## auctionee







## Champions of Change: Leadership, Excellence, and the Future of Our Profession

s we approach the height of our auction season, I'm filled with optimism about the state of our profession and the caliber of individuals stepping forward to shape its future. This magazine issue spotlights both those seeking leadership positions within our association and those demonstrating excellence in our marketing competition – a powerful reminder of the talent and dedication within our ranks.

To our candidates for Director, Treasurer, and Vice President positions: your willingness to serve exemplifies the spirit that has driven our association forward for over 75 years. When I think back to my own journey in NAA leadership, beginning with committee work and eventually leading to my current role as president, I'm reminded of a fundamental truth: leadership in our association isn't just about guiding an organization – it's about preserving and advancing a profession that touches countless lives and communities.

The decision to run for office reflects more than personal ambition; it represents a commitment to giving back to an industry that has given us so much. I still remember the profound impact of witnessing auctioneers from across my state coming together to support my family during my grandfather's auction in 1992. That spirit of community and service continues to drive many of us to step forward and serve.

To those considering future leadership roles: study our candidates' platforms carefully. Their visions for our association offer valuable insights into our industry's challenges and opportunities. Leadership within the NAA requires a delicate balance between preserving our traditions and embracing innovation – a balance our candidates understand well.

This issue also celebrates excellence through our Marketing Competition finalists. These professionals exemplify how creative thinking and strategic execution can elevate our profession. In an era where digital transformation continues to reshape commerce, their innovative approaches remind us that the auction method of marketing remains vibrant and relevant.

Speaking of excellence, I'm particularly excited about this issue's special feature drawn from last year's Chat with the Champions. For those considering competing in our upcoming competitions, this guide offers invaluable insights from past champions. Their journeys remind us that excellence isn't just about natural talent – it's about preparation, perseverance, and a willingness to learn from both success and failure

As your president, I've witnessed firsthand how competition helps raise standards across our industry. Whether in marketing, bid-calling, or other aspects of our profession, competition pushes us to innovate, refine our skills, and deliver greater value to our clients.

Looking ahead to our Conference and Show in Schaumburg this July, I encourage you to consider how you might step forward – whether as a future leader, a competition participant or simply a more engaged member of our association. The future of our profession depends on individuals willing to push boundaries, share knowledge, and uphold the highest standards of excellence.

Remember, the strength of the NAA lies not in any single leader or champion, but in our collective commitment to advancing the auction profession. Every member who steps forward to lead, compete, or contribute makes our association stronger and our profession more vibrant.

Thank you for your continued engagement and support. Together, we're not just preserving a profession but championing its evolution for future generations. �



John Schultz, CAI, AMM NAA President

John Schultz brings over 25 years of experience to his role as Partner and Chief Marketing and Technology Officer at Grafe Auction Company. He is a previous NAA Board of Directors member and is a leading instructor for the Auction Marketing Management (AMM) designation. John has also served as the Minnesota State **Auctioneers Association** President and was the first President of the Minnesota State Auctioneers Foundation. John was recognized with the NAA President's Award of Distinction in 2022.

MISH







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Shipping Saint

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**Advertising** brings in customers, but word-ofmouth brings in the best customers.

**Eva Lewis** 

"

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April 28 - May 3 #NAW2025

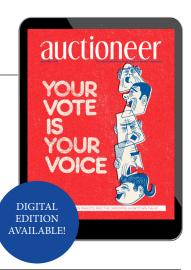






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# National Auction Foundation Scholarship Application The information provided on this form will be used by the National Auction Foundation. What scholarship are you applying for? Select items If other, which event? Other NAA event Personal/Contact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

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## 2025 NAA Planner

## EVENTS & CONVERSATIONS

#### **April**

- Certified Auctioneers Institute
- · Day on the Hill
- Community Conversations
  - » Community of Practice: Auto & Motorcycles, Dealers vs Individuals
  - » NAA Ambassadors
  - » Community of Practice: Marketing
  - » Community of Practice: Bankruptcy & Liquidations

#### May

- USPAP 7 Hr. Update
- Community Conversations
  - » Chat with the Champions
  - » General Industry: Controversial Items Presented by Seller

#### **June**

- Community Conversations
  - » Fielding Your Benefit Auction Summit Questions
  - » Community of Practice: Benefit & Charity
  - » NAA Candidates
  - » NAA Ambassadors



#### July

Conference & Show

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





#### **Your Cornerstone Committees at Work**

National Auctioneers Week is almost here, April 28-May 3, 2025, and wrapping up with National Auctioneers Day on Saturday, May 3. We'll be kicking off the week in Washington, D.C., during our Day on the Hill event, where members will meet with legislators to advocate for the future of the auction industry. This important event will also mark the official launch of our new national campaign, Behind the Gavel—an ongoing effort to raise awareness for NAA and the auction profession. This campaign is about showcasing the people, passion, and impact behind our work and highlighting how we drive change both locally and nationally. The campaign will go live with exclusive content from Day on the Hill, and you'll soon see social media assets and NAW materials to help you show your pride in the profession. We're also calling on members to submit behind-the-scenes photos, bid-calling clips, action shots, and auction success stories to be featured on NAA's social media and in our publications.

