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Auctioneer

The official publication of the National Auctioneers Association

May 2011 Volume 63 Number 5



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Volunteer, vote to help shape the NAA's future



By B. Mark Rogers,
CAI, AARE, NAA President

I am writing this just after leaving the National Auctioneers Association Board meeting in early April, and I am excited about the future of the NAA.

The Board discussed the paper produced by the Council on Future Practices (see page 24 for a summary), and during our discussions, we realized there is a lot of opportunity for the NAA in the future.

We also realized that the NAA must be ready to change to meet the needs of a new society and the needs of new businesses. We will be talking a lot about this in the next few months, and we will be looking to you for guidance along the way. A new direction for the NAA can only occur if YOU help us.

In the next several months, we will ask you for your opinion on numerous things. We will ask for your guidance, and we hope you will share with us not only what YOU need but what you think the auction industry needs to be successful.

In the midst of all of this change within the industry and within the NAA, we must provide quality services to our members. We can't do that without a committed Board, quality educational programs provided by the Education Institute Trustees, a strong National Auctioneers Foundation and a supportive NAA Auxiliary. To make all of this happen, we need YOU to serve on committees that will help us ensure the programs hit the mark of what you need.

You will find on page 45 a Committee Volunteer Form. It also is on www.auctioneers.org (under Member Resources/downloads). Please consider completing this form and submitting it to us so that you can be a part of shaping the current services that the NAA offers and what will be offered in the future. The deadline for returning these forms is June 15, so please don't delay. Complete it today and send it into the NAA.

I also would encourage you to register today for Conference and Show. The early-bird registration deadline is May 25, and this is one event you don't want to miss. During the three-and-a-half days of education, you will have opportunities to hear directly from the Council on Future Practices, the Board and even the candidates about their thoughts on the future of the NAA. You will be asked to participate in some roundtable events to give your feedback on questions that we need to answer. And of course, there will be outstanding educational opportunities for you — and a lot of fun! We are a group that does like our fun!

If you are currently volunteering for a committee (NAA or Education Institute), thank you. We couldn't have made it through 2010-2011 without you. And please plan to attend the Volunteer Recognition Luncheon at Conference and Show on Saturday, July 16. We want to take this opportunity to say "thank you," personally. A list of all committee volunteer opportunities can be found at www.auctioneers.org/committees.

Finally, if you can't be at Conference and Show, please exercise your right to vote and to shape the future of the NAA. In order to vote by absentee ballot, you must submit a request in writing to the NAA by June 1. Instructions are on page 19. Please know, though, that if you submit a ballot, you will not be allowed to vote at the annual meeting, even in the event of a run-off election. Your initial vote will count in the run-off.

Spring is in the air right now in North Carolina — it's new and it's exciting — just like the future of the NAA. But unless we get your participation, nothing will change. Help us, please!

A handwritten signature in black ink, appearing to read "B. Mark Rogers". The signature is fluid and cursive, written on a light-colored background.

Consider competition for skill enhancement, networking

Fellow NAA Auctioneers:

I would like to remind and encourage all Auctioneers to enter the 2011 International Auctioneer Championship this July in Orlando, Fla. The entry deadline is May 25.

Being an IAC contestant has always been a great learning experience that has greatly improved my auctioneering skills and ability. The experience of performing with the “best” Auctioneers, while being judged by your peers, will make you focus on doing your very best! Plus, the networking and fellowship opportunity is second to none.

For those who are considering being contestants, I would like to share some tips:

- It's OK to be nervous — “Where there is no fear, there is also no respect”
- Make a friend, be a friend
- Learn something about others, or yourself, that you can use to improve your abilities
- Ask for honest advice
- Study and understand the scoring criteria
- Be yourself, relax, breathe, smile and have fun

To me, these are the things that make the IAC a positive learning experience. I believe it is what being a National Auctioneers Association member is truly all about. During the contest, it seems like you are not competing against each other, but with each other — with encouragement, advice and opinions freely shared. Everyone wants YOU to have your best day ever!

Being named the 2010 IAC men's division champion was absolutely incredible! I am very excited and looking forward to seeing you in Orlando. Send your IAC entry form in today!

Sincerely,

Eli Detweiler Jr., CAI

Happy spring fellow NAA Auctioneers:

I hope life finds you all well. I am having a very exciting, rewarding and humbling year representing the National Auctioneers Association and auction industry as the 2010 International Auctioneer Championship winner – women's division. I feel extremely grateful and blessed for the opportunities I have been given and the relationships I have formed because of this honor.

Looking back from 2005 (my first year of entering the contest) until now, my experience has been nothing but positive. Even though I will never stop growing, I am a better Auctioneer because of my commitment to not give up and stick with it. I look forward to

the upcoming convention in Orlando, Fla., and I want to strongly encourage everyone to attend Conference and Show and enter the IAC competition.

We have all heard this over and over, but it couldn't be more true — the education, networking and friendships you will gain are truly

priceless! Again, with all of my heart I encourage you to “believe in yourself” and enter the 2011 IAC, because no matter what the outcome is, the experience will be rewarding.

I look forward to seeing you in Orlando!

Sincerely,

Kristine Fladeboe-Duininck, BAS





Students meet during the opening brunch of CAI 2011, which took place March 20-25 on the campus of Indiana University in Bloomington, Ind. The 35th anniversary of the event included CAI Next, an advanced course for CAI designation holders.

Photo by Ric Cradick



Eye-opening education

CAI 2011 keeps students on edge of seats

By Bryan Scribner
editor

Following lunch breaks during CAI 2011, National Auctioneers Association member and CAI I student Sidney Smyth of Victoria, Va., says he didn't have the "2 p.m." feeling when he returned to classes.

Instead, he says he returned to the edge of his seat, ready for the next presenter, without "even thinking about yawning."

"What was great to me is that so much of it was applicable to not only the auction business but to the traditional real estate sales business, which I'm active in," he says.

Smyth says the CAI program exceeded his expectations. He was impressed with the NAA Education Institute's choice of "top-notch" speakers, as well as the hidden benefit, he says, of networking and camaraderie with Auctioneers from across the U.S.

"I can't wait until next year," he

says. "It was just really very, very informative. I was just totally blown away with what it had to offer.

"If auctioneering is your career and your passion, and you want to be the best at what you do, CAI will take you there."

CAI 2011 took place March 20-25 on the campus of Indiana University in Bloomington, Ind.

Fellow CAI I student Justin Vondenhuevel, CES, of Maplewood, Ohio, seems equally impressed with the educational event.

"From the very beginning of the program, it was something totally different than what I had expected," Vondenhuevel says. "Very rarely do you walk away and you've got a light bulb in your head, and man, when I walked away from that, stuff was just pouring out my ears."

He says he was intimidated at first, but once the classes began, he felt welcomed by fellow NAA Auctioneers. He says the interaction with fellow

classmates during and after classes was especially important.

"It was a phenomenal, phenomenal program — cannot wait for next year," he says.

CAI Next

Something new this year for the CAI program — in part to recognize its 35th anniversary — was CAI Next, a course provided to CAI designation holders.

Derek Gerstenschlager, CAI, CES, of Reliant Realty Auction Division, Nashville, Tenn., says he would have liked to spend four days with presenters Ann Bastianelli and Sam Richter, instead of just two days.

He says Bastianelli was motivational and "worth the price of admission," and Richter stood out as one of the most well-prepared CAI presenters, Gerstenschlager says.

"He targeted almost everyone in our class and worked on our Achilles heel," Gerstenschlager says. "That was

amazing. I would have loved to have more time with Sam just to see how bad our Achilles heel really was.”

Richter showed the class of CAI-designation holders how they can best use information available on the Internet to improve their marketing efforts. Gerstenschlager says he doesn't know of anything Richter provided that he couldn't take back to his business.

“We all get complacent and lazy, and that man is far from complacent,” he says.

“We had a five-course meal, and then he gave us two desserts. How could he get any better? Having found him and Ann (Bastianelli) was amazing.”

New CAI chairman



Geyer

A positive reaction from CAI students was a goal incoming and outgoing leaders of the Education Institute Trustees started working toward last

summer, says incoming Chairman Marc Geyer, CAI, AARE, BAS, CES, of Phoenix.

Based on member feedback, the Trustees developed CAI Next to focus on the economy, marketing/branding and technology, Geyer says. NAA members, he says, want more interactive adult-learning experiences.

“We were extremely successful in accomplishing that this year — from the first class all the way through the program,” Geyer says.

“We're on the cutting edge of where the industry is today. We're able to design a curriculum to meet the needs of those Auctioneers.”

Although the initial plan was not to offer CAI Next in 2012, Geyer says

it will come back next year based on positive feedback and signs that it will again be in high demand.

“It places the bar high,” he says, referring to presentations from Ann Bastianelli and Sam Richter. “In my eyes — I had the opportunity to sit through the whole seminar with Sam Richter — that was the best educational offering that I have sat through in the NAA. We had those types of comments.”

Interactive education



Bonnette

Outgoing Chairwoman Barbara Bonnette, CAI, AARE, GPPA, of United Country — Bonnette Auction Co. LLC, Alexandria,

La., says CAI education is now at a higher level, and, she says the rewrite of the CAI I curriculum for 2011 was especially important because many students had college degrees. CAI I student Smyth has a master's degree.

The future of NAA education, including CAI, will be more online, more interactive and will feature more speakers from outside of the organization, Bonnette says.

“We're going to need to offer more education online, which we are already doing through Industry Insights,” she says.

“That's an important tool (Industry Insights) that probably not enough of our members are taking advantage of or are aware of.”

She says the foundation for NAA education is one that focuses on the in-depth knowledge Auctioneers need to run and plan a business that will be successful for many years into the future.

“For you to be successful, you need to

From CAI 35

CAI 2011, the 35th anniversary of the program, took place March 20-25 on the campus of Indiana University in Bloomington, Ind.

Here are event highlights:

Maria Keet, AARE, CES, BAS, won the Pat Massart Award. Other finalists were these NAA Auctioneers:

- **Neil Enslow**, AARE
- **Letitia Frye**
- **Janine Huisman**, GPPA
- **Paul Roesch**, AARE, CES

Jodi Reynolds won the Rose Award. Other finalists were these NAA Auctioneers:

- **Richard Hart**, BAS, GPPA
- **Deidre Rogers**
- **Cynthia Schillig**
- **Sherry Truhlar**, BAS

2011-2012 Chairman of the Education Institute Trustees is **Marc Geyer**, CAI, AARE, BAS, CES, of Phoenix. Vice Chairman is **Aaron Traffas**, CAI, ATS, CES, of Purple Wave Inc., Wichita, Kan.

The **CAI Fun Auction**, including auction sales, sponsorships and events, raised a record **\$52,458**, which includes a **\$15,033** donation to St. Jude Children's Research Hospital.

In honor of CAI III co-adviser **Traci Dower**, the class made a donation of \$1,200 to the American Cancer Society.

be at CAI,” Bonnette says. “We go to auction school, and we learn the chant ... we get a touch of what it takes to run a business.” □

Auctioneers have obligation to report fraud

Kurt R. Bachman and Beers Mallers Backs & Salin LLP appreciate the opportunity to review and answer legal questions that will be of interest



Bachman is an attorney and licensed Auctioneer from LaGrange, Ind. He can be reached at (260) 463-4949 or krbachman@beersmallers.com.

to Auctioneers. The answers to these questions are designed to provide information of general interest to the public and are not intended to offer legal advice about specific situations or problems. Kurt R. Bachman and Beers Mallers Backs & Salin LLP do not intend to create an attorney-client relationship by offering this information, and anyone's review of the information shall not be deemed to create such a relationship. You should consult a lawyer if you have a legal matter requiring attention. Kurt R. Bachman and Beers Mallers Backs & Salin LLP also advise that any information you send to an Auctioneer shall not be deemed secure or confidential. Please visit one of our offices to ensure complete confidentiality.

How can professional Auctioneers protect the industry's reputation?

Q: John and Jane Doe seem to have no problems moving from one auction fraud to the next. Despite having been exposed by national media, the couple continues to conduct bogus auctions, which are likely to harm our industry's reputation. Many states have taken away their auction licenses, but somehow they still continue their businesses. How are they able to get away with allegedly fraudulent sales?

A: Unfortunately for bidders and Auctioneers, there are people who use fraudulent methods to conduct auctions. Each state licenses and regulates the Auctioneer profession in its respective jurisdiction. Despite each state's efforts to regulate the profession, sophisticated individuals can move from one state to another and quickly change their business name. Unlike state-issued driver's licenses, where each state reports to a central clearing house in order to track the driving record of each driver, states do not report to a central clearing house for Auctioneer licenses and violations. Consequently, the violations committed by an Auctioneer in one state may not be known in other states.

If Mr. and Mrs. Doe continue moving from one jurisdiction to another, the local and state officials may be unaware of their prior violations. It is difficult for local authorities and regulators to even identify Mr. and Mrs. Doe, and even more challenging to investigate their past violations and suspensions. Also, the couple may use different business names and corporations that make it more difficult to track them from one jurisdiction to another.

No license

Furthermore, if an individual is willing to engage in unethical or criminal behavior, he or she may not even attempt to obtain a license. Some individuals are likely to be conducting auctions without the appropriate licensing. In addition, if an individual is planning to commit fraud, he or she may be willing to lie on an application to obtain a license. These individuals may not disclose the fact that they held previous licenses, were disciplined or had prior criminal convictions. The application and licensing process, including reciprocal licenses, relies on individuals being honest and self-reporting. But, not everyone will be completely honest.

If an Auctioneer engages in fraudulent conduct in several jurisdictions, in a manner that crosses state lines, or uses the mail to commit fraud, there could be

violations of various federal criminal laws. Improper conduct could be reported by bidders or Auctioneers to the local U.S. District Attorney, Federal Bureau of Investigation or Federal Trade Commission. This conduct should also be reported to the local licensing agency.

Self regulation

Each profession is responsible for self regulation — where the profession monitors and polices itself. The legal profession, for example, monitors and polices itself with various rules of conduct. If someone has a complaint against an attorney, it can

be filed with the local Disciplinary Commission. A lawyer who knows that another lawyer violated the rules has a duty to report that violation to the appropriate authority (Model Rule 8.3.). It should be similar for Auctioneers. This means that if an Auctioneer observes illegal conduct, he or she has a duty to report it to the local licensing agency. Some state statutes impose the duty to report other violations, while other states have implied such a duty. Auctioneers, at the very least, have a professional obligation to report their colleagues when they observe unethical or fraudulent conduct. If Auctioneers do not police themselves, the profession's

reputation will suffer and regulators will be given more power to regulate it.

As stated earlier, it is unfortunate that some individuals tarnish the profession by engaging in unethical and illegal conduct. If an Auctioneer engages in unethical or illegal conduct, though, eventually his or her conduct will catch up with him or her. His or her track record could even be used in a criminal prosecution. The auction profession would be well served by taking its duty to self-regulate seriously. □

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- President & CEO – Jack Nitz & Associates, Inc.
- NAA Board of Directors 2007-2010
- Life Member of NAA
- Chairman – 2010 NAA Fun Auction
- Co-Chairman – NAA Membership Committee
- Graduate Missouri Auction School – 1982
- Graduate CAI – 1988
- Chairman of 2006 NAA Election Committee
- Served on Election Committee for 12 years
- Served on NAA Auction Extravaganza
- Seminar Presenter for 1995 Conference & Show in Niagra Falls, NY.
- Served on Nebraska Auctioneers Association Board of Directors
- Endorsed by the Nebraska Auctioneers Association

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A dangerous cocktail

Alcohol and business don't mix



By Steve Proffitt

Auctions are about selling property — both real and personal. Auctions are about business. Auctions are about money. Auctions are important events. More on all of this shortly.

