

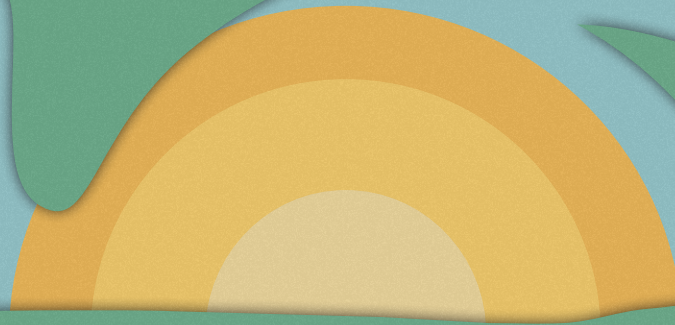
# the auctioneer

FEBRUARY/MARCH 2020

The official publication of the National Auctioneers Association



## Conference & Show Preview



SEE YOU IN SAN DIEGO



DIGITAL  
BADGES

STRATEGIC  
ALLIANCES

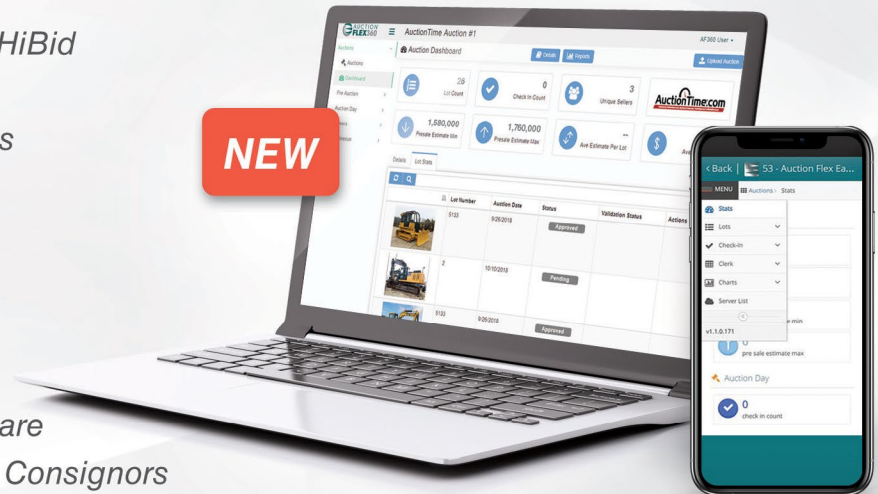
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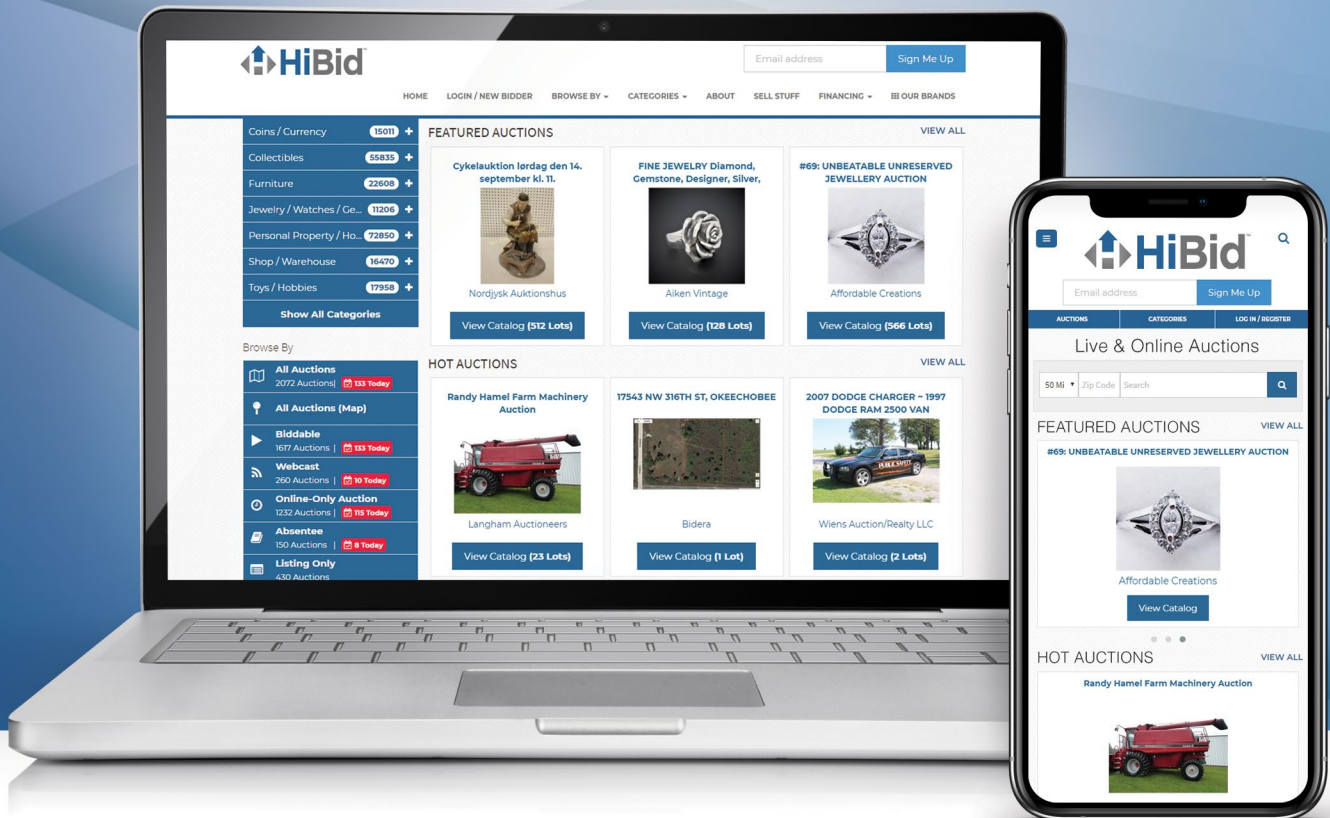


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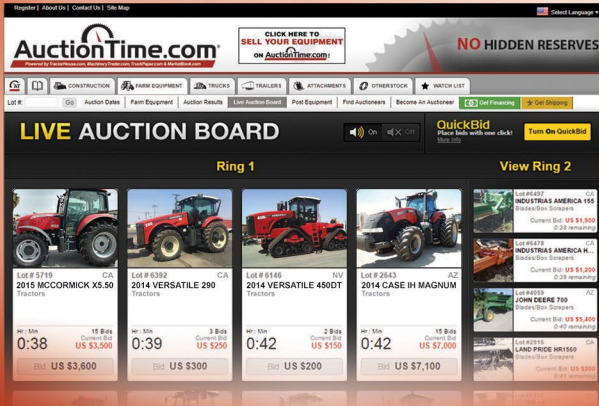
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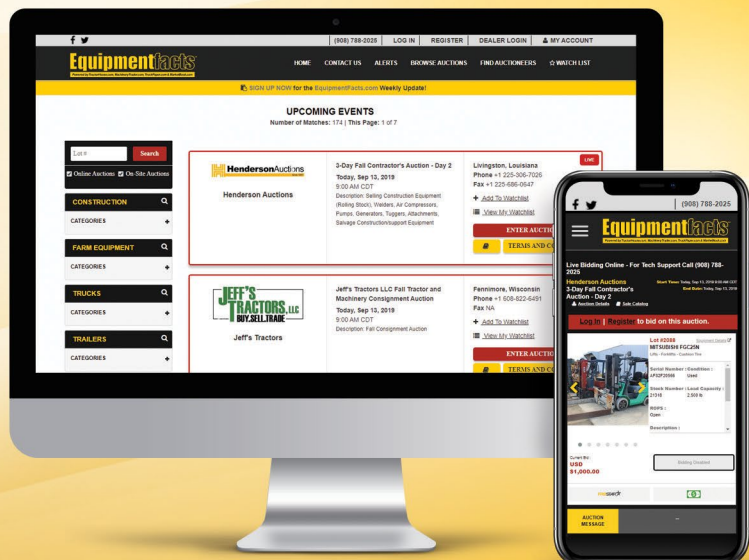
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# Looking forward to 2030

**D**o you realize that in less than six months, we will be in San Diego together, learning from some of the best in the business and experts to help even the best of us get better??

That's right, Conference & Show, or Convention, or whatever you choose to call it begins on Tuesday, July 14 through July 18. We will be in one of my favorite cities in the United States: San Diego. One thing I always tell new auctioneers when they ask what they can do to be more successful is: attend Conference. I think of it as an investment. The education I have received and the members of the NAA have changed my life and business. If cost is a concern for you, I say, you can't afford to miss this once-a-year event.

By the way, there are ways to make it cost less—using points to fly, get in on early bird registration deals (and make up to five no-interest payments on your registration), apply for a scholarship from the Foundation, use your education voucher if you're a new member, or double up with a friend to reduce the cost of the hotel. You can always say that something is too expensive, but we are entrepreneurs—we make things happen when we make it a priority! When you come home from this event, you will have the tools and connections to grow your business and make it more efficient, so that next year when we go to Minneapolis (yes you will LOVE it), you will have a group ready to give you more ideas and introduce you to more people. Look at pages 24-29 for a preview of this outstanding event.

This year, our keynote speaker is not just motivational—he will give you tools to use in your business. Ken Gronbach is a demographer (he predicts future consumer behavior based on the population's demographic data) and he is going to help us understand our clients better. See page 28 and learn more about him.

You have asked us to bring in more speakers who are from “outside” the auction industry. We listened—Garry Grant is going to keynote our Digital Marketing Summit (Feb. 24-25 in Louisville, Kentucky—there is still room!). He is an expert on SEO (search engine optimization) and will show us how to use this for our

own businesses. In Louisville, we are going to sell an SEO audit package of his to one of the attendees and we will be able to see his work in action at Conference in San Diego—he'll be back to reveal his suggestions to our members and share key info to improve your digital footprint!

Now, we are not just looking at Conference and planning face-to-face events—we will be releasing our first online designation class at Conference. The instructors of the Certified Estate Specialist (CES) met in January to begin their work on making this designation class one that is available to anyone, anytime, anywhere and will be of the same high quality as our in-person classes have been. A special thanks to Joe Gribbins, BAS, CES; Justin Vondenhueval, CAI, AARE, CES; and David Whitley, CAI, CES, for their work on this class. I look forward to seeing the results of this at Conference and beyond!

You won't want to miss The Town Hall meeting at Conference on Wednesday, July 15. Over the last 10 years, NAA has made some great strides, but now the Board is looking forward to 2030 and preparing for the next decade of change. We'll be making that presentation at the Town Hall meeting and getting some input from all of you to help finalize it as we prepare for 2021.

There is A LOT going on at Conference in San Diego this year. If you start saving now, you will be ready to go in July. Registration is open—contact NAA now and start your payment plan. Make your flight arrangements now. You do not want to miss this great conference! ❖

#theauctionlifethegoodlife




**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.



“  
I love the  
auction, for  
sure, because  
we have lots  
of fun, lots  
of energy,  
but nothing  
touches my  
heart like the  
appeal.  
”

TiWanna Kenney, BAS



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NAA'S

# DIGITAL MARKETING SUMMIT

*Team  
pricing now  
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FEB. 24-25

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*Beyond the basics*



Search Engine  
Optimization

*Learn from our  
SEO expert keynote!*



Analyzing data



Targeting your  
market



Automation



Branding



Social media

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



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[youtube.com/naaauctioneers](https://youtube.com/naaauctioneers)



National Auctioneers Association



**DIGITAL EDITION AVAILABLE!**



**NAA STUDENT MATERIALS**

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

**CONFERENCE WEBSITE**

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

Visit [conferenceandshow.com](http://conferenceandshow.com) today!



**EMAIL NEWSLETTERS**

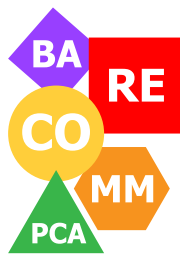


**Auction eNews monthly newsletter**

Relevant, important news from the NAA as well as the auction industry. Subscriptions are available at [auctioneers.org/subscribe](http://auctioneers.org/subscribe).

**Community of Practice newsletter**

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



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# AUCTION MARKETING COMPETITION

NAA + USA TODAY



# DEADLINE 2-14-20

AUCTIONEERS.ORG/MARKETINGCOMPETITION

# Your Association at Work



## NAA Marketing Competition deadline Feb. 14!

The Marketing Competition entry form was included in the December/January issue of *Auctioneer*. If you don't have that form, no problem! You can download the form any time from [auctioneers.org/marketingcompetition](http://auctioneers.org/marketingcompetition).

Remember, this year entries will be judged on standards of excellence, not against other entries.

## NAA begins "A Day in the Life" series

In order to be more immersed in the day-to-day life of our members and learn how we can best be of service, in 2020 the NAA kicked off a monthly internal series called "A Day in the Life."

In this series, members from different asset classes local to the Kansas City area spend time with staff, telling staff about their jobs, what their day is like, and how the NAA best fits into their world.

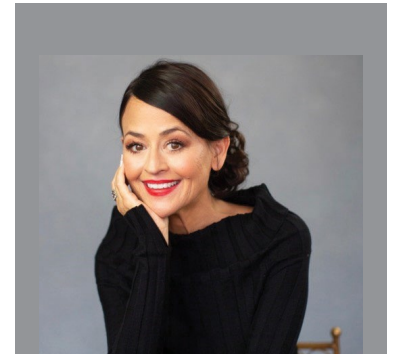
We know that every auction professional takes a different path in their career. Whether that path is methodical and predictable or unexpected and surprising, it is important to the National Auctioneers Association.

We are also aware that each asset sold at auction comes with its own unique challenges and opportunities—or maybe you see every challenge as an opportunity.

Serving a membership incredibly diverse in asset and experience level is no easy task, so learning from our members face-to-face is incredibly important.

The first session in January featured Jason Roske, CAI. Jason's successful career in antiques and fine art morphed and developed over decades, and KC Auction Company has been instrumental in the changing landscape of Kansas City. The second session, in February, will feature Yve Rojas, CAI, BAS.

As always, NAA is committed to being the most educational, most promotional, and biggest advocate for our members. If we're not serving your needs, please tell us about it at [membership@auctioneers.org](mailto:membership@auctioneers.org).



**"I am thrilled to have the opportunity to share my unexpected arrival into the auction industry, and how my passion and dedication as an auctioneer continues to be inspired by both my colleagues and clients. I am blessed to be in the auction industry!"**

Yve Rojas, CAI, BAS

## Correction

There was an error in the printed December/January issue of *Auctioneer*. The article, "Contracts for benefit auctioneers" incorrectly stated that in North Carolina, contracts must be notarized by the secretary of state's office. Regulations require a written contract, but it does not need to be notarized by anyone.

