

the auctioneer



APRIL/MAY 2020

The official publication of the National Auctioneers Association



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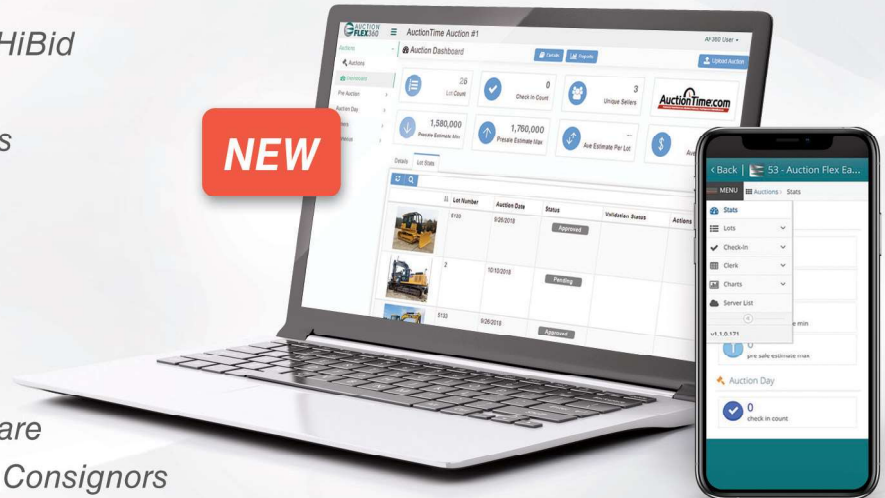
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- COVID-19 UPDATE
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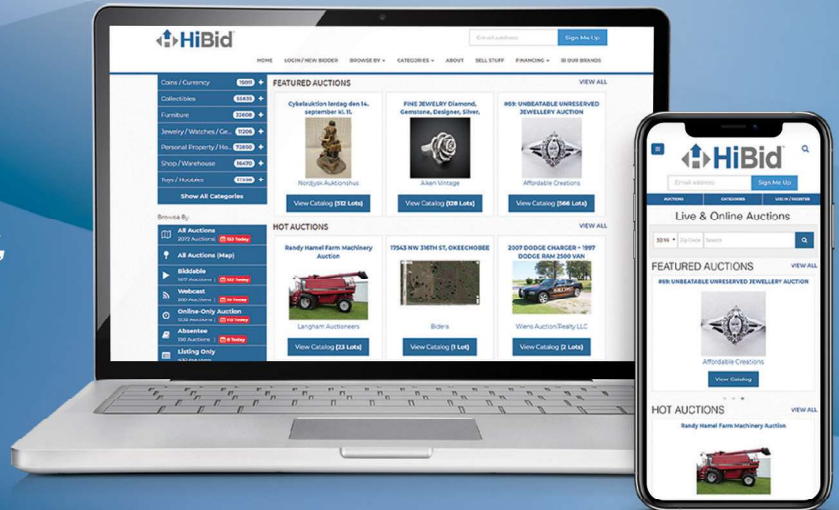


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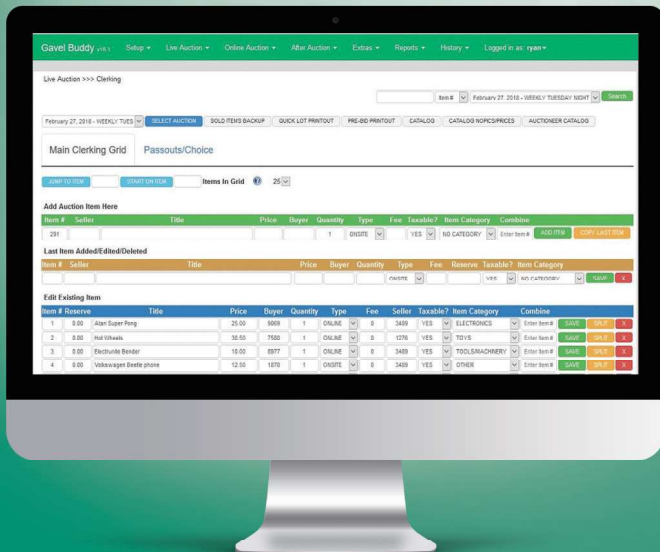
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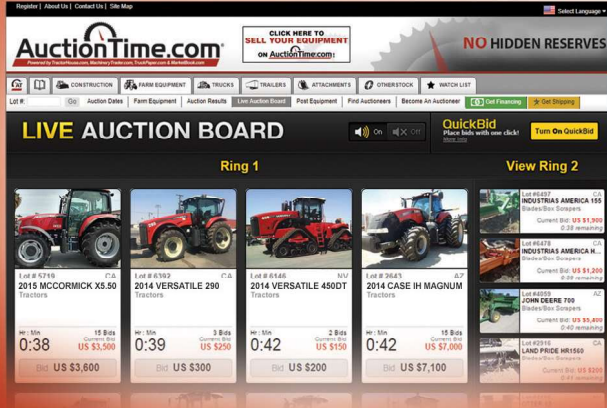
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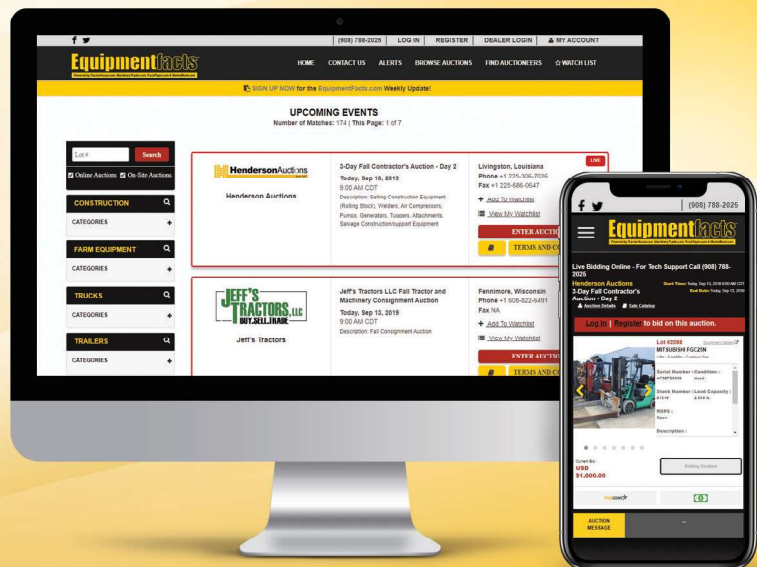
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Grit is passion and perseverance for long-term and meaningful goals. It is the ability to persist in something you feel passionate about and persevere when you face obstacles.

As I write this, California, Illinois, Missouri and New York have asked their residents to shelter in place. The Kansas Governor has called school off for the rest of the school year and in my own state of Missouri, the Governor announced that the number of positive cases confirmed in the state is 48.

Many of us in our industry are seeing our businesses challenged due to local, state or national guidelines. For the first time in almost 40 years CAI was canceled. So, what are we learning about our industry, about our business, about our way of life?

I'm not sure we know yet what the lessons are for us to learn but I am confident that we will come out of this pandemic stronger than when we came into it.

On March 18, NAA sent out a survey about the state of the auction industry. Who knew that the following day, states would begin to close their borders or that the President would issue a ban on international travel? It is changing daily, and as I write this, I just wonder what will happen in two more days, much less in two or three weeks when you actually read this.

I see how people are on Facebook sharing resources on how to continue their businesses while working remotely. I see how quickly NAA responded with a resource page on our website ([auctioneers.org/covid19](https://www.auctioneers.org/covid19)) to help auction businesses survive. I see how kind people are being and how people are reading more. Maybe this is the lesson we all need to learn ...

It is important for us all to stop what we are doing sometimes, reassess, learn different ways of conducting business and move on.

Prior to the pandemic, the auction industry seemed to be in a good place, but was it? We didn't have data to suggest otherwise. As NAA members respond to our survey, we are seeing how people are being affected through the pandemic—and my guess is that we will see more in future surveys.

We still have battles to fight. NAA has been on

the forefront of fighting on the Remote Sellers Sales Tax issue (due to the decisions made by the U.S. Supreme Court in *South Dakota v. Wayfair*). We have maintained a web page of resources you can use on the website ([auctioneers.org/advocacy/Remote-Sellers.org](https://www.auctioneers.org/advocacy/Remote-Sellers.org)). And we have continued to send Richard Barton, the CEO of Zillow letters to change their mobile site about how auctions are posted. See page 12 for more information about our advocacy efforts.

NAA is learning how to conduct business differently as well. We have offered lots of online education through iSeries and through past Conference & Show recordings. But we are looking at how to facilitate things differently and communicate what you need, when you need it. We want to be a resource to you ... even though times are different.

What about Conference and Show? Today I don't know. That may be different by the time you read this ... who knows. But decisions will be made with you in mind—just like we considered the health of the students and faculty at CAI.

So, keep in touch with us through our Facebook group—NAA Auction Professionals—if you aren't in that group, request it and we'll get you included if your membership is active.

Stay safe, keep healthy and remember that #theauctionlifeisthegoodlife!

We'll get through this together! ❖




**Jason Winter, CAI,
AARE, AMM, CES**
NAA President

Jason Winter is owner and auctioneer at West Central Auction Company and broker at Century 21 West Central Real Estate. He spent years on the Education Institute Trustees before becoming chair. He was elected to the Board in 2016 and elected vice president in 2018.

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“
I can have a staff member who’s totally new to the auction industry posting auctions within a week.

Jennifer Gableman,
CAI, ATS

”



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Morgan Hopson & Trey Morris

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Surf's up!

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DIGITAL EDITION AVAILABLE!



NAA STUDENT MATERIALS

Did you know that in addition to our new NextGen section of the website, we also have links to useful resources to education the next generation of auctioneers? From middle school curriculum to a comic book and auction craft, you'll find it all now under the Students tab at auctioneers.org.

CONFERENCE WEBSITE

The place for all things Conference & Show related, conferenceandshow.com, is now live and filled with highlights, hotel and city information, registration, conference schedule, exhibitor information and more.

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EMAIL NEWSLETTERS



Auction eNews monthly newsletter

Relevant, important news from the NAA as well as the auction industry. Subscriptions are available at auctioneers.org/subscribe.

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National Auctioneers Week

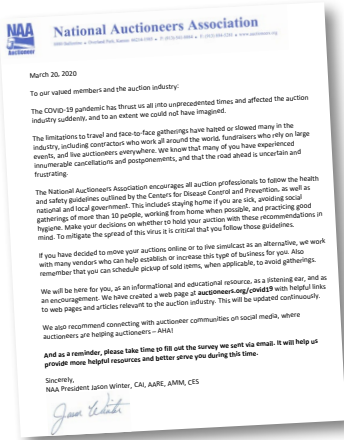
April 27 -
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*because auctioneers come
in many forms*





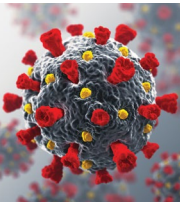
Your Association at Work: COVID-19 Update



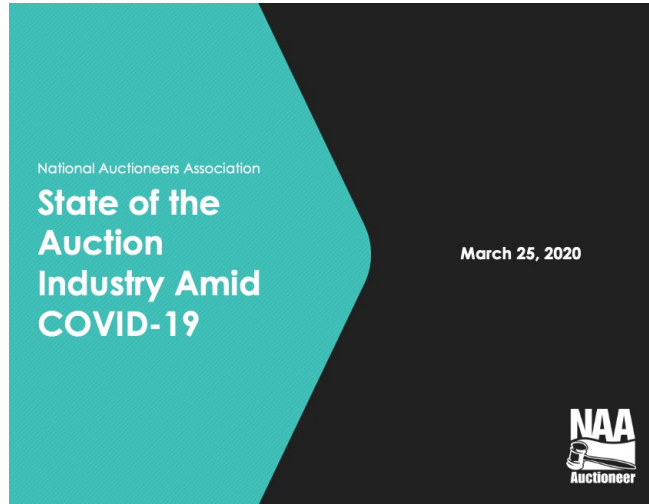
NAA releases statement on COVID-19

COVID-19 has disrupted normal life and business as we have known it. In response, the NAA published a letter from President Jason Winter, CAI, AARE, AMM, CES, encouraging the industry to keep government regulations in mind when deciding whether or not to continue holding live auctions.

COVID-19 Webinars



In conjunction with The State of the Auction Industry Amid COVID-19 Report, NAA will be hosting webinars around specific industry topics to help you and your business navigate this difficult time. If you have a topic in mind, please reach out to kfranz@auctioneers.org.



State of the Auction Industry Report

As we were finishing this issue of the magazine, we were also releasing our first State of the Auction Industry Amid COVID-19 Report, the first of at least three reports we will distribute.

The survey is full of graphs and analysis of the auction industry as of March 18, 2020, useful in making decisions for your business.

This effort was made possible by your survey responses, and we appreciate your continued participation in future surveys so that we can continue building our voice of authority within the auction industry.

Find this report and other information on our website at auctioneers.org/covid19.

Currently, the long-term effects to the auction industry are unknown. But as the public's traditional way of life is in upheaval, it might be the perfect opportunity to prove that the auction method of marketing works in any economy—if we choose to adapt.

NAA State of the Auction Industry Amid COVID-19

NAA COVID-19 resource web page

Check out auctioneers.org/covid-19 for information, resources for your business and ways to connect with your fellow auctioneers. Let us know what else you need by reaching out to eshipps@auctioneers.org.

Helpful Resources

Information

- The President's Coronavirus Guidelines for America - The White House and CDC
- Coronavirus.gov - CDC
- COVID-19 Data Resource Hub - Tableau

Business Resources

- NAA Resources amid COVID-19 - FREE resources available in NAA's Online Education Center (login not required)
- How will the COVID-19 Virus Affect Future Auctions? - Asset Marketing Pros - Trinity Auction Gallery
- Business Resource Hub - Facebook for Business
- Event Fundraising During a Pandemic - Marquam Auction Agency
- Social Distancing Informational poster - Gerontological Society of America's National Adult Vaccination Program
- COVID-19 Brings Nonprofits Unexpected Costs, and Innovative Opportunities - Inspired Media 360 with Letitia Frye
- How to use Slack to keep your company connected remotely - Slack

Social Media

- NAA Auction Professionals Facebook Group (members only)
- Fundraising and Benefit Auctioneers Unite Facebook Group
- Women Auctioneers Facebook Group



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This is what our current members are saying:

“ Buyers find it easy to use and navigate.

- Chip Pearce
Pearce & Associates

“ This opens avenues for us that we wouldn't have otherwise.

- JT Rowell
Rowell Auctions

“ It's simple, it works and is something you should definitely look at it.

- Matt Ford
Ford Brothers

“ We use this as a powerful tool to reach bidders across the world.

- Carl Montgomery
Comas Montgomery

Advocacy: The NAA representing the auction industry



In August 2012, then members of the National Auctioneers Association Board of Directors met in Chicago to discuss the future of the organization. The NAA had emerged from tough financial times, and as a result, the Board was looking ahead.

During discussions, then Presidential-appointee Tom Saturley, CAI, introduced his vision for NAA by comparing the organization to a “three-legged stool.” The symbolism showed NAA as the seat that is supported by educational efforts for those in the auction industry, promotion of NAA members, and advocacy for the industry. The Board adopted a new mission statement (*NAA exists to provide critical resources to auction professionals that will enhance their skills and successes.*) and a new vision statement (*NAA members will be the preferred auction professionals used in the marketplace.*). The three-legged stool became the strategic initiatives or the way NAA conducts business.

NAA operates with a limited budget (e.g., in 2019, the association collected approximately \$2.4 million in revenue). Committees were tasked in each of these strategic initiatives to determine how NAA could effectively conduct

business in a sustained manner. Promotional efforts were established, including National Auctioneers Week; educational classes were updated; Day on the Hill and other events were started by the Advocacy Committee.

In the last several years, NAA’s reception at Day on the Hill has grown from having not only NAA members and Congressional Representatives, the Honorable Billy Long from Missouri and the Honorable Jeff Duncan from South Carolina, but also numerous additional Congressional representatives

Ailie F. Byers, CAI, AMM, BAS, Chair of the NAA Advocacy Committee, noted that these relationships having been carefully fostered over the last few years, resulting in the NAA being known by those outside the industry.

“NAA’s efforts have included sending letters to the representatives of members who appear in *Auctioneer*, congratulatory and introductory letters to new members of Congress, in addition to the advocacy work discussed in this article,” Byers said.

