# uctionee April/May 2024

The official publication of the National Auction Association



# OPPORTUNITY AWAITS YOU

**MARKETING** COMPETITION **FINALISTS** 

MEET THE CANDIDATES

**AUCTIONEERS & AI** 







# INTERNATIONAL AUCTIONEER CHAMPIONSHIP

auctioneers.org/auctioneer-competition





# **Change Never Stops**

ance Walker here with another installment of

"Prez Savs!" The last few weeks have been a great ride on the NAA train. I have been to 10 states in 10 weeks, speaking on behalf of the NAA and listening to the membership address what they are experiencing in our "auction world." The one constant I am hearing is the word "change." Our profession is changing so fast with the onset of AI, expansion of online auctions, more company alliances and mergers, increased number of auction bidding platforms, a renewed desire for the art of bid calling, the increasing opportunities to promote

our auction method through TikTok, Facebook,

Google, and many other internet-based platforms.

One of my stops was the NAA Executive Symposium. There was a great exchange of ideas on what is happening in the auction industry and how auction companies can best plan for the future. What does the future look like for traditional live. online, sealed bid auctions, hybrids, and simulcasts? Some buyers like the traditional live auction with a fast-talking bid caller who calls bids and can insert personality and salesmanship and better touch the attending crowd. Others enjoy the convenience of staying at home or work and bidding on an auction company's online platform without having to be at a particular place at a specific time. Many of us have tried both methods and have settled on what method works best for the client. However, as times change and more varieties or methods evolve, how does an auction company compete with larger entities for their share of the marketplace? A unique perspective came from one of the younger NAA members in attendance at the Symposium and, in summary, said:

"There is a paradigm shift occurring in this industry right now. Auctioneers are amazing communicators, amazing storytellers, and amazing at engaging an audience. Traditional live auctioneers became such a success because their customers came not just to buy things but to be a part of a community and a part of something bigger than themselves. To be a part of the crowd and feel that energy. Then, some auctioneers started scaling their businesses by selling online. Many auctioneers said that's not a real auction, but then COVID came, and auctioneers went kicking to an online model. But they've lost that personal touch, that brand, that community. They've also lost their buyers. And they're panicking. So, they're joining a conglomerate that has a database of buyers. The problem is when you get a new buyer, they go to the Amazon of auctioneers, and they're not growing their

business. They're growing someone else's business. So, auctioneers are asking how do I reengage my customer base? How do I become the face of my business again? How do I become a storyteller again? And there's a whole new technological world out there, and they've already figured it out. You must reengage your customer base by utilizing live stream technology and loyalty points, making your website tacky and sticky, and giving them a reason to go to your site beyond just purchasing an asset. You want to make (visiting your website) a habit for all your customers and a part of their daily routine." -Patrick Rasmus.

In short, your webpage becomes a marketplace that your customers want to visit every day to engage in purchasing an asset, be entertained, and increase their product knowledge. The auction method of sale has always been a fun, entertaining, effective, and fair way to establish value and allow transparency between buyer and seller. It continues to be the best form of the free enterprise system. Our challenge as auctioneers is to maintain a competitive bidding process that provides an entertaining and compelling bidding experience while allowing us to personally manage our buyers and sellers in a manner that will expand our business and marketplace. The result may be a combination of in-person and online auction methods that will be an entertaining and rewarding experience for the buyer.

The NAA wants to continue providing the tools to ensure its members a bright, prosperous future. You have elected a board dedicated to leading us to a prosperous future. Our NAA staff is implementing changes to improve our Conference & Show experience, provide a more productive website, unite us through online community conversations, and increase our educational opportunities. I challenge you to be an active NAA member and participate in this organization's many programs.

Take advantage of the networking and education opportunities that Conference & Show provides July 23-27 in Pittsburgh. Register today and come expecting an excellent auction family experience, where we help each other plan and succeed in the most extraordinary form of the free enterprise system—the auction method of selling. �

Jana Walker



Lance Walker, CAI, BAS, NAA President

Lance Walker is the founder of Walker Auctions. He is a previous NAA Board of Directors member. and has served as President of the Missouri **Auctioneers Association** and Vice President of the Tennessee Auctioneer Association. Lance was named to the Tennessee and Missouri Auctioneer's Hall of Fame. He co-wrote the Benefit **Auction Specialist** curriculum for benefit auctioneers and taught the course to hundreds of auctioneers through the National Auction Association.

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OFFICIAL PUBLICATION





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You have two hands: One to help yourself, the second to

"

help others.

Audrey Hepburn

"

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#### IOIN THE COMMUNITY







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# **National Auction Foundation Scholarship Application** The information provided on this form will be used by the National Auction Foundation. What scholarship are you applying for? If other, which event? Other NAA event Personal/Contact Information: Full Name First Name Address \* Street Address

#### Apply for NAA education scholarships all year long!

Through generous donations from people like you, the National Auction Foundation funds scholarships for NAA educational events. The application process has changed, as mentioned in the previous issues of The Auctioneer. Now, there is one easy-to-use form to apply for any available scholarship throughout the year. This means no more missing the application window. Apply at any time for any event. Find the updated application form now at auctioneersfoundation.org/about-scholarships.

The Auctioneer (ISSN 1070-0137), Copyright © 2024 by the National Auction Association is published Bi-monthly Dec/Jan, Feb/Mar, Apr/May, Jun/Jul, Aug/Sep, Oct/Nov by the National Auction Association, 8880 Ballentine St., KS, 66214-1900. Periodicals postage paid at Kansas City, MO, and additional mailing offices. POSTMASTER: Send address changes to The Auctioneer Magazine (NAA), 8880 Ballentine St., Overland Park, KS 66214-1900. Materials may not be reproduced without permission.

# auctioneer



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# 2024 EVENTS & CONVERSATIONS

#### **April**

- Day on the Hill Q&A #1
- Day on the Hill Q&A #2
- Community Conversations
  - » International Auctioneers
  - » Auto & Motorcycles, Dealers vs **Individuals**
  - » Bilingual Auctioneers
  - » Bankruptcy & Liquidations

#### May

- National Auctioneers Week
- Community Conversations
  - » Chat with the Champions
  - » Education Opportunities at C&S Q&A
  - » Past Presidents (invitation only)

#### June

- Community Conversations
  - » New Members (invitation only)
  - » State Association Leadership (invitation only)
  - » Auction Schools (invitation only)
  - » NAA Candidates
  - » BA Summit Q&A

#### July

- 75th Conference & Show in Pittsburgh, PA
- Community Conversations
  - » NAA Ambassadors

#### **August**

- Benefit Auction Summit in Coral Gables, FL
- Community Conversations
  - » Past Presidents (invitation only)
  - » Designation Academy Q&A
  - » Community of Practice: Firearms



Find additional event details at auctioneers.org/calendar\_list.asp



# **Your Cornerstone Committees at Work**

The 2024 Marketing Competition finalists have been identified and are included in this issue! It's an exciting group of entries showcasing the talent and vision of so many within the industry. Winners will be announced and receive their awards in July during this year's Conference & Show in Pittsburgh, PA.

