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DECEMBER 2019/JANUARY 2020

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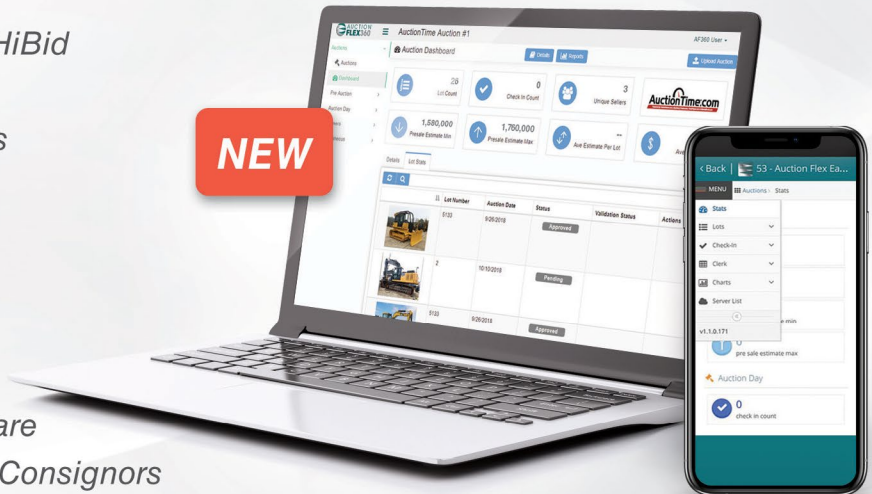
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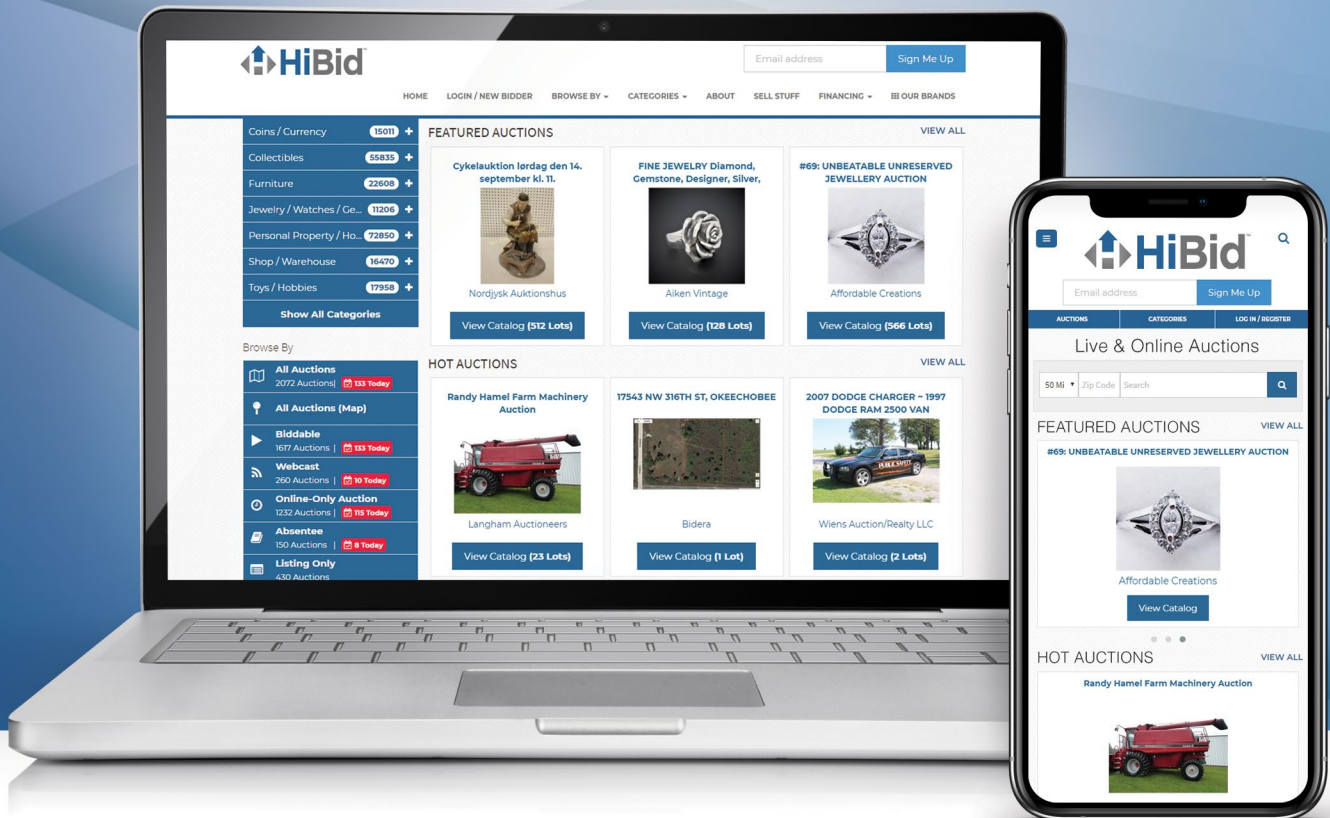


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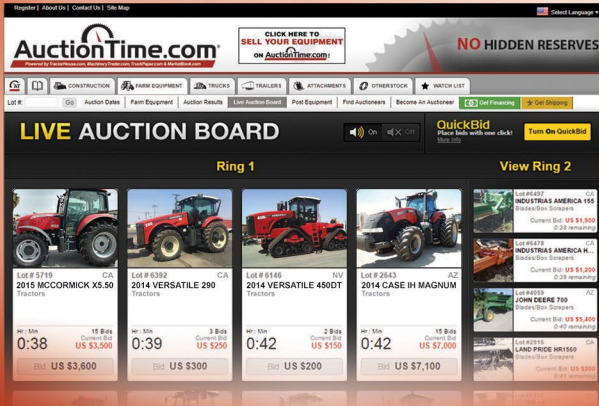
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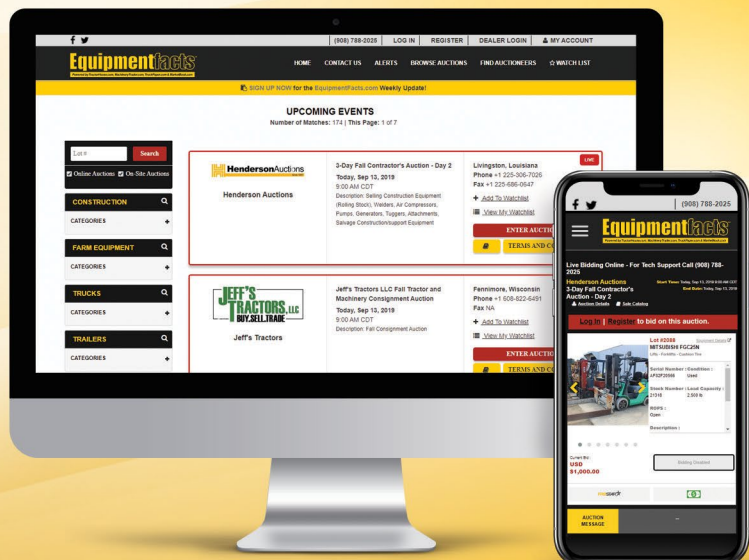
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We need you to serve

As we recently celebrated our Veterans, I am thankful for all of our members who served so that we can serve the auction profession—something all of us are passionate about!

I also realize that service comes in many different forms and types. We all lead busy lives; the auction industry requires our time and our attention in order to provide our best to our clients. But at some point, we need to think about how we can serve this profession to help it grow and continue to be relevant to our clients and customers—and to our families who depend on the money we make to live, and to our employees and their families.

As a result, the Governance Committee, which I co-chair with Vice President Terri Walker, CAI, BAS, CES, are asking you to consider running for the NAA Board of Directors, or to serve as a member of the Education Institute Trustees. If you have been a member of NAA for three years and have served as a volunteer at NAA, you are eligible. If you have never attended CAI, there is one more step, which is to watch a short video about NAA and its governance system. These qualifications are not difficult to achieve and there are literally hundreds of you who meet these standards.

This is a way to serve, and NAA is at a point in our organization's history where it is important that we find the most qualified members possible to fill these seats. In July, we will be electing a Vice President and two Board members. These individuals will join the rest of the Board team in determining how NAA will move through the next decade. It is a critical time.

So, please consider this as an opportunity to serve. I understand you are busy, and we try to maximize the use of your time! We meet face-to-face four times a year: April, July (right before Conference), August and October, and a couple of conference calls. We pay for your travel and hotel, except at Conference, because the least we can do while you are giving us your time is pay your expenses.

Another opportunity, which anyone can do, is to help us support St. Jude Children's Research Hospital. As you probably know, we have a philanthropic partnership with St. Jude. We have committed to raise \$500,000 in

the next four years—and we are well on our way! As I write this, I am joining IAC Champions Trey Morris, CAI, BAS, CAS, and Morgan Hopson, CAI, and IJAC champion Tyce Freije in putting on the annual NAA Toy Auction for the kids who are patients at St. Jude. Each year, NAA members donate more than \$5,000 in toys and the kids at St. Jude are given a lesson in auctions and how to bid! They are provided paddles and taught how to count and their favorite—how to yell SOLD!

These kids are fighting for their lives and you—our members—give them a rest from their therapy regimes. Each child leaves with a better feel for auctions, a toy and some smiles!

How can you serve St. Jude? When starting a live auction, sell something to the audience to warm them up, send the proceeds to NAA, and we will send them on to St. Jude. Have an online auction? Again, add something to the auction and send the proceeds to NAA. Checks should be made out to St. Jude Children's Research Hospital and sent to 8880 Ballentine, Overland Park, KS 66214.

Our Veterans were willing to give their lives for their country. While we aren't asking for that kind of service, I hope I have inspired you to see that there are ways you, too, can serve.

Trust me—we need you because...
#theauctionlifeisthegoodlife. ❖



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

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

40



“
**There’s
so much
opportunity
there for us
auctioneers
to do what
auctioneers
do—and
that’s to take
care of people.**

Daniel Pruitt, CAI

”



FEATURES

- 22 St. Jude Toy Auction**
The NAA gives back to families at St. Jude Children’s Research Hospital
- 33 2020 NAA Marketing Competition Entry Form**
- 54 Board and Trustee Candidate Requirements**

COMMUNITIES OF PRACTICE

- 37 Benefit Auction Considering all angles in your benefit contracts**
- 38 Real Estate Online auction communication**
- 40 Personal & Commercial Assets Disaster relief**
- 42 Marketing & Management Digital Marketing Summit**

INSIGHTS

- 20 Business Practices Identity theft**

DEPARTMENTS

- 12 Association at Work**
- 14 NAA News**
- 16 State Watch**
- 44 Faces of NAA**
- 48 Success Stories**
- 56 Schools**
- 58 New Members**
- 60 Designations**
- 61 Renewals**
- 62 Ambassadors**
- 64 In Memory**
- 66 50 Years Later**

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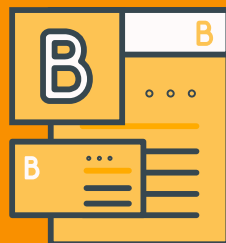
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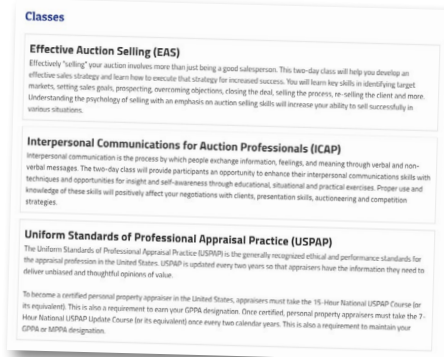
NAA STUDENT MATERIALS

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

DESIGNATIONS & CLASSES

We've updated the Designations & Classes page to include more information for you on our regular educational opportunities.

Find out more about classes like Effective Auction Selling, Interpersonal Communications for Auction Professionals (ICAP), and Uniform Standards of Professional Appraisal Practice (USPAP), as well as all of our designations under the Education tab at auctioneers.org.



EMAIL NEWSLETTERS

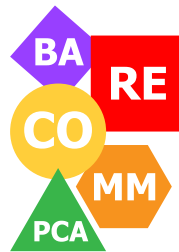


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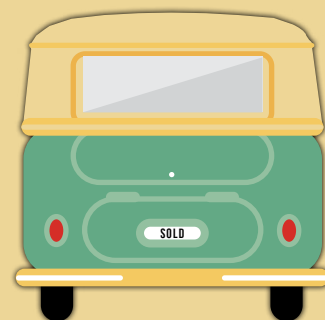
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Your Association at Work



NAA Marketing Competition entry form in this issue!

You read about the changes to the NAA's Marketing Competition last month—if you didn't, head over to auctioneers.org/marketingcompetition for all the latest updates.

You will find the entry form in the center of this magazine. Just tear it out and fill it out. Make copies of it or download a digital copy from the link above.

 Make sure all entries are received at NAA headquarters by Feb. 14, 2020!



Designation Academy impresses attendees in Las Vegas

NAA's Designation Academy was held Dec. 1-7, 2019, at the Planet Hollywood Resort in Las Vegas. Over the course of the week, around 180 attendees furthered their careers through NAA designations, including AARE, AMM, BAS, and CAS.

They also took advantage of the new Effective Auction Selling class, and the Real Estate Workshop!