## iSeries

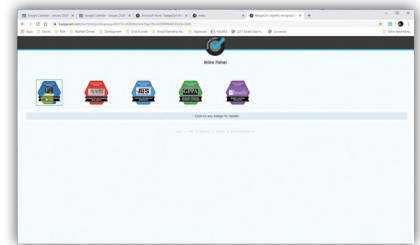
### Negotiation webinar

Sign up now at [auctioneers.org](http://auctioneers.org) for our free 30-minute webinar on Feb. 5, 2020. This iSeries is titled: Negotiating a Good Deal Shouldn't be up for Bid, and will be presented by John Hamilton.

## Digital Badge how-to videos

The digital badging pilot program has gone permanent. Flip to page 12 for more information on how badges will be issued and what you should do next. There are also how-to videos produced by Education Institute Trustee Mike Fisher, CAI, AARE, ATS, BAS, GPPA, on how to re-size and integrate your badges into your email signature.

Find them at [auctioneers.org/digitalbadge](http://auctioneers.org/digitalbadge).





NATIONAL AUCTIONEERS ASSOCIATION

# State Leadership Conference

**March 2-3, 2020**  
**Kansas City, Missouri**  
**[auctioneers.org/events](https://www.auctioneers.org/events)**



## Digital badging launches for all designation holders

On Feb. 4, 2020, the digital badging pilot program goes permanent for all NAA designation holders.

NAA has partnered with BadgeCert, a leader in digital credentialing and professional recognition, for a digital badging pilot program. The partnership allows NAA designation holders to promote their hard-earned professional achievements. The BadgeCert platform facilitates the recording, issuing, storing and sharing of digital badges to recognize, legitimize and professionalize the achievement of earning an NAA designation by facilitating digital interaction with clients, colleagues and employers.

### What are digital badges?

Digital badges are web-enabled representations of your NAA achievements. Your digital badge is made of an image and metadata uniquely linked to you. This ensures that only you can take credit for your achievement.

Because most industries evolve so quickly, it is vital that professionals continually hone their skills in order to stay competitive. You've demonstrated this mastery partly through your NAA achievements!

Traditional forms of professional recognition, namely paper certificates, are no longer the best way to communicate the nature of earned achievements, nor can they be readily verified or shared online.

You can share your digital badge to popular online social media and professional platforms, such as LinkedIn, Facebook,

and Twitter. It can also be embedded in a résumé, your personal website, or your email signature. Anyone who views your badge can select it to learn more about your achievement and to verify its authenticity.

### How do I get mine?

If you currently hold a designation, have paid your renewal fees, and completed your continuing education (when applicable), congratulations, you've got a digital badge! Now what?

You should have already received email communications from the NAA about how to access your digital badge once it's available on Feb. 4. If you did not, contact [education@auctioneers.org](mailto:education@auctioneers.org).

Once a digital badge has been issued to you, you will receive an email from [naa@badges.auctioneers.org](mailto:naa@badges.auctioneers.org) with a link to your digital badge and information on how to utilize it.

In order to accept and share your digital badge, login to [badgcert.com/login](http://badgcert.com/login) with the credentials provided in the welcome email you received. If you have forgotten your password or may not have received the welcome email, BadgeCert will send you a temporary one that can be updated.

Alternatively, once a digital badge has been issued to you, you may visit [badgcert.com](http://badgcert.com) and login. Click "Forgot Password" and you will receive an email with a temporary link to update your password. Once logged in, you can manage and share your digital badges. If the temporary link does not appear, your



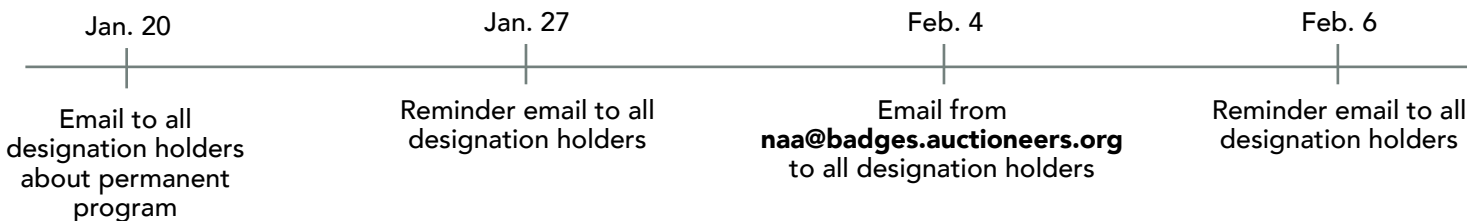
email program is stripping the link. Try using an alternative method to view your email.

**Please note, you will no longer be able to download designation logos from [auctioneers.org](http://auctioneers.org). All designation badges must be obtained through BadgeCert. ❖**

*For more information about digital badges and how to share your badge, visit [badgcert.com/sharing](http://badgcert.com/sharing).*

*For more information on the NAA digital badging program, go to [auctioneers.org/digitalbadge](http://auctioneers.org/digitalbadge).*

## WATCH YOUR EMAIL!



# National Auctioneers Week



**April 27 -  
May 2, 2020**

*because auctioneers come  
in many forms*

# State Watch



**Left:** Halie Behr, BAS **Above:** Behr with past Colorado Auctioneers Association champions **Right and below right:** Mike Whitfield, CAI, CES, GPPA **Below left:** Shelby Shuman.



## Colorado

The Colorado Auctioneers Association held its 62nd Annual CAA Convention in Denver Jan. 2-5, 2020. Attendees were honored to have John Hamilton, Brigitte Kruse, GPPA, Mike Nuss, John Schultz, AMM, and Seth Shipley, CAI, BAS, speak on diverse topics of negotiating, social media marketing, jewelry identification, public relations and marketing, along with bid calling workshops.

Lance Nichols was inducted into the CAA Hall of Fame for his long term service to the association and the auction industry, along with his contributions and service throughout his local communities and the FFA program.

World champion auctioneers and industry leaders of the NAA and the auto auction judged the state championship competitions.

### Election results:

- Mike Heitmann - Chairman
- Shawn Hagler - President
- Dean Gunter, BAS, CAS - 1st Vice President
- Mike Whitfield, CAI, CES, GPPA - 2nd Vice President & Treasurer
- Casey Giddings, CAI - Director
- Halie Behr, BAS - Director
- Edith Parrish-Kohler, GPPA - Director
- Craig Weichel, Director

### Competition results:

- Halie Behr - Auctioneer Champion
- Tony Wisely, CAI, BAS - Auctioneer Reserve Champion
- Graig Medvesk - 3rd Place Auctioneer Championship
- Mike Whitfield - Ringman Champion

- Cissy Tabor, CAI, BAS - Ringman Reserve Champion
- Matthew Heitman, 3rd Place - Ringman Championship
- Shelby Shuman, First Timers Bid Calling Champion

### 2020 CAA Auctioneer Finalists:

- Halie Behr
- Graig Medvesk
- Chris Miller
- Lance Nichols
- Tony Wisely

### 2020 CAA Ringman Finalists:

- Matthew Heitman
- Wade Quiggle
- Cissy Tabor
- Mike Whitfield
- Tony Wisely

# Pennsylvania

The 72nd Conference of the Pennsylvania Auctioneers Association gathered in Harrisburg, Pennsylvania, Jan. 7-10, 2020.

In attendance were 210 auction professionals including auctioneers, apprentices, auction students, support personnel, vendors, and presenters. All had access to many educational seminars during the course of the event that will allow them to better serve their buyers, sellers and the industry as a whole.

E. R. Munro & Co. was the Corporate Registration Sponsor. Other generous conference sponsors included Alderfer Auction, AuctionTime/AuctionFlex, Lancaster Farming News, Sanford Alderfer Real Estate, Shearer Printing & Digital, Auctioneer Software by Spectrum Net Designs, the PAA Central Chapter and United Merchant Processing Association.

Seventeen presenters from around the country offered a wealth of information. The event utilized the expertise of PAA members and National Auctioneer Association representatives, as well as other specialists who gave presentations.

Several auction companies were garnered awards in the first-place categories within the PAA Advertising/Marketing Contest, Judged and chosen by all auctioneers in attendance was the advertising/marketing award of "Auctioneer's Choice." The winner of this award was Pook & Pook, Inc. The "Best of Show," strictly a judges' award, was also bestowed on Pook & Pook, Inc.

## Election results:

- Jeff Pennington, President (2nd year)
- Matt Hostetter, President-Elect
- Jamie Shearer, Vice President
- Robert A. Ensminger, Treasurer
- Patrick Morgan, Past President
- Kimberly K. Douglass, GPPA, Administrator

## Competition results:

- Ben Svonavec, Champion
- Brian Burk, II, Runner-up
- David Gossert, Rookie Champion
- Kim Douglass, Female Champion

## 2020 Hall of Fame Inductees:

- James Clayton
- H. Brent Souder, CAI, MPPA
- Linda Lewis

## Auctioneer of the Year:

- Thomas Saylor



2020 Champion Ben Svonavec with 2019 Champion Josh Mayhugh



Runner-up Brian Burk, II (left) and Female Champion Kim Douglass, GPPA (right).



Above: Auctioneer of the Year Thomas Saylor. Left: PAA Hall of Fame with new inductees: James Clayton, H. Brent Souder, CAI, MPPA, and Linda Lewis.



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



# 2020 NAA HALL OF FAME NOMINATION FORM

Name of Nominee		
Residence Address		
City	State	Zip code
Phone		

## BUSINESS INFORMATION

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

## PERSONAL AND FAMILY INFORMATION

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

## PROFESSIONAL INFORMATION

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

## NAA ACTIVITY

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





# 2020 NAA HALL OF FAME NOMINATION FORM

PAGE 2

## STATE ASSOCIATION ACTIVITY

List state association involvement, offices held, etc.:

## COMMUNITY INVOLVEMENT

List any notable community activities:

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

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

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

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

Submitted by (please print) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

# 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. 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](mailto:hcombest@auctioneers.org), or by going to [auctioneers.org](http://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](mailto:hcombest@auctioneers.org) for questions.**

## 2019 CANDIDATE REVIEW COMMITTEE:

- ◆ Chairman of the Board **Tim Mast**, CAI, AARE
- ◆ President **Jason Winter**, CAI, AARE, AMM, CES
- ◆ Representative of the Education Institute Trustees, **Sherman Hostetter**, CAI, AARE, BAS, CES
- ◆ Representative from the National Auctioneers Foundation, **Christie King**, CAI, AMM, BAS
- ◆ 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](mailto:education@auctioneers.org).

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

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

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



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

## Business Practices

# Business Identity Theft

**Question:** What is business identity theft? What do auctioneers need to know about it?

Identity theft is no longer only a consumer crime. Thieves have learned that businesses also have identities that can be stolen, and unsuspecting businesses can be very easy targets. To criminals, business identity theft means the potential for even more easy money and goods.

### What is business identity theft?

Business identity theft is the unauthorized and illegal impersonation of a business (or a business's employee) for criminal gain. Business identity theft is usually on a larger scale than consumer identity theft and can happen to any business regardless of its size. There are two key distinctions to make. First, business identity theft is not an information security breach, or an incident involving the loss or theft of confidential consumer information that a business may possess. Rather, like its consumer crime, business identity theft involves the actual impersonation of the business itself. It can occur through the theft or misuse of key business identifiers and credentials, manipulation or falsification of business filings and records, and other related criminal activities intended to derive illicit gain to the detriment of the victimized business; and, to defraud creditors and suppliers, financial institutions, the business' owners and officers, unsuspecting consumers, and even the government. While business identity theft is sometimes referred to as corporate identity theft that term is misleading and should be avoided. Corporations are not the only business entities that are victimized by this type of crime. Any type of business or organization of any size or legal structure, including sole-proprietorships, partnerships, LLCs, trusts, non-profits, municipalities, and corporations – are all targets of business identity theft.

Business identity theft costs American companies billions each year. In addition to losing money or assets, business identity theft can cause damage to the reputation of the business, can cause owners to waste countless hours dealing with a nightmare, can damage the business's credit, and can cause problems with the business's customers and suppliers.

### What should you be do in an effort to protect your business from identity theft?

Take initial steps to be learn about the risk and then to

be proactive to guard against it. Business owners must be diligent and exercise caution in operating the business. There are several steps that business owners can take to help protect their businesses, but we cannot cover all of them in this article. Each of these steps have several action items related to it. This list is not exhaustive, but is intended to be a summary to help auctioneers begin considering appropriate actions to take.

1. Monitor and protect your business bank accounts from fraud.
  - a. Carefully review your commercial/business banking agreement.
  - b. Monitor and reconcile your business accounts daily.
  - c. Keep your business checking account supplies secure.
2. Protect your business information and identifiers.
  - a. Treat and protect your business EIN as you do your personal Social Security Number.
  - b. Keep all documents containing business information or business identifiers in a safe and secure location.
  - c. Securely shred old or unnecessary documents that contain your business information or business identifiers.
3. Protect and monitor your state business registration information.
  - a. Regularly review your business registration information online to verify its accuracy.
  - b. Enroll in email alerts for changes if you are able to do so.
  - c. Be certain to file your annual reports on time.
4. Protect and monitor your business credit card, supplier, and trade accounts.
5. Protect and regularly review your business credit file.
6. Protect your business computers and networks.
  - a. Restrict the use of your business computers to only business activities.
  - b. Install and use regularly updated anti-virus/anti-spyware/internet security software.
  - c. Install and utilize a firewall on your business computers or network.
  - d. Secure your business's wireless network.

**Have a legal  
question?**

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

7. Know the risks and properly train your employees.
8. Protect your business from fraudulent orders.
9. Protect your business' online and public presence.
10. Be alert for suspicious or unusual activity. If something seems suspicious or unusual, investigate it immediately.

If there are problems, businesses must act quickly to mitigate the damages. The most important initial steps usually are the following: (1) protecting you business' existing account and notifying your bank fraud department of the fraud; (2) notify the business credit card companies of the fraud; (3) notify the appropriate legal authorities and file a report; (4) notify your insurance company and insurance agent of the fraud; (5) notify your key suppliers and other creditors of the fraud; (6) report and dispute any new fraudulent accounts or transactions; (7) request copies of your business credit reports and review them for accuracy and suspicious activity; (8) protect yourself and your personal credit; (9) contact and discuss the issues with a licensed attorney; and (10) keep detailed and accurate records of the fraud and activities taken to mitigate it.

