

the auctioneer



AUGUST/SEPTEMBER 2020

National Auctioneers Association

A professional portrait of Terri Walker, a woman with long brown hair, wearing a dark blazer over a white collared shirt. She is standing with her arms crossed in front of a light-colored wall with horizontal slats. Green foliage is visible in the lower-left corner.

PRESIDENT TERRI WALKER



COVID-19 BEST
PRACTICES

VIRTUAL BENEFIT
SUMMIT

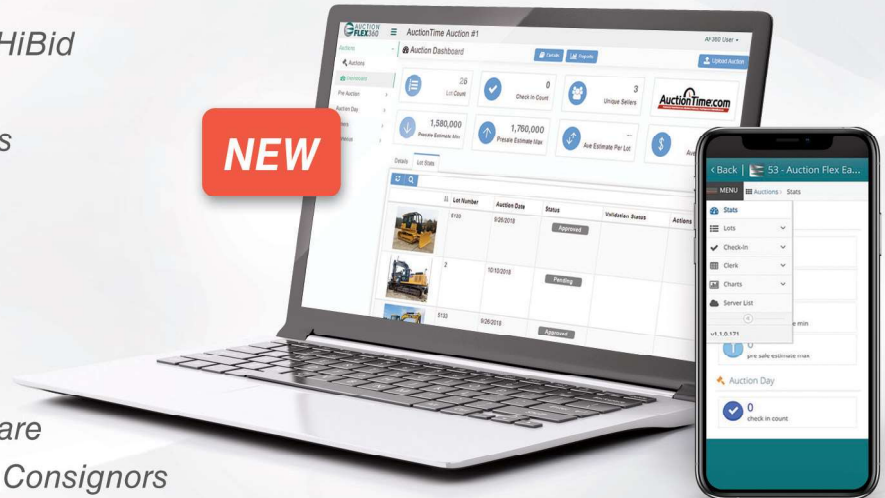
AUTO AUCTION
UPDATE

Full-Service Auction Management Solution

Auction Flex 360

Offers a sleek interface that makes it easy to build, organize, and reference auctions on demand.

- Upload to AuctionTime and HiBid
- Cataloged with images
- Non-Catalogued with images
- Mobile Friendly
- Online Bidding
- Absentee
- Online Only
- Webcast
- Full Function Clerking Software
- Full Settlement for Buyers & Consignors
- Full Auction Reporting



Auction Flex

The market-leader in auction software for live auctions. Manage every aspect of your auction.

- Catalog
- Clerk
- Cashier
- Pay consignors
- Manage mailing lists
- Manage inventory
- And much more!



Contact us for a free 30-day trial.

WWW.AUCTIONFLEX.COM (352) 414-1947

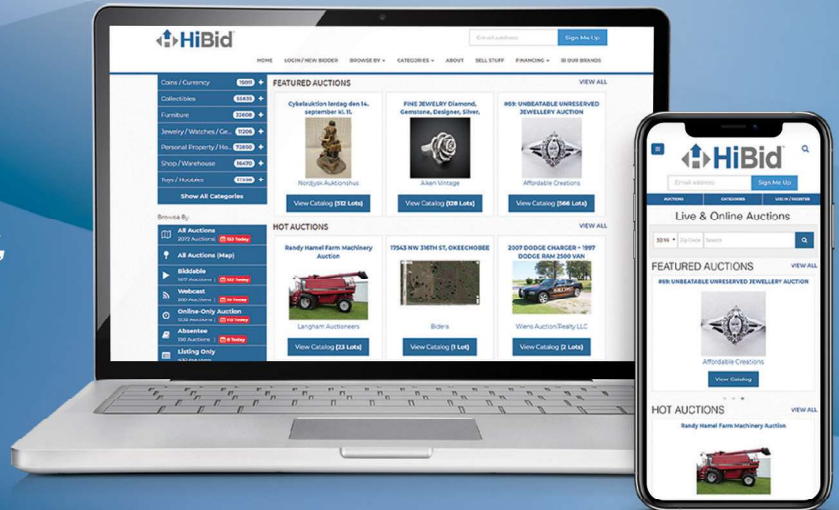


WWW.HIBID.COM

Mobile-friendly bidding
on the national, local
and company level.

Collectibles, Personal Property,
Real Estate and more!

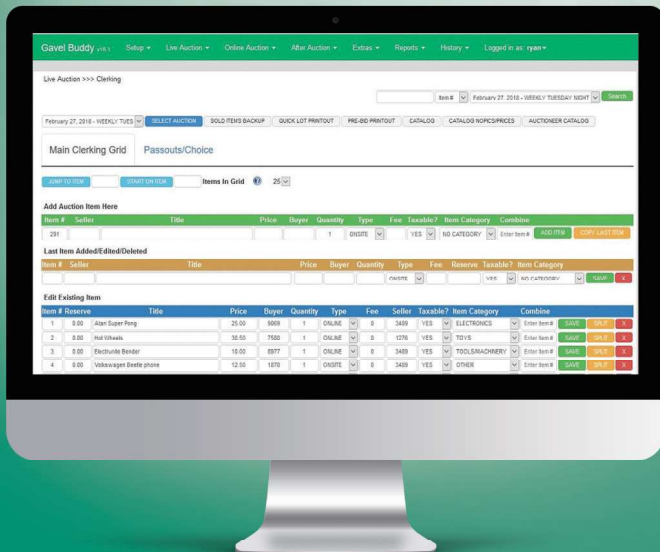
Sign Up For Your
State Portal Today



Gavel BuddyTM

Auction Management Software

WWW.GAVELBUDDY.COM



Simple and Intuitive
Auction Management
Software

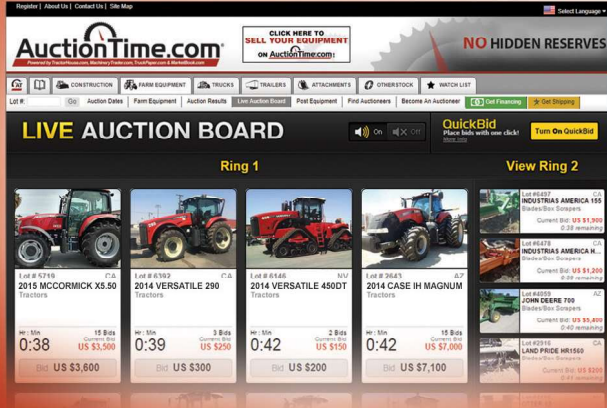
Replace clerking tickets and
take your auctions online.

Start Your Free Trial Today

AuctionTime.com

Powered by TractorHouse.com, MachineryTrader.com, TruckPaper.com & MarketBook.com

WWW.AUCTIONTIME.COM (800) 334-7443



Online Auctions
Every Wednesday

No Hidden Reserves

Industry Specific Marketing In

TractorHouse®, Machinery Trader® and Truck Paper®

Equipmentfacts™

Powered by TractorHouse.com, MachineryTrader.com, TruckPaper.com & MarketBook.com

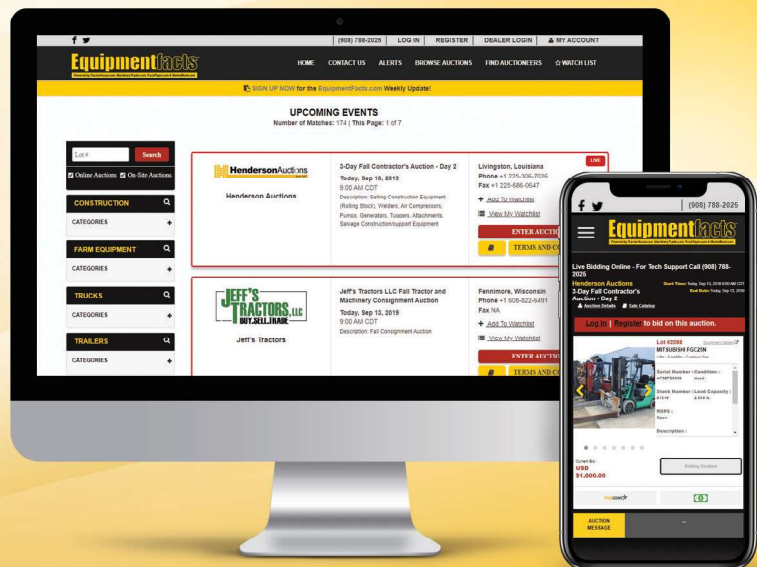
WWW.EQUIPMENTFACTS.COM

Industry Leading
Technology

Accept bids from
anywhere in the world.

Fast & Secure

User-Friendly



2020—what a year it has been

As much as we have cursed the pandemic, and have mourned the civil unrest, there has been good that has come out of all of it. We have learned to pivot—to change on a dime. We introduced more online auctions into our business models, and we learned new words like virtual fundraising and Zoom! NAA has learned to pivot as well—we just finished our first virtual conference, taught USPAP 7 using Zoom, and we are in the middle of offering a virtual edition of our Contract Auctioneer Specialist designation online. And later this month, we will celebrate 10 years of the Benefit Auction Summit—virtually.

So have we abandoned our face-to-face education program? Nope! But we know that we have to respond to the needs of our members—we must deliver the educational resources you want and need in ways that are affordable and convenient.

Our industry is undergoing similar kinds of changes, some of which I have already mentioned. I believe there is more to come. I also believe that the Board you elected will respond to the changes in a positive manner. Social media makes it easy for us to listen to you and every one of our emails are listed on auctioneers.org.

Over the next few months, you will be hearing about a new vision and mission statement that the Board adopted in July. This will form the foundation for the Road to 2030, the long-range plan that will lead us over the next few years. The Board started talking about this two years ago and have built on its premise each time we met. Last February, before the world closed down, the Board met in Overland Park, Kansas, to finalize the mission, vision and cornerstones. We formally adopted all of these statements at our meeting in July and Past President (our current Chairman of the Board) Jason Winter introduced them to the membership at the annual business meeting last month. You can read more about it on page 12.

The term auction entrepreneur is an important distinction—we are focusing on meeting the needs of those individuals—people who make their living in the auction business. Part of servicing those individuals may mean helping their staffs enhance their skills.

What does this mean in practical terms? We aren't totally sure! We need to learn what those needs are and how we can meet them. It may mean a different pricing structure for events. This was effective during the Digital Marketing Summit, when we introduced the idea that if an NAA member came to the Summit, they could bring a non-member of their staff at member price. Is that something we should continue? Perhaps. Those are the types of discussions we will be having in the next few months.

I think what we have endured since Jan. 1 will create a lot more changes for all of us. I was as disappointed as you were not to be in San Diego—people have asked me if I was depressed because I didn't get all of the pageantry we put on for new presidents. I was disappointed—I won't lie, but not depressed. It is what it is (isn't that what we auctioneers always say?). And I was thrilled to receive the gavel virtually from some of the living past presidents. It was a special feeling.

Please be patient with your NAA Board and staff—we are all learning new things in this pandemic time. But we'll do our best to keep you up to date.

Thanks for your support! ❖




Terri Walker, CAI, BAS, CES
NAA President

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



FEATURES

- 24 President Terri Walker**
Get to know the new NAA president
- 30 Benefit Summit**
Looking forward to our first virtual summit
- 32 Conference & Show**
A recap of our first virtual conference

COMMUNITIES OF PRACTICE

- 32 General Interest**
Best practices for auctions in COVID-19
- 36 Personal & Commercial Assets & Contract**
The updated state of auto auctions
- 38 General Interest**
Maintaining your entrepreneurial spirit
- 40 Benefit Auctions**
Strengthening client relationships
- 42 Marketing & Management & Real Estate**
Telework for auctioneers

“
I believe that at this moment there needs to be a peace in the big storm, and I think we (auctioneers) are that.
”

Mark Schroeder, CAI,
BAS, CES

INSIGHTS

- 18 Business Practices**
COVID-19 liability
- 20 iSeries Recap**
Quieting the benefit auction crowd
- 22 Election Results**
New directors swear in and talk the future

DEPARTMENTS

- 10 Association at Work**
- 12 NAA News**
- 44 Faces of NAA**
- 46 New Members**
- 47 In Memory**
- 50 50 Years Later**

virtual

BENEFIT

AUCTION

SUMMIT

2020

& workshop






TWO-DAY SUMMIT / SEPT. 1-2 / \$192*

ONE-DAY VIRTUAL GALA WORKSHOP / SEPT. 3 / \$96*

AUCTIONEERS.ORG/BENEFITSUMMIT

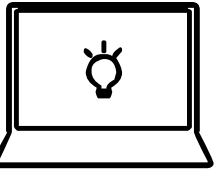
*prices reflect special COVID-19 discount rate for members

JOIN THE COMMUNITY

-  facebook.com/naaauctioneers
-  instagram.com/naaauctioneers
-  twitter.com/naaauctioneers
-  youtube.com/naaauctioneers
-  National Auctioneers Association



DIGITAL EDITION AVAILABLE!



COVID-19 RESOURCE CENTER

By now we hope you've heard of our COVID-19 resource center at auctioneers.org/covid19. When regulations and business started changing, the NAA jumped into action creating a place for a plethora of information dedicated to helping you succeed during this time. Here you can find webinars, video Q&As, tools, helpful articles and more!



BENEFIT AUCTION SUMMIT WEBSITE

We will miss seeing all your fundraising faces in person for the 2020 Benefit Auction Summit, but we look forward to seeing you on screen. Find more information on the summit at auctioneers.org/benefitsummit.



NEW COMMUNITY OF PRACTICE

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

EMAIL NEWSLETTERS



Auction eNews monthly newsletter

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

Community of Practice newsletter

Are you receiving our e-mail newsletter targeted with your specific area(s) of expertise? Update your member profile today at auctioneers.org. Log in under Member Area, then select your community (or communities) of practice to receive monthly info especially for you!



Published by the



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

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

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

Sales & Trade Show Manager
Adam Kenne | akenne@auctioneers.org
(913) 563-5421

Content Developer
Kora Cameron | kcameron@auctioneers.org
(913) 563-5430

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

EDUCATION
Director of Education
Kristina Franz | kfranz@auctioneers.org
(913) 563-5426

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

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

MEMBERSHIP
Database Coordinator
Brian Christiansen | bchristiansen@auctioneers.org
(913) 563-5438

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

Accounting Associates
Austin Cameron | acameron@auctioneers.org
(913) 563-5434

Auctioneer Volume 72 Issue 5 August/September 2020 (ISSN 1070-0137) is published the first week of December, February, April, June, August and October by the National Auctioneers Association, 8880 Ballentine St., Overland Park, KS, 66214-1900. There are six issues printed annually. Auctioneer is a means of exchanging ideas that will serve to promote the auction professional and the auction method of marketing. The views expressed by columnists do not necessarily reflect the opinions of the National Auctioneers Association. Periodicals postage paid at Kansas City, MO, and additional mailing offices (USPS 019-504). POSTMASTER: Send address changes to auctioneer magazine (NAA), 8880 Ballentine St., Overland Park, KS 66214-1900. Copyright © 2020 by the National Auctioneers Association. Materials may not be reproduced without permission.



Save the date

December 6-12, 2020

AARE

AMM *UPDATED!

AMM NEXT *NEW!

BAS

GPPA

ICAP

EFFECTIVE AUCTION SELLING

Your Association at Work



NAA changes vision to become the voice of the auction industry

For years the NAA has existed with the vision to ensure that members were the preferred auction professionals used in the marketplace. Our mission has been to provide critical resources to these auction professionals to enhance their skills and successes.

To expand upon those ideas, the Board recently released a new vision and mission focused more specifically on auction entrepreneurs, and consequently those auction professionals who work for them, through promotions, advocacy, education and a new cornerstone: community.

These efforts will be supported by the NAA's new vision to be the voice of the auction profession.

For more on this shift, turn to page 12.

Foundation doubles annual fundraising goal

During the Annual Business Meeting at the 2020 virtual 71st International Auctioneers Conference & Show, the Foundation held its annual Pass it Forward fundraiser. Traditionally, members have made financial commitments during this time, effectively pooling resources with other individuals, state associations, corporate leaders and friends, creating a strong unified force to achieve a common goal of building the auction method of marketing.