Learn more about designations (and our regular classes) and how you can earn yours at auctioneers.org/designations.



“Designation Academy was a great opportunity to learn from industry leaders within all asset classes. I cannot stress enough the importance of adding Designation Academy to your calendar in 2020.”

T. Kyle Swicegood, CAI, BAS, GPPA



CAI Scholarships

Don't forget that The Foundation provides scholarships for CAI I and CAI II every year. Applications are due Jan. 15, 2020! Visit auctioneersfoundation.org to apply now.

iSeries

Negotiation webinar

Sign up now at auctioneers.org/ events for our free 30-minute webinar on Feb. 5, 2020. This iSeries will focus on the art of negotiation.



NATIONAL AUCTIONEERS ASSOCIATION

State Leadership Conference

**March 2-3, 2020
Kansas City, Missouri**



Auxiliary transitions to the Legacy Youth Scholarship Committee

As of June 1, 2020, the NAA Auxiliary will officially transition to the Legacy Youth Scholarship Fund Committee under the governance of the National Auctioneers Foundation.

According to the NAA Auxiliary’s website, the organization’s current primary goals are to support the National Auctioneers Association, help educate the members of the Auxiliary, and to provide annual educational scholarships for Auxiliary members’ children and grandchildren.

Several factors spurred the transition, said Krista Shuman, Chair of the Auxiliary Committee. The first motivating factor is the current limitations caused by the Auxiliary’s tax status. Currently, donations to the Auxiliary are not tax deductible. Moving under the Foundation’s governance gives the group 501(c)

(3) status, allowing for donations to the group to be a charitable tax deductible for the donors.

Another contributing factor is the changing membership of the Auxiliary. Since the Auxiliary’s inception in 1951, membership consisted of people who were on auction teams but were not necessarily auctioneers. This is reflected in the Auxiliary’s mission statement to “embrace the entire auction team, to maintain high ethical standards, and to serve as a catalyst, creating education and networking opportunities associated with the auction method of marketing.”

However, several years ago, NAA broadened their membership to any auction professionals, including those who are not necessarily auctioneers (i.e. marketers, clerks, ring people, etc.). In doing this, the NAA also created opportunities for those in different roles on the auction team to network, learn and grow in their careers through the NAA.

The Legacy Youth Scholarship Committee will continue the Auxiliary’s tradition of offering scholarships with similar eligibility requirements, Shuman said. However, the scholarships will be open to anyone – not just Auxiliary members’

children and grandchildren. She noted that the children and grandchildren (and stepchildren and step-grandchildren) will receive additional points if the Auxiliary member is current with their dues effective March 1, 2020.

The new committee will host the Legacy Youth Scholarship Luncheon, formerly the NAA Auxiliary Luncheon, at NAA’s Conference & Show each year. The winners of the scholarships will be announced at this luncheon.

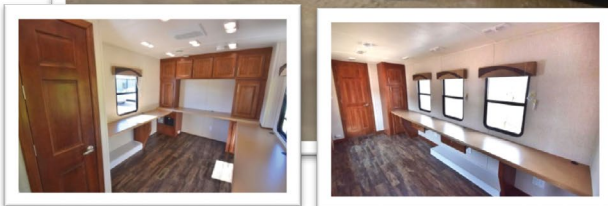
Shuman said that NAA members will now be able to serve on the committee to help with fundraising efforts.

Some things will remain the same, Shuman said.

The committee will still host a fundraising luncheon at the NAA Conference & Show each year, as well as continue the same judging process for the scholarships. The NAA Auxiliary Hall of Fame will also continue recognizing the service and contributions to the committee.

All are welcome to attend the Legacy Youth Scholarship Luncheon at NAA’s International Conference & Show in July to participate in the cause and learn more about the new committee. More information on this event coming soon. ❖

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Pending legislation may have impact on antiques dealers

In an effort to “[t]o make reforms to the Federal Bank Secrecy Act and anti-money laundering laws, and for other purposes,” H. R. 2514 has passed the House, now sitting at the committee level, and its implications could potentially apply to dealers in antiques.

A provision in the bill (Section 213), would add ‘persons trading or acting as an intermediary in the trade of antiques, including an advisor, consultant or any other person who engages as a business in the solicitation of the sale of antiques’ to the banking, casino, bullion and fine jewelry businesses already subject to FinCEN regulations.

If passed, the bill would provide for the Secretary of Treasury to coordinate with the FBI, Attorney General, and Homeland Security to complete a study within 180 days regarding the

application of the Act. The study would include an examination of thresholds, definitions, and entities to regulate, plus an evaluation on which markets this provision should apply, and an evaluation of any exemptions that should apply, according to Vice Chair of the NAA Advocacy Committee John Schultz, AMM.

After the 180-day study period, the Secretary of Treasury would have 180 days to enact regulations to carry out the findings.

Antiques businesses covered under the bill would have to establish an anti-money laundering (AML) program to:

- File IRS/FinCEN Form 8300, file FinCEN Form TD F 90-22.13, file FinCEN Form 105 to create an AML program
- Appoint a Compliance Officer responsible for meeting FinCEN AML regulations and rules
- Provide ongoing AML training for employees
- Perform independent testing to monitor AML program and compliance
- File suspicious activity reports (SARS)

Because of the design of the bill, the potential impact is small at this point, according to the NAA Advocacy Committee Chair Ailie Byers, CAI, AMM, BAS. NAA will continue to monitor the bill and notify members if it escalates into an issue. ❖

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State Watch

Indiana

Auctioneers from across the state convened for the Indiana Auctioneers Association (IAA) annual conference on Nov. 13-15. The event was held at the Crowne Plaza Indianapolis Airport in Indianapolis. Title sponsors were Schrader Real Estate & Auction Company and the Indiana Auctioneers Association Foundation.

Highlights of this year's conference included the welcoming event with a fun game of Family Feud and Comedian Dave Dugan; the Indiana Champion Auctioneer Competition; auction marketing awards; black tie gala with hall of fame inductions and entertainment by Lights Out Entertainment; and the presidential luncheon and election of board of directors.

Throughout the weekend, auctioneers were presented with dynamic and engaging educational seminars from industry-leading auctioneers and presenters, and gained insight from industry vendors at the annual trade show.

The highest award conveyed to an auctioneer in Indiana is an election into the Indiana Auctioneer's Hall of Fame. James T. Smith was elected into this year's class. Lori Lestinsky was inducted into the IAA Auxiliary Hall of Fame.

Election results:

- Jack Christy, Jr., CAI, ATS, BAS, GPPA - President
- Chad Metzger, CAI - Vice President
- Mark Bisch, CAI, BAS, CES, GPPA - Treasurer
- Dodie Hart, CES - Director

Other highlights:

- Andrew Wagner - 2019 Indiana Senior Champion Auctioneer
- Loren Beachy - Senior Reserve Champion
- Jordan Gilkerson - Senior First Runner-Up
- Rainelle Shockome, CAI, BAS - 2019 Indiana Junior Champion Auctioneer
- Bronson Gangwer - Junior Reserve Champion
- Marc Huber - Junior First Runner-Up



IAA Foundation will offer CAI scholarship

The Indiana Auctioneers Association Foundation Board is excited to announce that because of the generosity and support of its members thus far, it will be able to offer a new scholarship this year. The CAI Legacy Scholarship is available beginning with the March 22-26, 2020, session and incoming IAA President, Jack Christy, Jr., will be the CAI I class advisor in 2020 and continue with the recipient through their 3 years. The scholarship will provide

\$2,500 for each year: CAI I, CAI II and CAI III. That's a total value of \$7,500 for the recipient, if all three years are completed. Thanks to the generosity of the IAA's members, if you're willing to commit the time and effort, the CAI Legacy Scholarship will cover over 90 percent of your total costs to attend CAI (NAA membership, tuition, room & board, gasoline and meals).

To be considered, you must have been a member in good standing of the IAA for the past year, fulfill the registration requirements for CAI, listed below, and submit your application for consideration by 12/31/2019. The recipient will be chosen prior to January 15, 2020, to allow the recipient to apply for CAI at the early registration rate.

Registration requirements for a CAI Candidate:

- Must be at least 21 years of age by 3/22/2020
- Must have at least two years in the auction industry
- Hold a high school diploma or its equivalent
- Register for the CAI class

The IAF's ultimate goal will be to have an Indiana member going through CAI each year. CAI's course studies focus on different aspects of the auction business each year.

To request an application for the CAI Legacy Scholarship or make a donation to allow the Foundation to continue providing these opportunities, please contact the IAA Executive Director Kathy Baber at director@indianauctioneers.org.

Correction

In the November issue, the speaker at the Idaho/Oregon/Washington convention was incorrect. The correct speaker was Beth Rose, CAI, AARE, AMM.

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



Oklahoma

Oklahoma State Auctioneers Association members attended NAA's Designation Academy in Las Vegas.

Pictured from left to right: Ian Shaffer; Barrett Bray, CAI, AMM, BAS; Chris Cameron; Troy Lippard, CAI; Rodney Timm; Tony Wisely, CAI, BAS; and, Angie Lippard.

Alabama

Alabama Auctioneers Association members attended NAA's Designation Academy in Las Vegas.

Pictured from left to right: Chip Pearce, AARE, ATS, CES, GPPA; Madelyn Pearce, CES; Alex Bourland; Rita Young; Ron Young; Scott Barnes; Pete Horton, CAI, CES; Mike Fisher, CAI, AARE, ATS, BAS, GPPA; and Michael Matheny.



New England

The Massachusetts Auctioneers Association held the annual New England Auctioneer's Convention Oct. 27, 2019, in Concord, Massachusetts, with 40 in attendance. A fun auction was held for the purpose of funding the convention. The event received great donation items from Charity Booster and Proxibid, which brought money in to allow the association to keep having these events full of education and camaraderie among the New England states. All New England states (Connecticut, Rhode Island, Vermont, New Hampshire, Massachusetts and Maine) were represented!

Tennessee

The Tennessee Auctioneers Association held its annual convention Nov. 12-18, 2019, with 100 in attendance. The event featured the TAA annual meeting, fun auction, and continuing education. A bid calling contest was also held with 10 competitors.

Tennessee Auctioneers Association 2020 Board of Directors

- Patti Baldini, CAI, CES - President
- Jay White - Vice President
- James Gary - Treasurer
- Phillip Traylor - Director
- Jay Cash - Director
- Shane McCarrell - Director

- Ritchie Broyles - Director (new)
- Eddie Ables - Director (new)
- Bobby Colson - Immediate Past President
- Elaine Christian - Executive Director

Competition results

- Drew Williams - Bid calling champion

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Kurt Bachman
Attorney and licensed
auctioneer from
LaGrange, Indiana

Business Practices

Identity Theft

Question: What type of risks related to identity theft are there for auctioneers?

There are three primary risks relating to identity theft for auctioneers. First, there is the risk that the auctioneer's personal identity could be used improperly or stolen. Second, there is the risk that the auction company's identity could be used improperly or stolen. Third, there is the risk of identity theft and fraud by bidders at an auction.

For every American in the United States there is a risk of identity theft. In 2017, 6.64 percent of consumers became victims of identity fraud—about 1 in 15 people. It is important to protect key information. This information includes, but is not limited to, the following: social security numbers, dates of birth, driver's license numbers, credit card numbers, bank account numbers, insurance policy numbers, passwords, tax information and birth certificates. In addition to protecting information, consumers must be proactive and regularly monitor their accounts and credit reports.

Criminals have become more sophisticated and are now targeting businesses. Business information must be protected as much as personal information. There are several issues that should be considered and discussed. There will be a future article on this specific risk.

Auction companies can be and have been the victims of identity theft and fraud. Consider a hypothetical: John Doe steals the identity of Roger Doe and opens a new credit card. John Doe, masquerading as Roger Doe, appears at the auction and makes several purchases using the credit card. In one case, I heard of an individual who spent more than \$40,000 on a fraudulent credit card and left the auction with the goods. Later, when the identity theft was discovered, Roger Doe disputed the fraudulent charges. The credit card pulled back the money and the auction company and its sellers were victims of the crime. In this type of case, what steps should an auctioneer take?

It is important to have a plan in place. First, notify your seller promptly and discuss the situation. Second,

notify the police and file a report. Third, notify the insurance agent and general commercial liability carrier to file a claim. Depending on the policy and the type of insurance the business carries, there could be insurance coverage that would protect the business from the fraud.

Auctioneers are agents of their sellers. Therefore, auctioneers owe a fiduciary duty to their sellers. A fiduciary duty is the highest duty under the law. This generally includes, at least to the extent possible, verifying the identity of each bidder. This should include checking each bidder's driver's license. Auctioneers should have proper procedures in place to register bidders, and during that registration process, check each bidder's identification. When a bidder makes a purchase, there should be procedures for getting the bidder's signature and payment information. That generally should include making sure the name on the bidder's registration or identification match the name on the credit card.

When fraud like this occurs, however, who should bear the risk of loss? Does the auctioneer bear the full risk of loss? Does the auction contract state who will bear the risk of loss? Are there ways to protect the auction company or reduce the risks? Auctioneers could consider a number of different options. The options include, but are not limited to, the following: (1) limiting the use of credit cards (for example, accepting credit card purchases only up to a specific dollar amount, such as \$20,000); (2) not accepting credit cards at all; (3) adding terms to the auction contract to protect the auction company and shift, to the extent possible, some of the risk to the seller; and (4) making sure the business' general commercial liability insurance, or a separate ride, provides coverage for this type of risk.