National Auctioneer's Week is just around the corner. Each year the Promotions Committee appoints a handpicked taskforce that works hard at choosing a theme and gathering the building blocks to this annual campaign built on sharing with the world what the auction method is, does, and just how instrumental it is to everyday life.

Hopefully everyone has taken the time to check out the new website, logged in, and updated your profile information. For some time now, the Website Task force has been working on setting up a more cohesive mapping of page to improve finding what visitors are looking for, all with limited clicking around. Once the new site went live, they continued reviewing pages with eyes focused on content value.

Community Conversations continue to be a favorite

benefit to NAA members. The Community Conversation

Subcommittee put together a great line up through September

# ADVOCACY

These past few weeks have been a whirlwind of activity for the advocacy committee! We've been working diligently to begin amplifying NAA's legislative priorities and have a lineup of exciting initiatives planned. An informative bill tracking system is coming soon, we are currently searching for a dedicated PAC manager and federal lobbyist, and our preparation for a revamped Day on the Hill is about to wrap up. Mark your calendars and get ready to join us because the event is fast approaching. Every member who participates in DoH adds another voice to the conversation. When we show up in force, we send a clear message to policymakers about the issues that matter most to the auction industry.

To streamline your experience and ensure a successful event, NAA encourages you to register online. This will allow us to schedule your meetings for you. The sooner you register, the better chance we have of securing meetings with key decision-makers! To book your hotel room, contact the hotel directly. To view the current schedule and sign up, please visit the following link: www.auctioneers.org/dayonthehill.

# 2024, and plans for the months following that will carry the success forward. Even though Community Conversations are virtual during the year, in-person versions of Community Conversations will return to Conference & Show! Last year was a the first year for these and because they were so well received, they were instantly added to this year's schedule. Topics are still being identified but the preliminary list is very promising!

In April, DECA will be holding a ceremony in Anaheim, CA, to present the winners of the various corporate challenges with their awards. NAA staff and the chair of the DECA Task force will be in attendance to help with the presentation! The NAA sponsored a marketing challenge requiring high school DECA students to build a marketing campaign for an estate sale that includes real estate. The response far exceeded expectations and everyone is looking forward to doing another challenge next year. Spreading the auction method is a perfect fit for this program.

# EDUCATION

It's an exciting time as the committee continues its focus on the future and where education excellence can take the industry and those working in it. As new technology comes along and as laws and regulations change, education is at the heart of keeping up and moving ahead.

In addition to looking forward, the committee is reviewing past education-related events to glean useful analytic information to use as current programs are reviewed and new ones discussed. Are attendance numbers up or down from previous years? That's one of the basic questions that can be asked and considered. Identifying why numbers are changing or staying the same is a critical indicator of the direction needed to ensure quality education programs are provided in the best format for the largest number of individuals.

Conference & Show may still be a few months away, but it's a busy time as planning has moved to wrapping things up and putting on the final touches and that includes education sessions. Be sure to register today to ensure you have a seat in as many of the exciting education sessions as you can!

### **State Watch**

#### Missouri

Missouri Professional Auctioneers Association held their 2024 Winter Conference, February 16 & 17, 2024 at the Drury Plaza Hotel in Columbia, Missouri.

#### **Election Results**

President: Suzanna Wolfe President-Elect: Scott Kuntz Vice President: Chad Shepard

Immediate Past President: Mike Witten

Board of Directors: Mike Easterly, Trent Mumm,

Richard Moffat, Jeff Pittman, Quest Flesner, Bruce Murphy

Hall of Fame: Ed Warden

#### **Competition Results**

**Bid Calling Champion:** Scott Kuntz **Ringman Champion:** Chad Shepard

#### **Marketing Competition Results**

Print Advertising Sale Bills: Scotty's Auction Service Print Advertising Business Cards: Chad Shepard Print Advertising Signs & Banners: Caleb Marquette Auction Promotion Vehicle, UTV, Auction Topper or

Trailer: Russ Weeks

Auction Apparel: Scotty's Auction Service Photography/Video: Chad Shepard Social Media/Website: Chad Shepard

#### Scholarship Results

Reagan McChristy & Victoria Shepard











#### **Montana**

Held in conjunction with the Wyoming Auctioneer Association, WyMont was January 18-20, 2024 in Billings, MT.

#### **Election Results**

**President:** Wade Affleck **Vice President:** Brian Young **Treasurer:** Merton Musser

**Directors:** Colton Young & Rusty Trzpuc **Hall of Fame:** Rick Young & Ed Hinton

#### **Competition Results**

WyMont Champion: Daniel Yoder

1st Runner Up: Cris Mast

**2nd Runner Up:** Justin Biesheuvel **Rookie Champion:** Tomy Parker













### **Kentucky**

The Kentucky Auctioneers Association held their annual convention January 25 - 28 in Lexington, Kentucky.

**Election Results** 

**President:** Geral Wells

**President-Elect:** Will Gregory **Vice President:** Caitlin Wardlow

Immediate Past President: Willie Baker

**Directors:** Michael Dale Harris, Tyler Mounce, Lloyd Ferguson, Wayne S. Long, Alex Popplewell, David Asher,

George Coomer, Dustin Mallory

Hall of Fame: Jeff Geralds & Jimmy Willard

**Pro Bid Calling Competition Results** 

Champion: Alex Popplewell Reserve Champion: Luke Wood Second Runner Up: Jesse Muse

Auctioneer of the Year

Russell Mills

Ringman Division Competition Results

**Champion:** Tammy Wells

Reserve Champion: William Rogers

**Apprentice Division Competition Results** 

**Champion:** Tyler McCombs

Reserve Champion: Corbin Cowles

Jr Division Competition Results

Champion: Ty Wood

**Reserve Champion:** Christopher Spears

Scholarship Results

KAA: Brent Judd, Luke Nesler, Sara Leftwich, Logan

Kirby

Gooch Memorial: David Asher

Lifetime Achievement Award

Bruce Thomason













#### Oklahoma

The OSAA Winter Convention & Contests was held February 8-11 in Oklahoma City, Oklahoma.

#### **Election Results**

President: J.B. Robison Jr. Vice President: Dennis Huggins

Directors: Justin Kennedy, Arlyn Imel, Aaron Pitts

#### Competition Results

Pro Bid Calling Champion: Matt Sandmann

Ringman Champion: Jerran Miller Rookie Champion: Jerran Miller

#### Marketing Competition Results

Brochure Folded Marketing Piece: Smith & Co.

Auction & Realty Inc.

Color Sale Bill (flat Marketing Piece): Wiggins

Auctioneers & Realty

**Postcard:** Wiggins Auctioneers & Realty

Video Ad/ Commercial/ Reel: Sandmann Auction

Group LLC

Website: Wiggins Auctioneers & Realty

Social Media: Sandmann Auction Group LLC Photography: Sandmann Auction Group LLC Business Promotional (Clothing, Signs, Banners, **Specialty Ideas):** Wisely Benefit Auction Services







### Georgia

The Georgia Auctioneers Association held their annual convention February 17-19 in Hiawassee, Georgia.