With their generous gifts, donors are helping others with similar career goals, augmenting essential resources at the Foundation. And, they are helping improve the programs and services NAF supports to advance the auction industry for the benefit of all current and future generations of auction professionals.

In addition to continuing to offer valuable event and program scholarships, this year, the Foundation was able to give back to the NAA by underwriting the education program during a very difficult financial time. Among other things, that assistance allowed staff to execute a well-attended virtual conference, and plan for even more education online this year.

“The Foundation and its donors have given NAA a tremendous gift this year by underwriting all education program expenses,” said Kristina Franz, NAA director of education. “This is allowing NAA to continue offering education this year and to do so with innovation that would not be possible without such a generous financial contribution.”

For a list of this year’s donors, turn to page 14.

“
The
Foundation is
grateful for
the financial
support and
passion for
our industry
from our
donors.”

Christie King, CAI,
AMM, BAS, Foundation
president

”

NAA teaches first virtual USPAP 7 workshop

USPAP 7 was offered virtually for the first time by the NAA in July. The workshop, taught by Rich Schur, is the generally recognized ethical and performance standards

for the appraisal profession in the United States, and 21 participants were in attendance.

“It was certainly an acceptable alternate to the real

classroom, and in many ways, much better. I’m not a ‘tech person’ but I look forward to more NAA offerings online.”
Don Cotton, CAI, CES.

Day on the Hill

Due to the pandemic, Day on the Hill has been canceled for 2020. The advocacy committee encourages all members to get to know their local, and possibly new, elected officials, and looks forward to walking the halls of Congress again in 2021.

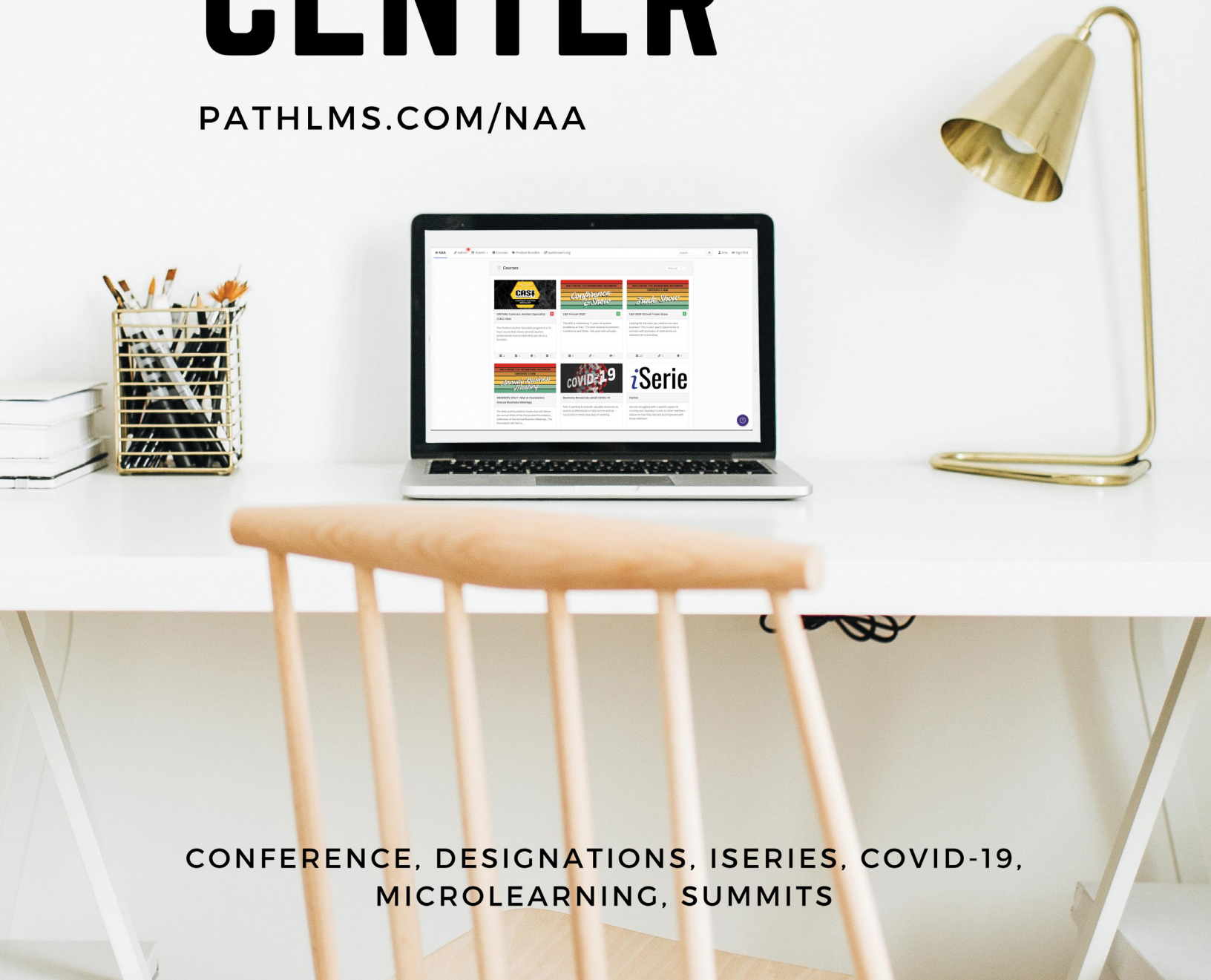
iSeries Free webinar for business owners

Sign up now at auctioneers.org/events for our free 30-minute webinar on Oct. 7, 2020. This iSeries is titled: Your entrepreneurial spirit, and will help you keep your motivation during this challenging year.

NATIONAL AUCTIONEERS ASSOCIATION

ONLINE EDUCATION CENTER

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



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



New mission, vision and cornerstones adopted by board in July

The National Auctioneers Association Board of Directors adopted a new mission and vision for the organization at its recent meeting in July. This was a culmination of discussions that have been occurring for the past two years as the Pathways to 2020 plan was being revisited.

The statements are supported by four cornerstones that will form the basis for the next strategic plan—the Road to 2030.

The mission, vision and cornerstones can be found below.

According to Terri Walker, president of the NAA, three of the cornerstones had been used in the previous plan as strategic objectives: promotions, education and advocacy. The

Board feels that community is a critical component of the organization, but that it must be cultivated and not just a stand-alone piece.

“Many people join NAA because of the network we provide,” Walker said. “That doesn’t just happen—we need to find ways to make people feel better about belonging to this organization.”

Walker noted that the Board would continue to talk about plans for the Road to 2030 going forward, using the new mission,

vision and cornerstones as a guide.

The Board also discussed a proposal submitted by several members requesting that the NAA develop a position paper on the use of online bidding platforms and the use of data by the providers. The Board had previously discussed this issue and as a result of these and other discussions adopted the following statement: Recently we have

data sharing, cooperative branding and long-term industry impacts.”

The Board also directed staff and the Education Institute Trustees to continue to work on strategies to develop education around these topics to help members understand the necessary issues. As then President Jason Winter stated to the members during the Annual Business

meeting: “This is a serious issue for the industry and NAA will continue our educational efforts to ensure all members understand not just what these terms mean but how it impacts their own businesses.”

The Board

also continued conversations about how to be more inclusive and welcoming to all members of the NAA. This topic will be particularly discussed during the Strategic Planning meetings to be held in August. ❖

“Many people join NAA because of the network we provide. That doesn’t just happen—we need to find ways to make people feel better about belonging to this organization.”

NAA President Terri Walker, CAI, BAS, CES

been approached by a group of members who are concerned about how data is being used within the industry. After discussion, the NAA Board adopted the following: “The National Auctioneers Association encourages auction entrepreneurs to actively monitor markets and proactively manage their personal and company brand(s) with special attention to the ownership of bidder and sales data. When engaging with any vendor or service provider, the NAA recommends understanding data ownership,

NAA Mission

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

NAA Vision

NAA will be the voice of the auction profession.

NAA Cornerstones

Advocacy
Promotions
Community
Education

NAA Fundraising Task Force releases document on keeping your benefit businesses alive

This spring, the Fundraising Task Force created a resource guide for fundraising professionals amid COVID-19. The pandemic has caused the cancellation of most live fundraising events, leaving nonprofits and auction professionals without needed income. This document helps to plan for and begin to work in the fundraising space again.

The guide states: "Our communities must be foremost in our thoughts and actions. How you respond now will be how you are remembered in the future; not only is this good advice for you, but also for your nonprofit clients. All sides are struggling financially, it's true; however, we must try to be the best stewards we can be."

The document covers a multitude of strategies, including critical strategic planning with questions to ask yourself if a nonprofit requests a face-to-face event.

It encourages you to lean into your strengths with steps to help keep your business afloat and moving forward.

The document emphasizes the use of storytelling now more than ever.

"It's not just a transition from stage to screen, it is keeping the fundraising mindset at the forefront of your work," the guide states.

Over-delivering during this time is also a good strategy. The guide outlines many ideas for over-delivering.

Going virtual is the obvious alternative

right now, and the guide lays out multiple types of virtual galas, from 100% remote to production facility galas, micro galas, hub and spoke models, and old school with a virtual component. There are also basic needs outlined for any type of virtual event, pre-event communication suggestions and in-production tips.

Lastly, the guide features helpful tips from those who have run successful events, alternatives if virtual is a no-go for a nonprofit, as well as links for resources and best practices. ❖

Locate the fundraising guide online at auctioneers.org/COVID19 under Fundraising.



KIEFFER AUCTION SUPPLY
40
Years
America's #1 Auction Supplier Since 1980

417 W. Stanton Ave.
Fergus Falls, MN 56537
(Free Catalog)

218.736.7000

www.kiefferauctionsupply.com

- Tags, Labels & Markers
- Clerk Sheets & Forms
- Signs & Banners
- PA Systems



24 Hour Turnaround Time

PVC Post Kit

1-800-THE-SIGN.COM
Out the Door in 24!

4' x 4' SIGN **\$89.98** Full Color

PVC Post Kit - \$99.88 with flat caps

1-800-843-7446
www.1800TheSign.com

32"x48" Sign \$54.97

Podium from \$59

UPS Shipping from \$20



Pass it Forward raises more than \$100,000 for Foundation

“With the uncertain year of COVID and so many of our donors who have had their income affected, we didn’t know what to expect with Pass it Forward. We set our goal low and then more than doubled it! The Foundation is grateful for the financial support and passion for our industry from our donors.”

Foundation President Christie King, CAI, AMM, BAS

Thank you donors!

Sandy Alderfer, CAI, MPPA, and Gail Alderfer
Gerald A. Andrews, CAI, CES
Travis J. Augustin, GPPA
Kathy Baber, CAI
Wade Baer, CAI, AMM
Barrett-Jackson and the Jackson Family Foundation
Nick Bennett, CAI, BAS
Mark Bisch, CAI, BAS, CES, GPPA
LeAnn R. Boardman
Barbara Bonnette, CAI, AARE, GPPA
C.D. 'Butch' Booker
Camille Booker, CAI, CES
Merle Booker, CAI GPPA
Gina Boyleston, CAI, AMM
David M. Bradshaw, CAI, AARE, AMM
Barrett Bray, CAI, AMM, BAS
Ailie Byers, CAI, AMM, BAS
Carelle Carter
James Cash
Jeffrey Cates, CAI, AARE, CES
Hannes Combest, FASAE, CAE
Kent Corbett, GPPA
Karin A. Costa, AMM, CES, GPPA
Donald B. Cotton, CAI, CES
Kathy Crawford, CAI, CES
R. Craig Damewood

Joseph Diehl
Shawn Dostie, CAI
J.J. Dower, CAI, AARE, AMM, CES, and Traci Ayers-Dower, CAI, AARE
Christine Dudley, AARE, GPPA
C.P. Terry Dunning, CAI, MPPA
Llewellyn M. Dykes, CES, MPPA
Michael J. Evans, BAS
William "Lloyd" Ferguson, CAI
Shayne Fili, CAI, BAS
Mike Fisher, CAI AARE, ATS, GPPA
Ford Brothers
John "Mickey" Fowler, CAI, AARE, AMM, CES
George Franco, AMM, BAS
Phil Gableman, CAI, AMM, GPPA, and Jennifer Gableman, CAI, ATS
Peter D. Gehres CAI, CAS, CES
Casey Giddings, CAI
Brooke Gillespie
Barry Gordon, CAI, AARE, CES
Jason Hanks, CAI, GPPA
Larry Harb
RL Heaverlo
Carrie Hessney-Doran, CAI, AMM, CES
Russell Hilck
Jacob Hills

John Hines, CAI AARE, GPPA
Rick Hinson, CAI, GPPA
Morgan Hopson, CAI
Sherman Hostetter, Jr., CAI, AARE, BAS, CES, GPPA
David Huisman, CAI
Thomas R. Hunt, CAI
Andrew Imholte, AMM, BAS
Frank Imholte, CAI, AARE, CES
Connie Johnson, CAI, BAS
Susan Johnson, CAI, AARE, BAS, CES
Mike Jones, CAI, BAS, GPPA
Tom Jordan, CAI, AARE, AMM, CES, MPPA
Christie King, CAI, AMM, BAS
J. Craig King, CAI, AARE
Jean Kirchner, CAI, AMM, BAS
Bill Klassen
Doak Lambert, CAS
Rusty Lane, CAI
Stephen LaRaviere
T. Randolph Ligon CAI, BAS, CES
Ruth Lind, CAI, AARE, BAS, GPPA
Cathy L. MacPherson
Mark Manley, CAI, AARE, AMM, CES, MPPA
Laura Mantle, CAI, CAS
Robin Marshall
Damien Massart, CAI, AMM, BAS, GPPA
Joseph Mast, CAI
Tim Mast, CAI, AARE
Shannon Mays, CAI, AARE, BAS
Marshall McAbee, CAI, CAS
Paul McCartan
McCurdy Family
William McLemore, CAI
Scott Mihalic, CAI
Carol Miller, CAI, BAS
Jeff Morris, CAI, AARE
Harold Musser, CAI, AARE, AMM
Scott Musser, CAI, AMM
Travis Neumann
John Nicholls, CAI, AARE, AMM
The Nitz Family
Anne Nouri, CAI, AARE, BAS, GPPA
Kathy Packard, CAI
Taylor Marie Pavlock, GPPA

St. Jude patient
Riku



Bring your passion to our mission.

Join us in our lifesaving
mission: Finding cures.

Saving children.®

Volunteer or create a
fundraiser for kids like
Riku at stjude.org/naa.



©2019 ALSAC/St. Jude Children's Research Hospital (42267)

Chip Pearce, AARE, ATS, CES, GPPA
Jeffery Pittman, CAI, AMM
Matthew C. Price, AMM
Joshua S. Puffenbarger
Charlotte Pyle, CAI, AARE
Deena Radde
Scott Robertson, CAI, BAS
Jeremy Robinson, CAI, AMM, CAS
John Roebuck, CAI, AARE
Lori Rogge
Yve Rojas, CAI, BAS
Beth Rose, CAI, AARE, AMM
Sara Rose Bytnar, CAI, AARE, AMM, BAS
Debby Roth-Bush, AMM, BAS
Tommy Rowell, CAI, AARE
Randy and Barb Ruhter
Lorraine Sachs Garcia, CAI, AMM, BAS, CES
Ryan Samuelson, AMM
Thomas Saturley, CAI
Gary Schirmacher
Isaac Schultz
John Schultz, AMM
Shannon Schur, CAI, BAS, GPPA
William L. Sheridan, CAI, AARE, GPPA
Scott Shuman, CAI
Robert Steffes, CAI, GPPA
Scott Steffes, CAI, CES
Charles A. and Valerie Sutton
T. Kyle Swicegood, CAI, BAS, GPPA
Benny Taylor, CAI, AARE
Larry Theurer, CAI, GPPA, and Sherri Theurer
Cammy Theurer McComb, AMM
Christopher Vaughan, CAI, AARE, AMM
Stan Vaught
Ambra Nicole Walker, AMM
Terri Walker, CAI, BAS, CES
David Warren
Dave Webb, AMM, BAS, GPPA
Randy Wells, CAI, AARE, BAS, CES
Michael Paul Whitfield, CAI, AMM, CES, GPPA
Charles Whitley, CES
David P. Whitley, CAI, CES
Jason Winter, CAI, AARE, AMM, CES
Jennie Wolff, AMM
Brad W. Wooley, CAI, AMM
Wyoming Auctioneers Association
Greg Zielinski
Lynne Zink, CAI, BAS, CES

Fisher and Shuman receive awards at virtual Conference & Show



From Mike Fisher, CAI, AARE, ATS, GPPA

It was such an honor and surprise to win the VOTY award this year. I have tried to give back to an industry that has given me so much over the last 20 years. During that time, many NAA members have provided me support, information, guidance and tips that has made my career much easier. I have always tried to provide the same through classes, calls, texts, conventions and volunteering.