If you'd like to participate, submit your content here: jotform.com/250094600836151. Let's make this National Auctioneers Week one to remember!

ADVOCACY

Day on the Hill is coming up at the end of April, and it's not too late to sign up! If you're interested in growing your leadership skills or learning how to become a more effective advocate for the auction industry, this event is for you. Leaders from partner organizations like the National Association of Realtors, the Cattlemen's Association, the Livestock Marketing Association, and the National Auto Auction Association will be joining us—don't miss the opportunity to learn directly from them. As part of National Auctioneers Week and the launch of our Behind the Gavel campaign, attendees will distribute informational flyers to legislators and their staff that explain the modern auction industry and its impact on the economy. Members will also receive NAW buttons and promotional materials to help amplify our message throughout D.C. We're also excited to announce the formation of the Technology Issues Task Force. This group will address challenges related to auctioneers' use of major tech platforms like Facebook, Instagram, and others. The task force will advocate for fair, transparent policies that support our industry. Through research, dialogue, and outreach, this team will work to ensure auctioneers aren't unfairly limited in the digital space.

So many things are underway right now, keeping the entire Community Committee on their toes! We continue to conduct in-depth reviews of some longstanding programs, and we're very excited to shoot for the stars. NAA staff is currently working with master's students at Duke University on two projects, both of which use real data to develop member personas. The personas will be invaluable in identifying best-fit benefits, preferred contact methods, and so much more. The DECA Auction Challenge winners were announced, and we hope everyone has had a chance to check out their entries. Links were shared on Facebook and through the NAA Newsletter.

The committee's April work will focus on candidate interviews with each individual who applied to join us for the 2025-2026 association year. Thank you to everyone who applied, and we can't wait to see who joins us!

**EDUCATION** 

The Education Committee of the NAA has been making great strides in delivering top-tier educational opportunities for auction professionals. In February, the Digital Marketing Summit in Arkansas welcomed 96 attendees, featuring an outstanding lineup of guest and volunteer speakers who provided invaluable insights into digital strategies for auction businesses. Meanwhile, the prestigious Certified Auctioneers Institute (CAI) took place March 30–April 4 in Bloomington, IN, bringing together approximately 175 students and instructors for an intensive week of advanced education and networking. The corresponding committees and task forces continue refining the education programs for the 2025 Conference & Show and Benefit Auction Summit, ensuring impactful learning experiences at these key events.

One of the most exciting announcements is the launch of the brand-new Real Estate Summit, set to take place October 5-7, 2025, in Denver. Registration is now open for this specialized event designed to elevate real estate auction education. The Education Committee remains dedicated to enhancing educational opportunities and fostering strong professional connections within the industry.

USPAP HAS BEEN UPDATED; IN ORDER TO REMAIN COMPLIANT, YOU NEED TO TAKE THE 7-HOUR UPDATE IN THE 2024-2025 CYCLE

USPAP
7

Take it virtually on May 6-7, 2025 1:00 - 5:00 PM, CT

AUCTIONEERS.ORG/USPAP



#### State Watch

#### **Arkansas**

The Arkansas Auctioneer Association held its annual Winter Convention in Hot Springs, Arkansas, January 29-31. With a fantastic turnout, many of our valued members attended to network, learn, and celebrate the auctioneering profession. One of the most exciting highlights of this year's convention was the inaugural FFA Auctioneering Contest. The event saw an incredible response, with enthusiastic participation from young auctioneers eager to showcase their skills. We are thrilled to see this contest grow and serve as a platform to encourage the younger generation to become involved in our organization and industry. Throughout the convention, attendees had the opportunity to engage in valuable workshops, discussions, and networking opportunities, reinforcing our commitment to excellence in auctioneering. We extend our gratitude to everyone who participated, organized, and supported this year's convention. Your dedication and passion continue to drive our association forward. We look forward to seeing even greater success in the years to come!

#### 2025 Hall of Fame Inductee:

Kenneth Wilcox

Inaugural FFA Auctioneering CDE Contest Top 10: Beatriz Marroquin Vilonia FFA, Reed Webb Nashville FFA, Logan Flanagan *Alma FFA*, Paul Wolfe *Vilonia FFA*, Lilyan Hauser Cedarville FFA, Elizabeth Covey Cedarville FFA, Camryn Whorton Siloam Springs FFA, Thompson Phelps Green County Tech FFA, Darren Richardson Mammoth Spring FFA, and Natalie Watts *Jasper FFA* 



#### 2025 Board of Directors:

Mark Hobby, Dennis Huggins, Shawn Looper, Nick Stover, Jeff Usrey, Zach Vierheller