I was raised in the South ... a Southern Baptist. There is no news there. The only alcohol that was ever in our house was for sterilizing Momma's sewing needle just before she went to digging a splinter out of some kid's hand or foot. Then I went to college and the peer-pull of fraternity life led me to start drinking beer and sometimes stronger. I did not want to be seen as a square. I graduated as "a sophisticate" who drank socially and saw no harm in it.

Lesson learned

I went to work for Westinghouse Electric Corp. This was before I enrolled in law school. During my first year with the company, I was dispatched to Miami to meet with our division's top salesman about a problem a major industrial customer was experiencing.

George Smith met me at the airport in his showy Cadillac. It was fancier than any I had seen. Mr. Smith was nattily dressed and looked like the big shot that he was. He drove us to his favorite spot for lunch — a private club along the waterfront. We entered the posh clubhouse and were quickly taken to his regular table in a quiet corner with a great view. A waitress immediately brought his customary beverage — iced tea. He was familiar to and comfortable in this setting. The lady asked what I wanted to drink, and I ordered a whiskey sour. I wanted to look the part.

As soon as she left the table, Mr. Smith opened the conversation.

"Steve, I've heard a lot of good things about you, and that's why I asked them to send you here."

Before I could thank him for his compliment he added, "But you've made a mistake that I want you think about."

I was stunned. What could I have done? I had just met the man an hour earlier.

"I'm sorry, Mr. Smith," I nervously managed. "What did I do?"

"Steve, alcohol and business don't mix," he cautioned. "People who think differently are wrong. When you drink alcohol and conduct business, you end up doing one of three things. You will talk bad about the company; you will talk bad about your boss; or you will tell the company's secrets. You will end up looking foolish. I see businessmen do it all the time and I ought to know — I'm an alcoholic."

Mr. Smith explained that he had been 14 years without a drink, but he had to fight temptation every day. He made such an impression on me that I didn't drink that whiskey sour ... and haven't touched alcohol since.

Don't mix

My point is not to argue against drinking. That is a personal choice and I respect those who decide the other way, so long as they do not hurt or bother others in the process of using it. My point here is to pass along the same lesson that George Smith taught me — drinking can hurt you in business — any business, including Auctioneering. Responsible business and alcohol do not go together and attempts to mix them can result in a dangerous cocktail.

Two scenarios come to mind and each holds trouble for an Auctioneer. Here they are:

Attendees

Auctions often attract large crowds comprised of a wide variety of people. Sometimes one or more of these folks has had a few drinks before arriving. I have seen it and heard others' stories, too.

Conducting an auction with a drunk in the crowd will never help an Auctioneer have a successful sale. A bleary-eyed, three-sheets-to-the-wind attendee can pose problems in a number of ways. The person might be loud and obnoxious; or bid inappropriately and break the flow of the auction; or annoy and anger those nearby.

An Auctioneer has a duty to his seller and customers, too. These parties come together to form an auction market in which the seller wants a good sale of the assets to serious bidders who become buyers. All of the parties look to conduct their business in an appropriate setting and manner, and it is up to the Auctioneer to ensure that happens. Since an intoxicated attendee can add nothing beneficial to the process, that person should be

removed immediately. Hopefully, that can be done with some gentle urging. If not, the sheriff should be summoned. Serious sellers, bidders, and buyers will not tolerate a bunch of foolishness, and there are too many auctions and other selling venues available for an Auctioneer to let such a situation pass.

Auctioneers

If it seems unthinkable that an Auctioneer would drink alcohol before or during an auction, think again — it happens. I have seen it and have received reports from others who have witnessed it, too. It should be no surprise. The power of alcohol over some is so great that examples exist in every corner of commerce of its misuse — lawyers, doctors, police officers, even airline pilots have all been caught under the influence of

alcohol while on the job. This is not only highly unprofessional conduct, it is irresponsible to everyone else involved.

When it comes to our house, an auction is neither a cocktail party nor time for frivolity and fun. It is an event where important business is done for money and the scene and decorum must be maintained accordingly.

The Fortune 500 atop the corporate world all have strict codes of conduct for employees when acting within the scope of business dealings. Auctioneers need to follow this example and do the same. The principles that apply to the conduct of responsible business elsewhere apply with equal force to the business of Auctioneers. We should never forget that.

Here's to good judgment ...

Steve Proffitt is general counsel of J. P. King Auction Company, Inc. (www.jpking.com). He is also an Auctioneer and instructor at Mendenhall School of Auctioneering in High Point, N.C., and Reppert School of Auctioneering in Auburn, Ind. He welcomes questions from readers about auctions and auctioneering. Readers' communications may be edited and revised. Proffitt will answer selected questions, but he cannot provide personal answers. His answers do not represent legal advice or the formation of an attorney-client relationship and readers should seek advice from their own attorneys on all matters. Please submit questions to sproffitt@jpking.com or clo J. P. King Auction Company, Inc., 108 Fountain Avenue, Gadsden, AL 35901. □



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Board member proud of absentee voting, ambassador program

By J.J. De Simone
Special to Auctioneer

In the auction industry, finding a profitable and unique area can sometimes be difficult, especially in light of the recent recession.

Dennis Jackson, CAI, AARE, CES, of Indianapolis, has had 30 years to cultivate a unique market, making his company's name synonymous with that niche — artwork by deceased Indiana residents.

"First, I was just selling estates, then I started to sell antiques," he says. "I eventually began to auction art by deceased Indiana artists. I saw it as a unique opportunity."

Although the auction profession always interested Jackson, his initial career was teaching special-needs students. After several years as a teacher, Jackson decided to change things up and pursue his dream of becoming an Auctioneer. He attended auction school, unofficially apprenticed under a longtime professional, and completed the CAI program.

"In the mid-1970s, I wanted to further my education and be the best Auctioneer possible," Jackson says. "I joined my state and the national association. Then, CAI started. It was a great experience. Many people appreciate that you are furthering your education. It tends to give me more professional credibility."

After a successful career in the industry, Jackson decided to turn his business, Jacksons' Auction & Real Estate Co., over to his children. Bryan and Michelle Jackson were on the receiving end of the reincorporation and now conduct the day-to-day work, while Jackson works mainly on auction days as the senior Auctioneer



Outgoing NAA Board of Directors member Dennis Jackson (right), CAI, AARE, CES, participates in the NAA's State Leadership Conference in February. Jackson has now turned his auction business over to his children. Photo by Bryan Scribner

and real estate broker.

Bryan Jackson, CAI, CES, says working with his father has been a positive experience.

"He's fun and easy to work with," Bryan Jackson says. "Our business success has been based on his unique ideas. He's just one of those people that can get along with just about anybody. There's just something about him that lets him deal with everyone."

Board of Directors

With the hiring of Hannes Combest, CAE, as the National Auctioneers Association's CEO, and handing his company over to his children, Jackson says he saw a perfect opportunity to get more involved and run for a position on the NAA Board of Directors in 2008.

Looking back at his three-year tenure, Jackson says the Board voting to allow for absentee voting at Conference and Show and the establishment of the NAA Ambassadors are two of the Board's accomplishments of which he

is most proud.

"Membership has been spiraling down," Jackson says. "I helped establish the NAA Ambassadors to reach out to old or lapsed members to understand why they left and what we could do to get them back in to create legacy members."

John Littlejohn, CAI, AARE, BAS, CES, of Auburn, Ind., has known Jackson for many years and says he has contributed greatly to the Board.

"He brought intellect of the auction industry with him," says Littlejohn of Littlejohn Auctions Inc. "He's projected and adhered to ethics in the business. He brought those skills to the Board."

Given that Jackson specializes in such a unique market, Littlejohn says he hopes Jackson maintains his strong involvement with the NAA.

"I just hope he continues on and keeps very active in the NAA and shares his knowledge with us. He has a wealth of it," Littlejohn says. □



Traci Dower



CAI



NAA



NAF



TAA



JJ Dower



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Wiki answer: JJ Dower, CAI, AARE

JJ is well qualified and he has been part of an auction family for 26+years. He has earned his CAI and AARE designations and has earned a Bachelor's Degree in Management from Lincoln Memorial University. Currently serving on the NAA Board of Directors. He is a past TAA president and TAA Hall of Fame member.





TURF WARS

**Benefit auction raises money
for turfgrass research**

By Tom Burfield
Special to Auctioneer

Darron Meares, CAI, BAS, MPPA, has conducted hundreds of auctions, but one that is especially dear to his heart as a golfer and outdoor enthusiast is the Rounds4Research fundraiser.

Established three years ago, the annual event helps raise money for turfgrass research conducted primarily at Clemson University in South Carolina and North Carolina State University in Raleigh, N.C. Some funds also go to research in Georgia and Virginia.

Meares, owner of Bowtie Benefit Auctions, Pelzer, S.C., the fundraising division of Meares Auction Group, where he is chief operating officer, conducts the auction, helps market the event, processes payments and sees that winning bidders receive their prizes.



Meares

The auction is the brainchild of Tim Kreger, executive director of the Carolinas Golf Course Superintendents Association, Liberty, S.C.

“(Kreger) had the vision, and I helped him get the actual auction online and put the auction aspects of it together,” Meares says.

For 10 years, CGCSA has given about \$36,000 annually to the two schools with the help of a dozen turfgrass associations throughout the Carolinas that each gives \$1,000 a year.

“We match it 2-to-1,” Kreger says.

Fund cutbacks

But he decided that more had to be done when government grants for turfgrass research were severely cut back about four years ago.

“We rely on the expertise of these researchers,” Kreger says.

He needed a way to get the end users — the golfers themselves — involved in the fundraising.

“The best way was to give them access to the game of golf that they love,” he says.

The result was Rounds4Research, a “static, timed online auction,” Meares says.

Last year, more than 500 golf courses donated packages that included a round of golf for four people. Some also threw in dinner, hotel stays or other extras.

The auction took in more than \$54,000 the first year and more than \$75,000 last year with 669 registered bidders. CGCSA was hopeful that this year’s event, set for mid-April, would be equally successful.

Thwarting threats

The auction helps ensure that research can continue to help combat nematodes, dove weed and other threats to turfgrass, says John Davis, director of agronomy at Secession Golf Club, Beaufort, S.C., and CGCSA president.

“We want to make sure we can keep funding and keep our professors at these two universities,” he says.

Turfgrass research is “a refined science” that studies various types of grasses for different locations as well as fungicide, herbicide and pesticide management and other threats, Kreger adds.

“Anything that can impact a crop can impact a golf course, as well,” he says.

The region’s golf courses do more than just provide a place for golfers to have their fun in the sun, points out Trent Bouts of Tee Media Consulting, Greenville, S.C.

Economics

Bouts, who writes about golf and handles public relations for Rounds4Research, says the sport is important as an industry.

Golf has an \$8 billion economic

impact in the Carolinas alone each year, he says. The game also gives a boost to the hospitality industry and brings social and environmental benefits to the community.

“The money that people spend to buy a round of golf or a foursome on Rounds4Research is really an investment in their states,” he says. “It’s a great vehicle for a lot of people to do a little bit and make a big difference.”

Most of the auctions that Bowtie Benefits conducts are centered on children and education, Meares says.

But he conducts about seven golf-related events a year, including an auction in conjunction with the Bi-Lo Charity Classic in South Carolina, which he says is the largest one-day golf auction in the U.S.

Meares is a good choice to handle the Rounds4Research auction, Kreger says.

“He’s led us down a good path with some marketing vehicles that we’ve used to expand our bidder base,” he says.

“I don’t know if we could do it without him,” Davis adds. □

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Paid for by the Colorado Auctioneers Association

For many, field trip could offer glimpse at different side of auction business

By Sarah Bahari
Special to Auctioneer

Original prints by prominent artists such as Pablo Picasso and Salvador Dali. Quarterly art auctions. Professional services such as art appraisals, custom framing and consignments.

These are among the offerings at Baterbys Art Auction Gallery in Orlando, Fla., one of the preeminent art auction galleries in the country. Auctioneers will have an opportunity to see firsthand the Baterbys operation during a field trip this summer at the National Auctioneers Association's Conference and Show.

Continuing education

NAA members who go on the field trip will be able to earn three continuing education units, which many states require for Auctioneers to maintain certification.

With more than 25 years of experience in art and auctioneering, Baterbys opened the brick-and-mortar gallery in 2009. The collection has grown from a handful of works to hundreds of thousands of pieces that barely fit in a 10,000-square-foot warehouse.

"We are a full-service gallery, which means we do everything from auctions and exhibitions, consignments and home staging," Baterbys owner Richard Hart, CAI, BAS, GPPA, says. "People will be able to get a feel for all of these things."

Located in Pointe Orlando, an entertainment and shopping district in the city's center, the auction house and gallery is regularly voted Orlando's Best Art Gallery by the city's culture and lifestyle magazines.

The gallery features works from a

variety of genres and time periods. In addition to Picasso and Dali, the gallery's collection includes works by classical artists Marc Chagall, Pierre Bonnard and Henry Matisse, as well as works by world-renowned contemporary artists and American modern painters.

Baterbys hosts four live art auctions a year, drawing thousands of people to the gallery.

See it transform

Visitors from the NAA show will see the unique set-up of the gallery,

which can quickly morph into an auction facility with a state-of-the-art sound and television system. An open space, soft white walls and wood floors complement the art hanging on the gallery walls.

"It's a beautiful, nice space, but it's also functional," Hart says.

Non-profits seek Baterbys' assistance in planning, organizing and promoting charity auctions. Baterbys offers a licensed Auctioneer, event marketing, sales support, product procurement and item valuation. According to its website, the gallery

Don't miss deadlines for Conference and Show 2011

May 25

Conference registration

Rates increase May 26

Preconference education registration

Rates increase May 26

Hotel cutoff

To secure the NAA discounted rate, you must make your reservation by the deadline. After the deadline, reservations will be accepted on a space-and-rate-available basis only.

International Auctioneer Championship (IAC)

Late entries are not allowed. Go to www.conferenceandshow.com for more information.

June 1 Mail-in ballots

Active and retired members shall be entitled to vote in person in all meetings of members. Associate, affiliate and National Auctioneers Association Auxiliary members shall not be entitled to vote. Active and retired members may request a mail-in ballot in writing by June 1 or

For additional Conference and Show information, go to www.conferenceandshow.com.

the closest business day before June 1. Ballots will be mailed out by June 1 or the closest business day after June 1. Ballots must be returned, postmarked by July 1; envelopes must contain an individual's name and member number in order to be valid. Members who return a ballot by July 1 cannot vote at the annual meeting. Sealed ballots will be turned in to the Election Committee. E-mail hcombest@auctioneers.org to request your ballot.

June 21

Fun Auction donations

Donation forms received by the deadline will be promoted on the NAA website and included in the Fun Auction catalogue.

July 12

International Junior Auctioneer Championship (IJAC)

Advance entries must be received by July 1 at the NAA headquarters office. On-site entries must be received by 5 p.m. EST at the NAA Registration Desk located in the Caribe Royale Convention Center.

conference and show

has substantially increased the annual yields of its fund-raising partners.

Baterbys is one of a few art galleries nationwide that offers professional services to the public such as appraisals, framing, consignments, corporate art leasing and home staging. Art experts even provide public lectures on various art-related topics.

In an average week, Hart says, about 500 people visit Baterbys, which employs a full-time staff of 15.

The company does its advertising and marketing in house and last year was recognized with the Best of Show for Advertising and Public Relations at Conference and Show.

Marketing tips

“We will share our appraising, marketing and auction-day techniques, as well as the creative way we do business,” Hart says.

Jodi Reynolds, a member of the Conference and Show Education Committee, which is planning the field trip, says the excursion will provide insight into a field many in auctioneering know little about.