Christie King, CAI, AMM, BAS, really surprised me with the virtual presentation. I was so surprised that I actually thought she was pranking me until I actually read the inscription on the award. It was such an honor to receive the award and having Christie present it, made it that much more special. Volunteering makes your membership more engaging and this association is full of members that give back ... you just have to meet them. There isn't a better way to do that than volunteering.



From Krista Shuman, AMM

I was completely taken by surprise! Scott had asked me to come into the office to present an auction marketing plan for a very important client. When I arrived at the office, Paul C. Behr, CAI, BAS, was there. Scott easily explained his presence as being part of the "team" for this potential auction and I thought nothing of it since he's been on the team on previous projects. I knew something was up when David Whitley, CAI, CES, and Casey Giddings, CAI showed up. I just had no idea what!

I would never have guessed that I would be presented the President's Award of Distinction. I am extremely humbled and honored to be recognized by President Winter in this manner. I have been honored to serve on both the Promotions and Governance Committees, as well as the NAA Auxiliary, which has transitioned to the Legacy Youth Scholarship Committee. The transition has been challenging but so worth it to see the future of the scholarship secured for hopefully many more generations.

Legacy Youth Scholarship Committee awards three scholarships for 2020 graduates



Elizabeth Bates, Lexington, Tennessee

Daughter of Jason and Amy Bates
Attending: University of Tennessee at Knoxville, Pre-law



Abigail Sheridan, Cedarville, Ohio

Daughter of Bart and Sandra Sheridan; granddaughter of June Sheridan
Attending: Cedarville University, Speech Pathology



Kaitlyn Smith, Auburn, Indiana

Daughter of Thom & Jama Smith; granddaughter of Sheron & Jim Littlejohn
Attending: Emory University, English & Creative Writing

Tim Luke receives International Society of Appraisers award

Each year the International Society of Appraisers recognizes members for their accomplishments in service to ISA and the personal property appraising profession.

This year, ISA chose Tim Luke, CAI, BAS, MPPA, as the recipient of the Distinguished Service: ISA Instructor Award. We caught up with Tim for a little Q&A about his award.

What is your history with the ISA?

I began my membership with the organization in 1999 and was involved with the association taking the CORE Course in Appraisal Studies, USPAP classes and attending conferences. In 2008, I was appointed to the ISA's fundraising board, the Foundation for Appraisal Education and helped conduct fundraising efforts to provide scholarships for appraisal education. In 2010, my journey with the National Auctioneers Association began and I let my ISA membership drop until 2017 when I was approached to teach the USPAP classes for the ISA and decided to actively rejoin the organization. In addition to teaching USPAP, I also put together a Decorative Arts hands on Connoisseurship class and am a member of the education committee. Currently,

I am serving on a task force exploring the methodologies of deterring the intangible value that some personal property may possess.

How did this award come about?

This award was established to recognize distinguished service as an instructor for the organization. It is given out at the ISA annual conference and determined by the students and Director of Education based on feedback received on student surveys about the instructor.

Why would you encourage members to be involved in other relevant organizations?

I would definitely encourage involvement in other relevant organizations because learning and professional experiences should never stop—it is an ongoing process. Being a member of other organizations provides a diversity in points of view, methodologies and perspectives, which makes you more well rounded in your personal and professional life.

For me, knowing the NAA is an auction association, I feel proud to have played a small part in developing a solid foundation for



Tim Luke, CAI, BAS, MPPA

appraisal education with the GPPA class geared for auctioneers who want to do appraisals.

The ISA raised me to the next level of my appraisal education, experiences and networking. It is my involvement with BOTH the NAA and ISA that has served me well, especially in my recent appointment to the Appraisal Standards Board, part of The Appraisal Foundation which is congressionally authorized to establish appraisal standards and qualifications.

KUNTRY KUSTOM RV
FOR THE PROFESSIONAL AUCTIONEER

KUNTRY KUSTOM RV
PHONE 260 593 2208
www.KuntryKustomRV.com

BUILDING QUALITY CLERKING TRAILERS SINCE 2003

The advertisement features a large image of a white KUNTRY KUSTOM RV trailer with three windows and a white water tank on the back. Two smaller inset images show the interior of the trailer, which is furnished with a desk, chairs, and wood paneling. The text at the top left reads 'KUNTRY KUSTOM RV FOR THE PROFESSIONAL AUCTIONEER'. The logo is a silver oval with a yellow star and the text 'KUNTRY KUSTOM RV'. Contact information is provided at the bottom right, and the slogan 'BUILDING QUALITY CLERKING TRAILERS SINCE 2003' is at the bottom center.



Kurt Bachman
Attorney and licensed
auctioneer from
LaGrange, Indiana

Business Practices

How to avoid viral exposure liability

Question: What options are available to auctioneers to help limit the risks of liability due to exposure to COVID-19 at live auctions, and to keep employees and guests safe?

Auctioneers who conduct live auctions where the public is present could potentially find themselves facing premises liability claims from guests who allege that they contracted COVID-19 at the auction site due to negligence.

To be sure, a would-be plaintiff in a lawsuit would seem to have a sizable evidentiary battle in proving that his or her contraction of COVID-19 was related a visit to an auction site. Since the moment of contraction is never apparent, especially when symptoms are delayed by days or weeks, the auction company can always argue that the guest was exposed to the disease somewhere else: for example, while shopping, getting gas, working, visiting friends, or spending time with family. For liability purposes, this would typically have to be proved to a court on a “preponderance of the evidence” basis, that is, more likely than not. Nevertheless, especially given these uncertain times, this article will assume that a plaintiff can make such a showing. What then?

There are two primary approaches auctioneers can take to help reduce their liability due to COVID-19 at live auctions. The first approach is to require potential bidders to sign a disclaimer, a legal document where the auctioneer refuses any liability due to COVID-19 and contains an assumption-of-the-risk clause. The second approach is take some affirmative action to protect guests prior to their being admitted to the auction site. Examples include asking questions, having bidders complete a questionnaire, or taking individualized temperature readings. Auctioneers could also require bidders to comply with government guidelines for sanitation such as social distancing, wearing masks, using hand sanitizer, and taking other reasonable precautions to keep bidders and employees safe. This strategy allows the auctioneer to show that it took affirmative steps to exclude sick people from the auction site. Let us consider both of these approaches.

Disclaimers are common in the auction industry. Disclaimers generally are any statement that affirmatively denies liability or responsibility of some type; instead, the user assumes the risk disclaimed. The use of the phrase “as is and where is,” is a common example of a disclaimer. For today’s question, there could be a simple disclaimer that the auctioneer does not assume responsibility or liability related to exposure to COVID-19. In addition, the bidder registration agreement or a separate document could provide that

the bidder is aware of the risks related to COVID-19 and assumes the related risks and responsibilities. This may be an effective way to reduce liability.

Any disclaimer should be carefully drafted by a licensed attorney or else it may be held void and invalid. Disclaimers must be limited in their scope and are construed narrowly by courts. Nevertheless, the language in its assumption-of-the-risk clause will be generally enforceable as long as it is fair and reasonable. A disclaimer that is too broad would not likely be enforceable. Courts have held that disclaimers seeking to disclaim any and all liability for any reason whatsoever are void and against public policy. To maximize its legal effect, a disclaimer should be prominent and clear; that is, easy to see and understand. For example, a disclaimer often uses bold, capital letters, larger-size font, or a combination of these. These general observations aside, COVID-19 is so new that I am not aware of any court decisions enforcing or refusing to enforce an assumption-of-the-risk provision related to its unique features.

The primary benefit of a disclaimer is that it may limit or prevent liability due to exposure to COVID-19. The second benefit of a disclaimer is that it can highlight safety efforts and help communicate the risks to auction guests. The use of disclaimers does have a downside: their use can scare guests away or cause them to question the sanitation, safety, or integrity of the auction site.

If a court should ever clearly establish a duty of care against communicable diseases in the auction context, or simply with the goal of maximizing the safety of persons involved, the second primary approach is to take affirmative action to mitigate against the spread of the disease. For example, the auction company could subject guests to a verbal health inquiry prior to being permitted entry. The gate attendant could ask questions related to COVID-19 symptoms or exposure. Alternatively, a written questionnaire could also communicate the auctioneer’s reasonable steps that have been taken to comply with government safety guidelines for sanitation, social distancing and mask wearing, etc. However, a prominent display can often communicate the same information and streamline the process. Yet another option is to take quick forehead temperature scans of arriving guests. If any of these steps should indicate a risk to other guests, the auctioneer must be willing to exclude the guest in question, and in severe cases, to contact the authorities, otherwise the liability

**Have a legal
question?**

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

may well be higher than if the inquiry had never been made. Experts on ventilation systems can be sought to obtain advice on how their use impacts the spread of COVID-19. Any defective systems should be corrected. As always, it is recommended to follow the health authority guidance to maximize the effectiveness of any of these options.

Various means of off-site participation should also be explored to facilitate participation by those bidders who are unwell or who have in-person participation concerns. Auctioneers can provide online or telephonic bidding, permit agents, or use (if available, and if structured properly to avoid the auctioneer exercising discretion) absentee bids.

What approach is best? The best and safest approach would be to use a combination of both disclaimers and affirmative actions. Nothing prevents their joint use. A simple reliance on disclaimers ignores the fact that we do not know how the courts will analyze them and whether that will provide the protection desired. Moreover, affirmative steps will often mirror actions an exemplary auctioneer already takes to protect on-site employees. A combination of these approaches will hinder a plaintiff from winning a lawsuit that claims harmful exposure to COVID-19 at an auction site.

Auctioneers should take reasonable action to protect themselves from lawsuits and the threat of lawsuits from individuals who have been exposed to COVID-19. These steps also help keep their bidders and employees safe. ❖

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.

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

BONDS & INSURANCE

THE COVERAGE YOU NEED:

- ◆ Liability Insurance ◆
- ◆ Property Coverage ◆
- ◆ Cyber Liability Coverage ◆
- ◆ Consignment Property ◆
- ◆ Errors and Omissions ◆
- ◆ Employment Practices Liability ◆
- ◆ Bonds to support your License ◆
- ◆ Bankruptcy Court Auctioneer Bonds ◆

We can place coverage in as little as 7 to 21 days with a completed and signed application.

877-376-8676

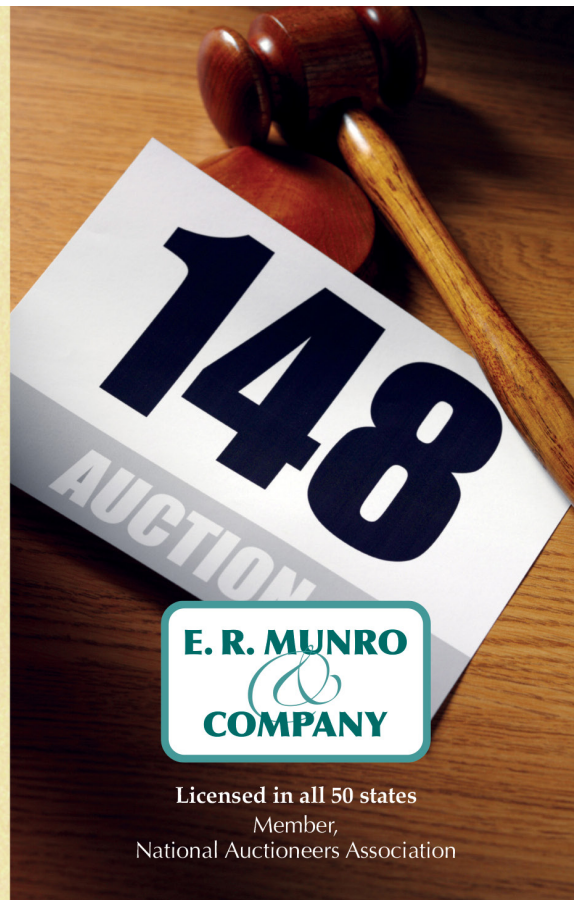
Bonds


Extension 146, Stevi or sdell@ermunro.com
Extension 152, Melissa or mbromley@ermunro.com

Insurance

Extension 157, Greg or gmagnus@ermunro.com

VISIT US AT WWW.ERMUNRO.COM



E. R. MUNRO

COMPANY

Licensed in all 50 states
Member,
National Auctioneers Association



The quieting the benefit auction crowd iSeries webinar was hosted by Lynne Zink, CAI, BAS, CES in June.

iSeries Recap

Quieting the benefit auction crowd

Benefit auctions have changed in many ways this year, but when benefit auctioneers do get back to those large group settings, it's important to learn about effective methods to quiet the event crowds.

Lynne Zink, CAI, BAS, CES, of Lynne Zink Productions, shared some tips on an NAA webinar on how she has been able to gracefully quiet guests so she can engage with them.

When it comes to quieting an auction crowd, Zink said it doesn't just happen on event night. Pre-planning with your nonprofit will make it easier to make sure you have your crowd's attention.

Timeline

Zink said to work with the nonprofit on the timeline of the night to make sure the guests are not waiting too long for the live program. This increases the chance of having more of their attention. It also catches them earlier in the evening before they have had a significant amount of alcohol.

Biphasic Effect of alcohol

More alcohol does not mean better bidding, said Zink. The Biphasic (two-phase) Effect of alcohol refers to the turning point from good to bad effects of drinking alcohol. After just a few drinks, the drinker is in the positive phase, feeling a sort of Euphoria. Zink said this is where you want to capture your guests for fundraising. After this phase, the negative downfall begins, where guests may not understand as much of what you're saying and the crowd's noise level increases.

Sound

As simple as it seems, Zink says it's worth mentioning that a good sound system is vital to capturing the attention of your guests. If they cannot hear you, they will not pay attention to you.

Crowd size and floor layout

When you're working with a smaller group, quieting the crowd tends to be easier because you are more up-close-and-personal with the guests. But with a large crowd in a large room, Zink suggests working with the

nonprofit to design the floorplan so the stage extends into the middle of the room. A design like this makes you more visible and engaging to even those in the back of the room.

Event night strategies

As you work with different audiences, feel free to explore new methods and see what works best for you. Zink says she oftentimes shares some strategies with the nonprofit ahead of time to get feedback from them because they know their crowd. Here a few examples Zink has come across:

- Dimming the lights and clinking glasses
- "1-2-3 eyes on me" – this may work best for a school event
- Stand quietly and wait
- Use of space – get off the stage and engage!
- Round of applause
- "Shhh" – tread carefully because some people don't like being shushed
- Having someone popular on stage
- "I know you all want to hear this, so please turn to your neighbor and ask them to be quiet."
- Ask your guests to clap twice with you
- Ask if anyone has lost a phone/\$100 bill
- Turn the lights brighter
- Use ringmen to quiet the crowd and keep the guests engaged

These are just a few ideas, and some may work for you while others may not. Each crowd is different, and of course, each benefit auctioneer's style is different. Regardless of the method, getting your crowd engaged and bidding is what's going to make your night (and everyone else's) that much better. ❖

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

iSeries

QUALITY NAA EDUCATION IN 30 MINUTES



AUGUST 5, 2020

**YOUR BUSINESS MODEL, YOUR
ONLINE SOLUTION**



OCTOBER 7, 2020

YOUR ENTREPRENEURIAL SPIRIT



DECEMBER 2, 2020

IS YOUR CYBERSPACE SECURE?



