

the auctioneer

JUNE/JULY 2020

The official publication of the National Auctioneers Association



Conference & Show

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Q&A

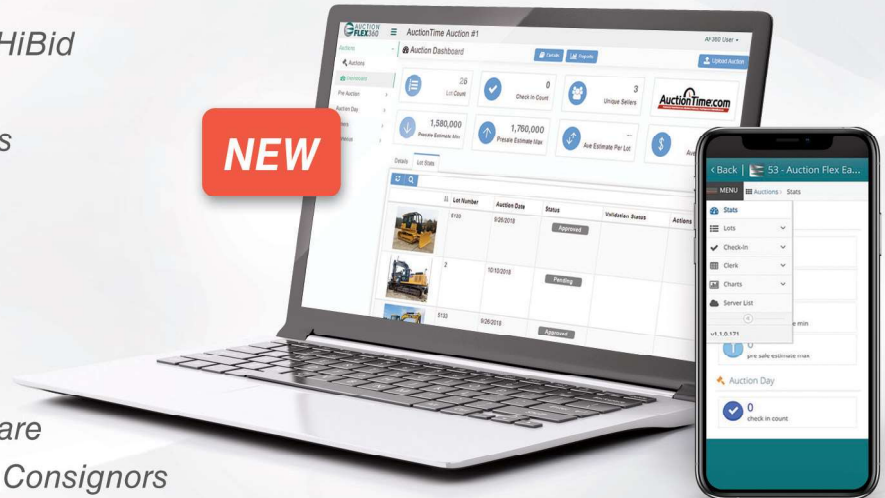
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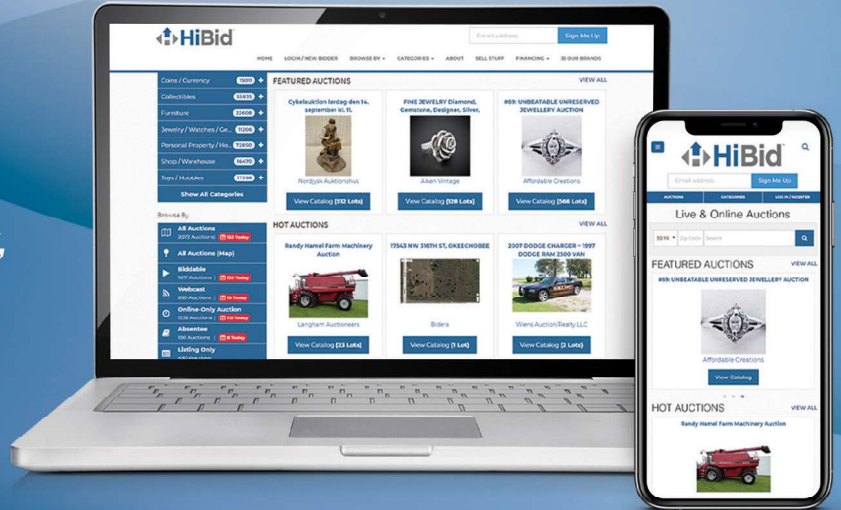


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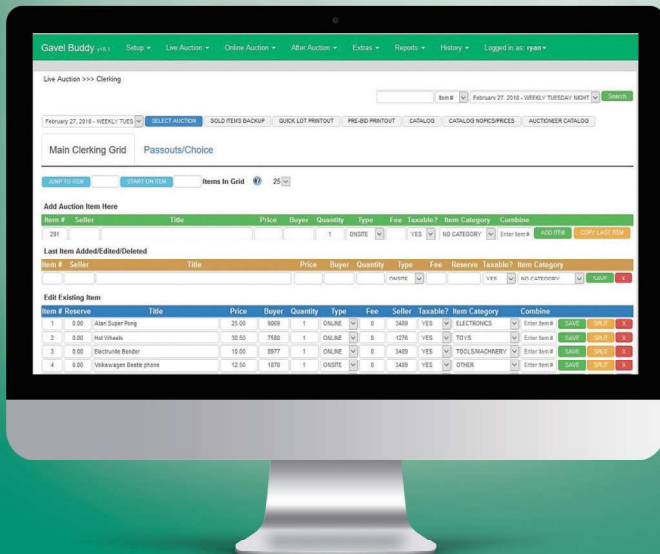
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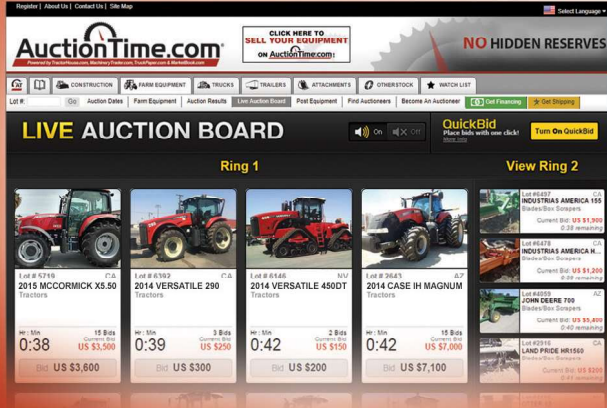
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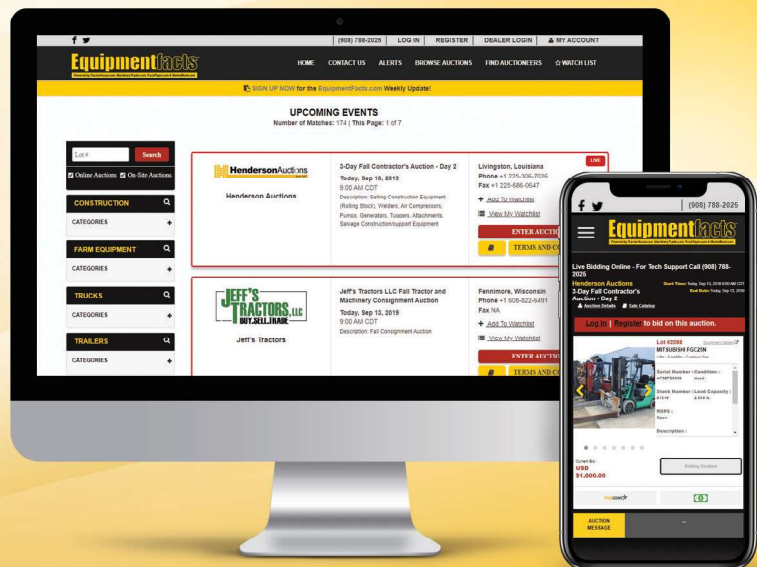
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A bright future

At this time, I should be providing reasons for you to be coming to San Diego and reminding you to get your registrations in.

At this time, I should be showing you what you need to do in San Diego and be getting things ready to pack. But I'm not.

There's good news and there is not so good news.

The not so good news is, we had to postpone our trip to San Diego. Notice I said postpone: we aren't going this July, but we will be there in 2022. Mark it down now! July 26-30, 2022.

And the even better news is, you still have an opportunity to experience great education, to see people you haven't seen in a while and to exchange ideas about how your business has survived during the COVID-19 pandemic beginning July 14.

NAA has developed and opened registration for its first-ever Virtual Conference & Show. Read a little about the educational programs on pages 32-35. You will see that a lot of this educational content will be more relevant than ever before—and you will need it more than ever before as we begin to re-open the doors to our businesses.

You will be able to experience quality education from speakers who are leaders in their content such as Garry Grant, CEO of SEO Inc., who headlined our Digital Marketing Summit. Ask any of the attendees and they will tell you he was “mind blowing” in helping people within our industry understand marketing and website optimization.

Because this is our first virtual conference and because so many of you were impacted financially by the COVID-19 pandemic, we have a 40 percent discount on registration. Normally we would charge the same price as our regular face-to-face event without meals, or \$520, but this year you can register for only \$312 and this will give you access to this event through the end of 2020!

Also in this issue of *Auctioneer*, you will see how we are planning to conduct the elections. Every member of NAA, whether they register for the Conference or not, will have the opportunity to participate in the election, and it is going to be easier than ever.

This has not been the year I planned. But I want to brag on your NAA Board and how well they have responded to the pandemic. Within less than two weeks, we started offering programs that we hoped would help you as a business owner, as a contract auctioneer or any of the roles you serve within the auction industry. Staff moved to work remotely and supported all of the Board's plans. And now, we are transitioning again to provide you the same high-quality education that we have in the past.

I wish I were going to have time to thank you all in person. But we will do it virtually.

And I'll thank my wife, Jennifer, my daughters Jocelyn and Julianna and my auction team in private because I sure couldn't have done it without them. I definitely have learned that through this crisis.

I'll still be around for another year. Looking forward to working with Terri Walker, CAI, BAS, CES, in her upcoming year as president. She definitely has the energy and the optimism we need to lead us out of the pandemic. NAA and the auction industry has a bright future.

Most of all, I want to thank you, the NAA members, for giving me the opportunity to serve. It has been my honor and privilege. ❖

#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.



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Maybe these changes will be good. Maybe some of these practices were overdue.
”

Megan McCurdy
Niedens, CAI, BAS

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Surf's up!

71ST INTERNATIONAL AUCTIONEERS CONFERENCE & SHOW
JULY 14-16, 2020 | GOING VIRTUAL

OPENING SESSIONS

DAILY WELCOME AND KEYNOTE

NETWORKING OPPORTUNITIES

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VIRTUAL ANNUAL BUSINESS MEETING,
ELECTION & PRESIDENT'S GALA



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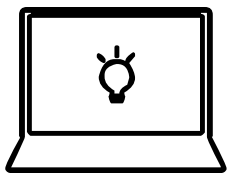
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National Auctioneers Association



**DIGITAL
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COVID-19 RESOURCE CENTER

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

CONFERENCE WEBSITE

With all the changes in the works for a virtual Conference & Show, the website is now your best source of information. Check back often for schedule updates, session topics and speakers, and other planned activities.

Visit conferenceandshow.com today!



NEW COMMUNITY OF PRACTICE

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

EMAIL NEWSLETTERS



Auction eNews monthly newsletter

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

Community of Practice newsletter

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



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This is what our current members are saying:

“ Buyers find it easy to use and navigate.

- Chip Pearce
Pearce & Associates

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

- JT Rowell
Rowell Auctions

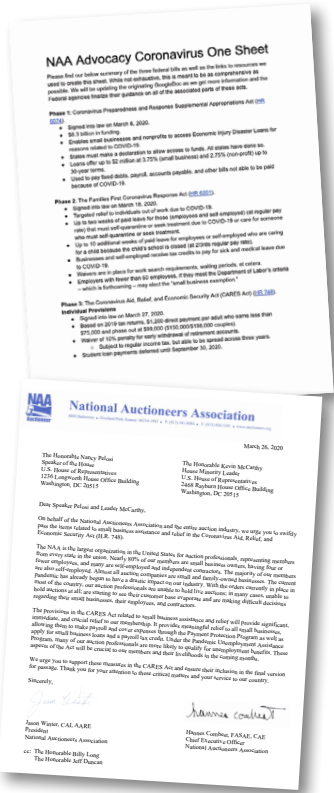
“ It's simple, it works and is something you should definitely look at it.

- Matt Ford
Ford Brothers

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

- Carl Montgomery
Comas Montgomery

Your Association at Work



COVID-19 Task Force advocacy work

As the auction industry began seeing the effects of the global pandemic on business, the COVID-19 Task Force was formed and got right to work. In addition to a list of tax relief roundup by state, and information on state programs, the task force and Advocacy Committee created a one sheet summary of the three federal bills, with links to resources. The NAA was also able to send a letter on behalf of members to Speaker of the House Nancy Pelosi and House Minority Leader Kevin McCarthy in support of the CARES Act.

National Auctioneers Week



#COUNTONAUCTIONS
2020 National Auctioneers Week



In the midst of the global pandemic, fell one of the most important weeks of the year—National Auctioneers Week.

The original plan set in motion by the Promotions Committee focused on outreach, promoting the auction method of sale and the vast variety of auction professionals we serve to the public. But, given the state of the nation, it no longer seemed the appropriate message.

Swiftly, the Promotions Committee shifted to a new

campaign: You can count on auctions. The public didn't need to know anything except that in their times of need, auctioneers would be there for them.

We crafted the hashtag #countonauctions, and almost overnight developed new graphics for each community of practice to promote during the week.

We also hosted community conversations for each of our five asset groups, where 431 members registered to participate in idea sharing and camaraderie.

“
National Auctioneers Week was a beacon of light that reminded us of the value of our association when our industry was darkened by the shadows cast by COVID-19.
”

Peter Gehres, CAI, CAS, CES, co-chair, Promotions Committee

The week was a huge success, and likely our best yet. It sets the bar very high for future years, but we're ready for the challenge!

Conference updates

Committees and staff are hard at work planning the recently announced virtual Conference & Show. Check conferenceandshow.com for all the latest updates and register now!

iSeries

Free benefit auction webinar

Sign up now at auctioneers.org events for our free 30-minute webinar on June 3, 2020. This iSeries is titled: Quietening the Benefit Auction Crowd, and promises to be an interesting discussion!

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Board of Directors update

On March 13, 2020, the National Auctioneers Association Board voted to cancel Certified Auctioneers Institute (CAI) for 2020. At that time, some states were beginning to require businesses to close, but Indiana had not yet made that call.

It wasn't until March 24 that the Governor finally issued those orders. Had the Board not acted when they did, CAI candidates would have been stranded in Bloomington, Indiana.

"It turned out to be the right call," said Jason Winter, CAI, AARE, AMM, CES, President of the NAA. It was an extremely hard decision because never in the 44 years of CAI had it been canceled."

It wasn't the last decision the Board had to make.

On that same day in mid-March, the Board approved the plan that guided NAA staff to work remotely.

A month later, knowing that with the cancellation of CAI, the organization would face a lack of revenue, and seeing that there were questions about the impact of the pandemic on the potential Conference & Show, the Board acted again, approving a revised budget for Fiscal Year 2020.

According to NAA Treasurer Craig King, CAI, AARE, "Hannes Combest, NAA's CEO and I worked on a budget with significant reductions." It was necessary, he said to ensure that the organization could last through the rest of the year.

King noted that unfortunately, at the time, the NAA could not apply for funds for the Paycheck

Protection Program, as NAA is classified by the IRS as a 501c6 business nonprofit organization, not a 501c3, charitable organization.