Just two years ago, in January 2018, NAA found itself at the forefront of an advocacy effort within the auction industry. The case of *South Dakota v Wayfair*, regarding the method of

determining who is responsible for the collection of state sales tax, gave the NAA a chance to advocate at a national level for our industry. The NAA’s leadership, in union with state auctioneers’ associations, filed an amicus brief on behalf of Wayfair. However, the U.S. Supreme Court ruled in favor of the state government of South Dakota. As a result, the overwhelming majority of states now have laws asserting businesses that sell items to out-of-state buyers must collect sales tax in the state in which the asset is received. Due to varying state regulations and a myriad of compliance issues concerning threshold triggers and what is taxable, the NAA has advocated for federal intervention regarding tax retroactivity, reasonable thresholds, and other requirements in collecting and remitting these taxes. Due to these efforts, the NAA and its members have been called upon by journalists, Senate committees, as well as policy groups to help advance the case for these actions.

NAA staff and leadership are also keeping a close eye on a case being heard in the New Jersey appellate court, requiring a three-day waiting period before sellers can close on a real estate sale in order to allow the buyer’s attorney to review the proposed contracts—as opposed to closing the sale with the fall of the hammer.

In other matters, NAA has been advocating for Zillow to repair their listing service so that auctions can be listed without being defined as foreclosures. This has been a two-year effort with success shown on the desktop version for Zillow, but at the time of this writing, not on the mobile site. Despite the delay, the NAA continues to request that Zillow update its systems for fairness on behalf of the 3,500 members as well as auction professionals who are not members.

“NAA commits to advocating for not just our members but for the thousands of auction professionals across the country,” Byers said. “That is just one of the many reasons I am a member of NAA and a member of the Board.” ❖

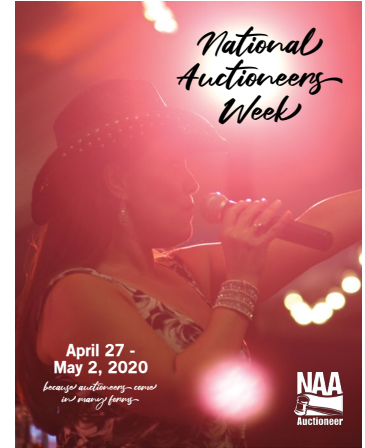
For more information about NAA’s advocacy efforts, visit auctioneers.org.

2020 National Auctioneers Week

National Auctioneers week is later this month! While we realize this is not a great time for anyone in the country, we do have a chance to prove to the public that the auction method of marketing works no matter what else is going on in the market.

While National Auctioneers Week will be different than it has been in the past, you can still put up that #NAAPro profile frame and tell all your friends and community how proud you are to be an auctioneer.

We are still working on some graphics that will help you tell your story. You may have



noticed our ads in the magazine showcasing the different forms auctioneers take. We will continue that effort by providing imagery and messaging that help people understand what you do, no matter which assets you market.

Every day during the week we will cover a different asset, mostly based on our communities of practice. Keep your eyes on our Facebook page and in the NAA Professionals Group for more information.

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NAA announces 2020 election candidate endorsements

The NAA Candidate Review Committee (CRC) endorsed a total of five candidates for three positions, including vice president (uncontested), and two director seats (four candidates).

The following candidates will be running for election at the Annual Meeting, July 16, at the 70th International Auctioneers Conference & Show in New Orleans. Vice President: Beth Rose, CAI, AARE, AMM; Director: Kathy Baber, CAI; Trisha Brauer, CAI, BAS; Philip Gableman, CAI, AMM, GPPA; and Penny Worley, CAI.

Two other candidates applied but did not receive the endorsement from the CRC. According to the NAA Bylaws Article XIII.2 (insert the link), these two individuals may still run without the CRC’s endorsement.

According to Tim Mast, Chairman of the 2020 Candidate Review Committee, the Committee interviewed six candidates for two Director positions and determined that the competencies that were needed on the board were best filled by the four endorsed candidates.

“We appreciate all of the candidates who applied, but it is the job of the CRC to endorse up to three candidates for each position. There are two positions available for director and the committee selected the candidates it believes best represented the competencies required for these positions,” Mast said. “We are happy that we had such a great candidate for Vice President in Beth.”

According to NAA Bylaws, the Candidate Review Committee is charged with screening candidates’ eligibility and assessing qualifications for service. According to the Bylaws Article XIII 2. ...Members who are not recommended by the Candidate Review Committee may still run for office as long as the deadline date is met.

At press time, no candidates had officially requested to be listed.

Absentee ballots will be distributed to all active members in May and the final election will occur during the annual meeting at the International Auctioneers Conference and Show in San Diego on July 16, 2020. ❖

CANDIDATE FOR VICE PRESIDENT
Beth Rose, CAI, AARE, AMM



THE CANDIDATE REVIEW COMMITTEE
CONSISTS OF:

Chairman of the Board
Tim Mast, CAI, AARE

President
Jason Winter, CAI, AARE, AMM, CES

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

Representative from the Foundation
Cristie King, CAI, AMM, BAS

State Representative
Randy Wells, CAI, AARE, BAS, CES

CANDIDATES FOR DIRECTOR (TWO POSITIONS ARE OPEN)

Kathy Baber, CAI



Philip Gableman, CAI, AMM, GPPA



Trisha Brauer, CAI, BAS



Penny Worley, CAI



2020 NAA member demographics

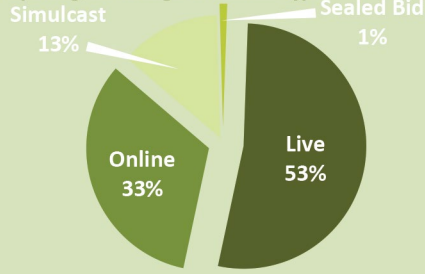
33% Designations of members hold a designation.

Certified Auctioneers Institute is by far the most popular designation to hold. These are the most popular designation combinations along with CAI:



Business Method

Of those reporting, an average of business type



Education Level

33% bachelor's degree
23% some college
23% did not attend college
10% post-graduate degree
8% associate's degree
1% trade school
2% some grad level

Specialties

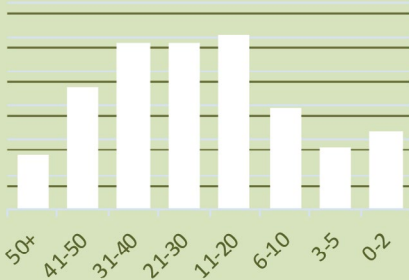
Our most common specialty areas:

- Real Estate
- Antiques & Collectibles
- Farm, Ranch & Livestock
- Benefit & Charity
- Business Liquidation & Office Equipment

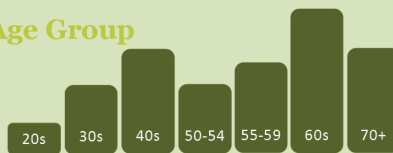
Generation

70% first
21% second
7% third
2% fourth

Years in the industry



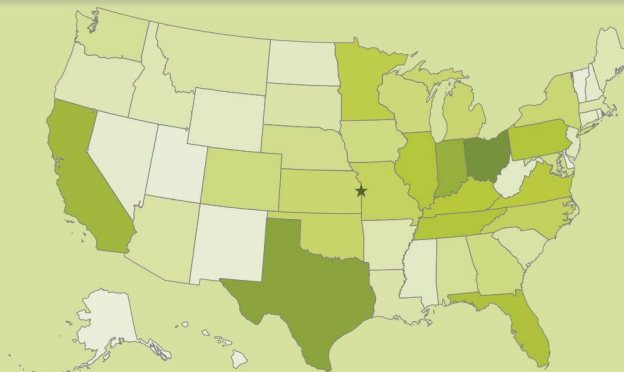
Age Group



44% Longevity
of members have been with the NAA for more than 10 years.

By Location

Darker color indicates higher concentration of members.



Did you know?
NAA is worldwide! We have over 100 members outside of the U.S.A

*The non-reporting percentage from members has been excluded from the total figure.



AMM Rewrite Committee plans new AMM and AMM Next

The AMM Rewrite Committee (John Schultz, AMM, Billie Jo Schultz, CAI, AMM, Sara Rose Bytnar, CAI, AARE, AMM, BAS, Jason Roske, CAI, and Robert Mayo, CAI, AARE, AMM, GPPA) met together on March 10-11 at NAA headquarters to revamp the AMM class and create a new AMM Next class.

AMM Next will be ready for Conference & Show in July

and is being designed for those who already have their AMM (or ATS) designation and want to implement cutting edge, advanced marketing strategies and best practices. AMM will be ready for Designation Academy in December and is designed for professionals who want to improve their marketing skills and practices for stronger impact and better results.



State Leadership Conference provides resources for state associations

March 2-3, the NAA's State Leadership Conference hosted 67 state association board members, and gave them the opportunity to network and to discuss the different issues facing the auction industry and our associations.

The conference focused on a variety of topics: developing a member mentorship program,



tips and tricks for membership recruitment and retention, and ways to improve state conferences.

State Leadership Conference was sponsored by:

- 1-800-THE-SIGN
- AuctionLook
- Tractor Zoom

Digital Marketing Summit a huge hit with attendees

The NAA's first summit devoted entirely to digital marketing included 94 attendees.

Keynote Speaker Garry Grant, CEO, Inc., captivated the crowd with a look into company website performance. He also donated two website audits raising \$10,000 for the Foundation.

Other topics included Google and Facebook advertising, segmenting your audience, data analyzation and marketing online



auctions in the new decade.

Digital Marketing Summit was sponsored by:

- 1-800-THE-SIGN
- Auction Flex
- AuctionTime.com
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- Global AMS
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2020 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.:



2020 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 _____

State Watch

Kentucky

The 63rd Annual Convention of the Kentucky Auctioneers Association, Inc, was held in Bowling Green, Kentucky, Feb. 7-9, 2020. John Schultz, AMM, National Auctioneers Association director, represented the NAA and presented at the convention.

102 members and 24 guests registered for the convention, plus a number of non-members attended continuing education classes offered on Thursday and Friday prior to the Saturday opening. The Kentucky Cabinet for Public Protection, Kentucky Board of Auctioneers sponsored a three-hour presentation by auction law expert George Michak, which was open to the public without charge.

Long time KAA Board member and Lifetime Achievement Award recipient Doyle Wilson, Country Boy Realty and Auction, Gamaliel, Kentucky, was named to the KAA Hall of Fame, and James 'Jimmy' Willard, CAI, AMM, H Barry Smith Co, Shelbyville, Kentucky, was presented the Lifetime Achievement Award. Immediate Past President Russell Mills, Mills Auction and Realty, Scottsville, Kentucky, was recognized for his outstanding service to the KAA Board of Directors with the Executive Director's Special Award. Matt Ford, CAI, AMM, Ford Brothers



ADAM HALEY
RETIRING PRESIDENT

SHAUN LOGSDON
2020 PRESIDENT



DAVIN SMITH
RING PERSON WINNER

Inc, Somerset, Kentucky, was named Auctioneer of the Year. The winners of the 18 categories of advertising and promotion were presented recognition awards by the contest sponsor, the Bowling Green Daily News.

The KAA announced it will sponsor the Second Annual Battle of the Bluegrass Bid Calling Championship on Aug. 22, 2020, at the Blue Grass Stockyard and Marketplace,



TAMMY WELLS
FEMALE WINNER

Lexington, Kentucky. The prize money was once again set at \$10,000 with \$5,000 going to the winner.

Election results:

- Shaun Logsdon – President
- John Wayne Kessler – President-Elect
- Davin Smith – Vice-President

Competition results:

- Will Gregory – 2020 Kentucky State Champion Auctioneer
- Seth Hembree – First Runner-up
- Tyler Mounce, AMM – Apprentice Division Winner
- Tammy Wells – Female Division Winner
- Kourtney Ashby – First Runner-up Apprentice and Female Divisions
- Davin Smith – Ring Person Winner



Virginia

Auctioneers from across the state of Virginia convened in Leesburg on Jan. 10-11, 2020, for the Virginia Auctioneers Association (VAA) annual conference.

The Jake Horney Memorial was awarded to Fred Wilson of Hampton, Virginia, the Auctioneer of the Year was awarded to Kervin Yoder of Stuarts Draft, Virginia, and the Hall of Fame was awarded to Jerome Clark formally of Mechanicsville, Virginia.

Highlights of this year's conference included the, annual Trade Show with 16 industry vendors, the Virginia Auctioneers Ringman Contest and Championship, Auction Marketing Awards, the annual Awards Dinner, Presidential Luncheon and the election of the Board of Directors.

This year the VAA was honored to have Anne Nouri, CAI, AARE, BAS, GPPA, Ailie Byers, CAI, AMM, BAS, Billie Jo Schultz, CAI, AMM,

and Ambra Walker, AMM, covering the topics of Sales Tax (Wayfair vs South Dakota), Google, Coins and Stamps.

Election results:

- Fred Wilson – President
- Josh Puffenbarger – Vice-president
- Kathy Woodcock, AARE, AMM, CES – Treasurer
- Brad Austin – Director
- Kervin Yoder – Director

Competition results:

- Stephen LaRaviere – 2020 Virginia Champion
- Chip Jones – Ringman Champion



Arkansas

Each year the Arkansas Auctioneers Association chooses an individual for the prestigious title of the AAA Hall of Fame Inductee. This year, Kenneth Witcher and Ken Warner were selected for this honor.

Advertising contest winners include Color Brochure: Bid Last & Win, Black & White Brochure: Bid Last & Win, Color Sale Bill: Border Town Auctions, Black and White Sale Bill: Bid Last & Win, Photography: Bid Last & Win, Postcard: Bid Last & Win, Stationary: Bid Last & Win, Newspaper: Bid Last & Win, Website: Witcher Auctions, Social Media Page: Witcher Auctions.

Competition results:

- Ben Witcher – 2020 Junior Bid Calling Champion
- Henry Witcher – Junior Runner-up

- Ryan Dean – Rookier Bid Calling Champion
- Benjamin Bevins – Rookie Runner-up
- Jayson Snider – 2020 Ringman Champion
- Dennis Huggins – Ringman Runner-up
- Tony Wisely, CAI, BAS – 2020 Pro Bid Calling Champion
- Whitey Mason, CAI – Pro Runner-up
- Junior Staggs, CAI – 2020 Champion of Champions Winner
- Neal Davis – Champions Runner-up



Oklahoma

The Oklahoma State Auctioneers Association presented the Eddie Haynes Scholarship to a first-time attendee. This was awarded to Willy Sawatzky. Shawn Terrel, CAI, AARE, was the 2020 inductee to the OSAA Hall of Fame.

2020 OSAA Board members include: Buck Hutchens, Barrett Bray, CAI, AMM, BAS, Matt Sandmann, Rick Miller and Zach Vierheller, CAI.

Competition results:

- Tyler Bell – 2020 Junior Bid Calling Champion
- TW Davis – Junior Runner-up



- Ryan Dean – 2020 Rookie Bid Calling Champion
- Courtney Gougler – Rookie Runner-up
- Dennis Huggins – 2020 Ringman Champion
- Cade Richeson – Ringman Runner-up
- Cody Shelley – 2020 Pro Bid Calling Champion

- Dennis Huggins – Pro Runner-up
- Arlyn Imel – Champion of Champions Winner
- Carlin Hooten – Champion Runner-up

Advertising contest winners:

- Color Brochure: Heard Auction & Real Estate
- Black & White Brochure: Smith & Co.
- Color Sale Bill: Heard Auction & Real Estate
- Black & White Sale Bill: Smith & Co.
- Photography: Heard Auction & Real Estate
- Post Card: Wiggins Auctioneers
- Stationary: Wiggins Auctioneers
- Newspaper: Wiggins Auctioneers
- Website: Wiggins Auctioneers
- Social Media: Heard Auction & Real Estate
- Commercial Video: Lippard Auctioneers
- Radio Spot: Lippard Auctioneers



Montana

The Montana Auctioneers Association held its annual convention Jan. 24-25, 2020,

in Billings, Montana, with 65 in total attendance. Merton Musser, CAI, AARE, AMM, BAS, MPPA, was inducted into the MAA Hall of Fame.

Election results:

- J.K. Kinsey, CAI, AMM – President
- Nick Bennett, CAI, BAS – Vice-president
- Merton Musser – Treasurer
- Wade Afleck – Director
- Brian Young – Director

Competition results:

- Dan Goss – Pro Champion
- Cole Morrison – Rookie Champion

Florida

Hugh Fred Dietrich, III, a life member of the NAA, was inducted into the Florida Agricultural Hall of Fame on Feb. 11, 2020. Fred has



been actively engaged in Florida's agricultural industry throughout his life. The Flying D Ranch is known for its champion cattle, herd management and land stewardship.

Ohio

Auctioneers from across the state of Ohio convened in Columbus Jan. 3-4, 2020, for the Ohio Auctioneers Association (OAA) annual conference.