FEBRUARY 3, 2021

YOUR BEST CUSTOMER EXPERIENCE



APRIL 7, 2021

CONGRATULATIONS, YOU'RE IN SALES



JUNE 2, 2021

**YOU'VE LAUNCHED VIRTUAL BENEFIT
AUCTIONS, NOW WHAT?**

2020 Board election results



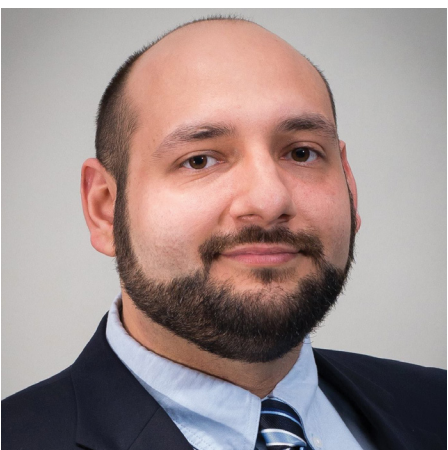
I want to thank all the members for your confidence and support you've shown me in becoming Vice President of the NAA. I am grateful and take this position seriously, and promise to lead this association with success. As we enter the upcoming year with challenge and change, I will not only strive to deliver results but provide the members with the resources and tools you need to excel in your businesses. We need to continue to grow and expand our association with the critical resources needed. I can't wait until we are all together but in the meantime, I want you to know I hear you and I am here for you.

VICE PRESIDENT BETH ROSE, CAI, AARE, AMM



The NAA Board of Directors has a lot of work to do in the next year. For one, we will have the opportunity to expand online education and resources, giving more auctioneers the opportunity for learning who are not able to attend in-person events. Also, we will address diversity and inclusion for our non-traditional members. I am hoping for bold actions from the NAA Board in the next year!

DIRECTOR TRISHA BRAUER, CAI, BAS



I'd like to see us continue the push for offering more education and content digitally. We have learned a great deal this year in how we can deliver it and that there is a strong demand for it. Personally, I do not believe we have seen the aftermath of the pandemic this year. I think the auction industry is very well-positioned to help serve clients as there will be a need to help sell assets of all categories in the near coming future. We can help educate auction professionals as they prepare for this, and guide them in successful business transitions when necessary.

DIRECTOR PHILIP GABLEMAN, CAI, GPPA, AMM

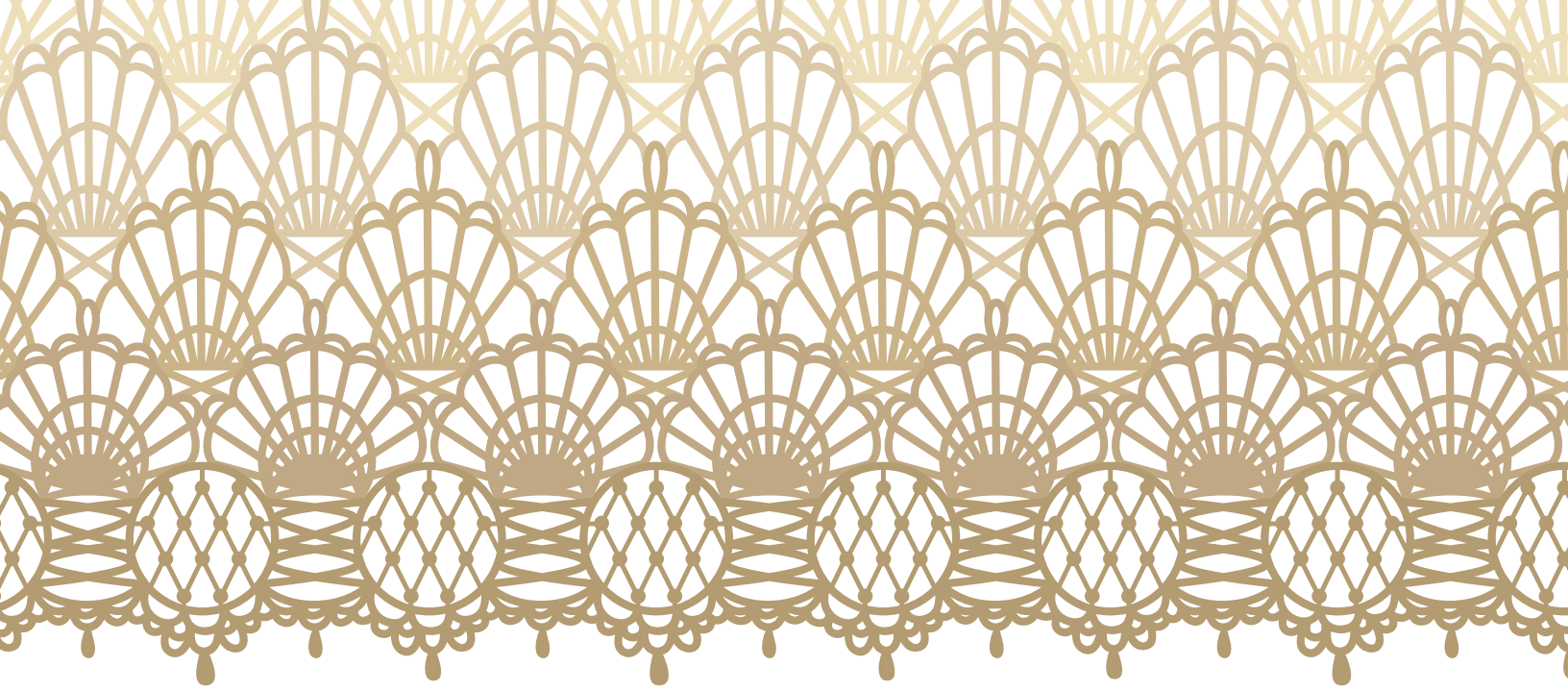
During the Annual Business Meeting, Past President Tim Mast, CAI, AARE, had the pleasure of swearing in the new NAA Board of Directors, and Foundation Board of Directors. To view the virtual meeting on demand, visit the Online Education Center at: pathlms.com/naa and click on the Annual Business Meeting course.



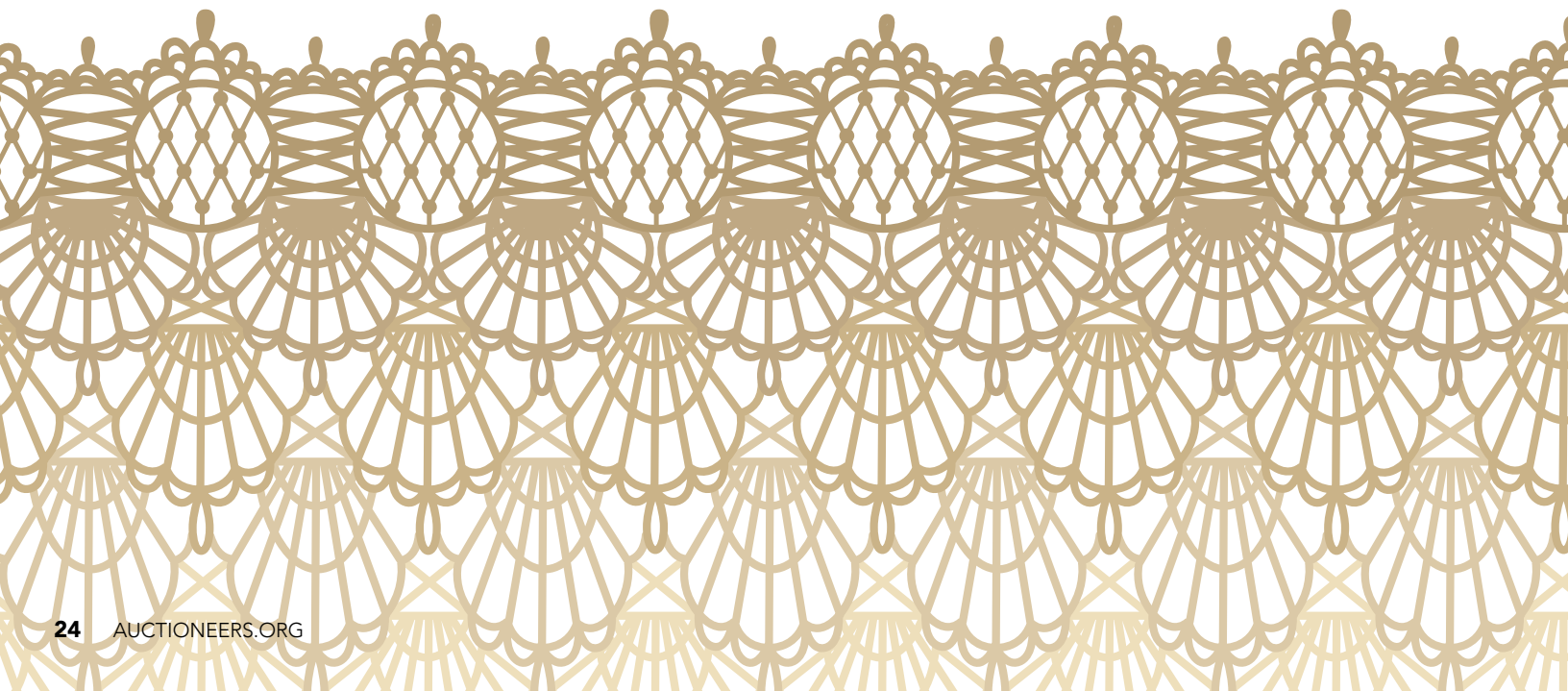
Due to an error during the virtual Annual Business Meeting, Vice President Beth Rose, CAI, AARE, AMM, is not pictured.



Foundation Board members not pictured: Merle Booker, CAI, GPPA, Jennifer Gableman, CAI, ATS, Ruth Lind, CAI, AARE, BAS, GPPA, Joseph Mast, CAI, Sid Miedema, Jr., CAI, and Jay Nitz, CAI, MPPA.



president
Terri Walker





Why did you want to serve as president of the NAA?

For many years I have attended Conference & Show, educational seminars, summits and many other NAA events. Together, these join as stepping-stones on the journey of my professional career and personal life. The past members I have met on this journey inspire me to want to meet more members. The best way to do this is through leadership.

Having served on the Board of Directors, adviser for CAI, International Auctioneers Champion, IAC Live! and vice president, I have seen how the membership of NAA has so much to offer—from their personal experiences to their willingness to try new practices. Leadership is easy when you lead a great group of people. It is an honor and privilege and I want to experience that honor and that privilege.

Why was this moment the right moment? It's amazing how two years ago throwing my hat in the race for NAA vice president looked somewhat differently than it does now. I find I am constantly asking myself if this is really the right moment. No one can predict the future— and who would have guessed that we would be going from a hurricane to a pandemic? As I think about the right moment for me to be president, I have to also think about the year before, as well as the year after this right moment. The year before this moment, I was very fortunate to have served with Tim Mast, CAI, AARE, as chairman of the Board and Jason Winter, CAI, AARE, AMM, CES, as president. They are true examples of leadership. The Board of Directors, WOW, they were a group of auction entrepreneurs who wanted to work and were willing to sacrifice time to focus on only the best for NAA. Looking at this right moment, I have to anticipate the year to come and working with Vice President Beth Rose, CAI, AARE, AMM, can only be a plus for the NAA. Her willingness to put NAA first was apparent as I watched her these past six months getting education online during this pandemic. As I am writing this and gathering thoughts about the “right moment,” I would say, yes, it is the right moment to serve as president and I am ready to do so.

What does the NAA mean to you?

What NAA means to me has changed over the 30 years that I have been a member. As a new member I was a sponge and looked at only what I could gain from the association. My focus was on what NAA could give me in return for my membership dollars. As I remained a member, due to the benefits I was receiving and using the knowledge I obtained over the years, my attitude began to shift. I grew to enjoy the friendships. Friendships turned into business opportunities. As the business opportunities grew, I began to realize and to see the NAA as an “auction family.” Families take care of each other and want the best for each other. I, too, began to feel that way toward the membership. So through the years, NAA has developed into an auction family—one that I can count on in time of need, and I can be counted upon when a NAA family member is in need.

What do you hope to accomplish in the next year?

My desire is to accomplish a year where communication is key. We have an unusual year ahead of us. Planning is challenging and sometimes even impossible. Zoom is our connection. It is a great tool to get us together digitally; however, it does not get us together physically. Our NAA members really like each other and being together is important. My goal is to keep our membership informed and being available if I am needed. Are there other specific things that need to be

done? Certainly, membership needs to increase, education needs to be updated, online designations need to be completed. However, it's you, the members, who are here now—you are my concerns.

What would you say to those interested in becoming volunteers and working their way up in the NAA?

Volunteers are the backbone of the NAA. Not only do volunteers keep us going working behind the scenes but volunteers keep us going with new ideas. We need volunteers to share and implement those ideas. Often those who should volunteer feel there is not an extra minute available during the day to share; however, don't look at this as giving of your time, look at it as education, networking and growing your business. The auction entrepreneurs you will be working with will make a difference in your life. Don't let these opportunities slip away.

You are the second female president in NAA history, and the first with a female VP coming up next. What does it mean to you to hold this honor?

The honor, first and foremost, is just being able to be the NAA president. When I look at the individuals who have held this position before me, my heart is filled. There are many NAA presidents I did not know; however, the individuals I know from being involved with the NAA I hold with such respect. I feel I am very fortunate to have Beth Rose as vice president. It is obvious that Beth loves the NAA. Both of us have children who are following in our footsteps, so it is important this association continues on the path set before us. Our best interest is in the future of NAA—we want our children there.

This honor is more than being the 2020-2021 NAA president; this honor gives me a year to provide my son a legacy. I am proud to be a part of the future of NAA.

How has the role of women changed in the NAA since you have been a member?

When Lance and I started attending NAA Conventions most of the women were involved with the NAA Auxiliary. At that time, I was not an auctioneer; however, I, like several of the women, was involved in the auction business. I realized I could learn more attending seminars rather than auxiliary events. The leadership realized how things were changing over the years and were accommodating to this change. I am grateful to be part of an association that understands the word “auctioneer” is a profession that is not gender-specific. We are an association that is willing to change when change is for the good.

What will be the hardest part of leading the NAA? The easiest?

The hardest part of leading the NAA has nothing to do with the NAA, but all to do with the pandemic that has touched each and everyone of us this year. Our industry has been forced to change drastically. We, as auctioneers have had to look at our own businesses in a different light and accommodate the auction method of selling as needed. Our clients have looked to us to provide guidance as they still have a need for an auction. The easiest part of leading the NAA is the “yin to this yang.” During the past six months I watched as the NAA staff worked nonstop to accommodate the educational needs of our entrepreneurs, as well as



the willingness of the membership to step up and take on the tasks as needed. NAA members stepped up to the virtual Conference & Show, and even though it was very different than being on site, we had the drive to push through and work together to be successful. As we settle into this new “what-ever-it-is” time, I am confident the membership will want to keep learning and adapting.

Tell us about your journey in the auction industry.

As a second-generation auctioneer, I was able to learn about the industry up close and personal. My father, Bob Turnage, decided to go to auction school; he wanted to be a car auctioneer. While in school he was more intrigued with real estate and estate auctions. This is where it started. While Lance and I were living in Hayti, Missouri, we began working with my dad on weekends. The auction experience is very addictive—you can't do just one! As my father's business grew, we saw the need for auction school, attending state association meetings and NAA conventions. It was obvious to us that there was a whole new world of auctions and auctioneers outside of Hayti, of which we were unaware.

The NAA Conventions opened many doors of opportunity in the auction industry: teaching at auction school, working with auctioneers all over the country, introduction into the benefit auction world, and becoming part of MarkNet Alliance as online auctions were being introduced as a new way to sell, are just a few that come to mind.

Lance and I still work together in Memphis, Tennessee, selling real estate, estates, equipment and benefit auctions. Eric

Walker, our 26-year-old son, works full time as an auctioneer with us selling real estate and equipment. Conner Walker, our 35-year-old son, is a commercial real estate broker in Memphis who works with us when his company needs the services of an auctioneer. Caroline Walker, our 23-year-old daughter, works for a nonprofit in New York City and often asks for advice. She has seen first hand our experience in raising money for many nonprofits over the past 35 years.