“It’s very different from what a lot of us do,” says Reynolds, of Nokomis, Ill., who specializes in antique farm equipment auctions. “To get a first glance at their operations, how they take in products and see them is a real educational opportunity for us.”

Positive feedback from Auctioneers at last year’s field trip to North Carolina-based Replacements LTD., which boasts the world’s largest collection of new and old dinnerware, convinced the committee to plan another trip, says Reynolds, CAI, of Aumann Auctions Inc., MarkNet Alliance Member.

“We think this is an excellent opportunity and are hoping for a good turnout,” Reynolds says. □

The NAA thanks its 2011 Conference and Show sponsors:



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**SHAWN
TERREL**
NAA Vice President

There is NO BETTER TIME to be in the professional auction business than today. America is witnessing the greatest amount of auction exposure we have ever experienced. In 1949, the National Auctioneers Association was founded by professional auctioneers with the intent to collectively educate and promote the auction method of marketing to consumers. Our Founding Fathers purposely built the NAA to empower auctioneers with the tools, training and internal social network needed to excel in this great profession. Over the years the NAA has met these goals, providing a valuable service to auctioneers, however; the industry is evolving and we must continue to change with it. It is my goal to leverage my business experience, passion for the auction industry, belief in fiscal responsibility and personal accountability to lead the NAA through these changing times.



VoteTerrel.com

St. Jude support surpasses \$110,000

By NAA staff

National Auctioneers Association members and affiliates helped raise more than \$110,000 for St. Jude Children's Research Hospital, Memphis, Tenn., from March 15, 2010, to March 14, 2011, an increase of about \$35,000 from the year before.

The NAA and St. Jude would like to thank these supporters:

Marvin Henderson, JAH Enterprises Inc., Henderson Auctions, Livingston, La.

Henderson has supported St. Jude since 2005. His wife of 54 years, Audrey, was diagnosed with cancer in 2004.



Henderson

"Cancer is a tough enough disease for adults to fight, let alone a child," Henderson says. "The support St. Jude provides its patients and families is amazing. The research and work done at St. Jude not only helps children fight cancer but adults as well."

In the past year, Henderson has raised more than \$35,000 for St. Jude. Over the years, he sold his auction company's hats and donated the proceeds to the hospital. Several hats have sold for more than \$1,000 each.

United Country — Massart Auctioneers Inc., Green Bay, Wis.

After hearing about St. Jude during Conference and Show in 1994, Damien Massart, CAI, BAS, GPPA, of United Country — Massart Auctioneers Inc.; wife, Michelle; father, Robert, CAI, AARE, CES, MPPA; and mother, the late Pat Massart, were moved to take action.



Damien Massart

From selling savings bonds and restaurant gift certificates to candy and wine, the family's efforts have raised more than \$80,000 to benefit the hospital. This year, the family sold a prime parking spot for \$400, and they regularly sell reserved seating for \$20 to \$60 per chair.



Belcher

Other St. Jude donors over the past year include the following people and organizations:

Andy Blackwood
Carolina Auction Academy
Charles Wehrly
Christie King, CAI, AARE, BAS
Dick Whittington, CAI, MPPA
Forrest Mendenhall, CAI, AARE
Kansas Auctioneers Association
Kentucky Auctioneers Association
Lance Walker, CAI, BAS, CES and Terri Walker, CAI, BAS, CES
Maggie Beckmeyer, CAI, AARE, BAS, CES, MPPA
Michael Furlo, CAI/Michigan State Auctioneers Association
Mike and Mary Garrison
Mike Jones, CAI, AARE, and Lori Jones
Paul Metzger
Randy Burdette, CAI, CES, and Jean Burdette, CES
Randy Wells, CAI, AARE, BAS, CES, GPPA
Reppert School of Auctioneering
Richard Kiko, CAI, and Patricia Kiko
Richard Hart, BAS, GPPA
Rick Garvin, CAI, ATS, CES, GPPA
Ron Alleva, CAI
Scott Musser, CAI, BAS
Sid Miedema Jr., CAI, and Scott Miedema
Terry Mangum
Texas Auction Academy
Tom Fleri
Tom Weschler
Tony Wisely, CAI, BAS
Veldon Kraft
Washington State Auctioneers Association
William Head, CAI, AARE, BAS, CES
Williams & Williams

Article compiled by Brandi McGrath and Chris Longly

Sam Belcher, AARE, CES, Belcher Real Estate & Auctions Inc., Panama City, Fla.

Belcher believes that even the smallest auction company can help support St. Jude. Belcher regularly raises money at his auctions by selling limited edition St. Jude Gund Collectors Bears, which he purchases from St. Jude.

He has found that some of his highest bidders are often the families of past and current St. Jude patients. Belcher's top-selling bear brought \$1,750 in July. □

Make a difference in a child's life!

Join the NAA and help support and raise awareness about St. Jude.

St. Jude fundraising tips from your fellow NAA Auctioneers:

- **Decorate your office** – Order an NAA *Auction for Hope* kit at www.stjude.org/naa and offer your bidders the opportunity to purchase a special *Auction for Hope* tear-off at registration and checkout. Thank your customers by taping their donation cards up around your auction gallery.
- **Showcase your talents** - When speaking to local organizations (e.g. Rotary, Chamber of Commerce, etc.) about auctions, showcase your services by selling an item for St. Jude.
- **Battle cancer for a buck** – Sell bottled water at your next auction for \$1 and let your bidders know that all proceeds will benefit the children of St. Jude Children's Research Hospital.®
- **Tips are always appreciated** – Place a St. Jude *Auction for Hope* tip jar at your concessions stand or a donation bucket at checkout. Your customers will appreciate knowing you care about a special cause and support one the world's leaders in cancer and catastrophic disease research.

To learn more about how you can help visit www.stjude.org/naa.

Please send all donations raised to:

National Auctioneers Association
c/o St. Jude
8880 Ballentine St.
Overland Park, KS 66214



We need your help.
Order your *Auction for Hope* kit today.

Please visit www.stjude.org/naa.

Editor's note: All auction schools listed at www.auctioneers.org/schools were provided an opportunity to submit a profile for this section.

American Academy of Auctioneers

1222 N. Kenwood Dr.
Broken Arrow, OK 74012
(918) 251-0058
www.americanacademyofauctioneers.com

Col. Bill Michie
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Burk Baker School of Real Estate & Appraising

2834 S. Sherwood Forest Blvd. #B14
Baton Rouge, LA 70816
(800) 222-3295
www.burkbaker.com

Description: Burk Baker is the owner of the Burk Baker School of Real Estate & Appraising and offers Auctioneer licensing classes for certification in Louisiana. Instructors are Burk Baker and Terry Shirley. We offer a 90-hour course that includes the Louisiana laws, techniques and drills, Auctioneer business, responsibilities and more. Our school has been in operation since 1981, and we offer the finest in instruction and customer satisfaction.



Continental Auctioneers School and Auction School of Real Estate

Mankato, Minn. and Ames, IA
www.auctioneerschool.com
auctioneerschool@hotmail.com
(507) 625-5595

Programs: Online real estate and personal property, fund-raising and personal property appraisal designations

Description: Now celebrating 25 years, the school graduates 130-160 students per year. Students have attended from several countries and from across the U.S. The Auction School of Real Estate is a specialized real estate Auctioneer course for Auctioneers, real estate agents and brokers who want to specialize in real estate auctions. In addition to Rich Haas, instructors are Terry Marguth, Vern Norling, Lowell Gilbertson and Pat Ediger, who are also Minnesota Auctioneers Association Hall of Fame members.

Florida Auctioneer Academy

P.O. Box 121279
Clermont, FL 34712
(800) 422-9155
www.f-a-a.com
info@f-a-a.com

Description: The school teaches students how to become Auctioneers and pass state license exams. Good Auctioneers chant so people can understand the numbers, know the basics of setting up and running an auction business and know how to sell to people one-on-one in the auction ring to produce higher bids. We have taught basic auctioneering since 1984.



Jacksonville State University Auctioneer School

www.jsu.edu/coned/auctioneer_school.html
(256) 782-5874

Ann Spicer

Description: Our Auctioneer school, at the McClellan Continuing Education Center, is rich in tradition and promotes high ethical standards. We offer an opportunity to learn and grow as an apprentice Auctioneer and network with our instructors, all of which are veteran Auctioneers. Students are required to attend 85 hours and must successfully complete a practical and written examination in order to graduate. On the last night before graduation, students conduct a live charity auction.



Kentucky Auction Academy

2435 Fitzgerald Industrial Dr.
Bowling Green, KY 42104
(270) 780-9513

Programs: The Kentucky Auction Academy provides the student with the best intensive training necessary to perform as a professional Auctioneer. The academy offers 80 hours of instruction.

Description: Train with leaders in the auction industry and experience the difference in learning the skills to prepare you for immediate success as an Auctioneer. The academy is currently the only auction school in the state of Kentucky. It is the auction school of champions with multiple instructors who are Kentucky State Champions, as well as international and world champion Auctioneers.



Mendenhall School of Auctioneering

High Point, NC
 www.mendenhallschool.com
 (336) 887-1165

Description: Established in 1962 by Col. Forrest Mendenhall, CAI, AARE, the Mendenhall School of Auctioneering is one of the oldest auctioneering schools in the U.S. We attract students from all 50 states and beyond. In our nine-day course, we offer training in the art of bid calling, as well as the business aspects of auctioneering. Our instructors are leading Auctioneers and business leaders who are highly successful in their chosen fields. Training men and women to be successful Auctioneers is not a sideline with us — it's a way of life.

Midlands Technical College School of Auctioneering

Columbia, SC
 Patsy Towery, program director
 (803) 732-5256
 www.mtctraining.com

Programs: Pre-licensing, four- and eight-hour continuing education
Description: Meets all South Carolina Auctioneers' Commission requirements. Topics are taught by professional working Auctioneers and cover bid calling, antiques and furniture, farm equipment, livestock, liquidations, business aspects, law and ethics, estate and bankruptcy sales, online auctions enhanced by field trips and student bid calling in actual auctions. The school was named the 1997 Outstanding Continuing Education Program in South Carolina and has enjoyed a 100 percent pass rate on the state examination.



Nashville Auction School

112 W. Lauderdale Street
 Tullahoma, TN 37388
 (800) 543-7061
 www.learntoauction.com
 nas@learntoauction.com

Programs: Auctioneering 101 – Intro to the auction chant and the fundamentals of auctioneering for those interested in becoming professional Auctioneers with an emphasis on ethics and professionalism.
Description: An advanced course for those interested in starting or improving their auction business. Emphasis is in business practices and laws governing business activities in the industry. This course is designed for the professionally focused Auctioneer and business owner. Continuing education is approved for all states requiring auction credits.

continued on page 51 ►

JIMMIE DEAN COFFEY

FOR 2011 NAA DIRECTOR

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- 27 years dedicated to the auction industry
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- 2011 NAA Conference & Show Education Committee
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Board of Directors approves “change” document for member review

By NAA staff

The spring Board of Directors meeting of the National Auctioneers Association focused on a topic — change — which has many professionals in the auction industry talking.

The Board focused its discussions on a paper from the Council on Future Practices, a group appointed by NAA President B. Mark Rogers, CAI, AARE. The Council is charged with looking into the future of the auction industry and identifying potential challenges for the NAA and its members.

At the meeting, the Board passed a unanimous resolution approving the “spirit of the document and mandating that it be made available to all members.” A copy of the paper is available at www.auctioneers.org/downloads, and it will be included with the June/July issue of *Auctioneer*.

Board member Dennis Jackson, CAI, AARE, CES, says the paper helps the Board “understand the pulse of the industry.” Rogers, chairman of the Council, agreed and noted that it will serve as a catalyst for change that the NAA must accomplish in order to meet the needs of the auction industry.

The document identifies four “macro-level trends” — factors Auctioneers can’t control and that Council members believe will have a significant effect on the auction industry in the next five to 10 years. The document identifies the trends, analyzes the effect each one potentially has on the auction business and then makes specific recommendations to the Board of

Directors. The following is a summary of the trends:

Macro-level trend No. 1: economic uncertainty and “opportunity agility”

In this section, several economic factors were analyzed, including unemployment, home sales, small-business failures, tight lending standards, high personal debt and the national debt. Although not a complete list, the Council recommended that all Auctioneers position their businesses for “opportunity agility.” Opportunity agility is defined as having business intuition and flexibility but being alert to trends that may develop into new specialties in the auction industry.

Macro-level trend No. 2: Developing technology increases visibility into auction results, business practices and entry into the auction business

According to the paper, auction results have been difficult to obtain without attending an auction in person. Now, more Auctioneers are publishing auction results and attendees are documenting the results for review online. The paper also noted that the barriers to entry into the Internet auction business are significantly lower than they used to be. There are many companies that are beginning to conduct Internet auctions without Auctioneers’ licenses (if states require them), and many of these companies are not members of the NAA, thus not subscribing to the organization’s Code of Ethics. However, it is clear that consumers are buying more products online. In its fourth-quarter report, comScore Inc. showed that online spending

reached a record \$43.4 billion for the quarter, up 11 percent from a year ago. If consumers have had experiences with non-NAA online auction companies, will it hurt business for other NAA members?

Macro-level trend No. 3: “Freemium,” a new business model

Freemium is a new concept for a business model that combines two “old” aspects: free and premium. Examples of freemium business models include Facebook — a free communication platform that is making billions in advertising revenue, and Google, which also is supported by advertising revenue. The Council looked to see if it applies to auctions, and while it may not today, the question remains: what will happen when someone figures out a way for consumers to purchase at auction without paying additional buyer’s premiums, fees or commissions?

Macro-level trend No. 4: Governmental regulations

The Council looked at how the government is preparing requests for proposals and contracts for its auction services. It also reviewed licensing and tax trends. The Council believes there will be serious revisions in all of these areas that could have a negative effect on the auction business.

In addition, the Council identified business challenges it believes will affect the auction business.

NAA President Rogers says the news is not all bad. The Council identified opportunities for businesses that are willing to adapt and change, and it provided five specific recommendations for the Board.

October meeting

During its meeting, the Board reviewed the paper in detail and charged the Executive Committee with developing a plan by the October meeting that will ensure the NAA will be ready to address challenges for its members.

Rogers says it's important to obtain feedback from NAA members as the Board moves forward. The Council is scheduled to present its findings at Conference and Show in July. The Board agreed that the Town Hall meeting should follow that presentation in order to obtain member feedback as soon as possible.

NAA Board member Benny Fisher, CAI, Vice President of the National Auctioneers Foundation, says in his years in the auction industry, there have been many changes, but he recognizes that the Council paper addresses the need for an association that will help his children meet the needs of a different auction business in the future.

"It's beyond thinking about what my peers need," he says. "We need to make sure NAA is here for our children and grandchildren."

Other Board action

In addition to discussing the Council paper during its meeting, the NAA Board of Directors met with Ifft & Co., PA, the auditing company hired by the Board based on a recommendation from the Audit Committee. The auditor confirmed the NAA ended the 2010 fiscal year with net assets of \$376,909.

NAA Treasurer Kurt Kiefer says this represents the best financial situation for the NAA in several years. A copy of the financials and the 990s are available at www.auctioneers.org/financialsandgovernanceinformation.

The Board also unanimously approved two new Trustees for the Education Institute. The members are Will McLemore, CAI, and JillMarie Wiles, CAI, BAS, who will begin their terms in July.

In addition, the Board approved offering Auction Enews, the association's electronic newsletter, to nonmembers. The Editorial Advisory Committee recommended this action to the Board, as it feels offering the newsletter to a broader audience will service as a recruitment tool. Some of the content within Auction Enews will remain accessible only

to members; however, nonmembers will be able to catch a glimpse of what the NAA offers.