Auctioneers need to be aware of the risks related to identity theft. These risks include their personal identity, their business's identity and the identity

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



of their bidders. Auctioneers must be diligent in protecting information about themselves and their customers, and take steps to minimize risks. ❖

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

Kurt R. Bachman and Beers Mallers Backs & Salin, LLP appreciate the opportunity to review and answer legal

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

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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

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**Auction
Raises Bid
Paddles & Spirits**



7410

Around 150 children, both patients of St. Jude Children's Research Hospital, and their siblings, raised their bid paddles high in the air for the annual NAA Toy Auction in Memphis in November. International Auctioneer Champions Trey Morris, CAI, BAS, CAS, and Morgan Hopson, CAI, led the auction, with the help of International Junior Auctioneer Champion Tyce Freije, who was specially able to participate this year because he is 18 years old. NAA President Jason Winter, CAI, AARE, AMM, CES, also manned the mic, while Vice President Terri Walker, CAI, BAS, CES, and Lance Walker, CAI, BAS, CES, assisted in finding the perfect "buyers" for the perfect toys.

Children also had a chance to learn to bid call from the best, practicing incremental counting and tongue twisters.





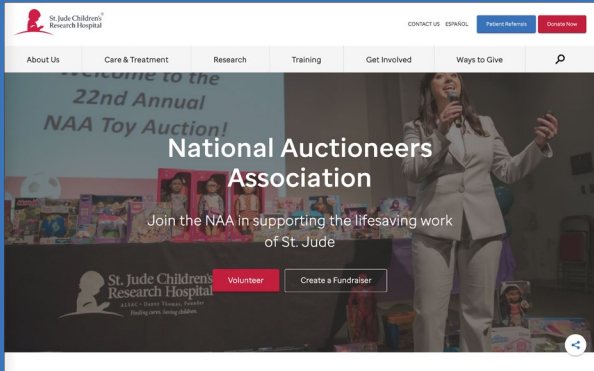
This annual event is only possible because of the membership dues of NAA members. The NAA purchases about \$6,000 worth of toys, and through the mock auction sells toys in an incredibly exciting environment for sometimes millions of dollars.

During the visit to St. Jude, NAA members and their family members were able to tour the hospital and witness the miraculous research that is being done there. Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to more than 80 percent since it opened more than 50 years ago.

The tour also included a visit to the Target House where families stay sometimes years at a time while receiving treatment. Families never receive a bill from St. Jude for treatment, travel, housing or food—because all a family should worry about is helping their child live.







St. Jude Children's Research Hospital recently created a landing page for the National Auctioneers Association, making it easy to learn more about St. Jude and volunteer, as well as learning how to create your own fundraiser—because that's what auctioneers do best! The landing page helps fundraisers understand what types of real impacts every dollar has for St. Jude kids and their families.

Visit stjude.org/naa to learn more.





In 1995, the National Auctioneers Association adopted St. Jude as its national philanthropy and since that time, has raised more than \$5 million for the lifesaving work of the hospital. The NAA is committed to its support of St. Jude for two reasons: the positive daily impact St. Jude has on children who have cancer and other life-threatening illnesses and St. Jude's commitment to freely share the discoveries it makes. Every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children.

The NAA recently completed a \$500,000 commitment to fund a post-doctoral fellowship at St. Jude. The group's 4,000-plus members host auctions where a portion of the proceeds are donated to St. Jude, resulting in more than \$4.5 million raised for St. Jude during the NAA's 20-year partnership.

In addition, the St. Jude Auction for Hope is a simple way for the National Auctioneers Association members to do what they do best—raise money—and help the doctors and researchers at St. Jude continue their lifesaving mission: Finding cures. Saving children. ❖



To find out more about how you can help raise money for St. Jude as an NAA member, visit stjude.org/naa.



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NAA + USA TODAY

ENTRY FORM



722 ACRES M/L

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TUESDAY, 10:00 AM

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NAA MEMBER #

OFFICIAL COMPANY NAME

BUSINESS ADDRESS

CITY

STATE

ZIP

PHONE

EMAIL

WEBSITE

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

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

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

NAME ON CREDIT CARD

SIGNATURE

CREDIT CARD NUMBER

EXPIRATION DATE

CVV

HOW TO ENTER

- COMPLETE THE REGISTRATION FORM
- COMPLETE A SEPARATE ENTRY FORM FOR EACH SUBMISSION
- SUBMIT ALL ENTRIES BY FEB. 14, 2020

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**EMAIL SUBMISSIONS FOR RADIO, VIDEO OR
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**QUESTIONS? CONTACT ADAM KENNE:
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GENERAL RULES

1. Entries must be reflective of the auction industry in some capacity and must have been created between April 18, 2019 and Jan. 31, 2020.
2. Each entry must be accompanied by a \$20 entry fee. Campaign of the Year requires a \$40 entry fee.
3. Every entry requires an entry form and a corresponding registration form.
4. Printed entries must include two copies.
5. The member whose name appears on the entry form must be a current member of the NAA, or the entry will be disqualified. Forms must clearly list the member name and official company name, as this cannot be changed once submitted.
6. The NAA reserves the right to move an entry to another category if it does not clearly meet the criteria for the category in which it was entered.
7. Submissions will not be returned.
8. Images submitted for this contest may be used in future Auctioneer magazines or for other NAA promotional and marketing purposes.
9. Each entry will be judged by a panel of marketing professionals according to standards of excellence. Entries are not judged against one another, but rather by a pre-determined set of criteria to reach certain award levels.
10. All entries are eligible for a "Best of Show" award. Awards will be given for photography, print and digital.

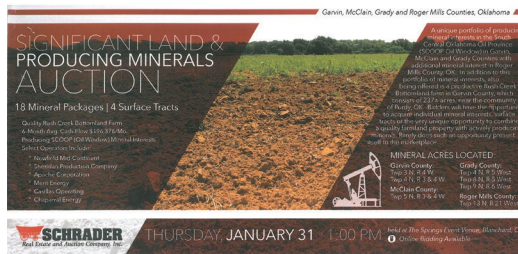
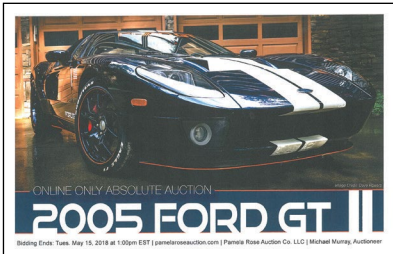
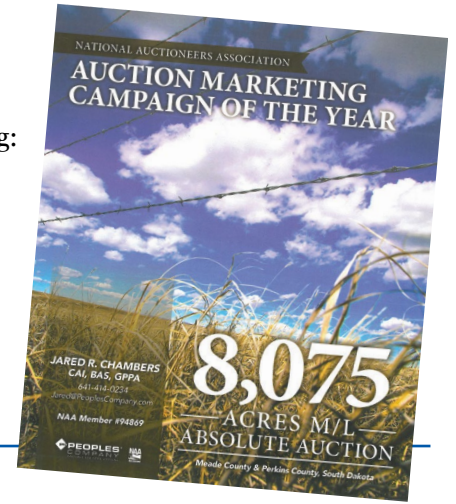
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AUCTION MARKETING CAMPAIGN OF THE YEAR

One entry will be selected as Campaign of the Year

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

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



PRINT & DIGITAL

Categories

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



NOTE: CATEGORIES ARE NO LONGER ASSET SPECIFIC

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

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

For company website entries, include URL on entry form.



PHOTOGRAPHY

Categories

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



NOTE: CATEGORIES ARE NO LONGER ASSET SPECIFIC

Photos may be produced in house or by professional photographers.

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

Photos must measure 8x10 inches at 300dpi.

Submit two copies of printed photos, or submit digitally to entries@auctioneers.org.

ENTRY DETAILS | ONE FORM PER ENTRY IS REQUIRED

NAA MEMBER/CONTESTANT NAM

NAA MEMBER #

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

CATEGORY

OFFICIAL COMPANY NAME

TITLE OF ENTRY

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DIVISION

CATEGORY

OFFICIAL COMPANY NAME

TITLE OF ENTRY



Anyone can be sued. It's not a pleasant thought, but it's something auctioneers can prevent from happening to them by being diligent in their approach to writing contracts and continuously reviewing them to address potential issues.

Michael Parker, BAS, a former district attorney, knows very well that there is a more important question than, "can I be sued?"

"You can be sued for anything," he began. "The question is, can the person who sues me collect on that?"

Michael's son, Matthew Parker, BAS, CAS, works with his father at Parker Benefit Auctions based in Carthage, NC. They recently addressed various aspects of contracts that auctioneers need to be aware of.

First and foremost—what is a contract? The Parkers explained that there are three essential elements to a contract: an offer, acceptance of an offer and consideration.

"All of these three elements are required," Matthew said. "If you don't have one, you don't have a contract."

The offer and acceptance of an offer are fairly self explanatory, but consideration, which was once called mutuality of obligation, is the benefit that each party receives or expects to receive in the deal. Matthew referred to this as "skin in the game."

"One party has to give up something in exchange for the other party also giving up something," Matthew explained of consideration.

While some contracts can be oral, the Parkers said having a written contract is

important because, "people don't always remember what they agreed to." Furthermore, in some states, it's unlawful to provide auction services without a written contract. In the Parker's home state, the contract has to be notarized by the secretary of state's office.

Another reason to have written contracts is so that uncertainties about the deal are removed.

"When dealing with a lawyer," Michael said, "saying, 'I have a question,' is much cheaper than saying, 'I have a problem.' Contracts solve problems before they occur."

Contracts evolve over time, as each new auction can reveal issues that should be addressed in the contract. For instance, benefit auctioneers should have it written in the contract what the auction funds will go toward and that the charity will use those funds only toward that specific purpose.

"We change our contracts every year," Michael said. "You need to review your contracts every six months to a year because you will find issues and changes to them and make sure they're right."

Rather than drafting your own contracts, Michael recommends having a lawyer do it as an extra layer of precaution.

There are important elements that should be written into a contract, such as how much the auctioneer is getting paid, but there are also some elements that can get you in trouble. For example, if an auctioneer says in the contract that they will be at the auction at noon and they are late, they could be sued.

"If you show up at 12:01," Michael said, "you can be sued and they'll win. How much

Contracts for benefit auctioneers

Are you considering all angles in your benefit contracts?

by James Myers

money they'll win will be based on how much you hurt them."

A list of services provided by the auctioneer and the client are also important items to include. Another noteworthy addition to the contract is the cancellation clause. Matthew laid out a scenario where the auctioneer has a contract with a client and reserved the auction on the calendar six months in advance.

"You turn down four other auctions that conflict with this date," he said, "two of which pay substantially more, but you're already bound to (the auction). A week before, they cancel this auction because they don't think they'll have anyone there. Or they find a free auctioneer and the board gets dicey and backs out."

This is a scenario where auctioneers can cover themselves with a cancellation clause.

Matthew cautions auctioneers to avoid the use of the word "penalize." He said the court is likely only to award a cancellation fee that is fair, which is an approximation of what the auctioneer can anticipate the actual damages to be when the contract was signed or at a later time when the cancellation clause is enforced.

"If a court finds that you're trying to penalize them with a cancellation policy, the court won't do it," he said. "You're not helping your case by calling it a penalty; that's making it worse." ♦

James Myers is a freelance writer in Oregon.

This article was adapted from a 2019 Conference & Show session.



Online auction communication

Think online auctions are less work? Think again.

by James Myers

Communication is a huge part of the auction process. From informing bidders to nurturing sellers, auctioneers are tasked with being detail-oriented and always willing to answer questions. This is especially true in online auctions, where a barrage of questions from sellers, bidders and buyers can become a burden.

Chip Pearce, AARE, ATS, CES, GPPA, owner of Pearce & Associates Auctioneers, held his first online auction more than a decade ago. He said it “took on a mind of its own and we ran with it,” resulting in his company performing its last live auction

about six years. While the online auction process doesn’t require as many staffers as live auctions, Pearce can attest to the amount of work that goes in to the online platform.

“There are some difficulties doing online auctions and it comes down to communication,” Pearce said. “We found in our office that if we do a good job communicating, then it makes things easy all the way through the end of the transaction.”

Addressing important topics with the seller at the outset can eliminate a lot of stress. For example, knowing their motivation to sell offers insights into how

to approach the relationship. Do they simply need cash or are they downsizing? Have they lost interest in their property or are they trying to reduce debt? Perhaps the business is struggling and they need to liquidate—these motivations can inform the conversation going forward.

“When we’re dealing with expectations of an auction,” Pearce said of what sellers are expecting to get out of the auction, “if you haven’t gone over that with your seller, you don’t want to go to an auction and have them expecting \$100,00 and turn around and have a \$15,000 or \$20,000 auction.”

A good communication process begins with the initial visit with the seller, and then it moves on to a proposal and a contract where the previous conversations are detailed. The next step is to fully educate the auction company staff, so they know how to field questions from bidders and buyers. Pearce advises to stay in frequent contact with the seller throughout the process.

“Why are bids so low?” Pearce said of the common question asked by a seller who hasn’t been walked properly through the process. “Bidding can end up doubling in the last day. Touch on that the day you sign the contract and prepare them and all the decision makers ... by the time the auction is winding down, there are no surprises—I’ve prepared them.”