Russell T. Kiko, Jr., CAI, of Salem, Ohio, was inducted into this year's Hall of Fame class.

Highlights of this year's conference included the, annual Trade Show with over a dozen industry vendors, the Ohio Auctioneers Championship, Auction Marketing Awards, the Hall of Fame Induction, Presidential Luncheon and the election of the Board of Directors.



Throughout the weekend, auctioneers were presented with dynamic and engaging educational seminars from industry leading auctioneers and presenters sponsored by the Ohio Auctioneers Commission/Department of Agriculture. This year the OAA was honored to have Trey Morris, 2019 IAC Champion, Mike Brandly, Steve Chupp, Chris Rasmus, Doug Alt, and Anne Nouri. With Chad Willett as the Keynote Speaker.

Competition results:

- Billy Peyton – 2020 Ohio Senior Division Champion
- Brad McGovern – 2020 Ohio Junior Champion

Election results:

- Wade Baer, CAI, AMM – President
- Seth Andrews, CAI – Vice-president
- Karen Huelsman, CAI – Treasurer
- Rudy Kiko – Director
- Brad McGovern – Director
- Darby Walton – Director



New York

New York auctioneers convened in Albany Feb. 15-17 for the New York State Auctioneers Association annual convention.

John and Jean Gokey of North Hudson, NY were inducted into this year's Hall of Fame class. James Mason of Fillmore, NY was awarded Auctioneer of the Year.

Highlights of this year's convention included the Hall of Fame and Auctioneer of the Year Awards, the Bid Calling Championship, Fun Auction, Marketing Awards, the election of the Board of Directors and the Presidential Banquet.

Throughout the weekend, auctioneers were presented with dynamic and engaging educational seminars from industry leading Auctioneers and presenters including Greg Magnus of ER Munro; Morgan Hopson, CAI, 2019 IAC Chamion; Aaron Traffas, CAI, ATS, CES, and Helen Rothburg, PhD.



Competition results:

- Brayden Webber – 2020 NYSAA Bid Calling Champion
- Carrie Hessney-Doran, CAI, AMM, CES – Reserve Champion
- Sam Kapur – Rookie Champion

Election results:

- Todd Jantzi – President
- Randy Moyer – Vice-president
- Donald Benz – Director
- Jennifer Gableman, CAI, ATS – Director



Missouri

The Missouri Professional Auctioneers Association held its 2020 Winter Conference, Feb. 14-16, 2020, in Springfield, Missouri.

Competition results:

- Mike Witten – 2020 MPAA Bid Calling Champion
- Carter Haslag – 2020 Rookie Champion
- Heath Downing – 2020 Ringman Champion

Election results:

- Ed Warden – President
- Toney Thornhill, CAI, BAS – President-elect
- Jocelyn Winter, BAS – Vice-president
- Mike Easterly – Immediate Past President
- Chad Shepard – Director
- Jayson Snider – Director

Submit your post-event news online at
auctioneers.org/statenews

VOTE FOR BRIGITTE KRUSE

FOR 2020 NAA BOARD OF DIRECTORS



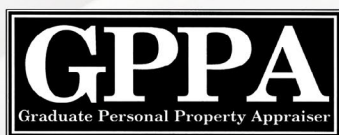
YOUR VOICE AT THE NAA

Mission:

- I will help enhance the overall member experience and add more value to our memberships. This includes:
 - Adding more resources to our trade show and NAA events
 - Seeking out corporate sponsorships to help make our trade show and/or events more affordable for our members, as well as their families.
- I will advocate for our members and listen to their ideas, needs and concerns
- Increase member benefits by creating more revenue and offering member incentives to help absorb some current costs for our most loyal members.
- Showcase all of our members to create marketable content for Socials
- Focus on involving our families, more activities for our children and more ways to include our spouses. I believe we need to support our loved ones they way they support us.
- Increase new membership

Qualifications:

- I started working auctions at the age of 4 and have worked in this business for over 33 years!
- I am a full-time Auctioneer and make 100% of my living in the Auction Business.
- I am a fifth-generation Auctioneer with humble, first-generation beginnings
- 2015-2016: Served as an ambassador for the NAA
- 2016-2016: Served on the Committee for the "Women in the Auction Industry Summit"
- 2015-2019: President of Kruse Foundation - Auburn, Indiana
- 2016-Current: IAC Care Packages Program (Funded and Created by my husband and I)
- 2017-Current: Board member of Beverly Hills Design Institute
- 2017-Current: Member of Forbes Business Council
- 2017-Current: Forbes Business Council Los Angeles Chapter Member Benefits Contributor



About Brigitte Kruse:

Fifth-generation auctioneer Brigitte Kruse is the co-founder of GWS Auctions, which specializes in high-profile, celebrity-owned assets and memorabilia, Royal family estates, fine jewelry and Runway Fashion Show Couture Auctions. She has represented 16 Royal family collections at auction and works with some of the biggest name celebrities on a regular basis. She has been around the auction industry her entire life and was trained in business by her grandfather who had an office in the Empire State Building and specialized in commodity auctions, specifically rail cars of oil and heavy equipment. This is where she learned about innovation and to be a quick thinker at a very young age.

A self-made success, Brigitte Kruse and her husband started their company out of their garage in 2009. Brigitte makes 100% of her living in the auction industry. Brigitte is married to her husband Mike Sisylian and they have three children together. Kruse manages a network of buyers and sellers all over the globe. Brigitte Kruse is the first woman auctioneer to set a Guinness World Record and was the first auctioneer to be Knighted by the Royal Family and received the title of "Ambassador of the Arts" due to her expanding on her talents as an auctioneer and learning to bid call in five languages. She also holds multiple auction records and has been featured in; Forbes, Fortune Magazine, Rolling Stone, Fox Business National News with Maria Bartiromo, CNN, NBC, ABC, CBS, Bloomberg, KTLA and Good Day LA. She is a master promoter and cares about showcasing the entire industry more than just herself.

She believes that it is up to the auction industry to create relationships with the press and showcase what we do in the best light to instill the value of all auction professionals. Brigitte is a 4th generation NAA member and truly cares about our future. She also has children that aspire to be in this amazing industry. She cares about the industry thriving more than her own success and believes we as an industry are only as good as our weakest auctioneer.



TO SPEAK WITH BRIGITTE KRUSE YOU MAY CALL: (702) 580-3364 OR EMAIL: BRIGITTE@GWSAUCTIONS.COM



Kurt Bachman
Attorney and licensed
auctioneer from
LaGrange, Indiana

Business Practices

Reserve vs absolute lots

Question: “As I understand things, each item in an online auction is considered its own auction. Lot 1 is an auction unto itself, Lot 2 is an auction unto itself, Lot 3, etc. If that is correct, does that change the way auctions can legally be advertised in regard to with or without reserve? For example, there is a 500-lot auction and one lot has a reserve. Can the rest of the auction be advertised as absolute if that advertising does not refer to the single item with a reserve?”

There are a few items to distinguish and clarify in responding to the questions. Each item put up for sale at an auction is a separate sale and can create a separate contract. This is generally known as the “lot by lot” rule. It is based on the language of UCC Section 2-328(1). This section provides: “In a sale by auction if goods are put up in lots each lot is the subject of a separate sale.” This means that certain lots may be sold with reserve and other lots may be sold without reserve. This does not mean that each item put up for sale is considered its own auction. The term auction is not a legal term of art and generally is defined a public sale in which goods or property are sold to the highest bidder. It would be unusual and fairly expensive to advertise each lot as its own separate auction. It is more common for a group of items to be collected together and advertised for sale as an auction.

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

Some states have specific requirements to advertise or sell real and personal property absolute. Ohio, for example, has adopted a specific provision. Certain conditions must be satisfied before an auction can be advertised as absolute. It specifically provides:

(A) No person licensed under this chapter shall advertise, offer for sale, or sell real or personal property by absolute auction unless all of the following apply:

(1) One of the following applies:

(a) Except for current tax obligations, easements, or restrictions of record of the seller, there are no liens or encumbrances on the property in favor of any other person.

(b) Every holder of a lien or encumbrance, by execution of the auction contract or other written agreement provided to the auctioneer, agrees to the absolute auction without regard to the amount of the highest bid or to the identity of the highest bidder

(c) A financially sound person, firm, trust, or estate, by execution of the auction contract or other written agreement provided to the auctioneer, guarantees the complete discharge and satisfaction of all liens and encumbrances, as applicable, immediately after the absolute auction or at the closing without regard to the amount of the highest bid or to the identity of the highest bidder.

(2) The seller of the real or personal property at the time of advertising and at the time of the absolute auction has a bona fide intention to transfer ownership of the property to the highest bidder regardless of the amount of the highest bid and without reliance on any agreement that a particular bid or bid level be attained in order to transfer the property.

(3) The auction contract requires that the auction be conducted as an absolute auction, specifies that the auction is not a reserve auction, and prohibits the seller or anyone acting on behalf of the seller to bid or participate in the bidding process of the auction.

Ohio Rev. Code Ann. § 4707.023(A). The statute goes on to state that this section does not prohibit: “The advertising of real or personal property to be sold by absolute auction and by reserve auction within the

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auctioneers.org](mailto:eshipps@auctioneers.org)

same advertisement or for auction on the same date and at the same place, provided that the advertisement is not misleading and clearly identifies the property that is to be sold by absolute auction and the property that is to be sold by reserve auction.” Ohio Rev. Code Ann. § 4707.023(B)(3).

Other states have similar provisions. The intent of the law is to prohibit advertisements that would be misleading or confusing. So when there are lots being sold absolute and with reserve, the advertisement could potentially state that “several” or “many” lots are being sold absolute. If the majority of lots were being sold absolute, the advertisement could potentially state “most” or the “majority of” the lots are being sold absolute. In the specific hypothetical asked, there were 500 lots and only one lot had a reserve. In that type of situation, the advertisements could be written to state “practically all” or “almost all” of the lots are being sold absolute. A better and more accurate approach, would be for the advertisement to state “all lots, except Lot 500, will be sold absolute.”

Advertisements must be truthful and cannot be misleading or confusing. Auctioneers must check the law of their state to determine what specific requirements there are for advertising and selling goods and/or real property absolute. In online auction, one important factor

that must be determined is which state’s law controls. It is important for that to be determined so the appropriate requirements can be analyzed. If Auctioneers have questions about these issues, they should get help from a licensed attorney. ❖

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

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.

Kurt R. Bachman and Beers Mallers 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.

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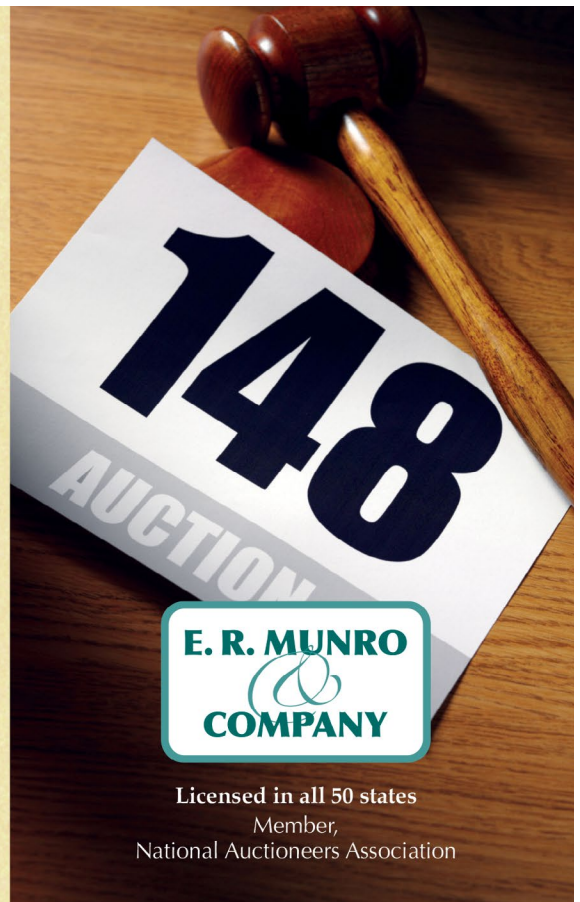
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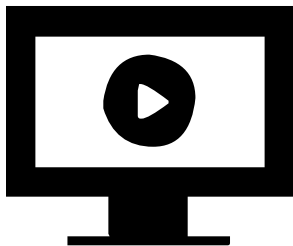
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The Facebook iSeries webinar was hosted by John Hamilton, CAI instructor, on Feb. 5, 2020.

iSeries Recap

Negotiating a good deal shouldn't be up for bid

Many people love to go auctions because that's where they find good deals. But where do auctioneers get their good deals? That's where good negotiating comes in to play.

John Hamilton, experienced instructor and author on the art of negotiating, said negotiating is a critical skill to learn—especially for an auctioneer.

Chester L. Karass, well known author and negotiating seminar leader said, “In business as in life, you don't get what you deserve—you get what you negotiate.”

Because of American culture, Americans are typically not good negotiators because they don't do it very often. Negotiating is generally only expected when you buy a car or house. Hamilton said that the U.S. is the home of the “one price store.” We'll pay whatever the price is set, and we do not prioritize taking the time to get a good deal.

However, Hamilton said that once you know how to negotiate, it may only require just one extra minute to make sure you're getting the best deal.

When do you negotiate?

Hamilton says that anytime you take money or a credit card out of your wallet or purse, you have to ask yourself if this could be an opportunity to negotiate.

However, negotiating is not just about dollars and cents. Negotiating is needed when there are interests to placate, purposes to accomplish, differences to conciliate, or people to persuade.

Many times, these situations come up with our spouses, kids, neighbors and anyone else we come across in our everyday lives.

As far as negotiating with money, though, Hamilton encourages to use “The \$100 Mandate.” If something costs a \$100 or more, you should be negotiating.

How do you do it?

Everyone negotiates a little differently, but Hamilton said the practice can be broken into two basic steps he calls the “1-2 Punch”

The first punch is the “flinch.” This is your immediate reaction when the seller gives you the price. Once they tell you their expectation, they look for your reaction. If your reaction is calm, they think they'll get the price they asked for. But if you flinch, this cues that the negotiation is on.

Each person's flinch can be different depending on their personality. Hamilton encourages developing a signature flinch. What signal do you give when you don't like what is being proposed? If you're an animated person, your flinch is likely to be animated. If you're lowkey, it could be something subtle, like a wrinkled brow.

Regardless of your flinching style, doing this opens the door to bargaining. Flinching shows that you're not going to accept automatically. Flinching can even be done on the phone, fax or email. It takes some thought, but it can be done, Hamilton said.

The second step of the 1-2 Punch is the “crunch”—asking them for a better deal. This is done before you offer the counteroffer, saying something like, “Is that the best you can do?”

Another version of the 1-2 Punch begins with the flinch but then goes into the tradeoff. This is where you offer a concession if they give you a concession back. You're agreeing to what they want but asking them to throw in something that is valuable to you.

Negotiating is 90% verbal. Hamilton encourages practicing what you would say to certain situations. However, no one thing works every time, so learn to adapt, and just keep negotiating! ❖

To learn more, visit Hamilton's website keepnegotiating.com. You can also receive the full instruction on negotiating from Hamilton at CAI I. Learn more about CAI at auctioneers.org/CAI.

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

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UPCOMING WEBINARS

- | | |
|--------------|--|
| April | Special Multi-Part iSeries:  |
| | The State of the Auction Industry |
| May 6, 2020 | Building Your Bid Calling Skills  |
| June 3, 2020 | Quieting the Benefit Auction Crowd  |

Complete iSeries archives are available on demand as part of your NAA membership.

Auctioneers.org/iSeries



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The main image shows a white Kuntry Kustom RV trailer parked in a lot. Two inset images at the bottom left show the interior of the trailer, which features wood paneling, a long counter with a sink, and a whiteboard.