#### Ringman Division Results:

**Champion:** Brandon Mendoza

2<sup>nd</sup> Place: Jaci Pitts

3<sup>rd</sup> Place: Brandon Burley

#### **Rookie Division Results:**

**Champion:** Blaken Strawn 2<sup>nd</sup> Place: Logan Snider 3rd Place: Reed Webb

#### **Professional Bid Calling Division Results:**

**Champion:** Kenneth Wilcox 2<sup>nd</sup> Place: Jacob Burley 3rd Place: Brandon Mendoza

#### **Champion of Champions Division Results:**

**Champion:** Matthew Sandmann 2<sup>nd</sup> Place: Zach Vierheller 3<sup>rd</sup> Place: Gary Cooper



Hall of Fame Inductee Kenneth Wilcox and family



Rookie Division winners from left to right: Logan Snider, Blaken Strawn, and Reed Webb



Champion of Champions Division winners from left to right: Zach Vierheller, Matthew Sandmann, and Gary Cooper



Ringman Division winners from left to right: Brandon Burley, Brandon Mendoza, and Jaci Pitts



Professional Bid Calling Division winners from left to right: Jacob Burley, Kenneth Wilcox, and Brandon Mendoza





#### **Wyoming**

The Wyoming Auctioneers Association proudly celebrated its 30th Annual Convention in Cody, in January. While attendance may have been small, members thoroughly enjoyed coming together to honor and promote the auctioneering profession. The WAA extends their gratitude to Erik Rasmus for his engaging presentation to their association. His valuable insights into current technologies and techniques inspired members to elevate their businesses to new heights. During the convention WAA conducted their annual business meeting, elected a new board, made charitable contributions to local organizations, hosted a premier bid calling contest, and kicked off the event with an exciting axe-throwing activity!



Wyoming Auctioneers Association Board

Bid Calling Contest Results: Champion: Zechariah Owens 1<sup>st</sup> Runner-Up: Jim Cooper 2<sup>nd</sup> Runner-Up: Cannon Cook



Bid Calling Contest winners from left to right: Cannon Cook, Zechariah Owens, and Jim Cooper



Thank you to everyone that attended and competed

#### **Maryland**

The Auctioneers Association of Maryland held its annual conference January 17-18, in Ellicott City, MD. There were two days of educational and networking opportunities, along with the Maryland and Mid-Atlantic Bid Calling Contests. Seth Shipley of Too Tall Auctions and Shipley's Diamonds and Fine Jewelry was awarded Auctioneer of the Year.

#### Mid-Atlantic Bid Calling Contest Results:

Champion: Brian Burke 2<sup>nd</sup> Place: Zachary Younker 3<sup>rd</sup> Place: James Sexton

#### Maryland Bid Calling Contest Results:

Champion: David Yearsley 2<sup>nd</sup> Place: James Sexton 3<sup>rd</sup> Place: Brian Warfield



AAM President Sam Grasso presents Seth Shipley with the Auctioneer of the Year award. >>>



2024 Champion Ben Roes, right, presents a \$1,000 check and belt buckle to the 2025 Maryland Champion, David Yearsley, left.

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2024 Champion Spenser Karns, Left, presents a \$1,000 check and belt buckle to the 2025 Mid-Atlantic Champion, Brian Burke, right.

#### **Election Results:**

President: Santo (Sam) Grasso President Elect: Jeremiah Herbst Vice President: Seth Shipley Directors: Brian Warfield & Jeff Hays



AAM Board from left to right: Jeff Hayes, Brian Warfield, Jeremiah Herbst, Sam Grasso. (Not pictured: Seth Shipley)





#### Oklahoma

The Oklahoma State Auctioneers Association (OSAA) held its annual convention from February 5-8 at the wonderful Sheraton Hotel in downtown Oklahoma City. This year's event was filled with exciting competitions, educational opportunities, and meaningful fellowship among auctioneering professionals. One of the standout events was the 2nd FFA Auctioneering Contest, which saw 36 talented students compete. The competition was fierce, with the top 10 contestants advancing to the finals, which will take place in May at the State FFA Convention. These students demonstrated incredible skill and enthusiasm, showcasing the bright future of the auctioneering industry. In addition to the student competition, the convention featured a strong lineup of contestants in various auctioneering events. Continuing education classes provided valuable insights and skill development for attendees, ensuring that professionals stayed at the forefront of industry standards. The convention was also an opportunity for members to connect, share experiences, and strengthen the auctioneering community. A highlight of the event was honoring esteemed Hall of Fame inductee, Arlyn Imel, whose contributions to the profession have been truly remarkable. OSAA also hosted their Champions of Champions competition, where past champions competed for the ultimate title. Greg Highsmith emerged as the Champion of Champions, demonstrating outstanding auctioneering expertise. Overall, the OSAA convention was a tremendous success, bringing together auctioneers from across the state for an unforgettable experience. OSAA looks forward to the finals of the FFA Auctioneering Contest in May and another fantastic convention next year!