Pearce says it’s the job of auctioneers to educate the bidders so they can become buyers. That job sometimes includes

educating bidders who are new to the online auction process.

“It absolutely can overwhelm your staff,” he said, “especially if it’s a significant sale.”

While there will always be a technological gap to deal with, a more significant problem involves questions about auction items from potential bidders. The auction catalog should be the answer to this problem.

“A lot of people do a terrible job putting the bidding catalog together,” he said. “So many of your problems can be eliminated there.”

Aside from thorough item descriptions, adding quality photos can also take a load off the auction staff, eliminating a slew of questions they would otherwise have to answer. With automobile auctions, Pearce recommends taking photos of the VIN plates, under the hood, the undercarriage and damage to the vehicle. For real estate auctions, he said using

drone video of the property offers a lot of value to the potential bidders.

Buyers can also become sellers, which is why Pearce said even in the smallest auctions must be approached with the same level of professionalism as the largest auctions.

“It’s our reputation,” he said. “If you’re going to do online auctions, step up and do it like we did with live auctions. You have to be detailed in everything you do ... you can eliminate most of the questions by preparing your staff to do a better job preparing for the sale.” ♦

James Myers is a freelance writer in Oregon.

This article was adapted from a 2019 Conference & Show session.

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From big wheels to little hammers

Auctioneers play an important role in disaster relief

by *Kirsten Hudson*

When natural disasters strike, auction professionals can help. Although we typically think of disaster relief organizations, like the Federal Emergency Management Agency (FEMA) and the American Red Cross, as active during national disasters, auctioneers aid in unexpected ways. From pulling together auctions of heavy equipment to helping with cleanup in affected areas to selling small personal property.

“There’s so much opportunity there for us auctioneers to do what auctioneers do. And that’s to take care of people,” said Daniel Pruitt, CAI, vice president and sales consultant at Ritchason Auctioneers, Inc., who is a certified personal property appraiser and a public auto auctioneer. “We’re going to be presented with

opportunities and I think it’s an excellent time for us to leverage our networks.”

J.K. Kinsey, CAI, AMM, a 30-year auction industry veteran with Kinsey Auctioneers & Real Estate and who recently started a seller-managed online auction company called bidquefy.com, selling business liquidations, construction equipment and special circumstance selling, said he’s seen auction companies help when flooding has devastated areas in Nebraska and parts of Missouri. “Some of the auction companies got consignments, did online auctions and raised donations from auction schools, farm ranch supply stores and others for local farms and ranches,” he said. “Our marketplace is traditionally agricultural assets and those guys are in survival mode at that point when a natural disaster hits.”

When volunteers and disaster relief organizations move into areas hit by tornadoes, severe storms, flooding, hurricanes, wildfires or earthquakes to start cleanup and rebuilding infrastructure, auction professionals are key to facilitating the buying and selling of equipment for storm cleanup.

“On those deals, you’re going to see a large increase in sales of demolition trucks and trailers, skid steers, backhoes, truck grinders, anything with a thumb on it to be able to load debris,” said Jason Stribling, GPPA, who is currently employed with nine auction companies nationwide and specializes in heavy equipment and the vocational truck and trailer auction industry. “That’s what they’re going to use and that’s what they’re going to buy.”

Auctioneers can help get the heavy equipment needed to affected areas by using their networks of customers to find the equipment needed, even if it’s in another part of the country. “Let’s get these in an auction, get you the most money for them, get them to the affected area and use those

items to repair, rebuild and cleanup to try to restore life to as normal as it can be for these folks,” Stribling said.

But it takes more than heavy machinery. “In the construction equipment auction industry, we sell everything from big bulldozers down to hand tools and working tools for carpenters, electricians, plumbers and pipefitters,” Stribling said. “Whatever you would need to rebuild infrastructure and buildings with.”

Auctioneers help both buyers and sellers during the sale of equipment for disaster relief. “As unfortunate as these storms are and the victims that are involved, it really creates a market for us to put together a good auction,” Pruitt said. “It’s a good opportunity to get the most money for the sellers that have the equipment and to provide a need to these guys that have the contract work from FEMA or wherever it may be.”

However, not all sellers do well following natural disasters and auctioneers need to prepare their clients for the likely outcome.

“My rule of thumb is that honesty is the best policy,” Pruitt said. “I give them a fair answer of what it’s doing right now. Because that’s reality. Maybe that’s not exactly what they want to hear, but I’m honest.”

Markets trend both ways following natural disasters, down or up. “We’ve had a lot of flooding in the Missouri basin area and we’ve actually seen a drive in real estate prices and the need for real estate from those that were affected by the floods,” said Jeff Pittman, CAI, AMM, of Pittman Auction Service, who conducts a wide variety of auctions including live, online, simulcast, real estate, fire arms, personal property, government surplus, bankruptcy, farm equipment, charitable events and livestock.

At the same time, he wonders what the flooding will mean in the next few months. “I’m looking to the future and these farmers who have not gotten a crop in, what’s that going to do when they haven’t had an income?” he said. “Are we going to be selling equipment? Are

we going to be selling land? What are the land prices going to do? Is the hill ground going to go up? Are the bottom ground prices going to go down?”

Natural disasters can create prime opportunities, but don’t think of it as a free for all. Auctioneers have a solid reputation to uphold. And you owe it to buyers to get them fair prices, too.

“You still have to have the heart of an auctioneer, good morals and good business sense,” said Kathy Packard, CAI, co-owner and one of the lead auctioneers with North Central Sales Auctions. ❖

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

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

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Marketing an auction well takes skill and determination. While there are many ways to market well, this year's Spring Summit provides two days of the best education available in digitally marketing auctions. You'll learn the ins and outs of search engine optimization, analyzing social media marketing data and trends, Google and effective targeting, email marketing automation, marketing your brand, and best practices galore! Join (or bring) your fellow auction marketing peers for that next step beyond the basics of digital marketing.

Sherm Hostetter, CAI, AARE, BAS, CES, GPPA, and Eric Rasmus, CAI, AMM, co-chairs of the Digital Marketing Summit Task Force, are excited about the opportunities NAA's Digital Marketing Summit will bring to auction marketing professionals.

"When you go to a summit like this, you get the latest and greatest," Hostetter said. "All those things really help for me to take back to my company, to let them know what our next step is to stay relevant."

Rasmus added, "This one is not just for the big boss; it's also for the marketing team, social

media team, and other employees who might not be as present in the NAA."

In an effort to bring marketing industry—and not just auction industry—expertise to the summit, Garry Grant, CEO of SEO Inc., and a veteran expert in search engine optimization and the digital marketing industry, will be featured as the keynote speaker for the summit. According to their website, "Since 1997, SEO Inc. has been one of the top SEO company's in the world, having helped thousands of companies grow their businesses as a result of our search engine optimization services. The internet changes at a rapid pace. Today's most effective strategies won't be enough to stay competitive tomorrow."

Not only will Grant bring leading internet marketing expertise to the summit, but he will be offering one lucky registrant a complimentary website audit with a personalized game plan. Simply register for NAA's Digital Marketing Summit by the early bird deadline of January 24 and be entered to win this free website audit and game plan service package—a \$9,000 value! And if you don't win the drawing, Grant has donated a



Garry Grant is a veteran expert in search engine optimization and the digital marketing industry. With over 22+ years of experience, Garry has successfully built a multi-service operation at SEO, Inc., developing proprietary technologies through complex strategic solutions. He has extensive experience in critical initiatives and operational responsibilities grounded in information technology and performance management.

Garry's expertise and an esteemed reputation, coupled with SEO Inc.'s impressive client success record has earned him such accolades as SEO Agency of the Year finalist, Clutch.co, Top San Diego SEO Agency for 2016, 2017 and 2018, Entrepreneur Magazine's 2005 Hot List for the Hottest Internet Property, Inc. 500 2007 Honorary award for Fastest-Growing Private Company in America, an Inc. 500 top 50 Company in San Diego, and interviews with The New York Times, Business News Daily, The Wall Street Journal, WIRED, Entrepreneur. Business 2 Community writer and The Huffington Post. Garry has also appeared on many TV networks,

including MSNBC, Channel 8 San Diego, Channel 5 San Diego, Channel 10, and many more.

Garry Grant began his online career in 1993, creating strategic Web and e-business solutions for Homepage.com, The Rush Limbaugh Show, Premiere Radio Networks, Clear Channel Communications, EarthLink, and Artisan Motion Pictures. Today, Garry and SEO Inc.'s highly skilled digital strategists develop proprietary technology and strategic digital marketing direction for many Fortune 500 companies.

For more information, visit seoinc.com/seo-services.

second website audit and personalized game plan service package to be sold by auction during the summit benefiting the National Auctioneers Foundation!

NAA's Digital Marketing Summit is your opportunity to set yourself and your auction business above the competition.

"Those that do well at marketing will do well in the auction business," Hostetter said. "It seems sellers gravitate to those that are good at marketing. And that's what this is. So, if you're wanting to grow your business, this is the place to be.

"I like how this is tailored to a more advanced, targeted audience with people that are ahead of the curve who can share ideas," Rasmus said.

So, what will you be doing Feb. 24-25, 2020?

"To me it's a no brainer," Hostetter said. "Do you want to have things that are going to help you into the future, or do you want to keep doing what you're doing? Things change, not yearly, they change monthly. The best investment you can make is in you because once you get the knowledge it can pay dividends, dividends, dividends."

"Don't be afraid to step into the future. The water's warm," Rasmus said.

See you in Louisville at The Brown Hotel this Spring! ♦

Find more information and register online at auctioneers.org/marketingsummit.

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Q & A

Wayne Wheat



What sparked your interest in becoming an auction professional?

In my late twenties, a friend convinced me to go with him to a dealer-only automobile auction. I had never been to an auction of any kind; I was blown away by the energy and the sound of the auctioneer. It felt like the floor of the New York Stock Exchange. I knew that day that I would become an auctioneer.

What road did you take to get there?

There was no internet search engine in the late 1980s. It took quite a bit of effort to find out how someone could go about becoming an auctioneer. At the time, I didn't know if the training and education would require a few weeks or several years. Within a month of attending that first auction, I located an auction school and found out the things I needed to know to get started.

I must admit it was a little strange coming out of military service as a paratrooper and a commander of a Redeye Missile Section, to popping in cassette auction training tapes instructing me to practice saying things like "Betty Botter" and "Round the Rough and Rugged Rock." Of course, I now understand the importance of laying that solid groundwork for a good, rhythmic auction chant.

There's a saying in the game of poker that it takes very little time to learn the game, but a lifetime to master. I would say that applies to the auction profession as well. In that first year following auction school, I conducted more than 100 business liquidations and benefit auctions. Texas Auctioneers Association and NAA members suggested I enter the auctioneer competitions as a way to network. I have made friends from all of the country as a result, and I highly recommend these contests to all auctioneers who are looking to network. The opportunities are endless.

Were there any challenges you faced?

The first big challenge that I faced was the number of people who told me, "You can't become an auctioneer. You'll never get hired. You need to be in an auction family or at least close friends with an auctioneer to even have a chance at making it." Thankfully, I didn't listen to those things and pushed forward. I knew down to my core that this was what I was meant to do. Nothing is impossible when you put God first.

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

When I started out as an auctioneer, I thought that the bid-calling was the most

important part of being an auctioneer. But, over the years I have learned that being an auctioneer is not just counting numbers for an audience and playing referee. A successful auctioneer is a good people person as well as a great salesperson. I'm always looking to gain product knowledge on the types of assets that are trending in the auction business.

When I first started out, I also thought of an auction as a last resort method for selling things. Luckily, I got involved with the Texas Auctioneer's Association and the NAA in the first year of my career and learned that auctions can actually be the preferred method of selling in most cases.

Why do you love what you do?

I have a grateful attitude. By grace, a burning desire and persistence, I have had the great fortune of meeting many successful and forward-thinking people. I get to sit and talk with the pioneers and creators of companies like Twitter and GoDaddy. I travel and work all over the United States, Europe and Asia. Some of the clients I have today are the same ones I worked with when I began my career 30 years ago.

There are very few jobs that I can think of where you fly 2 or 3 hours, up to 16 hours, to then pick up a microphone and work for

2 hours. My friends ask, “They fly you all the way to Hong Kong just to work for two hours? Aren’t there English-speaking auctioneers in Hong Kong? In Dubai? In Prague?” And, yes there are. But they fly me there because of my product knowledge and networking within the domain industry and their perception that I may be able to secure an additional \$100K to \$1M bid on a single domain name.

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

First and foremost, participate in as many relevant continuing education classes as you can. Remain grateful and continue to develop your skills and product knowledge. Love it or hate it, the number of internet auctions are increasing and that is the direction that this industry is headed in.

When I conduct intellectual property and domain name auctions or fine art auctions, more than one-half of the winning bids come via the internet through simulcast and proxy bidding. Even my Mercedes weekly sale is now dominated by internet bidding.

Benefit auctions and fundraisers will always need the dynamic live auctioneers as advocates and talent on the microphone. Be your authentic self when on the stage and on the microphone. You are a one-of-a kind. You are your own unique brand. Brand yourself! There was a line that I loved that was used in the series “Breaking Bad” where a man said, “Why don’t I just eliminate you, and there won’t be any more Coca-Cola to compete with?” The protagonist answered, “You could do that, yes. But do you really want to live in a world without Coca-Cola?”