#### **Election Results**

**President:** Taylor Osborn **Vice President:** George Franco **Treasurer:** Perry Walden

**Directors:** Seth Weiner, Devon Chin, John Hunter DeMott, Lou Dempsey, Michael Acord, Joe Lanier

Chairman of the Board: Elton Baldy

#### Rookie Division Competition Results

Champion: Mathew Kyle Beard 1st Runner Up: Brandon Presley 2nd Runner Up: Cary Holloway

#### Ringman Division Competition Results

**Champion:** Justin Duncan **1st Runner Up:** Trent Kerr

**2nd Runner Up:** DeWayne McClendon







Pro Division Competition Results
Champion: Justin Duncan
1st Runner Up: Trevor Hooley
2nd Runner Up: Chris Elliott





#### **Arkansas**

The AAA 2024 Convention was held February 29 - March 3 in Hot Springs, Arkansas.

**Election Results** 

**President:** Aaron Brewer

**Directors:** Shawn Looper, Kenneth Grady Sr, Zach Vierheller, Dennis Huggins, Nick Stover

Rookie Division Competition Results

**Champion:** Aaron Pitts **2nd Place:** Jeffery Usrey







#### **North Carolina**

The AANC Convention & Contests was held January 19-20 in Winston Salem, North Carolina

#### **Election Results**

**President:** David Bailey

Vice President: Michael Parker Treasurer/Secretary: Rick Lashmit

**Directors:** Bucky Hathcock, Laura Furr, Michael Hutchens, Susan Holder, Don Horton, Ricky Higgins

**President Elect:** Russell Aycock **Chairman of the Board:** Kelly Williams

#### Rookie Division Competition Results

**Champion:** Lukcus Hawks

Rookie Reserve Champion: Robert Everetts Rookie First Runner Up: Lauren Bell

#### **Pro Bid Calling Competition Results**

Champ: Agustus Hartness

**Reserve Champ:** Michael Smith

First Runner Up Grand Champion: Ricky Higgins

#### Hall of Fame

Michael Parker



**Pro Bid Calling Competition Results** 

**Champion:** Hunter Sims

2nd Place: Jacob Burley

**Champion:** Jacob Burley **2nd Place:** Brandon Burley

3rd Place: Jaci Pitts





#### **Minnesota**

The 2024 MSAA Conference & Show was held January 17-20 in Moorhead, Minnesota.

#### **Election Results**

**President:** Kevin Maring

Vice President: Dave McLaughlin Past President: Glenn Trautman II

**Directors:** Dylan Kellemeyn, Ben Grafe, Ray Caruso, PJ Fanberg, Kaija Kokesh, Frederic Wiese, Lake Boehm, Lance Quam, Mitchell Siemers, Frank Imholte

#### **Competition Results**

Rookie Champion: Wyatt Erdmann Ringman Champion: Andy Imholte Champion Auctioneer: Dylan Kallemeyn

Runner Up: Jared Sutton 1st Runner Up: Tony Wisely 4th Place: Sonny Jensen 5th Place: Ray Henry

#### **Marketing Competition Results**

**Best of Show:** Jeff Martin Auctioneers Inc. **People's Choice:** Jeff Martin Auctioneers Inc.

#### **Print Division:**

Newspaper or Magazine Ads: Helbling Auctioneers Estate/Personal Property: Maring Auction LLC Real Estate Auction: Aasness Auctions and Real Estate

Farm Auction: Maring Auction LLC Specialty Auction: Helbling Auctioneers

Post Cards: Resource Auction

**Brochures & Catalogs:** Jeff Martin Auctioneers Inc.

#### **Digital Division:**

E-Mail Communication: Steffes Group

Digital Ad Promotion: Jeff Martin Auctioneers Inc. Website Homepage/Landing Page: Resource Auction Video Promotion: Jeff Martin Auctioneers Inc. Social Media Presence: Resource Auction

#### **Photography Division:**

Auctioneer in Action: Pifer's Auction & Realty Auction in Crowd: McLaughlin Auctioneers Wild Card: Jeff Martin Auctioneers Inc.

#### **Business Promotional Division:**

**Clothing:** Jeff Martin Auctioneers Inc.

**Signs & Banners:** Jeff Martin Auctioneers Inc.

**Specialty Ideas:** Steffes Auctioneers









#### **South Carolina**

The 2024 South Carolina Auctioneers Association Convention was held February 25-27 in Hilton Head Island, South Carolina.

#### **Election Results**

**President:** Glenn Hartshorn

Chairman of the Board: John Slaughter Secretary/Treasurer: Jared McGaffee

Directors: Gordon Amstutz, Holli McGee Roberts,

John Helms, Alex Bourland

#### **Competition Results**

Rookie Champion: Buster Bishop

State & Grand Champion: Gordon Amstutz

State Runner Up: Lawayne Weaver

#### **Marketing Competition Results**

Commerical Industrial and Farm: Jeff Martin

Auctioneers

Webpage Advertising: Iron Auction Group

**Periodical:** Jeff Martin Auctioneers

**Antiques and Estates:** Richmond Auctions

Social Media and Online Advertising: Iron Auction

Group

**Real Estate Advertising:** Jeff Martin Auctioneers **Institutional and Stationary:** Richmond Auctions

#### Auctioneer of the Year

David I. Meares







#### **Colorado**

The CAA Convention & Contests was held February 1-4 in Broomfield, Colorado.

#### **Election Results**

President: Harold Unrein

**1st Vice President:** Mike Heitmann **2nd Vice President:** John Schaffner

**Directors:** Jon Flack, Halie Behr, TC Johnston, Todd Natale, Jess Nighswonger, Alan Woolsey, David P.

Whitley, Graig Medvesk

Chairman of the Board: Mike Whitfield

#### **Competition Results**

**2024 Hall of Fame inductee:** O.J. Pratt **Ringman Champion:** Matthew Heitmann

Team Champion: Shawn Hagler & Monica Higdon Colorado State Champion Auctioneer: Alan Woolsey

Novice Champion: Jess Nighswonger

#### Scholarship Recipients

Keaton Glassman, Caleb Hart, Shelby Shuman,

Rachel White













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

**Business Practices** 

# **Auction Terms and Conditions**

Question: What are the general terms and conditions of an auction? How are they established? Who determines them? What is the effect of failing to address them properly?

he owner of the property sold at auction generally has the right to determine the manner, condition, and terms of the sale.

The auctioneer should discuss these decisions with the owner and advise him or her of the options.

Once these decisions are made, the auctioneer is responsible for ensuring the public knows the terms and conditions. This can be accomplished by an advertisement including, announcement of, and / or the posting of the terms and conditions, as well as the implementation of a bidder's registration agreement.