It's interesting how life takes one turn and changes everything. Lance and I both have master's degrees—his in counseling, mine in educational



administration. Once my father made the one decision to go to auction school, and Lance and I followed by making the one decision to join the National Auctioneers Association, life has not been the same. And yes, it has been worth every minute.

Why did you choose Devin Ford, C.A.I., C.B.S., as your presidential appointee?

I served on the board during a portion of the time Devin was a board member. He was well respected and appeared to want the best for the NAA membership—not using this position to place attention on himself. Devin also had the experience of serving as the NAA treasurer, which proves his knowledge of the bookkeeping system of the association. The past six months have been unusual; I felt it important to appoint a person with experience of both the board and the financials. The Ford family has been an integral part of the NAA for many years, I feel that Devin's personal experience and his family history of NAA involvement will be an asset as we go through these trying times.

What are your expectations of the current board?

We are very fortunate that our board members are hard working and willing to think of the NAA membership first and foremost. The amount of preparation before each board meeting is a lot. This past year, each member was ready with the homework completed and willing to participate when asked. As I think about the expectations I have of the 2020-2021 board, I am confident that they will put their personal ideas and self-motivated plans on the back burner and concentrate on the NAA entrepreneur.

We want to hear from the membership, especially those who do not for whatever reason feel included. My expectation is that the board will listen to members, bring what is said to the meeting and determine what is best for the NAA entrepreneur. It is important that each member of the board is willing to think as visionaries, with the ability to work on the details, to obtain the results that are best for all. I feel this board will be the wind beneath my wings and provide the best leadership for our association. ❖



Virtual

BENEFIT

AUCTION

SUMMIT

2020

& workshop

REGISTER FOR THE LIVE OR ON-DEMAND
TWO-DAY SUMMIT, THE LIVE ONE-DAY
WORKSHOP, OR BOTH EVENTS!

REGISTER UP TO THE MORNING OF
SEPT. 1 FOR THE SUMMIT AND SEPT. 3
FOR THE WORKSHOP

VIRTUAL SCHEDULE

(all times are CDT)

BENEFIT AUCTION SUMMIT

Tuesday, Sept. 1

- 11-11:45 a.m. Welcome and Keynote: Consultation, Part 1
- 12:15-12:45 p.m. Industry Trends
- 12:45-1:45 p.m. Virtual Exhibit Hall
- 1:45-2:45 p.m. The Pioneering Process
- 3-3:30 p.m. Digital Tools for Client Interaction and Engagement
- 3:45-4:30 p.m. Virtual Happy Hour

Wednesday, Sept. 2

- 11 a.m.-12 p.m. Welcome and Keynote: Consultation, Part 2
- 12:30 - 1 p.m. Marketing and Branding
- 1-1:30 p.m. Virtual Exhibit Hall
- 2-2:45 p.m. Stage Presence and Energy
- 3-3:30 p.m. Community Conversations
- 3:45-4:30 p.m. Virtual Happy Hour

VIRTUAL GALA WORKSHOP

(additional registration required, limited to 30 live attendees)

Thursday, Sept. 3

- 11 a.m.-12 p.m. Session 1: Marketing and Branding Services
- 12:15-1 p.m. Session 2: Consulting and Converting Clients
- 1-2 p.m. Virtual Exhibit Hall
- 2-2:45 p.m. Session 3: Building Your Virtual Team
- 3-3:45 p.m. Session 4: Maximizing Your Virtual Gala
- 4-4:30 p.m. Virtual Happy Hour

SCHOLARSHIP APPLICATIONS DUE AUG. 14!
AUCTIONEERSFOUNDATION.ORG

KEYNOTE SPEAKER



Jim Whitt | Purpose Unlimited

It was the discovery of his purpose on March 21, 1988—to help people reach their full potential—that transformed Jim Whitt’s life. The discovery of his purpose was the catalyst that launched his career as a writer, speaker, business consultant and film producer. Having personally experienced the transformational power of purpose, he developed a process to help others do the same. As a business consultant Jim developed a purpose-based approach to leadership and organizational development. Jim has taken his message of purpose in life and business to audiences around the world as a keynote speaker. His presentations are highly interactive and highly entertaining.

BENEFITS OF A VIRTUAL SUMMIT

Access to the same high-quality speakers and education content as the in-person summit.

Virtual interaction and networking with other attendees and the speakers.

Zero additional travel/hotel expense to participate.

Because you can participate in the virtual summit from the convenience of your home, office, or on the go, you are not required to take significant time off work or away from family in order to attend.

You also have the option to re-watch the virtual summit on demand if you are unable to participate in all the live virtual summit activities each day.

AVAILABLE THROUGHOUT EVENT

ORIENTATION VIDEO | TRADE SHOW | ON-DEMAND QUICK TIPS

VENDOR OPPORTUNITIES

SUMMIT SPONSOR - \$4,000 (ONE AVAILABLE)
GALA WORKSHOP SPONSOR - \$3,500 (ONE AVAILABLE)
EDUCATION SESSION SPONSORSHIP - \$1,500
SUMMIT EXHIBITOR - \$1,000
30-MINUTE EDUCATION SESSION - \$2,000 (TWO AVAILABLE)

QUESTIONS? EDUCATION@AUCTIONEERS.ORG | 913-541-8084

REGISTRATION: AUCTIONEERS.ORG/BENEFITSUMMIT



Don't forget you can still register through Aug. 31, for on-demand access to Conference & Show. Watch through Dec. 31, 2020! Visit conferenceandshow.com for more info.

FROM THE STAFF AT NAA TO YOU

Thank you

When we were forced to abandon the idea of beaches, sunshine, palm trees, and seeing all your faces in California, we were heartbroken. We love Conference & Show as much as you do! But there was very little time for mourning, as we still had a show to do! We knew a virtual show would look different, feel different, BE different. We knew what we could feasibly do virtually and what would have to wait until next year. We knew that whatever we did would mean a lot to auctioneers who have had a very tough year to say the least. What we did not know was how you would respond. Would we have 50 attendees? Would we be able to provide meaningful networking opportunities? Would our education be received as well virtually as it is in-person? How in the world do we deliver an interactive, valuable Trade Show experience? There were many questions, and often we had to give our best guess as to the answers.

As one member put it, we had “thousands of decisions, thousands of tasks, and no road map whatsoever.”

Now on the other side of this massive undertaking, we know some of the answers to our questions. With nearly 300 registrants, our attendance exceeded our expectations. The feedback we received and the joy we experienced in our daily Coffee & Conversations and Happy Hours proved the networking aspect we all love about in-person Conference was working. As for the education, we heard attendees received more valuable information than ever before. And, our vendors expressed sincere gratitude for the virtual Trade Show.

I guess what we're trying to say is, thank you. Thank you for believing in Conference & Show, and for giving the virtual format a chance. Without you, we don't exist. We can't wait to deliver more virtual content to you in the future—but also to see your faces in-person again real soon!

what you said...

"This is clearly the next best thing to being there."

"I think the best part was that it cost very little and if you had to miss a session, it is still available to watch at your convenience."

"I'm getting more out of this year's education than I have in the past five years!"

"You guys are kicking butt with this virtual format—I really like it!"

"So much great content to take in. Luckily with the on demand possibility I will definitely be reviewing a few times."

"This was anything but ideal, but you all did a great job offering a solid alternative to a live event."

**330 unique viewers for
Conference & Show**

**182 unique viewers for the
Trade Show**

**194 unique viewers for the
Annual Business Meeting**

Most-viewed regular sessions

- Online Reputation Management
- Online Auction Best Practices
- Social Media Marketing Best Practices
- Turning Bankruptcies into Business Opportunities
- SEO: The Basics and Beyond
- A step-by-step Guide to Google Marketing and Targeting
- Today's Auction Landscape
- Utilizing Auction Advocacy in 2020

Thank you!

VIRTUAL CONFERENCE SPONSORS



EDUCATION SESSION SPONSORS



SERVICE SPONSORS



CONFERENCE APP SPONSOR



VIRTUAL HAPPY HOUR SPONSOR





COVID-19 best practices for auction operations

NAA task force recommendations for pandemic safety

Earlier this year, the NAA's COVID-19 Task Force created a guide for best practices for auction operations amid COVID-19.

The document stated, "It is essential that auction professionals incorporate best practices for all auction operations to ensure the safety of themselves, their employees and customers as well as the safety of our

local, regional and national communities. Our communities must be foremost in our thoughts and actions. We all must do our part to help control the spread of this pandemic. Further consideration to the perception of our profession and auctions in general should also be front of mind."

The following is an excerpt from that guide.



Personal Protective Equipment

Auction companies should consider supplying employees and contractors with personal protective equipment including eye protection (as necessary), masks and gloves, or requiring them to furnish their own. Until such time as higher quality masks become available, homemade masks, face-coverings or non-N95 masks are recommended.



The Equal Employment Opportunity Commission (EEOC) allows employers to take employees' temperatures. The temperature reading should be kept confidential and the person administering the temperature check should be trained on the procedure.

ADA

During a pandemic, ADA-covered employers may ask employees who call in sick if they are experiencing symptoms of the pandemic virus, the EEOC said in its guidance. For COVID19, these include fever, chills, cough, shortness of breath and sore throat. Employers must maintain all information about employee illness as a confidential medical record in compliance with the ADA.

Consider posting safe practice and bidder notice signs at your customer contact points. Explore the use of a signed waiver (note some states are currently prohibiting the signing of documents for pickup). *See full guidelines at [auctioneers.org/covid19](https://www.auctioneers.org/covid19) for example waivers and signs.*

CDC Guidelines for Protecting Yourself and Others should be maintained as much as possible



Wash hands often for at least 20 seconds. If soap and water are not readily available, use a hand sanitizer that contains at least 60% alcohol. Avoid touching your eyes, nose, and mouth with unwashed hands.



Put distance between yourself and other people (at least 6 feet), and don't gather in groups.



Cover your mouth and nose with a cloth face cover when around others



Cover coughs and sneezes with either a tissue or the inside of your elbow.

Throw tissues in the trash. Immediately wash your hands or use hand sanitizer



Clean and disinfect. Frequently touched surfaces multiple times per day. This could include but is not limited to tables, doorknobs, light switches, counter tops, handles, desks, phones, keyboards, toilets, faucets, and sinks. If surfaces are dirty, first clean them with soap and water. Then, use an EPA approved disinfectant.

Auction facilities with fixed locations should take additional precautions before allowing public access



Personal protective equipment should be made available to the public



Limit the ability of buyers to "touch everything," restrict what they have access to



Limit number of people allowed into your spaces



Community items should be cleaned and disinfected on a regular basis, including but not limited to microphones, cashier/clerk computers, doors, customer seating and bathrooms



Disclosure Guidelines

Based on current published scientific studies the transmission of COVID-19 on surfaces is not fully defined. Therefore if any property in an auction was owned/used/ in a location where a positive COVID-19 person was, while symptomatic, contagious, or in quarantine, this information should be shared prominently in all communication with all parties.

Thorough disinfection is recommended and depending on the size and scope of the asset, professional, third party service may need to be employed.

Prospecting Guidelines

Auctioneers are encouraged to have clients send photos, conduct video calls, and similar activities when reviewing potential assets for sale, to limit face-to-face contact.

Should remote previews not be possible, auctioneers are encouraged to limit onsite meetings to one-on-one meetings and practice recommended physical distancing guidelines during such meetings.

For more information, including guidelines for contracting, preview/ inspection, auction day, removal/pickup/shipping, and auction settlements, find the full guidelines at [auctioneers.org/covid19](https://www.auctioneers.org/covid19).

Sound Machine SM-5 by



The standard of excellence in the auction industry! References Nationwide!

Uses 2 built-in Shure wireless for dual wireless operation (300' range)

Battery powered for up to 7 hours using high end Lithium Iron batteries (rechargeable)

3 band tone controls for perfect voice control

Built-in media play center

Wireless companion speakers available

Includes 2 wireless mics and tripod stand



\$3785



877-638-5816
PortableSound.com

Basinger
audio systems



To be the Best Learn From the Best.

- Interaction with over 30 instructors per session
- Learn cutting edge auction technology
- Class sizes less than 50 students

Launch Your Auction Career Today!

Tuition: \$1,495 All sessions are 10 days

(260) 927-1234
ReppertSchool.com



Auto auctions: Navigating the new normal

Unprecedented high values for auto auctions during pandemic

This year the effects of the Coronavirus pandemic swept through the nation, affecting multiple industries—including the auto auction industry. Many auto auction facilities were either shut down or running auctions almost entirely remote.

Those running remotely were feeling the effects of new protocols, such as dealers no longer being able to preview cars, car owners not allowed on the block with the auctioneer, and the auctioneers not able to connect with the buyers as they had before.

John Nicholls, CAI, AARE, AMM, of Nicholls Auction Marketing Group, said in an NAA webinar in April that what was an uncertain season might have been the moment when auto auction professionals

could show how important they are to the auto auction industry.

“To say that it’s an artificial environment is an understatement,” Nicholls said in the April webinar. “It’s very sterile. It’s not a lot of fun right now.”

However, since April, Nicholls said many automobile auctions are now operational once again. Some of the auto auctions are allowing dealers and representatives on site during auction days, and some are still not allowing dealers on site. Dealers are now welcome to preview the vehicles on non-auction days; however, some are still 100 percent virtual on auction days.

Sales are generally doing very well too, Nicholls said. In early April, inventory was

at regular capacity and the sales percentages were at an all-time low. But now inventory is low and sales percentages and values are at an all time unprecedented high—a very different scene than we saw just a few months ago

“In 30 years, I’ve never seen sales prices like I am seeing now for this extended period of time,” Nicholls said. “In my opinion, we are at dangerously high levels as far as prices are concerned. Auctions that typically would view 70 percent sales rates as amazing days are seeing 90 percent plus sell through rates—unprecedented. The effects of supply and demand are in full force.”

At some auto auction facilities like Manheim, ADESA and CarMax auction vehicles are not being driven through the

“In 30 years, I’ve never seen sales prices like I am seeing now for this extended period of time”

John Nicholls, CAI, AARE, AMM

lanes. Because of this, Nicholls said Manheim officially released all ringmen companywide in order to give ringmen the opportunity to seek other employment. Manheim has stated that the door is not closed, and there is a possibility that, in certain arenas, the ringmen may be brought back, Nicholls said.

According to a press release statement from

Manheim President Grace Huang on July 20, 2020, Manheim has recently been able to bring back approximately 3,000 furloughed team members as they are transitioning operations to meet the demand.

While the demand is positive right now and the situation is looking up, pandemic levels remain unstable and virus spikes could affect

operations once again, Nicholls said. Only time will tell. ❖

For more resources on the effects of COVID-19, visit [auctioneers.org/covid19](https://www.auctioneers.org/covid19).

FREE

AUCTION ARENA Safety Training for Auctioneers

[auctioneer.naaa.com](https://www.auctioneer.naaa.com)

Look for

sign up!

Everyone is Responsible for Safety

Auctioneer Safety Certification

Provided by the National Auto Auction Association

NAAA
NATIONAL AUTO AUCTION ASSOCIATION

COACH CAUTION

SAFETY FIRST



How to maintain

Is your entrepreneurial spirit a bit down in 2020? You're not alone.

It's hardly a secret that 2020 has not been kind to the auction industry thus far. From benefit auctioneers almost completely out of work at in-person events, trying to convince the nonprofit sector that virtual events are a viable option, to real estate auctioneers pivoting to virtual tours, to contract auctioneers seeing a large drop in opportunities, to personal and commercial asset professionals quickly deciding whether online auctions were their only choice, or a choice they wanted to make at all.

According to USAFacts.org, retail sales dropped 8.7 percent in March 2020, the largest month-to-month decrease since the Census Bureau began tracking the data. The second largest was from October-November 2008.

On April 16, 2020, *The Washington Post* reported that more than 22 million Americans had filed for unemployment aid, a level of job loss not seen since the Great Depression.