Another recommendation from the Editorial Advisory Committee was a change of policy in allowing members to be on the cover of *Auctioneer*. Statistics indicate that people like seeing faces on magazine covers, though historically only the newly elected NAA President and winners of the International Auctioneers Championship have been featured on the cover. The NAA has made exceptions to this rule on a few occasions. The Board of Directors approved a policy that allows for individual members to be featured on the cover if they positively affect the auction business.

The Board also approved criteria to be used in reviewing proposed endorsement deals, and it approved a process to review the charitable organizations with which the NAA is involved.

Finally, the Board approved a chart of organizational responsibilities that clearly indicates what actions can be taken by the Board, the Executive Committee and the CEO.

Rogers says that in the past three years, the Board has spent time and effort on documenting processes so that the Board can spend more time discussing strategic issues, such as that submitted by the Council on Future Practices. He also noted that monthly Board conference calls, which began in March, improve communications for the Board and all NAA members. □



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BIG movers

Machinery and equipment going fast at auction

By Bryan Scribner, *editor*

From sales of mowers to dozers, machinery and equipment buyers seem eager for auctions.

And high prices, at least in the first part of 2011, don't seem to be holding them back, report National Auctioneers Association members.

Construction equipment is a main focus for Tampa Machinery Auction Inc., Tampa, Fla.

In Florida, demand is high for wheel loaders, graders, bucket trucks, excavators and many other types of light and heavy machinery, says Tampa Machinery's Dave Nelson. He says the slow economy has limited construction projects in his area, and therefore companies are going out

of business or selling equipment to raise capital.

"It's kind of pushed the prices up a little bit," he says. "You'd think we'd be pretty well depressed now because of the economy and nothing going on."

Strong buyers, Nelson says, are coming from the Northern U.S. and other countries.

machinery
and
equipment

continued



Grain prices keep growing

| | April 25 | Change from 2010 |
|--|----------|------------------|
| Avg Corn Price (Central Illinois \$/bu) | 7.175 | 112.3% |
| Avg Soybean Price (Central Illinois \$/bu) | 13.58 | 38.7% |
| 48% Soybean Meal, Rail (Central Illinois \$/ton) | 342.3 | 12.5% |
| Spring Wheat, 14%, MN, Rail (Dark Northern \$/bu) | 13.19 | 91.4% |
| Sorghum Kansas City Truck (\$/cwt) | 12.57 | 122.1% |

Source: USDA Livestock & Grain Market News

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Low inventory

He says there was too much supply in 2009 and 2010, when prices at auction were lower for his company. Now that there are fewer machines on the market, he says there is increased demand from equipment dealers.

“I talk to equipment dealers now, and they can’t find equipment to buy and put in their inventory and sell,” Nelson says.

That dip in supply has resulted in higher-than-normal prices for Tampa Machinery; however, Nelson says high prices are not offsetting a significant drop in volume. A good auction in 2009 and 2010 had 1,200 to 1,300 lots, and now, the company is down to 700 to 800 lots per auction.

Tampa Machinery has a sale once a month. The auction attracts hundreds of consignors, from individuals to large companies to government agencies. Sixty to 70 percent of the equipment Nelson’s company sells is from state or local governments, he says.

In late March, a Caterpillar 950G wheel loader brought \$74,000, when Nelson says he expected to receive \$50,000 to \$60,000. A John Deere motor grader, in the same sale, brought \$60,000 against a \$40,000 to \$50,000 estimate.

“The only thing I can point to is the fact it’s just hard to find that kind of equipment right now,” Nelson says, referring to the high prices. “All the dealers are just snapping it up when they can get a hold of it.”

Manufacturing equipment

Prices also are up for Plant & Machinery Inc., Houston, which sells industrial manufacturing products, including plastic-

injection molding, food-processing and metal-fabrication equipment. Compared to what Plant & Machinery was receiving at the height of the recession, the company’s Ron Moore says prices are up 20 percent to 30 percent.

Traditionally, Moore says buyers gravitate toward later-model items — products five years old or less — even when economic times are tough. Now, though, even older equipment is seeing good demand and high prices, he says.

End users of industrial manufacturing equipment are investing in their companies by purchasing at auction.

“You do have some dealers who are trying to buy inventory, but frankly, it’s difficult for them because they’re getting out bid by the end users on just about everything,” Moore says.

Most of Plant & Machinery’s sales are related to plant shutdowns, buyouts, bankruptcies or retirements. The auctions are on site with online simulcast bidding.

For its auctions, Moore says the company is leaving no stone unturned when it comes to marketing. Plant & Machinery uses direct mail, newspapers, trade journals and e-mail blasts.

These marketing methods have led to good auction attendance, Moore says.

On the first day of a late March sale, the company ran out of its original printing of 300 auction catalogs twice and had to make additional copies. Plus, the auction had 150 online bidders.

“Everybody seems to be in a good mood when it comes to auctions. They’re willing to buy if it’s clean, low-houred, because the price of new equipment has gone up so much at dealerships.”

*Allen Henslin
Henslin Auctions Inc., Bird Island, Minn.*

Agricultural equipment

Like Moore, Allen Henslin of Henslin Auctions Inc., Bird Island, Minn., says his company is seeing significant price gains. In his line of work — farm equipment — prices are up 15 percent to 20 percent compared to one year ago.

Henslin attributes this success to the overall strength of the agricultural market, which in his area is bringing good prices for commodities such as corn, soybeans and beets, he says.

Overall, Henslin says times are good for Auctioneers who sell machinery and equipment.

“Everybody seems to be in a good mood when it comes to auctions,” he says. “They’re willing to buy if it’s clean, low-houred, because the price of new equipment has gone up so much at dealerships.”

In addition to farm equipment, Henslin Auctions sells land, real estate and industrial equipment. Henslin says the company achieved record

prices for John Deere products in late November and early December.

Foreign demand also is fueling the farm machinery market, he says.

“China’s been buying up a lot of our crop, which has been a good thing,” he says. “It seems like the majority of countries — they want what we have, which is a good problem for us.

“There’s a super-high demand for good,

continued



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clean, low-houred equipment right now, and the supply is there. The same applies to land right now.”

Live is best

Live auctions with simulcast bidding seem to be the best auction method for Henslin Auctions.

“Live and online bidding is just the best of all worlds,” Henslin says. “There’s something about having a good Auctioneer that can control things that cannot happen on a computer. We’ve seen it time and time again. There are so many things that have happened at a live auction that I don’t think would have happened on an online-only auction.”

Henslin says his company is increasing its use of e-mail campaigns for marketing; however, the company hasn’t cut back on print advertising.

Another Auctioneer of agricultural equipment, Matt Maring of Matt Maring Auction Co. Inc., Kenyon, Minn., agrees with Henslin regarding the market for farm machinery and equipment.

Maring says one-owner farm equipment with low hours is “selling off the charts,” mostly because smaller equipment has been hard to find and commodity prices are high.

“I’ve been in the business for 30 years,” he says. “If the farmers make \$10, they’ll spend \$9.99. They’ll put it right back in the economy.”

He says good demand is coming from Canadian buyers, as well.

Maring also agrees with Henslin when it comes to online auctions with simulcast bidding.

Maring Auction Co. has had simulcast bidding at every auction for about five years. Maring says he disagrees with friends who say the auctions should go online only.

“I’ll stand my ground and argue that day in and day out,” he says. “When

you get the excitement that an Auctioneer generates, plus the competitive bidding versus standing in the crowd and hitting it on the computer, it’s a perfect marriage.”

Maring says the challenges associated with the technology — such as losing Internet connections — are just a part of doing business. And when it comes to understanding online auctions, he says some of his oldest customers are the savviest buyers.

“I’ve got 70-year-old farmers that sit 10 miles outside of town from my consignment sale that will buy \$80,000 worth of equipment on the Internet,” he says.

Buyer confidence

Maring, though, says online product descriptions must be as detailed as possible. While Auctioneers must mention all of the good things associated with the equipment they are selling, they must make special efforts to point out all defects.

He says a good rule of thumb is eight to 10 pictures of each item to promote buyer confidence. And the descriptions, he says, should lean a little more toward the downside of items — for example, if a tire has 50 percent rubber left, Maring says the description should say 45 percent remains.

Although sellers are urging his company to consider online bidding, Nelson of Tampa Machinery Auction says it’s not offering the service because his company’s Auctioneers constantly move from one location to the next during a sale.

Nelson says he is concerned about dropped connections.

“That makes it pretty tough — when you advertise a simulcast and then people log in and get set up to bid and all of a sudden it gets dropped,” he says. □





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1987 | MSAA President Paul C. Behr addresses the Minnesota Auctioneers at their annual convention.



1983 | Paul C. Behr addresses the NAA convention held at Shamrock Hilton in Houston, Texas. On the right is NAA past president and Hall of Famer Archie Moody.



1987 | MSAA President Paul C. Behr shares a laugh with Convention Keynote Speaker Miles Lord (United States Federal Judge)

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Using the cost approach for equipment appraisals



By Jack Young
ASA, CPA, MPPA

While equipment appraisals frequently rely on the Sales Comparison approach, researching an opinion of value takes an interesting turn when we appraise items for which there is not an active market. When a piece of specialized equipment cannot be compared to an item of similar utility, we can find a value by using the Cost Approach, known in machinery and equipment circles as “Trend and Bend.”

At its most basic, Cost Approach involves calculating the replacement cost new (RCN) of the subject asset (“trending”) and then reducing the RCN by all forms of depreciation

(“bending”). The three forms of depreciation that need to be accounted for — and in this order — are physical deterioration, functional obsolescence and economic obsolescence.

The easiest way to arrive at the RCN is to take the cost of the subject when new (original cost) and then trending it up to the RCN using an index. In the best case scenario, the client can confirm what the original cost was. Otherwise, we have to re-engineer the subject and calculate the resulting cost. That certainly adds a layer of complication, but sometimes it’s the only way to get a number we can work with.

Test for reason

With an original cost in hand, whether provided or calculated, an appraiser then goes to the producer price index website of the Bureau of Labor Statistics and finds the particular price index table for the respective industry. Using that table, one then builds an index such that the year of manufacture is the base year and then applies that built index to the original cost to arrive at an estimate of RCN. At this point, it’s good practice to perform a “reasonableness” test on the arrived at RCN.

A simple and straightforward way to check this number is by talking to the original manufacturer to see if the RCN is reasonable. Once an appraiser has a reasonable, substantiated RCN, the “Trend” portion of the “Trend and Bend” has been completed.

The next step is to “bend” the RCN. That is, the RCN needs to be reduced by all forms of depreciation, in the proper order.

Physical deterioration is

most commonly dealt with using an age/life analysis. For instance, if the subject asset is 75 percent good, then we would multiply our RCN by 75 percent. The next reduction will come from Functional Obsolescence — that is, those factors of obsolescence inherent to the equipment itself. A complete explanation of how Functional Obsolescence is calculated is beyond the scope of this article, but it involves such factors as excess operating costs and production capabilities. For instance, if our original subject produces 100 widgets a minute and the current state-of-the-art production is 120 widgets, that would call for a Functional Obsolescence adjustment.

The final adjustment to be made to RCN will be that of Economic Obsolescence — that is, losses in value external to the subject. Often this type of obsolescence is related to regulation and can be calculated to as the cost to cure the defect. A simple example would be when a specialized filter or safety device needs to be added to the subject to make it legally operational. At that point we would take our already-reduced RCN and subtract from it the expense not only of the additional filter or safety device, but also the installation cost, thus reducing the RCN by “cost to cure” the Economic Obsolescence.

At this point, having reduced the RCN by all forms of depreciation, an appraiser is prepared to state an opinion of value. Remember that while an appraiser does not need to include all calculations and reference materials within the report itself, it is necessary to keep all of one’s working materials in the appraisal folder, just in case there’s a need to explain to either the client, counsel or other concerned parties how exactly one arrived at the opinion of value using the Cost Approach.

Jack Young, ASA, CPA, GPPA, of Nor-Cal Valuation, Winters, Calif., is an NAA Auctioneer. □

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Meet Machinery Pete

Greg Peterson, aka "Machinery Pete," has compiled auction sale prices from farm and construction equipment sales in the U.S. and Canada since 1989. Since 1992, he has used this data in monthly columns for national magazines that cover the agriculture industry. For about the past four years, he has appeared on a weekly "Machinery Show" via RFD-TV.



Submitted photo

Peterson's website, www.machinerypete.com, provides access to auction sales data. Although it is a subscription-based service, Auctioneers who provide information about their machinery and equipment auctions receive free access. The site also offers a searchable "upcoming auctions" database and free advertising for Auctioneers. Peterson says he works with more than 700 Auctioneers.

Sales information is reported on the website, which is updated daily. Peterson also uses Facebook, Twitter, a blog and YouTube to report

results from machinery auctions. There are more than 70 categories of equipment on the site. Machinery Pete also publishes auction information in the "Machinery Pete Auction Price Guide" and the "Rust Book." Peterson has a monthly column in *Successful Farming* magazine, and he contributes to www.agriculture.com on a weekly basis.

Peterson can be contacted at greg@machinerypete.com or (800) 381-0423.

What's it worth?

Machinery Pete provides partner Auctioneers and subscribers sales data that includes make, model, year, hours, condition, price, date sold, location and specifications for equipment. As an example, Machinery Pete reports auction sale prices of John Deere 4455 tractors as follows:

| YEAR | HOURS | CONDITION | PRICE | DATE |
|------|-------|-----------|----------|-----------|
| N/A | 8610 | G | \$30,000 | 1/22/2011 |
| N/A | 5650 | G | \$46,000 | 3/1/2011 |
| 1990 | 7910 | F | \$32,500 | 1/29/2011 |
| 1990 | 2690 | G | \$48,750 | 2/19/2011 |
| 1991 | 2763 | G | \$30,000 | 1/1/2011 |
| 1991 | 4183 | E | \$60,250 | 3/26/2011 |
| 1992 | 5988 | G | \$50,000 | 1/29/2011 |
| N/A | N/A | F | \$20,500 | 12/2/2010 |
| N/A | 7170 | G | \$29,250 | 11/2/2010 |
| N/A | 2400 | G | \$41,000 | 8/9/2010 |

Scan this QR code

Watch Machinery Pete in action as he reports from the 27th annual Leland Lions Club Consignment Auction on March 19 in Leland, Ill.



Or visit
www.youtube.com/watch?v=X_dAlm-iVuk



Christie King, CAI, AARE, BAS

Gadsden, Ala.

Christie has served the auction industry for more than 24 years. She is President of C. King Benefit Auctions and consults with nonprofit organizations for fund-raising. She also is a principal and member of the Board of Directors for J. P. King Auction Co., a national premier auction company that sells high-end real estate to and for the affluent.

What is your definition of an Auctioneer?

The person whom the seller engages to direct, conduct or be responsible for a sale by auction. This person may or may not actually call or cry the auction.

What auction and life experiences do you possess that will benefit the NAA and the membership by your serving as President?

I have always believed in giving back to my industry and have served on the National Auctioneers Association Board of Directors, recently as Vice President, for the past six years. Service to the NAA has been both a passion and a privilege. I was involved in the management of my family business, J.P. King, for more than 20 years. I began C. King Benefit Auctions because I wanted to help others, no matter how large or small, one bid at a time. I bring a wide range of auction experience and management versatility to the NAA.

What changes do you foresee in the profession in the next five to 10 years, and how can the NAA be best positioned to address those changes?

The popularity of auctions has never been greater and is increasing due to the popularity of online auctions and other novel methods. Public outcry auctions will always be the preferred method; however, online bidding is here to stay. The NAA must be positioned to provide a leadership role in promoting the outcry method while promoting sound business practices in less traditional venues.

Please explain what you see as your role and how you will make a difference in the NAA?

