meeting, and even if I can't attend a session in person, I could join virtually if the session is simulcast from wherever I am. And further, if I can't do that, I will be able to watch the recorded sessions when I get home. That is the beauty of a hybrid event!

NAA is committed to providing education in a way you want or need to consume it. Go to conferenceanshow.com and check out the FAQs to learn more.

By now, you have probably seen that the Candidate Review Committee has recommended candidates for the Board. See page 10 for those recommendations and keep your eye on NAA's website to get more information about how the elections will be held. We plan to offer digital voting like we did last year. Details are still being outlined but we'll have the process communicated to you by the first of May.

So, we'll have new volunteer leadership in July and we'll have new staff leadership in September/October. Hannes Combest, our current CEO, has notified us that she will be leaving effective Sept. 30, 2021. She served us faithfully for 13 years and is responsible for leading us to the strong financial stability of today, as well as providing the many educational opportunities that allow us to be the voice of the auction industry. We are very grateful for her. The Board is planning to use a search firm to assist us in identifying candidates with the hope that we have some overlap between the new CEO's arrival and Hannes' departure. We'll keep you in the know as things happen.

One thing that won't change is the Marketing Competition. Check out pages 22-29 to see the Platinum winners from the 2020 Marketing Competition. We thought that the pandemic would negatively impact the competition, but it hasn't. This shows how important marketing is to our profession. And this competition will reward dozens of companies who continued to produce outstanding marketing efforts during this difficult time.

Lots of new things are happening—and some things are remaining! Such is life at NAA. This past year has taught us new ways of doing business both in our own businesses and within NAA. We will be taking stock of these new ways of doing business. We'll incorporate things that work but we won't leave some things behind—the care that exists between our members, the need for education, and the passion we have for the industry.

I looked up recently and realized that spring is here—one of my favorite seasons of the year. It's full of new life and it's beautiful. That's NAA—we are going to have new life and it will result in new programs and services for you. It's going to be beautiful! Thanks for your contributions and we look forward to seeing many of you in Minneapolis! ❖

Bid high...




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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LinkedIn for auction professionals

“

I want them to go into it (LinkedIn) with the mindset of, ‘I’m here to educate ... to add value ... to inspire ... to have fun and help others.’

Donna Serdula
[LinkedIn-Makeover.com](https://www.linkedin.com/company/makeover/)

”

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APRIL 26 – MAY 1, 2021**

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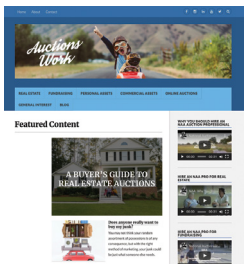
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AUCTIONS WORK BLOG LAUNCHES!

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.



AUCTIONEERS.ORG WEBSITE WILL UNDERGO TRANSFORMATION IN 2021

Because we're all about making your lives easier, the Board has approved funds to make the NAA website at auctioneers.org more user-friendly and the best resource it can be for members. Stay tuned!



NEW COMMUNITY OF PRACTICE

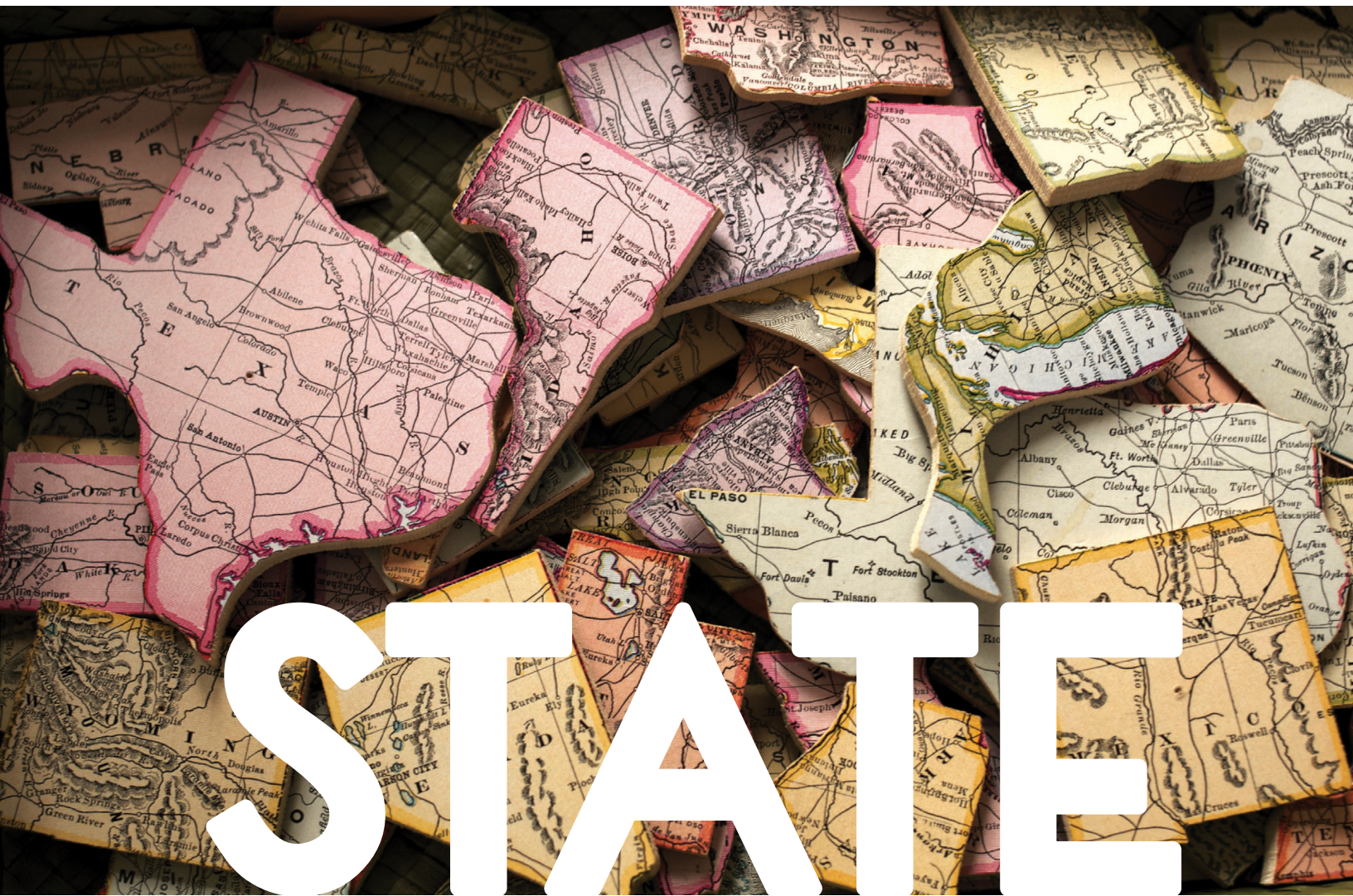
While we cover the majority of asset types in our five Communities of Practice, sometimes a topic doesn't fit nicely inside the little square. For these topics, included in event sessions, magazine articles, etc., we've created a general interest community that applies to all.



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!

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LICENSING GUIDE

[auctioneers.org](https://www.auctioneers.org) > [advocacy](#) > [state licensing law summary](#)

Your Association at Work

Candidate Review Committee recommends candidates for the Board of Directors

The Candidate Review Committee has recommended the following candidates for the 2021 elections (all are presented in alphabetical order by last name):

Vice President:
Sherman Hostetter, CAI, AARE, BAS, CES

Treasurer:
Ailie Byers, CAI, AMM, BAS
Harold Musser, CAI, AARE, AMM

Director:
Jay Cash, BAS, CES
Matt Ford, CAI, AMM
Morgan Hopson, CAI
Jeff Martin
Joff Van Reenen

Voting will begin in June. Information on the process will be released later this spring. Members will elect one vice president, one treasurer and two directors.

According to the Bylaws, Article XIII.2, the Candidate Review Committee is responsible for:

- Working with the Board to identify the optimal Board matrix based on the strengths and needs of the Board (including the need for diversity as defined by the organization).
- Screening candidates' eligibility and assess qualifications for service.
- Recommend up to three (3) nominations for each vacancy.

Candidates not recommended by the Candidate Review Committee may still run. This year the CRC recommended all applicants.

The 2021 Candidate Review Committee included: Jason Winter, CAI, AARE, AMM, CES as chair; Terri Walker, CAI, BAS, CES as Vice Chair; Mike Fisher, CAI, AARE, ATS, BAS as the representative from the Education Institute Trustees; Jennifer Gableman, CAI, ATS as the representative from the National Auctioneers Foundation and Charlotte Pyle, CAI, AARE as the state representative.

For more information, visit the 2021 Election page under the Member Area at auctioneers.org.

“
 We are pleased to see so many individuals interested in contributing to the success of NAA. It's a great field of candidates and should give NAA members options and that is always a good thing.
 ”

Jason Winter, CAI, AARE, AMM, CES, Chair of the CRC

Auctioneers.org gets a facelift

The Promotions Committee and NAA staff are working hard on a deep dive to make auctioneers.org more user friendly, accessible and valuable for members. In the meantime, we're making some small changes to the home page that we think you'll enjoy. Go check it out!

First, note that we've added a link to the store to the top menu. No more searching for how to pay your dues or register for an event.

Second, access important information on upcoming events, as well as the podcast, blog, and online education center easily from the home page.

If you have ideas for improving the website, please let us know at communications@auctioneers.org

Take the plunge



National Auctioneers Association

CONFERENCE & SHOW

Minneapolis / July 13-17, 2021

Who has the power? Why advocacy matters

As chair of the advocacy committee, you have probably heard me talk a lot about how what we do is important, but I am sure a lot of you may feel that it is not that big of a deal. Let me try to convince you that it is. What we are really talking about is creating relationships that can help your business, your community, and you. Creating these relationships with your local, state, and federal elected officials is probably a lot easier than you think.

At the federal level, all elected officials have staff (or staffers as they are often referred to) that deal with most of the day-to-day operation of their offices. They are the ones that read thru all the bills before the representative. They read the emails & letters, answer the phone calls and listen to the voice mails. They are doing the research and talking to other staffers to see where consensus can be reached or what potential co-sponsors of bills may be looking for in legislation. As you move down from federal to state to local the staffs get smaller and the ability to communicate directly with officials gets easier.

However, all of the official and staff are working for the constituents and communities they represent and they are looking for your input. Communicating with them ensures that people, you, are able to have their voice, your voice, heard on issues that are important to them and their businesses. If you do not tell your representatives what is important to you, and what you need them to be on the lookout for, then they will never know.