**Election Results:** 

**President:** Dennis Huggins **Vice President:** Justin Kennedy

Directors: Aaron Pitts, JB Robison Jr., Arlyn Imel

2025 Hall of Fame Inductee:

Arlyn Imel

Rookie Division Results: Champion: Blaken Strawn

Reserve Champion: Jeree (AJ) Ball

3<sup>rd</sup> Place: Carson Wright

**Ringman Division Results:** Champion: Jesse Highsmith

Reserve Champion: Carson Wright

3<sup>rd</sup> Place: Brandon Burley

#### **Professional Division Results:**

**Champion:** Jacob Burley

Reserve Champion: Dennis Huggins

3<sup>rd</sup> Place: Tyler Bell

#### Champion of Champions Division Results:

**Champion:** Greg Highsmith **Reserve Champion:** Casey Enlow

3<sup>rd</sup> Place: Whitey Mason

#### FFA Auctioneering CDE Event Top Ten:

Logan Snider *Chisholm FFA*, Ryan Reed *Pauls Valley FFA*, Ryder Wallis *Whitesboro FFA*, Bryson Shaffer *Bluejacket FFA*, Reese Barker *Kiowa FFA*, Baylor Grego *Hartshorne FFA*, Jake Gilbreath *Sequoyah FFA*, Kyden Cunningham *Collinsville FFA*, Jalyn Lundry *Haworth FFA*, Leo Enlow *Sapulpa FFA*.



Pro Division winners from left to right: Dennis Huggins, Jacob Burley, and Tyler Bell



Champion of Champions winners from left to right: Casey Enlow, Greg Highsmith, and Whitey Mason



Ringman Division winners from left to right: Carson Wright, Jesse Highsmith, and Brandon Burley



Hall of Fame inductee Arlyn Imel and family



Rookie Division winners from left to right: Jeree (AJ) Ball, Blaken Strawn, and Carson Wright



Thank you to all the students that took place in the FFA Auctioneering CDE event



#### INSIGHTS



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

#### **Business Practices**

#### The Auctioneer's Guide to Preventing Counterfeit Sales

Question: How can auctioneers protect themselves from the risk of selling forgery, fake, or counterfeit items?

here are several steps that auctioneers can take to protect themselves from the risk of selling forgery, fake, or counterfeit items. The primary steps are (1) knowing what you sell, (2) independent verification, and (3) having good contracts that include seller representations and warranties about the authenticity of items, disclaimers in the bidder registration agreement, and other terms to specifically address this issue.

This type of issue can come up in different types of auctions. It can occur in all kinds of personal property auctions and art auctions. Counterfeit products can include, but are not limited to, art, autographs, automotive parts, cosmetics, electronics, safety equipment, sports memorabilia, prescription drugs, cosmetics, and many other things. Why should auctioneers be thinking about this issue? Counterfeiting has grown from a \$30B trade problem in the 1980s and now exceeds \$600B in trade. Trade data trends suggest that this number could soon rise to over \$1.8 trillion, so it is an issue that affects

auctioneers and the auction industry. In addition, if an auctioneer sells a forgery, fake, or counterfeit item, the buyer may seek to return the item and/or sue the auctioneer. The auctioneer could be caught in the middle and suffer the loss depending on the terms of the auction contract and the terms and conditions of the auction. There is also a significant reputation risk issue for auctioneers. No auctioneer wants to be known for selling counterfeit goods. Here are some proactive steps that auctioneers can consider to mitigate the risk of selling forgery, fake, or counterfeit goods.

#### Knowing What You Sell.

Auctioneers should learn about the type of products that they usually sell and develop the skills necessary for evaluating and identifying whether certain goods are authentic or counterfeit. There are traditionally trademarks or logos or other marks that an auctioneer

can learn about and look for when examining items. While counterfeit goods may bear a trademark of a legitimate and trusted brand, they were produced by someone else, and the product will not have been made to the specifications of the labeled manufacturer. The more auctioneers learn about the products and how to identify forgery, fake, or counterfeit goods the better it will be for the auctioneer and their business. The best time to identify goods as forgeries, fakes, or counterfeits is right away at the beginning. Identifying goods as counterfeits early on allows auctioneers to avoid wasting more time, money, and effort.

#### Independent Verification.

For higher-valued items, it may make sense to have an expert look at them to help verify their authenticity. This may be appropriate for valuable artwork, paintings, autographs, or other similar items. These items generally have a high enough value to justify the additional expense of having an expert examine the item. In addition, the verification or certificate of authenticity may help increase the item's value at the auction. It generally would not make financial sense to have lower dollar items independently verified. This is because the auctioneer may be unable to recoup the expense there.