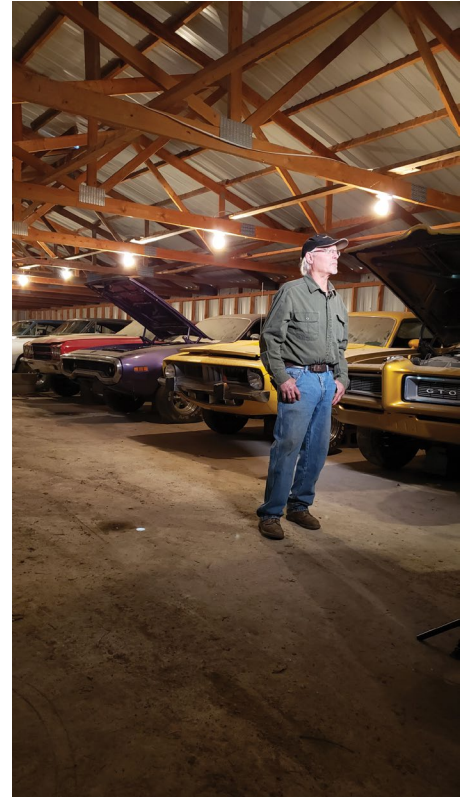
AUCTION MARKETING COMPETITION

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Yvette VanDerBrink
VanDerBrink Auctions
Behind the Scenes

PHOTOGRAPHY



Mark Motley
Motleys Asset Disposition Group
Auctioneer in Action



Jason Miller
Kaufman Realty & Auctions
Fun at Auction



Jeff Cates
Cates Auction Real Estate Co.
Creative Photography

Best in show



Jason Miller
Kaufman Realty & Auctions
Auction Crowd



David Thornhill
Thornhill Real Estate & Auction
Auction Team



Curt Yoder
Kaufman Realty & Auctions
Auction Crowd



Travis Augustin
Ruhter Auction & Realty, Inc.
Creative Photography



Jeff Cates
Cates Auction Real Estate Co.
Creative Photography



D. Anthony Kaufman
Kaufman Realty & Auctions
Behind the Scenes



D. Anthony Kaufman
Kaufman Realty & Auctions
Auction Team



Jason Miller
Kaufman Realty & Auctions
Behind the Scenes



Megan McCurdy Niedens
McCurdy Auction LLC
Buyer Excited About Purchase



Scott Musser
Trucks and Auction Auctions
Creative Photography



Vern Yoder
Kaufman Realty & Auctions
Behind the Scenes



Jeff Cates
Cates Auction Real Estate Co.
Creative Photography

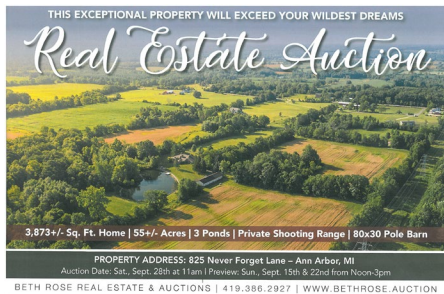


D. Anthony Kaufman
Kaufman Realty & Auctions
Auction Crowd

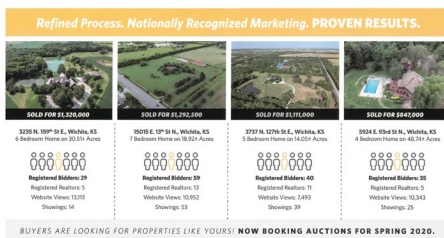
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Jeff Cates
Cates Auction Real Estate Co.



Sara Bytnar
Beth Rose Real Estate & Auctions



Lonny McCurdy
McCurdy Auction LLC



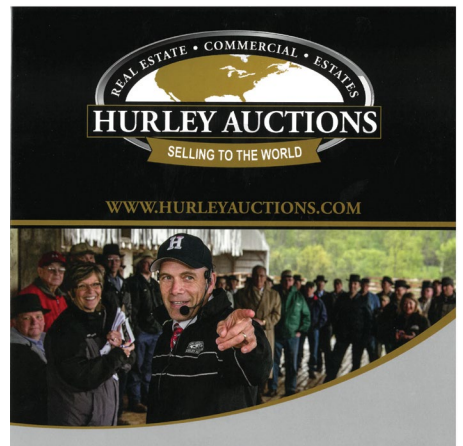
Roger Diehm
Schrader Real Estate & Auction



Jamie Shearer
Pook & Pook, Inc. Auctioneers
and Appraisers



Craig King
J.P. King Auction Company



Marjorie Hartman
Hurley Auctions

STUNNING EXECUTIVE HOME ON 66+ ACRES NESTLED IN THE BLUE RIDGE MOUNTAINS
 FRIDAY, SEPTEMBER 20, 2019 @ 1PM • 14322 CARROSSMAR FARM RD, WAYNESBORO PA 17268

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THE WHITMIRE RANCH
 MARIETTA, OKLAHOMA
 470± Acres
 Offered in 4 Tracts & Combinations
AUCTION
 SEPT 17 • 10AM
 Held at the Whittier Casino & Resort
 Thackerville, Oklahoma

Krista Shuman
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Spectacular Lake of the Ozarks Retreat
 Spectacular 2000± Lakefront Retreat with
 Stunning Backdrops, Grand House and 4500± Dock
 Bidding Open at \$1,000,000 | Auction Ends August 19th

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EXQUISITE BIRMINGHAM HOME ON 1.6+ ACRES
SELLING AT AUCTION
 1840 REDDING ROAD | BIRMINGHAM, MI

AUCTION DATE: WEDNESDAY, JUNE 26th AT 6PM
 PROPERTY PREVIEWS: SUNDAY, JUNE 16th & 23rd FROM 12-3PM
 BETH ROSE REAL ESTATE & AUCTIONS | 419.386.2927 | WWW.BETHROSE.AUCTION

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LAND AUCTION
 ONSITE & ONLINE BIDDING
 Raymond K of C Hall • 510 East Sparks Street • Raymond, IL
1,500+ Acres of Prime Central Illinois Farmland
October 17 • 10AM
 Live Auction with Online Bidding

Informational Meeting
 October 3rd 12-4PM
 Raymond K of C Hall

Attorneys for seller:
 Beth Brotherton of Beavers,
 Calvert, Brotherton & Frisch

Auction Manager:
 Kent Aumann
 888-282-8648
 kent@aumannauctions.com

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1,500+ Acres of Prime Central Illinois Farmland

Kurt Aumann
 Aumann Auctions, Inc.

FARM EQUIPMENT AUCTION
 TUESDAY, DECEMBER 10TH @ 10AM
 2875 ROAD 96, PAYNE, OHIO

- TRACTORS • COMBINE
- TILLAGE • SEMI TRUCKS & TRAILERS
- TOP SPRAYER • PICKUP TRUCKS
- WAGONS • TIRES
- MISC. ITEMS

AUCTION PREVIEW:
 SAT. DEC. 7TH, 10AM-4PM
 MON. DEC. 9TH, 10AM-4PM

75th Anniversary
 schraderauction.com
 800-451-2709 Seller: Jack & Renee Cox

Jerry Ehle
 Schrader Real Estate & Auction

43 River & Lake Lots
 66± Total Acres

Absolute Auction
 Sells Regardless of Price!

Unprecedented Offering
 on St. Joseph River Lots
 in Clark County, Indiana

Tuesday, October 1 • 6pm

- 40+ Miles West of West Point
- Beautiful Lake Front Lots on Quail Island
- St. Joseph River Front Lots
- Last chance to see the river in situ
- Beautiful Location in the City of Ellettsville
- 20+ Miles South of US 24 Bypass

Auction held at the
 80101 Hill of Home
 Northwest Indiana Trust Center,
 Ellettsville, IN 47424
 800-451-2709
 Schrader Auctions.com
 Online Bidding Available

Roger Diehm
 Schrader Real Estate & Auction

FRED SEKICH FARM & WATER
 MEAD, COLORADO

546± Acres

- Productive Farmland • Plenty of Water
- Potential Building Sites
- Excellent Highway Access
- a short commute to Denver or Ft. Collins
- Beautiful Views of the Colorado Rocky Mountains

AUCTION | AUGUST 28TH
 The Ranch - Loveland, CO - 10AM

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Oasis By The Bay
 MARATHON, FLORIDA
 PRIME WATERFRONT DEVELOPMENT OPPORTUNITY
 2 +/- Acres and 134 +/- Acres of Bay Bottom

SELLING AT ONLINE AUCTION
 Auction Opens Monday at 9am ET
 Auction Closes Wednesday 11am ET

J.P. KING
 When a lot matters.

Craig King
 J.P. King Auction Company

337 ACRES
 BUREAU COUNTY - in 4 tracts - LAND AND WIND LEASE
AUCTION
 WEDNESDAY, OCTOBER 2ND @ 1PM

HELD AT THE CIDER MILL, AT A HUNDRED ACRES ORCHARD - PRINCETON, IL

EXCELLENT PRODUCTIVE FARMLAND • INVESTMENT POTENTIAL
 • INCOME PRODUCING WIND LEASE
 • 10± MILES SOUTHWEST OF PRINCETON • 20± MILES EAST OF KEWANEE
 • 45± MILES NORTH OF PEORIA

75th Anniversary
 schraderauction.com
 800-451-2709
 Online Bidding Available

Dennis Bennett
 Schrader Real Estate & Auction

SELLING AT AUCTION
DECEMBER 12TH - 2:00 PM (CT) - CARMI, IL

Black Diamond
ESTATE

Exquisite Luxury Home Situated on 90+/- Acres

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When a lot matters.

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McCurdy Auction, LLC

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ONLINE REAL ESTATE AUCTION

PREMIER
AUCTION DIVISION

Braden McCurdy
McCurdy Auction LLC

Luxury
HOME AUCTION
1840 REDDING ROAD | BIRMINGHAM, MI

AUCTION DATE: WEDNESDAY, JUNE 26TH AT 6PM
PROPERTY PREVIEWS: SUNDAY, JUNE 16TH & 23RD FROM 12-3PM

BETH ROSE REAL ESTATE & AUCTIONS
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EXQUISITE BIRMINGHAM HOME ON 1.6+/- ACRES

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Beth Rose Real Estate & Auctions

THIS EXCEPTIONAL PROPERTY WILL EXCEED YOUR WILDEST DREAMS

Real Estate Auction

3,873+/- Sq. Ft. Home | 55+/- Acres | 3 Ponds | Private Shooting Range | 80x20 Pole Barn

PROPERTY ADDRESS: 825 NEVER FORGET LANE - ANN ARBOR, MI 48103
AUCTION DATE: SATURDAY, SEPTEMBER 28TH AT 11AM | REGISTRATION AT 10AM
OPEN HOUSES: SUNDAY, SEPTEMBER 15TH & 22ND FROM 12-3PM

BETH ROSE REAL ESTATE & AUCTIONS | 419.386.2927 | WWW.BETHROSE.AUCTION

Sara Bytnar
Beth Rose Real Estate & Auctions

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Renovated 3-story 3-Story Cedar | 6600 sq ft | 1/2 Acre Site | Former Restaurant/Event Space

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BEAVER CREEK Ranch
On the Upper Green River

DANIEL WYOMING

AUCTION
WED. JULY 24TH • 11AM^{PT}
Held at The Historic West Hotel - Jackson Hole, WY

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OPERATING ON 17,000+ ACRES
Sold in 3 Tracts & 100+ Lots

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NEWSPAPER & MAGAZINE ADS

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A BETTER WAY TO REAL ESTATE

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566 SAN REMO CIRCLE, INVERNESS
• 3BR/3BA Pool Home with 4,196sq ft under roof

4BR/3BA POOL HOME ON 40+ AC FARM
5291 WEST DISNEY LANE, DUNNELLON
• Unique home located on high hill with over 4,938sq ft under roof

2BR/1.5BA HOME
11 S COLUMBUS ST., BEVERLY HILLS
• 1,492sq ft under roof

2BR/1BA M/H WITH CARPORT, INVERNESS, FL, DG1147
4309 E MCCARTNEY LOOP, INVERNESS
• 576sq ft under roof with fenced lot

ALSO SELLING LARGE HOMESITE W/ LAKE WEIR ACCESS IN WEIRSDALE, FL, DG1142

Tranzon Driggers, Jon K. Barber, Lic. Real Estate Broker, FL Lic# AU4586 & AB3145 | 10% Buyer's Premium

FOR MORE DETAILS, VISIT OUR SITE AND SEARCH PROPERTY NUMBER. 352-269-6045
TRANZONBIDS.COM

David Bradshaw
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DRYLAND FARM AUCTION
WEDNESDAY, MAY 22 • 10AM

NW/4, S19, T19S, R32W, Scott County, KS

159[±] ac
offered in 1 tracts

- Richfield & Ulysses Silt Loam Soils
- Easy Access (1/2 Mile) from US Hwy 83
- 5 Miles South of Scott City
- Immediate Possession Available

DIRECTIONS TO PROPERTY:
From Scott City, KS travel south on US Hwy 83 for 5 miles and signs will be located on your left at W Rd 90.

AUCTION LOCATION:
Bryan Conference Center/
Wheatland Roadband, 416 Main Street, Scott City, KS

4% Buyer's Premium

Inspect the Farm at your Leisure

AUCTION MGR: BRENT WELLINGS • 972-768-5165
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AUCTION - DECEMBER 12TH - 2:00 PM (CT)
Exquisite Luxury Home Situated on 90+/- Acres - Carmi, IL

Black Diamond
ESTATE

- Exceptional Quality Craftsmanship, Architectural Balance, and Attention to Detail
- Stunning 19,000 +/- sq ft Masterpiece Located in Southern Illinois is an Entertainer's Dream
- State-of-the-art Smart Home Boasting 5 Bedrooms, 7 Full Bathrooms, 4 Half Baths, and Spectacular Chef's Kitchen
- Gorgeous Entertaining Family Home with Theatre, Study, Gym, and Large Multi-Purpose Play Room
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- This Beautiful Gem Must Be Seen to Believe!

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AUCTION INFO, ADDITIONAL PHOTOS AND VIDEO TOUR AVAILABLE ONLINE
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Lonny McCurdy
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Auction

BOOT LAKE RANCH Auction Three Rivers Michigan

Saturday, June 22 starting at 10am

12508 Broadway Rd, Three Rivers, MI • **Live Internet Bidding**

• CONSTRUCTION & MAINTENANCE EQUIPMENT
• COLLECTABLES & CLASSICS
• LAWN & RANCH CARE

INSPECTION: Friday, June 21 • 10am - 2pm

SCHRADER OWNERS: Tom & Corky Meyer
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Eugene Klingaman
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ONLINE ONLY AUCTION
THE WARGEL TRUST COLLECTION
620 SE First Street, Evansville, Indiana
BIDDING ENDS: THURSDAY, SEPTEMBER 26TH
STAGGERED CLOSING STARTING AT 4:00 PM CT

ARTWORK, JEWELRY, FINE FURNITURE,
100+ YEAR OLD ATTIC FINDS

DESCRIPTION:
Lifetime Collection of Antiques and Modern Contemporary Art
Framed Art Pieces by Marc Chagall, Joan Miro, Alexander Calder, Yaakov Agam, and Others
Rare Riviera Studio Style Green Stog Glass Floor Lamp
Square Green Stog Table
Estate Victorian Furniture
Extensive Book Collection
High-end Optics for Bird Watching

Magnificent Gold and Silvery Jewelry
Collectible Coins
Gardening Tools
Restoration and Restoration Tools and Supplies
100+ year old Attic Finds

MERCHANDISE PICK UP
#121 East 13th Street North, Wichita, KS 67206
THU, September 27, 12:00 PM CT
FRI, September 28, 9:00 AM - 12:00 PM CT

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Andrew Wilson
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JUNE 29TH - 11 AM (ET) - MARBLE, NC

Discover Your Own Mountain Escape Overlooking Cascading Waterfalls and Magnificent Mountain Views

Black Rock Falls

- Choose from a Charming, Upscale Craftsman 5 Bed/5 Bath Home, a Rustic Mountain Lodge with Excellent Rental Potential & 14 Majestic Parcels Ranging in Size from 1 to 9+/- Acres
- Select a Homestead with a Spectacular View of 100 Ft Cascading Waterfall, with a Gorgeous Rushing Stream or one with Breathtaking Mountain Views
- Stunning Natural Paradise, Abundant Wildlife, Excellent Fishing, Nearby Rafting and Recreational Activities
- Prime Location Close to National Parks, Gorges, Trails and Airport - Desirable Appalachian Mtn Experience
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View the list of all Platinum, Gold and Honorable Mention winners at **auctioneers.org**

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AUCTION MARKETING CAMPAIGN OF THE YEAR WINNER
PRESENTED BY USA TODAY AND THE NATIONAL AUCTIONEERS ASSOCIATION

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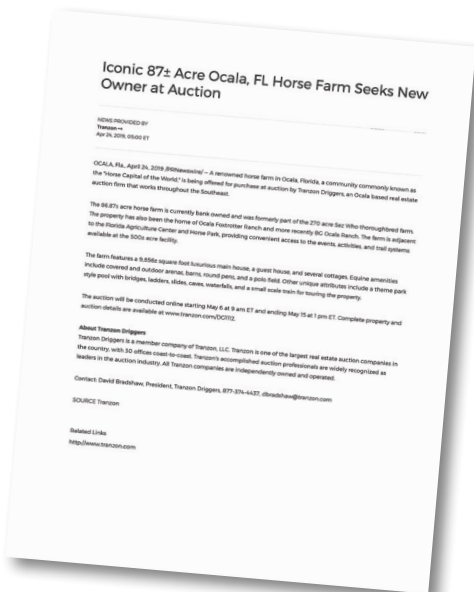
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A CLEAR VISION FOR THE FUTURE

With the beginning of 2020 here, I want to take a moment to truly thank our incredible team and growing list of clients who have supported us throughout the year. This team has passion and we are showing this region the power of the gavel.