Auctioneers need to be aware of the risks related to business identity theft. Auctioneers must be diligent

in protecting their business and information related to their business. Auctioneers should also take steps to guard itself and minimize the risks and develop a response plan in the event it occurs. ❖

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

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

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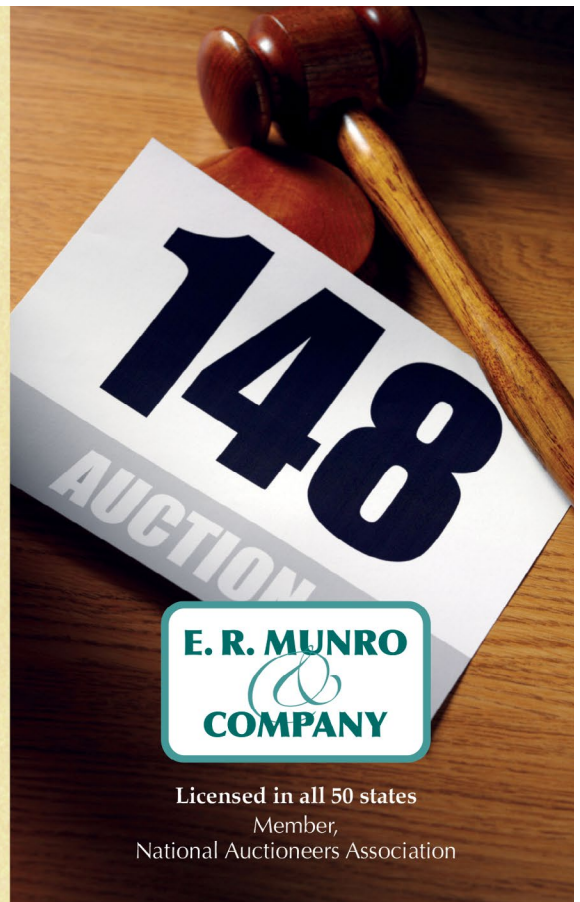
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The Facebook iSeries webinar was hosted by Jason Roske, CAI, on Dec. 4, 2019.

## iSeries Recap

# How to make Facebook work for your business today

**F**acebook holds opportunities for businesses to share their message and products to audiences.

The best part is, you can do this with a small marketing budget—or perhaps no budget, if you play your cards right. During NAA’s December iSeries, Jason Roske, CAI, shared ways to make Facebook work for your business today so you can capitalize on the opportunities of this platform.

### Is Facebook still important?

Facebook is still a very active and important tool for your marketing. A Pew Research Center study in February 2019 said that 69 percent of adults use Facebook, and 74 percent of those use it daily.

According to a 2017 study of Android users from Recode, users are on Facebook on average almost an hour a day.

“Basically, Facebook has taken the place of TV,” Roske said. “People are spending time watching Facebook, interacting with Facebook, getting their news from Facebook and finding products there as well.”

Sixty-eight percent of 50-64-year-olds and almost half of those over 65 use Facebook, Roske said.

“Those are the people we often look for as clients. They’ve accumulated assets, they have the means to sell things at auction, and they’ve come to the time in their life where they’re looking at downsizing or selling a business or selling a farm or just reorganizing to pay for kids’ or grandkids’ college.”

### What should you expect from posts?

According to Hootsuite, the average organic (non-paid) reach for a Facebook post is 6.4 percent. This means that if you have a thousand followers on your Facebook page, you can expect around 64 people to actually see your post. Organic reach does not include boosted posts or ads.

Boosting a post would increase the reach of the post. Roske said he often chooses if he should boost a post based on how well it does organically after a short amount of time.

However, if you’re looking to get organic reach, Roske highly recommends posting consistently. If you only post once haphazardly every few weeks, you will not get good reach. If you post regularly, people can expect to see your posts and will engage and drive your traffic much more diligently.

### What should you be posting?

Every post you make is essentially an ad in itself, Roske said. Use posts to share different aspects of your business that you think would interest your current and future patrons.

Roske gave some suggestions of what kind of posts an auction company/professional can make:

- Shared content
- Local interest video
- Facebook Live video
- Product question
- Business accomplishments
- Pictures (product, office, staff)
- Education (designations)
- Auctions
- Anything that relates to your business

Use hashtags to increase the reach of your posts and use relevant, well-placed emojis to capture attention.

Use good-quality photos in your post and share your posts intelligently. Join Facebook groups which would be relevant to you and share to groups where you think that audience would be.

### What should you do with those posts?

Once you’ve published your post, you’re not done yet. Just like Facebook users engage with your posts, it’s important to engage back with them. This not only can be an opportunity to answer questions that lead directly to a deal, but it builds credibility and a relationship with your followers.

Be responsive to your posts. Respond to the users who comment on your posts. Ask if they have any questions. Every post is an elevator speech about what you’re putting out there. Roske said he sees similar responses to single Facebook posts that he



used to see from running ads that would cost him hundreds of dollars in the local newspaper—and now he can engage directly with those who engage with the post.

Invite people who respond to your posts to like your page. Anytime someone responds to a post, you can invite them to like your page by clicking the “Invite” button to the right of their name on the post.

Another reason you want to do this is because re-marketing to people is much more cost effective than marketing to people, Roske said. Create an audience of people who engaged your page within the last year in order to target the right people with paid content (such as an ad).

If you’re wanting even more results, you can boost your post to increase your reach. Pick a post that you want

to broadcast or that Facebook is telling you is already doing well. Keep in mind that those who see it may not necessarily be followers and may not have heard of your business before. Because of this, Roske advises to pick posts that people would be generally interested in, rather than information only specific to your following.

There is much to learn about using Facebook for your business. The platform evolves every day and requires constant learning to keep top of the changes and get the most out of it. But with the right plan and ideas, you can share your message effectively where your customers spend much of their time—scrolling through Facebook. ❖

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# *Conference & Show Preview*

**FIRST-TIMER TESTIMONIAL  
KEYNOTE SPEAKER  
ADVICE FROM THE C&S OVERSIGHT COMMITTEE**





NATIONAL AUCTIONEERS ASSOCIATION

SAN DIEGO

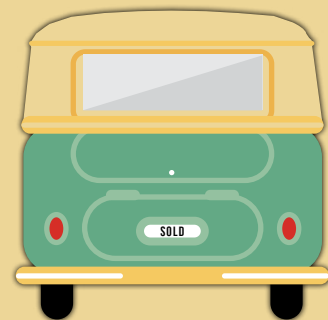
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& Show*

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## FIRST-TIMER TESTIMONIAL

# Marcela Dávila Diez Gutierrez

I became a member of the NAA right after getting certified as a professional auctioneer at World Wide College of Auctioneering in 2017. At the time, I wasn't sure if the investment would be worth it for someone living in a different country, but one of my classmates from Texas named Scotty Gibbs, BAS, encouraged me and sponsored my first year. That was the moment when I started understanding the meaning of "Auctioneers Helping Auctioneers," which is so valuable in this industry and I'm very thankful.

After almost a year of being an NAA member, I realized that despite the fact I started as an auto auctioneer in ADESA Mexico, there were other fields of auctioneering I was very interested in exploring—fields that are not so common in my country and, when done, they are usually not performed by a professional—including benefit auctions. So, I decided to take the Benefit Auction Specialist class in Jacksonville, Florida, in 2018. While working out the logistics of that trip, I found out there were scholarships available from the National Auctioneers Foundation and decided to apply for one. I was lucky enough to obtain it (AHA again!) and attending this valuable class opened up my eyes to the benefit auctioneering world. I also met great auctioneers that today I can call my friends.

During this trip to Jacksonville there was a time where some classmates randomly asked me to do my chant in Spanish, since they were curious about the way I sold back home. After listening to me for a few minutes, some of them commented it would be interesting if I would try to compete in the International Auctioneer Championship. One lady auctioneer in particular planted the seed in my mind with her enthusiasm, making me think about 2019.

Really, all I knew about the competition was that it was like the "Super Bowl of Auctioneering," and that the top auctioneers of our industry participate in this tough event every year. I also heard from current female IAC champion Morgan Hopson, CAI—who happened to be my BAS classmate in 2018—that if I wanted to participate it was highly recommended for

me to take Tim Luke's, CAI, BAS, MPPA, Interpersonal Communications for Auction Professionals course because it would be a game changer. So, I gathered all these crazy ideas after the NAA's 2018 Pre-Conference from a group of people who encouraged me greatly to think crazy. I decided I would participate in the 2019 Conference & Show, I would take ICAP no matter what, and I would definitely compete in the 2019 IAC.

I won't deny that in addition to planning the trip and figuring out the logistics of visiting New Orleans, the IAC idea occupied my mind a lot. I was excited about ICAP because the one thing I always look for is to improve as a professional. I love my job and I want to be able to do it as well as I can, and I knew Conference & Show would be a perfect platform to learn a lot from people that are masters in this industry. I couldn't wait to be there to get all the new knowledge, and I was certain that, no matter the outcome, the IAC would make me grow as an auctioneer and as a person. But I was terrified by the idea of exposing myself at such scale, not even being sure of my own skills, especially because I normally sell in Spanish and selling in English was one of those things that I knew would be challenging despite my knowledge of the language. So I prepared for the competition by doing my daily dozen drills from school and lots of series of numbers in English. I finally decided to keep my chant in my native language and do the bilingual numbers. I consider bilingual auctioneering useful in the current markets and I knew I could definitely make it work in both English and Spanish.

I showed up to Conference & Show with this idea in mind of learning and getting to know great people, but the actual experience exceeded



Marcela Davila receiving her medal from Barrett Bray, CAI, AMM, BAS, for competing in the 2019 International Auctioneer Championship.



**Left:** Marcela joined attendees from other countries at the international breakfast during the 2019 Conference & Show. **Below:** Marcela accepting the Bob Steffes Rising Star of the Year award from Beth Rose, CAI, AARE, AMM.



all my expectations. ICAP was by far one of the most valuable classes I've ever taken regarding the job I love. The sessions and classes during Conference were an endless series of gathering ideas from other professionals in the industry, asking tons of questions and making me feel even more motivated, more passionate about what I do. The people I met were worth every penny of my membership, because that week or so is an exchange experience where everybody shares their knowledge while having an amazing time.

So, after having learned a lot, and sharing experiences with many professionals I admire, the scary part of the trip arrived, and it was time to compete. I felt like everything I'd gathered at that point from the classes and great auctioneers around me was key to make me feel safe going on that stage, despite the fear or insecurities. I felt truly supported and guided by other auctioneers who had competed before in the IAC, people I look up to with whom I was about to share a stage, and that by itself was exciting.

I admit my only goal in that competition was to enjoy the experience, and to love every minute of the challenge that it was to make known the unknown. In that, I succeeded greatly—so greatly that, even though I didn't make it to the finals, the unexpected happened, because a group of judges thought my participation was meaningful enough to honor me with the Bob Steffes Rising Star of the Year award. To be perfectly honest, I was just enjoying the end of the competition when my name was called to the stage, and I could feel nothing but gratitude and excitement for this great honor.

After the competition there were good opportunities mainly from other members of the association, and important information exchange from people that do business also in my own country. I can say with certainty this would have never been possible without attending the NAA's Conference & Show. The main return on investment is by far the people you meet; it's an invaluable element of this experience.

Like any investment in life, I think being part of the NAA is something you have to think about before you put your money in it for the first time; but unlike other types of investments, this one is focused on getting the best version of your professional self—a version that is possible if you use the multiple available resources this great association offers you to grow. Conference & Show is the main one by far because it is a one-on-one encounter with the best in this industry—people who want you to succeed and are willing to show their support while helping each other grow their own businesses. In my case, the experience transcended geographical borders, because the knowledge I gathered is one I can apply in my own country to make auctions work better and create a niche around it with great results.

My advice for first-time attendees is to research schedules in detail before attending. Make sure what your professional goals are while at C&S and register in advance for the classes or workshops that focus on those goals, because the right people will be sitting in that room and that's where the great part begins. Take advantage of every minute and bring lots of business cards—you're going to need them. But mostly, enjoy! ❖

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**KEYNOTE SPEAKER**

***Ken Gronbach***

## **CHARTING THE COURSE THROUGH DEMOGRAPHIC CHANGE**

Come explore the common sense, but very counter-intuitive and fascinating realm of demography. Let Ken Gronbach bring you into his world of counting people. Ken is a marketer who has immersed himself in 19 years of proprietary demographic research. His understanding of worldwide demographics, fertility, migration, aging, immigration and dying have enabled him to forecast societal, political, economic, cultural and commercial phenomena with uncanny accuracy. How will the workforces change? What is the future of communications? How will our children's children get their education? Will big data change marketing and branding forever? What is the fate of mass media? What countries and continents are demographically positioned to excel? Learn this and more from Ken's keynote speech at Conference & Show!



## WHAT LED YOU INTO THE FIELD OF DEMOGRAPHY?

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

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

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

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

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

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

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

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

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

I have been known to make a boring subject fun, entertaining and easy to understand. Most business decisions are based on money. We need to make our business decisions based on people/demography! Demographics precipitated economics, not the other way around.

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

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

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

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

# FROM THE C&S OVERSIGHT COMMITTEE

We asked the Conference & Show Oversight Committee for some advice on attending and getting the most out of Conference. Here's what Ruth Lind, CAI, BAS, GPPA, Ken McCormack, CAI, CES, GPPA; Chris Vaughan, CAI, AARE, AMM; and Mike Witten had to say.

## What are you most excited about for Conference?

**Lind:** The many networking and educational opportunities always in abundance at Conference & Show

**McCormack:** Hanging out with friends—many of whom made me more successful.

**Vaughan:** We are in America's finest city!

**Witten:** The International Auctioneer Championship

## What are some ways attendees can get the most out of the experience?

**Lind:** Use the app, and walk up to people and introduce yourself—especially in the workshops.

**McCormack:** Come early, listen, meet and greet, learn.

**Vaughan:** Go to sessions, ask questions and NETWORK!

**Witten:** Go to sessions; don't be afraid to introduce yourself to some of the top NAA leadership; and, be open to hearing ideas from all across the industry.

## What advice was given to you at Conference that was most valuable to your career?

**Lind:** Don't be reluctant to reach out to fellow NAA members to ask for general or specific help. There's always a member with the answer, and NAA members support the success of the industry.