In a country where only one in 10 Americans become entrepreneurs, more than 80 percent of National Auctioneers Association members are principals or owners of their own business. That entrepreneurial spirit, which is such a vital aspect of the auction industry, means either your income is solely up to you, and/or, you are responsible for those who work for you. No pressure.

Entrepreneurship is a deeply personal journey. Author David Sax, who wrote *The Soul of an Entrepreneur*, said, "Entrepreneurship is a daily experience of going to war with my ego, where I dive into an idea with the utmost optimism in the morning ("This is a brilliant idea!"), only to wrap myself in a blanket of self-hatred by the afternoon ("You are a fraud")."



Sax wrote in an article for *Fast Company*, “From San Francisco startups to small down main streets, big cities to farmers, freelancers to founders and CEOs, the challenge seems insurmountable, and the toll on these entrepreneurs, who bear the emotional and spiritual cost of this on their backs and in their souls, is almost immeasurable.”

In truth, failure is remarkably common for entrepreneurs, and only two-thirds of businesses survive their first two years, and half survive to five years, according to U.S. government statistics.

Saw wrote, “Out in the real world, failure for an entrepreneur is a horrible, life-altering experience, bereft of glory. An entrepreneur risks their money and their home, their health and their family, their pride and identity, and ultimately, their lives when they venture into business.”

The question for auctioneers in 2020 is, how do you deal with failure, even perceived failure, in a time when it is literally inescapable?

Sax writes that aside from the basic human needs of sleep, exercise and good diets, what entrepreneurs need more than anything is community.

Earlier this year, the NAA Board created a new cornerstone in addition to advocacy, promotions and education—community. The NAA knows that more than ever the auction industry needs community to share fears and successes alike, and to stay personally motivated.

Here’s some advice on surviving through rough business times from the NAA community:

“Serve others. It is very easy when we are overwhelmed by good times and bad events to focus inward and be selfish. Intentionally making phone calls, writing notes, and sending texts to others helps to break the inward gazing. Hopefully service and generosity improves the lives of others if even for a moment.” — Peter Gehres, CAI, CAS, CES

“Go out and sell, Go out and sell, Go out and sell, and when your tired of Going out and selling, Go out and sell again.” — Jason Winter, CAI, AARE, AMM, CES

“My Father used to tell us this when we first got into the business: ‘Everyday when you wake up and before your feet hit the floor, you are unemployed until you make something happen that day. Live this mentality that someone is buying a house today. They just don’t realize it yet.’ We would live by these words and still live by them to this day.” — Beth Rose, CAI, AARE, AMM

And finally, a wonderful success story from a new auctioneer:

“I barely had my license before Covid struck. Fresh out of auction school and suddenly real live auctions were on hold. I had a plan to go volunteer to help in any way I could at as many auction houses as possible just to get some experience and make some contacts, but that was suddenly not an option.

“I went back to my roots, and followed the advice my daddy gave me 40-plus years ago. He told me many times, ‘When things are tough, go back to what you know, go

back to what you are best at, focus on your strengths and work on that as hard as you can.’

“It turned out to be great advice decades later.

“I have been selling online in one form or another since 1998. I took that knowledge and added all that I learned in auction school and took my newborn auction business online. I have yet to call a bid at a live auction outside of school, but thanks to my dad’s advice and the many things I learned in auction school, I’ve had a pretty good year so far.” — Jesse Ross

The auction industry community is strong, and adaptation and resilience will be key to maintaining that entrepreneurial spirit. ❖

All-inclusive program - 10 days 90 hours

YOU CAN BE AN AUCTIONEER!

Quick-Start chant for ANY auction
Business, Law, Online Auction
The School with RINGMASTER
Compare with any other school
then reserve your new career with us TODAY!
FLORIDA AUCTIONEER ACADEMY
8930 S US Hwy. 1, Port St. Lucie, FL 34952
800.422.9155 www.f-a-a.com



Strengthening benefit client relationships

Now is the time to let your clients know you're on their team

The Coronavirus Pandemic has directly affected many industries, but among the hardest hit are nonprofits which rely on income from donors. Benefit auctioneers have scrambled to find new, creative solutions, seemingly overnight, to help nonprofits keep their heads above water in this season

Mark Schroeder, CAI, BAS, CES, of Auction Brio LLC. in San Antonio, Texas, shared some ideas for how to not only care for your clients in this season but also to be the solution they need.

Schroeder first recommends calling every single one of your clients to talk with them one-on-one, see if they needed anything, let them know that you are there for them, and perhaps discuss possibilities to move forward with a strategy.

In order to talk strategy, you must first know what methods are working or not working for benefit events. For this reason, Schroeder emphasizes the importance of benefit auctioneers staying well connected to other benefit auctioneers to become aware of

how the industry is pivoting. Knowing how methods are working in other parts of the industry can provide solutions for you and your clients.

Nonprofits place a lot of trust in their fundraising experts and benefit auctioneers, and they may be looking to you for direction.

"I believe that at this moment there needs to be a peace in the big storm," Schroeder said, "and I think we are that."

Part of what makes a benefit auctioneer good at what they do is their compassion. Caring about your clients and their missions places you on their team. Schroeder said that now more than ever, benefit auctioneers are not just called to be bid callers, but they're also called to be a support.

Simply reaching out can mean more than you know to your clients. Schroeder said he has received an overwhelmingly positive response to reaching out personally to his clients and not only showing that he cares but also being willing to do something about it.

"We are problem solvers," Schroeder said. "We always have been problem solvers. We have the opportunity to be the positive, to be the people that they look to."

Clients want to know not only what their options are in this unprecedented time, but also if these options are working for others. Being connected to and learning from fellow benefit auctioneers empowers you to inform your clients and become the solution they need.

When this uncertain season ends, not only will benefit auction professionals look better as people who truly care, Schroeder said, but it will also be a moment where people look back and say, "Wow, they were there when we needed them" or "They were there and reached out when no one else did." ❖

This article was adapted from a COVID-19 webinar. To hear it and other recordings, visit pathlms.com/naa. For more resources, visit auctioneers.org/covid19.

Thank you 2019-2020 volunteers!

Aaron Traffas, CAI, ATS, CES
Adam Marshall
Ailie Byers, CAI, AMM, BAS
Andrew Yoder, Jr., CAI
Andy Imholte, AMM, BAS
Anne Nouri, CAI, AARE, BAS, GPPA
Barrett Bray, CAI, AMM, BAS
Ben Meyer, CAI
Beth Rose, CAI, AARE, AMM
Billie Jo Schultz, CAI, AMM
Braden R. McCurdy, CAI, AARE, AMM
Bradley W. Wooley, CAI, AMM
Bryce Elemond, CAI, BAS
Camille Booker, CAI, CES
Cammy Theurer McComb, AMM
Carl Radde, CAI
Casey Guiddings
Casey Mull, BAS
Chad Bals, CAI
Charlotte Pyle, CAI, AARE
Chris Logan, CAI, CES
Chris Vaughan, CAI, AARE, AMM
Christie King, CAI, AMM, BAS
Christine DeCastro, BAS
Cotton Booker
Courtney Jo Weaver
Damien Massart, CAI, AMM, BAS,
GPPA
Dan Newman, BAS
Daniel Gutierrez
Dave L. Webb, AMM, BAS, GPPA
David E. Warren
David M. Bradshaw, CAI, AARE, AMM
David Whitaker, CAI
David Whitley, CAI, CES
Doak Lambert, CAI
Donovan Tinsley
Dustin B. Rogers, CAI, CAS
Emily Wears Kroul, CAI, ATS, BAS
Erik Rasmus, CAI, AMM
J. Craig King, CAI, AARE
J.J. Dower, CAI, AARE, AMM, CES
J.K. Kinsey, CAI, AMM
Jack Christy, Jr., CAI, ATS, BAS,
GPPA
Jackie Lemons-Shillingburg, CAI,
AMM
James Logan, CAI, CES, GPPA
Janine Huisman, CAI, AMM, BAS,
GPPA
Jason Buher, CAI, GPPA
Jason Winter, CAI, AARE, AMM, CES
Jay Nitz, CAI, MPPA
Jeff Pittman, CAI, AMM
Jennifer Gableman, CAI, ATS
Jeremy Robinson, CAI, AMM, CAS
Jimmie Dean Coffey, CAI, AARE,
AMM, BAS, CES, MPPA
Jodi Reynolds, CAI
Joff Van Reenen

John D. Schultz, AMM
John John Genovese, AMM, BAS
John Payne, CAI, AARE, CES
John S. Nicholls, CAI, AARE, AMM
Joseph Mast, CAI
Joshua Rush
Justin Vondenhueval, CAI, AARE, CES
Kathy Packard, CAI
Kelly Strauss, CAI
Kenny Lindsay, CAI
Krista Shuman, AMM
Kylee Kiesow
Larry "Chip" Pearce, Jr., AARE, ATS,
CES, GPPA
Larry Harb
Laura Mantle, CAI, CAS
Lisa York, CAI, AMM, CES
Lynne Zink, CAI, BAS, CES
Lucinda Terrel
Matt Corso, CAI, CES
Megan McCurdy Niedens, CAI, BAS
Merle Booker, CAI, GPPA
Michael Chambers, CAI, CAS
Mike Fisher, CAI, AARE, ATS, BAS,
GPPA
Mike Witten
Misty Marquam, BAS
Morgan Hopson, CAI
Nancy Manning
Nichole Pirro
Ori Klein
Peg Imholte
Peter D. Gehres, CAI, CAS, CES
Phil Gableman, CAI, AMM, GPPA
Phil Grosh, CAI, BAS
Phillip Pierceall, CAI, BAS
Randy Wells, CAI, AARE, BAS, CES
Regina Andrijeski
Robert Almodovar, AMM, GPPA
Robert Dann, CAI, AARE
Robert W. Mayo, CAI, AARE, AMM,
GPPA
Rod Elson, CAI, GPPA
Russ Hilk, CAI, AMM, GPPA
Rusty Harmeyer, CAI, AARE, AMM
Rusty Lane, CAI
Ruth Ludwig Lind, CAI, AARE, BAS,
GPPA
Sanford L. Alderfer, CAI, MPPA
Sara Adams, CAI, AMM, GPPA
Sara Rose Bytnar, CAI, AARE, AMM,
BAS
Sarah Boss, AMM, CES
Scott Mihalic, CAI
Scott Shuman, CAI
Scott Steffes, CAI, CES
Shannon Mays, CAI, AARE, BAS
Sharon Huisman
Shelly Musser, AMM

Sherman Hostetter, CAI, AARE, BAS,
CES
Sid Miedema, Jr., CAI
Susan Hinson
Susan Johnson, CAI, BAS, CES
T. Kyle Swicegood, CAI, BAS, GPPA
T. Randolph (Randy) Ligon, CAI, BAS,
CES
Terri Walker, CAI, BAS, CES
Thomas W. Rowell, CAI, AARE
Thomas W. Saturley, CAI
Tim Keller, CAI, AMM, BAS, CES
Tim Luke, CAI, BAS, MPPA
Tim Mast, CAI, AARE
Tim Peters, CAI
TiWanna Kenney, BAS
Tony Wisely, CAI, BAS
Trey Morris, CAI, BAAS, CAS
Trisha A. Brauer, CAI, BAS
Wade Baer, CAI, AMM
Wayne Thorn
William B. Lilly, Jr., CAI
William Sheridan, CAI, AARE, GPPA

If you are interested in volunteering with the NAA, please visit auctioneers.org/ volunteers for more information or email memberservices@auctioneers.org.

If you were inadvertently omitted from this list, please let us know at communications@auctioneers.org.

Teleworking for auctioneers

Strategies for success while working from home



This year many Americans were faced with the reality that they would need to work from home for a season (or longer), and many companies have been forced to quickly shift to accommodate remote work. But how does one maintain your business' efficiency when staff is spread out in different locations? Chris Rasmus, CAI, and Erik Rasmus, CAI, AMM, of Rasmus Auctions, adopted teleworking about 20 years ago, and they shared some tips and systems you can put in place so your business and staff can thrive while working remotely.

Phone system

One of the most important systems to figure out is your phone system, Chris Rasmus said. You want to be able to use both your cell phone, your office number and all of your team's cell phones as office numbers so that the communication is seamless from your buyer or seller perspective.

Chris Rasmus uses RingCentral, which allows calls that come into the office to be distributed to employees. This system can use extensions and transfer like an office phone would. The best part about a remote phone system is the phone can be answered from anywhere.

Video conferencing

Video conferencing allows you to meet with anyone remotely through video. Chris Rasmus said his company uses it for staff, partners, clients and for general projects.

Chris Rasmus said the video conferencing tool his business uses is Google Hangout, but there are many free or inexpensive systems to use.

Video conferencing allows more than one person to join the call. It can also allow the call attendees to share screens with one another, which works well for collaborating on projects.

Erik Rasmus said that video conferencing has also allowed him the opportunity to

multitask while on a call with staff rather than sitting in an in-person meeting.

Daily planning calls

Even with the right tools, effectively connecting to those coworkers from afar requires intentionality. Chris Rasmus said his business implemented a daily planning call in which all project-related chat (besides emergencies) is discussed. This consistent meeting eliminates the constant back-and-forth calls about a project that may happen otherwise. Plus, this keeps the entire team on the same page.

CRM software for tasking

Chris Rasmus said he uses a customer relationship management (CRM) software for things like tracking leads and saving contracts, but the most important function it serves is tasking.

Tasking allows you to electronically tell someone what they need to do, when they

need to do it, and how it should be done. Tasking software can place tasks in a list form and give staff push notifications when tasks have been assigned to them.

Erik Rasmus said that tasking allows for quick, efficient communication of tasks. It also helps staff have one, unified voice when it comes to the progress of projects.

Video site visits

Your video conferencing tool can also be used to meet “face-to-face” with clients and conduct a virtual walk through of their property and items using a cell phone.

Having this quick response eliminates the need to schedule a time to visit the property—slowing down the process of selling the items. In just a few minutes of being on the phone with the client, you can assess their property and determine the proposal you want to make. This allows you to “strike while the iron is hot,” Erik Rasmus said.

Online presentations

Chris Rasmus suggests creating a template for your proposals in a cloud platform so that once you’ve done your virtual site visit (and maybe taken a few screenshots) you can plug

them into your template and have a proposal presentation ready for a client to view. Having these templates in a cloud system allows for multiple people from his team can contribute to the proposal remotely.

Online contracting

Software exists (such as DocuSign) where you can send and sign digital contracts—no copiers, fax machines or paperwork required. The process of signing is as simple as just a few clicks, and it speeds up the process of a client going under contract, even from a remote location.

Cloud based catalogs

Chris Rasmus said that 40% of his clients manage their own liquidations. He said he is able to do this through cloud based catalogs where the client is able to take pictures and either upload them to the software themselves, or they send them and staff uploads them into the software.

Having this in a cloud also allows for collaboration from multiple people on a team who are adding listings to a catalog, speeding up the process and increasing efficiency.

Scheduled removals

Use a software like SignUpGenius to schedule your buyers’ pick ups so you can plan accordingly and give the buyer a quick and smooth experience. This takes what would otherwise be chaos and turns it into orderly arrival.

Chris Rasmus said this has especially been helpful during the COVID-19 crisis with social distancing buyers when they arrive on site, but he uses this tool on a regular basis to keep pick ups organized.

Implementation

Implementing these tools may be a paradigm shift for your company, but they will help you navigate this season of teleworking with your team. If you get push-back, Erik Rasmus said to remember that if you set the roles, everyone else will follow—whether that’s your company or your buyers. ❖

This article was adapted from a COVID-19 webinar. To hear it and other recordings, visit pathlms.com/naa. For more resources, visit auctioneers.org/covid19.

America's Auction Academy Congratulations AAA Graduates!