Reflecting back over the last decade it is remarkable to see the percentage of property selling at auction in the region grow from 2.8% to 6.2%. Connecting buyers and sellers is a large part of our mission and everyday clients are seeing the advantages of an effective real estate auction. Auctioning a home for many is their first-choice solution.

2019 we called together an all-hands-on-deck company retreat, where we wanted to hear from each of our employees. Together we listened and updated our mission and vision statements that the entire team is behind.

A substantial highlight in 2019 was being honored as the 2019 Small Business of the Year from the Wichita Regional Chamber of Commerce. This incredible team is the best in the industry and is certainly nice to be recognized by our community. A few other highlight accomplishments were being nominated for a third year as one of the 2019 Best Places to Work by the Wichita Business Journal and one of our auctioneers, Ty Farnon, was awarded the 2019 Kansas Auctioneers Association State Champion.

Although we are briefly meeting our goals at the conclusion of this strong year 2020 is arising and our team is inspiring to continue leading the way at growing a culture of real estate auctions in this community both live and online. Follow us and be part of this movement where our favorite word is SOLD.



Braden R. McCurdy
Chief Executive Officer & Auctioneer

Read the Entire Annual Report >>



"I have used McCurdy Auction to sell my personal home as well as real estate in the course of my business. Their knowledge in real estate transactions, exceptional customer service, and integrity makes them my first choice for selling real estate in South Central Kansas. I am consistently amazed by their marketing and advertising skills as there is always a crowd of interested buyers at every auction I've held. I would

Paul Dugan Sr, Former Kansas Lieutenant Governor

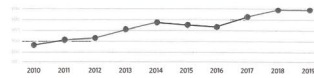
EXPANDING OUR BUYER COMMUNITY

+54%
New Buyers



In 2019, we saw 5,778 bidders at our auctions. 317 of those bidders were considered new, having never before participated in a McCurdy auction.

MCCURDY AUCTION GROWTH BY NUMBER OF REAL ESTATE AUCTIONS



WHAT OUR SELLERS ARE SAYING

9 out of 10
of our sellers say we exceeded their selling expectations.



Our expert team has years of auction experience. Through innovation and strategic thinking, we continue to achieve superior auction results for our clients.

The past few years have had a profound impact on our company and we are looking forward to this budget and growth opportunities that next five year will bring. We want to thank you for being a loyal customer of McCurdy Auction and looking forward to providing a safe, professional and efficient way to buy and sell real estate. We are passionate about the auction industry and it is our goal to continue providing our clients with the best.



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ONLINE ONLY AUCTION



BIDDING NOW OPEN - SEPTEMBER 19 AT 2:00 PM CENTRAL

CASA NEL CIELO

6615 W. BRIARWOOD CIRCLE
WICHITA, KANSAS 67212



Welcome home. A relaxing paradise awaits you at the Casa Nel Cielo, House in the Sky, in Spinnaker Coves. Built in 2001 by Fouts & Geller, this exquisitely remodeled and upgraded 4,632 Sq Ft executive ranch stuns with an impressive open floor plan and lake views at every turn.



4 BEDROOMS



3 BATHROOMS



3 CAR GARAGE

REGISTER TO BID



DISCOVER MORE >

10% Buyer's Premium. | BIDDING OPENS: Tuesday, September 3rd at 2:00 PM Central | BIDDING ENDS: Thursday, September 15th at 2:00 PM Central. | Bidding will automatically extend and close after no bids have been placed for 60-seconds.



VIEW UPCOMING AUCTIONS

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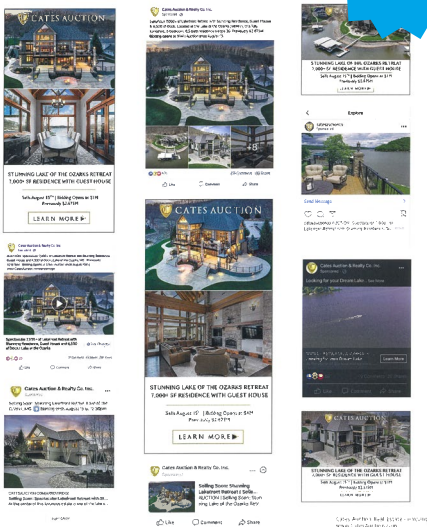


Michael Chambers
Chambers Auction Service LLC



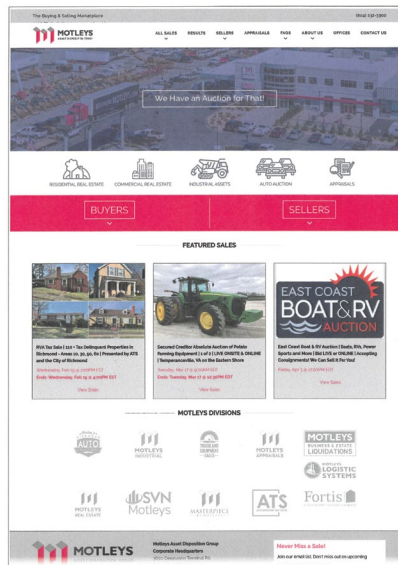
Andy White
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ONLINE DISPLAY AND SOCIAL MEDIA



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Mark Motley
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Conference & Show preview



HOW IAC *Changed my life*



Winning the International Auctioneer Championship has been called a life-changing event, if you take advantage of all the opportunities offered to you. From the St. Jude Children's Research Hospital toy auction, a chance to give back like you've probably never encountered, to personal growth through speaking engagements at the state and national level, and professional growth via the exposure you'll receive, winning IAC can change your life. Will you take the next step in 2020?

Read on to see first-hand how Morgan Hopson, CAI, and Trey Morris, CAI, BAS, CAS, have spent the past nine months.



Trey Morris

CAI, BAS, CAS

HOW HAS WINNING THE NAA IAC PROVIDED OPPORTUNITIES FOR YOU?

To be honest, it didn't take winning the IAC for opportunities to present themselves. Now I know that's not the question, but I think it's important for everyone to know and understand that you don't have to win for there to be new and exciting opportunities. I've competed in the IAC since 2014 and I can safely say that I have acquired new opportunities and new relationships every single year. Winning has helped fulfill a personal and career goal, and yes, it's provided new and different opportunities. I have traveled to many different state associations for their annual conventions as the NAA representative, a speaker, a judge, and an ambassador for our great industry. All of which have helped me to better understand and appreciate our organization. This experience has shown me why being an involved and engaged member is so important to our industry. I have met so many great people and auctioneers from all walks of life and that has perhaps been the greatest opportunity.

I value the friendships I have made through the NAA and IAC and all the opportunities that have and ever will be provided.

WHAT HAS HAPPENED THAT YOU DIDN'T EXPECT?

That one day changed my life and I left New Orleans a different person. For me, it solidified that I had found my calling and was doing exactly what I was supposed to be doing, that I could do whatever I set my mind to; but to be honest, after the win, I didn't expect to have so many "what's next" feelings. I hadn't put much thought into

what would happen or what I would do after I won. It's important to set goals and work hard toward them, it's just as important to think about what you will do after you achieve them!

WHAT ADVICE WOULD YOU GIVE TO FIRST-TIME CONTESTANTS?

Show the judges the real you, not someone you think they want to see or someone you think they want to hear. It took me years to peel back the layers and be my true, authentic self on that IAC stage. Contrary to what you may believe, it's not always about what place you end up, the most important thing to take away from any contest is, what did you learn? Or perhaps, where can you continue to improve? In order to be the best, you have to compete against the best. Peter Gehres says and I 100% agree, "entering is the hard part".

It's easy to dwell on the mistakes you made or the fact that you didn't place or make the finals like you had hoped, what's most important is that you always find YOUR win. Finding your win means to establish and build off of what you did best. Don't beat yourself up, instead celebrate what you did right and work on what you weren't so happy with. Again, show the judges the best version of you that day. Don't rush through your run, slow down, embrace the moment, and as hard as it sounds, HAVE FUN!!

WHAT DO YOU THINK ARE THE THREE MOST IMPORTANT QUALITIES JUDGES ARE LOOKING FOR?

1. Being genuine. Be Real (not a robot). Be Relatable. Be Yourself.
2. Relaxed, confident and humble all at the same time.
3. Passion for the industry and the potential to be a great ambassador for the NAA

WHAT DOES THE IAC MEAN TO THE AUCTION INDUSTRY?

The IAC is one of the most highly accredited contests in the world. It gives auctioneers a platform to showcase their talent, learn from others, and better themselves and the industry as a whole. For me, and many auctioneers, the past IAC champions are some of the people I've looked up to the most. I say it often, that's where I found my Michael Jordan. Protecting the integrity of the IAC is important to the industry, it is highly coveted and is extremely guarded among ourselves. The IAC exemplifies the very best!



Morgan Hopson CAI

HOW HAS WINNING THE NAA IAC PROVIDED OPPORTUNITIES FOR YOU?

Winning the IAC has been a great steppingstone for my career, but more than that, it's given me an opportunity to continue to build and promote the auction method of marketing and make an impact on other auctioneers. Serving as an ambassador for the NAA has allowed me to visit multiple state conventions, meet, and network with so many new people. The auction industry is extremely unique because your peers and competitors are constantly rooting for your success, lifting you up and encouraging you to reach your full potential. As a first-generation auctioneer, I've experienced that firsthand. There are so many people in this industry who have lifted me up and poured into me that I'm really excited to be given the opportunity to give back and do that for other members of our association and the next generation of auctioneers. Also, as an IAC Champion we are given the opportunity to visit St. Jude Children's Research Hospital. Touring the St. Jude campus, seeing all of the incredible research taking place, and being given the opportunity to conduct the children's auction, in which we were able to share our passion and bring a little bit of joy to the kids and families on campus, was a life changing experience.

WHAT HAS HAPPENED THAT YOU DIDN'T EXPECT?

I didn't expect all of the life-long friendships that I made while competing in the IAC for the last five years. Some of my closest friends in the auction industry, I met while sitting in the sequester room. I'll forever be grateful for their support and the bond that we share.

WHAT ADVICE WOULD YOU GIVE TO FIRST-TIME CONTESTANTS?

Stay true to yourself and have fun! It's easy to be in a room full of your peers and want to start making changes to your chant, intro, etc. as you're listening to the contest. Be comfortable in your own skin and trust your preparation. The judges will notice your authenticity. Enjoy the moment! Win or lose, there's so much to gain from competing in the IAC. We can learn from one another and it's an opportunity to grow both personally and professionally and form lifelong friendships. Oh, and remember to smile!

WHAT DO YOU THINK ARE THE THREE MOST IMPORTANT QUALITIES JUDGES ARE LOOKING FOR?

The IAC is comprised of some of the most gifted and exemplary auctioneers in the world. Aside from talent, I believe the judges are looking for a



champion who is authentic and shows their heart on the stage. In my opinion they're also looking for someone who shows a passion for our industry and will be a great ambassador for the NAA during their year as the current IAC Champion and for years to come.

WHAT DOES THE IAC MEAN TO THE AUCTION INDUSTRY?

The IAC is one of the most highly coveted titles in our industry and being named an IAC Champion is an exceptional honor. In

my opinion, the IAC is an opportunity for the auction industry to celebrate our trade while featuring the best auctioneers across the globe. The IAC gives contestants the opportunity to showcase their bid-call or chant, the most unique and well-known trait of our profession, while also having the privilege to educate others about the auction method of marketing during the interview portion of the contest. As a champion, the IAC is about continuing the work of the champions that came before me and paving the way for the future generations of auctioneers. It's a responsibility that isn't taken lightly and one that I'll cherish for the rest of my life.





Reserve vs. absolute auction

by James Myers

Sellers can get quite attached to the perceived value of what they're unloading at auction. In fact, that perception can work against them getting results. This is also true when selling real estate at auction. In order to determine if you're going to sell a property with a reserve price or as an "absolute" auction, meaning the bidding begins at zero dollars and the highest bidder takes the prize, you have to consider the seller's goals, objectives and their risk tolerance. The property itself can also influence whether or not it should be sold absolute or with a reserve price.

Auctioneers can't guarantee a closing price on an absolute auction, which can make risk averse sellers quite nervous, to say the least. However, it's this perceived gamble that attracts the greed factor in buyers

who believe they have a chance at getting a valuable property on the cheap. Yet with more bidders comes a higher chance of a bidding war, and that's in the seller's best interest. But not everyone is ready to jump into an absolute auction with their property.

"As we deal in more of the luxury properties today," said Craig King, CAI, AARE, president and CEO of J.P. King Auction Company, "sometimes it's the only asset they have. It's their retirement. They're going to lay in bed every night worrying about this auction, and we tell them they're probably not a good candidate for an absolute auction and we recommend a reserve auction in those cases."

Rick Brock, CAI, CES, an auctioneer at the Kansas-based McCurdy Auction, LLC, said a decade ago, they didn't do absolute

auctions, partially due to the possibility of inclement weather putting a damper on outcomes. But given the track record of absolute auctions, his company today completes up to 70 percent of auctions using the absolute method. The decision to go absolute vs. reserve, as King stated, isn't always based on the property—it's based on the property owners.

"There are a lot of times where the property is a perfect candidate for an absolute auction," Brock said, "but the seller just isn't."

Brock recalls an auction where he and the seller had decided to go with the absolute method, but as he was getting up from the table, he heard the seller say, "I will not be able to sleep between now and the auction."

I said, 'no, don't do that to yourself. There is no reason to do that.'"

But there is also an education component that sellers have to clued in on, says Brock. His company keeps data on all their sales and have tracked various key process indicators, including the number of bidders at reserve sales vs. absolute sales. One that stands out in his mind is a property where the owners weren't comfortable selling their home in an absolute auction, so they went with a reserve. The result of the reserve auction was no sale. Then, a year later, the owners put it up for auction again, only this time using the absolute auction method. The result is that they sold it for \$100,000 more than what they were offered during the reserve auction the 12 months earlier.

"A year to the day later they had twice the number of registered bidders," Brock said. "That data helps buyers wrap their head around why is it that absolute works."

To Publish or Not to Publish a Reserve

In situations where it's decided that the absolute auction isn't a viable one and that

there will be a reserve price, the question becomes: should the reserve price be published or remain unpublished? Spanky Assiter, CAI, AARE, chairman and founder of Assiter Auctioneers, said his company never publishes reserves. He learned that lesson years ago when an auction for a piece of real estate had a published reserve price on it of \$7 million. He spoke with investors he thought might be interested in the property and they all showed up to the auction. When the sale opened, none of the potential investors would make an opening bid of \$7 million.

"I finally went to one of the guys who was the best prospect and I said, 'why won't you open at \$7 million?' and he says, 'if I don't open at \$7 million, I might buy it next week at \$6.8 million or 6.5 million. I'm just going to wait and see, but I'll give more than \$7 million if I have to today.'"

That experience put a "bad taste" in Assiter's mouth and they've never published a reserve price since.

"I'm not saying that it doesn't work for

some people or that it may not work in some instances," Assiter noted, "but just because of that experience, we never use a published reserve, we always use unpublished reserves."

Assiter said they recommend to their sellers that if a reserve price is agreed upon, the seller should never disclose it to anyone. Furthermore, if a potential buyer calls about a reserve price, Assiter said they will only say that the sale is "subject to owner confirmation."

"The owner has the right to accept or reject," he said, "so please show up because they are very motivated to sell, and if they weren't motivated to sell, we wouldn't be here today." ♦

James Myers is a freelance writer in Oregon.

This article was adapted from a 2019 Conference & Show session. To hear it and other recordings, visit pathlms.com/naa.

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Grow your business

Is your business stalling and you don't know why? Try these methods to push through the slump

by James Myers

Auctioneers will often say they're in the "people business," which means if they're good at their jobs, they know how to communicate effectively. Essentially, that's what marketing is—communicating using the right content in the right mediums/channels. When auctioneers market themselves successfully, it is revealed in the number of people who show up to bid at their auctions. Rather than take a "spray and pray" approach to getting the word out through expensive and non-trackable marketing methods, smarter marketing practices can help auctioneers avoid making costly errors and make positive strides toward growing their business.