#### Having a Good Contract with Terms to Address the Issue.

Auctioneers should have good contracts that will help address these issues. What type of contract terms may be helpful? In the auction contract, there should be representations and warranties that the goods are authentic. What is a representation? In this context, the seller gives an assertion or statement of fact to induce the auctioneer to enter into a contract to sell the goods. What is a warranty? It is a promise that a condition or an assertion of fact is true, supported by an implied promise of indemnity if the condition or assertion is false. Some sample clauses that could be considered include:

"The Seller hereby represents and warrants to Auctioneer that all goods offered for sale in the



auction are genuine and authentic items, and are not counterfeits, replicas, or unauthorized reproductions of any kind. The sale of all the goods offered for sale at auction complies with all applicable federal, state, and local laws, including but not limited to those governing the sale of authentic goods, and prohibits the sale of counterfeit items."

"Seller represents and warrants to Buyer that all Goods delivered according to this Agreement are completely authentic, of the brand and model as described, and free from any material defects related to authenticity, including but not limited to counterfeit or imitation products, and that Seller has full title and right to sell all such Goods."

There should also be an explicit indemnification clause. That way, if the goods are found to be counterfeit and there is a loss, the auctioneer can seek to recover damages from the seller. These clauses would work with other clauses in the auction contract to help protect the auctioneer. What about the bidder registration agreement? In this agreement, the auctioneer should consider disclaiming warranties, including any warranty of authenticity or genuineness, unless that is an integral part of the business model. There can also be terms regarding what happens in the event goods are found to be counterfeit. There can be specific remedies, such as the return of the goods and a refund. In conclusion, auctioneers should be aware of the risks related to counterfeit goods and

develop a plan to minimize the risk. This should include developing more expertise relating to what you sell to increase the likelihood of being able to identify counterfeit goods. The possibility of using an expert to verify authenticity when that is appropriate. Finally, auctioneers should consider developing and using specific contract terms to help reduce the risks. ��

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 The Auctioneer shall not be deemed secure or confidential. Please visit one of our offices to ensure complete confidentiality.

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#### The Winning Formula for Championship Excellence

Past champs offer advice for auctioneers vying for the NAA's most illustrious prize

#### By James Myers

here is no magic formula to taking the grand prize of all auctioneering competitions – the International Auctioneer Championship (IAC). Are there commonalities champions share? Of course, but it's the individual personalities and unique strengths that determine who will win. Halie Behr, BAS, and Brian Damewood are the 2023 IAC champions, but the similarities between them almost end there. Behr, for example, pored over three legal pads full of notes and questions and highlighted editions of The Auctioneer to prepare for IAC competitions. Damewood took the opposite approach. "I would really not think about it until the week of the competition," he said. "That's probably why it took me seven times to win." Despite different approaches, Damewood and Behr have sage advice for IAC contenders. However, Behr won it on her fourth try for those keeping score.

#### Find your Why

Taking the leap to compete in the IAC is not a decision to be made on a whim, at least not for serious competitors. Behr said auctioneers need to "find your why" in order to be a contender, meaning she recommends that auctioneers ask themselves why they want to compete. That way, they can have a better chance of finding their "why." However, one thing she knows for certain is that competitors improve when they know why they are there. "When you are your authentic self and show your heart," she said, "you truly shine on that stage." Getting to that point is no easy task, as performing in front of hundreds of peers is a jarring experience, even for auctioneers who have done it many times at the state and international level. But Damewood said he's "big on getting out of my comfort zone," which he says is something every competitor will experience at the IAC. "It can be intimidating," he said, "but to put yourself in the crucible that the IAC is, you're going to come out the



other side better than you came in."

Most auctioneers entering the competition have years of experience behind them, so putting trust in that experience is one way Behr said they can feel more at ease and actually have fun on the stage instead of being a ball of nerves. "I know it is hard," she said, "you get in front of your peers, and you're like, 'what do they think of my chant? Am I bad? Am I good?' And you become a different person. But we all want the same thing. We all love this industry and this business and we're here to support one another, so I think the number one tip is to have fun and just be you." It's natural for auctioneers to have role models, but finding a unique voice is the crucial aspect relevant to "just be you." There are hours and hours of online videos of previous IAC winners' performances, and it could be tempting to choose a favorite and replicate it. Behr said she's studied many of the videos, but she wasn't looking to borrow specific traits - she was just taking notes on what a championship performance looked like. "Be an innovator," she said, quoting a mentor, "not an imitator." Damewood agrees, adding that "you can't emulate someone else" because every auctioneer's chant and personal style is a unique extension of themselves, down to the way they're built and even to the structure of their mouths. "You can't try to be this person because you really like because that's not your sound," he

#### Poise and Body Language

Are competitors judged on their appearance? You better believe it, but it's not a beauty contest. Instead, judges are looking for someone to represent the industry, which is what champions commit to for an entire year following their winning performance. "Guys," Damewood begins. "If you still have hair, comb it. Have your shoes shined, your shirt tucked



in and make sure your tie is straight. Make sure you're pulled together." Judges are also looking at poise and body language. Behr said these are components of the competition, and she spent a lot of time practicing in front of industry friends who would offer varying responses to her answers or performances to replicate how different judges would offer different expressions during the competition. "You never know how a judge is going to handle you," she said. "Never let that rattle you when you're on stage."