The announcement of the terms and conditions of an auction is not considered an "offer" by the seller to sell the goods or property. Instead, the announcement is generally considered an invitation for offers or some type of proposal. When the terms and conditions are announced, these terms are generally deemed to supersede all others and will typically bind the bidders and purchasers. The terms and conditions announced will generally be binding even if the bidder or purchaser did not hear or understand the announcement, was not present at the time of the announcement, or did not sign anything acknowledging the terms and conditions.

The terms and conditions of the auction generally may be altered before bidding begins as long as the auctioneer announces the modification in good faith when the property is put up for bid. The modification could be a correction to a description, a disclaimer of any express or implied warranties, or other matters. However, auctioneers should generally refrain from making significant changes to the terms and conditions at the time of the sale. For example, if a sale has been advertised as an absolute auction, the auctioneer generally should not seek to change it to a reserve auction on the day of the sale when the auction is about to begin. Doing so could be considered by a court to be a "bait and switch" or outright fraud.

Auctions are intended to be public, and everyone should have an equal opportunity. Auctions should allow for fair and open competition. Therefore, the announced terms and conditions of the sale may not be varied as to the actual purchaser by a prior agreement with him or her. The general principle is that all bidders must stand on an equal footing.

The auctioneer should consider recording the announcements and the auction to provide evidence of the terms and conditions announced.

This can be an audio recording, a video recording, or both. In addition, the auctioneer should even print and post the terms and conditions of the auction. This allows individuals who missed the announcements to still see, read, and understand the terms and conditions.

The best practice is to have a formal bidder's registration process and a registration agreement. The bidder's registration agreement would specify the terms and conditions of the sale.

During the registration process, each bidder should provide authentic identification and register for the sale.

Each bidder should be given a copy of the registration agreement containing the terms and conditions of the sale. In addition, each bidder should be required to sign a document acknowledging receipt of the terms and conditions and stating that he or she agrees to be bound by the auction terms and conditions. This document can be acknowledged by written print or an electronic digital click-wrap format, depending on the nature of the sale and the bidder's remoteness. This process and the registration agreement support enforcing the terms and conditions of the sale in the event of any type of litigation, including demands for damages for any alleged breach of the agreement.

Finally, after the seller and auctioneer (as the seller's agent) establishes the terms and conditions for an auction in an advertisement, by announcement, by publication, and/or with a bidder's registration agreement, those terms and conditions are thereafter binding upon both the seller and any bidder. Any bid placed at the auction is deemed to incorporate those

terms and conditions unless otherwise stated. (A bidder could make an offer on terms different from those announced, but bidders generally do not do so, and an auctioneer is not required to accept a bid with different terms.) After the sale, the seller may waive some of the requirements of strict compliance with the terms and conditions by the buyer.

The seller, and auctioneer as the seller's agent, establish the terms and conditions of the auction. The terms and conditions should be carefully selected, and everyone who attends the auction should be advised of them.

The best approach for advising each bidder of the terms and conditions is to have a robust registration process, a detailed registration agreement, and day-of-sale announcements and/or postings consistent with it. It is critical that the auctioneer ensure that the terms in the registration agreement and the announcements and/or postings are consistent. Any inconsistency is likely to invite costly litigation.

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

Kurt R. Bachman and Beers Mallers Backs & Salin, LLP also advise that any information you send to Auctioneer shall not be deemed secure or confidential. Please visit one of our offices to ensure complete confidentiality.

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







# Buying and Selling Tips from the Pros

Understanding the art of procuring and promoting auction businesses

By James Myers

uction businesses are often built from the ground up and sometimes passed on to younger generations. Unless the company fades away with its founder, it will go through a complex process of being appraised, researched, negotiated, and sold to new owners, either within the family or outside of it. Three auctioneers with experience in buying and selling auction businesses recently shared professional advice with anyone considering buying or selling.

#### **Determining Value**

Jim Fahey, BAS, was the youngest partner in his Minnesota-based auction firm, which had been owned and operated by his family for 75 years. During his time with the company, he bought out family partners and ran the operation for more than a decade before selling it.

When determining the value of his business, Fahey said he looked back at three years of profit and losses, which he picked up when he inquired from numerous U.S. Small Business Administration creditors about what they look for when financing a business. However, they also look at debt service and practice recasting, the accounting principle of removing or adjusting items on financial statements unrelated to the ongoing business.

"What expenses to the business go away when the existing owner goes away?" he said. "Take a realistic approach and get accurate numbers ... Once you get that final number – profit, plus debt service, plus all of these other things – if someone were to buy this business, what would be a

realistic expectation for income?"

Jennifer Gableman, CAI, ATS, bought her auction company, Absolute Auctions & Realty, from her aunt and uncle, who founded it. For the five years prior to making the purchase, she and her husband ran the company, and she managed the books, so she had thorough knowledge of its finances. But to get a fair representation of its worth, they brought in a third-party business appraiser.

"When you look at the cash assets, the debt involved, it all played into the part of the evaluation," she said. "We used a third party, mostly because we were talking about my aunt and uncle, my husband and I, and we wanted a third party to help evaluate because my aunt and uncle made the business; they started it 27 years ago – it was their baby and there is that emotional value."

For Gableman, the previous owners were already out of the picture. However, when buying an auction company where the leaders are still a big part of the daily operation, knowing their roles and how they impact income is vitally important. Bryce Hansen, CAI, has acquired four different auction firms and said that when valuing a company, it should consider the current employees as assets. In some cases, an agreement can be made that holds onto various valuable staff members for a predetermined amount of time. However, when a company's value is placed almost solely on the performance of a single person who will not be there when the sale goes through, that could be a problem.

"The less important you as a principal are," he said, "the more value your company is going to have."

#### Time to Sell?

Whether you're nearing retirement age or just looking to get out of your auction company and venture into something new, having a succession plan and knowing exactly how it will play out as you make your way to the exit is highly advisable. Unforeseen and unfortunate circumstances can also be made less drastic when a plan is in place. Fahey has experience with this, as two nephews had become partners in the business but had to make early exits due to sudden health issues. The well-established buy/sell agreement covered everyone.

"Every year, the value of the business was made, and it was a finite number," he said. "There was nothing to argue about ... It was such a great comfort to be able to go to the file, open it up, and say your buyout is X, period."

But what about the auctioneer who owns their company and has flirted with the idea of selling but just hasn't made that final commitment yet? Having a plan in place is still advised, but Gableman warns not to put off the sale for too long.

"Don't wait until you're scraping the barrel," she said, "you're in distress or you're having issues and you're just so tired of working that you're willing to give it away. Find that sweet spot and be comfortable with it, and don't just hang on for dear life until it has to be taken away from you." •

This article is based on a session from the NAA's 2022 Conference & Show. Watch it now on The Auction Institute®.