King noted that without the assistance from the donors of the National Auctioneers Foundation, the organization would have been much more severely impacted.

Foundation Vice President Christie King, CAI, AMM, BAS, also sits on the NAA Board and during that April meeting offered assistance to the NAA from the Foundation. She said the Foundation Board knew that their very purpose is to help NAA and its members and others within the auction industry. The Foundation was able to help NAA by underwriting the expenses of the Education program.

"Our donors have been very generous to the Foundation," Ms. King said. "And it is important that they realize how much they have positively impacted the future of the NAA."

The Board also agreed during that meeting to hold their regularly scheduled meeting on April 27 by Zoom. During that meeting, the Board discussed the feasibility of hybrid and virtual conferences.

"At this point, we knew that even if we held Conference, it would be a much smaller event," said Phil Gableman, chair of the Education Institute Trustees. "So, we wanted to look at options."

The Board also reviewed a request from a member to revise the Volunteer Leadership's Manual regarding the use of prayer in meetings, but after discussion the Board made

no changes to the wording. In meetings, if the leader deems the situation is appropriate, they may ask for a moment of silence.

Ms. King notified the Board that the Foundation has revised its Bylaws to include the Auxiliary into their governance structure, allowing the Auxiliary to accept donations as a charitable expense. This will require the NAA to revise its Bylaws as well (see sidebar below).

The Board was aware that the NAA cannot apply for the PPP under the CARES Act as they are not a 501c3. However, the Board voted to allow the Treasurer and CEO to apply for an Economic Impact Disaster Loan or other government loan as they become available. At press time, the EIDL was not accepting new applications.

Finally, two weeks later the Board met on May 14 to discuss the recommendation made by the Executive Committee to transition the 2020 International Auctioneers Conference & Show to a virtual platform and to rebook the Town and Country San Diego for 2022. According to President Winter it became apparent that California was making it impossible for NAA to successfully market the event, and the protocols were not being well outlined to ensure the safety and health of conference attendees.

One more issue needed discussion. President Winter, who also serves as Chair of the Governance Committee, noted that this committee had met regarding developing an appropriate process for the

Notice

The following revision will be reviewed at the July meeting of the NAA Board of Directors.

Article XIII Committees
3. The National Auctioneers Auxiliary. Individuals who are members in good standing with the NAA, or who are past officers

of the Auxiliary to the National Auctioneers Association, or who are the spouse or parents of an Active NAA Member or the widowed spouses or children of an individual who was an Active Member at the time of their death, shall be eligible for participation in the National Auctioneers Auxiliary.

The charge of the Auxiliary is to promote and advance the auction team in partnership with the auction professional.

This section will be removed from the NAA Bylaws as the National Auctioneers Auxiliary will be moving under the governance of the National Auctioneers Foundation.

2020 elections in the event Conference & Show was moved to a virtual event.

The Board reviewed and discussed the plan in detail, which calls for voting to be conducted electronically. This is available to NAA as an option under the Kansas Statutes and the Board approved the recommendation. Voting will begin on July 3 and will run through July 16 at 2 p.m. CT. (See more info at right.)

Candidates interviews and their videoed speeches will be listed on the election page by July 1. ❖

For more information on these meetings, please contact the NAA Secretary, CEO Hannes Combest at hcombest@auctioneers.org.

Elections with a virtual conference

Electronic ballots will be used this year as we did last year—there will be no paper ballots. Members must have their email address and member number in order to vote. To find a member's number: Log into the member area at auctioneers.org and go to Update Your Profile.

The election page (at auctioneers.org/election) contains a list of all candidates, and will soon feature their photographs, interviews from *Auctioneer* magazine (see pages

26-31) and a short campaign speech video.

Ballots will be sent out on July 3, 2020. Members will have until Thursday, July 16, 2020, at 2 p.m. CT to mark ballots. Ballots may not be changed once they have been submitted.

The announcement with vote totals will be made by President Jason Winter, CAI, AARE, AMM, CES, at the live-streamed Annual Business Meeting, which begins at 2:30 p.m. CT on Thursday, July 16, 2020.

**Congratulations
AAA Graduates!**



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Champion Women's Division



CODY SHELLEY
2019 World Auto Auction
Champion Auctioneer

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Your Association at Work

COVID-19 RECAP

Unprecedented has been a word overused by many during the global pandemic of early 2020. But is there any other word that best describes the past few months? The auction industry, among so many others, was shoved into a new reality with little to no warning. And, like others, our industry will never be the same.

As the NAA staff transitioned to working remotely to continue serving our members, we were ever cognizant of many auctioneers so suddenly forced to halt business and stay at home—forced to come to terms with the idea of less or no income, decide whether or not to navigate the confusing and frustrating gamut of government assistance, and re-evaluate business models.

The NAA Board and various committees held emergency meetings and virtual town halls, led advocacy efforts and greatly supported staff efforts.

We started producing industry reports to help you know you're not alone, educational webinars to help you pivot and continue growing your business the best you could, and facilitated community conversations that allowed the sharing of many, many great ideas.

We reached far beyond our membership through social media campaigns to educate the public and auction industry as a whole about what auction professionals were experiencing. And we created dozens of graphics to help you do the same.

Through all the difficult days we've faced, there have been bright moments. This catalyst advanced the auction industry more in two months than it could have in two years. We're proud to see the adaptations and perseverance in this industry, and we're ready to continue leading the way. Above all, we hope that through this time, we've shown you the value of your membership. Without you, there would be no us.

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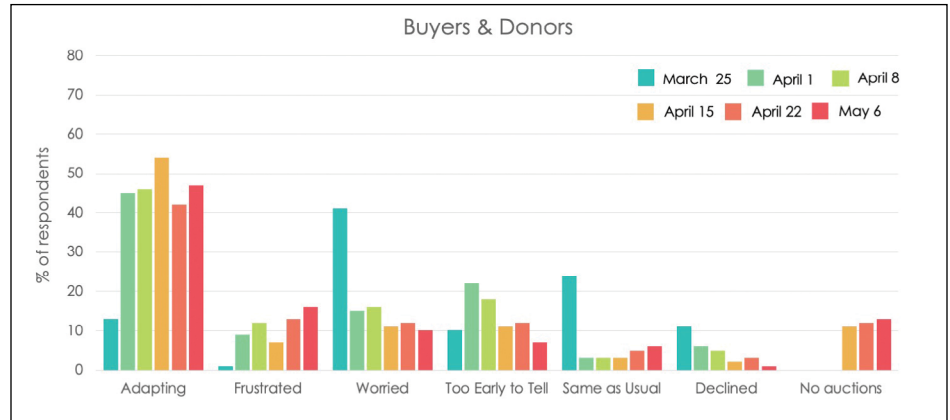
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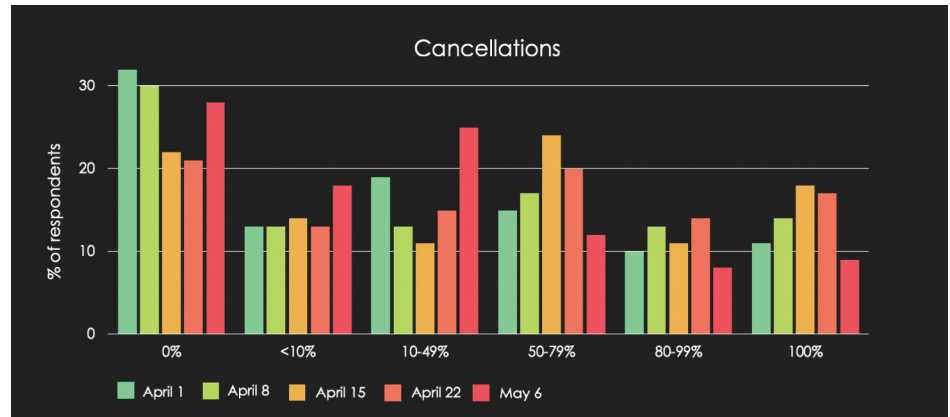


Auction Industry Reports

Starting in March, as government regulations and shelter-in-place orders halted much of the auction industry, the NAA began the work of surveying auction professionals and tracking/reporting that data to show the real-time effects of COVID-19 on the industry. While all reports can be viewed at auctioneers.org/covid19, here are some of our most interesting moments.



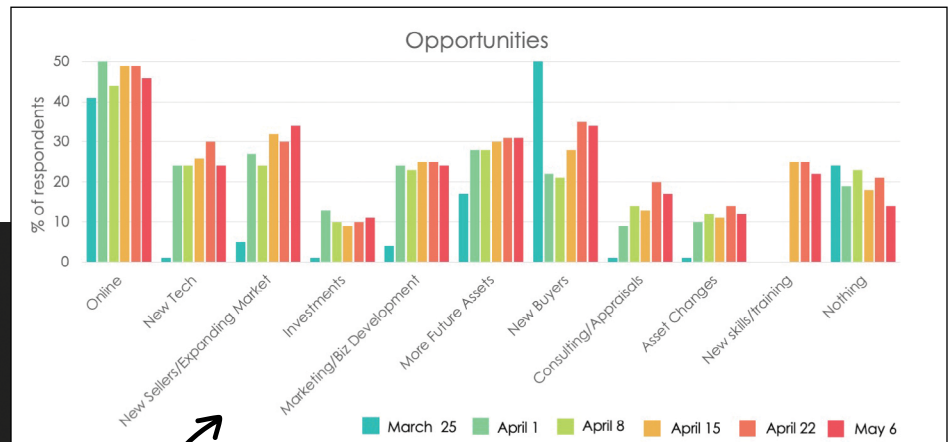
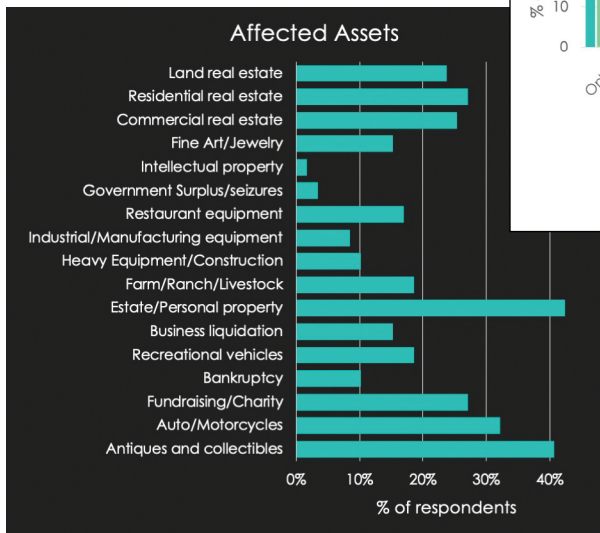
For seven weeks we watched changes in buyer/donor behavior with respondents largely reporting that their clients and customers were adapting to cancellations, as well as pivots in ideas and technology.



Auction cancellations were obviously the biggest concern during stay-at-home orders. In April, the number of respondents seeing no cancellations went from more than 32% to 21% and as restrictions began to ease, back up to 28% in the beginning of May.



As time went on, auction professionals saw an effect on specific asset values, with estates/antiques and collectibles leading the list.



Over the course of six surveys, online auctions topped respondents' lists of possible new opportunities.

In addition to six industry reports, the NAA was hard at work on multiple fronts, from educational webinars to community conversations, advocacy efforts, and oh yeah, National Auctioneers Week was thrown in there, too! Check out some of our stats from the past couple of months.



National Auctioneers Association COVID-19 RESPONSE SINCE MARCH 2020

We've been here, and we'll be here.

9 EXECUTIVE COMMITTEE MEETINGS

6 BOARD MEETINGS

6 COVID-19 TASK FORCE MEETINGS

3 EDUCATION INSTITUTE TRUSTEES MEETINGS

25

RESOURCE LINKS

6

AUCTION INDUSTRY REPORTS AND SURVEYS

134

AUCTION INDUSTRY REPORT GRAPHS



COUNTLESS STAFF MEETINGS, EMAILS AND PHONE CALLS

5

COMMUNITY CONVERSATIONS

13

WEBINARS

4

TOWN HALL MEETINGS

4

ADVOCACY RESOURCES

90

FACEBOOK AD CAMPAIGNS AND POSTS

32

CUSTOM GRAPHICS

Doyle lifetime collection of auction memorabilia selling to the highest bidder

When Rob Doyle, CAI, CES, National Auctioneers Association Past President and Hall of Fame inductee, says he is retiring, he means it.

He and his wife, Sue—who also is a past NAA Board member and has been inducted into the NAA Auxiliary Hall of Fame—started by selling their company, AARauctions.com, to Phil Gableman, CAI, AMM, GPPA, and Jennifer Gableman, CAI, ATS, who have been managing the organization for the last five years.

The sale meant that he had to “remove the collection of over 3,000 artifacts from the warehouse.”

So, he did what any good seller would do: He consigned the historical auction memorabilia to the new company, with one caveat—the proceeds of the auction will go to the National Auctioneers Foundation.

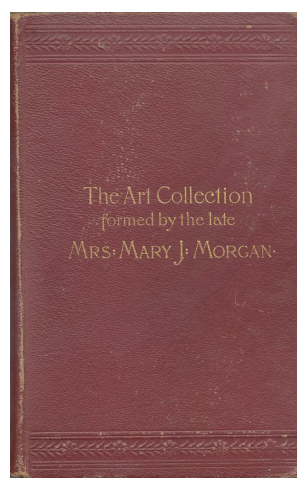
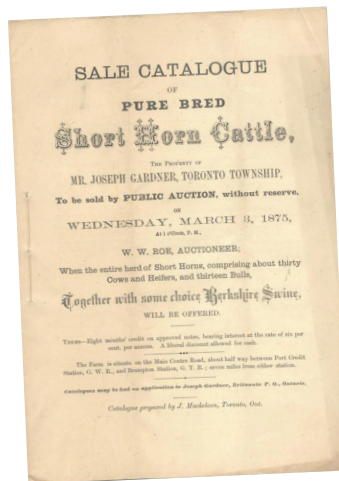
“It’s time for these unique historical items to find new homes,” Doyle said. “As a Past President of the Foundation and the NAA, I know the importance of the missions of both, and how well they sync with each other.”

While writing for the *Auction World* publication, he needed original artifacts to support the stories.