**McCormack:** Attend CAI. (1978)

**Vaughan:** Go to CAI—THAT helped me greatly.

**Witten:** Before you sell any kind of asset, do your homework about that asset, and what it is worth.

## What three things would you recommend a first-time attendee do?

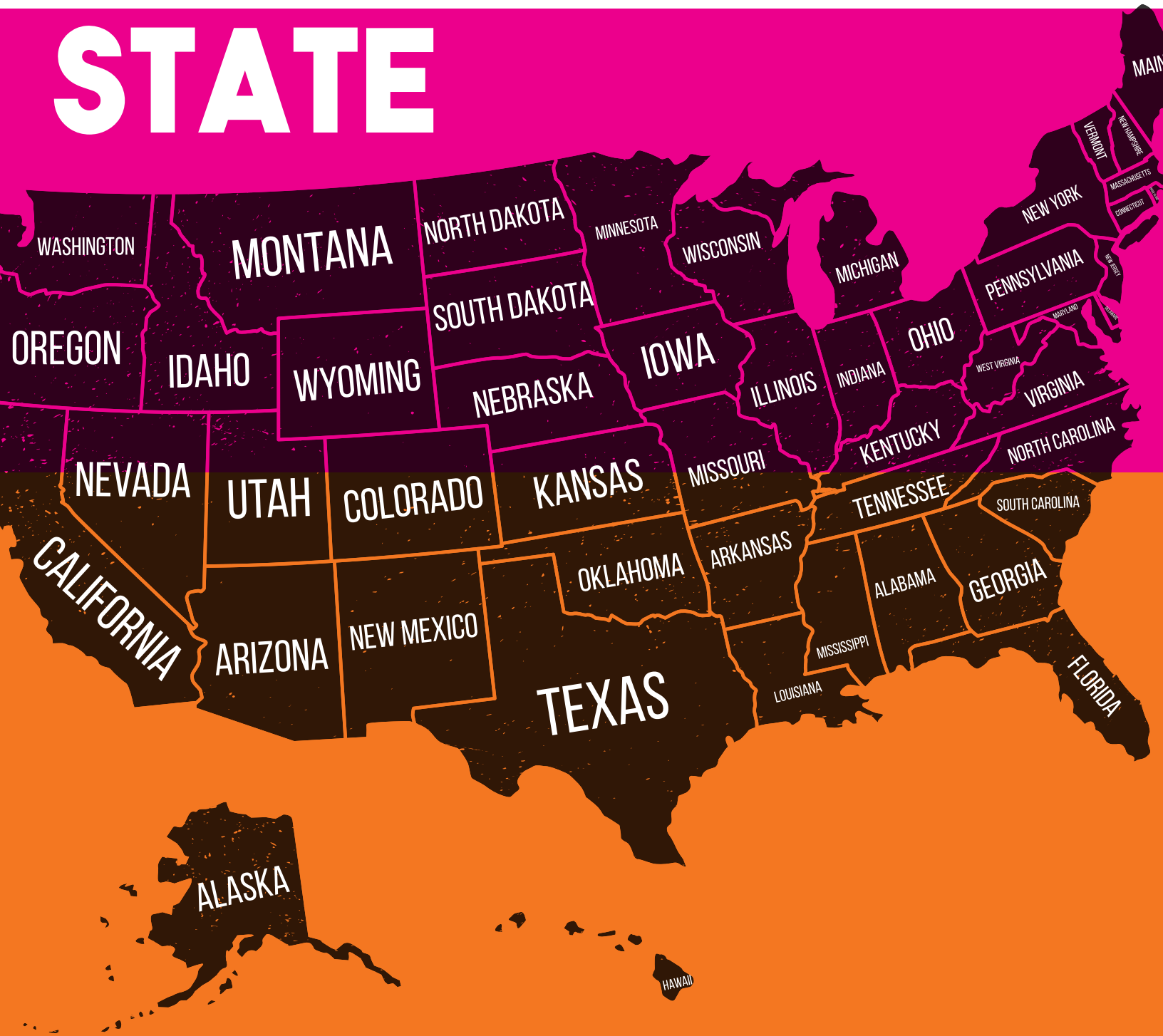
**Lind:** Wear the ribbon; attend as many workshops and events as possible; and, meet your peers!

**McCormack:** Listen, meet/network, learn.

**Vaughan:** Go to the First Timers Breakfast; visit the Trade Show; and, on the sessions, pick a variety rather than just one track. Do your homework about assets, and what they are worth.

**Witten:** Be ready with a stack of custom business cards; show up rested; and, don't forget to enjoy your time at C&S!

# STATE



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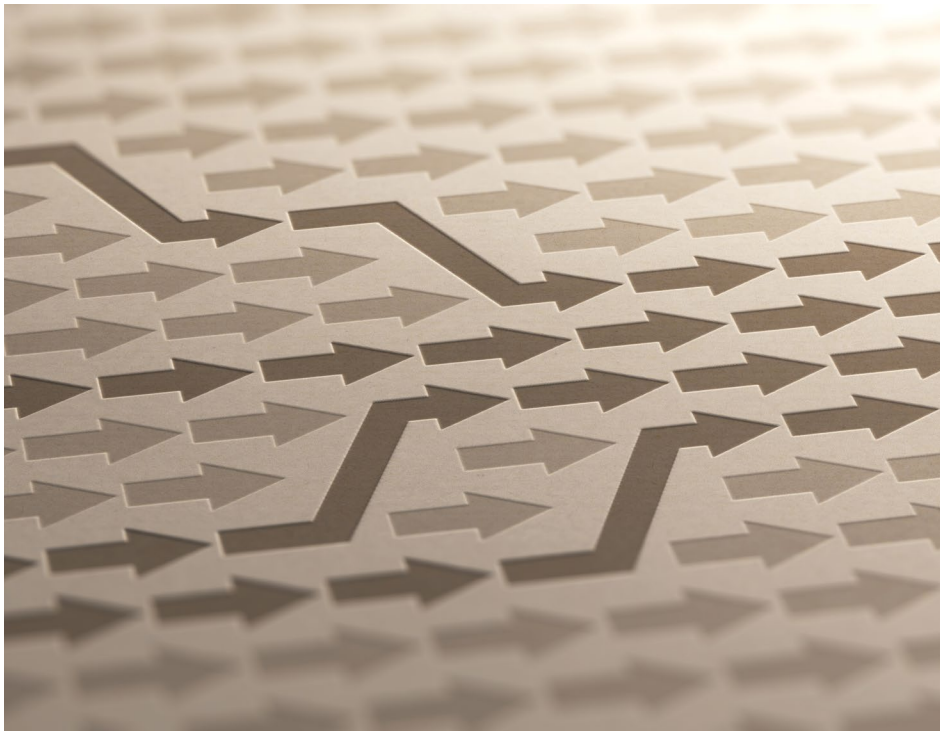
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# The strategy of alliances

Don't let a fear of partnerships stall your business.

by Kirsten Hudson



If you think you've tapped into all your potential sources of new business, you're putting your effort in the wrong places. With the right collaborations, joint ventures and strategic alliances, you'll find the elusive business that's not finding you—if you know where to look.

"Many of us auctioneers are waiting for the phone to ring or we're going and chasing the deals that we know are an option," said Chris Rasmus, CAI, CEO of Rasmus Auctions. Instead, his auction company drives new business by collaborating with, often unexpected, people to find products never intended for auction and sellers that never thought of an auction as an option.

"If you have lots of other people out there looking for business for you, it's a way different scenario," he said. Chris along with his son, Erik, director of sales, form unexpected collaborations to diversify their business opportunities and bring in a consistent stream of new business.

## Letting others use your model

While auctioneers typically have a hard time relinquishing control, allowing partners to use your business model isn't as scary as it sounds. When you partner with liquidators, resellers and other service providers and let them use the auction model to grab more business from clients, you both win.

Chris said his biggest partner is a national firm that specializes in helping Fortune 500 companies close down their business operations, get rid of their stuff and move to another facility. "We let them sell our model as their model to clients," he said. "They take our auction model and sell it as theirs." They explain the online auction process to clients and what net recovery they can expect. With this model, the liquidator owns the relationship with the seller but the auction company handles the buyers and the product.

Similarly, resellers that sell restaurant equipment, agriculture equipment and

antiques and jewelry, but who aren't auctioneers, make great partners. "They get calls every single day from people who need to get rid of their restaurant equipment, usually at the last minute," Chris said. "These people can only put so much stuff in their warehouse." Rather than turning away business, offer to partner with these resellers. In this model, the reseller purchases the asset, the auction company does the auction on-site and they split the deal. "These people see opportunities, but they don't do auctions," Chris said.

Also, think of the service providers you know like movers, freight haulers, salvagers, cleanout companies, attorneys and architects. When they have clients who need to get rid of assets, you can partner with them to make it happen.

Finally, consider partnering with other auctioneers in different niches. For example, if a restaurant needs to be sold and you regularly sell restaurant equipment, but you don't handle antiques and collectibles or architectural details, contact other auctioneers who do. They find their buyers, you find your buyers, sell it all on one website and split the profits. "We all have our niches and we can all work together to solve problems," Chris said.

## Creating a marketplace

Partnering with other auctioneers doesn't stop with one auction. Work with other auctioneers across the nation to beef up your online offerings and create an online marketplace that buyers can't help but visit. The idea is for each auction company to have its own website that displays its own listings as well as listings from other auctioneers across the country and vice versa. "We're taking that same idea of the multiple listing service from realtors and we're building our own marketplace by collaborating with something very simple: content," Chris said.

## Paying referrals for new business

Whether you do online or live auctions, you can generate new business through a good referral program. A referral program builds a salesforce that isn't on the regular payroll. "After you pay somebody one time,

they will always be looking for the next opportunity,” Erik said.

Rasmus Auctions offers a 20 percent referral fee and advertises it on invoices, lot tags, its website and business cards. “Every single one of our employees has a business card that says we are proud to pay a 20 percent referral fee,” he said. “Hand those out like candy on Halloween.”

Train your staff to always plug your referral program every time they interact with a buyer, including reminding sellers at every identification, pick-up and preview and telling buyers at previews and pick-ups. Also, let your staff earn a referral commission for finding auctions.

Educate all the influencers you touch about your referral program because they are the ones who will know when an office is moving, or a restaurant is going out of business, before you ever get the deal.

Think coffee vendors, uniform suppliers, landlords, accountants, architects, furniture sellers, recyclers, contractors, interior designers, realtors and leasing agents. “We get a mountain of business from salespeople who simply ask the question: What are you going to do with the old stuff?” Chris said.

Perhaps the best referral source is a seller and the best seller is a former buyer. “They know your culture, your process and they trust you, which is huge,” Erik said. Rasmus Auctions also offers client managed liquidations, where the client accesses an app, takes photos, does identification of the inventory and manages their own open house. “We’re collaborating with the seller to basically do all the work so we don’t have to,” Chris said.

With more than 200 client-managed auctions a year, making up 40 percent of their auctions, this process only takes

two dedicated staff members to handle. It’s hugely profitable and requires little overhead. “And it’s repeatable because client-managed sellers often become super sellers,” Chris said. “Once they do it and get a taste of getting the money, they start looking for opportunities of stuff to sell.”

This model solves distance or resource issues and makes the client happy. “Auctioneers are problem solvers,” Erik said. “The last thing I want to do is turn down someone’s business.” ❖

*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](http://pathlms.com/naa).*



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## An appeal that's appealing

Create an irresistible fund-a-need pitch for your next benefit auction

by Kirsten Hudson



**W**hen you do a benefit auction, fundraiser or gala, play on the excitement of the event by making an appeal, or a persuasive call for donations.

“I love the appeal. It’s my absolute favorite part of the night,” said TiWanna Kenney, BAS, owner of Astounding Auctions & Fundraising Strategies. “I love the auction, for sure, because we have lots of fun, lots of energy, but nothing touches my heart like the appeal.”

Whether you call it the ask, paddles up, fund-a-need or paddle raise, the part of the event where you directly ask for donations in a descending dollar amount is vital. Without an appeal, you miss out on additional donations for the organization.

“If you’re at a fundraiser and you’re not asking people to give, it’s probably not really a fundraiser,” Kenney said.

Appeals work because people can easily understand the costs and they have a chance to give, whereas they may miss out in the live auction, especially if the auction has a limited number of items.

“If you have 500 people in the room and you only have 10 auction items, what are the other 490 people doing, assuming each person buys something different?” Kenney said.

Giving cards, donation cards and note cards don’t have the same persuasive effect as a call for donations because they make the donation optional.

“When you create an option, most people are not going to do anything extra,” she said. Making them open their wallet, find a pen and fill out a card all create obstacles to donating. But with a bid card or paddle, they only need to take one action: pick it up.

### Research the nonprofit

Before creating a fund-a-need pitch, you have to commit to—and want to work for—the nonprofit.

“If I cannot connect with a nonprofit, if my heart’s not in it, I will most likely refer it to someone else,” Kenney said. “Because what I refuse to do is stand up on a stage and not be my best self for them.”

Sources like GuideStar ([guidestar.org](http://guidestar.org)), Charity Navigator ([charitynavigator.org](http://charitynavigator.org)) and CharityWatch ([charitywatch.org](http://charitywatch.org)) show the nonprofit’s financial performance.

“I have a personal rule of thumb. If a nonprofit is spending more than 30–35 percent of their funds not on services, I’m not going to do their event,” Kenney said.

Other ways to research the nonprofits you might work for include looking at their social media accounts, website and googling the organization.

### Carefully craft your message

When you’re ready to do an event for an organization, take the time to hone the appeal. Use words that evoke emotion to get the most out of it.

“I don’t write my script out, but I do write out those trigger words I want to use,” Kenney said.

She recommends writing down the words you want to include and then try to make them stronger. For example, rather than ‘exciting,’ use ‘exhilarating.’ Or, say ‘magnificent’ instead of ‘very good.’

“Those words catch attention and catch ears,” she said.

As you do the appeal, pay attention to the pitch, speed and volume of your voice.

“Your pitch matters,” Kenney said. “I have a deeper voice and sometimes I will go even deeper when it comes to the appeal. I will slow down and say every word and try my hardest to connect with the eyes of every single person in the room. I want them to hear me, but more importantly, I want them to feel it.”

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Your body language can say as much as your voice. “Don’t close yourself; stay open,” Kenney said. “Keep your hands open. I try not to point because I feel like that can be aggressive, especially in the appeal moment. Use those things to your advantage.”

### Turn the nonprofit into a verb

Another one of Kenney’s secrets? Use the organization as a verb in the appeal. She said doing so brings everyone together. For example, if the name of the organization is Urban Roots, she would say, ‘We’re going to ask for your help to make our roots go deeper.’

“Sometimes you can’t. Sometimes it doesn’t make sense,” she said. “But if you can, use it.”

### Putting it all together

The little details will help the appeal resonate with the audience. Make sure to reference the organization’s mission and vision statement during the appeal and talk about the most important programs the organization supports.