Daniel Pruitt, CAI, said he becomes "grossly ill to my stomach thinking about all the money that has been wasted by auctioneers over the last decade or so," when it comes to how they spend their money on marketing. As the vice president of Ritchason Auctioneers, a Tennessee-based auction company that specializes in heavy equipment, farm equipment, trucks and trailers, he decided to take stock in how they approached their marketing efforts.

"We looked at ourselves and we said, 'we're wasting a bunch of money, too,'" Pruitt said.

As a member of the NAA, Pruitt said he and his wife, Nicole, office manager at the company, used tools provided by the NAA in various education courses to make the necessary marketing "tweaks," some of which allowed them to track their marketing spend so they could see what was working and what wasn't effective. Some of the tweaking involved taking significant steps away from investing in newspaper and other print advertising in exchange for marketing tools that allow them

to track traffic and gain more visibility in regard to where their leads were coming from.

"We had to learn how to cast a bigger net," Pruitt said.

The Influence of the Internet

Most auctioneers can attest to the value of the internet in growing their businesses. For David Hudgins, CAI, a real estate broker who specializes in auction marketing, he is quick to name three significant causes for growth in his company: "Internet, internet, internet. Everything we do in our business I tethered to the internet."

Hudgins has come full circle where the internet and auctioneering are concerned. About 15 years ago, he said putting the microphone down in exchange for relying on internet-based auctions just wasn't in the cards for him, but that's where he is today, relying on the internet-based auctions to reach out to more bidders, thereby pleasing his sellers.

Hudgins said he can't imagine not offering that medium to his sellers today. A prime example of how internet-based auction processes are working for him involves the family of a man who passed away, leaving a collection of thousands of Hot Wheels matchbox cars. They asked Hudgins, who was a friend of the deceased and the family, to take inventory of the cars and handle the auction.

"The traditional mindset would be (to market the auction on) billboards, newspapers ads, send out 10,000 post cards, maybe run some radio spots," Hudgins said. "How many Hot Wheels car buyers do you think that would produce? You spray and pray, and you might get five Hot Wheels buyers."

Instead of going the traditional marketing route, Hudgins and his crew began doing their research on the internet and making connections.

"Whatever the asset is," Hudgins began, "you can go to the internet and find people who are collecting it, buying it – some people are asking us to sell their Hot Wheels."

They also took a more personalized approach by attending Hot Wheels conventions, meeting potential buyers, marketing themselves and networking among the right audience.

"These guys were like, 'where can we get that?'" he said of potential buyers, eager to make online bids once the auction opened. "They were giving us their personal cell phone numbers. We went out and found that market."

Hitting the Ground Running

NAA members who have earned their CAI designation are quick to practically testify to the value of the experience, which is often referred to in terms like "sisterhood and brotherhood." For those unfamiliar with the CAI (Certified





Auctioneers Institute), it's a three-year program offered at Indiana University in Bloomington for one week each year. The focus is on the business of auctioneering, planning and developing and the structure of a successful business. Auctioneers are eligible to take the certification after two years working in the industry.

To obtain the CAI designation, attendees must complete an auction proposal, work in committees for a CAI Benefit Auction, complete a business plan, and present it to their class and a team of examiners. It's an intense course that yields a lot of positive results, making it a go-to resource for growing an auction business.

Lisa York, CAI, AMM, is a lead auctioneer for Adcock & Associates based in Sanford, N.C. She said when she joined the NAA in 2012, she was quickly presented information about the CAI course. Being one to dive in without reservation, she enrolled the moment she was eligible and said it "absolutely changed me."

"I soaked it all in and wrote my proposal and I learned so much from the first year to third

year that I became a Rose Award finalist my third year," she said. "It's been great for me and my career—it is a brotherhood, it is a family and I am privileged to know all of them."

Kyle Swicegood, CCIM, GPPA, CAI, a North Carolina-based auctioneer, said attending his first NAA Conference & Show in 2009 changed his life due to meeting people who would help him grow into the auctioneer he is today. He was given the tools to step outside of his comfort zone and learn, create goals and put money back into himself through education, which he did when he enrolled in the CAI course.

"You will always remember the experiences you had at CAI," he said. "It will change your life." ❖

James Myers is a freelance writer in Oregon.

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From start to finish

Show flow makes the difference between a benefit auction that stands out or falls flat

by Kirsten Hudson



Pay attention to the flow of the entire event to host a fundraising auction that not only raises funds for your cause, but also wows guests.

“Treat your auction like a production,” said Scott Robertson, CAI, BAS, of Scott Robertson Auctioneers. He doesn’t see the auction as an auction, but instead as a fundraising event with an auction component. “When you start thinking about the fundraising event from the bigger picture, you’re going to be a better consultant,” he said.

Guests remember the whole experience of a benefit auction: Dressing up, eating good food, the drinks served, the camaraderie and the adrenaline-building excitement of bidding. “They don’t care if they lost the item most of the time,” said Carol Parker, BAS, senior event manager with Parker Benefit Auctions. “They don’t even really care a lot of times if they want it. They’re there for the fun of it.”

It’s your job to ensure the event runs so smoothly guests don’t even notice time passing. And they leave loving the experience.

To do that, you need to plan ahead and stick to the timeline. “The timeline is the most overlooked item at a fundraising auction,” Robertson said. Create a detailed timeline and ensure everyone has a copy, including AV, food service and the band or DJ.

Before the event starts

Train your volunteer spotters, clerks and runners an hour before the event. Lance Walker, CAI, BAS, CES, of Walker Auctions, prefers to give volunteer spotters wand lights. “They’re not professional ringmen,” he said. “They’re not good at ‘yeping’ and all that.” He instructs them to go stand by their bidder when they catch a bid and to turn their light on. “It’s easier for me to spot that bidder if there’s someone standing beside them. It also

takes the pressure off of them,” he said. “So, I just say stand by your man until they tell you, ‘no’.”

He also challenges them to get their bidder to bid one more time using these two questions: ‘Do you still want it?’ and ‘Would you like to bid again?’

Walker gives volunteer clerks tips on what it sounds like when he’s about to say ‘sold’ so they’re ready, and he trains volunteer runners on how to show an item to ensure the auction goes smoothly.

When guests begin to arrive, first impressions matter. Train valet staff to thank guests for their support of the event as they open vehicle doors. This often-forgotten transition sets the tone of the event, especially for guests who were reluctant to attend. “When a couple attends a fundraising event, chances are one is a lot more motivated to be there than the other,” Robertson said. If the valet thanks them for attending, those people immediately feel more welcome.

As guests make their way into the venue, ensure they don’t feel lost or confused. Station multiple charity staff at the entrance to greet guests and tell them where to go next.

Make sure the check-in station is ready to go. “The most neglected part of an event is always going to be the check-in,” Parker said. “If there’s a huge line at the check-in, you have disgruntled people coming into the room and you don’t want that.”

Ask honorary chairs or other people with the charity to mingle with guests as the queue for the registration line gets longer. Conversation helps the wait time feel shorter.

Whether your staff handles the check-in or the charity mans the desk, make sure to consult them on the best way to do it beforehand. Parker recommends renaming the check-in to something more encompassing such as guest services or welcome center. “If guests have never been to an auction, this is the group that can teach them how to bid, explain where the drinks are and give them information about

anything else during the event. But they can't do it if they're not trained," she said. She recommends training volunteers running the check-in two to three hours before the event.

As well, help the charity understand the best design for a check-in, the space requirements (usually three feet of space for every person working) and the equipment needs. One worker for every 100 guests plus one extra is a safe bet. "It's always better to have more," Parker said. She also said to be selective of the volunteers. "You don't want a curmudgeon. You want a warm loving person that can shake hands and hug," she said.

After check-in, comes a critical moment: the first drink. When guests have their first drink in hand, they finally feel settled and comfortable. Ensure they can easily get their first drink either with servers passing trays of beverages or ample bartenders at the bar. During this time, don't force guests into a line to get their photo taken and avoid raffle tickets. "You're planning on raising a \$200,000 event and you've got somebody in there getting in your face hitting you up for \$20 bucks before you've even had your first drink. It sets the wrong tone," Robertson said.

Plan to staff enough bartenders during this initial rush. As guests get drinks and view the silent auction, the auctioneer should be working the room. Robertson recommends limiting the cocktail hour to one hour if the silent auction uses electronic bidding and an hour and a half if paper and pencil are used. "People don't need more time in a silent auction; they need a deadline," he said.

When the cocktail hours wraps up, consider closing the bar briefly to encourage guests to take their seats.

During the event

The right transitions during the live auction and appeal will keep people engaged. To start, ensure you or someone else who can settle a crowd, quiets the audience before introducing the speaker. Other methods to quiet the audience include playing a welcome video, starting up the band, playing a patriotic song or using the voice of god method to count down the minutes to start.

Whether you do the special appeal or the live auction first is your call. But Robertson suggests ensuring food service is out of the room before the special appeal. "If I'm doing a special appeal, there shouldn't be any movement in the room," he said.

Then, start the live auction off with a bang. "You need to come out pumped up, fired up and ready to go," he said.

After the event

When the auction portion of the night ends, it's not over. The check-out can leave a lasting impression on attendees—good or bad. "At the end of the night, people want to get out the door," Parker said. "They have children at home. They're tired. They're done when the doors are closed."

Do everything you can to keep lines short. Have plenty of computer stations open. Encourage board members to mingle with people as they move through the queue. Ensure someone says, 'thank you' as guests go out the door. "People decide if they're coming to your fundraising event next year as they're driving home that night," Robertson said.

You want check-out lines to run smoothly, so your guests leave feeling happy, satisfied, relaxed and connected. "If the guests came

in and left happy, they'll think about volunteering, donating or returning to next year's event," Parker said. ❖

Kirsten Hudson is a freelance writer in Missouri who grew up running tickets at her dad's auctions.

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The art of delegating

When you can't do it all, it's time to delegate

by Kirsten Hudson

As an auction professional, you know what you do—and how you do it—better than anyone else. But running an auction business as a one-man or one-woman show doesn't work. You hired employees because you can't do it all. That's when it's time to delegate.

"Auction company owners tend to have a hard time delegating because it's hard to trust people," said Jennifer Gableman, CAI, ATS, office manager and real property tax auction coordinator at Absolute Auction & Realty, Inc. "You can't just trust people, but you do have to give them a shot. Watch them from a distance to see how they do when you delegate to them."

Gableman manages eight employees in the company's office, which posts the auctions, handles all customer service calls and emails

and oversees the day-to-day of running the business. "I am the fastest person at doing any process in our office," she said. "So, I had to accept that when employees are being trained on doing it, they're never going to do it the same way I do it."

It's tempting to do tasks yourself because you know you'll complete them faster and better than a new hire. But if you never assign responsibility to others, you'll lose more of your time and defeat the purpose of hiring employees in the first place. "The more you take back, the worse it will be," Gableman said.

Training your employees

When it comes to training employees, put in the time. "Sometimes there's no time, especially in the auction industry," Gableman

said. "You hire someone and then you book this big auction and there's no downtime, but in order to train them, you have to put the effort in. You have to make it work."

Gableman said she tries to disperse the workload among other employees when asking an employee to take on training a new hire. "Because the work still needs to get done and it's really hard to do both at the same time," she said.

She has trained all types of employees with varying personalities, including introverts and extroverts, and recognizes that people learn differently. "Some people learn by doing it. Others learn by reading how to do it, by seeing someone do it or by trying it," she said. "If a process isn't clicking, I have to try a different way. Sometimes I have to try them all."

As you train the employee, you'll get a better idea about how they learn best. And some employees take longer to learn than others. "I can see someone do it and I can do it," Gableman said. "I've found that's very unique."

Creating written instructions

Absolute Auction & Realty streamlined its training by creating step-by-step instructions for all work processes. Every process or procedure—from how to post an auction to how to email a buyer—is detailed in its own Microsoft Word document and saved on the organization's server for any employee to access.

After 14 years in her role, Gableman knows the auction company's processes by heart. "I was there when the process was created. I helped invent the process," she said. But she realizes her employees don't have that same background knowledge and need guidance.

With detailed instructions employees can reference whenever they need to, the company has found training goes faster and employees learn better. "I can have a staff member that's totally new to the auction industry posting auctions within a week," Gableman said. "We can have up to 10 auctions a day to post and they can range from one lot to 300 lots. So, I need them to be able to post an auction in 30 minutes and they can only do that if they know it like the back of their hand."

She said the typical training process includes providing written instructions, sitting down with the employee and talking through the process, showing the employee how to do the process and then requiring the employee to do the process five times in a row. "If there are five auctions to post, you're going to post them all in a row," she said. "Because repeating tends to help."

"Organizing goes hand-in-hand with delegating," Gableman said. "The more I can hand to them in a written form, the more I can delegate."

She recommends testing the instructions on someone who has no knowledge of the process to ensure they're well-written and easy to understand. Every employee also receives a checklist they can follow to ensure they've completed all the steps of a process. It provides a good reminder about the process but in a condensed form.

"When it's busy and you're posting five auctions in a day, you're going to forget to do something if it's not in a checklist in front of you," Gableman said.

Phone scripts and email templates

Consider creating phone scripts and email templates for employees to follow. Not all employees know how to craft a well-written email that exudes positive customer service. So, draft it for them and ask employees to use these templates when emailing customers. Create versions for both buyers and sellers. Make them as detailed as you need to and create templates for all the common situations you can think of.

Also, draft phone scripts for employees who aren't naturally good talkers. Scripts can help employees remember what to say and reduce the chance they'll get flustered on the phone. Gableman said Absolute Auction & Realty has scripts for new bidder calls, balance due payments and more.

"It's harder to delegate phone calls," Gableman said. "You have to have the personality." She said scripting helps employees who are more shy feel more comfortable on the phone.

Continuing the process

Even after training employees, watch for their strengths and weaknesses. Pay attention to what they're good at and delegate those tasks to them.

"I find that it works out better to delegate and give them a responsibility, but watch," Gableman said. If the employee goes out to do an auction, it's up to the owner or manager to watch how they perform. "If you leave them alone for a couple hours with tasks, do they complete them? Or, are half the things not done because you know they were probably sitting on their phone" she said.

In the office, Gableman makes sure all employees are cross-trained on one another's duties. So anyone can fill in if needed. "Every single person in the office knows how to post an auction. They know how to deal with a customer on the phone. They know every step in the office," she said.

She also ensures employees understand what's expected of them by providing a daily written to-do list that details the priority of the various tasks. "There's no confusion about who does what or what priority order to do it in," she said. "That list is a day's work, so if they can't get through that list, it's telling us there's a problem." ♦

Kirsten Hudson is a freelance writer in Missouri who grew up running tickets at her dad's auctions.

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Doc Breen

Recognized as PATH, Intl., 2019 Veterinarian of the Year



Auctioneers wear a lot of hats, and for Patrick Breen, BAS, CAS, philanthropist and veterinarian are two of them.

On Nov. 9, Breen was awarded the 2019 Professional Association of Therapeutic Horsemanship, International, Veterinarian of the Year award for his philanthropic work in the therapeutic horsemanship industry.

In addition to running his auction business, Breen has been a veterinarian at ROCK (Ride On Center for Kids), a nonprofit organization that provides equine-assisted activities and therapies to children, adults, and veterans with physical, cognitive and emotional challenges, for 18 years. He also serves on ROCK's Board of Directors as Vice President and volunteers as ROCK's official auctioneer, raising money at their events.

Breen also guest lectures in equine-assisted activities and therapies (EAAT) classes at

Texas A&M University, helping to educate future generations about the importance of the horse-human connection.

Breen said he is passionate about therapeutic horsemanship, and he has witnessed it “help clients with every conceivable diagnosis of mind and body.”

“Equine therapy works because the movement of the horse is considered frequent, symmetrical, rhythmical, bilateral and cyclical,” Breen said. “There is something special about equine facilitated therapy that no other therapy can mimic.”

Breen said he has seen this therapy change people's lives, including veterans and first-responders struggling with PTSD.

Receiving the Veterinarian of the Year award from PATH was the pinnacle of Breen's veterinary career, he said.

“Receiving this award was a humbling

experience. I'm honored to represent equine veterinarians and ROCK with this award,” Breen said. “I must acknowledge the EAAT horses. They change people's lives. I've witnessed the miracles that occur. Lives are improved, and in some cases, lives are saved because of those horses.”

Breen said he hopes to inspire others to volunteer at an equine therapy center, even if they don't have any experience in horsemanship.

As far as being both a veterinarian and an auctioneer, Breen said both professions boil down to problem solving and helping others.

“Auctioneers and veterinarians are both problem solvers,” Breen said. “For the veterinarian, it may be a medical problem, a surgical problem, a herd health problem, or a zoonotic disease problem.