We often assume that elected officials must know what their communities want because someone is telling them. Nevertheless, if they are only hearing one side of the story they may not vote or act as the whole community wants. You have to be an active participant to have your voice and rights promoted.

Anyone who has ever had to decide knows that it is easier to do so with more information, it is the same for your elected officials. They need to know all views in the community they serve to make the best decisions for their community.

First Steps

That means you need to find out who your representatives are. This site is a great place to start <https://www.usa.gov/elected-officials> All federal and state officials have email & physical addresses as well as phone numbers that you can use to contact them.

If you do not have a relationship yet, start off small. Introduce yourself, explain who you are what business you are apart of, or run. Explain how important you are to the community, how you are a vital service to the economy how the auction business is used at all levels of our country (the Federal government auctions off airwaves, property, and other rights). Send them a copy of the

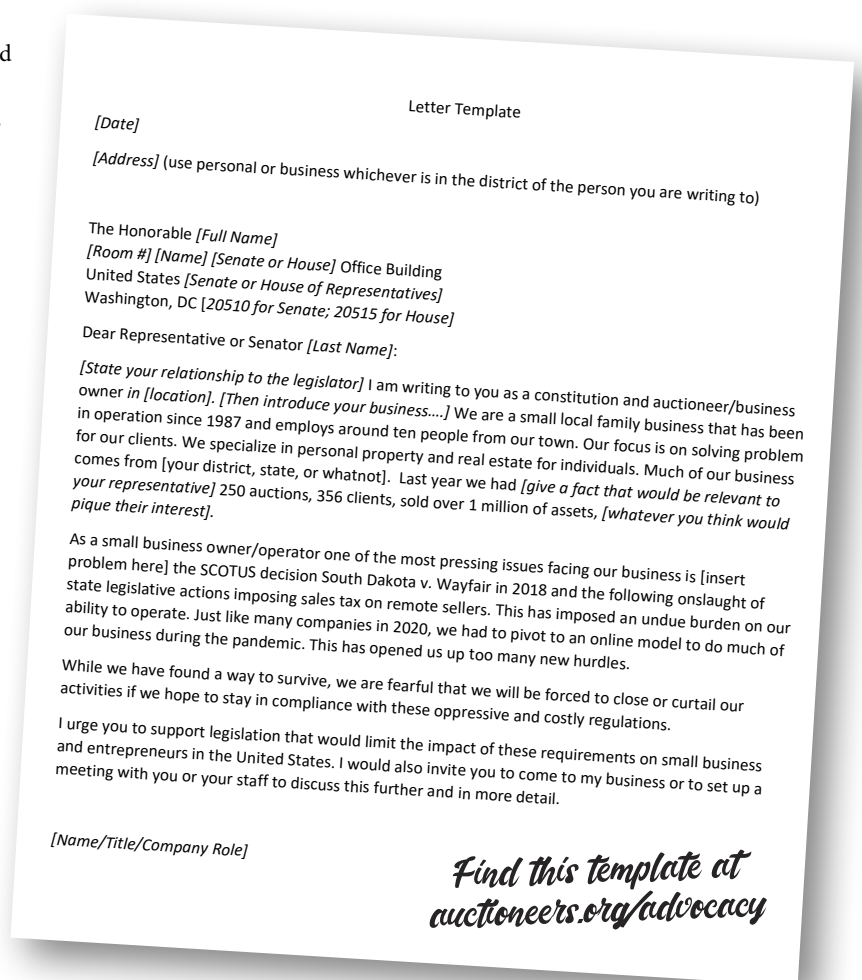
Auctioneer, or a press clipping about you or your company. As them to come and visit your offices. Politicians love photo opportunities. You may hear back from your representative, or a staffer. Even if they can't come, keep that line of communication open.

Follow Up

Once you know who the best contact is for your concerns, let them know what issues or bills or issues are key to you and your business. Reach out monthly, check-in to see if they have heard of any movement or bills about your concerns. Just like with your other business relationships, you need to touch base with them to keep the relationship alive.

We on the advocacy committee are here to help. We have created some letter/email templates for you to use if you are not sure where to start. Feel free to take this and expand and personalize it so that it resonates with you. Put it on your letterhead, make it feel more natural to you.

For more information, visit [auctioneers.org/advocacy](https://www.auctioneers.org/advocacy).



Governance Committee recommends Bylaws revisions

The NAA Board of Directors met in March to review existing and new policies recommended by the NAA Governance committee. Several revisions to the NAA Bylaws have been recommended, which can be found at auctioneers.org.

These revisions include:

- language clean-up
- strengthening the language of how meetings can be held
- inclusion of the newly formed Community Committee as a required committee

These revisions will be voted on at the July meeting in Minneapolis after publication in this magazine as per Article XI of the Bylaws.

The Board also approved legal counsel's review of the Anti-Harassment Policy and the

recommendation from counsel on including how frivolous complaints will be addressed. The newly approved policy can be found at auctioneers.org.

Several other Board meeting policies and the Board's social media policy were reviewed and revisions from the Governance Committee were approved.

The Governance Committee also reviewed the Code of Ethics and made those recommendations to the NAA Board, which were accepted. A complete copy of the Code of Ethics can be found [at auctioneers.org](http://auctioneers.org).

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



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Clayton Auction raises \$20,000 for St. Jude Children's Research Hospital

In February, Clayton Auction in Tennessee turned a donated old Chevrolet tailgate from junkyard trash into a custom bench that raised \$20,000 for St. Jude Children's Research Hospital.

The custom-made rocker was crafted by ringman and body shop owner Robbie Tull (pictured center).

Owner of Clayton Auction, Jamey Clayton (pictured left) posted on social media: "I know for a fact we have the best buyers that

are the salt of the earth. People from the crowd kept buying the bench and turning around donating it back until we had raised \$20,000.

Past NAA President Tim Mast, CAI, AARE, (pictured right) was on-hand for the event.



"As people stood outside in the rain, there wasn't hardly a dry eye as our bidders just kept donating it back bringing between \$1,000 and \$2,000 each time," Jamey wrote.

New media growing strong!



Podcast downloads
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Blog visitors
6,171

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205

howauctionswork.com



We asked NAA members in our Facebook group, "What's your dream auction purchase?" Here are some of our favorite responses.

1979 Chevrolet Scottsdale Pick-Up and/or IH 686. Fully restored, no time for a project.

Almost everything I own comes from auction. I suppose that if I could afford, and it came across the block, a SeaArk 20' 72" beam inboard Jet catfishing boat would be the ticket. 50+ mph in 3 inches of water is a thrill.

An island and a yacht would do.

Ooh! Good question. Any advertising signage from Yarnell's Ice Cream. Eating that ice cream is my favorite memory of growing up in the South.

Section of land in SW MN or 20 acres lake frontage northern MN build ready

First Edition Shadowless PSA Gem Mint 10 Charizard lol

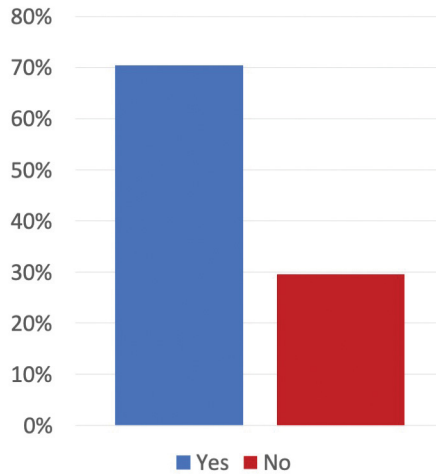
I am so lucky to already have my dream Auction purchase...my 1969 Ford Bronco!!! (Purchased at a classic car Auction in NH for my 40th Birthday.)

Find these and more responses in NAA Auction Professionals on Facebook. Not a member of the group? Search the group and request to join today!

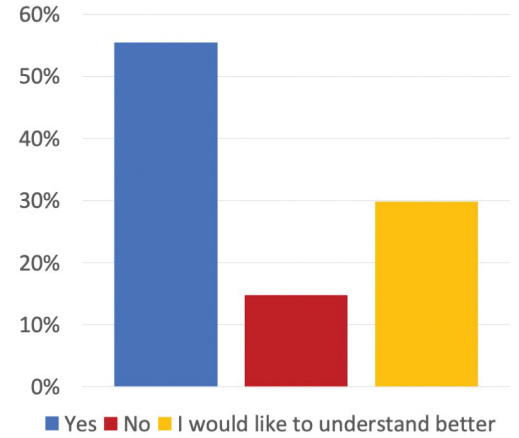
Data ownership survey results

Recently, the NAA sent out a survey to members about data ownership and third-party vendors. These are the results of that survey. Board members will use information from the survey to create a white paper. This paper will be available for comment before being published.

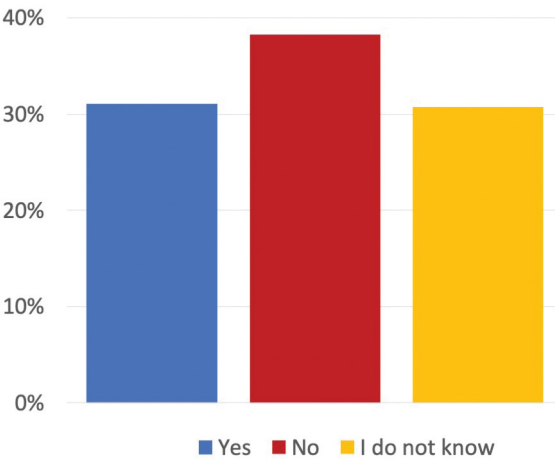
Q1: Do you use a third-party vendor or company to manage your auction bidder, sales or seller information and/or conduct online, live, or simulcast auctions?



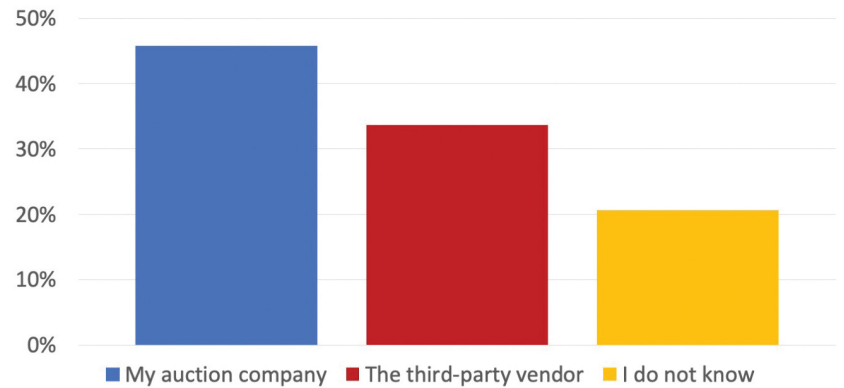
Q2: If you do use a third-party vendor, do you understand how that company handles your bidder, sales or seller information?