“Ask what draws in people the most; what do your donors look like? What are they going to care about? Those are the ones we need to be versed in,” Kenney said.

As well, if there are any particular people in the organization who the audience will know and recognize, reference them. If the event includes a speaker or video, know the name of the speaker or the person or people in the video.

Finally, make sure you hit on the overall impact. “Once you’ve had the appeal, what is the impact of your dollar?” Kenney said.

She recommends being as specific as possible. For example, building a new playground or new school, or building a new well in a village.

Also, throughout the appeal, use the word ‘you.’ “It has to get personal,” Kenney said. “Because people want to know what’s in it for them. They want to walk out of there and feel good.” ❖

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

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### Mobile bidding

TiWanna Kenney, BAS, is not a big fan of mobile gifting. As soon as you tell people to pick up their phone, they can get distracted with email, text messages and notifications. She recommends only using mobile bidding if you’re sending text messages at each donation level because that creates a distraction you want.



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## Stress management for auctioneers

A peek into Tim Luke's session on Ways to Live a Better Life

by James Myers

**A**uctioneers are an exceedingly busy group of individuals. Maintaining relationship with buyers and sellers; staying on top of marketing strategies; keeping up with ever-evolving technology; building new business and maintaining the loyalty they've built up over the years with their community—it can be stressful. Throw on top of that the non-work responsibilities in life and auctioneers might seem to have the makings of a perfect storm.

Tim Luke, CAI, BAS, MPPA, has three decades of experience in the industry and is familiar with the pressure and stress, as well as the passion and joy that goes with the auctioneering lifestyle—and he embraces all of it. But rather than dwell on the bad, he takes scientifically proven steps to ease the burden of stress to create a well-balanced work/life situation.

“I know what works for me and I know what works in the business,” Luke said. “I want to pay this forward to try to help younger people, so they don't have to go through all that I did.”

### Living deeply

Luke finds a quote by writer Anais Nin particularly encouraging: “The personal life deeply lived always expands into truths beyond itself.” Seeking out true and meaningful connections with others means giving of yourself, Luke said. It's about giving your time, asking questions that matter and giving praise where it's due. Whether it's giving thanks to a flight attendant or to an employee, asking those around you what you can do to improve their work environment or stepping out of your comfort zone to have meaningful

conversations about tough subjects, it's about “living a true, deeply, power filled life—that's what's really important.”

These are some fairly focused steps to take, which can be difficult in this age of constant connectedness to technology, which can pull the attention away from grounding principles, such as interpersonal communication and taking time to focus on oneself. That's why being present and mindful is at the top of the list of people who fall into the “happy” category. Luke said there are five basic skills that separate happy people from everyone else, and the first is to “savor the moment.”

“In your personal life,” Luke began, “you have to savor those moments—and not just the good, but sometimes the bad. Understand that in order for you to appreciate the good times, you also have to acknowledge the bad times.”



Thanking those that matter and aspiring to meaningful goals are two more of the five steps. The goals could be relatively small, such as walking a mile a day or reading books—anything to enhance the positives in life so you can have the tools to counteract the negative.

“When you aspire to the meaningful goals,” Luke said, “that triggers the things within you to move forward. If you have no goals, that’s as far as you’re going to go. You’re not going to take your life or business to the next level. You’re going to be stuck in neutral.”

Happy people give of themselves, which boosts their self-esteem. They volunteer, which is why Luke recommends auctioneers doing so with the NAA, their local auctioneering association or with a non-profit. Also, happy people empathize with others, he said. They listen to other peoples’ problems without offering unsolicited feedback, and they don’t judge—they learn about others and learn about themselves, as well.

“This is the challenge for everything you do, personal or professional,” Luke said. “Stepping out of your comfort zone—that’s when the magic happens.”

### Stress Relievers

Most people are looking for the miracle pill that can solve all their issues; there’s no work involved—just swallow the pill and the bad things are suddenly taken care of. But what if all you had to do to relieve stress was breathe?

“I will tell you the fastest way to get rid of stress is breathing and it takes less than five seconds,” Luke said before launching into a meditative exercise where a deep breath is taken, held for a moment and very slowly released. “It gets you back on track. It clears your mind. You’re adding oxygen into your bloodstream.”

Not only does this breathing exercise assist in relieving stress, repeated practice also helps auctioneers control the diaphragm, which is vital in delivering a quality chant at auction.

The effective path to relieving stress is largely a holistic approach, which Luke said involves yoga and meditation, both of which involve being present/mindful as well as focusing on controlled breathing. Most people have at least some familiarity with these concepts, but to ease the learning curve when implementing them into the daily routine, Luke recommends a couple of smartphone applications, including Pocket Yoga, which guides the user through breathing and stretches, and Happify, a meditation app that offers an evidence-based solution for positive psychology, mindfulness and cognitive behavioral therapy.

Another step to take is to approach the beginning of each day with a focus on the self instead of the challenges of the day. Luke, for example, leaves his phone in his home office at the end of the night. Rather than waking and immediately pouring through the emails, messages and going into stress management mode before the first foot hits the floor, Luke concentrates on a positive morning phrase.

“That time is mine and I hold it dear,” he said. “You have to protect your mind from the attacks of the day.” ❖

*James Myers is a freelance writer in Oregon.*

*This article was adapted from a 2019 Conference & Show session. To hear it and other recordings, visit [pathlms.com/naa](http://pathlms.com/naa).*

## 10 successful principles to remember

- 1) You are the only person responsible for your success
- 2) You don’t have to invent the wheel
- 3) There is no progress without action
- 4) Persistence always wins
- 5) Focus in everything
- 6) Failure is necessary
- 7) Positivity fuels productivity
- 8) You must believe you can
- 9) Helping others is a big part of being successful
- 10) Success is a journey of countless, millions of baby steps



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# Organized operations

Grow your business to the best on the block with a few tools

by James Myers



**A**pproaches to workflow can differ from one auction company to another, but one thing all auctioneers can agree on is that an being organized is of utmost importance. Happy employees, lower overhead, reaching goals faster—they’re all components of a well-organized operation, but is there a “perfect tool” that can assist in developing a more optimized operation that keeps everyone in the loop?

Liz Wood, AMM, vice president of marketing at Tranzon, said her team researched fairly heavily before adopting a cloud-based project management and communication solution.

“We downloaded every free trial of software we could find,” she said. “For us it was

important it be cloud-based—that we could access it from anywhere.”

Wood and her team’s way of thinking is on target with others looking for efficiencies in the workplace. According a study by IDG Cloud Computing, a technology media, data and marketing services company, 73 percent of companies in the U.S. use at least one cloud-based optimization application. The top reasons for adopting cloud-based solutions includes enabling business continuity, lower cost of ownership and savings on capital expenditures. When it comes to getting organized, the study said companies are finding that cloud-based solutions reduce resource waste and fill the need for real-time information.

The cloud-based program Wood’s team uses is called Basecamp, which is a project management tool geared toward assisting users in being more productive and organized. Basecamp users find that they are able gain access to information with more transparency; work-related documents don’t get lost; tasks aren’t forgotten; and, internal communication time is saved (fewer formal meetings). Wood said Basecamp has been particularly useful for her team in working with key contacts outside of Tranzon on specific projects.

“You don’t have to be a Basecamp expert to understand how to bring somebody in (to the project) without accidentally showing them things you didn’t mean for them to see,” she said.

Jennie Wolff, AMM, manager of marketing, logistics and scheduling at McLemore Auction Co., said they primarily relied on a customer relationship management (CRM) system called Salesforce for about a decade before looking elsewhere for project management assistance.

Wolff said Salesforce is a great program, but they had to look to outside resources to make any customized changes to the program. In the search for something more user friendly, Wolff said she saw a presentation for a web-based project management solution called Podio, which offers customization options and extreme ease of use, but it can also be utilized for CRM needs.

“When we got back (from the presentation) we ended up switching everything from Salesforce to Podio,” she said. “(Podio) is easy to update, and you can follow where your auctions are, where your clients and customers are—whether you’re in the office or on the road.”

Wolff said they also use an application called Slack for their inter-organizational communication needs. Slack allows them to set up disparate communication channels and invite whomever needs to stay informed. For example, the sales team can have a channel for their tasks, and there is also a general channel for everyone in the company to communicate with one another. Furthermore, one-on-one conversation channels can also be created.

“We really don’t communicate through email anymore,” Wolff said, adding that email is primarily used for exchanging documents.

Wood cautions that while they’re using Basecamp to great ends, a combination of organizational systems can be employed to meet goals. For example, Google Docs and Dropbox can be of use for storing and exchanging documents, but there are also tools like CamScanner and Scanbot, which utilize

the camera on a smartphone to scan, store, sync and collaborate on content vital to auctioneers.

“When we talk about organizational systems,” Wood began, “we’re not just talking about one system. We all have a ton of organizational systems, and that’s fine—you’re never going to find the perfect system that will put everything in one place.”

Wolff agrees, adding that auctioneers shouldn’t let “perfection be the enemy of good.” An organization system might not do everything you need it to do, she said, “but it’s a start.”

James Myers is a freelance writer in Oregon.

This article was adapted from a 2019 Conference & Show session. To hear it and other recordings, visit [pathlms.com/naa](http://pathlms.com/naa). ❖

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*James Myers is a freelance writer in Oregon.*

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# Emerging Markets

What is emerging today could be your niche tomorrow

**C**ulture is shifting faster now more than ever, which means what we knew yesterday may not be true for today. What does this mean for your business, and for the auction industry?

TiWanna Kenney, BAS, along with Daniel Gutierrez, AMM; Sara Adams, CAI, AMM, GPPA; Naomi Lewis, BAS; and Meggie Mei, BAS, gathered at NAA's 2019 Conference & Show to discuss how to break into new and emerging markets, keep trends fresh and attract new buyers in an ever-changing landscape.

There are several ways to view emerging markets. One way is to look broadly at new trends emerging industry wide. Another way to look at them is specific markets with which your business has not marketed to

yet. Emerging markets could also be your current demographic changing their needs and wants.

In regard to new markets for a business, Lewis said that identifying and reaching out to new—and perhaps unfamiliar—markets builds your client base in new ways.

“Emerging markets is really an inclusive market because a lot of times, we center around those we know, and that’s how we grow our business,” Lewis said. “But there are so many other potential clients, and when we go outside of what we’re accustomed to, we’re able to grow and sustain our business.”

So how do you identify these markets, and where do you find them?

Gutierrez said one way to do this is to keep

your eyes open for the needs of those already in your customer circle. Perhaps a certain demographic comes to your auctions but could use assistance getting the most out of the experience.

“When I first started, I saw a need,” Gutierrez said. “There were a lot of Spanish-speaking buyers and no one there to educate them. They were bidding, but they weren’t bidding as they should, and there was no one there to push them to continue bidding. I saw I could help the company fill that gap and bring in new buyers and hopefully turn them into sellers once they get comfortable with the process.”

Gutierrez encouraged reaching out to new types of buyers you see and making them feel comfortable. Let them know that you are there



to help them if they need it. And if you do not feel like you are adequately equipped to do this (perhaps because of a language or age barrier), consider hiring someone who can relate well with this demographic.

As a tip with integrating another language into the bidding, Gutierrez recommends being sure to immediately repeat in English what you say in a foreign language. This way, all your buyers are on the same page on not suspecting something unfair.

“We still want to retain our current buyers. Getting a new market doesn’t mean getting rid of the old market. We just want to bring everyone in and have them have the opportunity to bid and join in the same way,” Kenney said.

Having a niche market is a great asset but staying only in your niche doesn’t grow your business, Mei said.

She suggests identifying the market and then becoming as knowledgeable as you can about that group. Be willing to know the culture. Notice the questions they ask you and revisit those subjects in your next conversations

with them. That makes them know you are interested in learning about them and makes them feel more comfortable. It all comes down to being universally personable. If they feel comfortable with you, they are more likely to do business with you in the future.

Lewis said she actively works to educate both her clients and potential clients about the diversity in choosing the auction method of marketing.

She said she is constantly “educating them that, yes, there are diverse auctioneers just as there are diverse buyers so that they expected to see me, and then to teach them what it is that I do, because most people think auction=silent auction and they don’t see beyond that.”

Lewis said she seeks out opportunities to speak about what she does. She wants to show potential clients how to use the tools to their advantage. She said that this has opened up new markets for her in her business.

Adams said she educates the public about the auction method of marketing using

videos on social media, which are well received by most markets.

Taking the time to reach out to and educate new types of buyers requires thought and time, but its payoff can benefit your business and strengthen the inclusiveness of the industry as a whole.

What now are emerging markets may become your niche market later on, so investing in them can not only build your business but also take it into the future. ❖

*To learn more about what new demographics and markets are coming in the future, be sure to attend NAA’s Conference & Show Opening Keynote with Demographer Ken Gronbach. Using demography, the study of the changing structure of human populations, Gronbach is known for forecasting societal, commercial, economic, cultural and political phenomena with uncanny accuracy. Read more about him on page 28.*

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# Q & A

**Erik Rasmus**  
**CAI, AMM**



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

I was quite literally born into the auction business. I was mentioned in the local Virginian paper for being the youngest baby to attend a live auction. My father took me and my brothers under his wing at a very young age. I would assist him at live auctions by running invoices and selling snacks (even raw hotdogs—I was quite proud of that one) during our live auction days as well as taking place as a ringer. My selling pitch was, “I’ll dig to the bottom of the cooler for you.” We were so involved that my father built us a playground in the back of his office where we would spend our time after school—when we weren’t helping out that is.

**What role(s) do you play in the auction industry?**

I am chief strategy officer of the company, though I wear many hats. My role consists of cataloging (photos and descriptions), triaging projects, strategizing removal and identification tactics, customer relations manager, software development, sales manager, administrator, etc.

**What challenges have you faced?**

I started at the bottom of the totem pole and quickly progressed once I graduated college. I made it a point to be very humble once I took various manager positions as I was managing personnel who were 20 or 30 years older than me. Yes, I had the experience, but I wanted to make sure I had my own voice and led by example. We are blessed to have a number of family members working in the business, so it was important to me that I become my own person. Aside from various volunteer opportunities this is the only job I’ve ever had.

I constantly strive to make my father and grandfather proud while keeping up with my older brother.

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

Unlike 10 years ago, we are now in the age of the consumer. Everything is about the customer, which produced a paradigm shift in our company. Of course, the rise of online auctions has completely changed the way we conduct business. We no longer have a brick and mortar office. I practically work from my car.