Furthermore, she said it is essential to be "calm, cool and collected." And smiling can benefit a performance, making it more "natural." "When you go out there," she said, "grab that microphone, take a deep breath, look out into that audience, smile, and begin." Damewood also has a tip on what not to do, because during one of his unsuccessful attempts at the championship, he took full advantage of the rule that your time limit to respond to a question doesn't begin until you actually begin speaking. He decided he would look down at his feet after a question was asked and really think about his answer before looking up and talking. That taught him a lesson about the importance of body language. He later learned from a mentor that looking down at his feet "killed" his poise and body language.

#### The Scorecard

Behr was committed to studying her notes because part of the competition included an interview where the auctioneer had to impress upon the judges that they had knowledge of the industry and could articulate various trends and best practices. In fact, Damewood advised that it is almost a certainty that the judges will inquire about trends and the state of the industry during the interview portion, and to be prepared with an answer. The interview portion of the competition is also where

auctioneers can prove they are thoughtful by providing well-reasoned answers and presenting themselves as leaders in the industry. "Preparing for the interview can be hard and nerve-racking," Damewood said. "But you're not really competing against the other competitors – you're honestly competing against the seven judges in front of you because they're the ones ultimately responsible for the scores you get."

One tactic that worked well for him was to look into the background of each of the judges and try to include bits of information relevant to their specialty. Furthermore, when the question is asked, Damewood said competitors need to listen carefully to the entire question to understand every part fully. "Don't just listen and respond," he said. "Listen and understand." Behr said there was one instance where she asked a judge to repeat a question. "I don't think it's wrong to gauge what was truly asked," she said.

But what about the length of a response to a question from the judges? Behr stresses that the most critical aspect of a response is the substance of it. Damewood agreed. "Sometimes a 45-second answer is fine," he said, adding that competitors should resist the urge to blather on. "Say something good. Answer the question and stop talking."

Since 1988, the IAC has been a tradition that helps to spotlight the value of the auction industry. And while only one male and one female will earn top honors, nobody is a loser. "I think these contests are so important in continuing to showcase what our skill set can do for the auction marketplace," Damewood said. "That's why we need to continue supporting these contests. This is where we build talent going forward."

This article is based on a session from NAA's 2024 Conference & Show entitled "Chat with the IAC Champions" Watch it now on The Auction Institute®.









## INTERNATIONAL AUCTIONEER CHAMPIONSHIP

auctioneers.org/auctioneer-competitions



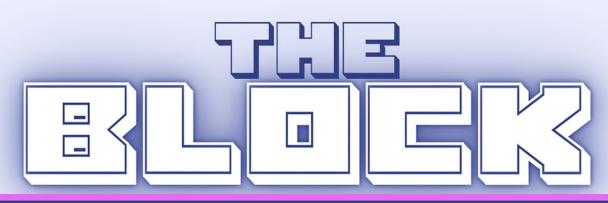




### NAA'S 76<sup>TH</sup> ANNUAL

## International Auctioneers Conference & Show

PREVIEW



ASSET TRAX

ATH MECHANICAL & RECYCLING, INC.

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AUCTION TECHNOLOGY GROUP (ATC AUCTIONEER SOFTWARE

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KUNTRY KUSTOMS RV, LC

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UNITED MERCHANT PROCESSING ASSOCIATION

VENDIDI<sup>-</sup>



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

The NAA has shaped my career in profound ways. As a secondgeneration auctioneer, I've benefited immensely from the relationships, education, and leadership development this Association provides. Over the past seven years on the Board—including four years on the Executive Committee as Treasurer—I've had the opportunity to lead through one of the most pivotal periods in our organization's history. During that time, we've weathered a global pandemic, navigated two CEO transitions, and witnessed a fundamental shift in how many of our members conduct business. These challenges have underscored the importance of adaptability, collaboration, and communication at every level of the Association. My background includes a master's degree in Public Administration with a concentration in policy and finance. I've been a CAI instructor since 2021, teaching financial strategy to emerging leaders. I'm running for Vice President because the NAA's future demands steady, experienced, and strategic leadership. We must leverage the deep expertise of our diverse membership to explore new partnerships, embrace fresh strategies, and expand our reach. The pace of change is only accelerating, and the NAA must remain nimble, relevant, and forward-thinking to thrive.

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

When I stepped into the auction profession full-time, joining the NAA was a given. Our company has deep roots in the Association. I enrolled in Designation Academy within months of starting, and the education and network I gained were key to my early success. That said, I didn't grow up full-time in this industry. I worked in the private sector, higher education, and government. That outside perspective has helped me see the NAA not just as a legacy organization—but as a platform for growth, leadership, and professional evolution. I've served on committees including Advocacy, Promotions, Conference & Show Education, Human Resources Audit, C&S Evaluation, Audit, Benefit Summit, Executive Symposium Task Force, and the COVID Taskforce. However, the real value of NAA membership is unlocked when you lean in: take classes, show up for events, reach out to peers, and say yes to opportunities. This is a community where the more you engage, the more you grow. If we treat the NAA as a professional resource that

## Meet the Candidates

AILIE BYERS,
CAI, AARE, AMM, BAS
CANDIDATE FOR VICE PRESIDENT

evolves alongside us, we can each help shape the future of our industry.