As President, I will lead our association into the future by exploring future trends of our industry and arming our members with the knowledge to face those opportunities. Being a part of the Council on Future Practices has made me acutely aware of how important it is that we have a strong and dynamic organization. Our industry is changing every day, and it is crucial that we have an organization that can respond and even lead some of these changes. We want to be a catalyst for change — molding the auction profession to meet the needs not just of our members, but also of consumers. It continues what we have started — making NAA Auctioneers E-ssential to the economy.

Which of the following word(s) best describes your leadership style and why: Direct, Influencing, Traditional, Detail-focused?

All four describe me, but mostly, Direct and Influencing. I believe in hitting issues head on and communicating the plan of action.

What is your understanding of governing an association of professionals?

I have served the NAA for six years and have a very good understanding of the governance procedures of this association. It is important for the Board to ensure that the NAA has the financial stability needed to provide high-quality services to the membership. At this time, we also need to make sure we have the programs in place that will prepare all auction professionals to be successful in the future. While we need to have these programs, it is not our job to implement them — that is where it is important we have competent staff. We need to have a good CEO and then let her/him do his/her job.



Paul C. Behr, CAI, BAS

Denver

Paul is a first-generation Auctioneer and has conducted over 8,500 auctions. He began his career 40 years ago after returning from a combat tour in Vietnam with the U.S. Marine Corps. He owns and operates the World Wide College of Auctioneering and the World Automobile Auctioneers Championship. In 1988, Behr was the first NAA International Auctioneer Champion. In 1989, he was named World Champion Livestock Auctioneer, and in 1995, he earned the All Around World Champion Auctioneers Award. He has served on the NAA Board of Directors, AMI Board of Governors (now the NAA Education Institute Trustees) and on numerous committees. He is Past President of the Minnesota State Auctioneers Association and World Automobile Auctioneers Professional Association. He has one son, Matt, and is engaged to Suzanne McCarty. Behr is active in his church and community and enjoys horseback riding, fishing and hiking.

What is the definition of an Auctioneer?

An Auctioneer is the person or firm whom the seller engages to direct, conduct or be responsible for the sale of property by auction. While this person may or may not actually call the auction, the live auction and the accompanying bid call is and will remain an important and instrumental, if not always essential, marketing tool.

What auction and life experiences do you possess that will benefit the NAA and the membership by your serving as NAA Vice President?

I grew up on a rented Iowa farm where hard work and long days were a way of life. My agricultural and military background ingrained in me a strong sense of self reliance, honesty and an appreciation for the fruits of labor.

What changes do you foresee in the profession in the next five to 10 years, and how can the NAA be best positioned to address those changes?

I foresee the continued specialization of the auction industry into specific areas of practice. The strength of our industry and our association lies in the method and despite the details of how we conduct our business or what we may sell, the concept of the public auction binds us together. The technological advances of the past decade will continue to influence our business. The NAA must position itself to aid our members and set the professional

standard in implementing appropriate advances and opportunities while not losing our identity as Auctioneers.

Please explain what you see as your role, if elected as NAA Vice President, and how you will make a difference in the NAA.

I will serve all Auctioneers at all levels of experience and areas of practice. I am personally and professionally a person of inclusion, not exclusion. The NAA must continue to serve all Auctioneers and provide opportunities for education, networking and fellowship.

Which of the following word(s) best describe your leadership style and why: Direct, Influencing, Traditional, Detail-focused?

Direct Leadership: It is my goal and history to be an honest, open and transparent leader; a leader who stands for principled positions while treating everyone with respect and creating an environment of inclusion.

What is your understanding of governing an association of professionals?

In order to be a leader we must first be a servant of the organization and members. I have pulled the wagon for the NAA for over three decades and will continue to do so long after this election. I run for Vice President of the NAA to serve our industry and to serve our member Auctioneers with forward thinking and inclusive leadership.



J.J. Dower, CAI, AARE

LaFollette, Tenn.

J.J. has been active in the real estate and auction business for 25 years. Presently a partner in Ayers Auction and Real Estate, J.J. opened his own branch office in 1996 in Oneida, Tenn. J.J. is a Past President of the Tennessee Auctioneers Association, a position he held from 2001 to 2002, and the youngest member to be inducted to the Tennessee Auctioneers Association Hall of Fame. He is also a Director and Treasurer of MarkNet Alliance. J.J. has been married to Traci Dower for 25 years and has two daughters, Addison and Alissa.

What is the definition of an Auctioneer?

An Auctioneer is a professional who is trained to liquidate assets through a process of competitive bidding, including but not limited to public outcry and timed online auctions.

What auction and life experiences do you possess that will benefit the NAA and the membership by your serving as NAA Vice President?

In the past 25 plus years, my auction experience has given me a sense of compromise, working with a team, a diligent work ethic and a sense of responsibility. I have leaned on these attributes as an NAA Board member, always remembering I am a part of a team that represents a vast membership. My life experience as a son, husband, father and friend has taught me that life and work is made up of good and bad times and how wonderful it is to have family and friends during both.

What changes do you foresee in the profession in the next five to 10 years, and how can the NAA be best positioned to address those changes?

I see our economy continuing to change over the next several years. Some changes will be positive, while others will pose challenges. Many of the economic changes will be in the real estate market. I also think there is a strong possibility that government may change laws and their role in the real estate market. It is critical for NAA to stay abreast on the changes and challenges and help educate Auctioneers on how to prepare for market fluctuations. Technology will be driving many of these changes, and the

NAA must be where professional Auctioneers turn to get the education.

Please explain what you see as your role, if elected as NAA Vice President, and how you will make a difference in the NAA.

If elected NAA Vice President, I will work to continue to provide top-quality education for Auctioneers through NAA programs. I will focus on reaching out to non-NAA members and sharing the value of NAA membership. I will strive to bring to the position experiences from business ventures outside the auction industry to help share best business practices.

Which of the following word(s) best describe your leadership style and why: Direct, Influencing, Traditional, Detail-focused?

I have both an influencing and direct leadership style. I aspire to lead in a way that does not leave room for question as to the direction I feel we need move. I also have a strong desire to clearly share my vision with other leaders in the NAA in order to help move the organization in a positive direction that will benefit our entire industry, not just one or two segments.

What is your understanding of governing an association of professionals?

Governing an association of professionals should be listening to the members and delivering to them what they need. It is not to serve a minority, but to serve the membership at large. A leader should advance and promote the organization to the public.



Jay Nitz, CAI

Fremont, Neb.

Jay has been married to Vicki since 1987. They have two children, Courtney and Justin. A 1982 graduate of the Missouri Auction School, Nitz is now President and CEO of Jack Nitz & Associates Auctioneers Inc.

What is the definition of an Auctioneer?

I am a second-generation, traditional bid-calling Auctioneer and was formally trained in the art in 1982 from the Missouri Auction School, then located in Kansas City, Mo. I am aware that there are many individuals that consider themselves an "Auctioneer" or in the "auction business," but in my personal opinion, an Auctioneer is the traditional, live bid-calling Individual receiving bids from a live audience, in person or participating in live, real-time over the Internet.

What auction and life experiences do you possess that will benefit the NAA and the membership by your serving as NAA Vice President?

As stated above, I have been a second-generation Auctioneer for nearly 30 years. I was raised in the auction business and now serve as President and CEO of our company. I bring management and leadership skills and also experience in working in every area of our auction business from top to bottom.

What changes do you foresee in the profession in the next five to 10 years, and how can the NAA be best positioned to address those changes?

There are many interesting changes taking place in the auction industry that are too lengthy to attempt to discuss here. However, in the technology arena and the way we market our auctions, are two that seem to top the list in our company. For the NAA to be in position to address those changes is going to be to continue to bring in the best-qualified individuals and companies to teach our members how to be on the cutting edge of these and other areas.

Please explain what you see as your role, if elected as NAA Vice President, and how you will make a difference in the NAA.

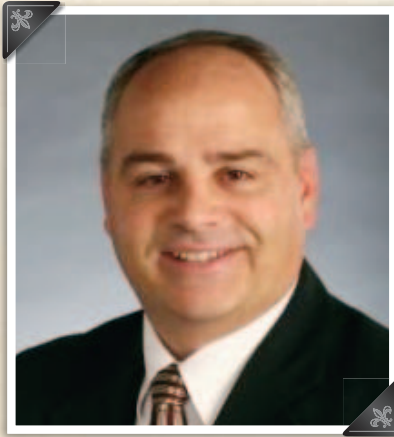
I have always seen my role in the NAA as being someone willing to give back some of what I have learned throughout my years of membership in the NAA. By being involved in being a seminar presenter, Fun Auction helper and coordinator (five years), Election Committee (12 years) and Chairman, Round Table discussion leader, and many other things in the past, I have tried to give back. Certainly by being actively involved and caring very deeply about the members and their careers, hopefully I can make a difference to more people.

Which of the following word(s) best describe your leadership style and why: Direct, Influencing, Traditional, Detail-focused?

I believe Direct and Traditional best describes my leadership style. During my three years of serving on the Board of Directors, I was not afraid to speak up, and I also respect that a lot of talented people implemented a lot of very good ideas that are working well, and I would be hesitant to change much that works. You always should look to the future but with an eye on the past and its traditions.

What is your understanding of governing an association of professionals?

I think the most important thing that people who are put into a position of leadership need to remember and understand is that you need to listen to the people and their needs. I also firmly believe in the democratic way of doing things that the majority rules. Furthermore, I believe in doing what is best for the NAA as a whole, not particularly in what is best for a special interest group.



Shawn Terrel, CAI, AARE

Smithville, Mo.

Shawn began his career in law enforcement with the Oklahoma Department of Corrections and Sherriff's Department. He was encouraged to go to Auction School by Mr. Robert Goss (a founding father of the Oklahoma State Auctioneers Association) and worked the next 10 years for Wiggins Auctioneers in Enid, Okla. In 2007, Shawn accepted the Vice President position for United Country Auction Services. In 2008, Shawn was elected to the NAA's Board of Directors. He is Past President of the Oklahoma association and 2007 Oklahoma Champion Auctioneer. Shawn resides with his wife, Lucinda, and two children, Kaitlin and Nicholas.

What is your definition of an Auctioneer?

The auction industry has transitioned more over the past five years than the last 20; however, the term "Auctioneer" is still relatively defined as it always has been. An Auctioneer is a person who offers for sale, goods and services at an auction. An Auctioneer uses their developed skill sets to market property (real or personal) to prospective buyers and to affect the sale of the property to a winning bidder through the competitive bid process.

What auction and life experiences do you possess that will benefit the NAA and the membership by your serving as NAA Vice President?

Early on, I was very fortunate to gain experience from Auctioneers that have spent over 50 years in this industry. The dedication, work ethic and moral respect for our industry that I was taught has allowed me to receive practical experience that could not be obtained in a classroom. Our industry is changing and my extensive background operating in transitioning markets, business development and executing strategy will allow the NAA to stay in front of the changes as we lead the auction industry in the direction we need it to go.

What changes do you foresee in the profession in the next five to 10 years, and how can the NAA be best positioned to address those changes?

I believe Internet bidding applications will continue to become more relevant. One of the biggest challenges that the NAA and all Auctioneers will face over the next several years are sellers leveraging third-party online bidding platforms without an Auctioneer involved in the

process. The NAA needs to be instrumental in training and educating the consumer about the value of hiring a professional Auctioneer (live or virtual) versus the self-service technology platforms that are becoming more prevalent.

Please explain what you see as your role, if elected as NAA Vice President, and how you will make a difference in the NAA?

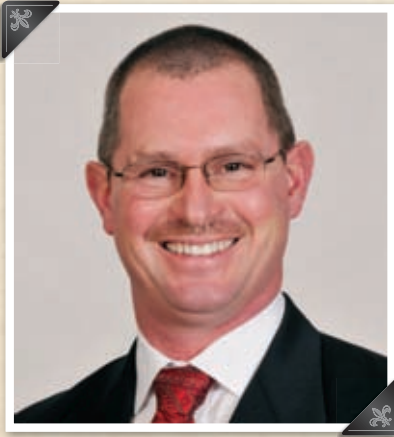
My role will be to dedicate the time and energy needed to effect positive change in the NAA and to leverage my business development experience to create and execute a three-year plan to move the NAA forward through our collective effort.

Which of the following word(s) best describes your leadership style and why: Direct, Influencing, Traditional, Detail-focused?

Direct Leadership — probably the normal product of 21 years as an instructor in the military. I have always had a strong work ethic combined with a belief that we can do anything if we focus our attention on it. I look at every opportunity from both sides and understand the importance to not consistently table issues that need to be addressed, but rather implement corrective action and create forward progress.

What is your understanding of governing an association of professionals?

The Board of Directors is a policy forming body that sets strategic plans, manages resources and maintains fiscal accountability to the association's membership (which is who we work for).



Jimmie Dean Coffey, CAI, AARE, BAS, CES, GPPA Bloomington, Ind.

Jimmie Dean began his career in the auction and real estate profession in 1983, upon graduation from the Reppert School of Auctioneering. He was married in 1984. He and his wife, Phyllis, have two children. They are active in their church as small-group leaders, and Jimmie Dean is a Deacon. Jimmie Dean held an Indiana real estate salesperson license from 1985 to 1988. He received an Indiana Real Estate Broker license in 1988. A licensed appraiser since 1996, he has been selling real estate as a licensed real estate broker and at auction since 1985.

What is your definition of an Auctioneer?

A marketing professional who uses the time defined sale of assets using competitive bidding.

What auction and life experiences do you possess that will benefit the NAA and the membership by your serving on the Board of Directors?

After graduating Reppert School of Auctioneering in 1983, I immediately entered the auction profession and have been working in it consistently for over 27 years. I have been a real estate agent/broker for 26 years; graduated CAI in 1998 and obtained my AARE, CES, BAS and GPPA designations. After serving as a Director for the Indiana Auctioneers Association, I moved through the officer positions and served as President in 2008 and Chairman of the Board in 2009. I have been actively involved in our local Board of Realtors and served as president of the Bloomington, Ind., MLS. I am an active member of our local Rotary where I serve as President-elect. Additionally, I sit on the NAA Conference and Show Education Committee and have served on many other national and state association committees.

What changes do you foresee in the profession in the next five to 10 years, and how can the NAA be best positioned to address those changes?

The world continually becomes smaller through education and technology. Resources and information are more available thus further educating buyers and sellers. The NAA was founded in 1949 by Auctioneers to promote the auction method of marketing to consumers and offer collective education, training and support to professional

Auctioneers. For more than 60 years, the NAA has met this challenge and continues to provide the highest level of infrastructure in the auction industry; however, the auction industry is changing. The consumer's definition of an Auctioneer is evolving and the NAA must evolve with the changing times. My ability to recognize these changes and appropriately respond to them will be of tremendous asset to the National Auctioneers Association. I foresee the increased use of multiple auction platforms (live outcry, electronic bidding, Internet broadcasting) and believe for the NAA to remain relevant in this industry, we must continue to deliver training, education and services that promotes all of the platforms.

Please explain what you see as your role, if elected to the Board, and how you will make a difference in the NAA?

The NAA can utilize my abilities as a connector. The NAA could benefit from my skills by making a difference through collaborating with our young professionals, adding value to the membership, continuing to improve our technology and communication resources.

Which of the following word(s) best describe your leadership style and why: Direct, Influencing, Traditional, Detail-focused?

Influencing with a touch of Detail-focused: I like to lead by example. Be there for people, do the right thing, smile, exude confidence in everything I do and everywhere I go.

What is your understanding of governing an association of professionals?

Representative; strategic; forward thinking; project focused; connector (connecting members with solutions)



Larry Harb

Okemos, Mich.

Larry is the founder and CEO of IT Risk Manager. ITRM is the creator of the Auctioneers Insurance Program. In addition to being a full-service insurance agency, ITRM is also the industry's premier broker of Internet and technology insurance.