“For auctioneers, it is helping a family with an estate, a nonprofit with a fundraiser,

or turning real assets into cash in the best possible way to help the seller. It doesn't matter if those assets are real estate, automobiles, farm machinery, industrial equipment or business liquidation, we are still helping the sellers to solve problems. I'm a Benefit Auction Specialist and a Contract Auction Specialist, so I'm able to use my auctioneer training and experienced along with my past veterinary practice business experience to help clients and auctioneer employers navigate through decisions, relationships, & procurements to achieve their goals.” ❖



Q & A

Maxanet, Kevin Weinhoef



When and how did your business start?

Maxanet started in 1997 and is recognized throughout the auction world as one of the first to provide a powerful online auction software platform running securely in the cloud.

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

As an auctioneer with programming experience, the founder saw the need to provide an online solution that could be managed by small to large auction businesses. Over the past 23 years, Maxanet has facilitated billions of online bids. In 2019 Maxanet was acquired by Fullsteam, allowing the company to bring-in new technologies and integrated credit card processing.

What do you hope you do for your clients/customers?

Our goal is to provide an industry leading online auction software platform with secure credit card processing, regardless of the size of their business. We have clients across the USA and the world who depend upon Maxanet to help them process thousands of bids and transactions in real-time. Online is “anytime” so our software has to perform day in and day out, whether it’s a family auction house, or a multi-million-dollar business.

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

We love the people! Our clients are salt-of-the-earth, they work hard and care for their customers. We never take our clients

for granted and work hard to under promise and over deliver.

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

Yes, Maxanet Next, which is a complete ground up rebuild of our legacy software that’s been in the market for over 20 years. The past year we’ve been talking and listening to our clients on the changes they needed and wanted to see with Maxanet. We’re excited to launch Maxanet Next for not only our current clients, but also a new generation of online auctioneers who need a state-of-the-art platform.

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

We will be launching new solutions that will bring the latest technology to our auctioneer clients. With the launch of Maxanet Next including our integrated credit card processing solution, we believe we’re a great position to bring new revenue sources and opportunities to our clients. In addition, will be moving into other areas of business, including non-profit and charity auctions. We’ll provide programs and solutions for the smallest family business to those who need enterprise solutions.

How has the NAA helped your business grow?

We’re excited to be back as an active member with NAA as we support the NAA’s mission of education and collaboration. Our team will be in San Diego, prepared to interact with fellow NAA members, and show them how Maxanet Next can help their businesses. ❖

Kraft's Annual Anniversary Auction Sells Bills for \$42,500



Jay Cash, Murfreesboro, Tennessee, and Jonathan Kraft, Valparaiso, Indiana, recently conducted the business liquidation of Jim's Coin Services where they discovered Confederate States of America Bills, type 1, 2, 3 and 4. Very few are known to exist.

Despite having online bidding, the bills sold to an on-site buyer who traveled 900+ miles from Louisiana on day five of Kraft's Annual Anniversary Auction for \$42,500. ❖

Auction Raises Funds for Georgia College

Tifton, GA (April 26, 2020) - Abraham Baldwin Agricultural College School of Agriculture and Natural Resources, Tifton, Georgia, and the SANR Alumni Council recently unveiled a commissioned



Ritchie Bros. sells US\$237+ million of equipment in six-day Orlando auction

ORLANDO, FL, Feb. 24, 2020 /CNW/ - Ritchie Bros. held its premiere global auction in Orlando, Florida, last week, selling more than 13,500 equipment items and trucks for US\$237+ million. The six-day sale set a new company record for attendees, registering a staggering 18,100 people from 85 countries.

Fifty-three percent of the equipment in the Feb. 17 – 22, 2020, Orlando auction was sold to online buyers and approximately 81 percent was sold to out-of-state buyers, from as far away as Australia, Belgium, China, India, Poland, and the United Arab Emirates. Purchases through the company's mobile application were up 104% from the same auction in 2019.

For the first time in Orlando, Ritchie

Bros. used its online PriorityBid technology, allowing bidders to place online proxy bids on items ahead of the auction. More than 32,000 PriorityBids were made ahead of the auction and approximately 53% of items had a bid ahead of the event. A 2006 Peterbilt 379 sleeper truck tractor had more than 225 PriorityBids and ended up selling for US\$85,000.

Equipment was sold for more than 1,200 consignors—setting a new Orlando site record. Highlights in the auction included 740+ truck tractors, 730+ excavators, 390+ skid steer loaders, 380+ compactors, 290+ wheel loaders, 280+ dozers, 150+ articulated dump trucks, and more. All items were sold without minimum bids or reserve prices. ❖

mural capturing the academic programs, activities, and people of the school, titled *South Georgia Roots*.

The event was well attended and capped off with a fund-raising auction of signed and numbered limited-edition canvas reproductions of the mural.

Georgia auctioneer and NAA member, Steve Sellers, conducted the fund-raising auction, with proceeds going toward student

scholarships and faculty/staff development.

"Bidding was enthusiastic, and we sold several canvas reproductions, with the signed/number 1 reproduction selling for \$1,200," Sellers said. "It was a fun night and a great cause."

Abraham Baldwin Agricultural College is a four-year public college with schools of education in Agriculture, Natural Resources, Nursing, Business and Arts & Sciences. ❖

Moran's *Traditional Collector* auction realized strong prices for fresh-to-market collections

MONROVIA, CA – Moran's December 15th Traditional Collector auction was a resounding success with strong prices achieved for items consigned from several important Southern California collections. From music boxes to Chinese objects to vehicles, Moran's Traditional Collector auction brought out buyers from around the world vying for the fresh-to-market finds. Moran's next Traditional Collector auction in Spring 2020 is sure to be another hit with buyers with a strong selection already slated for auction.

Moran's presentation of the Ralph and Gloria Schack music box collection charmed buyers at Sunday's event. An M. Welte & Sohn style 3 "Cottage" orchestrion was the top lot of the auction with a determined phone bidder taking home the rare machine for \$237,500 (all prices realized include Moran's 25% buyer's premium). A gorgeous music box by famed maker Charles Bruguier caused a stir when it hit the block, flying over its high estimate to bring \$28,750. A wonderful Mermod Freres swiss music box on cabinet sold to a determined floor bidder for \$40,000.

Works from the Kelton Foundation collection resonated with buyers across the globe. A beautifully made teapot by Lao Yan Qing He made of silver with a gold handle caused a bidding war when it hit the block, selling to an online bidder for \$13,750. An American-made quadrant backstaff by John Dupee was one of several nautical instruments in the auction and sold for \$8,750. A ship portrait by Antonio Jacobsen is a gorgeous work by the artist and was snapped up by a phone bidder for \$10,000.

Moran's was pleased to include fine selections of decorative art and vehicles consigned from local Southern California estates. Two Buccellati sterling silver and agate tazzas made a charming addition to the sale and sold for \$3,750. A



Lot 202, A Lao Yan Qing He silver and gold teapot, price realized: \$13,750



Lot 74, A Mermod Freres Swiss cylinder music box, price realized: \$40,000



Lot 10, Two Buccellati sterling silver and agate tazzas, price realized: \$3,750



Lot 52, A 1961 Mercedes-Benz 190SL convertible, price realized: \$118,750

wonderfully made Italian marquetry commode stole the hearts of everyone on preview and brought \$4,062 at the block. An amazing 1961



Lot 68, An M. Welte & Söhne style 3 "Cottage" orchestrion, price realized: \$237,500

Mercedes-Benz 190SL turned heads at the preview and zoomed to an astounding \$118,750 price at the block. ❖



Group of six 19th century butter stamp telephone receivers, including five solid colored receivers of simple design and one black receiver with carved decorative flower patterns (\$7,500).

Bruneau & Co.'s January 4th Auction Featured Antique Historical Telephones from a Telephone Museum



1985 Rolls Royce Silver Spirit car with just 35,000 original miles on the odometer, perfectly maintained, with an ivory colored interior with the finest burl wood inlays (\$13,750).

CRANSTON, R.I. – Antique historical telephones and other collectibles from the early days of phone communication, all from the Pennsylvania chapter of the Telephone Pioneers of America Museum, fetched nice high prices at a New Year's Estate Fine Art, Antiques & Collectibles Auction held January 4th by Bruneau & Co. Auctioneers, online and in the Cranston showroom.

Some of the top-selling lots from the category included the following:

- A group of four early horn transmitter telephone reproductions, marked "Historical Replica Reproduced by Bell Telephone Laboratories", made in the 20th century from wood and metal, the largest of which measured 7.5 inches by 10.5 inches (\$15,000).
- A 19th century mahogany telephone switchboard box, made in the United States by an unidentified company but an

interesting piece nonetheless, overall 12.75 inches by 11.25 inches, made from wood and metal and with no apparent signs of damage (\$13,750).

- A pair of 19th century diminutive Bell wall mount telephones, both black painted wood cased phones with glass transmitters by Maxim New York, marked "American Bell Company" around the transmitter and the sides of both marked "July 11, 1893" (\$8,750).
- A group of six 19th century butter stamp telephone receivers, including five solid colored receivers of simple design and one black receiver with carved decorative flower patterns

Abstract bronze grey spirit sculpture by Joel Perlman (N.Y., b. 1943), geometric form with a pierced design, 42 inches tall by 25 inches wide (\$7,500).





Group of four early horn transmitter telephone reproductions, marked "Historical Replica Reproduced by Bell Telephone Laboratories", made in the 20th century (\$15,000).



One lot consisting of two 19th century square transmitter telephone boxes, including one box marked "Blake Transmitter 320644 Edison Carbon Telephone" on the front (\$7,500).



(above) 19th century mahogany telephone switchboard box, made in the United States by an unidentified company but an interesting piece nonetheless, overall 12 3/4 inches by 11 1/4 inches (\$13,750).

around the earpiece, with one piece marked "Property of Bell Telephone Co." (\$7,500).

- One lot consisting of two 19th century square transmitter telephone boxes, including one box marked "Blake Transmitter 320644 Edison Carbon Telephone" on the front and the other, unidentified transmitter having a decorative mount and receiver holder (\$7,500).

The auction got off to a roaring start with the very first lot, a 1985 Rolls Royce Silver Spirit car with just 35,000 miles on the odometer. The full-size, British-made sedan was a full-size luxury Rolls that had been perfectly maintained. The car boasted an ivory colored interior with the finest burl wood inlays, with all service records, title and registration. It sped off the lot for \$13,750.

The sale featured a fine selection of listed artist paintings, etchings and prints; a collection of Austrian and Bohemian art glass and figural lamps from a Long Island, New York collection; a great single-owner collection of Japanese robes; a nice selection of Asian arts; and five rare 18th and 19th century Rhode Island and Massachusetts almanacs.

Also offered were sterling silver chalices and estate sterling lots, jewelry and sculptures. Online bidding was provided by LiveAuctioneers.com, Invaluable.com, Bidsquare.com and



bidLIVE.Bruneauandco.com, plus the mobile app "Bruneau & Co." on iTunes or GooglePlay. Following are additional highlights from the sale. Prices quoted include the buyer's premium.

The fine art category was led by a watercolor painting by Maqbool Fida Hussain (India/England, 1913-2011), dubbed "the Picasso of India." The Cubist figural work depicted two blue horses galloping beneath a monochromatic sky with a purple sun. The framed 2002 painting was signed "Hussain"

(left) Watercolor painting by Maqbool Fida Hussain (India/England, 1913-2011), "the Picasso of India", a Cubist figural rendering depicting two galloping blue horses (\$13,750).

lower right and measured 19.5 inches by 16.5 inches (sight). It sold for \$13,750.

An abstract bronze grey spirit sculpture by Joel Perlman (N.Y., b. 1943), geometric form with a pierced design, 42 inches tall by 25 inches wide, went to a determined bidder for \$7,500. Joel Perlman is well known for his abstract shape sculptures. His work has been exhibited at the Whitney Museum of American Art and the Metropolitan Museum of Art, both in New York. ❖

Two items relating to Abraham Lincoln – a signed photograph and a signed, inscribed book – bring a combined \$250,000 in an online auction

WESTPORT, Conn. – Eager bidders gave a tip of the top hat to Abraham Lincoln in University Archives’ online auction held Jan. 16. Several historically significant lots pertaining to Honest Abe were offered in the sale, with two of them combining for \$250,000. In all, 281 lots came up for bid in an auction that grossed nearly \$900,000, including the buyer’s premium.

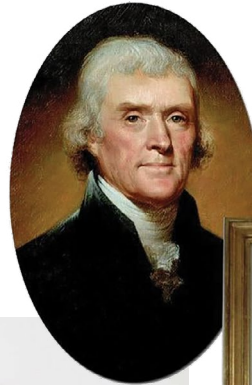
The sale’s top earner was a copy of the book *The Miscellaneous Works of Oliver Goldsmith*, by American author Washington Irving, with an ownership signature by Lincoln (\$175,000). The book, which was formative to Lincoln’s views on slavery, had been given to him by his brother-in-law, Ninian W. Edwards. Lincoln later presented it to his law partner, with an inscription.

The runner-up lot was also Lincoln related: a carte de visite photograph of the president, signed by him (as “A. Lincoln”) and PSA graded Gem Mint 10 (\$75,000). The photo had been found in the personal photo album (included in the lot) of the wife of Colonel Benjamin Rosson, whom Lincoln had personally thanked in his “Lincoln Log” in 1864 for service during the Civil War.

University Archives is always seeking quality consignments or items for outright purchase. The firm’s next online-only auction is slated for Wednesday, Feb. 26, with a 10:30 am EST start time. Up to 100 percent cash advances are available for great items valued from \$5,000 to \$5 million.

Anyone who has a single item or a collection that may be a fit for a future University Archives auction may call Mr. Reznikoff at 203-454-0111, or email him at john@universityarchives.com.

The auction was packed with unique relics, photos, autographs, books and ephemera, to include 55 of the 56



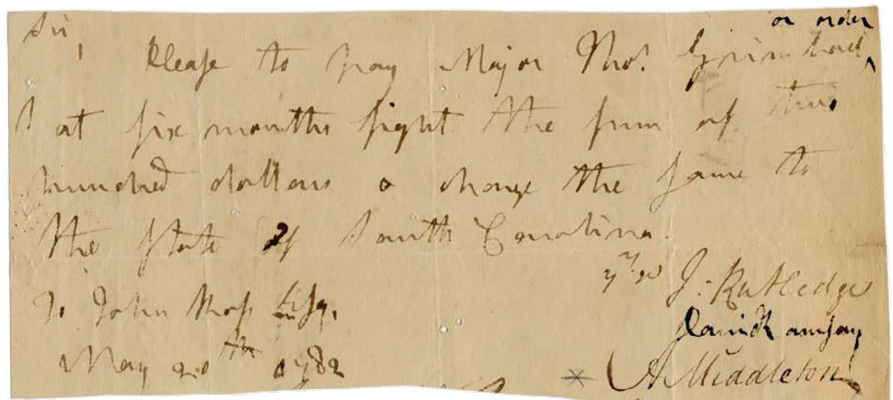
Document from the 2nd Congress, boldly signed by Thomas Jefferson, regarding a lighthouse at Cape Fear, framed and signed (in print) by Washington and Adams (\$10,625).



Copy of the book *The Miscellaneous Works of Oliver Goldsmith*, by the famed American author Washington Irving, with an ownership signature by Abraham Lincoln (\$175,000).



Document signed by Arthur Middleton, one of the signers of the Declaration of Independence, written in Philadelphia and dated May 20, 1782, very rare (\$40,625).



Declaration of Independence signers (all except Button Gwinnett), plus presidential items (high-ticket Lincoln, Jefferson, Washington, Teddy Roosevelt, Richard Nixon and FDR).

Also offered were literary items (including five lots of Hemingway), music (the Beatles,

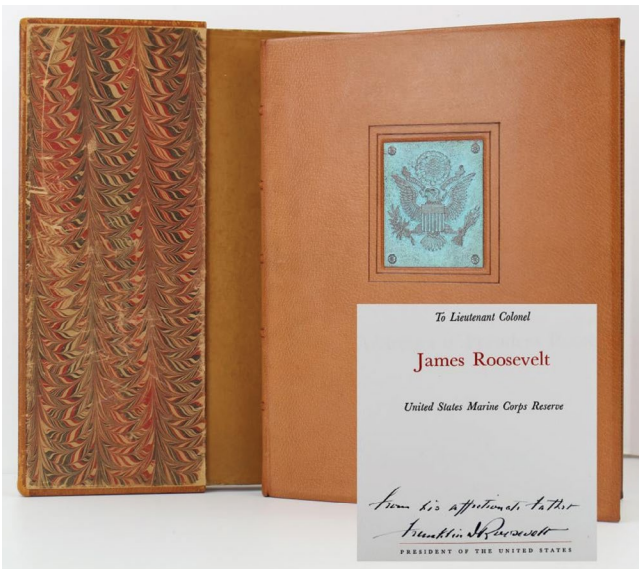
Elvis Presley, Jimi Hendrix and others), entertainment (Marilyn Monroe, Harry Houdini and others), and science (to include Edison, Einstein and Freud, with a special emphasis on psychology). ♦



Abraham Lincoln signed carte de visite, PSA/DNA encapsulated and graded Gem Mint 10, after an Alexander Gardner portrait, signed by Lincoln circa August 1864 (\$75,000).