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

Adaptability. Our industry is experiencing exponential change driven by technology, regulation, and evolving buyer and seller expectations. It's not just about moving auctions online; it's about how quickly we adapt, how clearly we communicate value, and how well we navigate a complex and competitive marketplace. I grew up with technology. I'm comfortable with it, but I sometimes find the current pace overwhelming. I use AI daily to write, teach, and strategize with clients. It's not the future—it's already part of how we all work. We're also navigating new compliance realities. The Wayfair ruling—an issue I've worked on directly, including testifying before the U.S. Senate—impacts members across asset classes and state lines. It's a clear example of how quickly the landscape can shift. The auction method of marketing remains one of the most transparent and effective sales strategies available. Auction professionals who thrive today embrace innovation while staying grounded in fundamentals. As an industry, we must support that mindset through relevant education, open dialogue, and cross-sector collaboration.

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

I was part of the team that created PACE to 2030, the NAA's current strategic plan. I want the NAA to continue investing in education, especially for mid-career and senior professionals. We need strategic, real-world programming that fosters mentorship, innovation, and peer collaboration. Our members are running complex businesses in a dynamic environment. We need to equip them accordingly. Our future depends on better outreach to potential members and the public. We should be leading the conversation about auctions in the modern economy. That means building leadership that understands and represents the wide range of business models, asset classes, geographic regions, firm sizes, and client bases we serve. Our sellers and buyers are changing—our Association should echo that so we're positioned to serve and lead effectively. Finally, I'd like deeper investment in data, communication tools, and technology to stay responsive and memberfocused. If we remain grounded in strategy and open to evolution, the NAA will thrive long beyond 2030.



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

As I conclude my fourth consecutive year on the NAA Board—serving one year as Education Institute Chair followed by three years as a Director—I reflect on the progress we've achieved as an association. While these accomplishments are significant, I recognize that our work is ongoing. The long-term sustainability of the NAA hinges on strategic planning that addresses both current needs and future challenges. My commitment is to continue serving the association, ensuring that we adapt to the evolving auction industry and proactively shape its future. By fostering innovation, enhancing member engagement, and upholding the highest professional standards, I aim to contribute to the NAA's enduring prosperity for years to come.

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

My initial decision to join the National Auction Association (NAA) stemmed from a belief that professionals should actively participate in their respective trade associations. In the early years, I attended conventions sporadically—every two or three years—primarily to gain education and reconnect with a few acquaintances. However, it wasn't until around 2013 that I began to fully engage with the NAA community. By consistently attending conferences and pursuing professional designations, I discovered that the NAA offers unparalleled networking opportunities for those who choose to immerse themselves. This deeper involvement revealed the true essence and value of the association. On a personal level, I have built lifelong friendships with people I would have never known outside of the NAA, and on a professional level, I have built working relationships with members across the country.

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

While perception outside our industry has long been a challenge, the most pressing issue today is keeping pace with rapidly evolving technology. As an industry, we've often lagged in adoption—but with the public emergence of artificial intelligence (AI), change is coming faster than ever, and it will dramatically impact how we do business. Staying informed and embracing these advances will be critical. Imagine this: you walk through a manufacturing facility with a video camera, and AI automatically generates a detailed auction catalog—or even compiles an

## Meet the Candidates

MIKE FISHER

CAI, AARE, AMM,

BAS, CES, GPPA

CANDIDATE FOR VICE PRESIDENT

appraisal. That's not far off. What if a bidder could log into a platform and only see items tailored to their interests and suggested bid prices based on recent comparable sales? This isn't sci-fi—it's the near future. Early adopters, particularly those driving industry consolidation, are already moving fast in this space. If we don't keep up, we risk being left behind. As auction professionals, we must shift from reactive to proactive, integrating technology to streamline operations and enhance bidder experience, improve efficiency, and deliver more value to clients.

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

As the NAA charts its course toward 2030 and beyond, I propose two primary initiatives: establishing the NAA as the definitive voice of the auction industry and significantly enhancing member engagement.

#### Becoming the Voice of the Industry

Achieving recognition as the authoritative voice in the auction sector is vital for our association and its members. This status is attained when people outside our industry consistently seek and respect our insights and expertise. A pivotal step in this direction has been the strategic redefinition of our CEO's responsibilities to focus on advocacy and public relations, ensuring that the NAA's perspectives are prominently represented in relevant discussions. This initiative should align with efforts to advocate for more strategic relationships with industries to which we are connected.