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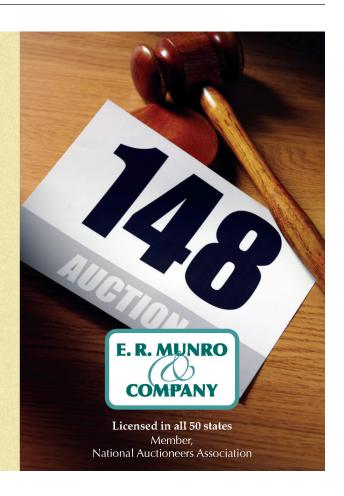
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# What is Artificial Intelligence?

By Kenya McCullum

hatGPT. Gemini. Claude. Jasper. Vertex. Artificial Intelligence, or AI, is everywhere, and there's no way of escaping it. What may have been considered a contrivance out of the mind of a science fiction author even a few decades ago is now a reality. Since the explosion of AI tools in recent years, professionals in every sector have integrated them into their business operations. And auctioneers are no exception.

#### But what is AI anyway?

When we talk about different artificial intelligence tools that can do everything from writing blog posts to cleaning up the backgrounds of photos to analyzing data, we're talking about machine learning technologies, which are software algorithms that can learn how to do specific tasks for you. And the more information you feed into these applications, the more adept they become at doing these tasks—ultimately freeing up your time by doing something within mere minutes that may have taken you hours.

#### Types of AI Tools

If you do a search for AI tools, you could spend the rest of the year perusing the numerous and seemingly ever-growing types of programs available. With such an abundance of options out there, you may be wondering which to choose. Here are some of the most popular tools used by professionals in the auction industry to help you narrow your search.

- ChatGPT. Created by OpenAI, ChatGPT is an AI text generator that allows you to converse with it to get what you want. Through a series of questions and answers, ChatGPT can do various tasks, from writing an auction description to building a LinkedIn profile for you.
- **Gemini.** Google's Gemini, formerly Bard, is a conversational AI chatbot like ChatGPT. It leverages the power of Google's vast data on the web to create text and images. Gemini can also be used with voice assistants, so if you want to ask it questions through Alexa or Siri, you can easily combine the programs.
- Claude. Claude AI, which Anthropic developed, is an AI chatbot that creates text, analyzes uploaded files, and summarizes websites when you input links. The program also has robust search capabilities, so you can find the specific information you're looking for in websites, databases, and documents.
- Cleanup.pictures. If you don't know how to use Photoshop or don't have the time to, Cleanup.pictures allows you to remove unwanted objects from photos quickly. Whether a photo has a defect or something in the background you don't want there, Cleanup.pictures can edit and enhance photos for you with graphic designer quality.
- Cleanvoice. If you're creating a podcast or YouTube video or just need good-quality audio to obtain a clean transcript, Cleanvoice uses AI to remove any background noise from a recording, as well as breathing, filler words, and dead air. The program works with recordings in English, German, and French.

#### How to Get Started With AI

If you still need to start using AI in your business and you're feeling a bit intimidated, you're not alone. It can be overwhelming, but auction professionals who have overcome this initial reluctance offer the following tips.

- Start small. Although you may feel overwhelmed as you research all of the AI tools out there, the good news is that you don't have to build Rome in one day. Sara Rose Bytnar, CAI, AARE, AMM, BAS, of Beth Rose Real Estate and Auctions, says starting small is a great approach that can help you get accustomed to using AI regularly. "The best way to get started is to just begin with one platform. Create an account, and start really small. I think it can be overwhelming; you can get too caught up in the endless ways to use AI," said Bytnar. "I think if you figure out a purpose and a process of implementing one piece of AI into your business—whether it's marketing or responding to Google reviews or examining your analytics—you can just pick a lane, start small, and really start to open up. Then, when you implement that part successfully, move on to something else. That way, you will have consistency over the long term."
- Find tutorials. If you're reluctant to use AI tools because you're afraid they will be too complicated, remember you don't have to reinvent the wheel. There are many resources out there to get you started, so you can find a plethora of information as you learn. Mike Fisher, CAI, AARE, AMM, GPPA, CES, BAS of Redfield Group Auctions says this is how he got started, and he found it easy to learn the basics. "I've attended live seminars, I've attended

- online seminars, and I have watched YouTube videos," said Fisher. "There is a wealth of information for somebody trying to learn on YouTube."
- Play around. There is definitely a learning curve when it comes to AI tools, so start by playing around to get a feel for what AI can do for you. Even these low-stakes experiments with AI can help you learn the technology and become more comfortable with it. "Just play around with it. You don't have to have anything big to start out with. You can even just ask it to give you an idea for a recipe based on what's in your fridge. If you want to start out with something super simple just to get a little bit more comfortable with it, I think that's a good place to start. Or you can upload a blog or some other sort of content and ask AI to check it for grammatical errors or make SEO suggestions," explained Charissa Bires, Director of Marketing at Grafe Auction. I think a lot of people don't want to start because it feels really big to them, but it doesn't really have to be. You can just start small with little things and play around with it until you feel comfortable."
- Don't overthink it. If you're considering using AI but not sure if you want to jump in, John Schultz, AMM, of Grafe Auction Company, suggests you stop overthinking it and dive right in and try it. After all, the technology is here, so you may as well get used to it. "If you're thinking about it, my recommendation is to stop thinking and maybe start doing because this rabbit is out of the hat," Schultz said. "If you wait too long, you're going to get passed by because this has just become part of business. So start using it." ❖





# Taking the Chant to the Big Screen



t comes as no surprise that the online auction market is growing rapidly. According to Business Wire, online auctions generated \$5.9 billion globally in 2021 and are projected to hit \$11.4 billion by 2027. That's just one of many optimistic projections for the future of online auctions. Auctioneers have been experiencing this shift for a long time, changing a large percentage of our auctions from traditional, in-person events to online forums with digital bidding. The digital boom has fantastic consequences: more customers buying and selling at auction, more revenue, and more "mainstream" status for the auction world. Yet, there is a significant downside. Where does this boom leave the trademark of the auction industry, the auction chant? As online auctions expand, the world of live events featuring fast-talking auctioneers begins to fade away, slowly but surely nearing antiquity. Will the ever-digital surge lead to the extinction of the auction chant?

There are still auctioneers who want to ensure that as the online auction industry grows, the auction chant remains alive and thriving in the public eye. That's why Terri Walker teamed up with filmmaker Daniel Ramirez to produce a documentary about the auction chant and the auctioneers competing for the 2024 National Auction Association International Auctioneer Championship title. When Terri tells people she is an auctioneer, the first question is always, "Can you talk fast?" The chant sets the auctioneer apart from every other seller. A live auction is more than a sale; it's entertainment. It's part of a broader culture unique to the American auctioneer, and it's impossible to capture the magic of the chant on an online bidding platform. This documentary will spotlight the auction chant before it becomes obsolete. Extinction may sound far-off or even impossible to some. However, history shows how one form of chant died out despite being an industry staple: the tobacco auction chant. Southern tobacco auctioneers' rhythmic, sing-songy chants date back to the 1800s. The modern-day auction chant is said to have originated from these tobacco auctioneers. Legends like Sandy L. Houston represent the heyday of a tradition that thrived for generations.