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

Learning those basic tenants of auction professionalism at the beginning of my career were key to my success. The continuing education classes. The understanding of the auction method of marketing. One of the most important things that I learned is that we are

salespeople, not just bid callers. I have learned to adjust my speed and my rhythm (and to completely stop chanting if needed) in order to be an effective salesperson.

What do you love about this point in your career?

The people that I meet. Conducting benefit auctions. Giving keynote addresses and incorporating the great auction stories that we’ve created over the past 30 years. I share with my audiences that I am responsible for Beyoncé’s rhythm. You’ll have to attend one of my keynotes to find out why I think that though.

I love that the auction business allows for family involvement. There aren’t many professions that allow you to work with your family and friends. I once told someone that I love the auction business so much that I would work for free. But, if any of my clients happen to see this interview I was joking (mostly).

What inspired you to write your books?

The reason I wrote my first book, “Bid and Grow Rich,” was to help the public learn about the advantages of buying and selling at auction. It seemed that no matter where I traveled people had very little idea of the opportunities that auctions could provide if you knew how to find the right ones and if you knew how to bid effectively.

I was always sharing my frustration with the public’s lack of knowledge of our industry with my wife, Katy. She finally said, “Honey, why don’t you just write a book?” So, I did. I incorporated simple analogies of position and types of betting in poker to how to bid effectively at an auction. The book also explains the mysterious auctioneer chant and the important role of the bidder assistant.

My second book was written as a guide for things that one must do to be continually successful. Everyone has big plans but in order for a good plan to become successful there are incremental steps and deadlines that one must take backed by relentless persistence. The original title was, “Things To Do Before

You Jump,” but was shortened to “Before You Jump!” The analogies that I use are from my days as a military paratrooper and things that I learned as a coach to elite pole vaulters in track and field for the past 25 years. The book presents a reliable formula of planning, preparing, practicing and executing a successful mission.

What do you feel your books have done for the auction industry?

“Bid and Grow Rich” is a good resource for the public. It explains in detail how to find the types of auctions that are of interest to them and how to successfully prepare for and bid on items that they can profit from. It also gives the public an insight to the psychology of the auctioneer and explains some techniques that will increase the chances of bidder success. An educated bidder is good for the auction industry. And, as I say in “Before You Jump,” if you’re going to jump out of a plane, you should know exactly how all of the equipment works, before you jump.

What is the biggest lesson you learned by being an author?

The biggest takeaway from a writer’s perspective is the sheer amount of time that it takes to complete a book. As an auctioneer, I typically drive between two to four hours between auctions or have flights that take several hours. I learned that I could use this time productively to record my thoughts as I traveled. This made the writing process much easier and I believe that anyone with good ideas to share can be a successful writer. Again, it goes back to the planning and persistence that is required.

The biggest impact on me was the doors that were opened as a result of writing the books and the interesting people that I met. One thing that I did not anticipate was the opportunities that the books would lead to into the world of keynote and motivational speaking. ❖

Learn more about Wayne Wheat at waynewheat.com.



Clayton Nix



David Lovegrove, AMM

Q & A

Shearer Printing

When and how did your business start?

Eighty-plus years is a very long time for any company to survive. Our longevity is due to the dedicated, hardworking and caring staff that has worked for this company throughout the years. It also has taken loyal customers that are more of a partner than a customer, of which we have many. Lastly, it also takes a little luck.

A very superstitious John R. Shearer opened Shearer Printing Service by hanging a horseshoe above the door at 101 E. Broadway in Kokomo, Indiana, on July 7, 1937. John's horseshoe still hangs today at the current location at 107 W. Markland Ave in Kokomo. Shearer is currently a fourth-generation business with a plan to continue our long-standing tradition of quality, service, and value.

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

About 20 years ago we started printing for a farm management auction and real

estate company in north central Indiana. We consistently met their need for quality printing in a very short time frame while providing a high level of customer service. When their marketing director was hired by a large land auction company in northern Indiana, we were chosen as their preferred vendor. We started printing for them as well. Around that time, we purchased our first full-color, large, conventional press, added full mail services and an advanced digital production press. We then became the preferred partner for two auction industry marketing/advertising companies who served professional auctioneers on a national level.

In those days, much of the auction print marketing was still one, two or three-color. We recognized an opportunity to cater to the auction industry's growing demand for short- and large-run, full-color printing. We understood the industry's extremely short project timeframe for marketing auctions to potential buyers. We felt the industry had vendor choices for print and mail services, but not a real partner focused

on their unique pace and needs. We dove into the auction world head-first. We had an owner graduate from auction school, CAI, and serve on the Indiana Auctioneers Association Board of Directors.

We maintain AMM designations. We take advantage of continuing education classes at state and national conventions. We have taught classes at auction schools and conventions. We consider ourselves the auctioneer's first choice for design, print and mail solutions.

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

Our core products and services are graphic design, print, mail and digital marketing tailored to the auction professional. Overall, we hope to provide our clients with a consulting-oriented partnership that truly makes a difference in their workday, their business and their bottom line. While we offer many online conveniences, we are still an old-fashioned, relationship-driven company.



receivables and data collection/sales analysis tools. Our clients are sure to benefit from this new investment. For example, your sales account representatives can instantly find your project status in the system without needing to place a call to the office. Project quotes can be created for you quickly from anywhere with this cloud-based system.

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

The future looks very bright for Shearer and our clients. As we continue to invest, we will continue to give our clients access to the latest techniques and technologies to reach buyers, sellers and grow their business. Successful marketing depends on reaching consumers where they are

We want our clients to be able to pick up the phone and speak with their account representative, mail shop specialist, designer, production manager, or an owner.

We hope by giving our auction professionals access to award-winning design, cutting-edge print and mail technology, and advanced digital marketing, we become a one-stop shop for reaching buyers and sellers. We want to be a seamless extension to their marketing department.

There is no room for error in getting direct mail in potential buyers' hands on time. Our clients tell us our ability meet outrageous deadlines with consistent quality and accuracy, is for them, like purchasing insurance and peace of mind.

What do you love about working with your clients?

We love earning trust. We love being a hero. Helping our clients succeed and feeling a part of their team is an honor. When they win, we win! Hearing "job well done" is our goal. Auctioneers are an amazing, down-to-earth group of professionals with an entrepreneur's spirit who show great loyalty to those they trust. Each job is unique and different. It can be a crazy ride sometimes and that creates a great feeling of euphoria and accomplishment at the end of the day. If it was easy, anyone could do it.

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

2020 is going to be an exciting year. Shearer is excited to announce we are launching a new



digital marketing product and service line. There is a new in-house digital marketing team on board. Our one-stop shop solutions will now give you access to website design, digital marketing, social media management, content creation, Google and Facebook advertising, and more. Integrating these with our direct mail services is a one-two knockout punch!

We are currently upgrading our shop workflow to PrintSmith Vision. A web-based software system designed by EFI. This is a flexible, feature-rich business management software that offers powerful estimating, point-of-sale, account management, production management, scheduling,

and in the formats they prefer to be reached. We are evaluating new touch points, channels and products available to reach consumers. We look forward to sharing these with our clients as we bring them on board.

How has the NAA helped you grow your business?

The NAA has provided networking opportunities and continuing education classes. We have attended Conference & Show and earned designations like CAI and AMM, which has made us better partners for our clients. Thank you NAA! ❖

Rare Nintendo Pokemon “Pikachu Illustrator” promo card graded Mint 9 gavels for a record \$224,250 at Weiss Auctions

LYNBROOK, NY – A Nintendo Pokémon “Pikachu Illustrator” trainer promotional hologram trading card, graded in Mint 9 condition and given to a winner at the 1998 CoroCoro Comic illustration contest in Japan, soared to \$224,250 (a new world auction record) at an auction held October 23rd by Weiss Auctions, online and in firm’s Lynbrook gallery at 74 Merrick Road.

Fan-favorite Pikachu starred on what is inarguably the most valuable and rarest Pokémon card in the world, accounting for the dizzying selling price. Although the technical name for the card is “Pokémon Illustrator”, it is known as “Pikachu Illustrator” due to the image. What makes it so rare is that it wasn’t sold but awarded as a prize at the illustration contest thru CoroCoro Comic.

The card was created specifically for the contest. In the January 1998 issue, three first place winners won a copy of the card, as did another 20 second place winners. With cards awarded in two more contests that year, there were a maximum of 39 copies released. It isn’t known exactly how many surviving copies are still around; however, only 10 PSA certified copies are known.

The card sold is the only card in the long-running collectible card game series to say “Illustrator” at the top of a trainer card, and the only one to bear the pen symbol in the bottom right corner. The artwork is by Japanese illustrator Atsuko Nishida. The card carried a pre-sale estimate of \$125,000-\$175,000, which some believed was high, but determined bidders thought otherwise.

The rest of the auction had 500 interesting, fresh-to-the-market lots, in categories that included sports, cards, comic books, comic art, animation, Disney memorabilia and more. The runner-up top

lot was a genuine Superman rarity: the complete five-volume set of Science Fiction Fanzine #1-5, including The Reign of Superman (1933-1934), by Jerry Siegel and Joe Shuster (\$44,070).

It was just the third time that Weiss Auctions had ever offered the set in its entirety. Two of the issues were signed by Siegel, one as “Jerome Siegel” in blue pencil on an editorial page and one as part of a pencil note to a subscriber. Some copies had pages that were in the wrong order due to the amateurish nature of the printing from Siegel and Schuster, still in high school at the time.

Following are additional highlights from the auction. Internet bidding was facilitated by Proxibid.com and Invaluable.com. All prices quoted include the buyer’s premium.T

A scarce original production cel from the 1935 Disney film The Band Playing – the very first Mickey Mouse color short – finished at \$11,865. The cel measured 5 inches by 6 ½ inches and had a great image of Mickey leading the band. It was one of many Disney lots in the auction.

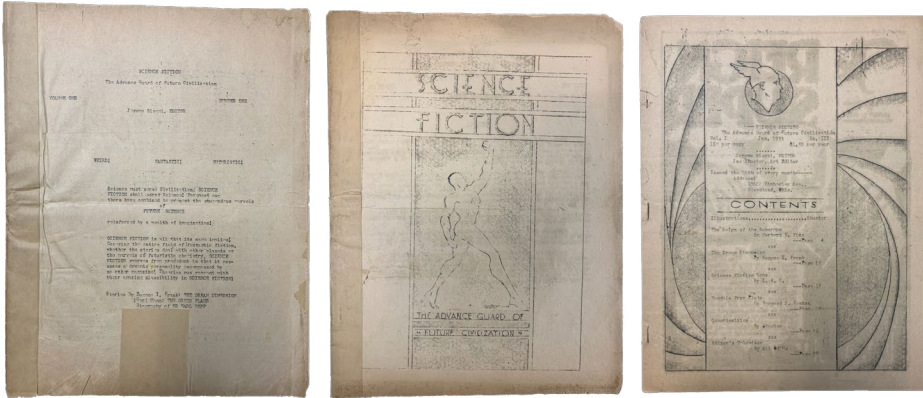
Fabulous production cel of Snow White, shown at a well with five doves (two of which have gotten loose), on a Courvoisier background, 8 ½ inches by 8 ½ inches (\$4,400).



Nintendo Pokemon “Pikachu Illustrator” trainer promo hologram card graded Mint 9 condition, given to a winner at the 1998 CoroCoro Comic Illustration contest in Japan (\$224,250).



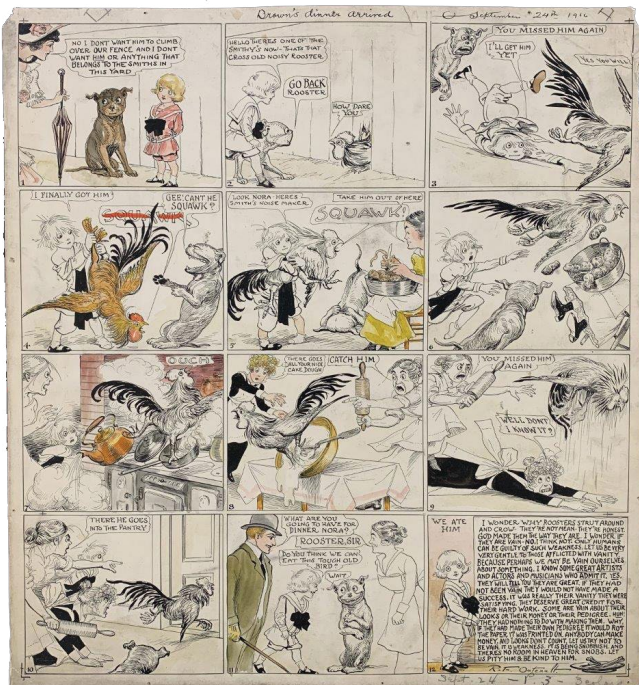
Eight-page pen-and-ink Batman story, 1994, by the illustrator Joe Kubert (back-dated 1996, DC Publications, issue unknown) accompanied by photocopies of these and other pages (\$9,000).



Complete five-volume set of *Science Fiction Fanzine* #1-5, including *The Reign of Superman* (1933-1934), a highly coveted *Superman* rarity by Jerry Siegel and Joe Shuster (\$44,070).



Scarce original production cel from the 1935 Disney film *The Band Playing* – the very first Mickey Mouse color short measuring 5 inches by 6 1/2 inches (\$11,865).