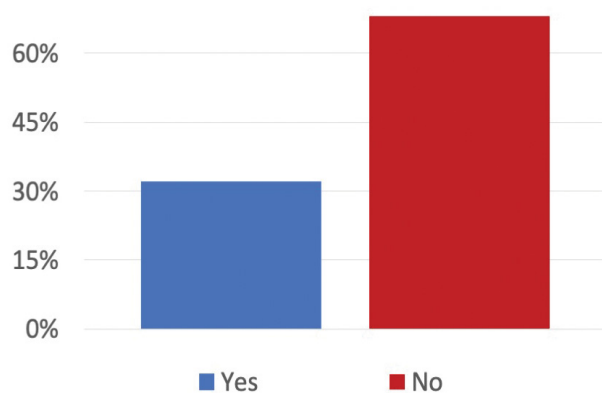
Q4: If you use a third-party vendor, is that vendor allowed to market the vendor services, solicit for consignments, or market other auction companies' auctions to bidders?



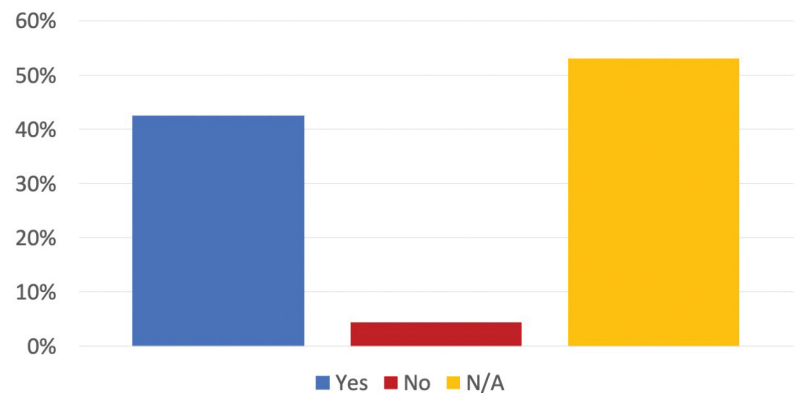
Q3: If you use a third-party vendor, who does the bidder create an account with (i.e. who is the user agreement with within the terms and conditions on your website)?



Q5: In the next 12-18 months do you plan to change vendors, build your own bidding system, or otherwise change your third-party vendor?



Q6: If YES to Q5, would education and resources on making the change be beneficial?





2021 NAA HALL OF FAME NOMINATION FORM

Name of Nominee		
Residence Address		
City	State	Zip code
Phone		

BUSINESS INFORMATION

Name of Firm		
Position in Firm	Number of Associates or Partners in Firm	
Business Address		
City	State	Zip code
Phone		

PERSONAL AND FAMILY INFORMATION

Spouse's Name
Does spouse participate in the auction profession? <input type="checkbox"/> yes <input type="checkbox"/> no
If yes, please explain:
Number of Children
Do any participate in the auction profession? <input type="checkbox"/> yes <input type="checkbox"/> no
If yes, please explain

PROFESSIONAL INFORMATION

How long has the nominee been associated with the auction business? ____ years.
What percentage of the nominee's time is actively spent in the auction business? ____%
Number of years this nominee has been a member of NAA? ____ years.
Does the nominee specialize in any particular field of auctioneering? <input type="checkbox"/> yes <input type="checkbox"/> no
If yes, please explain
State Association(s) of nominee

NAA ACTIVITY

List NAA involvement of the nominee, including – offices held, current and past; designations earned; committees; instructor at CAI, Conference and Show, designation classes, summits, seminars; etc.:



2021 NAA HALL OF FAME NOMINATION FORM

PAGE 2

STATE ASSOCIATION ACTIVITY

List state association involvement, offices held, etc.:

COMMUNITY INVOLVEMENT

List any notable community activities:

Please reflect your personal assessment of the nominee and opinion of why he/she should be elected to the NAA Hall of Fame:

Nominations must be postmarked no later than June 1st of each year. Mail to:

NAA Hall of Fame Committee
c/o National Auctioneers Association
8880 Ballentine
Overland Park, KS 66214

NOTE: Nominee will remain on the ballot for five (5) years. If not elected, they will be removed from the ballot and are eligible to be nominated again after one year.

Submitted by (please print) _____

Address _____

City _____ State _____ Zip _____

Phone _____



Kurt Bachman
Attorney and licensed
auctioneer from
LaGrange, Indiana

Business Practices

Guarantees

Question: Is the use of guarantees in art auctions specifically (and other auctions generally) legal and ethical?

I am not aware of any cases where the courts have provided guidance on these issues yet, but the use of guarantees does raise some interesting legal and ethical issues. The use of guarantees is fairly common in the art world, but is not otherwise common in the auction industry. Before diving into the analysis, it is important to discuss what a guarantee is and how it is provided. In general, an auction company guarantee is an agreement where the seller agrees to consign their items to an auction company. The auction company agrees to “guarantee” to the seller that, regardless of the outcome of the auction, the seller will receive a minimum amount of money for the lots.

The terms of the guarantee will change for each auction company and depend on the terms negotiated with the seller. The potential outcomes for the auction house or company are the following: (1) If the lot fails to sell, the auction house becomes the owner and purchases the lot for the full guarantee amount; (2) if the lot sells for less than the guarantee amount, the winning bidder becomes the owner of the lot and the auction house pays the seller the hammer price plus the difference between the hammer price and the guarantee; and (3) if the lot sells for more than the guarantee amount, the winning bidder becomes the owner of the lot and the auction house received a portion of the excess of the guarantee amount from the seller. The auction company can take on the full risk of the guarantee or can share the risk with a third party. A third-party guarantee is where the third party places an irrevocable written bid before the auction. As a result, the third-party guarantor takes on all or part of the risk of the lot not being sold.

The legal issues that come up and need to be considered are:

- Are all of the agreements in writing?
- Are the agreements clear and unambiguous?
- Does the third-party guarantee agreement make the auctioneer an agent of the guarantor?
- Should the third-party agreement be disclosed to and approved by the seller?
- Is the auctioneer breaching his fiduciary duty including the duty of loyalty?
- Does the agreement with the third-party guarantor change the sale from being a true absolute auction?
- Should the sale be advertised and conducted as absolute?

Let’s consider a hypothetical. An auction company approaches a seller about the possibility of selling valuable artwork. The auction company believes it can sell the artwork for \$1,000,000. In order to convince the seller to agree to the sell the artwork, the auction company offers a guarantee of \$600,000. The seller agrees to consign the artwork to the auction company and signs the auction contract. The sale is advertised and held. However, the sale is not well attended and the artwork does not sell. Therefore, the auction company pays \$600,000 to the seller and becomes the owner of the artwork. Two months later, the auction company sells the artwork at an auction for \$1,500,000.

In this situation, the initial seller may be upset and begin asking questions. What was the difference between the initial auction and the auction where the artwork was sold? Was the auction company looking out for my interest as required or was it looking after its own interest more? Did the auctioneer violate his or her fiduciary duty, including the duty of loyalty? The hypothetical can become more complicated if we add a third-party guarantor. In this situation, the unhappy seller may seek legal advice and may demand additional money. Would the seller be as concerned if a third-party guarantor became the owner of the piece and sold it for the \$1,500,000? The specific facts of the case become important.

Sellers like the use of guarantees because it helps reduce their risk and provide some certainty. It helps the seller to know that the item will be sold. The guarantee also establishes a minimum price. It also reduces the risk that the items will be sold at an absolute auction for less than desired. Guarantees are generally not disclosed, but their use could affect the end result of the sale or deter bidding.

Guarantee agreements also raise ethical issues. Where is the auction company’s loyalty? When an auction company makes a guarantee, is it a conflict of interest? If there is a third-party guarantor, and the terms negotiated are to pay the guarantor for the guarantee and to pay additional funds to the guarantor if the lot sells for more than the guarantee, does that relationship comply with the applicable legal and ethical rules? Should the seller be aware of and approve a third-party guarantor agreement? Often, there is a lack of disclosure and transparency in these type of

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sales. This lack of disclosure could conflict with agency law principals thus subjecting auctioneers to additional legal and ethical risk.

Should auctioneers consider the use of guarantees for real estate or other personal property outside of the art world? The answer ultimately lies in how the courts treat these agreements and how the cases are decided. At the time of writing this article, I am not aware of any court cases directly analyzing these issues. These issues will likely be raised at some time and the courts will give more guidance on these issues. However, auctioneers must exercise caution anytime they are using or dealing with guarantees until the courts

provide guidance. Proceeding otherwise may subject you to becoming the test case for the court system, which will provide other auctioneers with the guidance they so desire. ❖

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

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The iSeries webinar on sales techniques was hosted by Ashton Buswell, VP of sales acceleration, LGCY Power in February.

iSeries Recap

Congratulations, you're in sales!

Being an auctioneer requires wearing multiple hats and mastering several different skillsets (and of course, which skillsets depends on which type of auctioneer you are). But did you ever imagine that in your auction profession, you'd have to become a good salesperson as well?

In NAA's latest iSeries webinar, Ashton Buswell, vice president of sales acceleration at LGCY Power, shared some of his sales expertise to help auction professionals gain new perspective on sales by overcoming objections and using question-based selling.

Overcoming objections

Have you ever had a potential client object to using the auction method due to a previous bad experience, false stereotype or some other reason? How did you respond, and was that successful?

It's easy to see objections as a roadblock to convincing a potential client that you have the best option for them. But Buswell looks at objections as a prime opportunity to make a sale.

Buswell said to look at the situation like a pendulum. If someone has an objection, their opinion swings over to the "I'm not interested" side. But once you resolve that concern, the opinion doesn't just go back to neutral—it swings the pendulum to the opposite side, turning their opinion that much more strongly positive. Now, what was an objection has now become one of your most valuable strengths.

When it comes to addressing the objection itself, Buswell encourages agreeing and moving on. While agreeing to an objection may sound like the opposite of what you want to do, finding a common ground to agree upon can put you in a better position with the potential client.

When you agree with someone on something, you become a part of their team. They now have a trust with you because you've expressed that you know where they are coming from. Plus, it throws them off. They're not expecting you to agree with their objection—they're expecting you to fight them on it.

At the end of the day, selling is just helping people get to the best conclusion, Buswell said. Find a way to agree with them and get on their team. Then, move

on and go into the positive points of how you are their best option—don't put up a fight.