However, as the industry and market changed, so did the traditional live tobacco auction, and the chant declined with it. As complex online bidding systems and artificial intelligence software change the auction market, the live auction chant's prominence is also bound to change.

The best way to secure a long-lasting future for the auction chant is to widen public infatuation. Bring more people on the "outside" of the industry inside, giving them the chance to learn and love the chant. When Terri served as president of the NAA, she saw the positive effects of expanding viewership into the International Auctioneer Championship back in 2015 with her creation of IAC Live, the livestreamed event of the competition that increased accessibility to online viewers and boosted audience engagement with commentators and live interviews. IAC Live also created evergreen, entertaining content for auctioneers to repost and share with their audiences, creating a ripple effect. IAC Live was just the tip of her desire to bring more eyes to the auction world and the annual competition. Educating the public about the auction industry on a wide-reaching, reputable scale will push all types of auctions to the forefront of consumers' minds. The live, chantdriven auction growing in as much popularity as online auctions is more than achievable. At the very least, Terri's goal in this film is to ensure that the auction chant stays relevant and to avoid the same fate as the tobacco auctioneers. That's why she is working to bring the auction chant to the big screen.

Over the next eight months, Terri and her team will work to produce the documentary *Going Once* (working title), which deep dives into the chant's history and modern-day champions. The documentary will follow the journeys of IAC competitors as they prepare for the competition and culminate at the NAA Conference and Show this July, with the winners crowned. Along the way, this team will follow historical pods, including those pioneer tobacco auctioneers, Revolution-era auctions in New York City, and cultural icons like Leroy Van Dyke and his "Auctioneer Song." *Going Once* will immerse viewers in the



diversity of the auction industry, covering livestock, antiques, fine art, farmland, classic cars, and vintage tractors, to name a few. This film will also educate viewers on the diversity of the auctioneer, showing how this industry is international, multi-racial, and spans a broad age and gender gap. As the film follows a handful of IAC competitors, consumers will fall in love with the chant and the entire industry.

Part of the team making this film possible is Daniel Ramirez, a seasoned filmmaker and producer who earned his professional start filming promos in the auction business. Jim Bianco is joining as a line producer and operational guru; he has had a successful career spanning major reality TV and film for decades. Finally, joining her mother is Caroline Walker, who has a background in nonprofit management and grew up fully immersed in the auction industry as an NAA member from birth. Readers are encouraged to learn more about this incredible team as they publish campaigns to follow and support this cinematic journey. This dedicated team is pushing the auction industry in front of millions of viewers in a way that has never been done before.

There is a long way to go before the documentary reaches your TV. This film is intended to spotlight your industry and talents as auctioneers, so your help in making this film right is a necessary call to make. There are two ways you can support: 1) financially and 2) creatively.

Making a movie costs a lot of money. Terri and her team will launch a crowdfunding campaign to self-fund as much of the production as possible. This allows for more creative control, funded and driven by the auctioneers the film highlights. The second way this crew would like your help is with your creative support. "You are what makes the auction industry unique. You keep the chant alive and innovate the auction industry into the future. I'd love to hear from you about what aspects of the chant and industry you think should be showcased," said Terri. If you have questions or other interests in *Going Once*, please get in touch with terri@walkerauctions.com.

With great passion, Terri says, "I'm proud to be an auctioneer, following in the fast-talking footsteps of my father, Bob Turnage. I'm proud to be the 2009 Bid Calling Champion, past president of NAA, and owner of an auction company with my husband and current president, Lance Walker. Our industry is special, deserving of global attention and reach that only happens in the movies. I hope you'll support me in this important project for all auctioneers, and I can't wait to see you at IAC as we crown this year's champions."

Subscribe to the team's email list using the QR code below to be amongst the first to know about the crowdfunding campaign and other major film updates. �

Subscribe to the *Going Once* email list using the QR code to be amongst the first to know about crowdfunding and other major film updates.







# NAA's 75th Annual International Auctioneers Conference & Show Preview



# <u>Important Deadline Dates</u>

IAC Contestant Entry & Early Registration:

Hotel Group Rate Last Available:

May 29

<u>June 19</u>

# Meet the Candidates



# Morgan Hopson, CAI

**Candidate for Vice President** 

#### What prompted your decision to run for the office of NAA Vice President?

My aspiration to serve as Vice President of the NAA is driven by a deep commitment to our auction community. Considering the strides the Board of Directors has made over the past three years, it only solidifies my interest in continuing to serve our association and membership. We still have work left to do to ensure that the NAA is the voice of the auction profession. As a candidate for Vice President, I'm driven to continue the Board's strategic initiatives and be an approachable, transparent leader for our members.

### Why did you join the NAA initially, and what can a member do to maximize their membership?

I joined the NAA initially because I was raised to believe in supporting causes that I care deeply about. So, when I was handed the NAA membership form at the end of auction school 13 years ago, I didn't hesitate. I knew I wanted to be part of an association that could help me grow personally and professionally—a community with like-minded ethics that would challenge me to be at the forefront of our industry and support me along my journey. What I found in the NAA was precisely that. I believe a member should actively engage in the association's various offerings to get the most out of their NAA membership. By taking advantage of these opportunities, members can enhance their professional development, build lasting relationships, and ultimately, maximize the value of their NAA membership. The more members put into their membership, the more they will get out of it.

#### What is the most pressing issue for today's auction industry?

One of the most pressing issues for today's auction industry is the demographic shift known as 'Peak 65.' This term refers to the phenomenon where a significant portion of the workforce, particularly the Baby Boomer generation, reaches retirement age. This demographic shift presents both a challenge and an opportunity for our industry. We must focus on educating and nurturing the next generation of auction professionals to ensure the longevity and success of our industry.

By proactively addressing the demographic shift and engaging with

young people through programs like the FFA and DECA, we can ensure a bright future for the auction profession and cultivate a new generation of skilled, passionate auction professionals prepared to lead our industry through the challenges and opportunities that lie ahead.

### What specific initiatives would you like to see included as the NAA looks toward 2030 and beyond?

I believe we should focus on initiatives that align with our four cornerstones – Promotions, Advocacy, Community, and Education - to ensure that the NAA remains the voice of the auction profession:

- 1. Enhance promotions and public awareness: To ensure the long-term success of the auction industry, we must continue to promote the value and benefits of auctions to the public, showcasing the unique advantages of auctions, such as transparency, efficiency, and the ability to achieve fair market value. By raising public awareness and understanding of auctions, we can attract more buyers and sellers to our industry and create new growth opportunities.
- 2. Strengthen advocacy efforts: The NAA has made significant strides in recent years, but there is still work to be done to ensure that the NAA is truly the voice of the auction profession. To achieve this, we must continue to invest in lobbying for legislation that supports our industry, collaborating with other professional organizations, and raising public awareness about the value and importance of auctions.
- 3. Foster a strong and inclusive community: We must continue to prioritize initiatives that strengthen our auction community and promote inclusivity. This could include creating more networking and collaboration opportunities for our members and implementing programs that support all individuals within our industry.
- 4. Expand education and professional development opportunities: Education is a core cornerstone of the NAA, and as we look to the future, we must continue to invest in programs that provide our members with the knowledge and skills they need to succeed in an ever-evolving industry.