Original Sunday comic page for *Buster Brown and Tige* by Richard Outcault (1863-1928), dated Sept. 24, 1916, watercolor and ink over graphite with hand-colored highlights (\$7,800).

An eight-page pen-and-ink *Batman* story done in 1994 by the illustrator Joe Kubert (back-dated 1996, DC Publications, issue unknown) realized \$9,000. The story was accompanied by photo-copies of these and other pages and came out of Kubert's estate, as were other items in the sale.

An original Sunday comic page for *Buster Brown and Tige* by Richard Outcault (1863-1928), dated Sept. 24, 1916, with hand-colored highlights, changed hands for \$7,800. The watercolor and ink over graphite comic page, quite rare and desirable, measured 20 inches by 21 inches.

Another Disney lot that had paddles wagging was a fabulous production cel for *Snow White*, shown at a well with five doves (two of which have gotten loose), on a Courvoisier background. The cel – 8 1/2 inches square – sold within its \$3,000-\$5,000 estimate to hammer for \$4,400.

Weiss Auctions will have what is shaping up to be one of its most important auction events ever on Thursday, November 21st, online and in the Lynbrook gallery. The estate sale will feature an important early 18th century sterling silver tankard bearing the mark of "Bartholomew Le Roux", a 27-inch Tiffany Studios linen fold lamp and a large selection of linen-backed vintage posters.

Also sold will be a collection of works from New England School artists; important artworks by Joan Miro and Marc Chagall; an oil painting by Jean Dufy; a large illustration painting by James Montgomery Flagg; a large selection of better Nippon pieces; bronzes and porcelains; and estate jewelry items ordered sold on behalf of the New York and Bronx Public Administrators Offices. ♦

J. Garrett Auctioneers' Nov. 2-4 auction headlined by the estates of Lonnie "Bo" Pilgrim and Richard Horton grosses more than \$2 million

DALLAS, TX – An outstanding pair of carved alabaster angels having gold-gilded wings and amazing overall detail sold for \$28,800 and an important oil on canvas painting of Columbus's discovery of America by Nicolaas Pienemann (Dutch, 1809-1860) brought \$41,600 at an auction of items from the estate of Lonnie "Bo" Pilgrim (1928-2017), the co-founder of Pilgrim's Pride.

Pilgrim's Pride was, at one time, one of the largest chicken producers in the United States. Items from Mr. Pilgrim's estate headlined the auction held November 2nd-4th by J. Garrett Auctioneers, online and in the Dallas gallery at 9203 Diplomacy Row. Also offered were items from Richard Horton of Fort Worth, Texas, who amassed a museum-quality collection spanning over 50 years.

"This sale was very reminiscent of the good old auction days," said Julie Garrett VanDolen of J. Garrett Auctioneers. "We had the perfect storm of a big name, some fantastic merchandise and a phenomenal live crowd here on the floor. Many of our best

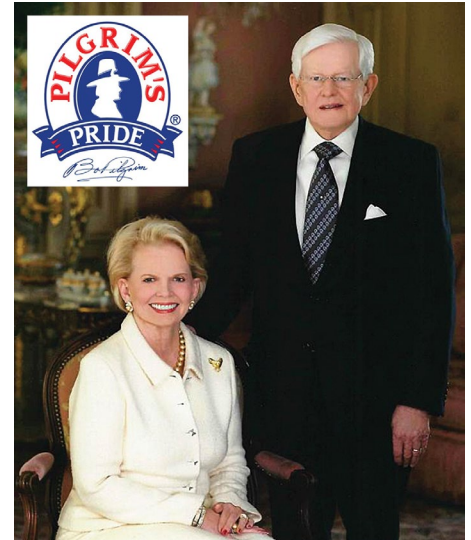
customers and friends flew in to preview and bid. We're thrilled for our consignors and for so many buyers who are taking home some important historical pieces." Ms. VanDolen added the sale grossed more than \$2 million.

The alabaster angels – 47 inches tall and shown bearing gifts and playing musical instruments – were the first item up for bid. "Nothing kicks off an auction like hands in the air and a bidding war on the very first lot of a sale," Ms. VanDolen remarked. "These were estimated low, and a floor bidder wasn't leaving without them.

Understandable, as they will make for a killer holiday décor. That kind of bidding so early in the day set the pace and the overall tone for a great sale."

The large, 19th century oil on canvas painting by Nicolaas Pieneman, titled Columbus Discovers America, was a stunning depiction, signed lower right, and measured 63 inches by 76 inches in the frame. It met and sailed past its high estimate of \$30,000. "The painting is beautiful and was acquired by a prominent art gallery," Ms. VanDolen said, adding, "It may end up in a museum."

Following are additional highlights from



The auction featured items from the estate of Lonnie "Bo" Pilgrim (1928-2017), co-founder of Pilgrim's Pride, at one time one of the largest chicken producers in the United States.



Large American gilt bronze and white marble centerpiece by Edward F. Caldwell & Co. (N.Y.), circa 1905, with the large marble bowl held by two Greco-Roman figures (\$60,800).



Outstanding pair of carved alabaster angels having gold-gilded wings and amazing overall detail, 47 inches tall and shown bearing gifts and playing musical instruments (\$28,800).



Stunning 19th century oil on canvas painting by Nicolaas Pieneman (Dutch, 1809-1860), titled Columbus Discovers America, signed lower right, 63 inches by 76 inches (\$41,600).



Large KPM plaque, signed lower left, in a 34 inch by 29-inch frame (\$17,920).

the auction. A healthy in-person crowd made its way to the gallery in person over the course of the three days, while many others registered to bid online via the platform LiveAuctioneers.com. All prices quoted include a 28 percent buyer's premium.

A large, fine quality gilt bronze and white marble centerpiece, made around 1905 by Edward F. Caldwell & Co. (N.Y.), gaveled for \$60,800. The piece consisted of a large marble bowl held by two Greco-Roman figures. The bronze was ornately decorated with bacchanalia masks. The buyer, interestingly, was Mr. Caldwell's granddaughter, Margaret "Meg" Caldwell of New York.

"It was actually an emotional moment when the hammer dropped and Dad was able to announce our phone bidder was Ms. Caldwell," Ms. VanDolen said. "There was a special energy running through the crowd at

that moment, followed by a round of applause and even a few happy tears."

A pair of rare and monumental Royal Vienna urns, made circa 1880 and standing 57 inches tall (on footed stands), sold as one lot for \$54,400. The capped urns, unsurpassed for quality, were surmounted by bronze antlered gargoyle handles and enriched with stylized gold decoration on a burgundy field. Each urn was painted in vibrant colors depicting Apollo and attendants heralding the dawn of Venus and Mars, and the reverse showing Justice and a muse emblematic of the arts.

An important and fine Louis XVI bedroom suite, crafted after the design of Jean-Henri Riesener (French, 1734-1806) for the commode of La Chambre de Louis XVI at Versailles, finished at \$48,000. The suite consisted of a bedframe measuring 59 inches tall by 72.75 inches wide, a 9-foot 5-inch tall armoire signed

"JRA" in verso behind a cobalt globe, and a pair of stands. The ormolu mounts were done by Jean Rabiant, with fruitwood marquetry and parquetry mahogany.

Also sold was an oil on canvas painting of a girl in a field reaching for a flower by the Lebanese abstract artist Elie Kanaan (Lebanese, 1926-2009), 38.5 inches by 38 inches, in good condition (\$35,200); and a large KPM plaque, signed lower left, in a 34-inch by 29-inch frame (\$17,920).

"Bo" Pilgrim co-founded Pilgrim's Pride in 1946, when he opened a feed store in Pittsburg, Texas, outside of Dallas. He and his late wife Patty became dedicated antique collectors and traveled the world to furnish their residences with the finest antiques. Many of the items in the sale came from the couple's mansion home in Pittsburg, nicknamed 'Cluckingham Palace'. ❖

Moran's California Living auction brought out the collectors

MONROVIA, CA – Moran's California Living auction, the inaugural auction of its kind, realized strong prices for classic Arts & Crafts design and fine art. The continued appeal of design from the late 19th and early 20th century was evident on Sunday. Look for another session of California Living in the 2020 auction year.

Metalwork from bronze sculptures to copper lighting brought out collectors on Sunday. A beautifully modeled bronze sculpture from famed artist Eli Harvey of a resting lion. The lot caused a bidding war between a phone and floor bidder, and the latter was ultimately successful in taking the bronze home for \$22,500 (all prices-realized include Moran's 25% buyer's premium). A more modern bronze of an American Indian man from artist Dave McGary commanded attention and realized \$6,875. A gorgeous Dirk Van Erp lamp sold within its \$6000-9000 for \$8,125

Beautiful art from around the country had collectors vying for the best examples. A magnificent color woodblock from Gustave Baumann, "Pelican Landmark," created a stir when it hit the block, ultimately selling to a determined bidder for \$17,500. A delightful Theodore Jackman oil on canvas titled "The

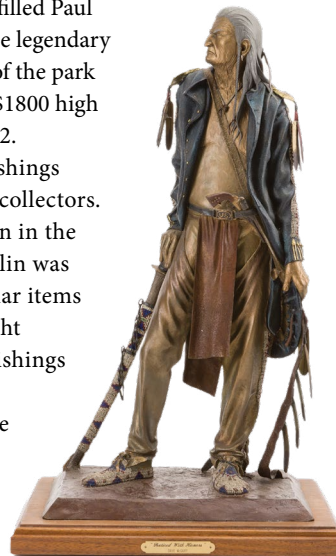
Promenade" and featuring a posing lady in Spanish-style garb captured the heart of everyone who came to preview, selling for \$4,062. Just in time for that post-World's Series fever, an action-filled Paul Clemens painting of the legendary Babe Ruth got hit out of the park when it sold above its \$1800 high estimate to bring \$2,812.

Arts & Crafts furnishings continue to appeal to collectors. A wonderful firescreen in the manner of Samuel Yellin was one of the most popular items on preview and brought \$4,062. Roycroft furnishings were among the most sought-after lots of the day, most lots were mostly in their original finish and brought out the collectors. A stately Morris chair brought \$3,125 after a protracted bidding war. An arresting hall chair from Charles Rohlf's sold comfortably within its \$3,000-5,000 estimate for \$4,687. ❖

Lot 1167, Eli Harvey (1860-1957 American), Lion, 1926, patinated bronze, price realized: \$22,500



Lot 1118, Dave McGary (1958-2013 Paradise Valley, AZ) "Retired with Honors," 1991, polychrome bronze, price realized: \$6,875



Lot 1049, Gustave Baumann (1881-1971 Santa Fe, NM) "Pelican Rookery," color woodblock on laid paper under glass, price realized: \$17,500

PAI's 79th Rare Posters Auction earns \$1.7M in sales with resurgence of Art Nouveau



Alphonse Mucha, Cycles Perfecta, 1902

NEW YORK, NY – Poster Auctions International's (PAI) third sale of the year—Auction LXXIX, held October 27, online and at the PAI gallery in Manhattan—finished at \$1.707 million in sales. The auction provided enthusiastic acclaim for important works of the Art Nouveau and Art Deco eras.

Jack Rennett, President of PAI, said, “The most significant aspect of this sale was the return of Art Nouveau following declining interest in previous years. This renewed passion is evident in record sales of Orazi’s ‘La Maison Moderne,’ Thiriet’s ‘Absinthe Berthelot,’ and continued interest in Mucha and Toulouse-Lautrec.”

The highest bid at auction—and perhaps the most unexpected triumph—was for Henri Thiriet’s ca. 1898 “Absinthe Berthelot,” a rare Belle Epoque design depicting a bustling outdoor café scene. Its estimate of \$30,000-\$40,000 was swiftly surpassed with animated bidding, and the lot was finally won for \$108,000 (all prices include sales premiums).

Perhaps no other artist is more emblematic of Art Nouveau’s prowess than Alphonse Mucha. His 1902 “Cycles Perfecta” exudes the decorative style and expressive spaghetti hair that made him famous. While estimated



Manuel Orazi, La Maison Moderne, 1900



Henry Thiriet, Absinthe Berthelot, ca. 1898

applause followed. Rarer works by the Belle Epoque master were similarly desired; his theatrical “Princezna Hyacinta,” from 1911, blew away the estimate of \$25,000-\$30,000 for a grand \$48,000.

For the Father of Art Nouveau—Jules Chéret—sales were similarly impassioned. His revered “Librairie Ed. Sagot / Affiches-Estampes,” from 1891, sold for \$6,000. But it was his oil painting, “Sérénade dans le Parc,” that really excited collectors; with an estimate of \$25,000-\$30,000, it was won for \$38,400.

Leonetto Cappiello, whose work informed both Art Nouveau and Art Deco, also delighted bidders. His very first poster—“Le Frou Frou,” from 1899—is testament to the artist’s innate lithographic skill; estimated at \$5,000-\$6,000, it was sold for \$7,800. For the first time in PAI’s history, his 1907 “Congrès International des Étudiants” was available, and collectors were thrilled. With an estimate of \$3,000-\$4,000, the Dionysian scene was won for \$5,520.

Manuel Orazi continued the theme with his elegantly decorative work, “La Maison



Henri de Toulouse-Lautrec, Salon des Cent, 1896

at \$17,000-\$20,000, bidders were fervent, resulting in a \$36,000 sale to a bidder in the room—and exuberant

well surpassed its estimate of \$7,000-\$9,000, earning \$19,200.