If the potential customer refuses to give a reason why they're not interested, Buswell suggests that you actually give them an objection. For example, you could ask, "Are you uninterested because you feel like it will be too much work?" If that objection is true, then they'll tell you. And if it's not, they'll most likely correct you with their real objection.

Once you know why they're not interested, you can address that objection and use it to your advantage.

Question-based selling

Most people have at least heard of the sales pitch exercise to "sell me this pen." When put on the spot with this exercise, many people start listing off all the features and benefits of the pen. But Buswell said that is may not be the best way of going about it. Instead, the seller should start by asking the potential buyer questions.

The customer will tell you what to say/ask if you'll only listen to them, so truly listen, Buswell said. The answers to your questions will tell you exactly what you need to address so they see this as the best option for them.

Benefits and features are great, but not if they're not relevant. Asking questions clues you in to what will make or break the deal for this individual.

On top of that, people recognize when you are truly listening to them—not just checking them off a list. Buswell highly recommends having a face-to-face conversation with your seller, even if it has to be digitally. Meeting "eye-to-eye" creates connection and inadvertently builds trust.

Go forth and be a great salesperson!

So to the auctioneer who never thought they'd land in sales—with a few good sales techniques under your sleeve, you'll be able to convince and convert those potential clients to the auction method of marketing. After all, sales is just finding the best solution to a problem, and that's what auctioneers are—problem solvers. ❖

To listen to this and other iSeries webinars, visit auctioneers.org/iSeries.

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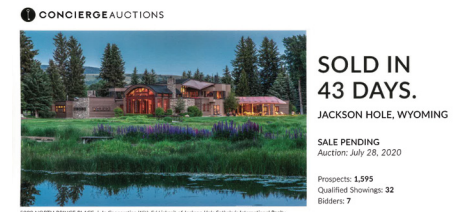


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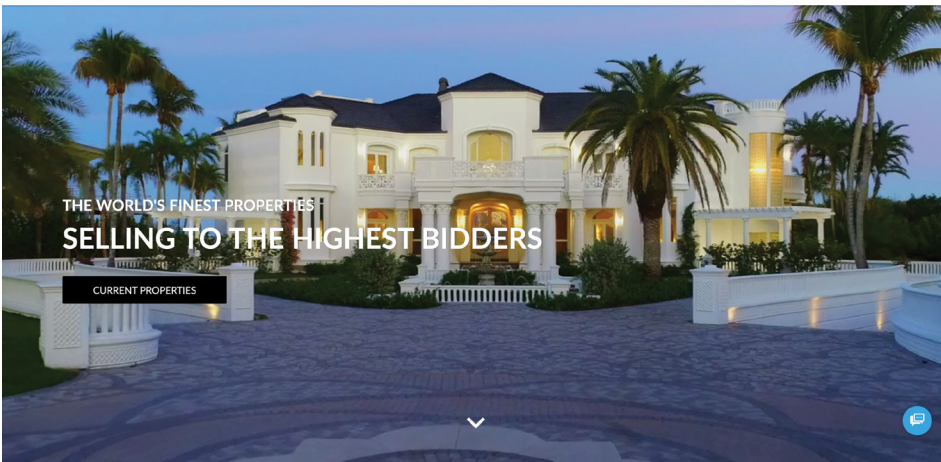
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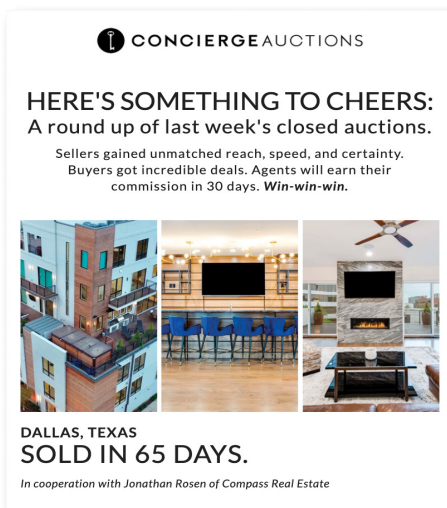
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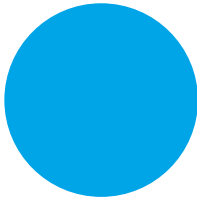
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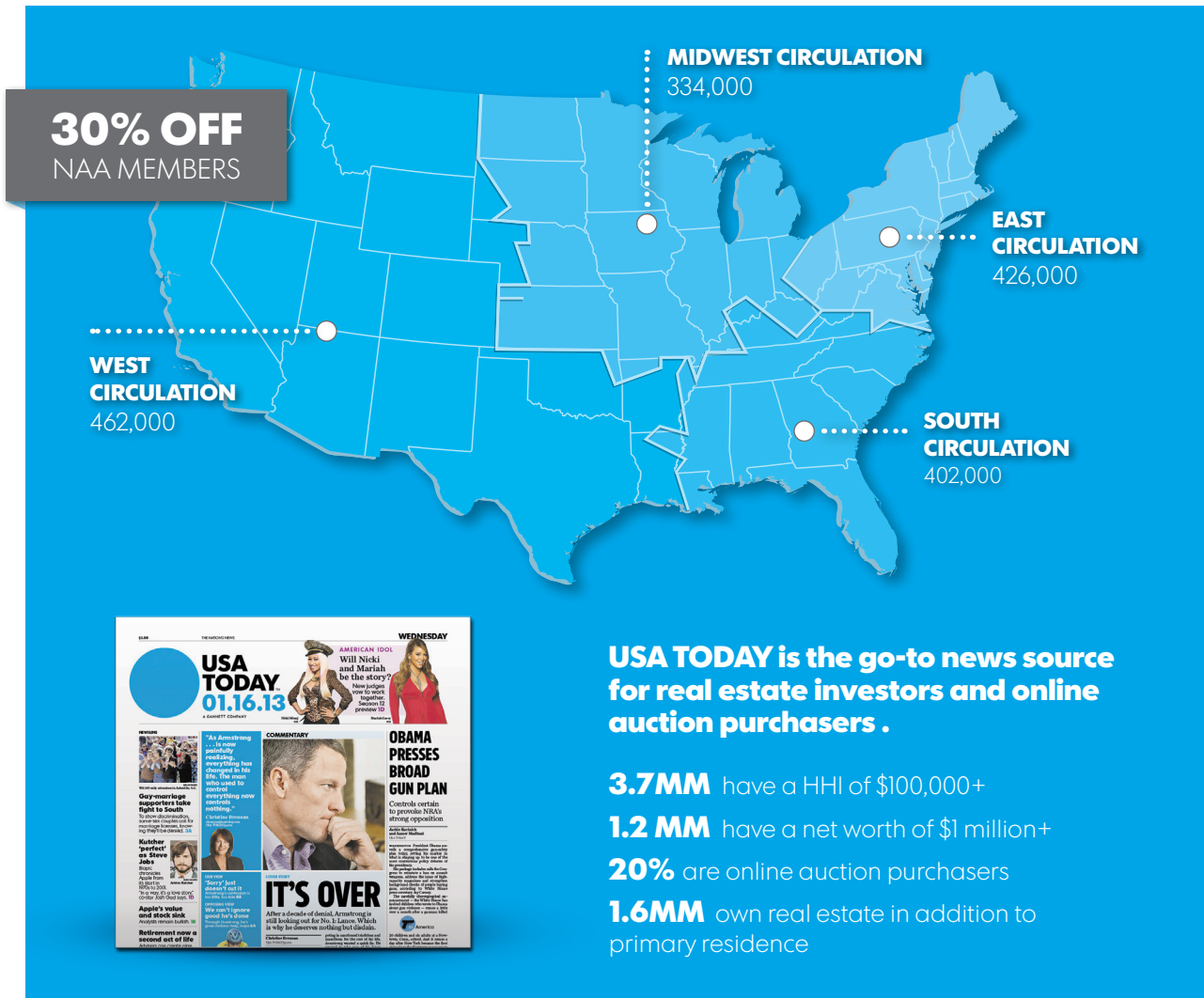
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WHAT LED YOU INTO THE FIELD OF DEMOGRAPHY?

I was the owner and president of KGA Advertising INC. KGA was a \$40 million retail marketing company based in Connecticut from 1979 to 1999. One of our signature clients was American Honda Motorcycles for the North East Region. We represented 140 dealers and helped them sell tens of thousands of new motorcycles each spring. Sales were great until 1986 when something abruptly caused Japanese motorcycle sales to crash. By 1992 Japanese motorcycle sales had fallen by 80 percent, yes 80 percent. All the dealers closed. We had no idea why. We were vexed. American Honda and KGA went separate ways.

In 1996 I discovered that the entire U.S. population is made up a series of peaks and valleys about 20 years long. We call them generations. Some generations are big, and some are small. The big generations make markets and the small one wipe them out. I had found an answer to the Honda Motorcycle conundrum.

We sold Honda Motorcycles to men 16 to 24 years old, a very narrow demo. When the huge Baby Boomer Generation, born 1945 to 1964, exited the Japanese motorcycle demo it was over. The next generation, Generation X born 1965 to 1984, was simply too small to sustain the market. Generation X has been devastating Baby Boomer markets ever since.

Once I came to terms with this simple demographic principal I was hooked.

WHY DO YOU FEEL THAT THIS STUDY IS IMPORTANT TO TODAY'S BUSINESSES?

I read the Wall Street Journal every day except Sunday. I read about businesses succeeding and failing, all with some subjective reasoning as to why. The answer is generally right in front of them. Their market is demographically expanding or shrinking. More customers buy more stuff. Fewer customers buy less.

WHAT IS YOUR METHOD OF GAINING INSIGHT INTO INDUSTRIES FROM A DEMOGRAPHY PERSPECTIVE?

My first question is always: Who is your core end user customer? For some this is a difficult question because the customer that drives their business may be way downstream. The most important question in marketing by far is: Is my end user market getting bigger or smaller? If it is getting bigger, I need to maximize my opportunity. If it is getting smaller, I'd better make some changes fast.

IN A NUTSHELL, WHAT DO YOU PLAN ON COVERING DURING THE NAA'S CONFERENCE & SHOW KEYNOTE ADDRESS?

I have been known to make a boring subject fun, entertaining and easy to



understand. Most business decisions are based on money. We need to make our business decisions based on people/demography! Demographics precipitated economics, not the other way around.

WHAT WILL OUR MEMBERS BE ABLE TO TAKE AWAY FROM YOUR ADDRESS?