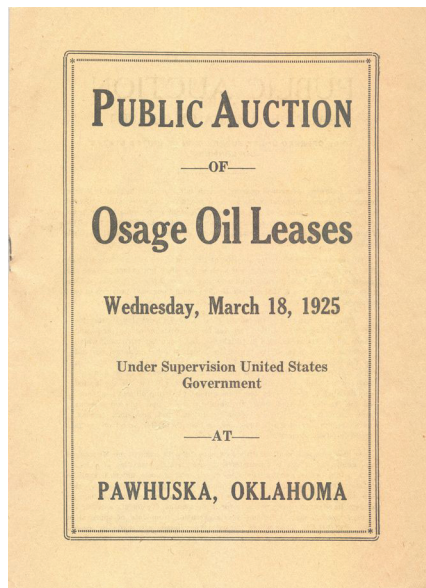
“About 30 years ago, I began researching and collecting historical artifacts that have since convinced me that Auctions Built America.”

Doyle also served as the historian for the New York State Auctioneers Association and contributed articles for their publication.

Several years ago, he said he increased his acquisitions in order to provide images and data as content for a virtual museum for the Foundation. Currently, that museum is being moved to be able to accommodate more images,



A few examples from the Doyle auction.



according to Hannes Combest, FASAE, CAE, Executive Director of the Foundation and CEO of the NAA. She noted that she hoped it would be restored by fall.

“Unfortunately, the pandemic has slowed our efforts on this project,” she said. “But we will get started back as soon as humanly possible.”

Doyle said that there will be more than 600 lots of historical auction related artifacts and collectibles consisting of catalogs, books, postcards, flyers, documents, particulars, letters, business cards, photographs, tokens, novelties, broadsides, envelopes and more. The offering dates from 1786 to the mid-20th century covering many subject matters including auctioneering, livestock, agriculture, real estate, equipment, estate liquidations, firearms, weapons, art, antiques, coins, tokens, books, early transportation and more.

Doyle noted that he and his wife are both Life Members of the NAA and wanted to continue their support.

“We are very blessed” he said. “The auction profession and the auction method of marketing have provided us, first-generation auctioneers, with a positive life experience,” he said. “The NAA and the Foundation has been a part of our lives since our first conference in Minneapolis/St. Paul in 1984.”

Jay Nitz, president of the National Auctioneers Foundation, indicated how pleased he was with the Doyles’ gift.

“I’ve known Sue and Rob for many, many years,” Nitz said. “We are fortunate for their past leadership with NAA and the Foundation. Even in retirement, they continue to give. Thanks to them both!” ❖

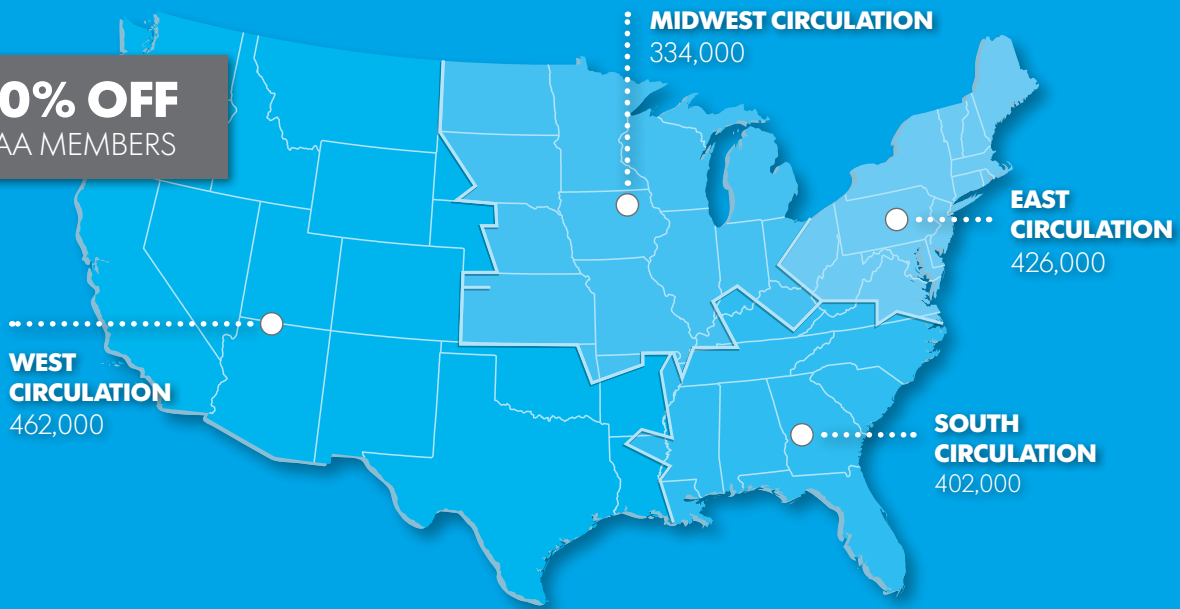
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Sources: 2012 Mendelsohn Affluent Survey, adults 18 or older, HHI \$100,000 or more; September 2012 ABC Publisher's Statement (print copies only)



Kurt Bachman
Attorney and licensed
auctioneer from
LaGrange, Indiana

Business Practices

Legal issues of re-opening business

Question: What legal issues should auctioneers be aware of and think about as they re-open their businesses?

The world has changed due to the COVID-19 pandemic. Businesses around the United States, and around the world, have been temporally closed in an effort to reduce the impact and spread of COVID-19. As auction companies take steps to reopen their businesses and invite employees, bidders, and sellers onto their property, there are several legal issues that should be considered. These issues include the auction company's legal obligations to employees, sellers, and bidders.

Business owners are required to develop a plan and institute safeguards to ensure a safe environment for their employees, sellers, bidders, and other. This includes evaluating its current policies and procedures to determine what changes, if any, are required. The primary components of the plan should include the following.

- Instituting an employee health screening process;
- Employing enhanced cleaning and disinfecting protocols for the workplace;
- Enhancing the ability of employees, customers, and clients to wash hands or take other personal hygiene measures such as the use of hand sanitizer;
- Complying with social distancing requirements – 6 feet between employees, members, customers or using other barriers or wearing face coverings; and
- Providing employees with personal protective equipment (PPE) that may be necessary, such as gloves, sanitizer, or masks, to permit them to safely complete their work.

Auctioneers should be leaders and establish the right policy for employees. For screening employees, potential options include, requiring employees who are not feeling well to stay home, requiring employees to be tested for COVID-19 before being permitted to return to work, and taking temperatures of employees periodically. Restricting access to the workplace based on a medical exam is normally not permitted by the EEOC, but not so with respect to tests for determining whether an employee has the COVID-19 virus. This exception is based on a provision of the Americans with Disabilities Act that allows for mandatory medical testing when the test is "job related and consistent with business necessity." These or other actions can be taken

to protect employees, sellers, bidders, and everyone who they would come into contact with them.

With regard to cleaning and disinfecting protocols in the workplace, businesses must be vigilant and establish good procedures. Entrances and common areas must be cleaned and disinfected frequently. This would require auctioneers to evaluate the spaces that are frequently used in the business, which could include conference rooms, copy rooms, break rooms, file rooms, bathrooms, and other areas. These spaces would have been cleaned and disinfected regularly. This would also include regularly cleaning high-touched surfaces.

Auctioneers must give their employees, sellers, bidders, and others an opportunity to wash their hands, use hand sanitizer, or take other personal hygiene measures to protect themselves. This could include allowing individuals to wear mask or use gloves.

For social distancing, employers must provide safe environments where employees can complying with social distancing requirements. This means that there should be sufficient space between work spaces so employees can keep 6 feet between employees. In addition, it is important to think about creating space between employees and customers. If that is not possible other alternative should be considered, including using some type of protective barrier, wearing face masks, or using other appropriate PPE.

With the Occupational Safety and Health Act of 1970, the United States Congress created the Occupational Safety and Health Administration (OSHA) to ensure safe and healthful working conditions for working men and women by setting and enforcing standards and by providing training, outreach, education and assistance. OSHA has issued a 30-page document titled "Guidance on Preparing Workplaces for COVID-19" that can be found at its website online. Both federal and state law generally require employers to provide a safe work environment. There have been several wrongful death lawsuits that have already been filed relating to COVID-19 deaths.

What additional options can auctioneers consider during the pandemic, the options include, but are not limited to, increasing the number of items sold via the Internet, limiting the number of live auctions, limiting the number of live bidders at an auction, having an auction at a large enough venue or outside to provide enough space to keep everyone safe.

**Have a legal
question?**

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



Auctioneers should work with their attorneys to stay informed of changes and developments in the law due to the pandemic that may impact how they respond to issues created by COVID-19. In addition, auctioneers should take reasonable and prudent steps to protect to themselves, their employees, their sellers, and their bidders. ❖

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

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The online auction benefits iSeries webinar was hosted by Russ Hilck and Erik Rasmus, CAI, AMM, on April 1, 2020.

iSeries Recap

Marketing the benefits of online auctions

How can you talk to your sellers about the benefits of online auctions? This is different for everyone, but here are some quick tips on talking points.

1. Size of the audience

There is a much larger audience willing to participate in an online auction than there is in a traditional live auction. Bidders change from auction to auction.

“Maybe somebody wanted to go to that auction but couldn’t because of a conflict, maybe it was too far away, or maybe they didn’t see anything that interested them based on the marketing,” said Russ Hilck, owner of Fram Fram. “When everything is online, your audience is exponentially bigger.”

2. Different buyer base

Online auctions reach an entirely new type of buyer, including single item buyers, younger buyers, stay-at-home buyers, and 9-5 workers.

“When we transition to online auctions from live auctions, we lost very few of our live bidders,” Hilck said, “but the number of new bidders who participated online and never participated live was truly staggering.”

3. Convenience

Online bidders can bid when and where they want, and bid on multiple auctions in one day.

“You can bid in your pajamas, you can bid while cooking a steak, you can bid while watching TV,” said Erik Rasmus, CAI, AMM, chief marketing officer of Rasmus Auctions. “You don’t have to stay in one place and wait for 9-5 for the auction to close.”

4. More exposure

Since every item is cataloged with a description and multiple photos, your buyers can search or find the items that interest them.

“We get more web visits in a week than we get live bidders in a year,” Hilck said. “We spend thousands

of dollars marketing auctions trying to get buyers to look at what we have to sell. Google is going to do that for free, and you’re going to get buyers you never would have imagined would be interested in your auction. That happens automatically when the catalog is online and open for bidding.”

5. Bidding is open for longer

“People like to be winners,” Hilck said. “The longer they’re a winner, the longer they feel like a winner, the more likely they are to stay engaged.”

Longer bidding means more chances for bidders to find what they want and engage. The longer they spend as a winning bidder, the more engaged they will become.

“We’ve all seen bidding frenzies at the end, and that’s because people don’t want to go home a loser,” Hilck said. “The same thing happens online. When it’s live, it’s very short, you only have a couple seconds to be a loser and feel bad about yourself. When it goes online with extended bidding, you may have a minute, two minutes, three minutes, to feel that angst, that pressure in your chest, when you’ve been outbid and it will get you to bid one more time, bid two more times, go a little bit higher than you wanted to do. But it’s really important that it’s open for a long amount of time.”

Additionally, buyers want to make an informed decision. Online auctions give them the best opportunity to do their homework and ask questions before they commit to bidding at an auction.

“I will buy \$100k machines all day long for \$10k—as will anyone,” Hilck said. “But to get people comfortable bidding at those higher amounts, bidding closer to that retail value, they need to make an informed decision.”

6. Instant engagement from marketing

Bidders can go from an email to bidding in 10 seconds so they will not forget about the auction. They can start bidding immediately instead of adding a date to their calendar.

“If I get an email that says ‘click here to bid now,’ I can click it, engage in it, and once I’ve placed a bid, I can promise you I’m more likely to follow through on that auction,” Hilk said.

7. Don’t need to move or consolidate

Online auctions can completely eliminate the need and cost to move your items. The items are pictured, sold and picked up from the same location.

“That’s more money in their pocket and most sellers will understand and respond very favorably to that,” Hilk said.

8. Multiple locations

With online auctions, you can reach buyers from all around the nation/world. And small auction items can be combined together into one sale.

“You never want to turn down an auction, you never want to say sorry that’s not enough stuff,” said Rasmus. “But with an online auction, you can say, ‘Hey Joe, I know you only have a couple items, or maybe one hot commodity item, let me combine your item—your rotisserie oven—with this other restaurant auction I have going on. We’ll make it seem like one big auction. The buyers don’t know, you know and the other seller knows, and it doesn’t affect either of you because you’re both gathering traffic from both of your websites.”

9. Provide more details

“In a live auction, the auctioneer only gets a few seconds to give key features,” Rasmus said. “Online we can go into detail and the seller can review everything and make changes in a case where we missed something.”

Removing the margin for error increases trust between auctioneers and sellers.

“There’s nothing worse than a seller coming up to you after a sale and saying, ‘you know that tractor was a 2009 and you never even mentioned that when you were selling it,’” Hilk said. “This makes

the seller feel comfortable; if they’re comfortable they’re going to sign up with you. It’s another arrow in the quiver.

Rasmus adds, “Everything will be organized before the sale and you can develop community without even seeing buyers. You develop that online community and this develops trust. Trust creates a community and community relates to better sales.

10. Fewer giveaways

Some sellers are worried their stuff is going to get given away.

“Online, you only have to interact and engage when the item you want is being sold,” Hilk said. “You can go crack a beer from the fridge, you can go change a diaper, you can run an errand to the grocery store if there’s enough stuff. You’re not stuck in a time and a place. You’re free to live your life.”

And with so many more eyeballs looking at every item, you’re more likely to find the right buyers each and every time.

11. More throughput

This is a very powerful tool for people with a lot of stuff. You can close 10 items in a minute or two. The seller chooses what time the auction closes.

12. Less onsite activity

“People are still going to come get the stuff, but they’re not going to come all at once,” Hilk said. “We’ve seen huge leaps in checkout by appointment.”

Rasmus added that this is a huge workaround for storage unit sales.

Whatever your reasons for transitioning some business to online, these tips are sure to make it an easier sale to potential sellers. ❖

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Thought Leadership

Auction business branding for the 21st Century

Working in the online auction segment of the auction industry often means using a third-party marketplace to facilitate the selling of items—the same marketplaces many other auctioneers are using too. The challenge is, how does YOUR business stand out on these platforms?