What is your definition of an Auctioneer?

An Auctioneer is the person who works for others and is responsible for the entire auction process. This includes everything from finding the seller and getting the auction contract signed, to the settlement of the seller's proceeds, and all steps in between. In my definition, the type of auction used to obtain the sale price is not relevant as long as the auction method of marketing is used.

What auction and life experiences do you possess that will benefit the NAA and the membership by your serving on the Board of Directors?

I have been involved in different facets of the auction industry for over 30 years. In my banking career, I was involved in the auctioning of investment securities. In 1998 I started insuring online auction companies. In 2005 I created the Auctioneer Insurance Program to insure companies that do live auctions. In 2009 I went to auction school to better understand the auction business. This will be my fifth NAA Conference and Show, and in the past five years, I have attended approximately 30 state Auctioneer conferences. I have owned my own business for the past 11 years and I have also worked in corporate America. I have an MBA and in 1994, I co-authored the book "Re-inventing the Retail Bank."

It is my business to understand all facets of the auction industry. While I am not a second- or third-generation Auctioneer, I see the benefit I bring to the NAA and its membership as priceless ... I bring auction experience but from a "difference perspective".

What changes do you foresee in the profession in the next five to 10 years, and how can the NAA be best positioned to address those changes?

I started writing insurance for online auction companies in 1998. I have watched the online auction industry grow and expand for the past 13 years. To predict where this industry will be 10 years from now is almost impossible except to say that "it will continue to change." I predict that there will be an app for online bidding and online payments. Buyers will be able to use their mobile devices to pay for purchases. The technology or method of delivery might change, but the basic concept of people looking for a deal will still be what drives buyers to participate in the auction method of marketing.

Please explain what you see as your role, if elected to the Board, and how you will make a difference in the NAA.

I see myself more as a consultant that looks at the auction industry from a different perspective. My interest is to keep the auction industry growing, ethical and to minimize the risks to the Auctioneer.

Which of the following word(s) best describe your leadership style and why: Direct, Influencing, Traditional, Detail-focused?

A good leader has the ability to use multiple leadership styles depending on the situation. Therefore, I can be direct when needed or I can be very influencing when necessary. I get the big pictures and can also deal with the details.

What is your understanding of governing an association of professionals?

To promote the auction industry, keep the interest of the membership in focus at all times and to provide opportunities for the members to become better professionals.



John Schultz

Albany, Minn.

John actively works for his family business, Schultz Auctioneers Landmark Realty Inc., based in Minnesota, and also for several regional and national auction firms. John serves the National Auctioneers Association and was the Minnesota State Auctioneers Association's 60th President in 2009.

What is your definition of an Auctioneer?

An Auctioneer is a trained professional who specializes in providing a wide array of services to assist individuals in the sale of their assets. From counseling to marketing, selling to settlement, an Auctioneer is a professional that individuals place their trust in to represent them in crucial times of change. An Auctioneer understands that their role is not to shoe horn an individual into a particular method of sales, but rather to maximize an individual's return on their assets.

What auction and life experiences do you possess that will benefit the NAA and the membership by your serving on the Board of Directors?

I have served as Director and President of the Minnesota State Auctioneers Association, President and Director of the Minnesota State Auctioneers Foundation, and on numerous NAA committees including Co-Chair of the Council on Future Practices, and member of the Futures Panel, the Technology Committee, and the ATS Designation Oversight Committee. Also, this year I was selected by NAA to be the state ambassador to the NAA membership in Minnesota. I'm also a multi-time presenter of seminars at numerous state association conventions and at two national Conference and Shows and will again present this year in Orlando.

What changes do you foresee in the profession in the next five to 10 years, and how can the NAA be best positioned to address those changes?

In the next five to 10 years, I foresee the following changes within the profession: Consolidation of the auction industry — fewer companies doing more volume; continued and increased specialization of auction companies; continued pressure from retail and other faster models to market and sell assets; and increased consumer

demand for consumption of assets on their terms, time frames and platforms (live, online, phone, video, etc.). As an association, we need to elect leaders that are forward thinking and willing to embrace change while remaining respectful of our rich heritage. These leaders in turn will need to provide educational and networking opportunities that foster awareness of the changes facing the industry and the possible implications.

Please explain what you see as your role, if elected to the Board, and how you will make a difference in the NAA.

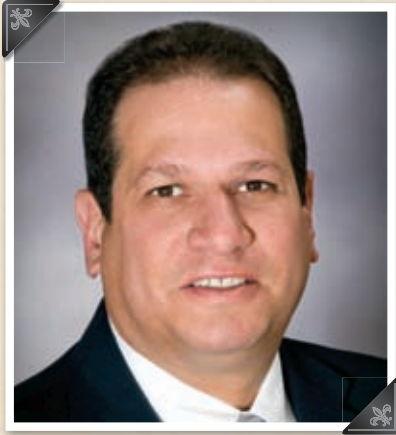
I see my role as an active member of the Board that will bring a proven record of service and leadership. I will also bring to the table my diverse experience gathered from working with numerous auction companies that are embracing new tools to foster growth. At the same time, I will continue to maintain a deep respect for our rich heritage while focusing on proactive leadership.

Which of the following word(s) best describe your leadership style and why: Direct, Influencing, Traditional, Detail-focused?

I primarily find myself using a mix of detail-focused and influencing styles of leadership. I lead in this manner because I have found it to be a successful method of obtaining desired results.

What is your understanding of governing an association of professionals?

As a Past President of the Minnesota State Auctioneers Association, I have personally served in executive leadership of an association of professionals. In this service, I learned a great deal of what makes an association work, and I have a solid understanding of the unique dynamics of associations and the delicate balance between Board leadership, staff and membership desires.



Rich Schur, CAI, BAS, GPPA

Colorado Springs, Colo.

Rich is an Auctioneer and appraiser with Schur Success Auction & Appraisal Inc., and he serves as the Chief Operating Officer. He leads the company with his wife, Shannon Schur, CAI, BAS. Rich graduated from the World Wide College of Auctioneering in 2005, was named the Rookie Champion for Colorado in 2006 and the Colorado State Champion Auctioneer in 2010.

What is your definition of an Auctioneer?

An Auctioneer is a skilled professional who facilitates the sale of assets by creating an exciting and competitive bidding environment through live and/or online auctions.

What auction and life experience do you possess that will benefit the NAA and the membership by your serving on the Board of Directors?

I am fortunate that I am part of a family-owned business that conducts more than 200 auctions annually. I have received great training and coaching and am a Colorado State Champion Auctioneer. I have worked every position in our company and can relate to every task and position we employ to make our auctions successful. Prior to becoming an Auctioneer, I earned my living as an educator and business consultant. I am the VP of the Colorado Auctioneers Association and am a member of the Society of Human Resources Management (SHRM). I bring a mix of leadership skills to the NAA from a variety of perspectives, all of which translate to better leadership, better decisions, and a better ability to serve.

What changes do you foresee in the profession in the next five to 10 years, and how can the NAA be best positioned to address those changes?

The word that comes to mind is "streamline." All small business professionals, including Auctioneers, will continue to need to do more with less. We have to learn to live proactively with ever-changing technology and continuously increasing demands on our resources. I think the Board and the NAA must adapt a more rapid-response methodology to address issues and concerns in a more timely manner than ever before, which in turn

will provide better service and value to our members. Our current educational offerings are good, and I believe it's time to make them even better, farther reaching and more advanced.

Please explain what you see as your role, if elected to the Board, and how will you make a difference in the NAA?

I believe my role is to question the status-quo and constantly ask "what will improve the value of NAA membership?" As an involved Board member, I will always ask "what can we do better?" My role is to ensure that we seek input from members, trust what we learn from our professional staff and make informed decisions that will better the organization for our members, not ourselves.

Which of the following word(s) best describe your leadership style and why: Direct, Influencing, Traditional, Detail-focused?

Running a growing family-owned business, I often have to use all these styles. However, I believe I am primarily a detail-focused leader. Problems and opportunities should be viewed from a logistical perspective, and when I'm faced with a challenge, my approach is "how" can we turn this into a win-win outcome, knowing that sometimes we'll need to compromise.

What is your understanding of governing an association of professionals?

As an experienced leader of several professional organizations, I see our role as the custodians of the needs and values of our members. It's our job to make decisions and pursue goals that directly benefit the members and enhance the profession. It is our duty to set the course for our industry.



Rick Stroud, CAI, BAS

Boerne, Texas

Rick is President/Owner of Blue Fox Benefit Auctions, founded in 2006, and has assisted many organizations across the U.S. in significantly increasing their revenue. Rick graduated from Texas Auction Academy in 2006 achieved BAS in 2008 and received CAI March 2011. Rick is a believer in keeping a competitive edge through continued education.

What is the definition of an Auctioneer?

An Auctioneer is a professional business person who is a nucleus of professional attributes. An Auctioneer is a leader, adviser, problem solver, educator, role model, and is compassionate/sensitive to all situations.

What auction and life experiences do you possess that will benefit the NAA and the membership by your serving on the Board of Directors?

My auction experience is diverse. I have knowledge of benefit auctions, estate auctions and cattle auctions. My life experience has given me 20 plus years of training and business management skills. I excel in identifying the capability of systems in any given organization and focusing on continuous improvement. I have the skills and knowledge to lead and strengthen organizations for future sustainability and growth.

What changes do you foresee in the profession in the next five to 10 years, and how can the NAA be best positioned to address those changes?

Only one thing in life is certain. That is change. The World Wide Web and the competitive use in the auction industry continue to be a challenge and will only be more diverse in the future. It is the NAA's role to stay on top of upcoming changes and lead our membership into the future with the skills and education that are necessary to stay competitive. With the increase in the need for nonprofits in the U.S., the benefit auction industry will continue to grow. We need to continue to hone the skills of our members. Auctioneers are a professional business and should be provided with global business knowledge. The NAA also needs to continue to focus on positive promotion of the industry.

Please explain what you see as your role, if elected to the Board, and how you will make a difference in the NAA.

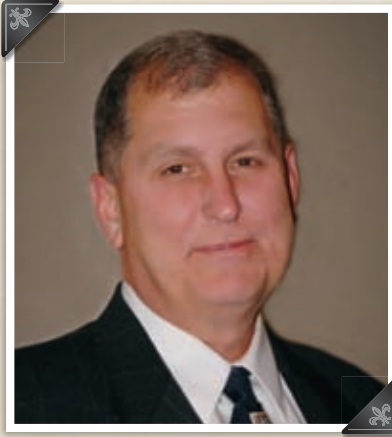
My role as a Board member will be to teach and/or enhance the knowledge of the Board in global business best practice and to use those skills to improve the NAA for the membership. I have an extensive background in process mapping, business measurement skills and focus on continuous improvement using tools that are a benchmark in business around the world. In addition, I have specific skills for problem solving and identifying the root cause of issues/failures.

Which of the following word(s) best describe your leadership style and why: Direct, Influencing, Traditional, Detail-focused?

My leadership style varies dependent upon the situation at hand. Being a leader doesn't mean you get credit for everything. Being a leader means that many times you take the back seat and allow someone else to shine and support them in their achievement. The success of the team means that each individual is then in turn successful. It is important for the NAA to be successful for its membership.

What is your understanding of governing an association of professionals?

It is not as easy as it should be. It takes dedication, patience and partnership for true success. I have served as President and Vice President of the first Sergeant's Council at Dover AFB Delaware and Kunsan AFB Korea. I served as President of the NCO Association. During my Presidency the NCO Association won the award for the most improved Association in the Air Mobility Command.



Kurt Kiefer

Fergus Falls, Minn.

Kurt Kiefer entered the auction profession and joined the National Auctioneers Association in 1980. He started in the industry with a commercial auction and auction supply business. After conducting all types of commercial and real estate auctions, he now specializes in buying, selling and auctioning large quantities of many types of inventory. Kiefer has attended every NAA Conference and Show since 1983, and he previously served on the NAA's Board of Directors from 1990 to 1993. He served as its Treasurer in 1994-95. He was elected Treasurer again in 2008 and re-elected in 2009. He resides in Fergus Falls, Minn., and Fargo, N.D.

What is the definition of an Auctioneer?

The definition of an "Auctioneer" is rapidly changing with the change in technology. Today an Auctioneer is more likely to add value to an online bidding platform as he is calling bids at a live auction. The Auctioneer still is the facilitator at an event wherever increasing bids, with a timed ending, determine the new owner of real or personal property. It no longer means only calling bids at a live auction, it seems to include the process and not just the typical bid-calling person as in the past.

What auction and life experiences do you possess that will benefit the NAA and the membership by your serving as NAA Treasurer?

I was previously on the NAA Board in the 1990s as a Director and Treasurer for five years. In 2008 I was re-elected Treasurer and have now served again for three years. I've been an Auctioneer and owner of Kiefer Auction Supply for more than 30 years and been to the last 28 NAA conventions.

What changes do you foresee in the profession in the next five to 10 years, and how can the NAA be best positioned to address those changes?

The auction industry is in the midst of rapid change in response to literally a social movement change from the buying public. Technology has brought the "auction to the people" in both delivery of information and ability to bid from their home or office. The convergence of bidding platforms has made competitors out of anyone such as newspapers, trade publications, local banks, equipment dealers and hundreds of others as they look to expand beyond their traditional revenue streams. The pace of change has increased to the point it is difficult to keep up both in our own businesses and in the NAA. We have to get in front of change to keep abreast with the changing culture. Education of our members is key to our survival.

Please explain what you see as your role, if elected as Treasurer, and how you will make a difference in the NAA.

Our finances have been very good the past three years. We ended fiscal year 2010 with a record surplus in excess of \$200,000. Our reserves and finances have been built back to a better level. We still have membership outflow as traditional live Auctioneers either quit the business or have a much reduced level of auction business. Competition and consolidation will continue to erode our membership numbers but at a much slower rate than the past five years. My role, if re-elected, will be to continue the positive financial results year-to-year and help the NAA focus on the changes within the auction industry and improving education. Also, I'll continue to work on the NAA's long-term financial and governance plans. We need to be thinking and planning five and 10 years out.

Which of the following word(s) best describe your leadership style and why: Direct, Influencing, Traditional, Detail-focused?

I believe the NAA's leaders should be "hands on" and provide strong leadership skills. We need to provide long-term direction and keep focused on today's operations with oversight and good internal controls. We need to find identify and recruit future NAA leaders and not just leave it to chance.

What is your understanding of governing an association of professionals?

We need to hire the absolute best staff people we can afford. We have probably the best staff we have had in the history of the NAA. We are member-driven and ready to identify the change that is driving the industry and to educate our members to that change. The members elect the governing body that sets the plans in place for the NAA of the future, and the staff works to implement those plans.