Henri de Toulouse-Lautrec’s iconic designs for Belle Epoque Paris resounded with poster lovers. One of only two bicycle posters he ever designed, “Cycle Michael,” from 1896, garnered a winning bid of \$9,600 (Est.: \$8,000-\$10,000). The 1896 “Salon des Cent,” an iconic image from the artist, topped out at \$78,000 (Est.: \$60,000-\$80,000). His 1896 “The Ault & Wiborg Co. / Au Concert” boasted several notable qualities: the hand-signed image was printed on zinc plates, and is an extremely rare French version before letters. Justifiably so, it garnered \$66,000 (Est.: \$60,000-\$70,000).

But Art Deco, Modern, and Contemporary posters were also highly lauded. Paul Colin dazzled Art Deco lovers with his 1927 “Lisa Duncan,” which earned \$45,600 (Est.: \$30,000-\$40,000). Henry George Gawthorn presented a luxurious view of the world-famous St. Andrews golf course with his 1925 maquette, “St. Andrews.” Estimated at \$14,000-\$17,000, it exceeded expectations for a win of \$24,000. Charles Gesmar’s seductive design for the early drag queen aerialist, “Barbette,” from 1926, also sparked a bidding frenzy; the gavel fell at \$5,280 (Est.: \$2,500-\$3,000). And Harley Wood’s romantic scene of Manhattan at dusk, “New York / Pennsylvania Railroad,” prompted a winning bid of \$13,200 (Est.: \$8,000-\$10,000). ❖

“Moderne,” from 1900. His stately design for the modern art store, estimated at \$50,000-\$60,000, was won for \$78,000.

Théophile-Alexandre Steinlen also proved the lasting power of his works; his most iconic poster, “Chat Noir / Tournée,” from 1896, received a winning bid of \$18,000 (Est.: \$14,000-\$17,000). Collectors also vied for a unique painting by the artist: “Femme au Café,” from 1914. The portrait of a woman seated in a crowded space

Lively bidding and strong results at Shannon's

MILFORD, CT – It was an exciting night at Shannon's with a full room of bidders, a bank of twenty telephone bidders and participation from online bidding platforms, Shannon's kicked off a robust auction that resulted in \$2.3 million dollars in sales with over 76 percent of lots sold.

Auctioneer Peter Coccoluto kept the pace up wrapping up the 266-lot sale in just under 4 hours. The activity stayed buoyant throughout the sale with active international and online participation in many of the later lots.

The top lot in the sale, a rare hunting scene by Percival Leonard Rosseau, sold for \$100,000 after a lively round of bidding from the telephone bank. The painting, probably a depiction of Percy Rockefeller's hunting grounds at Overhills, North Carolina, attracted dog lovers, Sporting Art collectors and collectors of the American South.

Maintaining their reputation for leading results of exceptional 19th century works, Shannon's achieved a remarkable \$87,500 for their cover lot John George Brown's the Flower Girl from 1878. All four lots by Brown sold well, including the smallest Ready for Biz an 8 x 6-inch portrait of a shoe-shine boy that sold for \$7,500 against its \$3,000-5,000 estimate.

19th century American landscape paintings did well for the "right stuff." Managing partner, Sandra Germain, commented, "We see it again and again, clients are still buying 19th century landscapes and Hudson River School paintings if the works are by leading artists, of good subjects, in good condition and with provenance." Alfred T. Bricher's Grand Manan, Maine sold for \$68,750, Hugh Bolton Jones' Early Spring, Near Sheffield, Massachusetts sold for \$32,500, Edmund Coates View Along the Hudson sold for \$17,500, Ferdinand Richard American Falls at Niagara sold for \$15,000 and Edward Moran's Clam Diggers sold for \$20,000 among other notable results in this category.

There were impressive sales in American Impressionism. Pennsylvania Impressionism



Lot No. 79, ALFRED THOMPSON BRICHER, American (1837-1908), Grand Manan, Maine, oil on canvas, signed, 15 x 32 inches, Estimate: \$30,000-50,000, SOLD FOR \$68,750

had a strong night with Fern Coppedge's Winter in Bucks County selling for \$81,250 doubling the low estimate. Other noteworthy sales results were achieved for Frederick Mulhaupt whose Evening Glow – Gloucester Harbor sold for \$42,500 and February Morning in New Hampshire sold for \$32,500. An Emile Gruppe of Winter, Meredith, New Hampshire, which many commented was among the artist's best works, sold for \$21,250.

One of the most exciting lots in the sale was a sculpture by Abastenia St. Leger Eberle, Windy Doorstep. Loosely associated with the Ashcan School, Eberle worked in New York City and in Woodstock. In 1910 Windy Doorstep won the esteemed Helen Foster Barnett Prize at the National Academy of Design. Of the 20 castings, four were purchased by museums in 1910 and by 1917, fifteen were sold. Competitive bidding resulted in a \$68,750 purchase price, the highest price achieved for the artist since 2006, and the third highest price overall. The buyer, a private collector, also purchased the subsequent lot, With Her Favorite Sculpture, a portrait by Ivan Olinsky featuring Windy Doorstep in the foreground (sold for \$21,250).

A full bank of phone bidders stood for lot 16 an apparent sleeper in the sale, A View over Soho, Lower Manhattan, by Philip Pearlstein. Intense competition on the phones and in the room helped the price soar above its \$3,000-5,000 estimate, hammering down at \$26,000, the highest price for a non-figurative work by the artist. Other views of New York City performed well including A View of Lower Manhattan and the Brooklyn Bridge by Johann Berthelsen that sold for \$16,250 and a 62 x 62



Lot No. 97, PERCIVAL ROSSEAU, American (1859-1937), Pointers on the Hunt, 1927, oil on canvas, signed and dated, 23 x 32 1/4 inches, Estimate: \$80,000-120,000, SOLD FOR \$100,000



Lot No. 90, JOHN GEORGE BROWN, American (1831-1913), The Flower Girl, 1878, oil on canvas, signed and dated, 30 x 22 inches, Estimate: \$70,000-100,000, SOLD FOR \$87,500

inch of Lady Liberty by contemporary artist Bruce Braithwaite that sold for \$15,000. ❖

Board of Directors

Director/Officer Requirements

An NAA member who wishes to be elected as an Officer or Director of the association at the 72nd International Auctioneers Conference & Show in San Diego, California, must announce his or her candidacy by 4 p.m., CT, on Friday, Feb. 28, 2020.

NAA POSITIONS AVAILABLE

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

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

BOARD RESPONSIBILITIES

Expected to attend four scheduled face-to-face meetings, quarterly conference calls, and serve on committees as requested by the President. Board members may be requested to attend and speak at various state association conventions as NAA representatives and attend social and other functions sponsored by the organization when schedules allow. In addition, it is expected that the Board communicates the work of the organization and shows support for the NAA.

APPLICATION PROCESS

Complete position descriptions for Vice-President or Director, as well as the application process, can be obtained by emailing NAA CEO Hannes Combest, FASAE, CAE, at hcombest@auctioneers.org, or by going to auctioneers.org where the entire process is outlined under Member Area.

Once an NAA member has reviewed the aforementioned information, he or she may run for election by first submitting a **letter of intent** to the CEO, and answering these questions:

1. Why are you interested in serving?
2. How many years have you been a member of the NAA?
3. What have you learned from serving on a volunteer board, if applicable?
4. What state auctioneer association(s) do you belong to?
5. What committees and/or offices have you served on or held in your state association or in the NAA?

Candidates must then submit **two to three sentences indicating how they demonstrate the characteristics of each of the competencies. Of the “Characteristics and Attributes of an Ideal NAA Board Member,”** which can be obtained in the information packet provided by Ms. Combest. They also must provide the Committee three references and a professional photo of themselves.

An interview will be held during the first two weeks of March.

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

Candidates who are not endorsed by the Committee but still choose to run must notify the Committee of their intentions by 4 p.m. CT on March 27 in order to appear on the ballot.

Contact hcombest@auctioneers.org for questions.

2019 CANDIDATE REVIEW COMMITTEE:

- ◆ Chairman of the Board **Tim Mast**, CAI, AARE
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- ◆ State Representative **Randy Wells**, CAI, AARE, BAS, CES

NAA Education Institute Trustee Candidate Requirements

ALL INFORMATION IS DUE BY 4 P.M.
CENTRAL TIME ON FEB. 28, 2020

TRUSTEE CANDIDATE REQUIREMENTS

NAA members and designation holders who wish to be considered for a position of Trustee for the NAA Education Institute (EI) must submit information declaring their interest by Feb. 28, 2020.

Two (2) new Trustees will join the Education Institute as of the 2020 Conference and Show in San Diego. Terms are for three (3) years, and Trustees are expected to take a very active role in the planning and implementation of education efforts of the NAA. EI Trustees plan the educational activities of the NAA, including designation programs such as CAI, AARE, AMM, BAS, CAS, CES, GPPA and MPPA, summits and educational offerings at Conference and Show.

TRUSTEES MUST MEET THE FOLLOWING REQUIREMENTS:

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

TRUSTEE CANDIDATES SHOULD BE AWARE THAT:

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

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

1. A signed letter of intent to seek a Trustee position
2. A brief response (75 words) for each of eight questions listed below
3. A color photograph of yourself
4. The following profile information:

- ◆ Number of years in the auction profession

- ◆ Number of years as an NAA member
- ◆ Work history
- ◆ Education
- ◆ Prior NAA volunteer activities

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

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

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

Please submit all the items noted above in the
online application form located at:
forms.gle/6Ez32WBWouxkg7es9

Auction School Graduates

Kentucky Auction Academy

The October graduating class from Kentucky Auction Academy represented Kentucky, Tennessee, Georgia, Virginia, West Virginia and Ohio.

Top row: Steve Henry, instructor co-founder, Neal Davis, instructor, Arkansas, Hunter Easterling, Kentucky, Johnathan Voss, Georgia, John Hess, Ohio, Tim Bowers, Virginia, Kerrick Waddle, Kentucky, Zack French, Kentucky, and Steve Cherry, instructor co-founder. Bottom Row: Bryan Allen, Kentucky, Daniel Spears, West Virginia, Bradley Young, Kentucky, Lynn Hunt, Kentucky, Amelia Weaver, Tennessee, Asher Sullivan, Kentucky, Thomas Tracy, Kentucky, and Taylor Day, Kentucky.



Southeastern School of Auctioneering

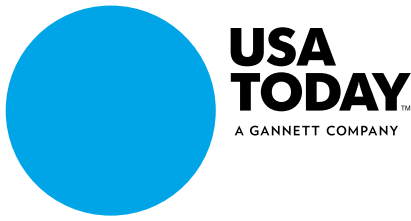
The Southeastern School of Auctioneering graduated 15 new auctioneers at the November 2019 session. This year marks the 36th year for SSA. Its next session will begin Feb. 22, 2020

Front row, left to right: Mark Vasilkov, Virginia, Jeffrey Howard, South Carolina, Mike Scranton, South Carolina, Mark Kernodle,

North Carolina, Ashley Sturgeon, South Carolina, Timothy Norris, South Carolina, and Lee Younce, North Carolina. Back row, left to right: Schea Farmer, South Carolina, Thomas Rouse, North Carolina, Robert Hanna, South Carolina, Kevin Sexton, South Carolina, Joseph Oliver, South Carolina, Dorsey Mitchell, South Carolina, Doug Oney, South Carolina, George Suggs, North Carolina, and Larry Meares, Founder of SSA.

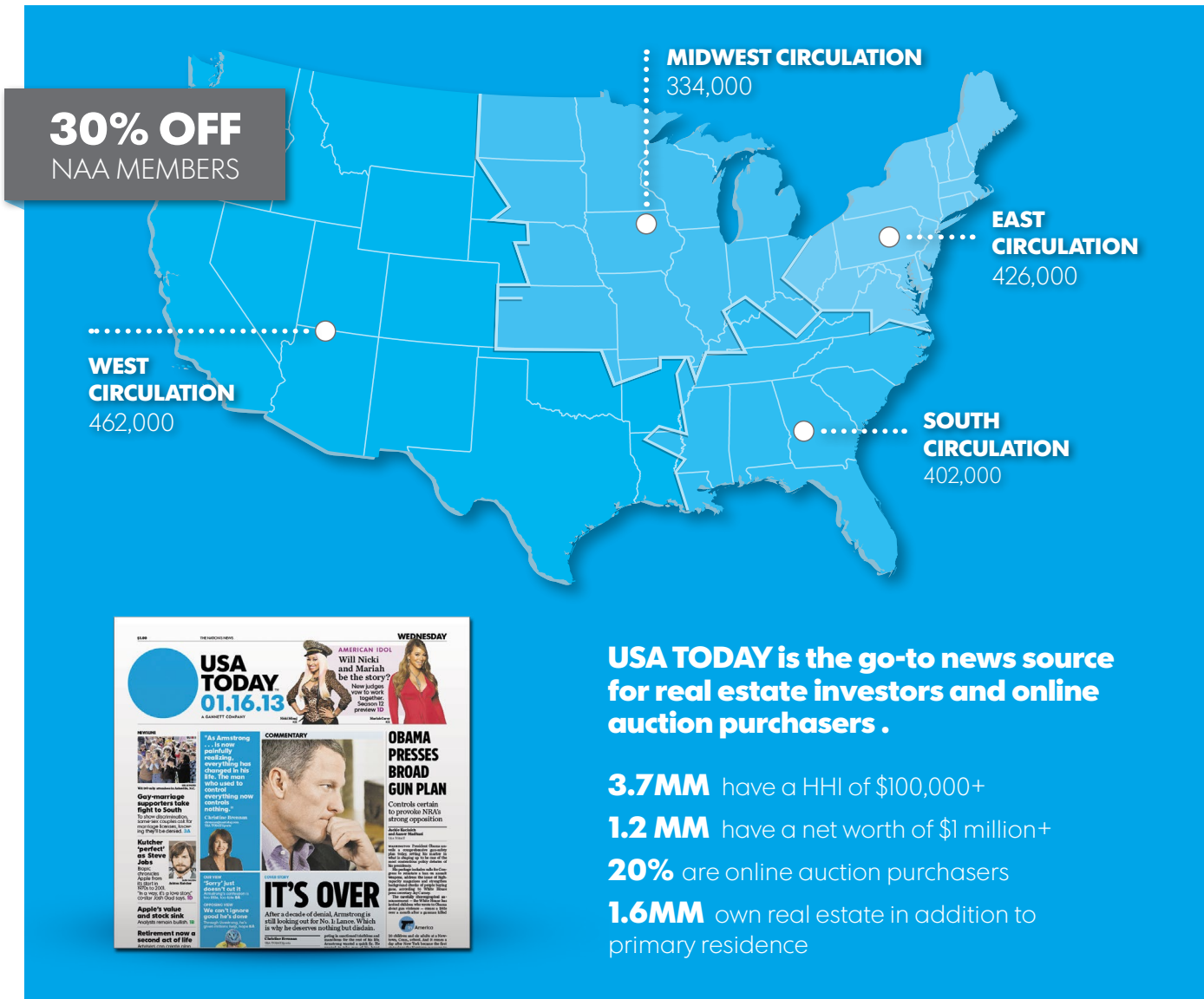
Submit your graduates!