On April 27, Bidpath employees James Fuller-Thompson and David Brindley published an article titled, “The Boiling Frog Phenomenon. The Creeping Changed Taking Place Within The Auction Industry Right now?”

The article lays out what Fuller-Thompson and Brindley have noticed in their 10+ years working in the online auction space as well as their views as to the direction in which the auction marketplace platforms are heading.

Brindley said he and Fuller-Thompson put together this article in order to put factual based information out for the industry to share, discuss and debate. One of the biggest changes they’ve seen is reduced brand awareness for auction businesses on marketplace platforms and those businesses becoming indiscernible from the competition

So what can an auction business do to discern themselves from others on a marketplaces platform?

Branding is key—it’s the best asset you have no matter what size auction company you have, Brindley said.

“Every auctioneer has a duty of care to their own business and their own brand to think of themselves first. That doesn’t mean that they don’t work with marketplaces to complement what they do and how they go about their business, but for me the question is, *what could I do as an auctioneer to put our brand front and center?*” Brindley said.

Ideally, Fuller-Thompson said an auction business should consider having their own marketplace with which to conduct auctions. This gives more control of the



marketing of the auctions. However, transitioning even partially to your own bidding platform is a hefty investment, and an auction business owner should weigh in its potential return on investment.

To do this, you can follow a simple formula Fuller-Thompson suggested.

“Take your total spend across a marketplace platform at any given period and assess what the cost is of the technology and marketing benefits,” Fuller-Thompson said. “Subtract from the cost of what it would be to market on your own platform. With that spend, ask yourself if you’d be able to deliver equal or better results investing in other marketing platforms.”

Equally as important as branding is data.

Fuller-Thompson recommends exporting bidder data after each auction and finding ways to engage your bidders, such as emailing them a thank you, conducting surveys, etc.

In your communications, he says to make sure you are consistently driving buyers to your website—not the third-party marketplaces—and

if possible, retain them on your website. If you are not in position to look at the possibility of having your own platform, look at the marketplace’s white label products to keep your buyers engaged with a partially branded solution.

Don’t make your communications strictly transactional, Fuller-Thompson said. Engage with your buyers so they come back to you. A simple way to do this is by communicating with them what auctions and items you have coming up.

However, data is not just names and emails to communicate with—data can tell you the how and the why of your customers, and this information can help you make informed decisions for your business going forward. It is for these reasons that it is so valuable. Whether or not you have ownership of your own data should be a deal breaker when it comes to choosing a third-party marketplace platform, if that is the route you go, Brindley said.

“If you think 10 years ago, you had a database, you could market to them to now not being sure if you can even communicate

with your buyers because they're in another piece of technology, that's pretty scary for the profession," Brindley said. "If you want to invest in your auction business, you have to take some ownership of that data across those touch point and harness that for the best of your business."

As data tools become more common-practice for all sizes of auction businesses and as data regulations become more strict, Fuller-Thompson said he thinks there will be a battle down the line about who owns the data and therefore, who has actually obtained the consent to use it.

Whether or not you have access to your data, Fuller-Thompson said that no one can take your brand away from you or restrict you from using it. It is an asset that you own, and it should be utilized accordingly. Fuller-Thompson recommends diversifying your marketing to multiple platforms—not just Facebook or a third-party bidding platform.

Having multiple avenues for buyers to find you can be an asset to your consigners as well—especially if you are using your own bidding platform. You can stand out from other auctioneers and sell the fact that you have

a list of buyers found nowhere else, Fuller-Thompson said.

At the end of the day Fuller-Thompson and Brindley said that third-party bidding platforms are good tools to use, but should not be relied on fully or for the long term.

"For anyone who is an independent auctioneer, it should always be in their mind that they are eventually going to be on their own platform," Fuller-Thompson said. "The auction marketplace platforms are there to help you get to where you need to be self-sufficient. That's why they charge high percentages, because they're a tool to use, and at some stage you've got to get off and have your own system."

Switching from a third-party platform to your own platform can be a daunting task, but Brindley and Fuller-Thompson recommend the following quick tips to make the transition smoother:

- Make sure you communicate to your team and everyone is on board with the new vision.
- Transition your customers to your new platform by communicating well.
- Work on growing your platform through marketing.

- Reevaluate and adjust your marketing based on your new reality.
- Seek advice from peers who have been through a similar situation.

For Brindley and Fuller-Thompson it comes down to protecting the services you provide for others and working on providing those in a better way. Each auction company's solution to this can be defined differently, but it is important to consider the changing environment of the auction industry and weigh those factors for your business. ❖

The National Auctioneers Association is committed to bringing relevant and timely information to its members. In this webinar, the presenters discussed a recently published paper on the auction industry. This paper was written by two employees of an online bidding vendor. The NAA does not endorse any auction platform or any company over another and supports all auction methods. We look forward to more thought leadership conversations. There may be some topics in the discussion that are sensitive in nature, but the NAA believes these conversations are vital and important to the future of the auction industry.

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2020 Candidates for the Board

Vice President

BETH ROSE, CAI, AARE, AMM

What spurred your decision to run for a position on the NAA board?

I have immensely enjoyed the last four years working as an Education Institute Trustee and the work we've been able to accomplish. My decision in running for Vice President was made because I want to continue to build on the foundation I've been able to develop and continue the momentum in transitioning to the Board as Vice President. One of the accomplishments I've been able to implement during my time as EI Trustee has been the Effective Selling Techniques Workshop. This is the key ingredient to being able to be a powerful salesperson and walk out with the contract. I developed the Teen Workshop to help teens to develop the relationships with young up and coming auctioneers as we have with our members and to effectively develop good communication skills in an era of technology. This has been so much fun and so well received by the teens. I was able to Chair for CAI and helped develop the new curriculum for Class III for a more advanced experience. I was able to Chair IAC, I Chaired two successful Real Estate Workshops, Chaired Women in The Auction Industry, Implemented AMM 2.0 for an AMM update each year at C&S, recommended a re-write for AMM and so much more. BUT my work is not done yet! I've enjoyed the hard work and I've been able to work with the best team with NAA and the EI Trustees. Our most recent project has been to develop the LMS system for the NAA website on hundreds of

topics from the new auctioneer just graduating auction schools on "how to's," to the seasoned veteran needing a higher level of education that they have been unable to receive as of yet. I want to continue to serve the members at all levels of their business and see them thrive in this great industry. We all look for our purpose in our lives and businesses. I have found my rewarding purpose which is why I am continuing with leadership for the NAA.

What is the most pressing issue for the auction industry?

If I were to answer this question pre-COVID my answer would have been about technology and the future disruptors with automation, artificial intelligence and demographic changes. Now that we are in a different era of time during this pandemic my answers are much different. I've taken pride in communicating Economic Forecasting in my seminars at the state conferences however all of this has changed. Unfortunately we didn't see this issue coming. My opinions for the pressing issues for the auction industry are somewhat different. After March 10th many of us had to re-invent ourselves. It was frightening for many auctioneers. Now more than ever you need to work on your message and marketing your brand. You need to be easily found by your sphere of influence and they need to be educated to think of you when the time is needed. I believe there is going to be an overwhelming amount of business coming to auctioneers in the next 12 to 18 months however if they are unable



to find you then others will be able to capture the business. A few of the concerns I have is that large companies outside of the traditional auction business will come into the marketplace to compete with us. For instance, Amazon just partnered with Realogy (the #1 franchise for real estate in the country) Amazon will get into the business of real estate very soon and they will be offering rebated up to \$5,000 if you purchase a home from them. This is difficult for us to compete with. Have some of the Vendors we work with going to be our competitors? This is happening to me in the real estate community. With this said, we need to redevelop ourselves, reinvent the "new normal" of doing business and help our members through this transition. Many members within the NAA are going to see tough times in the next few months in order to re-cover from the Stay at Home Orders but if we support and encourage each other and help those auctioneers and lock arms together we will get through this and this is why being a member and staying involved will help you to evolve.

What specific initiatives would like to see included as the NAA looks to 2025 and beyond?

Some of the initiatives I would like to see included as the NAA looks to 2025 and beyond

is to continue to have high level outside speakers. The NAA has done an amazing job at educating its members now we are needing more from others outside of our industry. There also need to be focus and branding on gaining a “competitive advantage” by utilizing an NAA member to the consumer’s advantage by implementing new technologies that our competitor/vendors or large companies haven’t developed. I realize the financial structure for the NAA is changing due to COVID-19, but I firmly believe this is a time we need to invest in our members that stick with us and give them the education they deserve and need. Technology and demographic changes will change the way we do business in the future. We need to continue to educate our members on the upcoming predictions and keep membership current and ahead of the curve with these changes.

How do you view the current climate of the auction industry?

The current climate of the auction industry at this point is unstable due to the abrupt halt in our economy due to COVID-19. The auction industry has no choice but to scale back and become a leaner in order succeed. It’s no secret that we all know we are entering a time of uncertainty, but with this will come tremendous opportunities for auction professionals in the short term. Auctioneers will need to be agile and refocus their strategies to keep sustainability through this disruption however in the long run this will be our year in the next 12 to 18 months to recoup any losses and have huge opportunities for growth and income.

Why did you join the NAA initially and what can a member do to get the most out of their membership?

I joined the NAA at the advice of my late father. He would always tell us if you want to be the best and get the most out of your business you need to be active in all of your associations and constantly be learning. I took this advice to heart and it has paid off for my career in so many ways. I owe so much to the NAA for developing me at a young age after my father passed away and being able to sustain and grow my business on my own. I’ve been able to break into new markets, collaborate with other auctioneers and partnerships with large brokerage firms, develop my brand awareness and evolve to a high level of marketing. I’ve been able to grow my business at a much higher level and I’ve made some of the best friends for life. I encourage auctioneers to dive in and make your membership a priority! This will change your life professionally and personally.

Directors

KATHY BABER, CAI

What spurred your decision to run for the position on the NAA board?

The auction industry has changed by leaps and bounds in the last few years. In order to keep pace with the changes, I believe the NAA must redefine who they are and who they serve. To accomplish this, we need a strong board willing to help the Association in making these changes and I am up for that task. I understand association management, as I have successfully managed multiple state Associations in the last 12 years, as well as the critical thinking going into making changes to redefine our association and remain relevant. I want to bring that skill asset to the NAA.

What is the most pressing issue for the auction industry?

Currently, it is how to navigate the current COVID-19 situation that no one could have predicted or prepared for. Unfortunately, some auctioneers and auction companies will not survive, therefore, the auction industry is not going to look or feel like it did 2-3 months ago. What will be the new normal? How will auctions be defined? How will auctions and auctioneers move forward? These are the most pressing issues to date.

What specific initiatives would you like to see included as the NAA looks to 2025 and beyond?

With the presence of COVID-19, I believe the initiatives have been turned up on their head. Prior to COVID-19, I would have said the NAA needed to do an in-depth search of who the members really are, what are their needs and how to best serve those needs. Post COVID-19, I believe the NAA needs to focus on retaining those members that have survived and remained loyal to the NAA. The NAA will need to provide higher education for the auction entrepreneur who has diversified their business and demand the next level of learning, while also providing



tools necessary to those that made it through the COVID-19 but continue to struggle diversifying and hanging on.

How do you view the current climate of the auction industry?

I wish I had a crystal ball! The current climate is not stable due to recent events. However, I do believe that the auction industry will survive and the auction entrepreneurs that have diversified their businesses will be stronger than ever allowing them to best serve their clients.

Why did you join the NAA initially and what can a member do to get the most out of their membership?

I joined the NAA in 2008 after being hired as the Executive Director of the Indiana Auctioneers Association. I joined for the networking and educational opportunities to learn as much as I could, from as many as I could, in order to fully comprehend the different facets of this great industry. This has allowed me to sharpen my skills and add a wealth of knowledge to my toolbox.

A member will only get out what they are willing to put in—no matter what they are doing. The NAA has many resources and events that allow a member to broaden their horizons, if they are willing to take advantage of what is offered. My advice is: get involved, attend the Conference & Show, attend the webinars, read the articles and network every opportunity you get.



TRISHA BRAUER, CAI, BAS

What spurred your decision to run for a position on the NAA Board?

My decision to run was inspired because of my desire to serve. There is endless potential in our organization, and I am confident I have skills necessary to strengthen our organization. Having served on the Board the last three years, I have the relationships and experience to move our association forward, especially during this critical time. On a personal note, my story is a great example of the power of the NAA. The resources and connections provided through our organization have allowed me to grow my business and as a person at a rate I would not have been able to achieve on my own. I could never repay so many of you for what you have done for me, but I can pay it forward and that is my motivation to serve.

What is the most pressing issue for the auction industry?

Meeting the changing expectations and demands of buyers and sellers is a pressing issue. Auctions have traditionally been one of the fastest methods of liquidation but currently, the buying and selling public has access to other tools that can be faster. The auction industry needs to maintain relevance by addressing these changes and adapting best practices. As the auctioneer, our job is always to work for the seller but we do depend on buyers in order to fulfill this responsibility. As

an industry, we can work together to ensure we are providing the best marketing plans and solutions for our sellers and buyers.

What specific initiative would you like to see included as NAA looks toward 2025 and beyond?

While there are many important initiatives, one I would like to see included is to build partnerships outside the auction industry. Membership growth among the younger demographic is a concern for the future of many professional organizations, NAA included. We can combat this by partnering to pool resources, knowledge and best practices. In addition, we can develop initiatives specifically designed to involve the next generation and increase diversity. As NAA members, we also need to listen to the public and make adaptations in our business practices to meet the market's changing needs. Finally, the NAA can continue to provide education that evolves to meet the changing climate of the industry and our membership.

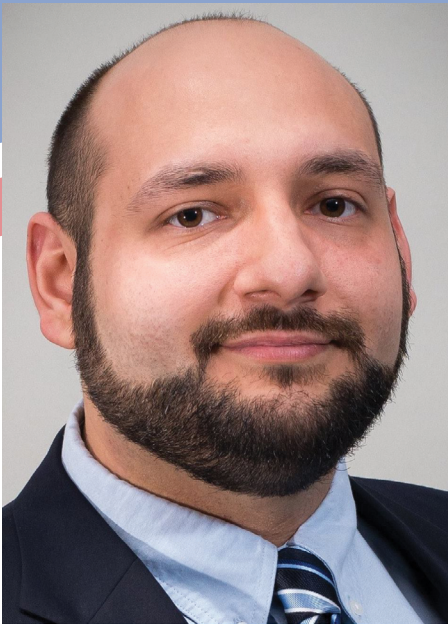
How do you view the current climate for the auction industry?