**Why do you love what you do?**

I love interacting with different people every day. I love problem solving. I love that every day is different. I love that we have an entire network of auctioneers located all over the world, who all come together and share their love of the auction industry. One of my favorite activities is sitting around a table with other auctioneers bouncing ideas off one another. I love the idea that my brother and I will continue to revolutionize this business and the legacy that my father and his father started.

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

Come to NAA events. SHARE YOUR IDEAS AND LISTEN TO OTHERS!

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

It has helped me find my own voice through programs such as CAI. It has also helped to become more humble in the business. I don’t

know everything and have so much to learn from others in the NAA.

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

I am becoming more active in the NAA, holding a number of classes and gaining more and more responsibilities within my company.

**What are three things auction companies can do to help the public better understand the industry?**

1. Become prevalent in the CURRENT social media trends.
2. Go out there and physically tell people what you do, hire new people, make it a social conversation. We’re auctioneers, we never stop talking.
3. Say yes to any request.

**What are you most looking forward to about the Digital Marketing Summit this month?**

Learning from others attending. I am also incredibly excited to teach my own class. ❖

*Learn more about Erik at rasmus.com. At the Digital Marketing Summit, Feb. 24-25, 2020, in Louisville, Kentucky, Erik Rasmus, CAI, AMM, will be teaching Work Smarter, Not Harder: Marketing Online Auctions in the New Decade, as well as sitting on a panel for the Tech-Byte Ignite-style session.*

# Q & A



Delmar Rheinheimer

## Kuntry Kustom RV

### When and how did your business start?

I built my first auction trailer in 2003 when I was approached by an auctioneer about building an office trailer. Similar to a lot of start-up businesses, I started small by building our first trailer in my garage. I would finish my full-time job and then use the rest of the day driving around gathering parts from suppliers to build the next trailer or topper order. I spent almost 30 years building trailers for other RV manufacturers before we started Kuntry Kustom RV. And it was two years of working both jobs.

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

My business was started to meet a need for both auction trailers and auction truck toppers. At the time there were very few trailer manufacturers who specialized in building a trailer for specific auctioneer use. The trailers we build are designed specifically with the window location and configuration for the auctioneer. There was a need for high-end fiberglass trailers and toppers for the on-site auctioneer. While we worked very long days to start the business, it was this effort, and ideas from prominent auctioneers, that have been successful. It has now been more than 15 years and we have built more than 3,500 specialty trailers and toppers..

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

I went into business to help people and to solve the need for a quality auction trailer and topper. Our mission is for the auctioneer to be successful with the tools we provide them. The auctioneer's satisfaction with our products is important to me. Since the beginning, my wish was to build a quality and affordable product.

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

Ever since I was a young man, which was many years ago, I have loved listening to the auctioneer and his chant. We have a local sale barn that has weekly cattle and horse auctions and I spent many a Saturday at the horse barn auctions. I can remember listening to the "auction song" by Leroy Van Dyke on the radio and trying to imitate his bid calling. In fact, I have a framed picture of Leroy Van Dyke and me, from when I met him at the auctioneer convention, hanging on my office wall. But it is the professionalism and business ethics that makes our jobs enjoyable. We now build trailers for all types of clients in many different niche markets for both domestic and international sales. If the sales process doesn't go exactly as planned, as in life when things don't always go perfectly as planned, we can count on the auctioneer to be patient and kind in their dealings with us.

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

Even though I am approaching 80 years old, I still get excited about every production day. I still enjoy opening up the factory at 4:30 am. I get excited to see my third-generation grandson continue to get better at managing the business. And I still enjoy seeing the finished product. Every trailer is special and I appreciate the work of many dedicated employees, including the many Amish employees who have been with us for years.

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

I am optimistic about the possibilities with new products being introduced in 2020. We continue to see a strong economy and strong demand for our trailers. Plans are in the drawing phase for an additional production building to allow us to continue to grow. While we have seen the tariffs of 2018 having the effect of higher prices from our suppliers, we have now seen our suppliers react with new and innovative components. Our trailers in 2020 will offer intriguing features such as new composite roofing, global positioning satellite systems installed for tracking location and new cellular tank monitoring systems.

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

Our membership in NAA has helped form strong relationships with many auctioneers who have been generous with their time and their product recommendations. Their insight into the use of the product and product improvement has been invaluable. Our association with the NAA and the professional auctioneer has given us a vision into offering new features and options for our new auction trailers and toppers. ❖

*Learn more at [kuntrykustomrv.com](http://kuntrykustomrv.com).*



# Exceedingly rare Cassin's grape brandy bitters bottle, bluish-teal, soars to \$155,000 in Part 1 of the Ken Fee Collection

**S**ACRAMENTO, Calif. – A 150-year-old blue Cassin's Grape Brandy Bitters bottle so rare that for years many doubted its very existence has sold for a staggering \$155,000 at the Part 1 sale of the Ken Fee collection of mostly Western bitters bottles, held Nov. 29, 2019, by American Bottle Auctions.

The Cassin's Grape Brandy Bitters was the undisputed headliner in American Bottle Auctions' Auction #67, Part 1, an online-only affair with phone and absentee bids also accepted. What made the Cassin's so desirable to bidders was its bluish-teal color, which many bottle collectors, even seasoned pros, had never seen and were skeptical one even existed.

"No one had seen Ken Fee's collection of over 300 bottles in four decades," said Jeff Wichmann of American Bottle Auctions. "It only came to light following his death in November of 2018. I've been working with the family ever since." Many of the bottles are outstanding examples that brought a few hundred to many thousands of dollars.

The Cassin's Bitters is arguably one of the greatest Western bitters blown. Made in San Francisco in 1867 and 1868, its shape was meant to resemble a cello. The first variant of the bottle had thin corners and because of the fragility of the bottle only a few mint examples remain intact today. The second variant eliminated the fragile lines of the bottle and some still survive today, although there are still believed to be only a half-dozen or so in undamaged condition.

This example, though, was a marvel, regardless of age or history, and the only example known in this unique



This 150-year-old blue Cassin's Grape Brandy Bitters bottle so rare that for years many doubted its very existence, circa 1867-1868, bluish teal in color, sold for a staggering \$155,000.

blue color. In addition, the bottle was in mint condition with no discernable flaws, a rarity for any bottle this old but especially important for the only blue Cassin's known to date. It was expected to do well, with an estimate of \$75,000-\$100,000, but the final price blew past that.

Following are additional highlights from the Part 1 auction. All prices quoted include a 10 percent buyer's premium.

A Dr. Boerhaave's Stomach Bitters bottle with an applied tapered top, circa 1868-1869, finished at \$28,000. This San Francisco made bitters, with the distinctive windows on the reverse, had its own special identity. This one was a beautiful light to medium green, as these bottles came in a multitude of colors.

Graded a high 9 out of 10, the bottle also boasted good whittle and bubbles.

A Henley's OK Bitters bottle with applied band, made circa 1869-1871, graded 9.5 out of 10 for condition, climbed to \$21,000. The size of the lettering on the bottle was quite unusual, although it fit very well. The curved "R" was the most pronounced of any Mr. Wichmann has ever seen. He added, "With the overall whittle and blue aqua, it will make for quite a bottle on one's shelf."

An exceptional Wonsler's USA Indian Root Bitters bottle in a bright aqua color, probably blown between 1871 and 1873, changed hands for \$25,300. "Only a dozen or so aqua examples are known, so they don't come up often, and this one was in mint condition," Mr. Wichmann said. "When it comes to strike, color, condition and rarity, it's hard to top this iconic bottle."

An N. B. Jacobs Rosenbaum Bitters bottle – an early San Francisco bitters



N.B. Jacobs Rosenbaum Bitters San Francisco, circa 1864-1868, variant 2, the smaller size with the Rosenbaum name embossed, beautiful yellow with a lot of green (\$904).



Lacour's Bitters Sarsapariphère; Louis Lacour and his fascination with the lighthouse is evident in this beautiful green early San Francisco bitters bottle in mint condition (\$14,690).

Wonsler's USA Indian Root Bitters, an unusually shaped early San Francisco bottle in a bright aqua coloration, circa 1871-73, one of a dozen aqua examples known (\$25,300).





blown circa 1864-1868 – finished at \$904. “It would have fetched far more, had it not been for a ¼ inch hairline crack in the side panel,” Mr. Wichmann observed. The old amber bottle, variant 2, was the smaller size, with the Rosenbaum name embossed on it. It had an unusual top, as these bottles usually had a tapered top with a ring type collar. This example had no taper and, in fact, no ring.

A Lacour’s Bitters Sarsapariphère bottle, a beautiful green with some nice overall crudity, topped out at \$14,690. “Louis Lacour and his fascination with the lighthouse is evident in this early San Francisco bitters bottle in mint condition,” Mr. Wichmann said, adding, “Lacours have become highly sought after in recent years. Prices have escalated in proportion to desirability”

A Henley’s Wild Grape Root IXL Bitters bottle, an early colored example circa 1868-1893, went for \$3,842. “Henley and his partners had great success selling the oddly named IXL bitters product in quart bottles,”

Mr. Wichmann said. “That’s a long time, but many of those were later variants. Most were aqua but this one was an unusual green with crudity, and in mint condition.”

A Catawba Wine Bitters bottle with an embossed cluster of grapes, in pristine condition with a super drippy top, found a new owner for \$7,150. It is known that Catawba grapes were grown in Ohio and it is thought these bottles were made for



Henley’s OK Bitters bottle with applied band, made circa 1869-1871, graded 9.5 out of 10 for condition, boasting overall whittle and a nice blue aqua color (\$21,000).

Henley’s Wild Grape Root IXL Bitters in the quart bottle, circa 1868-1878. Most were aqua but this one is an unusual green with crudity, plus it’s in mint condition (\$3,842).

an Ohio concern. Some have the graphite pontil, including this one. Collectors love the distinctive embossing and colors they are found in. ❖

## Ritchie Bros. sells more than US\$77M of equipment in record-breaking Fort Worth auction

**V**ANCOUVER, Dec. 16, 2019 /CNW/ - Ritchie Bros. conducted 15 auctions last week, including its largest-ever Fort Worth, TX auction, selling 5,850+ equipment items and trucks for US\$77+ million on Dec. 10 – 11, 2019. Approximately 62 percent of the assets were sold to online buyers.

More than 8,300 bidders from 62 countries registered to bid in the two-day Fort Worth auction, including 6,750+ online bidders. Approximately 93 percent of the equipment in the auction was sold to US

buyers, while international buyers from as far away as Australia, China, and Egypt purchased seven percent.

“We had a great selection of equipment, resulting in huge crowds and aggressive bidding both days of the auction,” said Neal Black, Regional Sales Manager (Fort Worth), Ritchie Bros. “We set new Fort Worth records for GTV, number of consignors, and number of bidders. We also set a new company record for number of truck tractors sold in a single auction—on Day Two alone we sold 661 truck tractors for US\$15 million. We’d like to thank all our sellers and buyers in 2019; we look forward to helping you again in 2020.”

Later in the week, Ritchie Bros. held big auctions in Edmonton, AB (Dec 12–14) and Los Angeles, CA (Dec. 13–14).

The Los Angeles auction was the company’s largest at the site in 12 years. More than 3,200 equipment items and trucks were sold in the two-day Los Angeles event for US\$40+ million. Approximately 95 percent of the equipment was sold to U.S. buyers, while international buyers from as far away as France, India, and Taiwan purchased five percent of the assets.

Closing out the week, with its sixth and final auction of 2019, Ritchie Bros.’ Edmonton team sold 5,000+ items for

US\$52+ million This brings Edmonton’s 2019 total to 49,200+ equipment items sold for US\$465+ million.

Ritchie Bros. also held several strong online events, with its IronPlanet and GovPlanet auction attracting 6,500+ bidders from 45 countries, while the company’s Marketplace-E solution sold a 1999 Beechcraft B300 aircraft for US\$950,000 and a commercial property in Arizona for US\$7.6 million—a new record for the site.

Equipment sales highlights included:

- A 2008 Liebherr LR1400/2 400-ton crawler crane sold for US\$860,000 in Fort Worth, TX
- A 2010 Caterpillar D9T dozer sold for US\$420,000 in Fort Worth, TX
- Two 2019 Peterbilt 567 mixer trucks sold for a combined US\$380,000 in Los Angeles, CA
- A 2017 Caterpillar 950M wheel loader sold for US\$200,000 in Los Angeles, CA
- A 2018 Tigercat X870D feller buncher sold for US\$355,000+ (CA\$470,000) in Edmonton, AB
- A 2014 Kenworth C500 tri-drive sleeper Texas bed winch tractor sold for US\$196,000+ (CA\$260,000) in Edmonton, AB ❖

# Alaska Gold Rush gold ingot and oil painting of Panhandlers on mules bring top dollars at Holabird's Holiday Treasures Auction

**R**ENO, Nev. – A beautiful 4.51 troy ounce Alaska Gold Rush gold nugget from the Atlin mining district, located just east of Skagway in Yukon, Alaska, climbed to \$10,845, and an oil on board painting of two miners on mules loaded with various items, titled Panhandlers, signed by Texas artist William Forrest Martin, nicely framed, realized \$8,540 at Holabird Western Americana Collections' massive, five-day Holiday Treasures Auction held Dec. 5-9, 2019.

The auction was packed with a staggering 4,379 lots in a wide array of collecting categories – including Western

Americana, railroadiana, gold, minerals, music memorabilia, mining, art, Native Americana, militaria, aviation, postal history, coins, tokens and more – online and live in the gallery in Reno. The painting and gold nugget were the two top lots in a sale that grossed \$270,272. More than 5,000 registered bidders participated online.

Day one was the sale's busiest day, in terms of the sheer number of categories. These included art, militaria, Native Americana, firearms and weapons, general Americana, autographs, antiquarian books, bottles, clothing, comic books, cowboy collectibles, ephemera, entertainment industry, furnishings, 3D items, gaming, jewelry, maps, music and photography.

Also offered on Day one were political memorabilia, postcards, saloon/beer/tobacco, spoons, tools, toys, Wells Fargo/Express, World's Fair/Expositions, coins and tokens. A top achiever was the original 1909 poster mounted on linen promoting "Pawnee Bill's Great Far East combined with Buffalo Bill's Wild West" (\$4,375). The 30-inch by 40-inch framed poster advertised the brief partnership between Gordon William Lillie (aka "Pawnee Bill") and the legendary Buffalo Bill.

A Parsons & Co. Assayers (Colorado) gold ingot, one of four known examples, marked "1860" and "Twenty Dolls," changed hands for \$3,615. It most certainly would have brought more if it could be proved the ingot was real, but it can't because there is no provenance for that one or the other three either. Still, two of the four are in museums (one is in the Smithsonian). Not much is known or documented regarding Mr. Parsons, who operated out of a remote mine in Colorado.