# Meet the Candidates



# John John Genovese, CAI, AMM, BAS *Candidate for Director*

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

My decision to pursue candidacy stems from a profound passion for the auction industry and a vested interest in its continued success for myself, my family, and the broader auction community. I am deeply committed to dedicating my time and efforts to fostering a thriving future for our industry by empowering fellow auction professionals. I am enthusiastic about collaborating with like-minded individuals to address the challenges and opportunities facing our profession and champion initiatives that promote excellence, innovation, and inclusivity within the auction community. I am eager to engage in constructive dialogue, exchange ideas, and work collaboratively with the rest of the board toward achieving our shared goals.

# Why did you join the NAA initially, and what can a member do to maximize their membership?

I initially joined the NAA at the strong recommendation of Auction Legend Paul C Behr, whose guidance and insights into the auction industry greatly influenced my career path. Even before attending auction school, Paul emphasized the importance and relevance of NAA membership for professionals seeking to excel in our industry. Motivated by his advice, I became a member of the NAA nearly a month before auction school. The NAA offers unparalleled opportunities for networking, education, and collaboration with fellow auction professionals across various sectors and disciplines. However, it's essential to recognize that membership benefits are directly correlated with active engagement. Engagement enriches one's own experience and contributes to the collective growth and advancement of the auction community as a whole.

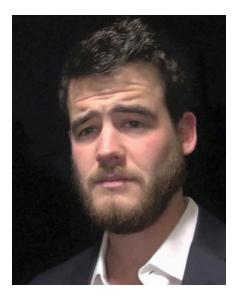
#### What is the most pressing issue for today's auction industry?

The most pressing issue for today's auction industry is the imperative to evolve while preserving the fundamental principles that define our profession. By embracing change, nurturing trust, and prioritizing human connections, we can navigate the challenges ahead and ensure the enduring relevance and vitality of the auction industry. In today's dynamic environment, auction professionals must proactively anticipate and adapt to industry changes. Whether it's the integration of emerging technologies, shifting consumer preferences, or evolving market dynamics, staying ahead of the curve is paramount to our continued success.

# What specific initiatives would you like to see included as the NAA looks toward 2030 and beyond?

First and foremost, I envision a concerted effort to foster a continuous wave of membership growth and engagement within the NAA community. Central to this initiative is ensuring that membership opportunities are accessible and valuable to all auction professionals, regardless of their tenure or experience in the industry. By making membership affordable and providing tangible benefits that resonate with professionals at every stage of their careers, we can encourage widespread participation and create a thriving community of auctioneers. Furthermore, I advocate for initiatives that promote industry promotion and community building, underpinned by a spirit of strong camaraderie and collaborative passion. Whether individuals are newcomers to the industry or seasoned veterans with decades of experience, I believe in the power of bringing people together to facilitate mutual support, knowledge-sharing, and professional development on a broader scale than ever before.

# Meet the Candidates



Erik Rasmus, CAI, AMM

Gandidate for Director

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

In 2020, I was elected as a trustee for the Education Institute for the NAA. This created a spark that has continued to shine to this day, I now serve as the Chair of the Education Institute. I have continued to spread the love and passion of our industry and association, a desire I obtained from my father, Chris Rasmus. The energy that the board of directors is providing has proved invaluable for my motivation to continue serving the NAA. I strive to continue the progress that our board has made and am excited to see the changes that will come as a result of this. Now is the time to make a difference. Now is the time to make an impact within our association.

### Why did you join the NAA initially, and what can a member do to maximize their membership?

Like many members, I was born into our industry and thus brought to Conference & Show as a child. I urge our members to step out of their comfort zone and collaborate. Attend Conference & Show, join the community conversations, and urge state association members to join the national association. More members equals more ideas. Our members should reach out to leadership; we operate better with a shared vision. Auctioneers helping auctioneers....AHA!

#### What is the most pressing issue for today's auction industry?

Our industry is facing a few challenges. Public education is one of them; we need to change how the general public views our industry and auctions. Auctions aren't a place where dreams go to die; they are an opportunity for rebirth. Many of us tend to hold our secrets near and dear; this puts up unnecessary borders and barriers to entry. We must stick together to preserve the nature and future-proofing of our industry. We must stick together to not become another spinning wheel in a bigger, greased-up industrial machine.

### What specific initiatives would you like to see included as the NAA looks toward 2030 and beyond?

Youth leadership, auctioneer syndication, and outside industry education are all top priorities for me. As auctioneers, we agree that the industry as a whole needs to keep ahead of the technological curve. However, the truth is that these developments take place in other industries first, especially in Silicon Valley; THEN, they find their way to the auction lifestyle. Think outside of the box and stay relevant. Burn down processes and rebuild; we don't need to remain on the same path solely because it's what we've always done. Welcome a new way of thinking. The NAA should be looking towards keeping auctions alive and relevant. Live or online.

Elections will be held Thursday, July 25th in Pittsburgh For more information, visit auctioneers.org/election



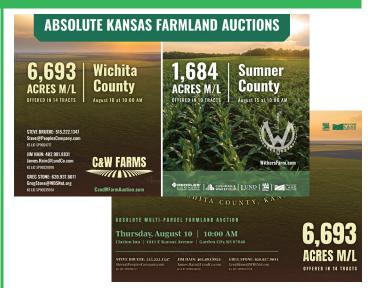
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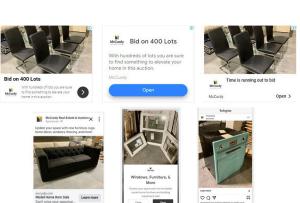
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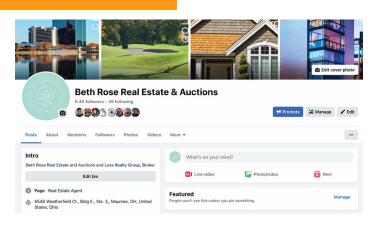
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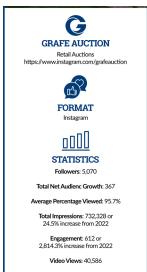
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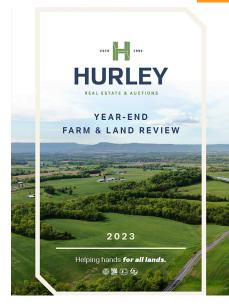
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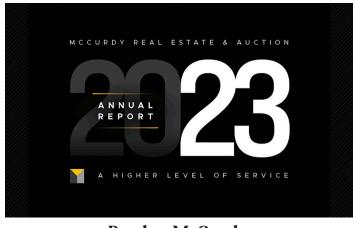
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## **Former NAA President, Bracky** Rogers, Publishes Memoir

#### **Article by Lance Walker**

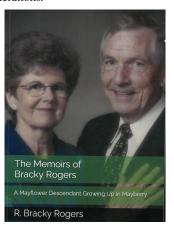
One of the unique aspects of the auction industry is the large number of family-owned, multiple-generational businesses that have stood the test of time. The Bracky Rogers family of Mount Airy, NC is just one example of such a family. This past NAA President and Hall of Fame member tells the history of his family and auction business in his book The Memoirs of Bracky Rogers. His Quaker family roots trace back to Thomas Rogers, a Pilgram in the 1600's, who rode the Mayflower and landed at Plymouth, MA.