In my opinion, the long-term climate is positive, and our future is bright. The next 12 to 18 months will provide challenges, but with challenges comes opportunity. This is the time for accelerated innovation for the NAA and the auction industry. In addition,

it is no secret there are various myths and misconceptions that surround our industry. In order for the future to continue to be positive, we must work together to hold ourselves and each other accountable to the Code of Ethics outlined by the NAA. This will allow us to best serve our clients and build positive relationships with our buyers and the general public ensuring a bright future.

Why did you join the NAA initially and what can a member do to get the most out of their membership?

I joined the NAA because I knew I needed resources and information. With any membership, you have to be an active participant. Make your membership a priority. Set aside time each week dedicated to exploring the NAA website and the resources available and set aside 30 minutes to listen to the iSeries. Also, create a budget of your time and money to attend NAA sponsored events. The NAA provides a variety of opportunities throughout the year that bring members together to share information and build relationships. These events will change your life and your business. The calendar of events is published in advance allowing members to plan ahead. I can vouch that when you go to one event, you'll never want to miss another one! Finally, have a mindset that you want to take advantage of your membership and you will find other ways to do so.



PHILIP GABLEMAN, CAI, GPPA, AMM

What spurred your decision to run for a position on the NAA board?

The decision to run for the Board came with a lot of thought and discussion amongst my wife and I. After serving on the Education Institute of Trustees board and serving as the current chair, I see pressing issues facing the NAA and the members we serve. Education in my opinion is one of the most important things for the advancement of auction professionals. We need to continue this push toward higher education for auction professionals. Additionally, promoting and advocating for our industry remains critical, especially when the effects of something such as South Dakota v Wayfair can be so impactful to auctioneers.

What is the most pressing issue for the auction industry?

As of this very moment, it is going to be all of the side effects of the COVID-19 pandemic. However, legislation I believe will continue to affect the auction industry. Public awareness and understanding of the services and benefits of utilizing NAA professionals will remain an ongoing and important topic that the NAA can be proactive in being at the forefront to help NAA members in their businesses.

What specific initiatives would like to see included as the NAA looks to 2025 and beyond?

Personally, I would like to see us continue to the focus for higher level education. Advocacy is going to continue to remain important for our industry along with promoting the auction method of marketing to be the first choice of sale, not as a last resort. Offering opportunities in the future for support staff of auction businesses I believe is going to provide a growth and advancement in the industry as a whole, too. Historically, we have focused on the proprietor of the businesses, but in today's world we as owners need to be aware of what we don't know and be able to have resources available to support staff so they succeed in their positions. I believe there is also an opportunity to bring more people into the NAA that practice similar methods of sale that utilize a component of competitive bidding and have them included under our umbrella. Membership numbers have continued to decrease year over year and we have to pay attention to that moving forward as the NAA will need to be adaptable as well.

How do you view the current climate of the auction industry?

I believe that the auction method of marketing is alive and well. With technology always evolving, it has become easier than ever to expose people to the auction method

and further to engage them to participate as a seller or buyer. The auction method in many ways can survive in many different economic states and we are positioned many times to solve a problem for a client. It will continue to change, that I feel confident about.

Why did you join the NAA initially and what can a member do to get the most out of their membership?

My wife and I joined the NAA right while we were in auction school at the recommendation of Mike and Lori Jones. That same recommendation was affirmed upon returning from auction school by Rob and Sue Doyle. They proceeded to take us to our very first conference and show in Nashville, Tennessee, where multiple people encouraged us to get volunteer and get involved to network and learn from others. That was the single best decision in our professional careers which has paid for itself many times over. For any new member or someone coming back to the NAA, I would always suggest to volunteer first and make yourself available. This alone provides opportunities to network and learn from others and spark new ideas that a member can take back to their business.



BRIGITTE KRUSE, GPPA, CES

What spurred your decision to run for a position on the NAA board?

My commitment to the overall member experience as well as to the members themselves is what prompted me to run. I wish to serve them, and not my own agenda. I also wish to be a voice for the members and represent their wants and needs. If the members are heard, the NAA can take action to better support us. I know I can bring a lot to the table to better support our members in a professional manner. This will allow us all to reach new levels of success in our own businesses.

What is the most pressing issue for the auction industry?

The industry is in a state of shock due to COVID-19. We need to make sure our members have access to all resources that can assist them with a successful transition to online, until live auctions can be scheduled. This will forever change the way business is conducted, moving forward. We have a unique opportunity right now to control our industry narrative. We need the most innovative minds at the forefront to maximize future opportunities, post COVID-19.

What specific initiatives would like to see included as the NAA looks to 2025 and beyond?

“The ABC, The Big Three”

A) I wish to strengthen relationships between

our industry and other professions. They can offer tools and services that allow us to get our sellers as much as possible. This includes: the execution of an NAA platform, some online courses for support staff, PR services, professional content writers, influencers and digital marketing firms. We are also in need of meaningful content on social media platforms. This will create new revenue that can be used to better support members.

B) I wish to create outreach programs and effective marketing campaigns that get us new, qualified members. I would like to create incentives for our most loyal members, incentives and tiered membership for large auction firms to make membership a necessity, so we are able to get corporate money (for memberships and sponsorships) I would also like to see programs in place to provide more support to our newer members.

C) I wish to create more meaningful ways for our families to be more involved at NAA sponsored events; spouse appreciation, more opportunities for our youth, more educational opportunities for our youth. The NAA has always had a familial foundation. I want those who take the time to come and bring their families to know that we are creating methods to make it more affordable. This will show our sincere appreciation to them.

How do you view the current climate of the auction industry?

The industry itself is a multi-billion dollar a year industry, sales are up, demand is high and there will be a unique set of opportunities in a post-COVID-19 world. We are the oldest marketplace in existence, which means there is room for modernization and innovation. The world should know our industry is alive, well and thriving. Online sales are up over 21% as of April 30, 2020. I believe this will continue to rise, as we have a captive audience.

Why did you join the NAA initially and what can a member do to get the most out of their membership?

I joined the NAA to have access to advanced education, useful industry tools and fellowship. The networking opportunities have also been priceless. My husband and I have met some of our lifelong friends at NAA events. The NAA has some of the most innovative, professional minds in the industry and they are blazing trails everyday. I personally got the most out of my membership just by showing up and listening. I always knew I needed to be a part of something bigger than myself.



What spurred your decision to run for a position on the NAA board?

WE ARE IN A PARADIGM SHIFT IN OUR INDUSTRY. I shifted my business model 14 years ago, that shift has given me a competitive edge. I want to share my knowledge with members. In order for us to survive in this industry we must adapt to swift change and be equipped with tools to be our best and to be competitive as sellers find other ways to turn assets into cash.

What is the most pressing issue for the auction industry?

Online auction platforms are taking over and we must break away from them to survive and to stay in business.

PENNY WORLEY, CAI

What specific initiatives would like to see included as the NAA looks to 2025 and beyond?

I want to update our Tool Box, the NAA has a very talented graphic design team, I would like our members to have choices in various presentations to pitch clients, modern business card templates, letter head choices, contracts, live and online auction terms and more!!

How do you view the current climate of the auction industry?

While I think our services will be in demand, I also think we will have to be prepared for a more stressful business environment, taking problem solving to a new level. If we cannot problem solve to create

solutions for our clients we will lose a huge window of opportunity. Its Time to Think Big & Outside The BOX.

Why did you join the NAA initially and what can a member do to get the most out of their membership?

I joined as a new auctioneer to be in a community that would share knowledge and to gain fellowship. When someone shares everyone wins!

More information online

Find video speeches and other candidate information online by July 1, 2020. These, along with election information can be found at auctioneers.org/election.



NAA'S VIRTUAL
**Conference
& Show**

THE WAVE IS COMING ... TO YOU

The COVID-19 crisis has made hosting an in-person event implausible. With regulations in California unknown at this time, and your health and safety of utmost importance to us, the NAA Board of Directors made the decision to go virtual in order to deliver the most value to Conference & Show attendees.

The NAA understands how hard this year has been for auction professionals. Because of that, we are offering our 40% discounted COVID-19 rate for the virtual conference. That said, we believe strongly in the value of a virtual product.

We look forward to seeing you in July!

Quick Facts

How do I cancel my hotel and flight reservations?

The Town and Country San Diego hotel has automatically canceled existing reservations and will process refunds as appropriate with no penalties and no additional action required. Most airlines are working with customers to modify or cancel flights more leniently during this crisis. Please contact the appropriate airline directly.

I already registered for the conference in San Diego. How do I move that registration to the virtual conference, or cancel?

Your current registration will automatically be transferred and applied to the virtual conference by June 15, 2020, unless you notify staff otherwise. If you wish to transfer your registration sooner, please contact staff and it will be processed within three business days.

Since virtual conference registration fees are lower than in-person (only in 2020 due to COVID-19), the difference in registration fees will be held and applied to a future NAA event of your choice. Upcoming 2020 events include Benefit Auction Summit and Designation Academy, or you can choose to hold the difference for Conference & Show 2021 in Minneapolis. You may also choose to have the difference refunded by written request to registration@auctioneers.org.

If you prefer not to attend the virtual conference, you may choose to have your registration fees applied to Conference & Show 2021, or request a full refund in writing to registration@auctioneers.org. The typical \$50 cancellation administrative fee is waived for 2020.

How do I register for the virtual conference?

If you previously registered for Conference & Show in San Diego, your registration will automatically be transferred as noted above. Otherwise, you may register for the virtual conference by the morning of the virtual conference day to participate in the live virtual event. Alternatively, you may also register for on-demand access to the virtual event by Aug. 31, 2020.

Will the Pre-conference Education be offered virtually?

Pre-conference Education will be postponed and rescheduled to another date or event separate from the 2020 virtual conference. If you registered for a 2020 pre-conference class, your registration will be held as credit in your account to be applied toward a future NAA event. Please contact registration@auctioneers.org by June 30, 2020 to specify for which event you would like to apply your credit or if you prefer to request a refund.

How long is the virtual conference?

The virtual conference is scheduled from 9:00 am through 4:00 pm CT, on July 14, 15 and 16. The content is also available on demand for the rest of 2020.

What about the Board of Directors Election?

Voting for the 2020 Board of Directors for active members as of July 16, 2020, will be held electronically via absentee ballots, and in-person during the Annual Business Meeting on July 16, 2020, at 8880 Ballentine St., Overland Park, KS 66214. Absentee voting will open July 3, 2020, and will close July 16, 2020, at 2 p.m. CT. Results will be announced at the Annual Business Meeting during the virtual conference on July 16, 2020.

Will IAC/IJAC be held? What if I already entered?

The International Auctioneer Championship and International Junior Auctioneer Championship will be postponed until 2021. Anyone registered to compete in 2020 will be automatically entered into the contest for 2021 in Minneapolis. If you would like a refund instead of transferring your entry, please request it in writing to registration@auctioneers.org by June 30, 2020.

More FAQs available at conferenceandshow.com



Virtual Schedule

More coming soon!

TUESDAY

- 9-9:30 a.m. Virtual Coffee and Conversation
- 9:30-10:15 a.m. Welcome and Keynote:
Business Trends and Future Casting, Mark Polon
- 10:30-11:30 a.m. Education Sessions
- 12-1 p.m. Trade Show Sessions
- 1:30-2 p.m. To be determined
- 2:30-3 p.m. Education Sessions
- 3:15-4 p.m. Virtual Happy Hour

WEDNESDAY

- 9-9:30 a.m. Virtual Coffee and Conversation
- 9:30-10:15 a.m. Welcome and Keynote:
Buyer Trends and Consumer Behavior, Justine Rapp Farrell
- 10:30-11:30 a.m. Education Sessions:
Business Valuation, Mark Polon
SEO 101, Garry Grant, Dalton Grant
- 12-1 p.m. Trade Show Sessions
- 1:30-2 p.m. To be determined
- 2:30-3 p.m. Education Sessions
- 3:15-4 p.m. Virtual Happy Hour

THURSDAY

- 9-9:30 a.m. Virtual Coffee and Conversation
- 9:30-10:15 a.m. Welcome and Keynote:
Emotionally Intelligent Leadership, Hank Clemons
- 10:30-11:30 Education Sessions:
Conflict Management and Professional Relationships, Hank Clemons
Online Content Amplification, Garry Grant, Dalton Grant
- 12-1 p.m. Trade Show Sessions
- 1:30-2 p.m. Education Sessions
- 2:30-3:45 p.m. NAA Annual Business Meeting and Foundation Annual Business Meeting
- 4-4:45 p.m. Virtual Happy Hour

REGISTER BY THE MORNING OF THE FIRST DAY YOU WOULD LIKE TO ATTEND

REGISTER FOR ONE DAY, TWO DAYS, THREE DAYS OR FOR ON-DEMAND ONLY

Available throughout event

- ORIENTATION VIDEO/GUIDES
- AWARD RECOGNITIONS
- TRADE SHOW
- EXHIBITOR SILENT AUCTION

Virtual Benefits

More continuing education credit opportunities—up to 21 hours possible!

Access to the same high-quality speakers and education content as the in-person conference, including virtual interaction and networking with other attendees and the speakers.

Zero additional travel/hotel expense to participate and allows you to access the entire virtual conference (not just the education sessions) on demand for several months after the live virtual days.

Because you can participate in the virtual conference from the convenience of your home, office, or on the go, you are not required to take significant time off work or away from family in order to attend, and you have the option to re-watch the virtual conference on demand if you are unable to participate in all the live virtual conference activities each day.

2020 VIRTUAL C&S REGISTRATION FORM

QUESTIONS? CALL 913-541-8084
REGISTER ONLINE AT CONFERENCEANDSHOW.COM

REGISTRANT #1 First time attendee?

REGISTRANT #2 First time attendee?