The best take-a-way is one you can use right away. Demographics is a commonsense template for strategic planning. You can forecast what's next with uncanny accuracy and prepare your organization accordingly.

IS THERE ANYTHING ELSE YOU'D LIKE TO SHARE WITH OUR MEMBERS AS THEY CONSIDER ATTENDING AND HEARING YOU SPEAK?

Remember What Bob Dylan wrote: The Times They are a Changin..." You can intelligently prepare for the "Decade of Disruption 2020-2030!"

CONFERENCE & SHOW Schedule

Hybrid event key

- VIRTUAL ONLY** - Can only be viewed virtually
- SIMULCAST** - In-person or virtual (interactive)
- LIVE STREAM** - In-person or virtual (view only)
- Bold text** indicates an education session.

Designations key

- BA** Benefit Auctioneer
- CO** Contract Auctioneer
- MM** Marketing & Management
- PCA** Personal & Commercial Assets
- RE** Real Estate
- G** General Interest

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G Metrics/Measurements for Success

RE Economy/Projections

G Public Speaking/Voiceover

G Insurance

G Fraud (strategy, user xp)

MM Email Open Rate/Subject Line

G Quickbooks

RE Contracts and Forms

PCA Up and Coming Collectibles

Tuesday JULY 13











Time	Event
3 - 6 p.m.	Registration
3 - 6 p.m.	Tech Bar
6 - 8 p.m.	Welcome Party

Wednesday JULY 14

Time	Event
8 a.m. - 4 p.m.	Registration
8 a.m. - 5 p.m.	Tech Bar
9 - 10 a.m.	First Timers Orientation
10 a.m.	Coffee and Conversation
10 a.m. - 12 p.m.	NAA Next Gen Workshop
10 a.m. - 12 p.m.	MM SEO Master Class
10 a.m. - 12 p.m.	PCA Engaging Attorneys and Trustees
10 a.m. - 12 p.m.	BA Advanced Benefit Auction Consultation: What's in Your Toolbox?
10 a.m. - 12 p.m.	Legacy Youth Scholarship Committee Brunch and Auction
11 a.m. - 1 p.m.	Trade Show
11a.m. - 1 p.m.	Meet the Candidates
1 - 1:30 p.m.	General Session: Welcome LIVE STREAM
1:30 - 2:30 p.m.	General Session: Keynote address LIVE STREAM
3 - 3:30 p.m.	MM Using Demographic Data SIMULCAST
3 - 3:30 p.m.	G Fraud (overview, trends) SIMULCAST
3 - 3:30 p.m.	RE Foreclosure Auctions SIMULCAST
3 - 3:30 p.m.	PCA Cryptocurrency/Bitcoin
3 - 3:30 p.m.	International Ringman Championship: Contestant Orientation
4 - 4:30 p.m.	International Junior Auctioneer Championship: Contestant Orientation
4 - 5 p.m.	International Ringman Championship
5 - 6:30 p.m.	International Junior Auctioneer Championship: Preliminary Round

CONFERENCE & SHOW Schedule















Thursday JULY 15

Time	Event
7 - 8 a.m.	CAI Celebration Breakfast (private event)
7:30 a.m.	Election Committee Breakfast (private event)
8 a.m. - 5 p.m.	Registration
8 a.m. - 5 p.m.	Tech Bar
8:30 - 11 a.m.	NAA and The Foundation Annual Business Meetings
10:30 a.m. - 5 p.m.	Trade Show
11:30 a.m. - 1 p.m.	State Association Group Photos
11:30 a.m. - 1 p.m.	Women's Auction Professionals Lunch (ticket required)
12 - 1 p.m.	Auction Schools Luncheon (private event)
12 - 1 p.m.	EI Trustees Luncheon (private event)
1 - 1:30 p.m.	 Commercial Sales of Assets (trends) SIMULCAST
1 - 1:30 p.m.	 Public Speaking/Interviewing
1 - 3 p.m.	 Auction Marketing: Just Ask John SIMULCAST
1 - 3 p.m.	 Benefit Auction Trends and Bidding Platforms SIMULCAST
2 - 3 p.m.	 Chat with the IAC Champions SIMULCAST
2 - 3 p.m.	 Legality of Paperwork
3:30 - 4:30 p.m.	 How to Diversify SIMULCAST
3:30 - 4:30 p.m.	 Selling Firearms SIMULCAST
3:30 - 4:30 p.m.	 Economy/Projections SIMULCAST
3:30 - 4:30 p.m.	 Google Ads Master Class
4 - 5:30 p.m.	NAA and USA Today Auction Marketing Competition Reception (private event)
6 - 8:30 p.m.	President's Gala/Hall of Fame Awards LIVE STREAM
8:30 - 9:30 p.m.	Presidential and Hall of Fame Tribute Reception

Saturday JULY 17

Time	Event
8:30 - 9:45 a.m.	IAC Breakfast of Champions
10 - 11:30 a.m.	The Foundation's Children's Auction

Friday JULY 16

Time	Event
6:15 - 6:45 a.m.	IAC Contestant Sound Check (optional)
6:30 - 7:30 a.m.	IAC Judges Breakfast (private event)
7 - 8 a.m.	IAC Contestant Roll Call & Orientation (mandatory for contestants)
8 a.m. - 5 p.m.	Registration
8 a.m.	International Auctioneer Championship: Preliminary Round LIVE STREAM
8 a.m.	IAC Live! Broadcast LIVE STREAM
8:30 - 9:30 a.m.	 Federal and State Tax (Wayfair) SIMULCAST
8:30 - 9:30 a.m.	 Video Marketing SIMULCAST
8:30 - 9:30 a.m.	 Marketing Automation/Drip Campaigns/Business Efficiencies SIMULCAST
9 a.m. - 12 p.m.	Trade Show
9 a.m. - 12 p.m.	Tech Bar
10 - 11:30 a.m.	 Advanced Marketing and Communication Strategies for Galas SIMULCAST
10 - 11:30 a.m.	 Business Concierge Services SIMULCAST
10 - 11:30 a.m.	 LinkedIn for Networking SIMULCAST
12 - 1 p.m.	Presidents Luncheon
12 - 2 p.m.	Legacy Youth Scholarship Committee: HOF/President's Luncheon
1 - 1:30 p.m.	 Facebook Ads SIMULCAST
1 - 1:30 p.m.	 Up and Coming Collectibles (trends) SIMULCAST
1 - 1:30 p.m.	 CRM Best Practices SIMULCAST
2 - 3 p.m.	 Storytelling SIMULCAST
2 - 3 p.m.	 Using Multiple Platforms for Selling SIMULCAST
2 - 3 p.m.	 Marketing Real Estate SIMULCAST
2:30 - 4:30 p.m.	NAA Hall of Fame Committee Meeting
2:30 - 4:30 p.m.	Legacy Youth Scholarship HOF Committee Meeting
3:30 - 4:30 p.m.	 Best Practices for Multi-Par Sales SIMULCAST
3:30 - 4:30 p.m.	 The Best of Website Ad-Ons SIMULCAST
3:30 - 4:30 p.m.	 Equity and Inclusion SIMULCAST
5:30 - 6:30 p.m.	IAC Dinner
5:45 p.m.	IAC Parade of Champions LIVE STREAM
6 p.m.	International Junior Auctioneer Championship: Final Round
6:15 - 9 p.m.	International Auctioneer Championship: Final Round LIVE STREAM

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Consulting in the benefit auction industry

With the Four-Way Test you can ensure you're putting your best foot forward

Being a benefit auctioneer is more than asking for money up on a stage—it also includes a lot of background work strategically planning with nonprofits so they can maximize on their efforts. Benefit auctioneers have a great opportunity to directly bring in money through galas, but they also can consult nonprofits on the best ways to raise the most money.

Dee Dee Truesdel Kiesow, BAS, of BenEvent Auctions & Consulting in San Jose, CA, has years of experience raising money and consulting with nonprofits. She shared some of her best tips with attendees of the NAA's virtual Benefit Auction Summit in August 2020.

Kiesow said first off, when you're consulting, it's important to come in with your listening ears. The nonprofit's staff is going to tell you everything you need to know to solve their problems. Ask and listen before you tell them what you think is best.

Many nonprofits have a history of raising money a certain way and may be insistent on that method, or some may even try to impose their old method into your strategy against your advice. Kiesow said it's okay to tell your client when they're going off the rails. You are there to consult—that's what they are paying you to do. If they're still insistent on their method against your advice, they may not be a great client for

you in the future. This is up to your and your standards as a professional, Kiesow said.

If a client continues to do things the same way, you can project those same results in the future for them and show that trying something new may be the best strategy.

This concept is also relevant to benefit auctioneers themselves—if you're nervous about how much money you've brought in as a professional, Kiesow said to be aware that if you do nothing differently, you may have the exact same results in the future.

As you're helping these nonprofits make decisions, Kiesow recommends using the Rotary Four-Way Test.



This test is a moral code for personal and business relationships, but it can really be applied to anything! Using this test is a good, consistent filter to run decisions through so you can ensure they are wise decisions for all parties involved.

1. Is it truth?

Be a truth teller and encourage your nonprofits to be truth tellers as well. You're going to raise so much more money if you are encouraging their transparency and truth in the stories they're telling.

2. Is it fair to all concerned?

You can ask for just about anything and make deals with nonprofits if what you say and do is fair to all concerned. It takes away all the fear and stress for all parties involved. Kiesow says that benefit auction professionals should be encouraging clients

to operate their events by being 100 percent fair to the donors, staff, the organization itself and even the benefit auction industry (i.e. appropriate compensation).

3. Will it build good will and better friendships?

In the grand scheme of things, there are so few people helping nonprofits raise more money. That is why it is a privilege and honor to be in this industry, Kiesow said. With truth and fairness in every operation a benefit auction professional does, ask yourself, "Am I building good will and better friendships?"

4. Will it be beneficial to all concerned?

Is what you're bringing to the table beneficial to everyone concerned? And even more importantly, is what you're doing beneficial to the client so they can serve who/what they're intended to serve?

Applying the Four-Way Test to your decisions as a professional is going to empower you to know you are giving good counsel to those you are consulting, and it is going to set your clients up for success.

"I have found that by keeping this (test) close, that the work I can do for my clients, the auctioneers and the groups that I coach and consult with, we are always on the same page," Kiesow said. "We make fundraising joyful and fun, and that's exactly how it should be." ❖

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 May at pathlms.com/naa.

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Building a culture of auctions in your community

The national perception of the auction industry starts in your back yard

How often do you find yourself explaining what you do in your community? That's a question we asked on an episode of *The Auction Advocate* with Braden McCurdy, CAI, AARE, AMM, CEO, broker and auctioneer at McCurdy Auction. Braden's answer: Every day.