2011-2012 NAA Committee Volunteer Interest Form

~HOW TO VOLUNTEER~

You can find descriptions of each committee under **Member Resources** at {www.auctioneers.org}

Complete all sections and submit directly to

Hannes Combest, CAE
 hcombest@auctioneers.org
 or by mail to the NAA at
 8880 Ballentine, Overland Park, KS 66214

**DEADLINE FOR RECEIPT
 June 15, 2011**

1. Please print:

NAA Member Number: _____ Name: _____
 Mailing Address: _____
 City/state/zip/country [if not U.S.]: _____
 Phone: _____ E-mail: _____

| 2. NAA Committee | 3. Leadership Experience | | | 4. Why you want to volunteer? |
|---|----------------------------|------|----|-------------------------------|
| Please CHECK committees of interest | Please list all experience | | | |
| | Position | From | To | |
| <input type="checkbox"/> Election | | | | |
| <input type="checkbox"/> Membership | | | | |
| <input type="checkbox"/> Charitable Organizations | | | | |
| <input type="checkbox"/> Young Professionals | | | | |
| <input type="checkbox"/> Technology | | | | |
| <input type="checkbox"/> Education Summits/Symposium * | | | | |
| <input type="checkbox"/> Designation Committees * <small>(must hold appropriate designation)</small> | | | | |
| <input type="checkbox"/> CAI * | | | | |
| <input type="checkbox"/> AARE * | | | | |
| <input type="checkbox"/> ATS * | | | | |
| <input type="checkbox"/> BAS * | | | | |
| <input type="checkbox"/> CES * | | | | |
| <input type="checkbox"/> GPPA * | | | | |
| <input type="checkbox"/> Conference & Show Oversight | | | | |
| <input type="checkbox"/> Conference Education | | | | |
| <input type="checkbox"/> Fun Auction | | | | |
| <input type="checkbox"/> IAC (must be past champion) | | | | |
| <input type="checkbox"/> Partnership Committee | | | | |

Check if active state association member Which association? _____

* Committee for NAA Education Institute

National Auctioneers Foundation 2011 Board of Trustees election

One important item of National Auctioneers Foundation business to be conducted at the NAF Annual Business meeting is the election for the vacant 2011-2012 NAF Board seats. This year, four highly qualified individuals have stepped forward and are ready to serve and lead the foundation. With no contested positions, the Foundation will ask for a motion to accept the entire slate at the NAF Annual Business meeting on Thursday, July 14, 2011. The candidates are as follows:

NAF Vice President candidate



Ruhter

Randy Ruhter
Hastings, Neb.

Number of years in the auction profession: 44

Number of years as a National Auctioneers Association member: 35 plus

Member of state association(s): Nebraska, Kansas

Number of auctions conducted annually: 75 plus

Auction specialty: Agriculture-related equipment and real estate

Briefly describe your career in the auction industry: I began my career in 1967 while farming and ranching. I now am full time in the auction and real estate businesses with offices in Hastings and York, Neb.

Briefly describe why you would like to serve on the NAF Board of Trustees: As a long-term NAF donor and supporter, I believe the NAF will continue to be an important component of the NAA's continued success. I enjoy the challenges of fund-raising; and I would like to complete, and see to fruition, the program of work that I've been involved with as an NAF Board member.

NAF Trustee candidates



Henderson

Marvin Henderson
Livingston, La.

Number of years in the auction profession: 54

Number of years as an NAA member: 54

Member of state association(s): Louisiana Auctioneers Association

Number of auctions conducted annually: 10

Auction specialty: Construction and farm equipment

Briefly describe your career in the auction industry: I am a 1957 graduate of the Reppert School of Auctioneering in Decatur, Ind. I began my career in the auto action industry; however, my direction soon changed to business liquidation auctions, farm equipment auctions and other types of auctions, as well. Along with my son, Jeff, and daughter, Janet, I operate Henderson Auctions, one of the leading and oldest established machinery and equipment auctions in the U.S.

Briefly describe why you would like to serve on the NAF Board of Trustees: There are numerous answers I could give to the question as to why I would want to serve as a Trustee for the NAF. The No. 1 answer being because of the respect I have for the NAF makes it a privilege and honor to be associated with the NAF.

To furthermore answer the question, please allow me to include that I am proud to be an Auctioneer, thankful for success in the auction industry, knowledgeable in auction procedures, old enough to remember how it was, open minded and eager in the learning of the new ideas and technology and actively involved every day in the auction world. To sum it up, the answer is because it is an honor to be a Trustee in an organization that I trust and believe in.



Hostetter

Sherman Hostetter,
CAI, AARE, CES, GPPA
Beaver Falls, Pa.

Number of years in the auction profession: 28

Number of years as an NAA member: 24

Member of state association(s): Pennsylvania Auctioneers Association and West Virginia Auctioneers Association

Number of auctions conducted annually: 125 plus

Auction specialty: Real estate, estate and business liquidation

Briefly describe your career in the auction industry:

I was raised in the auction profession by my parents, Sherman and Doris Hostetter. I have worked auctions and been around them my whole life. I was fortunate to attend Penn State on a golf scholarship and wanted to pursue a professional golfing career. When that did not work as planned, my father, in his wisdom, told me “son, it is time to come home and get a real job.” I started that “real job” in 1983 as a full-time Auctioneer and have never looked back. I found my passion. And, I’m proud to say, I am a second-generation Auctioneer working with the third and having the time of my life.

Briefly describe why you would like to serve on the NAF Board of Trustees: I like and enjoy Board work. I find that the more I give the more I get in return such as education, relationships, networking, friendships, etc. All of this is priceless to my growth in the auction

business. I would not be where I am today if it were not for my parents, the NAA, CAI and my state association, the Pennsylvania Auctioneers Association. I love the auction profession and embrace the opportunity to give back to an industry that has supported my family for three generations.



Nicholson

Homer L. Nicholson,
AARE, CES
Ponca City, Okla.

Number of years in the auction profession: 19

Number of years as an NAA member: 19

Member of state association(s): Oklahoma State Auctioneers Association and Kansas Auctioneers Association

Number of auctions conducted annually: 55-60

Auction specialty: Full-service estates, liquidations, commercial and residential real estate, heavy equipment, airplanes, farms, ranches, antiques

Briefly describe your career in the auction industry:

Having attended auctions as a child I enjoyed many auctions and as an adult attended auctions. Having worked 30 years in the corporate world, job security became uncertain and starting my own auction and real estate business seemed like the best back-up plan for financial security and independence.

Briefly describe why you would like to serve on the NAF Board of Trustees:

In my 19 years of NAA membership I have learned so much and wish to see NAA membership be a prerequisite for all Auctioneers to be successful in the industry. The educational programs are essential to learning the business and learning from others is priceless. Promotion of NAA membership to every Auctioneer is key to their success. Owning my own auction company for 19 years, retired military of 35 years, retired Conoco of 38 years and current Mayor of Ponca City for five years, I feel I can bring valuable resources to the organization. □

Take your QR codes to the next level



By Ryan George

You know how it is. After you buy a car, you see that make and model everywhere.

I've had the same thing happen with quick response

(QR) codes. After over a year of selling QR codes to my seminar and Facebook audiences, I now see them everywhere — on ads, signs, packages and point-of-purchase displays — even on a car.

It's about time, really. It was 17 years ago that Denso-Wave (a subsidiary of Toyota) created its "QR code," their licensed name for a two-dimensional bar code that has since been made generic like Kleenex has for tissue. Only in the past five years — with the rapid adoption of smart phones — have QR codes grown into the consumer market and then into advertising.

In 2007, the same year that Apple released the first generation iPhone, Microsoft divulged it had taken the two-dimensional bar code to a new level with its Microsoft Tag. Like the QR code, Tag is Microsoft's licensed name for their version of a high-capacity color bar code (HCCB). Just as the iPhone pushed the envelope for telephony user interface, the Tag changed the ways in which quick response codes could be used.

Despite spotting the QR code a 13-year head start, the Tag has grown in popularity, and multinational corporations are now implementing them — in lieu of QR codes — into their advertising.

Why should you consider adding Microsoft Tags to your advertising?

Analytics

As with several QR code-generating

sites, Microsoft enables its registered users to track how many times a particular Tag has been scanned. It even charts it on a graph to show you which days during your marketing campaign were drawing the most use of the Tag (and supposedly even location of scans — haven't tried that part yet). Thus, the Tag provides just another way to track the effectiveness of your various media.

Scheduling

The Tag comes with programmable start and expiration dates. You can set it to continue indefinitely or to end at a designated time after your event. If you have special information that will be released at a specific time, you can set the code to work only after that time. QR codes can do at least part of this, just not through all code-generating sites. Unlike QR codes, the Tag will allow you to change your data source — the destination at the other end of the scan — during the campaign, conveniently allowing you to change your advertising message.

Colorful presentation

While you can change the black portion of a QR code to any high-contrast color and even float it (without the white spaces) on solid-color backgrounds, it's still a uniform color. The Tag can be generated in four- or eight-color configurations, while still working in

grayscale, too — for your newsprint advertising. With some advanced tools, you can even give your Tag custom backgrounds (including logos and photos) and even custom, scannable shapes. It definitely will not be confused with other bar codes.

Impression

While most of your audience has probably yet to adopt either the QR code or the Tag, your use of them illustrates your position at the leading edge of marketing technology. If you have room to use both, I'd recommend both. Since the Tag requires Microsoft's proprietary app, the two different codes won't interfere with each other. (The Tag requires some white margin around it, so, leave space in between it and your QR code.)

The QR code can currently be loaded with more kinds of information than a Tag — location services, social media connections, e-mails, Paypal "buy now" links, and even WiFi logins. So, don't replace your QR code with a Tag. Instead, maybe have something different on the other end of each, using them to complement each other.

George, of Biplane Productions Inc., Lynchburg, Va., provides more marketing tips at www.AdverRyting.com. □

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Watch as Auctioneers from around the world vie for the coveted title of International Auctioneer Champion. The annual competition is the NAA's premier showcase of auction talent where a top male and female are awarded with a \$5,000 cash prize, trophy and ring.

FUN AUCTION

Enjoy another evening of food, friends and family! By donating an item for this auction, Auctioneers show off their bid-calling skills in a fun and friendly environment.



2:30 - 4:30 p.m.
Wednesday through Friday

Look for more conference information next month!

www.conferenceandshow.com

Chinese vase sells strong



\$25,000

More than 700 lots sold strong for Hillsborough, N.C.-based Leland Little Auction & Estate Sales during its Spring Catalogue Auction, according to a news release.

The two-day auction attracted more than 1,700 registered bidders. The event was in mid-March. Highlights from the sale included an oil on canvas by Edouard Cortes that hammered for \$25,000, and 11 bottles of 1969 Richebourg sold for \$8,500. □

Paintings double estimates

Early California landscape art sold for well above estimates for Midnight Sun Antique Auction Co., Long Beach, Calif., in mid-March, according to a news release.

Projected to bring \$40,000 to \$60,000, a Hanson Puthuff oil painting brought \$103,500, including a 15 percent buyer's premium. In addition, a vibrant seascape by Jack Wilkinson Smith estimated to bring \$15,000 to \$25,000, hammered at \$69,000, including a 15 percent premium.

Another highlight of the auction was two museum-quality



\$4,300

Roman glass tubular bottles dating back 2,000 years. One piece brought \$4,300, including a 15 percent buyer's premium. □

Investors bid high for hotel

JJ Manning Auctioneers, Yarmouthport, Mass., sold a 76-room Best Western hotel March 31, according to a news release.

Twenty-two registered bidders, many of them representing the region's top hospitality industry investment and management firms, brought \$50,000 in certified deposits to vie on the more than 33,000 square-foot hotel on about two acres. The company's President, Justin Manning, CAI, AARE, drove the bidding up to a sale price of \$3.81 million. □

Bracelet exceeds \$30,000 estimate

Bonhams & Butterfields' Asian Decorative Arts auction March 15 brought more than \$1.6 million, according to a news release. Three jade snuff bottles brought \$51,240, and a pair of five-story pagodas sold for \$46,360.

Also, Bonhams & Butterfields' Salon Jewelry and Watches auction March 21 achieved more than \$985,000. A diamond bracelet, estimated at \$3,000 to \$5,000, brought \$34,160, and a diamond ring, estimated at \$2,500 to \$3,500, brought \$12,200.

On March 22, Bonhams New York kicked off Asia Week with sales that brought more than \$3 million. A collection of Chinese snuff bottles got more than \$1.73 million, and Japanese art realized more than \$1.33 million. □

State association news

Novice champ plans to compete at fair

Tim Miller of Believe in Auctions, Merton, Wis., won the Wisconsin Auctioneers Association's ringman competition during its late January conference in Wisconsin Dells, according to a news release.

Miller, a consistent finalist at the annual state Auctioneer

contest, serves on the association's Board of Directors.

In addition, Katy Cain of Bill Cain Auction Service, Plymouth, Wis., won the group's Novice of the Year Contest.

She plans to compete in August at Milwaukee's State Fair.

State association upcoming events

June

- 3-5 — Nebraska Auctioneers Association conference, North Platte
- 5-6 — Tennessee Auctioneers Association convention, Gatlinburg
- 17-18 — Auctioneers Association of North Carolina convention in Greenville, N.C.

Young winner



Ryan Jordan (right) of Jordan Auction Service, Pana, Ill., presents the Novice Champion award from the Illinois State Auctioneers Association to Kyle Kelso of Macomb, Ill., during the association's annual conference in February. Submitted Photo

continued from page 23



North Georgia School of Auctioneering

2381 John Glenn Drive #108
Chamblee, GA 30341
Robin Huff (404) 368-0683
Charlie Gay (706) 346-0260
Programs: Auctioneers pre-license course, Auctioneers eight-hours continuing education course, real estate 24-hour continuing education course, real estate 25-hour post-license course, real estate six-hour continuing education course

Description: The school has been training successful Auctioneers since 1994 and is approved to teach the pre-license course and continuing education seminars in these states: Georgia, Alabama, Mississippi, Arkansas, Louisiana, Tennessee, North Carolina and South Carolina. It also offers a 30-hour qualifying course for Tennessee Auctioneers.

The Ohio Auction School

4949 Hendron Rd.
Groveport, OH 43125
www.theohioauctionschool.com
Mike Brandy, Auctioneer, CAI, AARE, Executive Director; Lisa Mantle, Administrator
Programs: Auctioneer pre-licensing, Auctioneer continuing education and various Auctioneer-related seminars and workshops
Description: We are a full-service auction school specializing in both bid-calling skills and the business of auctioneering. All of our instructors are full time in the auction business. Other guest speakers include an insurance agent, attorney and ATF representative. Classes take place at an auction facility, where students have the opportunity to bid call in live auctions during school and participate in field trips to nearby specialty auctions.



Reppert School of Auctioneering

PO Box 6, Auburn, IN 46706
www.reppertschool.com
(260) 927-9999
Dennis Kruse, CAI, owner
Programs: 120-hour pre-licensing auctioneering course, continuing education

Description: Considered the Auction Business School, Reppert focuses on giving as much practical auction business information as possible in two short weeks. With the 800-page invaluable Reppert textbook and 30 active, successful auction-industry instructors per class, Reppert is committed to offering the most intensive, comprehensive course in basic auctioneering available today. Reppert Auction School's goal is to continue "Educating You to Success!"

The South African College of Auctioneering

Kempton Park, South Africa
+27723556573
www.auctioncollege.co.za
Programs: All phases of auctioneering, including developing an auction chant, clerking, advertising, managing an auction, getting started in the auction profession and auction ethics
Description: The S.A. College of Auctioneering was started in 1988 by Col. Hedley Harris, who finished his training at the World Wide College of Auctioneering in 1985. Since then, the college has trained more than 12,000 students. It is the only recognized school in Africa, and students have attended from South Africa, Zimbabwe, Zambia, Swaziland, Namibia, Malawi and Angola. Courses take place four times a year.

continued ►



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Southeastern School of Auctioneering

Greenville, SC
www.SSAuctioneering.info
Lanny@SSAuctioneering.info
(800) 689-5654

Programs: Advertising, antiques, law, auction settlements, automobiles, banking, bid calling, cashiering and clerking, livestock, farm equipment, Internet auctions, real estate

Description: The school was founded in 1983. We offer four terms per year in February, May, August and November. The school sessions are eight days. Georgia students are required to attend for 10 days, per law. We have graduated more than 1,200 students since the school began. The cost for tuition is \$1,095. The hotel also offers discounted rates to students of the school. Our school is approved in most states.

World Champion College of Auctioneering

Bakersfield, CA
(877) 654-4628
www.championbidcalling.com

Description: Teaching the art of bid calling to novices and Auctioneers wanting to improve their chant. There are many great schools that can assist those needing to pass the various state-required license tests. WCCA is strictly an intimate bid-calling course that will build you a chant with rhythm and clarity that you can use and be proud of. We have trained Auctioneers from five countries. They have worked hard with our fundamentals and are now top Auctioneers and champions. More than 80 percent of our graduates are working in the auction industry.