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



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

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Congratulations

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Earn your designation

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

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

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



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



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



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



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



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



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



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



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



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

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Thank You!

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In Memory



Herman McCombs

Herman Arthur McCombs passed away Nov. 26, 2019, in Kokomo, Indiana. Born in Kokomo, Feb. 2, 1936, he was the son of Glen and Carmen McCombs. On Feb. 24, 1996, in Santa Barbara, California, he married (Nancy) Debby Sutton, who survives.

Herman graduated from Kokomo High School in 1953 and attended West Coast University in Anaheim, California. He served six years in the Indiana National Guard as staff sergeant. He was a member of and vice president of Kokomo Management Club as well as the Indiana and National Auctioneers Association, president of Northside Little League and coached Little League and Babe Ruth baseball. He loved all sports but especially the Indiana Pacers and the Indianapolis Colts. Herman had a love for coins, and as a result, from 1973-1976, he owned and operated the Kokomo Coin Shop.

In 1977, he graduated from Reppert School of Auctioneering and Indiana College of Auctioneering. Soon after becoming a licensed auctioneer, he started Herman's Auction. For more than 40 years, he pursued

the auction profession, which he thoroughly loved, conducting many auctions and charitable events throughout the Kokomo area, including Gilead House, We Care Christmas Tree and Wrap Up Auction and the Noon Kiwanis annual bake sale auction benefiting their scholarship fund. He retired from Delco Electronics as general supervisor in 1984 and then put his full attention on his auction business.

He was a member and past Deacon of Chapel Hill Christian Church, which he dearly loved, Howard County American Red Cross and volunteered delivering Meals on Wheels. He participated in the Great Banquet in 2016. Herman's interests included auctions, traveling, golf, his family, and most of all, his daughter in a fur coat, Gabby.

In addition to his wife, Debby, he is survived by his children, Jeffrey (Teresa) McCombs, Kokomo, Gregory (Holly) McCombs, Greentown, Allan (Heather) McCombs, Lebanon, Tennessee, Scott Sutton, Indianapolis, Michelle (Stephen) King, Kokomo, and Chris (Christi) Sutton, Russiaville; grandchildren, Amanda, Adam, Justin, Makinsey, Erica, Evelin and Chase McCombs, Ashley Nichols, Hanna Sutton, Aaron Sutton, Taylor Chapel, Darah King, Ireland King, Codi (Beth) Sutton, Casey (Melvin) Hughes, and Carlee Sutton; and many great-grandchildren, nieces and nephews.

In lieu of flowers, and at Herman's request, memorials may be directed to Chapel Hill Christian Church or the Kokomo Indiana Alzheimer's Association, to his team "ALZ you need is love and a pair of sneakers."

Arrangements have been entrusted to Stout & Stout Funeral Home, Russiaville. Messages of condolence may be left online at stoutandson.com.



Dorothy Albrecht

Dorothy Ellen Albrecht, 75, of Vassar, Michigan, died at home surrounded by family on October 27, 2019.

Dorothy was born Feb. 18, 1944, in Batavia, New York, to the late David and Martha (Bontrager) Jantzi. She graduated from Eastern Mennonite High School in 1961 and attended Eastern Mennonite College, both in Harrisonburg, Virginia. She married Herb Albrecht, Jr June 22, 1963 in Alden, New York.

Dorothy was an active member at the Pineview Mennonite Church in Vassar where she taught Sunday school and Bible school for many years. She served on the board of the Women's Auxiliary of the Gideons. Dorothy worked in the family auction business as secretary and auction cashier. She had a special gift of remembering people's names and always greeted you with a smile on auction day. She was on the board of the Michigan State Auctioneer's Assoc. and National Auctioneer's Assoc. and was inducted into the Ladies Auxiliary Hall of Fame of both associations. She was given the Paul Harris Fellow award by the Vassar Rotary Club.

Dorothy is survived by her husband Herb; son David (Nicole) of Vassar; her cherished grandchildren Lauren (Jake) Bogert, Kate (Drew) Thompson, Olivia (Tyler) Ryan, Luke and Aaron, great grandchildren Ella, Brynn and Everly; siblings Shirley Miller, Leon Jantzi, Robert (Heddy) Jantzi, sister in law Ruth Jantzi, plus nieces and nephews. Also leaves former wife of late son Donald, Dawn Maust.

In lieu of flowers memorials may be made to Gideons International Assoc. and Global Disciples Ministry.

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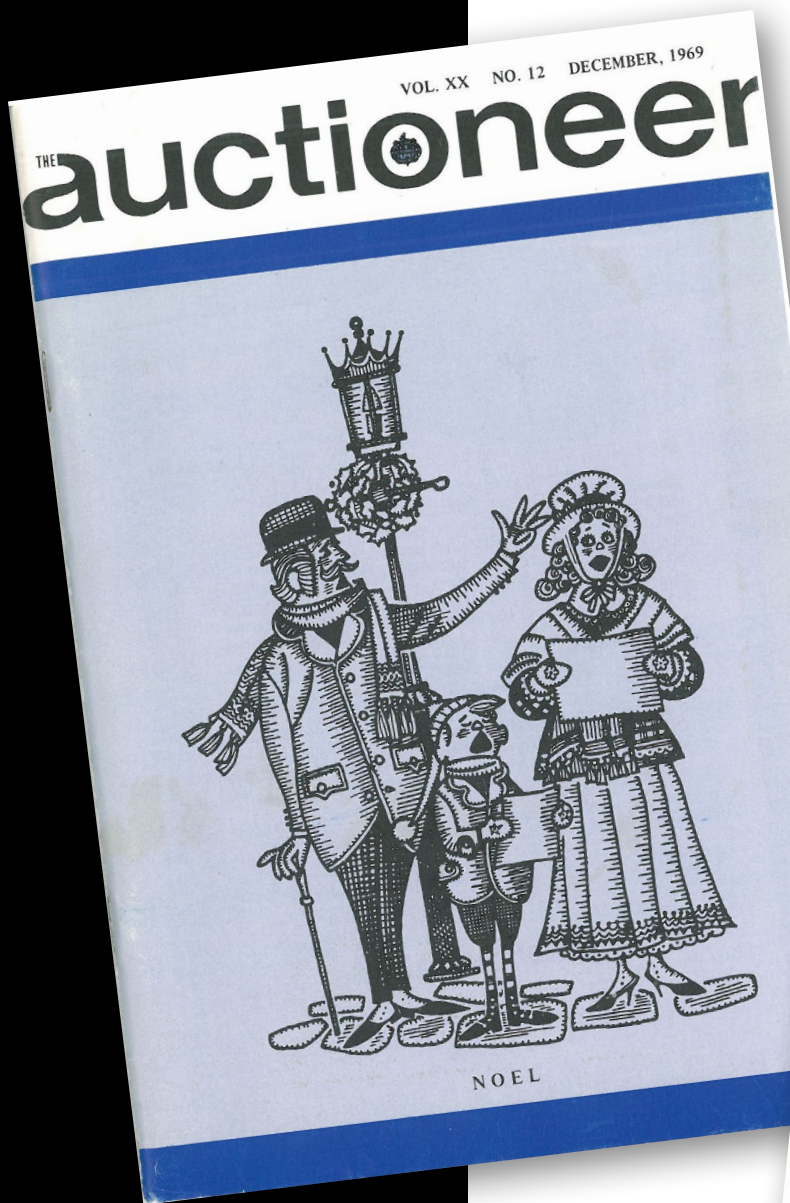
1-800-The-Sign	13
America's Auction Academy	39
AuctionTime/Auction Flex	4/IFC
Basinger Audio Systems	43
CUS Business Systems	63
E.R. Munro and Company	21
Equipment Facts	4
Florida Auctioneer Academy	59
Galaxy Audio	17
Hi-Bid	3
Kiefer Auction Supply	59
Kuntry Kustom RV	13
Lampi	63
NAAA	41
Reppert School of Auctioneering	13
St. Jude Children's Research Hospital	31
United Country Auction Services	BC
USA TODAY	57
World Wide College of Auctioneering	43

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50 years later

A farm auction 50 years later



Fifty years ago, Dixie Stock Farms, a 534-acre farm near Lancaster, Kentucky, sold \$326,000 (\$610 per acre). The article states that this farm had been owned for 50 years by a family, and this was the first time during that period of ownership that it had been offered for sale.

The farm had a reputation of for its production of Black Angus cattle, and many 4-H Club Members had secured their projects from the farm over the years.

Today, Dixie Stock Farms is owned by the same owners who bought it at that sale. A few years after the sale, Dixie Stock Farms incorporated and it still in production today. This is a women-owned and operated business, according to Buzzfile.com. ❖



Left to right: Col. W. C. Ledford, Col. Danny Irwin and Col. Harlan Veal, Sr., the auctioneers who sold Kentucky's Dixie Stock Farm at auction. All are members of the Kentucky and National Auctioneers Associations.

Dixie Stock Farm Brings \$326,000

Dixie Stock Farms, consisting of 534 acres, near Lancaster, Kentucky, was sold at auction, October 29, for \$610 per acre, a total of over \$326,000. This show place has been owned by the Sanders family of Garrard County for 50 years and this is the first time in that period of ownership that it has ever been offered for sale.

Dixie Stock Farm is located in central Kentucky, 26 miles from Lexington, and eight miles from Danville. It has a national reputation for its production of Black Angus cattle. Many, many 4-H Club Members have secured their projects from Dixie throughout the years.

Col. W. C. "Cliff" Ledford, Lancaster, was the auctioneer, assisted by Cols. Danny Irwin and Harlan Veal, Sr. Col. Ledford is a past president of the Kentucky Auctioneers Association and is currently Chairman of the Kentucky State Real Estate Commission.

♦ ♦ ♦ ♦ ♦
Adolescence and snowdrifts are about the only problems that disappear if you ignore them long enough.

Everybody Listening?

Good listeners, as well as good speakers, are an essential part of a meeting. The experts on the platform have come many miles to give you the benefit of their ideas, experience and wisdom. But you can't profit from what they say unless you really hear their words and do it, because there are barriers to efficient listening, such as inattention; varying interpretation of words; the lag between hearing and thinking; noise and other distractions, and even unwillingness on the hearer's part to listen objectively.

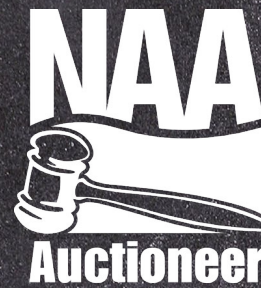
The way to overcome these roadblocks was spelled out recently by Prof. Herbert in *Supervisory Management Magazine*. Here are some of his suggestions:

Be receptive. Don't let prejudice or bias distort your reception. Welcome new ideas, even though they clash with your established thinking. The thing that counts is *what is being said*, not *who is saying it*. Encourage the speaker by looking at him, not past him.

Concentrate. Blot out distractions. Follow the speaker's thread of ideas, from start to finish. Be alert to transitions from one thought to another.

IN UNITY THERE IS STRENGTH

AUCTION ADVENTURES



Auction Adventures

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

Game Features

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

Corresponding Lesson Plan

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

Benefit Auction

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

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

What is a charity?

Need help?

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AUCTION ADVENTURES

Total Wallet
\$20,815

Auction Commission 15%
\$114
\$203

Get Paid

Real-Estate Auction

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

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

What is an acre?

Need help?

Get Paid

AUCTION ADVENTURES

Total Wallet
\$0

Auction Commission 10%

Get Paid

Auto & Machinery Auction

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

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

What is an auto dealer?

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Auction Commission 18%

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