The auction industry has had a perception issue for some time. Many home buyers and sellers still only consider traditional real estate methods of sale. Auctions are often perceived as risky and/or only for distressed properties.

"We battle on a regular, daily basis the misperception of auctions," Braden said. "And when you stop and analyze the business, at least from our perspective, the majority of the

situations are the opposite of financial distress. These are truly free and clear properties."

And contrary to public perception, these free and clear properties are owned by real people who understand the benefits of the auction method of sale.

"These are owners who are really just ready to be finished with their ownership responsibilities and move on with the next chapter of their lives," Braden said. "We get to work with some of the coolest sellers and we get to work with some of the most prominent families within these communities."

When perception is reality to people, what can real estate auction professionals do to

turn it around? Braden says the power lies in "seeing is believing."

"When you're in the trenches and you worked for that family, and you've seen the competition play out and you know you walked away realizing that family more money—that's the power."

But if no one ever sees or hears that message, you're not going to change the perception of the auction industry.

"We all have a responsibility to talk about what we do and how we can benefit our clients," Braden said. "Probably the single best thing that we've been able to build on is the fact that we do one good job after another and try to realize the most exposure out of that as possible."

And what is that message, exactly?

"Ultimately, we're in the business of connecting buyers and sellers," Braden said. "It's effective, it's obviously timely, and timeliness can factor into different elements of the marketplace. Sometimes speed is more important, and sometimes it's more about the competition."

Aside from messaging and marketing, there are three other areas to try out when looking to build a culture of auctions in your community.

Be better at customer service

People in 2021 are starving for good, quality service. And they will pay for it.

"Sometimes you might not be the most economical vendor, but we know people will pay for good service," Braden said. "So, figuring out how to be there for our clients—responding, answering their phone calls, answering their emails, prepping them, managing their expectations—all contributes to a happy customer at the tail end and that's the mission here. Everybody's goal should be to achieve that 5-star rating."

Know the numbers

We've realized and recognized that real estate is a local product. And really becoming an expert in our local community, becoming entrenched within that community has been very high on our radar. It doesn't happen overnight.

Data and numbers are a big part of knowing your market.

"If you don't know your numbers in your market, you don't know your business," Braden said. "And you have to know how to access information. Maybe it's your GIS systems, your register of deeds, your MLS system and all the statistics that are out there—you gotta know your numbers."

Understand your competition

Braden says real estate auctioneers across the nation aren't typically facing competition from other auctioneers.

"It may be against the traditional real estate process, or the family, or for sale by owner, or things of that nature," he said. "Understanding the market, understanding property values, understanding neighborhoods—you have to know your product."

Get involved

A large part of McCurdy's approach in building a culture of auctions in their community focuses on local involvement. Whether that's participating in the MLS, and being involved on the realtor associations' and the MLS's boards, or whether that's participating in the chamber, or in business journal events.

"Our business journal has family business awards and real estate awards and those are recognition opportunities," Braden said. "That can offer credibility to you as a company within that local marketplace. We've found that to be a very valuable tool, not only from a continuing education standpoint, so that we are better for

our clients, but also that's an opportunity for leadership positions."

By becoming a notable leader within your community, you open up doors to have conversations about auctions and dispel misperceptions.

"When a traditional real estate agent has a question about how an auction works, then they identify you as the auction authority in the marketplace and come to you to have some counsel and understand—could auction maybe be a possible solution for a joint client?" Braden said.

Partner with people

Those conversations with community members really foster relationships, and relationships often bring business.

"We've really adopted a strong spirit of cooperation within the real estate community and we've seen a lot of benefits through that," Braden said. "In addition, there are always groups looking for speakers. Sometimes getting in front of the right people makes a huge difference with your business."

From sales presentations in real estate offices, to initial meetings with realtors and their clients,

there are so many opportunities to turn people into auction advocates.

"When you keep improving processes, exposing the industry, having successes in your marketplace, it continues to grow and display how auction can be—and is in many situations—the best solution," Braden said.

Tell the good stories

When you're considering your marketing goals and the messages to get out to the world, focus on the heart.

"People want to hear stories," Braden said. "What works is genuine testimonial from our clients, from the heart. Get advocacy stories about how auction is so powerful and works well publicly heard. It takes time. It's not something that immediately translates into business, but at the same time, it's building that mindset, and once that mindset is established, it begins to spread." ❖

This article was adapted from The Auction Advocate, the podcast where we're all in. Hear more at auctionadvocate.buzzsprout.com or click on the Auction Advocate image at auctioneers.org.



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Optimizing LinkedIn

Do you know what LinkedIn can do for you?
it's probably more than you think.

If you haven't updated your LinkedIn profile since 2007, you should. What started as basically an online resume site has developed into a platform full of opportunity and growth for auctioneer entrepreneurs.

Last month, The Auction Advocate podcast featured Donna Serdula, the pioneer of LinkedIn profile optimization, and owner of LinkedIn-Makeover.com. After her spirited presentation at the Digital Marketing Summit, she graciously agreed to share more info via the podcast.

Auctioneers can use LinkedIn for reputation management, marketing, prospecting, sales, thought leadership, and to forge a strong community and network.

First steps

Let's say you really haven't updated your profile since 2007. In that case, here are three things Donna says you should do right now:

- 1. Create a branded background image.** Much like the Facebook cover photo, this is the image that goes across the top of your profile. It should showcase who you are and what you do. Maybe it's a photo of you conducting an auction, maybe the auction crowd. Whatever it is, make sure it's clear both in image quality and objective.
- 2. Add a professional profile photo.** With

the advances in cameras in mobile devices, this is possible to do on your own, but if you have the money to spend, nothing beats a professional photographer.

- 3. Create an engaging headline.** The headline on LinkedIn is the text right under your name. Typically, it's your job title, but it can be so much more! Luckily, Donna has a great resource. Go to linkedin-makeover.com and select free resources. Then, use the headline generator to create something memorable, because the headline follows you everywhere you go on LinkedIn.

Second steps

Next, Donna says you really need to be strategic in your goals and target audience. What are you trying to accomplish through LinkedIn?

Some goals you might want to keep in mind:

1. Educate
2. Add value
3. Inspire
4. Have fun
5. Help others
6. Grow your network

You might think that your goals should be more sales-funnel focused, which they can be,

but there is tremendous value in building your brand and network through everyday type activities.

"Who's looking at our profile? What do they need to know about us? Who do we want to target?" Donna said. "How can we write something compelling and engaging that gets them feeling good and confident and impressed in who we are?"

Determining the answers to those questions helps shape your purpose on LinkedIn. Since auctioneers interact with sellers, buyers, adjacent industries and the public on a regular basis, each of those avenues is an opportunity to influence and grow your reputation

What do each of those groups of people need to know about you and your business? Or, about the auction industry in general? You can use your personal LinkedIn profile to add strength to the whole industry. That's a good thing for everyone!

Lastly, make sure your writing, as Donna says, gets attention and makes you a thought leader in your market and in the industry.

"When you start looking at the full profile, really start to develop it—not as a copy and paste of a resume, because your LinkedIn profile is not your resume—it takes time," Donna said.

It takes time because few people have the capacity to sit down and write about

QR Codes

Forget fumbling with business cards. Generate a QR code for your LinkedIn profile and easily connect with people you meet. You can also print it out on marketing materials, website, etc.



SCAN TO CONNECT WITH ERIN SHIPPS, NAA
DIRECTOR OF MARKETING & COMMUNICATIONS

Elevator Pitch

You've likely seen the name pronunciation feature on LinkedIn. But did you know it gives you a whole 10 seconds of audio time? You can actually use this space to record an elevator pitch. Give it flare, a taste of your personality, the warmth of your voice... and tell people what you do/how you help people. It's another small way of opening yourself to people.

themselves, their business, or the industry.

"When confronted with writing about yourself," Donna said, "any odious task, like rearranging your garage, becomes far more attractive."

But, it's a task worth prioritizing. Donna suggests writing something of value once a week.

Company pages

Take a look at your experience on your LinkedIn profile. Is the company image a gray building or something more personal, like

your logo? If it's a gray building, you're either not linking to the company page correctly, or the company page doesn't exist.

Company pages are a great tool for business intelligence. You can follow companies, see employees, see connections, see activity, and even show all past employees. A company page is an essential part of your LinkedIn presence.

"These pages give you a bigger, deeper digital footprint and lend credibility to your company," Donna said. "And they allow employees to connect, too."

Networking

We've all been in situations where networking and the passing of business cards occurs. But what if your networking could take place literally constantly? With a strong profile and weekly reputation building, the reaches of your network are endless.

"You're building a strong network," Donna said, "people you've known, people you meet, people you trust. Your online network should reflect your offline network."

And Donna says by tuning into that network of people, you open yourself up to understanding other industries and leveraging those connections to reach those industries.

But how far should you go in making connections? Donna is not an advocate for connecting with anyone and everyone. The connections should be purposeful, but sometimes that purpose might not reveal itself right away.

"If you're anywhere out and about and you meet someone, and they're a professional, check them out on linked in and connect!" Donna said. "And add a personalized message. You never know when that person might need your services."

As for people you don't know that send you connection requests? Unless it's clearly a

third-party bot targeting you because of your industry, Donna says give them a chance. Check out their profile to see if there is a genuine connection

And what about connecting with competitors?

"I don't think competitors are enemies, and nowadays there is more than enough business for everybody," Donna said. "It's good to have a friendliness with other people. If they want to connect with you, connect."

There are benefits to almost any connection.

"You get to see their network; they get to see yours. You get to see what they're doing; they get to see what you're doing," Donna said. "It's not a bad thing. It's intel. It's a way of staying on top of the industry. Things change so rapidly; do you really want to cut yourself off from someone who could be educating you, helping you, and vice versa?"

Ultimately, LinkedIn has the potential to help auction entrepreneurs and businesses become influencers, to drive the conversation about the auction industry, and in return, increase and grow business.

"I want them to go into LinkedIn not with this idea of, 'I'm here because I want leads, I want sales, I want clients, I want a job, or some type of an opportunity,'" Donna said. "I want them to go into it with the mindset of, 'I'm here to educate, I'm here to add value, I'm here to inspire, I'm here to have fun and help others.' And when they're doing that, that's when they're going to find that people really resonate to their message because it's a message of warmth, of helping others and that's what's going to make their phone ring." ❖

This article was adapted from The Auction Advocate, the podcast where we're all in. Hear more at auctionadvocate.buzzsprout.com or click on the Auction Advocate image at auctioneers.org.