World Wide College of Auctioneering

Mason City, IA
(800)423-5242
wwca@netconx.net

Programs: Bid calling, voice care, real estate, online, fundraising/benefit, automobile and livestock auctions, public relations, auction law

Description: World Wide College of Auctioneering education and training course can be best described in four words: "Work Hard, Have Fun." The complete, inclusive 92-hour training takes students from start to finish in eight intensive days, with students ending their training selling at a live auction. World Wide has trained more than 35,000 Auctioneers, including some of the country's most successful, in its almost 80-year history. World Wide employs the country's leading instructors.



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Texas Auction Academy

Dallas

Lori Jones, school administrator
 info@texasauctionacademy.com
 www.texasauctionacademy.com

Programs: General basic
 auctioneering

Description: Known as America's Auction Academy, the school is owned and operated by champion Auctioneers and industry leaders. Our nine-day, 83-hour comprehensive course, approved by the Texas Workforce Commission and most other states that require auction education and licensing, is dedicated to teaching individuals about the auction profession, inside and out, as well as instruction on developing a rhythmic and effective chant. Our classes are designed to prepare you to become a successful Auctioneer with life-changing results.



March 2011 Texas Auction Academy Class – (Bottom Row L to R): David A. Brewer, Justin Swisher, Ira Crawford, J.W. Goodwin, Donna Masterson, Susan Gregson, Lorraine Sachs-Garcia, Deborah Gardner, Debbie Burby, Jennie Heal, Mark Schustrin, Jonathan Salazar, Steven Wall, David Garcia, (Middle Row L to R): Instructor Montie Davis, Instructor Brent Graves, Brian Bendele, Rigoberto Munoz, James Perz, Kevin Mixon, Steve Pitzer, Sach Oliver, B.R. Pedigo, Nic Adams, Scott Steinbach, Alec Kalajian, Phil Garthwaite, Mike Watson, Bryan Pace, Instructor Miles Autry, School Administrator Lori Jones, Mike Jones, School Director. (Top Row L to R): Eric Dyess, Kevin McCraw, Jeff Henry, Chris Schamerhorn, Russell Roberts, Rick Gunn, Tony Kauk, Paul Seay, Rod Smith, Frank Pace, Donnie Walt, Art Watson, Charlie Wilson, Instructor Shawn Terrel.

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NAA Hall of Fame Nomination Form 2011

Name of Nominee _____

Residence Address _____

City _____ State _____ Zip code _____

Phone _____

State Association of Nominee _____

Business Information

Name of Firm _____

Position in Firm _____ Number of Associates or Partners in Business _____

Business Address _____

City _____ State _____ Zip code _____

Phone _____

Personal and Family Information

Spouse's Name _____

Does spouse participate in the auction profession? Yes No

If yes, explain: _____

Children (include names and ages)

Name _____ Age _____

Name _____ Age _____

Name _____ Age _____

Does spouse participate in the NAA Auxiliary? Yes No

Does spouse participate in the State Auxiliary? Yes No

General Professional Information

How long has the nominee been associated with auction business? _____ years.

What percentage of the nominee's time is actively spent in the auction business? _____ %

How long has the nominee been a member of NAA? _____ years.

Has the nominee specialized in any particular field of auctioneering? Yes No

If yes, what field?:

NAA Hall of Fame Nomination Form (page 2)

List educational background of the nominee, including offices held current and past:

List regular auctions conducted, if any, and/or any special individual auctions conducted that brought attention and credit to the auction profession:

List at least three individuals, who have worked with the nominee or who have knowledge of the nominee's worthiness in being considered for this award, whom the Hall of Fame Award Committee may contact:

| | | | |
|------|-------|---------|-------|
| Name | _____ | Address | _____ |
| Name | _____ | Address | _____ |
| Name | _____ | Address | _____ |

Previous recipients of the NAA Hall of Fame Award have established general qualifications which they think each nominee should possess or have shown. Please reflect your personal assessment of the nominee with respect to: Honesty; High Ethical Standards; Willingness to Share with Others; Standing in his or her Community; State and National Association; and Contributions to NAA and the Auction Profession

Nominations must be postmarked no later than June 3, 2011 Mail nomination form to:

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

Submitted by (please print) _____

Residence Address _____

City _____ State _____ Zip _____

Phone _____

Nomination recommended by (state association) _____



MEMBERSHIP APPLICATION

Please complete all four sections of this form.

To apply for membership in the NAA, choose one of these application methods:

- Complete this form with credit card information and fax to (913) 894-5281
- Complete this form and return with payment to: NAA Membership, 8880 Ballentine, Overland Park, KS 66214

1

PLEASE CHECK ONE. Membership in NAA is open to individuals, not companies.

| MEMBERSHIP TYPES | | |
|---|---|---|
| <input type="checkbox"/> REGULAR | An active Auctioneer that subscribes to the NAA Code of Ethics and embraces the NAA Mission and Vision. Voting Member (Printed Materials) | <input type="checkbox"/> \$300 (1 Year) <input type="checkbox"/> \$535 (2 Years) <input type="checkbox"/> \$725 (3 Years) |
| <input type="checkbox"/> ONLINE | Online member is an active Auctioneer receiving all correspondence through online and electronic formats. Voting Member (Digital Materials) | \$225 |
| <input type="checkbox"/> AFFILIATE | Individuals who are not Auctioneers but who are involved in auction or auction-related business with the purpose to provide goods and services to Auctioneers and the public. Non-Voting Member (Printed Materials) | \$500 |
| <input type="checkbox"/> ASSOCIATE | Employees of Active Members who are not Auctioneers. Auction-related professionals representing the real estate, finance and legal industries should apply for Associate membership. Non-Voting Member (Printed Materials) | \$225 |
| <input type="checkbox"/> MEMBER + SPOUSE | An Active member and his/her spouse or significant other that subscribes to the NAA Code of ethics and embraces the NAA Mission and Vision. Includes Auxiliary membership for spouse for one year. Voting Member (Printed Materials) Spouse's Name (Must Complete): _____ | \$450 |
| OPTIONAL FEES | | |
| <input type="checkbox"/> NATIONAL AUCTIONEERS FOUNDATION DONATION | The National Auctioneers Foundation is the fundraising partner of the NAA. Funds promote the auction profession and industry. Donations are tax deductible. | \$50 |
| <input type="checkbox"/> MEMBERSHIP NAA AUXILIARY* | The Auxiliary is a source for the promotion and advancement of the auction team. Membership is open to regular, online and retired members and spouses only. One year membership per person. <input type="checkbox"/> Self <input type="checkbox"/> Spouse *Auxiliary Member's Name (Must Complete): _____ | \$25 per member |

2

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Nickname _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-Mail _____

Web Site _____

Check here if you are a previous member or a member of a state association.

Male Female

Number of Years in Industry _____ Year of Birth _____

Name of auction school attended if applicable _____

Referred By (Optional) _____

3

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- Check Enclosed (SUSD) Credit/Debit Card

Payment Plan
See Reverse

Credit Card # _____ Exp. Date (MM/YY) _____

Card Holder Name (Print) _____

Signature _____

4

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It is recommended that you indicate your specialities. This information is available on the NAA web site where the public can search by speciality. You may choose up to FIVE.

- Antiques & Collectibles
- Firearms
- Appraisals
- Govt. Surplus Property & Seizures
- Art & Galleries
- Heavy Equipment & Construction Machinery
- Auto & Motorcycles
- Industrial & Manufacturing Equip.
- Bankruptcy
- Real Estate, Land
- Benefit & Charity
- Intellectual Property
- Boats & Water Sports
- Jewelry
- Business Liquidations & Office Equipment
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- Coins
- Real Estate, Land
- Collector Cars & Vintage Equipment
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Industry Insights

Free online seminars presented by industry professionals teach today's business essentials to help you run your business more successfully.

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Share information with fellow members and ask questions about the auction profession when you participate in the NAA's members-only forum. Check back frequently as many topics are discussed on this very active forum. Call NAA Member Services at (913) 541-8084 or log on to www.auctioneers.org for more information.

NAA Education Institute

The NAA is dedicated to providing professional development opportunities for the auction industry. Members enjoy discounts on all educational events, seminars, designation and certification programs. Designation programs include: CAI, AARE, ATS, BAS, CES, GPPA and MPPA. Learn more at www.auctioneers.org or e-mail education@auctioneers.org.

Buyers' Guide

The NAA has collected information from those companies who have developed products and/or services with the auction company in mind at www.auctioneers.org.

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"Waiting For the Hammer to Fall - A Guide for Auctioneers" and "Auction Law" by Kurt R. Bachman and Joshua A. Burkhardt provide legal guidance and up-to-date information on issues Auctioneers encounter in their course of business.

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**Please Note: Failure to make three consecutive monthly payments will result in the cancellation of your NAA membership.*

Return completed form to the National Auctioneers Association by email to accounting@auctioneers.org, fax to (913) 894-5281 or mail to 8880 Ballentine, Overland Park, KS 66214.

IF EMAILING OR FAXING FORM, PLEASE MAKE SURE TO INCLUDE BOTH FRONT AND BACK PAGES.

Mission

To promote the professionalism of auctioneers and auctions through education and technology.

Vision

The National Auctioneers Association will unify and lead the auction and competitive bidding industries so they will be increasingly utilized as the preferred method of sale for personal and real property in all segments of the economy.

These are just a few of the outstanding benefits of NAA membership. For a complete list of member benefits, visit our website.

www.auctioneers.org



Auctioneer

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New members section compiled
by Brandi McGrath

“Why I joined the NAA”



Swisher

“What I look forward to most about membership is networking with members, having the outstanding educational opportunities available to me and staying informed with the member magazine and NAA-exclusive publications.”

Justin Swisher
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Foster

“While working with Putman Auctioneers here in Northern California, they suggested I join the NAA. I am now a member and will reap the benefits by furthering my education and keeping up with current events with my personal property appraiser business.”

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July 7-8

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The five-year-old daughter of L.W. "Bo" Benton Jr., CAI, AARE, CES, made this tie for her dad on "Daddy's Day" at her preschool. The tie reads, "My daddy has a little beard. It's black. He has black hair, and he has green eyes. He is super strong. He works at L.W. Benton Company. He says 'Now 1, now 2, now 3, now 4, now 5. Sold!' He has someone named Mrs. Amy, Mrs. Laurie, Big Daddy and Lynn Lynn that helps him work. He sells glass stuff and he lets me help. Some of it is really, really breakable stuff. Daddy takes me to Uncle Bill's. He has really unusual stuff. When Daddy's home we like to play Littlest Pet Shop and Zhu Zhu pets - Fluffy and Stinky. We like to paint cards that we give to people. One day I put my Princess glasses on him. He looked really cool. When Mommy's gone, he takes care of me and I take care of him. I love him 101 and 34."

Submitted photo



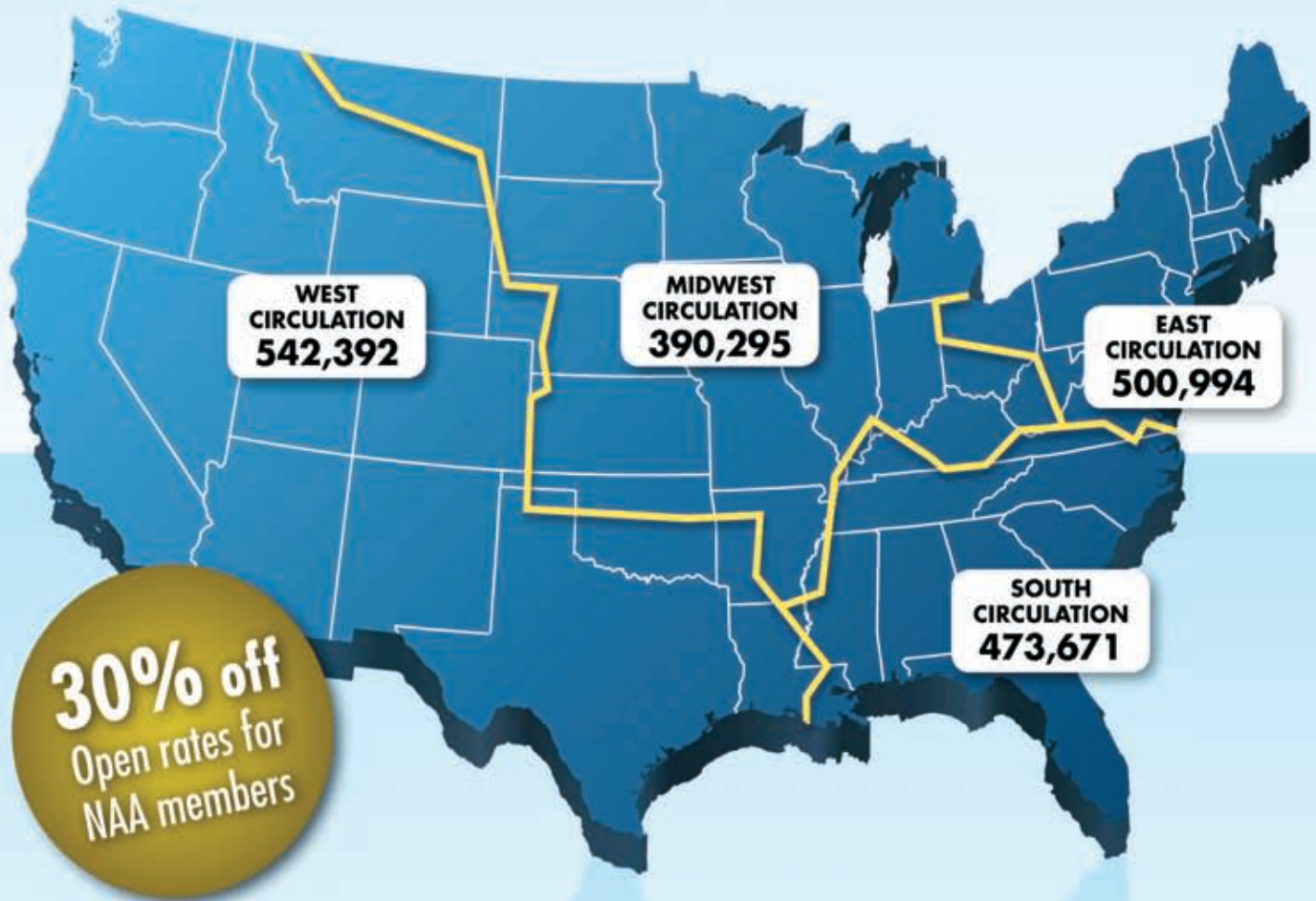
NAA Auctioneers Joel Marreel, CAI, and Darron Mearns, CAI, BAS, MPPA, join NAA Deputy Executive Director Chris Longly in Santa Monica, Calif., for the National Association of Bankruptcy Trustees' spring conference. The NABT and NAA formed a partnership in 2010. The NAA representatives participated in a discussion panel focusing on Auctioneers and the auction industry. NABT officials plan to attend and present two seminars during the NAA's Conference and Show in July. Submitted photo

Clarification: In the April issue of *Auctioneer*, some students were not included on the 2011 CAI rosters on page 24. From CAI I, the students are Jeff Crissup and Justin Vondenhuevel, CES. From CAI II, the students are Andrew Comly Jr., Letitia Frye, David Levy, Whitey Mason and Paul Roesch, AARE, CES. From CAI III, the students are Jacob Brown, CAI, and Jennifer Sexton.

In a story on page 11 of the February 2011 issue, John Loy Jr. of Greensboro, N.C., was incorrectly associated with Loy's Auction Sales.

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