Member Number, if applicable (Find this at auctioneers.org in your profile)

Member Number, if applicable (Find this at auctioneers.org in your profile)

Name _____ Company _____

Name _____ Company _____

Address _____

Address _____

City/State/Zip _____

City/State/Zip _____

Mobile Phone _____ Alt Phone _____

Mobile Phone _____ Alt Phone _____

Email _____

Email _____

Acknowledgment and initials required for each registrant.
By registering for Conference, I acknowledge that I have read, understand and agree to abide by the Terms and Conditions and Code of Conduct, as outlined at conferenceandshow.com.

Acknowledgment and initials required for each registrant.
By registering for Conference, I acknowledge that I have read, understand and agree to abide by the Terms and Conditions and Code of Conduct, as outlined at conferenceandshow.com.

REGISTRATION PRICES *The NAA is offering a 40% COVID-19 discount off the existing member pricing of \$520 for Conference without Meals and \$180 for a one-day pass. The conference member rate is also available to nonmembers for 2020 only.*

REG #1	REG #2		REGULAR	COVID-19 RATE	QTY	TOTAL
<input type="checkbox"/>	<input type="checkbox"/>	FULL CONFERENCE - MEMBER	-\$520ea	\$312ea	_____	_____
<input type="checkbox"/>	<input type="checkbox"/>	FULL CONFERENCE - NONMEMBER	-\$870ea	\$312ea	_____	_____
Register by July 13, 2020. Includes on-demand access to full virtual event and free Trade Show through December 2020.						
<input type="checkbox"/>	<input type="checkbox"/>	ONE-DAY PASS TUESDAY JULY 14	-\$180ea	\$108ea	_____	_____
<input type="checkbox"/>	<input type="checkbox"/>	ONE-DAY PASS WEDNESDAY JULY 15	-\$180ea	\$108ea	_____	_____
<input type="checkbox"/>	<input type="checkbox"/>	ONE-DAY PASS THURSDAY JULY 16	-\$180ea	\$108ea	_____	_____
Register one day before event. Includes on-demand access to one-day virtual event and free Trade Show through December 2020.						
<input type="checkbox"/>	<input type="checkbox"/>	FULL ON-DEMAND ONLY - MEMBER	-\$520ea	\$312ea	_____	_____
<input type="checkbox"/>	<input type="checkbox"/>	FULL ON-DEMAND ONLY - NONMEMBER	-\$870ea	\$312ea	_____	_____
<input type="checkbox"/>	<input type="checkbox"/>	ON-DEMAND ONLY ONE-DAY PASS TUESDAY JULY 14	-\$180ea	\$108ea	_____	_____
<input type="checkbox"/>	<input type="checkbox"/>	ON-DEMAND ONLY ONE-DAY PASS WEDNESDAY JULY 15	-\$180ea	\$108ea	_____	_____
<input type="checkbox"/>	<input type="checkbox"/>	ON-DEMAND ONLY ONE-DAY PASS THURSDAY JULY 16	-\$180ea	\$108ea	_____	_____

Purchase by August 31, 2020. Includes only on-demand access to full or one-day virtual event through December 2020.

ADDITIONAL TICKETS

<input type="checkbox"/>	<input type="checkbox"/>	ANNUAL BUSINESS MEETING THURSDAY JULY 16 *TICKET REQUIRED, MEMBERS ONLY*		FREE	_____	FREE
Open to all current members at no cost, but meeting registration is required. Conference registration is not required for this meeting.						
<input type="checkbox"/>	<input type="checkbox"/>	VIRTUAL TRADE SHOW ONLY		FREE	_____	FREE

GRAND TOTAL _____
EDUCATION VOUCHER OR PROMO CODE (IF APPLICABLE) _____
DEDUCT APPLICABLE EDUCATION VOUCHER OR PROMO CODES -\$ _____
TOTAL AMOUNT DUE _____

PAYMENT INFORMATION

PAYMENT OPTIONS CREDIT CHECK NO. _____ (Checks payable to NAA in U.S. dollars only drawn from a U.S. bank)

Name on credit card _____ Signature _____

Credit card number _____

Expiration date _____ CVV code _____





Website content and SEO optimization

Becoming the ranking king or queen is easier than you think

As much of the auction industry sheltered in place for the past couple of months, auction professionals became keenly aware that they could fill their days with business development tasks they never had time to do before.

“Search engine optimization (SEO) is a fantastic way during shelter in place orders to engage with customers and build on available resources,” said John Schultz, AMM, chief technology officer for Grafe Auction.

One unfortunate thing about COVID-19 is that many small businesses across the country are going to close, and those people are going to go to Google, where 96 percent of search engine traffic occurs.

“When somebody asks a question, we want to make sure we have website content around the answers to that question,” Schultz said.

The idea with SEO is that when someone searches for a particular topic on Google, it gives them all kinds of ideas. If someone searches, for example, “How to sell my business equipment,” the first thing that shows

up may be an ad, but the next item may be a website that is organically showing up based on how Google thinks that page on that website answers the question.

“We are going to look at some organic ways to create content for you to start creating a much more robust website to rank higher in the results for key search words, whatever they might be,” Schultz said.

Halfway down the search page, Google also drops in a section of drop downs called “People also ask,” which features different ways of asking the same question. It gives the searcher the ability to modify their keywords to possibly find better answers, but for our purposes, it also allows businesses to identify content for their website.

What phrases are people going to use when they go into Google? When you start typing in the search bar, you can see Google is starting to pre-fill the search bar with ideas. Those are key phrases to optimize on your website.

“We’ll go to our website and create a page with the title: ‘How to sell my business

equipment,’” Schultz said. “And on that page you’re going to write content, a short two-three paragraphs, 500-600 words, about how to sell business equipment.”

Schultz suggests that if you create a blog, you want it to be on your website, which will give you better SEO for your entire website. He also cautions not to slant content too much, saying the only way to sell it is at an auction.

“You’re going to want to give your audience a wide variety of how to sell business equipment,” he said.

The resource or blog page would literally start with, “The way to sell your business equipment is...” and then you’ll use the other results on Google to create additional content.

In addition to the People also ask section, at the bottom of the search page you will see related searches: how do I sell my business assets; how do you liquidate a small business. You might start a second resource page on your website with the exact title matching those questions

“Sometimes you see questions that don’t relate to your business,” Schultz said, “but



What is a sitemap?

If your blog posts or resources pages are not linked through your website, meaning they don't follow a path like Home>Blog>Post, then Google can't find it and you'll need to submit what's called a sitemap.

"If Google can't find the content, you'll never rank in the searches," Schultz said.

A sitemap is literally a map, a piece of code that you upload to Google that tells Google, *here's every page on our website, here's where you can find them, make sure you look at these.*

"Then Google will say, 'let's make sure we go to every town on the map and index the page even though I can't get to it through navigation, I'm being told it's an important page,'" Schultz said.

For more on sitemaps, talk to your web developer, service provider, or you know, search Google for a company to create one for you.

there's another strategy to use, especially if you're looking to network with other business professionals in your area."

For example, this question pops up: How much taxes do I pay if I sell my business?

"I don't know," Schultz said, "but maybe your accountant has a good answer to that question that is somewhat generic. You can reach out to that person and ask them to write it, giving them credit and a link back to their own website in the process.

"Now you're giving consumers more information and also telling Google that if people want to know how to sell business equipment, here's several resources that are all connected on our website that talk about this topic."

If you can answer a question really well, Google will put your answer right in the drop down under People also ask.

Making a list of questions you've found on Google to answer on your website can become a bit of a rabbit hole.

For instance, "How to sell my parents' stuff" becomes:

- What do I do with my parents stuff?
- How do I sell my elderly parents house?
- How do I sell inherited furniture?
- How do I know if inherited furniture is valuable?
- What is the best way to sell antique furniture?

Those are all opportunities to create specific content to drive sellers and consumers to your website.

Questions can also be broadly industry related as well. "How to have an auction," becomes:

- How do you buy something at an auction?
- How do I sell at an auction?
- How long does an auction take?
- How do you buy something at an auction?
- Can I hold my own auction?
- How do I get out of an auction bid?
- How do you win a bid?
- Selling items at auction
- Best way to sell house contents

The bottom line is that people are always looking for information and you can be the one to give it to them. But, this is not a quick fix for your SEO.

"This is a long game," Schultz said. "This is not going to move the needle fast."

Content needs to be produced regularly. If Google comes back to your website again and again and doesn't see any changes for 30 days, Google will come back less often.

And, you'll always have others to compete with for that coveted search engine ranking.

"It's like outrunning a bear," Schultz said. "You don't have to be the fastest, you just have to be faster than some of them. Do this regularly; it's not a set it and forget it. ❖"

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

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Virtual benefit auctions

Take your skill set from the stage to the screen and be the solution nonprofits need

According to the State of the Auction Industry reports NAA has been conducting since mid-March, benefit auctioneers were some of the most immediately and widely affected professionals of the auction community facing COVID-19 government regulations.

Because of this, many benefit auctioneers have been thrust into the virtual world quickly, and Misty Marquam, BAS, and Scott Robertson, CAI, BAS, have some ways to help benefit auctioneers navigate this shift in the industry.

Robertson said first off, he has received many questions from benefit auctioneers on how to get charities “to bite” into the idea of a virtual fundraising event.

Virtual galas can be done intelligently and raise money for charities, and you as a benefit auctioneer have the tools to do it well and convince charities that it can work for them.

Point out to charities that they have three options at this point, Robertson said.

1. They could cancel it altogether and save the money of the event—albeit losing the money they would have raised at the event.
2. They could postpone the event, but then the question becomes when to reschedule. No one knows when the situation will return to normal. Even if the idea of rescheduling in the fall comes up, many other events are already rescheduled then. Also, where does that leave your Spring fundraising event?

Will the donors feel like they’re being asked too close to the fall event?

3. The third option would be to have a virtual gala. This could be an immediate solution to bring in income, which many nonprofits are in need of right now.

On average, nonprofits have about 45 days of working capital, Marquam said. Can they survive for another 6 months without a fundraising event now?

And just as importantly, can you as an auctioneer full time in the benefit industry survive 6 months without income?

“This is real,” Robertson said. “But I think it’s even more real for the charities, and the charities are looking to us for leadership to

help them through this very difficult time.”

There is no one-size-fits-all solution or formula for a virtual fundraising gala—you have to tailor-make your virtual auction to the needs of each charity, Robertson said.

Here are the four primary items Robertson said you should have in place to conduct virtual fundraising galas:

A production

This can be anything as small as a Zoom call to something as large as a high-end production with a full team. If you are able to, Robertson highly suggests investing in a higher end production with a team who can take the production logistics off your plate.

“If you’re the creator, the writer, producer and talent, the last thing you want to do is be on stage worrying about if the broadcast is going out,” Robertson said.

Mobile bidding platform

You will need a method of getting the bids from the viewer up on the screen. Keep in mind that with any platform, there may latency between the bids being made and when they show up on the screen. Plan ahead so this does not become a problem for your online event.

Talent

You have to have the talent on stage in front of the camera. Robertson said you can use the stage skills you have developed as a benefit auctioneer and translate those skills to work well for you on camera.

Robertson said he has seen the most success with two people on camera at once—the

fundraiser and the emcee. This provides someone with whom to bounce conversation back and forth.

Supportive people who will give to the charity

The fourth and most important element you need, Robertson said, is a crowd of supportive people who will give to the charity. If your in-person gala was more of a party with only a little bit of a fundraising element, a virtual gala may not be the good fit since it will be mainly focused on fundraising.

Find the people who believe in the charity and believe in the charity’s mission, and they will give, Robertson said.

Encourage the charity’s CEO to make personal calls inviting every supporter they have to the virtual gala.

Get the message out there in every digital way possible, Marquam said, and communicate the new format clearly. Make participating easy for the donors.

“Remember that this is everybody’s first rodeo,” Marquam said. “No one has done this before. Over explain everything. Over communicate everything. Include screenshots. Include little videos of how to do it so that the barrier to give is removed. You don’t want to hear a donor saying ‘I couldn’t figure out how to do it.’”

Going forward, it’s challenging to know if these changes to the way benefit auctions are being conducted is temporary, permanent or a mix of both.

“I suspect the market will never return to what it once was now that nonprofits are learning that

they can make all this money without having to spend the money of a traditional, live gala all the time,” Marquam said. “I see something moving forward that might look like a hybrid of both, that you can simulcast out to an extended reach of people, including the people that you have live at your gala.”

Because of this, even if you are not interested in changing the way you do business right now, Marquam suggests thinking long-term and learning it anyway so you can participate in a hybrid version in the future.

Because nonprofits have a limited amount of capital to work with right now, and this season is full of uncertainties, Marquam said it’s especially important to work hard to be the solution these nonprofits need to keep their doors open, and in turn, bringing you income as well.

From the limited data gathered so far, Marquam said nonprofits are getting as much or more money with digital fundraising as with traditional fundraising. Virtual fundraising galas can and do work, and benefit auctioneers are just the people to do it, and do it well. ❖

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

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Adversity creates efficiencies

Are some challenges really just a catalyst for needed change?

With millions of Americans under stay at home orders for a month of more, businesses have been left with the question of what to do to stay relevant, and sometimes, what to do to stay afloat.

The auction industry has been no exception to these effects, particularly if the business typically conducts live, in-person auction events. Megan McCurdy Niedens, CAI, BAS, shared with the NAA what McCurdy Auction LLC has been doing to not only keep their business alive during this season, but to come out better on the other end.

McCurdy Niedens said when news hit that everyday life might be changing, the business went into crisis mode. There were a lot of unknowns, but McCurdy Niedens said that the business leaned on a systematic plan to quickly and effectively adapt to the changing times.

Understand your options

The first priority, McCurdy Niedens said, is to evaluate a plan for the auctions currently on the books. Because of crowd number restrictions, as well as stay-at-home orders, each auction for their business had to adjust to one of four options:

- Simulcast/live stream auction
- Online only auction

- Postponed
- Canceled

Evaluate the options your business has, and decide which option is best depending on each auction you are responsible for currently.

Implement a plan

The next step is to implement a plan for each auction in order to accommodate a new format.