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Q&A

Robert Almodovar

What sparked your interest in becoming an auction professional?

My career in the auction profession started when I was 18 years old and my dear friend Jordan Stampler asked me, “Hey, can you help us out with this huge indoor amusement park auction?”

From there I worked on weekends and summers for Stampler Auctions while I studied at Florida Gulf Coast University to earn a BS in Criminal Justice and Psychology. Once I graduated, Harry Stampler offered me a full-time job and the rest in history. I would say I had a plan, but the truth was I was 22 and looking for a good fun job to hold me over until I “figured out what to do” so to speak.

Stampler Auctions specializes in business liquidations and the nature of those auctions interested me because it involved dealing with a wide variety of assets, all at different locations. No two auctions are ever the same, and I started my journey quickly learning to live not by the Monday-Sunday calendar, but instead by our crazy monthly auction calendar. The auction business is a lifestyle, more so than a profession.

What road did you take to get there?

Stampler Auction is the only auction company I have worked for. My full-time job with Stampler started in 2013 when I naturally and immediately became in charge of... nothing. Day one full time I was still mostly auction labor and from there grew to online sales, marketing, and in December of 2014 I sold my first item at auction, which was a Brandmart USA train set for \$7.50. To be honest it was never my intention nor did I have the desire to become a bid-caller, but I had (and still have) a tough time saying no when I am asked to do something and that worked out quite well. I gained my auction

license through apprenticeship, which I have since learned is uncommon. Fast forward to November of 2020, I was named the Chief Operating Officer of Stampler Auctions.

Were there any challenges you faced?

Challenges are to the auction business, as sprinkles are to the ice cream business. Each auction event, each client, each buyer, each lot comes with their own set of challenges. Personally, I was fortunate in not having



many challenges with regards to entering and working in the auction business. Industry specific knowledge, access and experience was offered to me with open arms and for that I am thankful.

The challenges I faced in the auction industry have mostly come from within. One struggle of mine over the years has been not knowing if being an auctioneer was something that I could see myself doing for the rest of my life (honestly). I also grew up self-conscious of the tone of my voice and still to this day dislike hearing recordings and videos. Not sure if I will ever come to terms with my speaking voice ironically but for sure I have since come to the conclusion that it is inevitable that I will be a part of the auction industry the rest of my life. I now welcome the challenge of staying a full-time auctioneer for life.

Has your perception of the auction industry changed since you started? If so, how?

My perception of the auction industry has certainly changed since I stated working full time in 2013. Early on my perception of the

industry is that it stood alone, on its own “auction” island where only some people could do what auctioneers and auctions companies do. I have come to find that the auction companies who have been successful have not been because of their “secret sauce” but more so due to their problem solving abilities and willingness to provide services others maybe *can* do but don’t necessarily *want* to do.

In today’s world, anyone can sell anything quickly or on short notices on Facebook marketplace, eBay, Mercari, Amazon and many other wide reaching web services. Please accept this fact. Now of course the sales individuals can handle on their own are usually not massive quantity or quality assets, but my point is that *the lead* or main reason why auctioneers are successful are not because we have a monopoly on selling things fast and talking fast, but mostly because auctioneers can grind and fight for their clients in ways most other are not willing to.

Why do you love what you do?

I love what I do honestly because of the group of people who are around me doing it. I am fortunate to have learned from a number of individuals who have experienced success both in life and in business. On the same note I do often learn how *not* to do things from some experienced individuals I work with (not naming names), but the value I gain from both cases are the same. I love the auction industry in its truest honest transparent form, connecting willing buyers with willing sellers. An old man named Tony T once explained the business so eloquently by stating, “We get to yell at people for hours and then they give us money; where else can you do that?”

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

It is always challenging to write any blank statements in hopes that it helps and is relevant to *everyone* reading this; however, no matter what industry you are in I believe it is time to embrace compromise. There has been a shift in power to the consumer that we all have noticed and lots of that is due to how each buyer is *trained* in their non-auction buying life. Free returns, free shipping, “flash sales,” membership programs, and credit cards (I still don’t take cc for final payment) is what the consumer is used to.

From the sellers/client side of things, more and more people feel that they have the means of selling assets on their own. Even trustees, and landlords are attempting to sell assets on their own direct to other clients or other online avenues. Even if they have always done that, you cannot deny it is not easier now for them to do so.

The added value of the auctioneer and auctions overall has not been diminished to nothing just yet but values have certainly changed. “Pride cometh before the fall” (respectfully). We love competition as auctioneers and as capitalist... *anyone* selling *anything* on the internet is competition.

Additionally, I would be a poor self-absorbed millennial if I did not mention millennials so here, we go.

My recommendation to all would be to embrace the largest new group of buyers and sellers to hit the industry. Learn what is important to them, lean how they think and how they spend. In my experience millennials are the most judgmental and anxious group of individuals when it comes to business in general. They do care *who* they spend money with over *how* much they spend, leverage that! Also have you had a buyer approach you wanting to pay with Bitcoin or crypto? You will.

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

The NAA has helped me gain confidence as a young auctioneer with the knowledge and resources I have access to as a member. The NAA is made up of a group of auctioneers that are quite diverse in age, experience and skill. Connecting with people is good for your overall health. Being a part of a group like this association helps auctioneers feel less alone. I have felt the most connected to the auctioneers



I have met the more we speak about our troubles and its oddly comforting to know they have lots to figure out just like me. Participating in an NAA or FAA event for me energizes me and allows me to refocus (for different reasons every time).

What do you love about this point in your career?

I am not sure what point in my career I am in, that is the fun part. I have come to gain a confidence in my abilities that allows me to take chances the way I would in sports. Growing up I played a few sports, with baseball being my main focus. I wasn't very good at baseball, but I loved it. I was good enough to play but never the best player on the team—it was the love of the game that kept me going. Throwing, catching, and hitting a ball becomes second nature after years and years and it has slowly become that way with the auction business. Once the “fundamentals” become second nature, you can then stretch your knowledge to grow and then you use the mental

energy it took to “think as you throw the ball” and refocus that to learning a new skill. I still have *a lot* to learn, but I'm confident in the basics enough to say it out loud!

You are the current President of the Florida Auctioneers Association. How is the auction climate in Florida, and what do you hope to see in the future?

My journey with the Florida Auctioneers Association has been similar to my NAA experience except more intimate. The last few years in Florida have been challenging to say the least with last year, 2020, being the first year the Florida Auctioneers Association did not hold an annual conference since its inception 50+ year ago. That being said I am hopeful, mostly due to the fact that we have a core group of supporting members that have helped keep us strong and provide continuity for our board of directors.

The auction climate in the state of Florida has seen its struggles as well, but in my opinion is getting stronger overall. Many auctioneers and auction business are struggling in many of the same ways all businesses have been, adjusting to new state mandates and regulations.

Many segments of the diverse landscape of Florida are made up of senior citizen's whose lives have been interrupted the most due to health and safety concerns. Auction houses located in these areas have adjusted but not without its downfalls as they have come to realize some things will never go back to how it once was. Gauging the climate of any industry in such a large state is difficult, but I would say no matter what state you live in business liquidations will be on the rise. Auctioneers are expanding their reach to survive and thrive by adding Real Estate auctions, business liquidations and appraisals to their tool box. I love seeing auctions posted in the state of Florida no matter who the auctioneer/company is, and no matter how many sales I come across, my response will be, “Let's see some more!” ❖

Learn more about Robert at stamplerauctions.com.



When and how did your school start?

Our school started in 1921 when Col. Fred Reppert quickly rose to the top of his profession, selling auctions in every state in America and in every province of Canada and Mexico. He was widely recognized as the greatest auctioneer in the world, setting several world records in the sale of livestock, real estate, and personal property. Our auction school is the completion of Fred Reppert's dream to produce the best auctioneers in the industry to carry on his legacy. Now, we have graduates from every state in the United States, as well as multiple foreign countries, and are the nation's longest continually operated auction school.

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

Yes, after being an instructor at Jones Auction School in Chicago, Fred saw a huge need for a school in Northeast Indiana to serve the rapidly growing auctioneering industry. The rest is history. More recently, the Kruse family had the opportunity to purchase the school in 2017 to continue its long-standing legacy of excellence in education. Since then, the family has been able to instill their passions for auctioneering, business, and education to become the most comprehensive auction school in the country.

What do you hope you do for your students?

At Reppert Auction School, we are committed to providing the most excellent and innovative experience possible for our students. Even in 2020, during the pandemic, we were able to conduct in-person classes, bid-calling training, and live student auctions.

Going beyond the industry average, our curriculum contains more than 900 pages of practical, hands-on, and real-world business. This information is encompassed in the famous, Reppert Blue Book; more than 100 hours of in-class instruction; and, 30 industry-leading



John Kruse, president; Dennis Kruse, president emeritus; Matthew Kruse, dean

auctioneers, subject matter experts, and instructors. Our hope is that, in addition to being a great bid caller, all of our students are able to leave equipped to start a successful career or business in auctioneering.

What do you love about working with students/clients/customers?

Our entire team is super passionate about helping non-profits raise money for their causes. We focused hard in the last few years on making the attendee experience super easy and smooth, by killing check-in and -out lines altogether. If we make the attendee experience perfect, we know that they are more likely to bid on items. Then, more recently we invented our live auction video streaming mode to make sure they could all hold a virtual event with zero latency and the real feel of an auctioneer.

Reppert Auction School has always focused on preparing students to handle all different types of auctions, and has evolved to teach students to conduct the most prevalent types of auctions currently held. With our business training, alumni have the confidence and ability to own and operate their own auction companies. Because of this, Reppert graduates have had a higher percentage of involvement in the auction industry with up to 50 percent of our graduates having a license or working some type of auction five years after graduation.

Finally, it's extremely rewarding to see our students grow so much in just 10 Reppert Auction instruction days. One thing Reppert is known for is having every student sell a farming hoe at the beginning and end of their

10 days—seeing the difference and growth between the first time and final time “selling the hoe” is amazing to witness!

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

We are incredibly excited about our live auctioneer partners. Our partner program has 25 of the premier auctioneers in the country. They have been instrumental in helping us build the best live auction video streaming

software for nonprofits. In the past year we have launched new features like teleprompter for live auctioneers, a live feed showing bids and donations, and real time closed captioning for the hearing impaired.

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

Our core values include being innovative and on the cutting edge. This means continuing to bring in big-name instructors, including the best auction business minds, legal minds, bid-calling champions, and more, as well as expanding the new Reppert Online Platform. We're confident that the auction industry will continue to thrive for years to come, and look forward to playing a role in that growth!