One-page letter signed by George Washington, written in 1791 and regarding Mount Vernon and its crops but also talking about one of his slaves, Davy Gray (\$15,000).



Presentation copy of *Addresses of Franklin D. Roosevelt and Winston Churchill* — a war dated book given to First Lady Eleanor Roosevelt and inscribed by FDR (\$34,375).



16th century printing of Petrus Lombardus's Sentences, with a panel-stamped calf displaying the arms of King Henry VIII and his Queen Katherine of Aragon (\$11,000).

Three-piece matador outfit sold to Ernest Hemingway by legendary Spanish bullfighter Antonio Ordóñez. Hemingway later gifted it to his best friend, A.E. Hotchner (\$13,750).

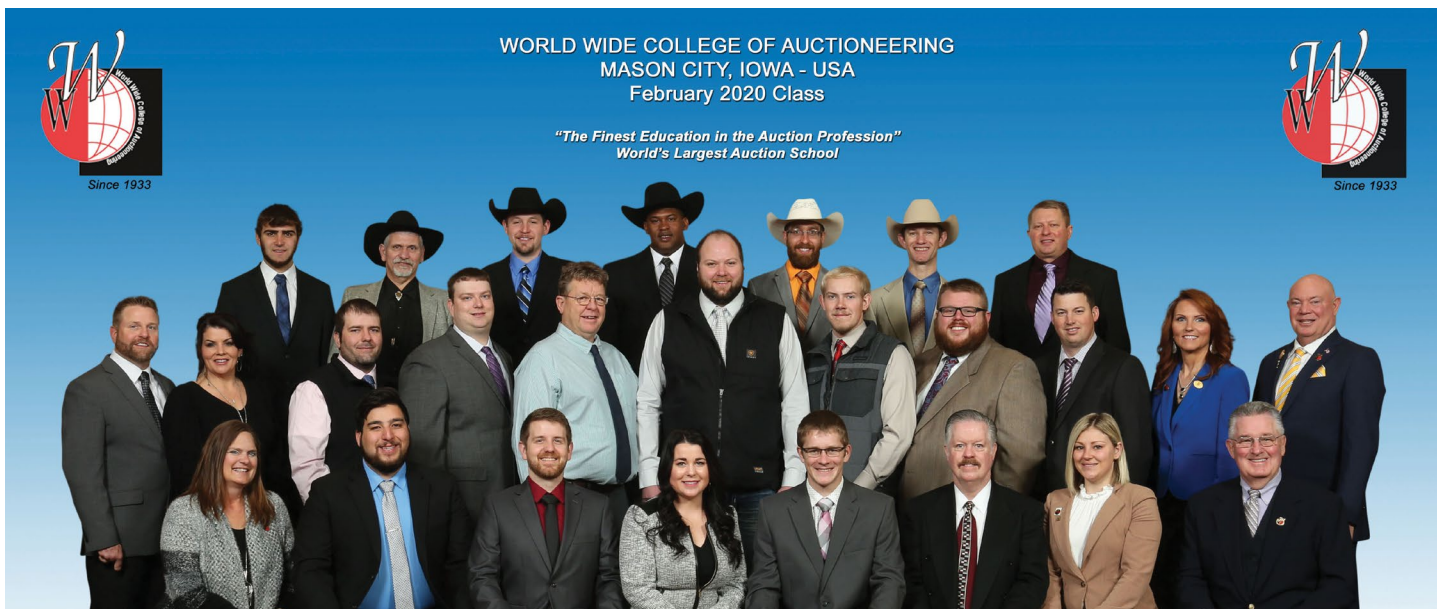


Auction School Graduates



Western College of Auctioneering

The 250th class from Western College of Auctioneering graduated in February 2020. Front row: Lane Foxwell, Edgerton, Alberta; Marnie Keller, Bethesda, Maryland; Rachel Hiester, Manhattan, Montana; and Rita Beier-Braman, Silver Spring, Maryland. Second row: J.K. Kinsey, CAI, AMM, instructor; Howard Lichter, Portland, Oregon; Austin Schmitz, Malone, Wisconsin; Corey Oeklaus, Beaver Creek, Oregon; Dave Leu, Issaquah, Washington; Pare Abbott, Chichester, New Hampshire; and Nick Bennett, CAI, BAS, president. Back row: Kevin Taylor, Glasgow, Montana; Dustin Christenson, Port Orchard, Washington; Brock Sutfin, Lakeview, Oregon; Jericho Holder, Soper, Oklahoma; Kyle Evans, Lemoore, California; and Kelly Clarke, Lumsden, Saskatchewan.



World Wide College of Auctioneering

The February 2020 graduating class from World Wide College of Auctioneering included students from 13 states. Front row: Sara Broers, Mitchell Medrano, Aaron Komowski, Erin Williams, Troy Martin, Kirk Hamilton, Halie Behr, BAS, and Paul C. Behr, CAI, BAS.

Second row: Craig Meier, Angie Meier, Curtis Kluver, Matthew Anderson, Jon Martin, Jacob Waters, Matthew St. John, Kevin Brooks, Jr., Jared Miller, Lori Jones, and Mike Jones, CAI, BAS, GPPA. Back row: Edwin Martin, Dean Harr, Kyle Lynn, Johnny Payne, Jordan Mehlhaff, Tom Ahrens, and Brian Barinsky.

Submit your graduates!

Don't forget to submit your graduate photos, along with names and any other statistics NAA members might like to know. Send them to communications@auctioneers.org.



Members

New NAA Designations Earned

AMM
 Willie Baker
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GPPA
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 Scott Haley



Earn your designation

The NAA provides its members with a diverse range of professional designation courses specifically built to help auctioneers specialize while expanding their professional knowledge.

Check out the Education Calendar on page 55 for upcoming NAA education opportunities.

You can also visit the full education calendar on the NAA website at: auctioneers.org > Education > Upcoming Events.



Requires 32 classroom hours, a detailed written auction summary report, proof of at least 10 real estate auctions, and 24 hours of continuing education every three years.



Requires 24 classroom hours, completion of a custom auction summary report based on knowledge from the designation course, and 24 hours of continuing education every three years.



Requires 21 classroom hours, a detailed written auction summary report, proof of at least six benefit auctions and 24 hours of continuing education every three years.



Must have been practicing full-time auctioneers for at least two years (prior to attending the institute), attend all three years of CAI with more than 120 classroom hours, complete all special projects and complete 24 hours of continuing education every three years.



Must pass the prerequisite exam or hold another NAA Designation, complete the course in its entirety, and submit four evaluations from a contract auction.



Requires 21 classroom hours and completion of 24 hours of continuing education every three years.



Requires completion of 35 classroom hours, a detailed written appraisal report and proof of at least two affidavits of appraisals.



MPPA designees specialize in one or more of the following areas: antiques & estates, plant machinery & equipment, construction & agricultural equipment or small business valuation. Must already be credentialed with the GPPA.



While USPAP is not an NAA designation, it is offered at Designation Academy and Conference & Show, and USPAP compliancy is a part of the GPPA.



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Tariq Al-mutawakil
Zachary Allen
Hilda Allen
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Tom Allman
A. Curtis Andrew
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In Memory

Kathleen Kingston



Kathleen Ann Kingston, 66, passed away peacefully in Orlando, Florida, on Jan. 30, 2020, while on a business trip. She was born on Oct. 19, 1953, in Montclair, New Jersey.

She earned a bachelor's degree in biology from Upsala College and a Master of Arts in education from St. Louis University. In 1986, she graduated from Missouri Auction School. After a career in higher education leadership at St. Louis University and public service in the City of Anchorage, Kathy poured her heart and soul into the Kingston Auction Company, making her life-long passion central in her life. For more than 28 years, Kathy helped non-profit organizations across the country to maximize the impact of their work, raising millions of dollars for their missions.

In lieu of flowers, memorials may be made to the Kingston Fund, a donor-advised fund of the Cape Code Foundation, created by Kathy in 2006 in loving memory of her parents William and Winifred Kingston, with an emphasis on helping children and families. For more information: kingstonauction.com/about-us/the-kingston-fund.

René Bates Life Member

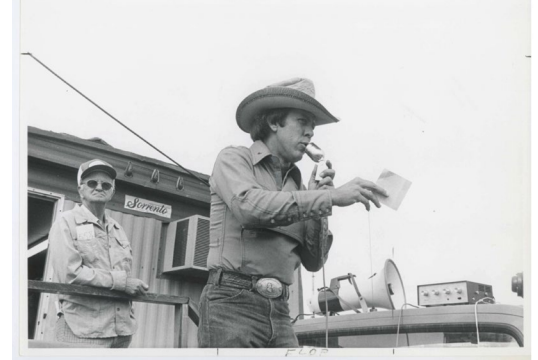
René Bates was born on July 10, 1942, in New Hope, Texas. Seventy-seven years later, he passed away peacefully at his home in McKinney, only 10 miles from where he was born, but worlds apart in so many ways.

René lived a life that most of us can only imagine. The son of a sharecropper, he came of age under harsh circumstances usually only found in books and movies. Growing up in rural Texas in the 1940s was not an easy life. His stories of picking cotton alongside his father (and getting in trouble for loading his sacks with stones), of trips to town in a buggy, and barely having the means to get by, helped to define his strong work ethic, deep sense of ambition and drive to succeed.

René was the first in his family to go to college and earned his bachelor's degree and master's degree in Education from East Texas State University in Commerce. He married Sheryl Lynn Darcey on July 10, 2002, in McKinney, Texas.

Among the many hats he wore, René was a schoolteacher, a rodeo clown, pick-up man and producer, a cowboy-for-hire, a ranch manager and general rabble-rouser. He piloted, then crashed and walked away from an airplane that he had no license to fly (as the FAA noted in their resulting Cease and Desist letter). He briefly took up skydiving, and he hasn't been legally allowed to enter Mexico since the mid-1970s for reasons he'd rather us not disclose. He was a successful land broker, a rancher and he raised Texas longhorns for well over 30 years.

And of course, he was an auctioneer. He began his career by auctioning



livestock in the mid-1960s, and officially established René Bates Auctioneers in 1966. He began calling on cities and counties to help assist in their disposal of surplus assets, a move that launched his company's increasing success throughout the 1970s and 1980s. René Bates Auctioneers was an early adopter of internet sales, and in 1997 became the country's first municipal online auction company while never losing the "boots on the ground" business practices that defined René Bates Auctioneers from the beginning.

René was a member of the Texas and Southwestern Cattle Raisers Association; a life member of the National Auctioneers Association; a member of the Texas Auctioneers Association. In 2011, he was formally inducted into the Texas Auctioneers Hall of Fame.

If you've ever been out to the house, you know he was more colorful than his kitchen, and that's saying something. He was a larger-than-life husband, father, and friend, and his legacy will live on through the love of his family and the enduring success of his business. Texas has lost one of its last true cowboys, and he will be genuinely missed.

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To advertise: Contact Adam Kenne (913) 563-5421

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50 years later

Swine auctions break records



Fifty years ago, the *Auctioneer* published a small article commemorating the first auction of swine in modern times to total over \$100,000. The San Antonio, Texas, auction in the southwestern Duroc Congress sold 221 animals in the sale.

In addition to this record-breaking moment, the sale established 16 more record prices.

“The top selling boar brought \$7,700, the top gilt, \$3,300 and the ten selling boars averaged \$3,253 each,” the article stated.

As of August 2019, the record for gross receipts was at the Washington Fair Market Hog auction. This sale totaled 184 hogs and brought in \$255,014, according an article from eMissourian.com. ❖

Mark Your Calendar For The Milwaukee Event

With the winter auction sales coming to a close, we're beginning to look toward spring and summer. The first thing is to make those plans and reservations at the Pfister Hotel in Milwaukee, Wisconsin, for the 1970 annual convention. Joe Donahoe and the Wisconsin Association are working hard to try to top the conventions we have had in the past. They have a big job cut out for them, but you know, they just might do it! So be sure to mark your date book for July 30-31 and August 1, for Milwaukee, Wisconsin.

Well enough ramblin's on for now, here's hoping to see everyone in Milwaukee, Wisconsin, July 30-31 and August 1.

Yours for Better Auctions
JIM MESSERSMITH
Jerome, Idaho

Nation-Wide Agrees To Buy Florida Auction

NEW YORK—Nation-Wide Auto Auction, Ltd., has reached an agreement in principle to acquire Florida Auto Auction, of Fort Lauderdale, for cash and Nation-Wide stock, according to Stanley Gordon, president of Nation-Wide.

Nation-Wide Auto Auction is the franchisor of a chain of used-car auction centers along the East Coast, and plans to open a company-owned auction shortly in Los Angeles, its first on the West Coast.

Duroc Auction Tops \$100,000 Price Barrier

Durocs selling in the Southwestern Duroc Congress at San Antonio, Tex., \$104,460, making it the first auction of swine to total over \$100,000 in modern times. There were 221 animals in the sale.

In addition to the record sale total, nearly all other price records for the breed were shattered. In all, 16 new record prices were established in the various categories. The top selling boar brought \$7,700, the top gilt, \$3,300 and the ten top selling boars averaged \$3,253.

Auctioneers were John Hall, Aberdeen, S. D., and Howard Parrish, Edon, Ohio.

I attended the Montana Auctioneers meeting the 11th of April, and they put on a very top kind of a program for their auctioneers in Montana, having 2 separate contests, one for those wishing to sell merchandise, on Friday night, and then on Saturday, at the Great Falls Commission Company, for those wishing to compete in selling cattle and horses. There were six judges selected to judge each contest and judging was done on clarity, speed on arriving at final price, rhythm, starting auction bid with perfect score adding up to 1000 points, and I might add that the judging on all contestants was mighty close as Montana has a lot of good auctioneers. Jack Raty, of Fort Shaw, won the merchandise division and Fritz Hoppe, of Shelby, won the livestock division.

Our Building Fund is coming along at a slow pace, I might ask if you have been getting your pledges in, if so, thanks, and if not we should take it upon ourselves to do so. A Building Fund Campaign is something we all have to get behind and keep pushing. I know some of you auctioneers have mixed emotions about the new auctioneer headquarters, but I also know your Board of Directors, members are enthusiastic about our new headquarters. I really feel this is a "Big Step Forward" for the auctioneers of America. Lets all get behind it.

AUCTION ADVENTURES



Auction Adventures

is an educational math game for third through fifth graders that gives students a close look at how auctions work, and the many different opportunities within the auctioneering industry.

Game Features

- Real-world math problems relating to auction activities
- Five challenging difficulty levels geared for third through fifth grade math comprehension
- Encouraging feedback and a positive message
- Helpful clicks throughout the game to help students learn about terminology within the auction industry
- NAA-branded educational video pop-ups given by NAA members
- At the end of all levels, players can watch and listen to bid calls from accomplished auctioneers

Corresponding Lesson Plan

The American Farm Bureau's fifth-grade lesson plan will help students enhance English Language Arts skills as they read profiles of real auctioneers and communicate about the different types of auctions highlighted.

Benefit Auction

\$1,824 \$1,764 \$1,674 \$1,594

Problem 3 of 10
 9 people buy a ticket for a box seat at a baseball game for \$186 per person. How much money did they contribute to the charity?
 $9 \times \$186 =$

What is a charity?

Need help?

AUCTION ADVENTURES

Total Wallet
\$20,815

Auction Commission 15%
\$114
\$203

Get Paid

Real-Estate Auction

\$1,260 \$1,409 \$9,400 \$12,600

Problem 1 of 10
 There are 9 acres of land for sale and you have the winning bid of \$1,400 per acre. How much money did you spend?
 $9 \times \$1,400 =$

What is an acre?

Need help?

AUCTION ADVENTURES

Total Wallet
\$0

Auction Commission 10%

Get Paid

Auto & Machinery Auction

\$12,000 \$13,000 \$3,600 \$11,500

Problem 1 of 10
 A car dealer buys 3 cars at an auction for \$36,000. What is the average price the dealer paid for each of the cars?
 $\$36,000 \div 3 =$

What is an auto dealer?

Need help?

AUCTION ADVENTURES

Total Wallet
\$23,782

Auction Commission 18%

Get Paid

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