1. Update your listing and contract amendments/addendums. Get a hold of your of sellers and communicate with them what is changing.
2. Convert your current marketing to reflect changes to the auctions. This could mean switching out signs, print ads, digital ads, brochures, etc.
3. Create new messaging across all platforms. Communicate well with buyers so they know what is changing and how they can participate. McCurdy Niedens said to be strategic with communication. You could get lost in the shuffle of all the COVID-19 updates right now. Think about their side of the experience.
4. Figure out the logistics of the new auction format and acquire the right equipment. If your auction is transitioning to online only or live stream, this could mean finding the bidding platform, if you don't already have

one. Also, make sure you find the right equipment so that you can carry out your plan well in the new format.

5. Coordinate what staffing you need to carry out your plan, and make sure your staff has what they need to do it well. This may mean setting up your staff remotely or scheduling staff for previews/pick ups. Communicate with your team what you need from them so that you can all be on the same page.

Team communication

A great plan includes a great team, no matter the size. But making sure your whole team is on the same page is crucial to maintaining a united front and making sure your business runs smoothly and efficiently—even with big changes happening. McCurdy Niedens encourages putting a system in place so your staff can accomplish what they need with the resources and time they have.

Determine if staff will be working remotely, and if so, figure out what tools your team needs to work in a remote setting.

McCurdy Niedens said that video conferencing has been a useful tool for her team in this season. She suggests having frequent communication with your core teams.

“We are doing daily video conferences with our executive team and management team,”

McCurdy Niedens said. “Every morning at 9 o’clock, (we) all jump on a call just to touch base. Because when you’re not all in the same building and don’t have that opportunity to connect and make sure you’re running on the same page, and making sure that people are getting their hot topics covered—this may be something that survives afterwards, because it’s been really good for us.”

Messaging services can also be a beneficial tool to use to keep your entire staff in the loop. McCurdy Niedens suggested using something like Slack to organize conversations with groups of staff.

Financial planning

Your next step is to evaluate your financial situation. You’ve taken care of your auctions currently on the books, but maybe now the phone isn’t ringing and you’re not getting a lot of potential business coming in. How do you keep surviving? How do you keep your people employed?

McCurdy Niedens said to look for places to minimize spending. Run as lean as you can, with the exception of staff because you want to take care of your staff and keep them “as whole as you can for as long as you can.”

Utilize the Payroll Protection Program and independent contractor loans, McCurdy Niedens said. If you can, be a resource for your independent contractors and help them get what they need.

What’s next?

In these uncertain times, it can be challenging to think about what the next week will look like, let alone the next 60-90 days. But it is important to start thinking about it and acknowledge the potential areas to address. McCurdy Niedens said to set realistic expectations for new business coming in right now.

If you did not use reserve before, consider using reserve as a safety net to reassure your sellers. Look at your agency responsibility to the seller. Is it smart to book absolute auctions right now? Gauge your client and buyer base and make informed decisions from what you find out. Some people will need to sell right now.

“If you look at the auction business as a whole ... sometimes when the market is good and things are good, auction works great because we can create competition, and we can use that competition to our advantage,” McCurdy Niedens said. “But when times are bad, the auction business does good. When we see economic downturns, that’s sometimes when people need us. They need to sell. They need us to help them and get them in a better position.”

If you are not having many auctions right now, use this time to plant seeds, McCurdy Niedens said.

Call around to professionals whom you might work with—bankers, investors, attorneys, etc. Develop your relationship with them—not so much doing it in the manner of wanting to book an auction right now. Ask them what they are seeing and their field and how their business is going. Building those relationships right now and making sure they know what you can provide on the other side of this may mean leads down the road, McCurdy Niedens said.

Pivoting

To keep revenue coming in right now, McCurdy Niedens said you might have to get creative. What are other opportunities for your business to use as revenue streams? Look for opportunities for other avenues that weren’t your main source of income.

This doesn’t mean your business has to maintain that service long term, but it could keep income coming right now. It may be something you grow more into, or it may be something you turn off once things go back to normal, McCurdy Niedens said.

“One thing that I know we’ve heard a lot in the last few years is ‘Have your niche ... stick to your niche.’ Well, probably in times like these, the more general auctioneer who has done real estate *and* personal property *and* benefits has more opportunity to pivot because not all their eggs are in one basket,” McCurdy Niedens said.

Working on your business

Use this slower time to your advantage. Work on those projects you’ve placed on the back burner while you and your staff are in a season of not being so busy, McCurdy Niedens said. Get those tasks done now so that when this is over, you can do what you do better than before.

Identify ways your business can become more efficient. Try documenting the entire journey of your customer from the time the phone rings with a potential auction to the time the commission is paid out. This flow chart identifies your process. With that process documented, you will realize inefficiencies and duplications in your business. This is relevant for any size business.

What is the new normal?

So, will all these changes be temporary, permanent, or a mix of the two? Only time will tell; but, McCurdy Niedens encourages embracing them.

“Maybe these changes will be good. Maybe some of these practices were overdue,” McCurdy Niedens said. “Evaluate if changes you’re making now actually make more sense than the way you were doing it before. Is it going to be more profitable going forward?” ♦

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- Member of NAA since 2008
- Attended the Reppert Auction School and graduated in December 2012
- Earned CAI designation in 2019
- Currently manage Indiana, Ohio, New York, Virginia and the World Automobile Auctioneer Professional Association (WAAPA)
- Served on the NAA’s Governance Committee, the NAA’s State Association Task Force and the C&S Committee in 2013 and 2017
- Attended every State Leadership and C&S since 2009

Contact me at 317-440-7067 or kathyjbaber@gmail.com

VOTE Kathy Baber, CAI for NAA Director
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Engaging clients through video marketing

With fewer face-to-face interactions, how do you stay top of mind with your clients?

In a time when you may not get to see your clients and customers face to face, some are left with the question, “How do I keep my clients and customers engaged?”

Anne Nouri, CAI, AARE, BAS, GPPA, lead auctioneer at Prime Auction Solutions, joined the NAA for an in-depth conversation about video, social media and up-to-date strategies to keep clients informed and engaged in today’s virtual market.

Nouri said the first step you must do is to define who your clients are.

Clients can be anyone from sellers, professionals in other fields who could be an allied resource (attorneys, CPAs, financial advisors, etc.) or colleague with whom you exchange referrals.

Nouri said now is the perfect time to craft your message for each of your audiences because many are not as busy as they are normally.

So, how do you create content for each of those different audiences to keep them engaged?

Nouri suggests producing videos, and the great news is you no longer have to have formal, expensive productions to produce good content videos. Nouri said that with your smart phone, you can create a good video experience for your clients in an easily produced way.

Nouri encourages auction professionals to take advantage of the opportunity of a slower season right now to capture potential customers and build trust with them.



“With the times we are facing, this is an opportunity to demonstrate the skill set that we have trained as auctioneers for so many years to take on,” Nouri said.

Different types of videos

Videos can be an especially engaging form of content because of their ability to capture a viewer unlike text or images alone. There are countless types of videos you can create, but Nouri gives five types with which she has found success in her auction business.

Highlight your services – Create a video showcasing what services you offer. Whatever your niche is, Nouri said, create some sort of video or content to educate a potential buyer about what you’re able to do for them.

Tour video/asset showcase – Nouri specializes in real estate, so she has been putting an emphasis on creating more video tours of properties. But the same concept can be translated to other assets as well. You could create a video highlighting a specific asset—how it works, what makes it different, etc.

A video like this can captivate the emotion and feeling of sellers so they’ll at least inquire to learn more. Video tours (whether it be of a physical location or an object) can help buyers feel more at ease with making a purchasing decision,

or at least taking the next step toward a purchasing decision.

“In our changing environment, it’s our job to help our sellers, and more so help our buyers, understand the products that we’re featuring and let them feel at ease while they are at home,” Nouri said.

If you’re unsure what to say about an item on camera, simply tell the story behind the item. Everything has a story, Nouri said. Give a background as what the circumstances are. More than ever, people have time to learn right now.

Video about your company – Create a video about your company. Tell the history of your company, showcase your staff, or show a behind-the-scenes of how your business works. Videos like this form a relationship with your viewers and put your business in the back of their mind so when they need your services, they’ll think of you and they’ll already have a foundational trust with your business.

A testimonial – Share a video of a happy customer. Show others what makes your business stand out with the way your treat your clients and customers!

Video breakdown of statistics — Especially now when markets are unsure and information can be hard to trust, Nouri said sharing first-hand statistics from your business and industry that you are personally

experiencing (and citing accurate sources) can be refreshing for your clients to see. Not only does it show your customers that you are in business and ready to serve them, but it also gives your professional alliances a gauge of the industry they are involved in.

The logistics

Whether you're doing a professional production or creating a video on your smart phone, Nouri said to remember that it is all doable no matter what experience you have. It's just a matter of deciding beforehand the content that you're going to use.

Before you start filming, Nouri suggests doing a test run of what you plan to say. You may even consider putting together a quick bullet point script to reference.

When you speak on camera, Nouri said to be sure you speak clearly and articulately share your message. By sharing your business on video, you can give hope that things are going to be okay, Nouri said. Give your viewers a reason to be distracted and to jump in and participate in your auction. Make it fun and educational for them.

Be creative in the way you tell others about what's coming up in your business. Don't just announce you're having another auction—spend a few minutes and educate your viewers so you can engage them.

Don't be afraid of the camera, Nouri said. The more you practice being on camera, the more comfortable you will become.

"They're going to love it," Nouri said. "It doesn't matter if you goof up and say something wrong. Laugh it off! Have fun with it!"

Throughout your video, Nouri said to keep your eye engaged with the camera as if you were giving a buyer eye contact. This lets your audience know you are directly speaking to them.

You can edit your videos with a number of free and easy-to-use softwares, such as Windows Movie Maker, which is already on many Windows computers, or iMovie on Apple devices. If you don't want to edit, you can always film your video straight through so you don't have to transition from scene to scene.

What do you do with your videos?

Once you have a completed video, share it with the audience(s) through social media, email and any other platform you have you think will be effective. Nouri said that the video you share with your general audience on social media may be different from the video you share with your professional alliances.

Bottom line, your goal for a video should be to capture your audiences' attention and educate them so that you are on their mind when they will need your services in the future. For your professional alliances, your videos should work to empower them for their conversations with their clients.

Nouri said she wants to encourage others to look for ways they can use video to engage their clients during this uncertain, and perhaps slower, time.

"I want you to feel empowered to give a positive, clear message. Be the voice of calm in this time of disarray," Nouri said. "By educating people and giving them resources, you will become their trusted advisor. You will become their resource for when the timing is right for them to sell that asset. ❖"

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Reggie Rivers, BAS

What sparked your interest in becoming an auction professional?

I grew up as the son of a Baptist pastor, so being part of the community and doing things for those who needed it was part of our family culture. Then, as an adult, I was a TV media

personality, and volunteered as the emcee at a lot of charity fundraisers. One night about 17 years ago, the auctioneer had a family emergency and couldn't make it. In a panic, the charity asked me if I could auction off the five items. I did it. It went well. The next year, they asked me to do it

again. I fell in love with it right away, and for the next 8 to 10 years, I did three or four auctions per year completely pro bono.

What road did you take to get there?

After I left TV, I made my living as a corporate motivational speaker. In 2012, I was at a National Speakers Association conference, and the guy speaking on the stage asked, "What's your value proposition? How do you move the needle for your clients?" I thought, *I don't move the needle for them. My clients are United Airlines, CenturyLink, Level 3, etc. I don't move the needle.* But then I thought about the handful of auctions that I did every year and realized that I loved it when I helped a charity raise an extra \$10,000. I felt great, they felt great and the donors felt great. So I came home from that NSA conference and said, "I want to do more benefit auction events!" I started marketing myself as a benefit auctioneer, and in 2013, I did six auctions, that grew to 29 in 2014, then I recruited more auctioneers and we did 51 in 2015, 72 in 2016, 96 in 2017, 97 in 2018 and 118 in 2019. We were on track for about 135 this year before COVID-19 hit.

What challenges have you faced?

The biggest challenge was learning the landscape, the terminology and understanding the pain points that nonprofits feel around their fundraising. I also didn't have a mentor in the auctioneering profession. I was blessed to have a great friend in event planner Kelli Kindel, who was the first person to hire me as a professional auctioneer, and who has hired me and coached me ever since. But it would have been helpful if I'd had a benefit auctioneer who was coaching me so that I didn't have to bump into every problem myself and/or make every mistake myself.

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

Yes, when I started out, I didn't realize how talented benefit auctioneers were. I knew the obvious stuff. I knew that cattle and auto auctioneers have amazing chants, beautiful voices, great rhythm and lots of talent. But in the benefit auction world, I didn't realize just how adaptable, fluid, graceful, engaging and effective a talented benefit auctioneer could be. When I started out, I thought benefit auctioneering was fairly easy and fairly simple. But then I would go to other galas as an audience member, and I would watch a professional benefit auctioneer and think, *Wow! They just raised way more money than I would have raised.* I would notice how they'd push the bidding past the point that I

might have given up. I'd see how they used peer pressure and encouragement to push the paddle raiser beyond where I might have stopped pushing. I started to learn that it's not just about going up there and doing the bid calling. It's about becoming a master of the craft, knowing how to read the room, and expertly squeezing until you get just past comfortable and into the slightly uncomfortable range of giving.

Why do you love what you do?

I love making a difference in the world. I know that sounds trite and cliché, but it is truly the force that drives me. I played in the NFL for 6 years (go Denver Broncos!), worked as a radio and television reporter for 20 years, have done corporate motivational speaking for 25 years, and I've earned a six-figure income in six different industries (football, radio, television, corporate speaking, mining and benefit auctioneering). These experiences have taught me that making money is great and rewarding, provides security and creature comforts, but it is not fulfilling. Fulfillment comes from doing something that has a positive impact in the world, and I feel blessed every time I get to go on stage and help a nonprofit advance their mission, so they can serve people who desperately need help and together we can change the world.

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

NAA has allowed me to connect with fellow auctioneers and learn from their experiences. The mentorship I lacked in the early days of my auctioneering career was right here at NAA waiting for me, but I didn't know it. Now that I've been in the business for 7 years and have experienced success, I find the information, relationships and camaraderie even more valuable.

What do you love about your career now?

I love training the other auctioneers and gala consultants on our team and seeing them go out and have so much success helping our nonprofit partners. I love the impact that they have. I love the happiness and fulfillment that they feel about that impact, and I love that together we're making our community a better place to live.

What has this year in particular taught you professionally and personally, so far?