A group of 40 ancient Chinese coins, dating to hundreds of years BC, gaveled for \$3,500. These included a "Nose" or "Ghost-head" bronze imitation of cowrie shell, used from 700-200 BC throughout central and eastern ancient China. Eleven were unattributed. Also, a vintage, one-of-a-kind Navajo necklace and earrings set, featuring a 32-inch-long Naja pendant with six stones (possibly Royston turquoise) with silver beads, and matching clip-on earrings, rose to \$1,562.

Two lots posted identical selling prices of \$1,000. One was a stock certificate for Ediphone Service, Inc. (N.J.), issued to Thomas Edison (and his brother Charles), for one share, dated July 16, 1928, cancelled, with Thomas Edison's bold signature on the reverse. The other was a large group of DC Comics, featuring characters such as Karate Kid, Justice League, Flash, Green Lantern, Batman and Ghosts. The comics were not heavily researched and none were graded.

Day two featured stocks and bonds (mining stocks, petroliana stocks and other stocks), railroadiana, transportation, minerals and



Stock certificate for Ediphone Service, Inc. (N.J.), issued to Thomas Edison (and his brother Charles), for one share, dated July 16, 1928, with Edison's signature on the reverse (\$1,000).



Beautiful 4.51 troy ounce gold nugget from the Atlin mining district, just east of Skagway in Yukon, Alaska, 2 1/2 inches by 1 1/2 inch (\$10,845).



Group of 40 ancient Chinese coins, dating to hundreds of years BC, including a "Nose" or "Ghost-head" bronze imitation of cowrie shell, used from 700-200 BC (\$3,500).



Oil on board painting of two miners on mules loaded with various items, titled Panhandlers, signed by Texas artist William Forrest Martin, nicely framed (\$8,540).

mining – 737 lots in all. The Yukon/Skagway gold nugget and a 1-share free trading stock certificate from 1856 for the Minnesota Mining Co., the first mine in Ontanogan County, Mich were sold. The certificate, signed by Joseph Henry de Palma (Pres.) and James

D. Mansfield (Treas.), finished at \$4,250.

Day three contained 957 lots of art, militaria, Americana, antiquarian books, bottles, clothing, cowboy, ephemera, fire, entertainment industry, fraternal organizations, furnishings and 3D items, gaming, maps, photography,

political, postcards, saloon/beer/tobacco, signs, spoons, tools, toys, Wells Fargo/Express and World's Fair and Expositions and foreign.

Day four had Native Americana, minerals, mining, numismatics, tokens, postal history, sport and transportation – 750 lots in all. ❖

## Moran's 20th Century Art + Design auction was one of the most successful sales of the year

**M**ONROVIA, CA – The temperatures may be cooling down but Moran's November 20th Century Art + Design auction was white hot, with furious phone bidding and strong prices realized achieved throughout the night.

A gorgeous Alexander Calder gouache and watercolor realized the highest price for a Calder ever sold by Moran's when a determined phone bidder won the lot for \$81,250 (all prices realized include Moran's 25% buyer's premium). A gorgeous bronze bust of a girl by Charles Despiau was a hit with the audience when it came to the block, a phone bidder took her home for \$11,875. A pulsating Julian Stanczak oil on canvas, *Accompanying Warm*, came to Moran's from the Nevada Museum of Art in Reno, sold to support the collections of the museum. After a protracted bidding war, one lucky bidder took the work home for \$50,000. A quintessential Margaret Keane painting of a big-eyed girl was a hit with previewers before the sale, selling to a phone bidder for \$28,125, the second highest price ever paid for a Keane at auction.

Moran's was pleased to offer many fine examples of sterling silver throughout the night, chief among them was a selection from the important collection of Cindy Tietze-Hodosh and Stuart Hodosh. A luxurious set of



Lot 2207, A William Spratling "Amarres Disco" sterling silver flatware service, price realized: \$32,500

William Spratling "Amares Disco" flatware from the Hodosh collection was one of the most highly anticipated lots of the day and brought \$32,500, the highest price realized for a Spratling flatware set on Live Auctioneers. A beautifully designed covered serving dish by Henning Koppel for George Jensen brought out the collectors on Tuesday, one of whom took the serving dish home for \$11,250. A streamlined set of "Cannes" flatware from famed French silversmith Jean Puiforcat created a bidding war when it hit the block, selling to an online bidder for \$8,125.

Moran's is always pleased to give a platform for emerging and established female artists

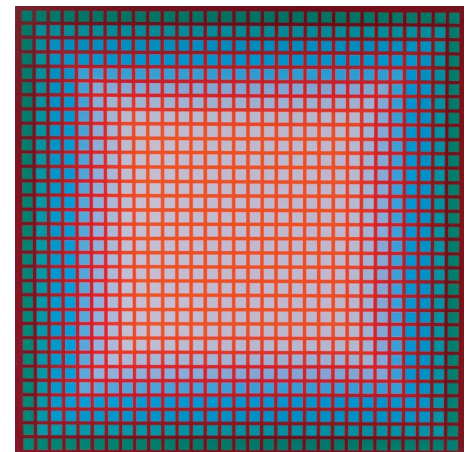


Lot 2327, A French Jean Puiforcat "Cannes" sterling silver flatware service, price realized: \$81,125

and designers. A wonderful Mary Corse work, "Untitled," was one of our favorite works in the auction and sold for \$43,750. Moran's had the privilege to offer several works from the Central California artist Betty Hoenshell Younger, whose mastery of stainless steel was on full display at the auction. "The Wave," a monumental chromed steel sculpture realized \$5,000. A dramatic set of "Fjord" chairs and ottoman from Patricia Urquiola was one of the most popular items on preview leading into the sale and realized \$3,750 at the block. ❖



Lot 2014, Alexander Calder (1898-1976 American) *Untitled*, 1968, gouache and watercolor on Canson paper, price realized: \$81,250



Lot 2058, Julian Stanczak (1928-2017 Polish/American) "Accompanying Warm," 1979, oil on canvas, price realized: \$50,000



Lot 2070 Betty Hoenshell Younger (1932-2019 California) "The Wave," chromed steel, price realized: \$5,000

# Miller & Miller’s advertising and historic objects auction, held on Dec. 7, had an array of items in many collecting categories

**N**EW HAMBURG, Ontario, Canada – A leather motorcycle license plate from 1907 sold for \$10,620 and an Orange Crush tin litho sign from the 1930s brought \$5,959 at an Advertising & Historic Objects auction held Dec. 7, 2019, by Miller & Miller Auctions, Ltd., online and at the gallery in New Hamburg. Both were Canadian antiques. Prices quoted are in Canadian dollars.

The leather motorcycle plate, extremely rare, measured 6.5 inches by 4 inches and was listed in the 1910 directory as issued to Walter H. Gurd, 185 Dundas Street in London, Ontario. The Orange Crush single-sided lithographed tin sign, a recent find, was 59 inches by 35 inches. It was marked “C-12N – St. Thomas Metal Signs Ltd., St. Thomas, Ont” on the lower center edge.

“Two days before the sale we were contacted by a construction firm that had uncovered a layer of early tin Coca-Cola and

Orange Crush signs behind the wall of a building that was slotted for demolition,” said Ethan Miller of Miller & Miller Auctions, Ltd. “Among those signs was the Orange Crush. The energy in the room was already electric, but then it was totally bolstered.”

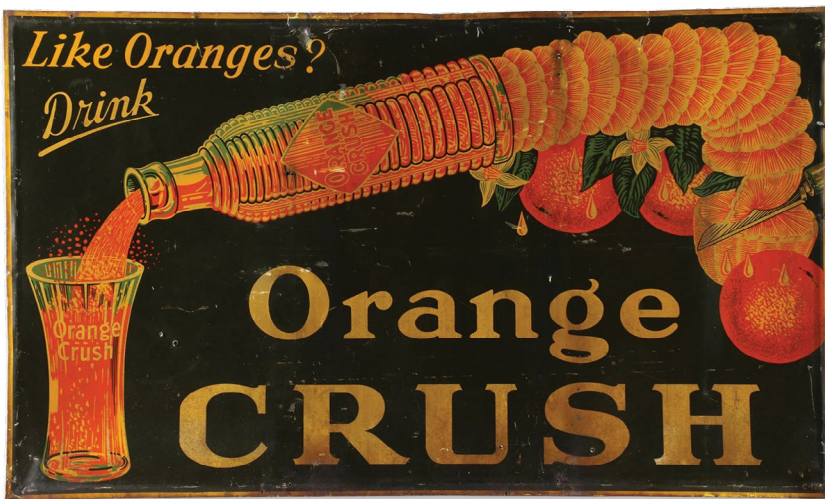
The auction featured the collection of John McKenty – the Canadian historian and author whose collection tells the story of the rise and fall of the Canada Cycle & Motor Company of Canada. Mr. McKenty gave a special presentation the Friday evening before the auction. He was once described as “Canada’s premier authority to the community that collects anything CCM related.”

A 1937 Canada Cycle & Motor Company “Flyte” bicycle – the rarest of all the CCM bicycles, an expensive-for-its-time model that didn’t sell particularly well and ceased production in 1940 – sold for \$3,600. The bike had an unusual fork and frame

design and the original “Lucien Bicycle Service” dealer decals on the seat tube and down tube. It also had correct Dunlop chrome rims.

The McKenty collection featured CCM bicycles, advertising, sports memorabilia, catalogs, brochures, photographs and paper ephemera. “The literature performed especially well,” Mr. Miller said. “Results were strong, most on the high-side if not exceeding estimates. Such an offering of CCM memorabilia would be hard if not impossible to replicate anytime soon.”

The auction also contained other advertising items and signs, automobilia, sports memorabilia and historical ephemera, much of it Canadian in origin. In total, 589 lots crossed the



1930s Orange Crush single-sided lithographed tin sign, Canadian, 59 inches by 35 inches, marked “C-12N – St. Thomas Metal Signs Ltd., St. Thomas, Ont” (CA\$5,959).



Tin litho Goodyear Service Station sign, made in America in the 1920s, 71 ½ inches by 24 inches, marked “American Art Works, Coschocton, O”, in the original wood frame (CA\$4,720).



All original Coca-Cola school zone sign with a policeman graphic, made in the United States and in excellent condition, with original hardware and virgin color and gloss (CA\$3,540).

Ontario leather motorcycle license plate from 1907, one of only a few known, with original brass grommets and remnants of the original white paint on the numbers (CA\$10,620).



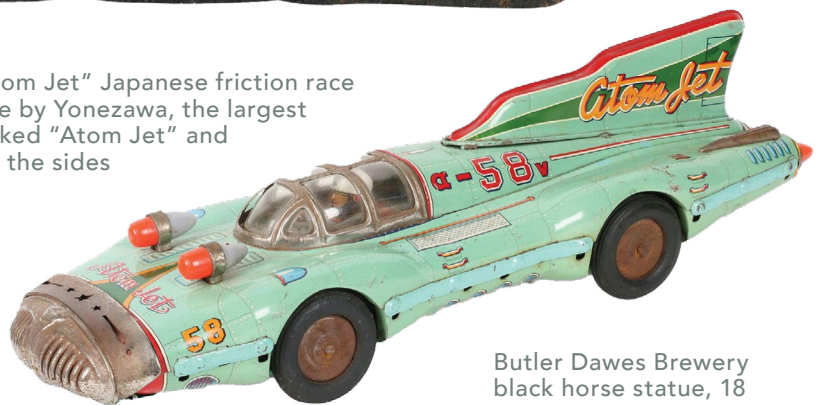
1898 French advertising poster for Cleveland Cycles (Toledo, Ohio), with artwork by Jean Pal de Paleologue, made just prior to the crash of the worldwide bicycle boom (CA\$3,835).

auction block in a sale that grossed just over \$280,000. “We had a ton of fun selling the stuff,” Mr. Miller remarked, “and collectors had fun buying. It was a positive, upbeat day in so many ways.”

An 1898 French advertising poster for Cleveland Cycles, with superb artwork by Jean Pal de Paleologue, gavelled for \$3,835. The poster was executed right before the crash of the worldwide bicycle boom. Also, an early CCM Automobile Skates sign from around 1910, 59.25 inches by 31.25 inches, advertising CCM’s foray into the manufacture and sale of skate blades, hit \$2,655.

A tin litho Goodyear Service Station sign, made in America in the 1920s and impressive at 71.5 inches by 24 inches, marked “American Art Works, Coschocton, O”, in the original painted wood frame, finished at \$4,720. Also, a tin litho “Atom Jet” Japanese friction race car toy made by Yonezawa, the

largest variant, marked “Atom Jet” and “No. 58” on the sides (CA\$3,900).



Butler Dawes Brewery black horse statue, 18 inches tall, plaster cast in the 1930s by famed Woodstock, Ontario sculptor Ross Butler (1907-1995) (CA\$3,540).



largest variant, marked “Atom Jet” and “No. 58” on the sides, made \$3,900.

A group of 20 regimental military uniform buttons, mostly from the Civil War era, with many undug examples, the buttons marked on the rear, from the Horace Weed collection, sold as one lot for \$6,000. Also, a 1950s-era Coca-Cola school zone sign with policeman graphic, made in the U.S. and in excellent condition, with original hardware and great color and gloss, hit \$3,540.

A Butler Dawes Brewery black horse statue, 18 inches tall, plaster cast in the 1930s by famed Ontario sculptor Ross Butler (1907-1995), known for his butter sculptures at the Royal Winter Fair, fetched \$3,540. Also, a purple Kawasaki KH400 Triple three-cylinder motorcycle showing just 10,401 actual miles on the odometer, VIN # S3F-39392, found a new owner for \$3,835.

A Canadian 1923 Quebec Central Railway timetable in the original oak frame, 16.25 inches by 24.25 inches, originally displayed in rail stations on the Quebec Central Line, garnered \$2,875; while an early visible gas pump, made in the 1920s, possibly Canadian but the maker unknown, used on the Zoeller farm (Wilmot Centre) during the mid-20th century, changed hands for \$3,245. ❖

# Auction School Graduates



## World Wide College of Auctioneering

The November 2019 graduating class from World Wide College of Auctioneering (above and below left) included: Second row: Andrew Fine, Chris Gellner, Paul Gagnon, Preston Watts, Rachel Britten, Ashlie Beck, Ashlie Offutt, Amy Faust, Bryson Holsten, Tom Allman, and Dakota Otto. Third row: Jeff Paulson, Jarret Simmons, Sean Ison, John Holapa, Trent Offutt, Tom Antol, Harold McCartney and Brian Muetze.