How has the NAA helped your school grow?

We love the community and education that NAA has built and is building. The seminars and resources provided have been extremely helpful, especially in years like this past one. Connecting with other NAA members creates such a sense of community in our industry, which we believe is so crucial.

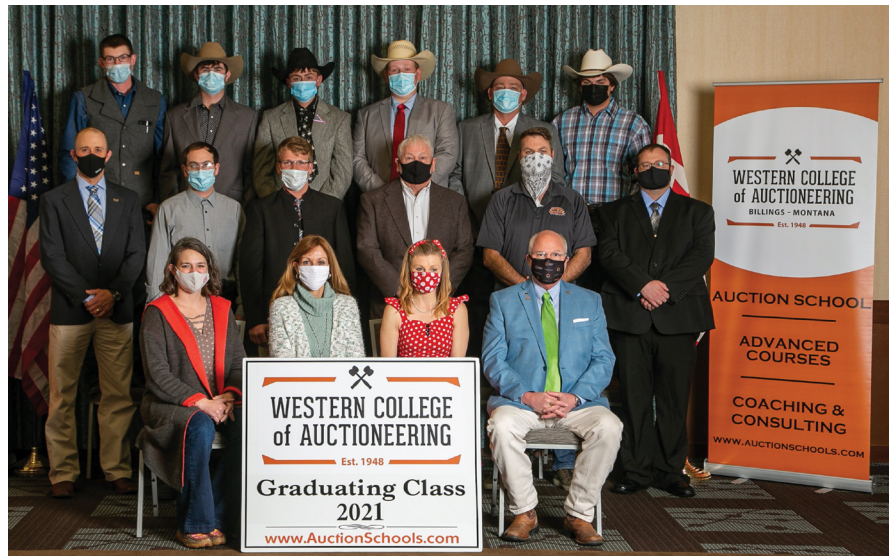
Our goal is to continue to provide the next generation of auction business owners who will push the auction industry forward. Reppert Auction School has also had more graduates become NAA presidents than any other school, and the NAA was formed by a majority of Reppert Auction School graduates. We look forward to continuing our strong partnership with NAA and the auction community.

Learn more at www.reppertschool.com.

Auction School Graduates

Western College of Auctioneering

The October 2020 graduating class from Western College of Auctioneering: **Front row:** Heidi Foy, Casper, WY, Cherrie Moline, Battle Grove, WA, Penelope Fratelli, Omaha, NE, Pat Busby, Instructor. **Middle row:** Nick Bennett, WCA President, Marvin Rodes, McGaheysville, VA, Marcus Showalter, Bridgewater, VA, Gary Bay, Three Forks, MT, Mike Regan, Roseville, CA, Shawn Gish, Pocatello, ID. **Back row:** Lane Potter, Cottage Grove, OR, Layton Steele, Newell, SD, Denton Good, Long Valley, SD, David Cox, Cedar City, UT, Quentin Harper, Gruver, TX, and Casey Baumgartner, Bismark, ND.



America's Auction Academy

January 2021 graduates: **Front row:** Rusty Owens, Barry, TX; Keesha Black, Conroe, TX; Stacey Marshall, Alvin, TX; Kimberly Thomas, Venus, TX; Molly Hudson, Houston, TX; Alicia Chmielewski, Frisco, TX; Sara Broers, Instructor, Mason City, IA. **Middle row:** Mike Jones, School Director, Dallas, TX; Lori Jones, School Administrator, Dallas, TX; Steve Friskup, Instructor, Muleshoe, TX; Gregg Cox, Mt. Pleasant, TX; Calvin Barnfield, Sealy, TX; Brad Blancett, Prosper, TX; David Hodges, Lubbock, TX; Lane Griffin, Round Rock, TX; Cody Cribbs, Fluvanna, TX; Scott Swenson, Instructor, Lakeway, TX. **Back row:** Moises Capule, Midland, TX; Joshua Fulp, Del Valle, TX; Hank Courtney, Tolar, TX; Troy Jordan II, Sherman, TX; Phillip Evans, Joshua, TX; Peyton Helmer, St. Landry, LA; Jean Harris, Jr., Houston, TX.

Kentucky Auction Academy

Graduates from Kentucky Auction Academy: **Front row:** Steven Krusinsky, Logan Kirby, Ty English, Nikita Avery, Heather Norris, Josiah Martin, and Crockett Parrish. **Back row:** Steve Henry, co-founder, Amy Wright, instructor, Russell Mills, instructor, Dan Ray, Kody Norris, Thad Himmelbrand, Nathan Cherry, instructor, Gretchen Cherry, instructor, and Steve Cherry, co-founder.





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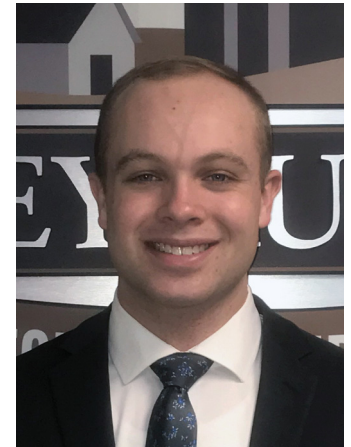
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“I decided to join the NAA because since I was a little boy I had the dream of becoming a professional auctioneer like my father and grandfather. I have been in the auction industry since I was a little boy and always dreamed of the time I could do it professionally. I have now been blessed to work full time in our family auction business and look forward to making a career out of it to support myself and my family. I look forward to growing Hurley Auctions and continuing to serve our clients and the NAA family.”

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New Members!

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

Also, follow along with the NAA:



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National Auctioneers Association



NATIONAL AUCTIONEERS ASSOCIATION

ONLINE EDUCATION CENTER

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CONFERENCE, DESIGNATIONS, ISERIES, COVID-19,
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In Memory

Vern Gannon

Vern A. Gannon, 66, well-known auctioneer and real estate broker, passed away suddenly late Tuesday, February 23, 2021, at Via Christi Hospital in Manhattan with family by his side.

He was born July 19, 1954, in Topeka, the son of Leo and Rowena M. Hollenbeck Gannon. Vern was raised in the Rossville community and graduated from Rossville High School in 1972. He graduated from the Missouri Auction School at Kansas City.

Vern was an auctioneer for 48 ½ years and was a real estate broker. He was a member of the First United Methodist Church in Manhattan. Lake Lodge No. 50 and Loyal Chapter No. 175 of the Eastern Star both at Silver Lake. He was a Scottish Rite member, KLPCA (Kansas License Tag Collectors Association), Trails West Red Wing Collectors Society, NAA (National Auctioneer Association), Flint Hill Association of

Realtors, a life member of the Kaw Valley Rodeo, and a past member of the Rossville Saddle Club and Palomino Club.

Vern was preceded in death by his parents and his father-in-law, Bennie Stach.

On May 25, 1985, he was united in marriage to Sherri Stach at Rossville. She survives of the home.

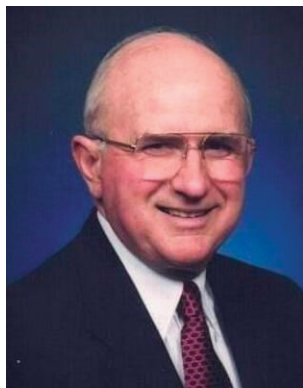
Other survivors include his daughter, Nicole (Brett) Wright, Council Grove; his brother, Randell (Cindy) Gannon, Rossville; his sister, Linda Lake, New Mexico; mother-in-law Arlis Stach, Manhattan, and his two grandchildren, Bailee and Kolter; many nieces and nephews.



Memorial contributions may be made to the Czech Moravan Cemetery and sent in care of Piper Funeral Home in St. Marys.

Richard Troup

Richard E. "Rich" Troup, 80, of Lancaster, died peacefully on Monday, Feb. 8, 2021. He was born Nov. 22, 1940, in Pleasantville, Ohio, the son of Richard Eugene Troup and Edna (Ruffner) Troup. Rich was a 1958 graduate of Pleasantville High School and attended Ohio State University. He managed the three mills owned by his family and operated as The Pleasantville Mill Company, the Thurston Elevator and the Rushville Elevator. He especially enjoyed harvest time when the farmers would bring in their crops to be weighed or dried. At age 40 he decided to obtain his real estate license and



worked for C.V. Perry as a salesman. He then opened his own brokerage known as Rich Realty and later as Troup Real Estate and Auction Company. He was very involved in the Ohio Auctioneers Association. In 2001, he was inducted into the Ohio Auctioneers Hall of Fame, which recognized his service to the industry and the organization. He also served as its president. Rich loved to tell stories about "what happened at the auction." Other organizations he belonged to were the Lancaster Jaycees, Rotary Club, Tarhe Lions, Masons and long time member of the Lancaster Men's Chorus. Rich was a member of St. Peter's Lutheran Church.

Rich is survived by his wife of 55 years, Delores (Wagner) Troup whom he married June 20, 1965; children Robert (Pamela) Troup and Ryan (Vanessa) Troup; grandsons, Thomas, Andrew and James Troup; two sisters, MaryAnne Long and Elizabeth Rogers both of South Carolina; brothers-in-law, Richard Wagner of Overland Park, KS, and Don Wagner and wife Sue of Jefferson City, MO, and sister-in-law Virginia Wagner of Olathe, KS, and several nieces and nephews. He was preceded in death by his parents; Delores' parents, Henry and Gladys Wagner, and special cousins Raymond and Grace Spittler.

In lieu of flowers, the family asks for donations to be made to the church Rich grew up in, the Pleasantville United Methodist Church, 112 Lincoln Avenue, Pleasantville, Ohio 43148.



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To advertise: Contact Adam Kenne (913) 563-5421 akenne@auctioneers.org

50 years later National Auctioneers Week



Fifty years ago, the National Auctioneers Association hosted National Auctioneers Week April 12-17, 1971. According to a recap published in the May 1971 edition of *Auctioneer*, several members ran advertisements for National Auctioneers Week in their local newspapers during the week to help spread the word.

Today, we continue to recognize National Auctioneers Week, and we also still encourage our members to be involved in helping to get the word out there. We can't do it without you!

This year's National Auctioneers Week will be April 26-May 1, 2020. While you could run ads in a newspaper like members did in 1971, don't worry—what we ask is a lot simpler. Just talk auctions on social media and use the hashtag #WeAreAllIn! We will even give you the content to personalize and share. Keep an eye on your email inbox and on our social media platforms for National Auctioneers Week content you can use to inform your audience about the auction profession.

Learn more at auctioneers.org/nationalauctioneersweek.

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