MORGAN HOPSON
2019 International Auctioneer
Champion Women's Division



CODY SHELLEY
2019 World Auto Auction
Champion Auctioneer

**GO TO OUR WEBSITE
TO SEE OUR REVISED SCHEDULE
THE WORLD'S FIRST
LIVE VIRTUAL TRAINING COURSE**

AmericasAuctionAcademy.com
Info@AmericasAuctionAcademy.com • 972-387-4200
Texas Workforce Commission Approved

World Wide College of Auctioneering

**CHECK OUR WEBSITE FOR
CLASS SCHEDULES IN
MASON CITY, IA • DENVER, CO • DES MOINES, IA
AUCTIONEER TRAINING — RINGMAN — ADVANCED BID CALLING**

Celebrating:
85 Years of Training Successful Auctioneers
40,000 Graduates • Experience the Difference
World Champions & Leading Auctioneer Instructors

“World's Largest Auction School”
Come Train with the Champions!
641-423-5242 • 1-800-423-5242
WorldWideCollegeOfAuctioneering.com
info@worldwidecollegeofauctioneering.com



Q & A

Stephen LaRaviere

What sparked your interest in becoming an auction professional?

I am a third-generation auctioneer who grew up in the industry. From a very young age, I was addicted to the sound of the auctioneer and the entire atmosphere of the auction setting and I knew then the only thing I ever wanted to be was an auctioneer. As a young kid, my family owned a small livestock market in Arcadia, Florida, and I would help with unloading trailers before the auction and then help with the actual auction itself. It was those experiences that instilled in me a love for auctions.

What road did you take to get there?

Growing up in the industry and watching my dad sell every week presented me with great opportunities to not only sell a few items on auction day but to learn about what makes a good auction. I sold my first item at the age of four, and when I turned 18 attended Walton School of Auctioneering in Medina, Ohio, and became a fully licensed auctioneer in the state of Virginia. I now hold licenses in Virginia and North Carolina, and am currently working to become licensed in Tennessee and West Virginia.

What challenges have you faced?

There are always challenges in life and the auction industry. But having grown up in the

industry made my journey pretty smooth to getting licensed. The biggest obstacle I faced was the struggling market. I became licensed right after the crash of 2008. Our family auction business was selling estates and some real estate but thanks to our well-known reputation in the area we were fortunate enough to weather the crash better than most.

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

I really can't say that it has. Working along with my dad growing up exposed me to how much work and effort it took to be an auctioneer and operate a successful auction.

Why do you love what you do?

There are so many reasons why I love what I do, but one of my favorite things is solving problems and constantly learning. Auctioneers need to become experts or know experts in many different fields. We have to constantly be learning what is selling and why so we can know how to market and whom to market any particular asset to. The best part is as an auctioneer you never know what you will find the next week and you have to be ready to learn as much as you can in a short time so you can get the best results for your clients.

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

I believe the biggest thing auctioneers can do is to constantly be teaching the market what we do and why it's best. In the age of social media, it is easier than ever to reach an audience to showcase our skills and explain our method of marketing. I believe if every auctioneer puts a big emphasis on reaching the younger crowd on social media, we would see the auction industry explode with new young talent. There seem to be so many misconceptions out there about auctions, but I feel auctioneers finally have the tools to dispel some of those if we are just willing to put in the effort.

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

There is a saying I have heard my entire life and that is, "It's not *what* you know, it's all in *who* you know." That saying sums up perfectly how the NAA has helped me become a better auctioneer. It has put me in contact with some of the best professionals the industry has to offer, and allowed me to form lifelong friendships with them. That is not to mention the many hours of education I have received just attending Conference & Show. ❖

Learn more about Stephen at matthewsauctioneers.com

Q&A

S3 One Goal

Lance Swigert, CAI
Tami Scott, CFRE

When and how did your business start?

Officially, SWICO Software Solutions (S3) began in 2016, but it has been in the making for quite some time. Our family has been in the auction business since 1989 when Jim Swigert started our auction company. In the early 2000s we created our own custom auction software because there were no commercially available software programs at that time. As time went on we maintained our own custom software, and developed it around how we were growing our auction company.

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

With our auction company we were doing live auctions and online auctions; and, at the same time, Tami's career path in nonprofit fundraising led us to more benefit auctions. We had had built great software for our online auctions, and another great software for our live auctions, but we were living in two different software programs that did not work well together, and neither solution provided the functions we needed for nonprofit organizations. At this point, we wanted a product that would cover all the types of auctions we conducted. When it was time to upgrade our auction software we decided to explore the possibilities of building a Software As A Service (SaaS) product, that really could be one software to manage all auctions.

We saw a need for two things: First, the need for a software that auctioneers could bring to the table to help nonprofit organizations with their benefit auctions. Second, the need for a web-based platform that seamlessly allows auctioneers to conduct third-party managed online auctions, onsite auctions, and live streaming simulcast auctions.

S3 One Goal can conduct all of these auctions and adds the functionality nonprofits need, like: fund a need, direct donations, and fixed price item sales. Live streaming has become a necessity for the auction industry in both for-profit, and nonprofit organizations

now that COVID-19 has really impacted events. The live streaming function was put on a fast track this spring, and is ready for our clients to use. S3 One Goal is a product created out of necessity for two of our family's passions—helping fellow auctioneers and helping nonprofit organizations.

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

S3's one goal is to provide a smooth process from planning to check-out for both for-profit and not-for-profit events. We hope our customers see us as a software that can handle their current needs, as well as potentially adding new auction revenue sources for their own company. With the uncertainty we are currently in, we hope that S3 One Goal will ease the minds of our clients by providing a software full of the technology they need.

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

Our passion has and continues to be helping people succeed. With our software, we are now able to expand our reach serving both auctioneers and nonprofit organizations, ultimately impacting the lives of their communities. We love to help our clients succeed at reaching and surpassing their goals.

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

We are excited about the launch of our live streaming simulcast. This opens a lot of doors for all auctioneers no matter their specialty (ranch, auto, cattle, auction house, estate, etc). We are also excited for our nonprofit clients, as this can really make a difference in their annual donations and impact groups they serve.

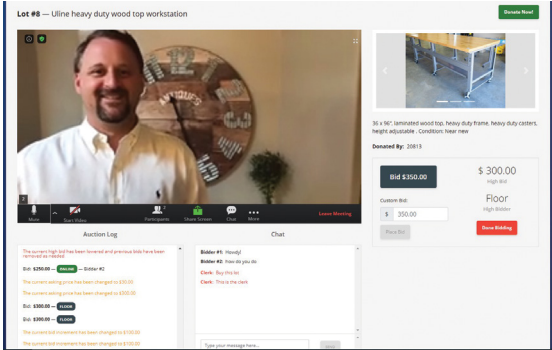
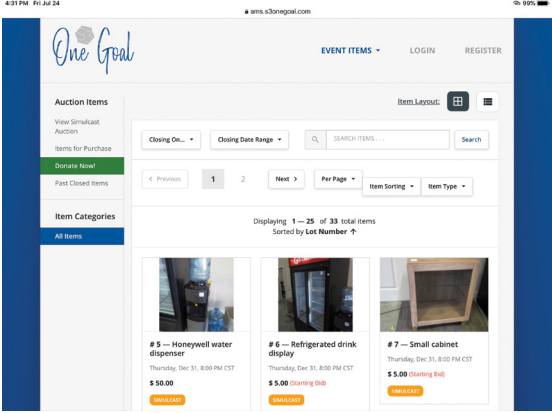
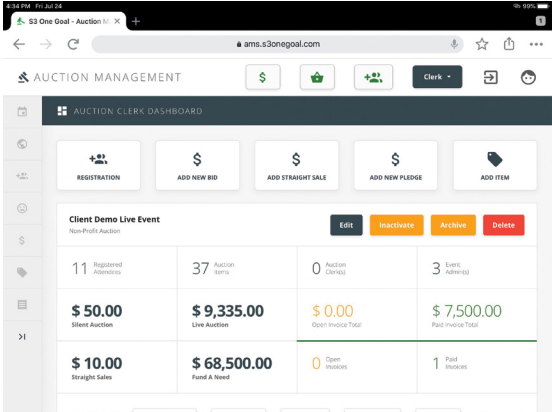
What's on the horizon for the next few years?

Over the next few years we plan to incorporate multi-parcel land auctions. We know this is a needed area for many auctioneers and plan to implement that soon. As with any software, we will have your typical upgrades and fixes as we continue to get feedback from our users.

How has the NAA helped your business grow?

The NAA has helped us get exposure in front of auctioneers across the U.S. and world. The NAA continues to be a source of great information for us regarding current topics and trends that auctioneers are concerned about.

Learn more at s3onegoal.com.





New Members

Brandon Abramovitz
The Lucky Hammer Auction
Co
(417) 850-9380
Brandon@
luckyhammerauction.com
Springfield, MO

Russell Gordon Arnold
TCA
(817) 690-6194
rgatca@msn.com
Mansfield, TX

Holly Development
Blankenmeyer
States Self Storage
Management Co LLC
(262) 202-8446
holly@wiselfstorage.com
Elm Grove, WI

Tim Jason Bray
Seaport Real Estate Services
@ Sothebys
(860) 912-7137
tbray@seaportre.com
Preston, CT

Kush Chawla
kush@kirpa.co
Grayson, GA

Diane D'Amato
Heritage Auctions
212-486-3518
dianed@ha.com
HA.com
New York, NY

Brian Deas
Manley Deas Kochalski LLC
(614) 220-5611
btd@manleydeas.com
Columbus, OH

Ismael Galindo
Galindo Auctions LLC
(956) 292-3623
galindoauctions@gmail.com
Edinburg, TX

Paul Kruger, Jr.
(651) 564-1317
krugpa12@gmail.com
Kellogg, MN

Jeff M. Lange
KAA
(316) 529-3100
jeffl@langere.com
Wichita, KS

Frank C. Martell
Heritage Auctions
(310) 691-0129
frankm@ha.com
ha.com/wine
Beverly Hills, CA

Laura Nelson
Nelson-Aaron LLC
(918) 510-2787
lanok@cox.net
Tulsa, OK

Matthew Todd Orist
(719) 321-3958
matt@mtolandauction.com
Monument, CO

Jake Stout
J. Stout Auctions
(888) 230-8840
jake@jstoutauction.com
jstoutauction.com
Washougal, WA

Jackie L. Sullivan
(281) 908-0003
emssupergirl@gmail.com
Spring, TX

Eric Thompson
New York Auction House
(941) 809-6680
ask@nyah.online
nyah.online
Sarasota, FL

Jason Ray Troutman
Auction Horizon LLC
(470) 214-9614
jason@auctionhorizon.com
Osprey, FL

Michael J. Weber
J.P. Weigand and Sons, INC.
(316) 215-1976
mweber@weigand.com
Newton, KS

Todd A. Whitehurst
(817) 793-9579
todd@wbimidwayauto.com
Amarillo, TX

Dalton Williams
417Auctions
(417) 282-8466
dalton@417auctions.com
Sparta, MO



“I decided to join NAA because of what this industry and this profession mean to me. My family has a long history of auction operators and auctioneers, and I have fully committed to maintaining this profession that has produced so much success throughout many generations. I stand with this organization and my fellow auctioneer brothers and sisters in creating a healthy, vibrant auction community that will grow and continue well into the future.”

Cody Boswell
Missouri

“I joined the NAA because our company is looking into starting in-house auctions as part of a moving business that we are planning on opening. I would like to learn anything that I can on how to start an auction business, how to prepare an auction, get customers, etc.”

Holly Drake-Blankenmeyer
Wisconsin

In Memory



Vernell Johnson **Hall of Fame member**

Vernell Johnson, retired auctioneer, formerly of Lyons, South Dakota, died June 6, 2020, in Omaha, Nebraska, at the age of 94.

Vernell was born April 13, 1926, and grew up on his parents' farm (Rudolph and Hildur Johnson) four miles west of Crooks, South Dakota. Vernell was of Swedish descent having grandparents and great-grandparents from Sweden who homesteaded in Dakota Territory. He attended country grade school, graduated from Lyons High School, attended Sioux Falls College, and served in the U.S. Navy at the end of World War II.

Vernell married Louise Qualm, from Platte, South Dakota, in 1952. They made their home west of Crooks, then became life-long residents of Lyons. They were married 61 years until Louise's death in 2013. They were members of First Lutheran Church in Sioux Falls for over 30 years. Vernell spent the last 30 years living in Omaha to be near family.

Devoting his entire life to the auction profession, Vernell began his career at the age of nine when he sold his first auction—a basket social at a country school. He

graduated from Reisch Auction School in Austin, Minnesota, when he was only 11 years old; sold his first furniture and household auction alone at the age of 11; and his first farm sale alone at the age of 15. During his junior and senior years of high school he worked with a local auctioneer. Since the age of 20, he worked full time in the auction profession, retiring at the age of 65. During his life, he sold over 10,000 auctions. He regarded his work as a "public service and public trust."

Vernell often said, "I've sold 'everything under the sun'—farms and acreages, homes in cities and small towns, all breeds of livestock, all makes and ages of farm machinery, construction equipment, antiques and household items." His love and enthusiasm for the crowd, along with the energy generated by the bidding process, somehow gave him the ability to remember and call people's names. His field of business spanned five states with his initial key associates: Curtis Price, Tony Kuhle, Gaylon Souvignier, Milo Fodness and Earl Wieman.

Vernell helped organize the South Dakota Auctioneers Association in 1962 and was elected its first president. He was a past director of the National Auctioneers Association and was inducted into both the National and South Dakota Auctioneers Halls of Fame.

In the 1970s he built his Auction and Land Brokerage office across from the Sioux Falls Arena. Vernell conducted business from there with the support of Dick Ageton, his office manager. Chuck Sutton, the grandson of one of his early associates (Tony Kuhle) now owns and operates his business there.

The same zeal he had for his auctions, he had for his hobbies. Vernell and Louise authored two pictorial history books: South Dakota—Every Town on the Map and More, and North Dakota—Every Town on the Map and More. In over 6,000 photos, they captured the history of the Dakotas and vanishing scenes of rural America. Later they traveled taking more photographs and self-published a book, *Barns from the 50 States*.

His service to the community included many charity auctions for churches, 4-H livestock projects and fine arts organizations. He also served on the Board of Directors of the United National Banks of South Dakota, the Federal Land Bank Board of Sioux Falls and the Augustana College Center for Western Studies Advisory Board. Vernell was elected a director of the East Dakota Conservancy Sub-District and appointed by the Governor to serve eight years on the South Dakota Real Estate Commission. He was also a member of the Augustana Fellows. In 1991 he was named Agri-Business Man of the Year by the Sioux Falls Chamber of Commerce.

When a tornado hit Pilger, Nebraska, in 2014, Vernell, then 88 years old, sold a fund-raising auction at his resident care center. With his characteristic enthusiastic chant, the crowd responded with smiles and rapid bidding. His great-grandsons in attendance were delighted to see him "in action" and eagerly participated as bidders.

Memorials may be sent to Feeding South Dakota, 4701 N. Westport Ave. Sioux Falls, South Dakota 57107, or to the memorial of your choice.

James Davis, Jr.

James S. Davis, Jr., age 63, of Kinzers, Pennsylvania, passed away at his home on March 9, 2020. He was the son of the late James S., Sr. and Mabel Ammon Davis. Jim was a partner with Barr/Davis Auctioneers of Gap, Pennsylvania. He was involved with the Shad Restoration Program with the Exelon Corporation. He was a member of the Eastern Lancaster County Rod and Gun Club, Gap V.F.W., Christiana American Legion, and the National Auctioneers Association. He enjoyed fishing, hunting, reading, being outdoors, and he loved life and his animals, especially his dog, Tatoo.

In lieu of flowers contributions may be made to the American Red Cross, P.O. Box 37839, Boone, IA 50037-0839.

In Memory

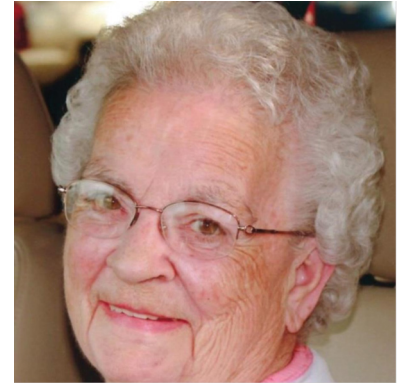


Keith Sheridan

Charles Keith Sheridan, 81 years old, of Cedarville, Ohio, entered his Savior's rest on March 26, 2020. Keith was born Aug. 29, 1938, in Springfield, Ohio, the only child of Marion Russell and Hazel Rosella (Brewer) Sheridan. He is survived by his wife, Eva June (Moore)

Sheridan, whom he married on July 3, 1965, and children Sharon (Jerry) Flatter, Bart (Sandy) Sheridan, and Matt (Julie) Sheridan, plus nine grandchildren and four great-grandchildren.