Front row, from World Wide College of Auctioneering: JillMarie Wiles, CAI, BAS; Trisha Brauer, BAS; Craig Meier; Angelia Meier; Lori Jones; Mike Jones, CAI, BAS, GPPA; Paul C. Behr, CAI, BAS; Vicky L. Ginder and Sara Broers.

The bi-lingual class (below right) included: Ashlie Offutt, Ashlie Beck, Amy Faust, Trent Offutt, Tom Antol, Brian Muetze, Bryson Holsten, Paul Gagnon, Jeffrey Paulson, and Andrew Fine.



**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](mailto:communications@auctioneers.org).



## New NAA Designations Earned

*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](http://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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## *In Memory*

### **Sterling Haskel “Hack” Ayers Hall of Fame Member Past NAA President**

Sterling Haskel “Hack” Ayers, age 83, of Jacksboro, Tennessee, was born in Stinking Creek, Tennessee, on Feb. 10, 1936. He passed peacefully on Jan. 8, 2020. Hack was a member of LaFollette Church of God. He was an auctioneer, Realtor, hotelier, county court clerk, two-term Tennessee State Representative, National Auctioneers Association Past President and Hall of Fame Member, Tennessee Auctioneers Association Past President and Hall of Fame Member, Rotarian, Gideon, a member of Story Teller’s Club, and unofficial Historian of Campbell County.

Hack moved to LaFollette at the age of 5 where he was raised in the motel and restaurant business. In 1943, he witnessed his father, John “High Johnny,” die during a shootout with state police. They had come to arrest him for making and selling illegal corn liquor called White Lightning.



In an interview with the Travelin’ Gringo writer and photographer Glen Abbot, Hack said, “My dad was a third-generation moonshiner. My grandfather was a moonshiner. My great-grandfather was a moonshiner. It was the only cash crop that most of us had. Mountain people—my dad—either moonshined or coal-mined”

He continued: “My dad made the mistake of pulling a double-barreled shotgun. Broke into a shootout; he was hiding behind a car. There was 32 bullet holes in that car. I ran over to where dad was. The trooper ordered me to halt or he’d shoot. I was 7 years old, and I stuck my arms up; I thought that’s what you’re supposed to do.”

Abbot wrote: “High Johnny” had died instantly, shot through the heart, leaving Hack’s mother to raise the family and run the tourist court/restaurant she had owned with her husband. “I had a wonderful mother,” Hack said. “She raised three teetotallers, non-smokers and Christians.”

Hack graduated from Jacksboro High School and Reich School of Auctioneering. He was a loving husband and father. He lived his life by love God first and love your neighbor. Hack and Tomi were best known for founding Hack’s Bargain Barn and Ayers Auction and Real Estate.

1450 WLAJ called Hack a linchpin in WLAJ history: “Haskell ‘Hack’ Ayers had been with

WLAJ from its very beginnings nearly 67-years ago. In the spring of 1953, a 17-year old Hack Ayers plowed the trench to lay the cables from the WLAJ tower to the studio and transmitter in the Fleet Building. Ever since, he’d been on the air in some form or fashion: advertising, promoting an event, sharing a story, giving a plug for WLAJ. You name it. Ayers hosted his very own daily radio show live on WLAJ, over the telephone at noon, from his world-famous Hack’s Bargain Barn on South Indiana Avenue.”

Listen to 1450 WLAJ’s tribute to Hack here: [bit.ly/HackAyers](https://bit.ly/HackAyers).

Hack lived an amazing life and was blessed beyond measure and his life speaks volumes. He co-authored a book with Beverly Porter, recounting his personal and regional stories. The book “Hills, Deals, and Stills” is available on Amazon.

Hack leaves behind a wife, Tomi Housley Ayers; daughters and sons-in-law Debra Nelson Lawson and Jerry Lawson, Traci and J.J. Dower, and Codi and Paul Provins III.; brother R.L. and Helen Ayers; sister Carolyn and Joe Human, and many grandchildren, great grandchildren, nieces and nephews.

In lieu of flowers, family requests donations be made to LaFollette Church of God, 1906 Jacksboro Pike, LaFollette, TN 37766.

*Photos courtesy Glen Abbot.*



## John J. Rutt, Sr.

John Jacob Rutt, 80, of Farmersville, Pennsylvania, passed from this life to his eternal home on Dec. 12, 2019, at his home, of an ongoing illness.

Born in Earl Twp., he was a son of the late Jacob N. and Lizzie S. (Groff) Rutt. He was married 59 years to Esther E. (Zimmerman) Rutt. John founded the Farmersville Furniture Store in 1965, the Farmersville Auction in 1972, and Rutt Grave Digging service in 1966. He retired as an auctioneer in 2005 and from grave digging in 1996.

He was a member of Martindale Mennonite Church. He served as a former board member of the Pennsylvania Relief Sale and the

Pennsylvania Auctioneers Association. He enjoyed his cabin in Mifflin County, auctions, hunting, traveling, and spending time with his children and grandchildren.

Surviving in addition to his wife are seven children, Faye (Roy) Reiff of Manheim, Jane (Daniel) Martin of Ashland, OH, Sandra (James) Martin of Ephrata, Larry (Beverly) Rutt of Ephrata, Lester (Doris) Rutt of Lititz, John, II (Andrea) Rutt of Ephrata, and Nelson (Christa) Rutt of Ephrata; 29 grandchildren; 27 great-grandchildren; and seven brothers and sisters.

To send the family online condolences visit [groffckenroth.com](http://groffckenroth.com).

## Howell Lee Davis

Howell Lee Davis of Salisbury, North Carolina, passed away Dec. 2, 2019, following a brief illness. He leaves behind his beloved wife, Mary Kathleen Forbes, of 10 years; his son, Joseph (Whitney) Davis; Michael Davis, his daughter, Lindsay (Tom) Davis Roeters; Christie Mazuera Davis; four grandchildren; a sister, Nancy (Paul) Lohnes; three step-children; and many friends, allies, comrades and sidekicks.

He was born in Columbus, Ohio, raised in Bloomfield Hills, Michigan, and was the son of James and Virginia Davis. He was a longtime resident of metro Detroit and had spent the last 10 years between Salisbury and Banner Elk, North Carolina.

In his early years, Mr. Davis caddied for PGA professionals on the famous Oakland Hills Country Club course of which he and his family were members. After graduating from Birmingham High School in 1958 he graduated from Michigan State University with a degree in communications. He later taught a course at MSU and became a radio and TV announcer.

He traveled the country before joining the US Coast Guard Reserves. Following an honorable discharge, he teamed with his father to form JEDCO, a company representing auto parts manufacturers to the Big 3 Auto makers in Detroit.



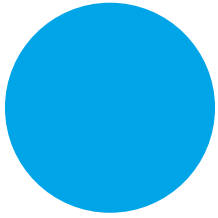
He served as a practicing member of the National Auctioneers Association, conducting estate and personal property auctions throughout Southeast Michigan. He worked for the government with ceased and abandoned assets and conducted many auctions for children's causes.

Mr. Davis had a presence, personality, and a sense of humor that brought joy to so many people. He was an engaged, respected and beloved member of every community in which he lived. He will be sorely missed.

Donations may be made to the donor's choice.

## Greg Shattuck

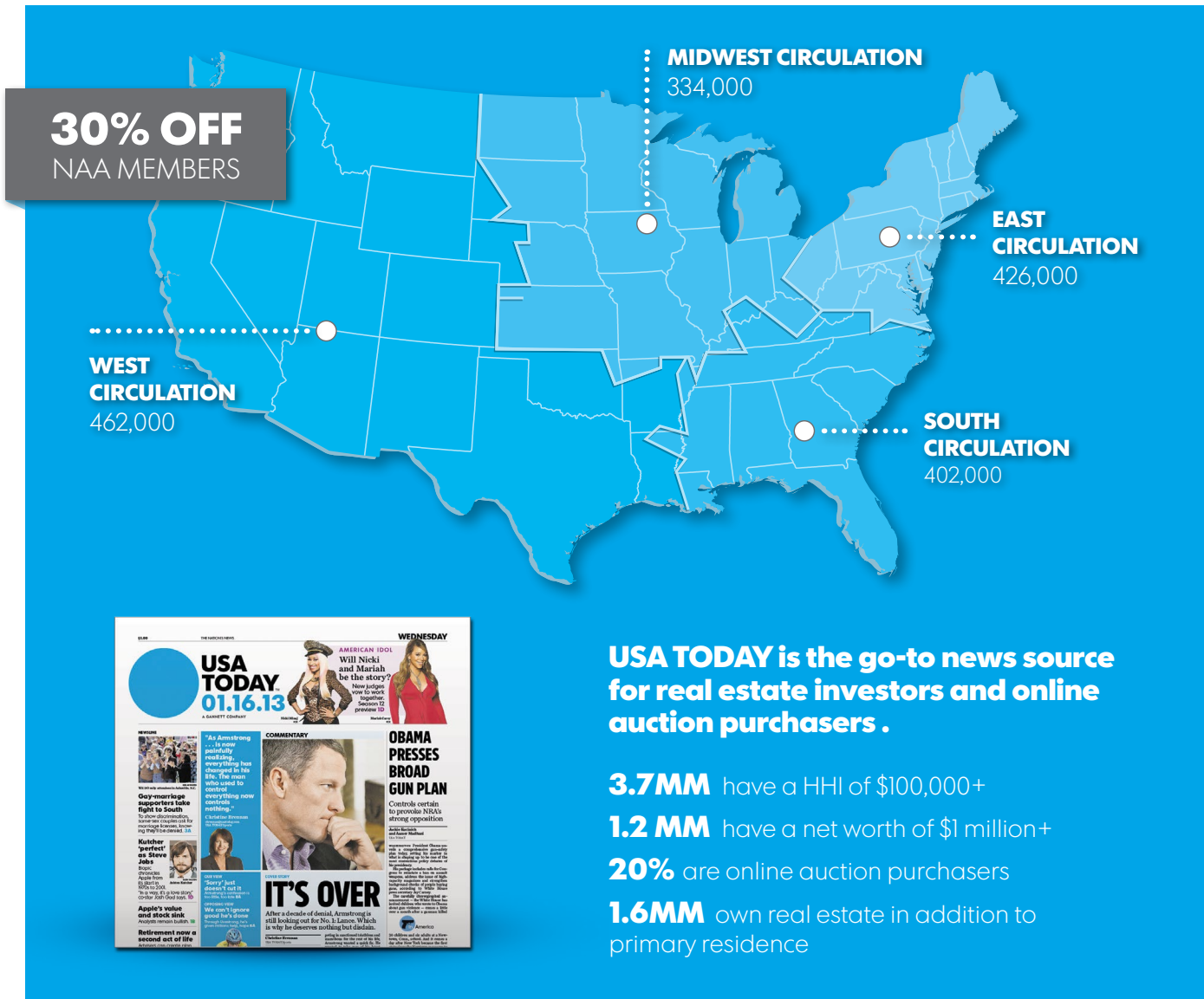
Gregory Keith Shattuck passed away Dec. 8, 2019, in Austin, Texas. He was described by family as a special and unique man who was passionate about learning, exploring the world, and trying new things—especially food. He loved art and music; often it was the genres most people would shy away from that he took a liking to. He had a sleuth of charities that he donated to, but KRTU Radio at Trinity University and The Menil Collection were among his favorites. He and Mary Kleypas were married for over 30 years and they had two sons, Paul and Daniel. Greg apprenticed for J.C. Harper Auctioneers in 1980 and started his own business in 1987—Shattuck LLC. in Austin, Texas, which has been in business for more than 30 years. He grew up in Oregon with his dad, mom, brother, and sister. Greg was universally loved and respected by everyone he knew.



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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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50 years later

# Auction contributes to story of historic Texas landmark



Fifty years ago, the *Auctioneer* published a cover story of the auction of Driskill Hotel in Austin, Texas. This historic hotel had been around since 1886 and served many times as headquarters for the White House press as well as members of the Secret Service during Lyndon B. Johnson's presidency.

Today, this hotel still stands on the corner of 6th Street and Brazos Street in downtown Austin and remains a "landmark of legendary Texas hospitality," according to the hotel's website. Shortly after the auction in 1970, the hotel was renovated back to "its one-time splendor," and is a top destination in the city. ❖

## Reppert School of Auctioneering

Pictured opposite is the Class of December 1, 1969, to December 19, 1969, at the Reppert School of Auctioneering. Following is their identification by rows reading from left to right in all instances:

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**THIRD ROW:** Phillip I. Hahn, Nappanee, Indiana; Chester C. Hubbard, Williamsburg, Ohio; Ralph E. Collier, Nashville, Tennessee; Dwight W. Jackson, Hanceville, Alabama; Stephen Townsend, Alpa, New Jersey; Philip L. Matthews, Stover, Missouri; Fred Schneider, Meadway, Pennsylvania; Lynn P. Brown, Fort Paris, Tennessee; Charles L. Robertson, II, Paris, Tennessee.

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## The Cover Story

On the cover of this month's issue of THE AUCTIONEER is Jack Harper of J. C. Harper & Associates, Austin & San Antonio, Texas, selling one of the items from the Presidential Suite of The Honorable Lyndon B. Johnson, included in the three day auction of the Driskill Hotel in Austin.

This historic Hostelry had served Texas since 1886. While LBJ was President, the Hotel served many times as headquarters for the White House press as well as members of the Secret Service.

Highlight of the sale was the contents of the Presidential Suite including the furnishings of hallway, living room, dining room and bedroom. More than 2500 lots were sold in the three days from the 16 floors of the Hotel.

With the history surrounding the Hotel and the size of the auction it attracted a great many front page newspaper stories as well as television and radio programs. It was not only a lucrative job for the auction firm but was tremendous advertising for the auction method of selling.

### LIVING PROOF

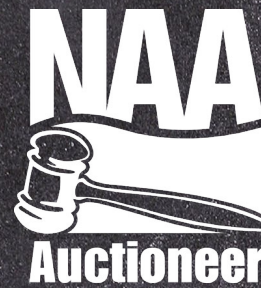
A salesman knocked on a door where just inside, and plainly visible, was a husky boy painfully practicing his piano lesson.

"Sonny," he inquired, "is your mother at home?"

"What do you think?" snapped the boy.

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- 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
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**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 x \$186 = \_\_\_\_\_ Enter

What is a charity?

Need help?

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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 x \$1,400 = \_\_\_\_\_ Enter

What is an acre?

Need help?

**AUCTION ADVENTURES**

Total Wallet  
\$0

Auction Commission 10%

Get Paid

**Auto & Machinery Auction**

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

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

What is an auto dealer?

Need help?

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Total Wallet  
\$23,782

Auction Commission 18%

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