When asked why he chose to write a book he said "I have had an interesting life coming from humble beginnings as a farm boy who managed to build a successful real estate and auction business and conducting real estate auctions nationally. I just wanted to share my

Still an active auctioneer, Bracky makes his home in Mount Airy, NC, the hometown of Andy Griffith of "Mayberry" fame. The book includes auction adventures including handling the sale of Frances Bavier, aka Aunt Bee, from the Andy Griffith Show and the collection of cars and real estate from the R. Kyle Hayes estate and museum. The Hayes estate

auction involved over 100 collector cars and 80 pieces of real estate located in four states, receiving national attention from CNN and other news outlets as it appeared he was selling the whole town.

Bracky and wife Wanda started their business on May 16, 60 years ago and today the business includes several family members. Today the company consists of 30-plus people including eight auctioneers spanning three generations.



Published by Laurel Hill Publishing: https://laurel-hill-publishing-llc. square.site/product/bracky-rogers-memoirs/52?cs=true&cst=custom

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#### **Submit graduation classes**

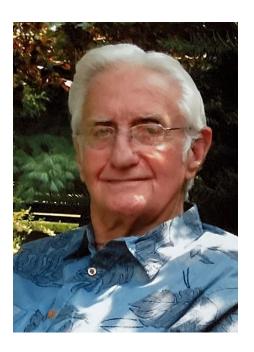
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# In Memory



#### **William Gaule**

William Lee Gaule (92), passed away on February 11, 2024. He was born in Bedford, Iowa on March 27, 1931 to Lawrence William (Bill) and Ruth Morris Gaule. His family moved to Illinois in 1947, first to Petersburg and then to Chatham where he graduated from Ball Township High School in 1949. As a student, he excelled in athletics, especially basketball and track. Joining the Naval Reserves in 1949, he began a 27-year career serving both in the U.S. Air Force and the Air National Guard. In 1977, he retired from the Guard as a Senior Master Sargent, 1st Class. He primarily was stationed at Springfield Capitol Airport with the 183rd Tactical Fighter Squadron, earning the Outstanding Non-Commissioned Officer Award.

At the same time, Bill followed in his grandfather's footsteps and became an auctioneer, conducting his first sale when he was fresh out of high school; he made \$36. Auctioneering, along with his real estate business, became his full-time career in 1977 and continued until he retired in 2016, selling for the last time at the age of 85. "Make your work play and play all day" was his motto. Bill spent his career promoting the auction business and was elected President of the Illinois State Auctioneers Association in 1964. He later became a longtime Board Member of the National Auctioneers Association (NAA), and in 1983, he was honored to become the NAA's National President. Bill was instrumental in relocating and building the current NAA office in Overland Park, Kansas, and for his many contributions and leadership, he was inducted into the NAA's Hall of Fame in 1987.

Of all the honors and accolades he accumulated in his 92 years, he was most proud of his wife and children. He met the love of his life, Marjorie, while he was helping a friend paint her father's house. Bill's painting buddy took a tumble off a ladder trying to catch a glimpse of "the pretty daughter who sings and plays the piano." But it turned out to be Bill and Marge who quickly fell for each other. They were married on July 4, 1953 in Godfrey, Illinois. They started their life together "with \$200 and a used refrigerator." For the next 70 years, they were partners both in life and in the auction business, as Marge worked as his cashier. Marge preceded Bill in death on November 18, 2023. They were virtually inseparable these past many years and are reunited now again.

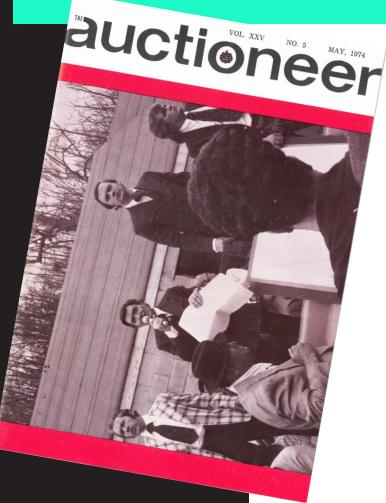
Bill lived a generous life, and no one was a stranger to him for long. He loved telling stories, fishing, seeing his bird dogs work, watching and playing sports, enjoying his recliner, helping people, and spending time with friends and family. Even into his final years, he kept his kind, funny, loving spirit...and his ability to auction an item or two to the highest bidder. He truly was a gentle man who will be greatly missed. Memorials may be made to the Legacy Youth Scholarship Committee (National Auction Foundation)

Source: https://www.bramleyfh.com/obituary/William-Gaule

#### **Obituary Submissions**

Obituaries may be submitted to communications@auctioneers.org. Submissions may be edited for length. Hi-resolution photos and information about NAA and industry involvement appreciated. Editors will do their best to locate photos if none are submitted.

# 50 years later World Championship Rodeo Held At C&S 1974



# WORLD'S CHAMPIONSHIP NAA approved RODEO

Wed. July 24th

will be held in conjunction with the 1974 National Auctioneers Association Annual Convention in ——

Medora, North Dakota

\$600 Purse — Entries added

Trophy buckles for event champions. Saddle bronc riding — bareback broncs, bull riding, steer wrestling, calf roping, and barrell racing. Also  ${\bf JACKPOT}$  team tying.

ANY NAA MEMBER MAY ENTER — FEATURED EVENT WILL BE:
Board of Directors and Officers calf typing contest.

This will be a real rodeo, put on by rodeo people and open to all NAA members. Get your entries in now. \$10 per event, added.

Note to Officers and Directors — You are automatically entered.

Bring a written excuse from your mother if you can't compete!!!!

#### Send Entries to

To: Willard Schnell, Box 1209 — Rodeo Chairman	
Dickinson, North Dakota 58601	
and the state of t	
Check enclosed for my entry in the 1974 NAA	
Rodeo at Medora, N.D., July 24, 1974. Enter me in:	
Signed Address	

The NAA's Conference & Show not only used to cohost a real rodeo but also allowed any NAA member to enter into any number of events they offered. From bull riding to barrel racing and calf roping, this must have been a spectacle to witness!

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