2020 has taught me a lesson I first learned during my NFL Career—always be prepared to audible. The quarterback may walk to the line of scrimmage, survey the defense and discover that the play that was called in the huddle is not going to work. So we audible into a different play.

There's no hesitation, no time wasted regretting that the original play wasn't going to work. You simply accept that the play has changed, and we're going to put 100 percent of our effort into the new play. That mentality has helped me this year to simply embrace the need to go virtual as an audible. There's a new play. Let's go run it.

What is something you're thanking past Reggie for doing that made this difficult year easier?

The best thing I did in 2019 was a piece of dumb luck and good timing. We're a pretty lean business operating on a thin margin. We do good work, make liveable salaries, pay our bills and have a tiny profit at the end of the year (typically only \$3,000-\$5,000). But in the summer of 2019, I thought, *I should build up a cash reserve*. So in the fall, I deferred my commission on a bunch of events, and just started building up cash in the business. Then in mid-March 2020, COVID-19 hit, and all of a sudden that cash reserve was our saving grace. If it had hit us in the spring of any of the prior 6 years, it probably would have bankrupted us in less than 30 days. ❖

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Q&A

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

We started our company based on the premise that there simply was not a low-cost option for travel items in the fundraising space. What we didn't realize at the time is how many organizations and auctioneers we would be helping along the way. These items have allowed more donors to get involved in the bidding and giving process due to the low entry point of participation.

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

We are confident that we provide our clients, customers and partners a number of services—the lowest cost travel items in nonprofit fundraising for starters; the ability to re-sell the items at a wonderful premium; and, the

absolute best customer service that our hospitality team is capable of providing.

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

We love the amount of organizations that we have the opportunity to impact first and foremost. We love the relationships that we've made during our tenure. This is truly a relationship business and so many that we've come into contact with have become friends. This is a wonderful byproduct of being in business. It's also refreshing to know that being ourselves and staying true to what we started has blossomed into something great!

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

We're very excited about the expansion of new, affordable destinations and experiences—this

is our job! The landscape in 2020 requires some adjustment for everyone as we're well aware. However, we know organizations desperately need to raise more money and our partners and clients in the auction industry have their livelihoods to consider. We know we fit quite nicely in this space and are positioned to help any and everyone advance. This is a privilege and not something that we take lightly.

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

The next few years really involves helping everyone we come into contact with. This will involve growing our brand, as we have continuously year after year through giving and always choosing this over anything else. We recognize that our path to success is not in expanding our sales staff—we don't have one. Yet, we're continuously expanding our hospitality team to serve our clients and their guests. We envision being a fixture in the space for a very long time.

How has the NAA helped your business grow?

The NAA team and members have been crucial to our success through adoption of our approach and items, always being agreeable to work with, and always being kind, are some of the hallmarks of the organization and the people involved. We're constantly reminding everyone who will listen about the efficacy of having a professional auctioneer on board for their events, and as a crucial part of their fundraising strategy. It cannot be understated how many friendships we've created over the years through the guidance of the NAA and its members. For this we are truly thankful. ❖

Learn more at hgafundraising.com.





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Now Hiring: NAA Member Sales Associate

Job description: Serves customers by selling Memberships to individuals in the auction industry. Responsible for prospecting potential lead (individuals who have never been an NAA member or who were a member earlier than 24 months prior to the date of membership renewal), contacting them and obtaining a completed application with a valid form of payment.

Sales Associate must have been a current NAA member for five years prior to the hiring date and must remain current during their employment. Job responsibilities include the following: Participate in a series of orientation conference calls or Zoom meetings as required by NAA.

Develop a prospect list with name, email and phone number and submit to the NAA to ensure the prospects are not current NAA members or have not been a member for the past 24 months. Communicate results (negative and positive) on a regular basis (positive results should be submitted within 48 hours so that new members can be promptly serviced).

The Sales Associate will be paid 30% commission based on the first-year membership dues for each new member that completes the process and a 10% commission for each former member past the 24-month mark that renews. Payments will be made on a quarterly basis. If memberships are submitted without prior vetting and such member is found to have been a member within the preceding 24 months, no commission will be paid to the Sales Associate.

Qualifications: phone skills, strong knowledge of NAA programs; ability to work well with others; sales skills and strong ability to follow-through. NOTE: This is a contract position and as a result does not qualify for any fringe benefits. Contractor covers all expenses (cell phone, mileage, etc.) unless otherwise communicated by the CEO to the Contractor.

Please submit a letter outlining why you are qualified for this position and a resume of your credentials to Hannes Combest, FASAE, CAE, at hcombest@auctioneers.org. Interviews and the final decision will be conducted by the Executive Committee.

In Memory



Ralph Lesh

Ralph J. Lesh Jr., 79 years old, passed away Saturday, April 11, 2020, at his home in Newport, Pennsylvania. He was born Dec. 2, 1940, in Newport to Ralph J. and Mae (Hepler) Lesh, Sr. He was a graduate of Newport High School and member of Trinity Christian Church, New Bloomfield, Central Penn Antique Arms Asso. and Life Member of PAA.

Ralph was the beloved husband of Edith E. Lesh; father of Melody Haines (Doug) and Ralph J. Lesh III; step father to Edith E. Dunn (William), Melissa A Bennett and Lindsie A Griffin (Robert); grandfather of Danille Dixit (Jay) and Gabrielle Haines; great grandfather to Archer Dixit; step grandfather to Allyson and Madison Dunn, Jocelyn, Sophie and Bennett Griffin. He was preceded in death by his sister, Miriam Mae Lesh.

In lieu of flowers, memorial contributions are requested to St. Jude Children's Research Hospital or Trinity Christian Church.

Lana Nevil

Lana S. Nevil, 65, of Elberfeld, Indiana, passed away peacefully at home on April 7, 2020, after fighting a courageous battle.

Lana was born in Madisonville, Kentucky, on April 2, 1955. At Dow Chemical, she was in a group that was to be some of the first female pharmaceutical reps. During her time in the pharmaceutical industry she navigated her way through six different mergers and finished her career of 30 years with Sanofi Aventis.

After retiring, Lana really got busy following in her father's footsteps and taking over his auction house. She received her real estate and auctioneer license in 1987 and a managing broker's license. She obtained the coveted CAI designation for auctioneers in 2007. She also obtained a federal firearms license to further enhance the business. Along with her sons, D.J.

and Dustin, they turned a small auction business into a successful real estate and auction enterprise. She was very respected in her business due to her honesty and ethical approach.

You could tell when you first met Lana that she was a very special person. Very confident and articulate but always humble and down to earth. She had a big heart when it came to animals. Her passing leaves a huge void in a lot of lives. She was loved and will be forever remembered.

Lana is survived by her husband, Larry Wunderlich; her sons, D.J. Nevil (Courtney), Dustin Nevil (Laurie) and Eric Wunderlich; her grandchildren, Tyler Nevil, Lily Nevil, Landon Nevil and Luke Nevil; as well as by two half-brothers, Charles and Jimmy Smith. Lana was preceded in death by her mother and father, Ralph and Virginia (Renfro) Smith.

Condolences may be made online at browningfuneral.com.

Leland Boesker

Leland W. Boesker, 90, of Canton, Kansas, died March 9, 2020, at his home. He was a retired auctioneer and farmer.

He was born May 12, 1929, in rural Canton, the son of Edward and Emma (Buehler) Boesker. On March 27, 1954, he married Wilma Jean McMurray at Canton. She died March 22, 2009. He later married Juanita K. McCoy on July 10, 2009 at Canton and she survives.

Other survivors include a son Roger (Susan) Boesker of Florida; four grandchildren and seven great-grandchildren. A son, Odis and two brothers, Milford and Monroe preceded him in death.

Memorials have been established with Immanuel Lutheran Church or the Canton Senior Center, in care of Olson's Mortuary, Canton, Kansas.

Submit obituaries

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

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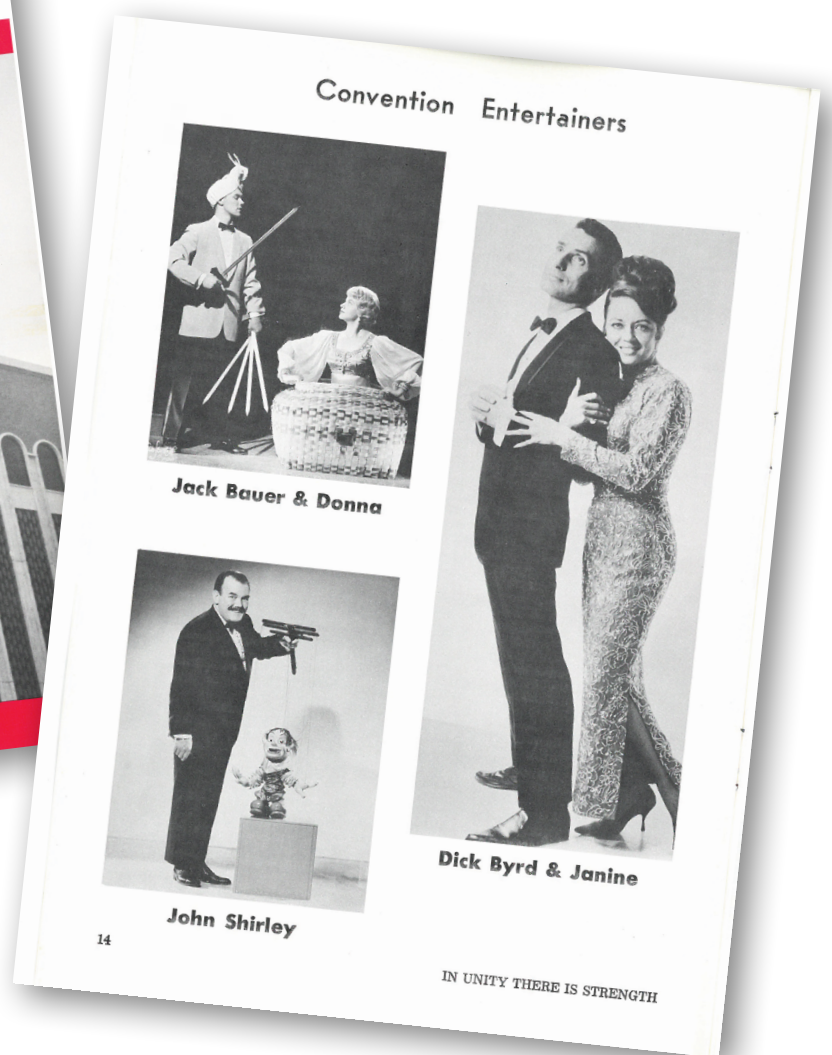
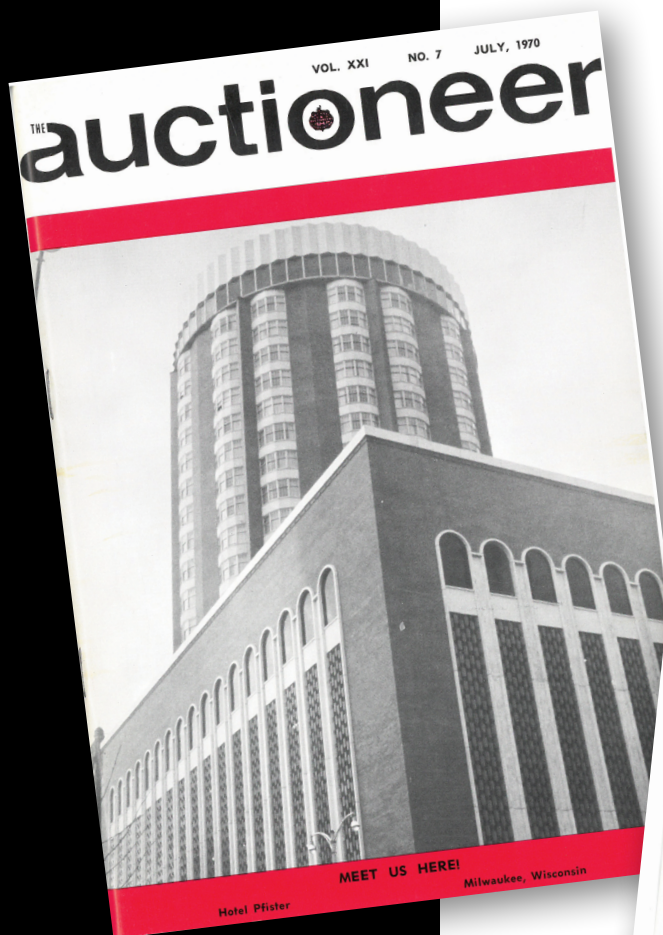
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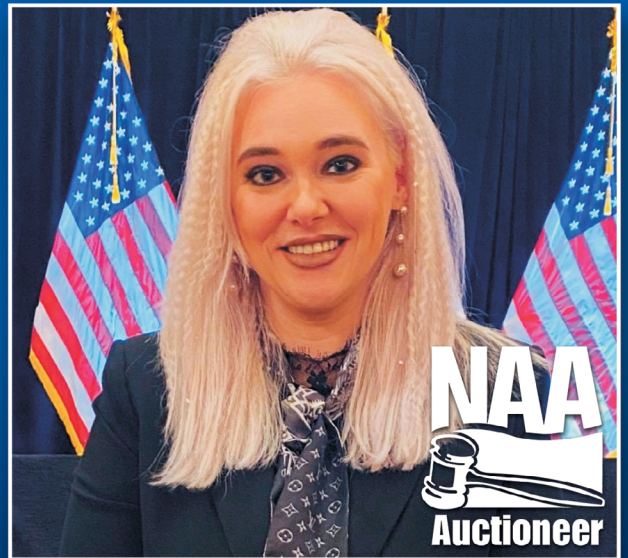
50 years later Convention entertainment



Fifty years ago, much like now, NAA members were marking their calendars for the upcoming NAA convention (what we now call Conference & Show). The 1970 convention was to be held at the Pfister Hotel in Milwaukee, Wisconsin. In the same edition of *the Auctioneer*, the NAA introduced its convention entertainment, which included Jack Bauer & Donna, John Shirley, and Dick Byrd & Janine.

VOTE FOR BRIGITTE KRUSE

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YOUR VOICE AT THE NAA

Mission:

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

Qualifications:

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

About Brigitte Kruse:

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

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

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



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

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