Keith was a long-time auctioneer and Realtor throughout southwest and central Ohio following service in the U.S. Army and Army National Guard, and years at the Dewine Seed Company and other agricultural businesses. He founded Sheridan & Associates, a full service auction and real estate marketing firm in 1973, a business his sons currently own and manage. He was also involved in community service at the regional and state levels. Among his personal honors were inductions into the Ohio Auctioneers Association and the Ohio Fair Managers Association Halls of Fame. He was a Life Member of the Ohio Auctioneers Association and a career-long member of the National Auctioneers Association.



Arlene Buckles

Arlene Rider Buckles, 85, of Keosauqua, Iowa, died on Tuesday, June 2, 2020, at the Keosauqua Health Care Center. She was born June 14, 1934, near Lebanon, Iowa, to Raymond and Greta Bingaman Rider. Arlene graduated from Keosauqua High School in 1952. She married Howard Buckles on Dec. 25, 1952.

Arlene spent most of her life in Keosauqua where she assisted her husband in operating a Standard Oil Station for 29 years and in his auction business. She volunteered at the Good Samaritan Nursing Home and the Lebanon Methodist Church. She was a longtime member of both the Iowa Auctioneers Association Auxiliary and the National Auctioneers Association Auxiliary. She acted as historian for both organizations where she attended the conventions with her husband and enjoyed photographing the events. Arlene was inducted into the NAA Auxiliary Hall of Fame in 1997.

Arlene is survived by a son, Bill Buckles (Pat) of Wichita, Kansas, and a daughter, Diana Wolf (Chris) of Keosauqua, Iowa. Also surviving are four grandsons, Chris Buckles (Kristen) and Patrick Buckles (Teall) of Wichita, Kansas; Jacob Wolf (Emma) of Muscatine, Iowa and Ryan Wolf of Keosauqua, Iowa. She was blessed with seven great-grandchildren. She was preceded in death by her parents, Raymond and Greta Rider; her husband, Howard; an infant daughter, Kathy; and infant son, Larry.

Memorials have been established with the Lebanon Cemetery and Fellows Cemetery and may be mailed c/o Diana Wolf, 26376 225th St., Keosauqua, Iowa 52565.



Carrie Hands

Carrie Hands of Ontario, Canada, passed away peacefully, on July 22, 2020, at the age of 71, after a battle with cancer.

In June, 1984 following her husband's footsteps she graduated from World Wide

College of Auctioneering in Mason City, Iowa and in November of 2000 became a member of the Canadian Personal Property Appraisers Group. Carrie competed and won All Around World Lady Champion Auctioneer in 1986, 1987 and 1988. In March, 2007 she graduated from the Certified Auctioneers Institute on the University of Indiana campus in Bloomington, Indiana, to earn her CAI designation.

John passed away in February, 2000 and for the next 9 years Carrie juggled two companies—Hands Auction Service Ltd. and Hands Home Furnishings.

In lieu of flowers, donations may be made in Carrie's memory to the Cancer Centre of South Eastern Ontario through the Kingston General Hospital Foundation.

**Submit
obituaries**

Obituary notices may be submitted to communications@auctioneers.org. Hi-resolution photos and information about NAA involvement appreciated.

Association Index

NAA Board of Directors

Officers

President

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

Vice President

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

Treasurer

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

Chairman of the Board

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

Directors

Term expiring 2021

Ailie Byers, CAI, AMM, BAS
(603) 356-5765
ailie@alpenglowbenefits.com
Kelly Strauss, CAI
(540) 226-1279
Kdsauctioneers@gmail.com

Term expiring 2022

Peter Gehres, CAI, CAS, CES
(614) 306-1435
petergehres@gmail.com
John Schultz, AMM
(612) 432-4015
john@grafeauction.com

Term expiring 2023

Trisha Brauer, CAI, BAS
(913) 481-8280
trisha@takingbidsbenefitauctions.com
Philip Gableman, CAI, AMM, GPPA
(845) 635-3169
philipg103@gmail.com

Chair of Education Institute Trustees

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

Foundation Representative

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

Presidential Appointee

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

Foundation Board of Trustees

Officers

President

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

Vice President

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

Immediate Past President

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

Treasurer

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

Trustees

Terms expiring 2021

Scott Steffes, CAI, CES
(701) 237-9173
scott.steffes@steffesgroup.com
Sid Miedema, Jr., CAI
(616) 538-0367
sid@1800lastbid.com

Terms expiring 2022

Damien Massart, CAI, AMM, BAS, GPPA
(920) 468-1113
damien@massartauctioneers.com
Joseph Mast, CAI
(608) 293-4662
joseph@resauctions.com
Scott Mihalic, CAI
(440) 796-4739
scottmihalic@gmail.com

Terms expiring 2023

Merle D. Booker, CAI, GPPA
(509) 297-9292
merle@bookerauction.com
Ruth Lind, CAI, AARE, BAS, GPPA
(207) 751-1430
moxielady@me.com
Megan McCurdy Niedens, CAI, BAS
(316) 683-0612
megan@mccurdyauction.com

NAA Board Representative

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

(816) 884-1987
jasonbwinter@me.com
Executive Director
Hannes Combest, FASAE, CAE
(913) 563-5413
hcombest@auctioneers.org
Legacy Youth Scholarship Committee Representative
Krista Shuman, AMM
(970) 978-5928
krista@hallandhall.com

Education Institute Trustees

Officers

Chair

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

Vice Chair

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

Trustees

Terms expiring July 2021

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

Terms expiring July 2022

Kathy Packard, CAI
(715) 610-7999
kathy@northcentralsales.com
Lynne Zink, CAI, BAS, CES
(410) 852-6925
lynne@lynnezink.com

Terms expiring July 2023

Anne Nouri, CAI, AARE, BAS, GPPA
(703) 889-8949
Anne@PrimeAuctionSolutions.com
Erik Rasmus, CAI, AMM
(703) 768-9000
erikrasmus@rasmus.com

NAA Representative

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

Advertiser Index

1-800-The-Sign	13
America's Auction Academy.....	43
Auction Flex	IFC
AuctionTime	4
Basinger Audio Systems.....	35
CUS Business Systems.....	39
E.R. Munro and Company	19
EquipmentFacts	4
Florida Auctioneer Academy.....	39
Gavel Buddy.....	3
Hi-Bid	3
Kiefer Auction Supply.....	13
Kuntry Kustom RV.....	17
Lampi.....	39
National Auto Auction Association	37
Reppert School of Auctioneering	35
St. Jude	15
United Country Auction Services.....	BC
USA Today.....	51
World Wide College of Auctioneering	43

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

50 years later Breaking ground



HISTORY IN THE MAKING, See Page 27

Building In Progress!!!

August 13, 1970, was an historic day for auctioneers and the profession of auctioneering. It was on that date the first shovel of dirt was turned for the new building that will house the National Auctioneers Association.

At their meeting in Milwaukee, the Board of Directors gave their approval to proceed with the construction. As this is being written the contractors are already busy at work with an anticipated completion by the end of the year.

Our cover picture, this month, shows NAA Secretary, Bernard Hart, Building Committee Chairman, Bob Penfield, and NAA President, Dean Fleming, turning the first earth. Pictures in the center section of this issue further illustrate the impressive ground-breaking ceremonies.

Following is a list of those who were present for this history making event:

Henry Buss, First President of Nebraska Auctioneers Ass'n, Columbus, Nebr.
 Mrs. Henry Buss, Secretary-Treasurer, Ladies Auxiliary to the Nebraska Auctioneers Ass'n, Columbus, Nebr.
 Dick Childs, Manager, Cornhusker Hotel, Lincoln, Nebr.
 Dominick Costello, Farm Director, Radio Station KFOR, Lincoln, Nebr.
 Dean Fleming, President, National Auctioneers Ass'n, Atkinson, Nebr.
 Mr. Dean Fleming, Secretary-Treasurer, Ladies Auxiliary to the NAA, Atkinson, Nebr.
 Marvin Grubough, immediate past president, Nebraska Auctioneers Ass'n, Rising City, Nebr.
 Bernard Hart, Secretary, National Auctioneers Association, Lincoln, Nebr.
 Mrs. Bernard Hart, President, Ladies Auxiliary to the Nebraska Auctioneers Association.
 Edward T. Hart, Auctioneer, Lincoln, Nebr.
 James Irvin, Vice President, First National Bank, Lincoln, Nebr.
 Norman D. Judis, General Building Contractor, Lincoln, Nebr.
 Glenn Kruscher, Farm Editor, The Lincoln Star, Lincoln, Nebr.
 Jan Merritt, Secretary, NAA office, Lincoln, Nebr.
 Ralph Nelson, Mayor's Office, Lincoln, Nebr.

\$330,000 For Hotel In Georgia Auction

The 254 room Manger Hotel of Savannah, Georgia, has been sold by Joseph P. Day Realty, Inc., the well known nationwide auction firm headquartered in New York City to Mills E. Lane, Jr., president of the Citizens and Southern National Bank headquartered in Atlanta, Georgia, for \$330,000.

The 10 story hotel on Johnson Square 1912 The Manger Hotel landmark since the hotel in 1954 and after extensively remodeling it have operated it until the present.

Reportedly the name of the hotel will be changed to the Savannah Town House and it is believed that future plans call for converting the upper floors to apartments.

Pennsylvania Market Men Elect President

HERSHHEY, Pa. — William Runkle of Silver Springs Livestock Market, Inc., was elected president of the Pennsylvania Livestock Markets Association during its recent annual meeting here.

IN UNITY THERE IS STRENGTH



Dean Fleming and Bernard Hart (backs to camera) as Fleming greets those present for the ground-breaking ceremonies.



City dignitaries get into the act with Mr. Nelson of the Mayor's office, architect, Viereck, and contractor, Judis, assisting with the digging.



From the left: Ryan, Childs, Yetter, Irvin, Grubough, Snow and Viereck. For their titles, see page 27.



Lower picture is Fleming, Nelson and Ryan, each turning a shovel of dirt.



Lower photo, left to right: Hart, Penfield, Rasmussen, Fleming, Ryan and Grubough.



John T. Ryan, President, and Henry Rasmussen, Secretary-Treasurer, of the Nebraska Auctioneers Association, furnish the shovels for that "first turn of earth." (Lower picture) The shovels will be permanently stored in the new building.

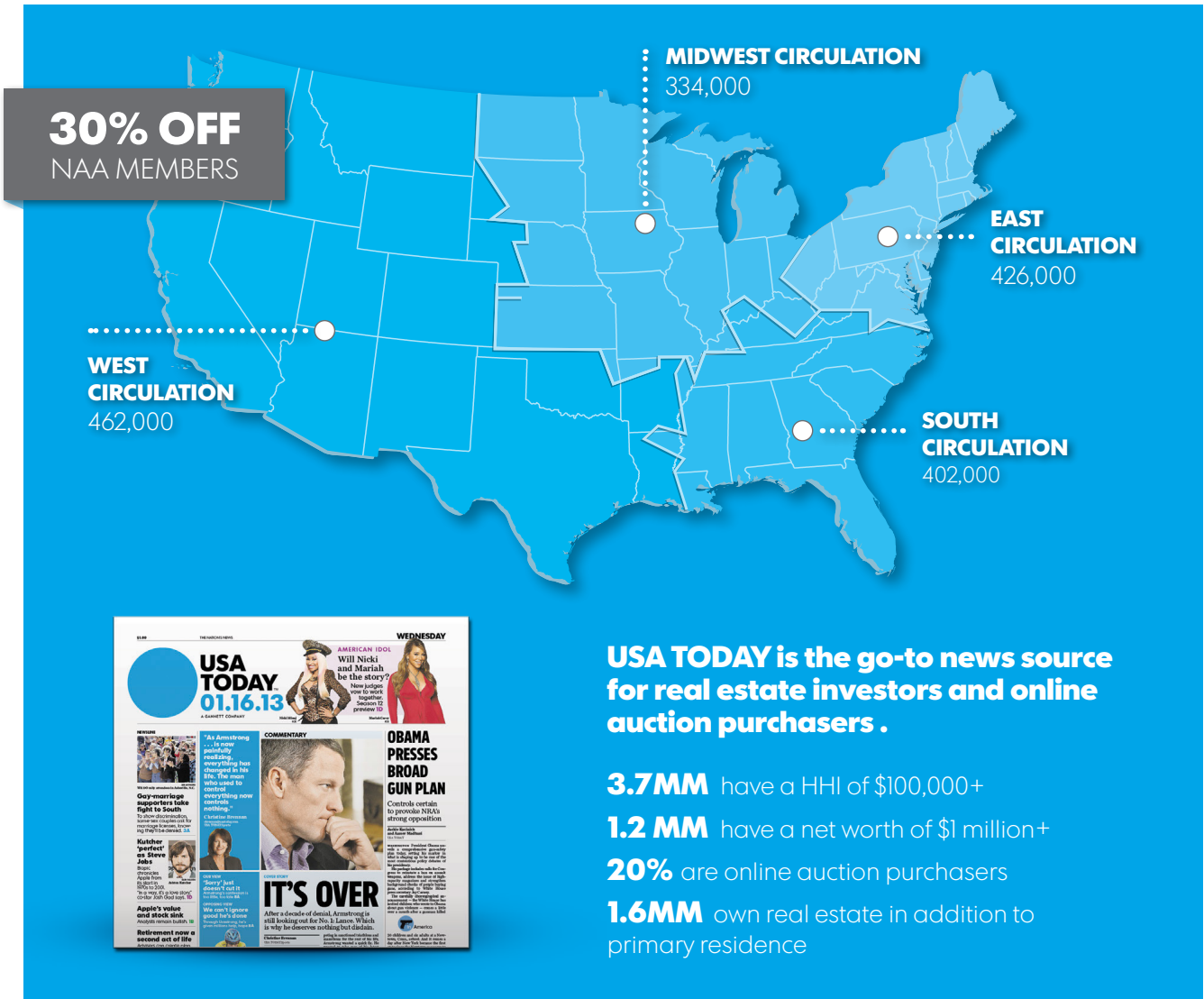
Fifty years ago on Aug. 12, 1970, NAA leadership broke ground on what would become the National Auctioneers Association headquarters in Lincoln, Nebraska. This would become the association's first permanent headquarters building. The building's funding was raised through donations from its membership.

The current NAA headquarters is located in Overland Park, Kansas.



AUCTION SHOWCASE | REGIONAL NATIONAL

USA TODAY and the National Auctioneers Association offer a weekly advertising feature that allows you to reach your target audience on a National or Regional scale.



USA TODAY is the go-to news source for real estate investors and online auction purchasers.

- 3.7MM** have a HHI of \$100,000+
- 1.2 MM** have a net worth of \$1 million+
- 20%** are online auction purchasers
- 1.6MM** own real estate in addition to primary residence

RESERVE AD SPACE TODAY

1-800-397-0070 | auctions@russelljohns.com



Sources: 2012 Mendelsohn Affluent Survey, adults 18 or older, HHI \$100,000 or more; September 2012 ABC Publisher's Statement (print copies only)

Our integrated system of tools and resources allows us to support our auctioneers ability to operate their businesses from anywhere for any auction category.

ONLINE-ONLY AUCTIONS
Bid Now!

- Top Ranked Websites
- All Mobile-Friendly Platforms
- Continual SEO Support
- Automated CRM Marketing
- Over 35 Specialty Property Groups
- Full-Service Marketing Services Firm
- Buyer Database with 950,000+ Leads
- Automated Accounting Reports

Learn More Today!
JoinUCAuctionServices.com
800.444.5044

Strategic Partners:




95 YEARS
OF INNOVATION
 SINCE 1925