#### **Enhancing Member Engagement**

Robust member engagement is the cornerstone of our association's long-term success. To foster this, we must create more accessible and varied opportunities for members to connect, learn, and collaborate. Our flagship events—Conference and Show, Designation Academy, and specialized Summits—serve as primary platforms for face-to-face interaction. While these events are invaluable, expanding our offerings to include additional networking opportunities is essential. This could involve regional workshops, virtual seminars, and interest-based forums that cater to diverse member needs. Moreover, implementing strategies to reduce participation costs will ensure inclusivity, allowing a broader segment of our membership to benefit from these engagements. Focusing on these initiatives can elevate the NAA's influence within the industry and provide our members with enriched opportunities for professional growth and collaboration.



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

Early in my career, I decided I wanted to be a fully engaged NAA member who gained value from the association and actively contributed to its growth and success. Whether speaking at Conference & Show, leading summits, serving on committees, or representing NAA as an IAC Champion, I committed myself to learning, leading, and making a difference. Over the past 13 years of my volunteer work with NAA, I've worked alongside incredible auction professionals and have gained a comprehensive understanding of our association's strengths and challenges. As Chair of the Education Institute Trustees, I've been deeply involved in shaping the future of auctioneer education and professional development. I believe in the power of this association to elevate auction professionals, and I am eager to continue serving, advocating, and helping shape the vision for NAA's growth and sustainability.

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

I vividly remember becoming a member and filling out my application in 2007 at my desk on the last day of auction school. At the time, I saw membership as a way to be part of a respected professional organization, but I didn't fully grasp how transformative it could be. I attended my first year of CAI in 2010, where I realized the incredible power of this association—not just for education and business growth but for mentorship, relationships, and lifelong connections. It gave me the confidence to pursue bigger opportunities, the knowledge to refine my craft, and the network to support my journey. My advice for members looking to maximize their membership is simple: show up and say yes. Attend events, seek out mentors, volunteer for committees, and take advantage of NAA's education and networking opportunities. The more you invest in your membership, the more it will return to you.

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

The most pressing issue for today's auction industry is ensuring professional auctioneers' longevity, credibility, and relevance in an increasingly competitive and evolving marketplace. The rapid advancement of technology, the rise of lookalike auctioneers, and the accessibility of alternative selling methods have created an environment where sellers have more choices than ever. Our responsibility—as

## Meet the Candidates

SARA ROSE BYTNAR, CAI, AARE, AMM, BAS CANDIDATE FOR DIRECTOR

professional auctioneers and as a professional association—is to differentiate ourselves, showcase our expertise, and remain the trusted choice for sellers and buyers alike. We must adapt and innovate to meet evolving expectations—leveraging digital marketing, AI-driven data insights, and enhanced engagement strategies. We must also educate the public and adjacent industries on the value of professional auctioneers and the irreplaceable expertise we bring to every transaction. Furthermore, advocacy plays a critical role in shaping the future of our industry. As legislation and regulations impact the way auctions are conducted, we need strong representation and proactive engagement to protect and advance the auction profession.

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

Aggressive External Promotion: The auction method is one of the most effective and dynamic sales strategies available, yet many industries and the general public still don't fully understand its advantages. We need a bold, proactive marketing and public relations campaign to elevate the visibility of auctions in media, industry partnerships, and consumer awareness efforts.

Expanding and Strengthening Membership: Growth is not optional—it's essential. The longevity of NAA depends on casting a wide net to attract new members from all sectors of the auction industry while also keeping our current members engaged and invested. We need big, proactive strategies to reach auctioneers who are not yet part of NAA and show them why NAA is a must-have, not a nice-to-have. At the same time, retention efforts must focus on creating undeniable value through continued education, stronger networking opportunities, and better resources that make membership indispensable.

Leveraging Technology to Expand Industry Influence: The auction industry is evolving, and we must remain at the forefront of technological advancements. From AI-driven marketing strategies to enhanced online bidding platforms and data analytics, we should be equipping our members with cutting-edge education and tools that improve efficiency, visibility, and profitability. Additionally, integrating emerging technologies will allow us to position auctions as the preferred method of sale in an increasingly digital marketplace.

Focusing on these key initiatives ensures that the auction industry remains strong, relevant, and thriving well into 2030 and beyond.



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

My journey within the auction industry has been shaped by a commitment to professionalism, innovation, and the belief that auctioneers play a critical role in facilitating commerce, preserving history, and connecting buyers and sellers in meaningful ways. Through my past leadership involvement with the Ohio Auctioneers Association and with the National Auction Foundation, I have had the opportunity to engage with industry leaders, develop key initiatives, and contribute to the advancement of auctioneering as a respected and thriving profession. By serving on the board, I hope to bring fresh ideas, innovative solutions, and a collaborative spirit that will propel the association forward. Another key aspect of my vision is the idea that auctioneers should not only be the voice of the association but also the voice of the profession itself. Auctioneering is an art, a skill, and a business that requires dedication, the ability to adapt, and continuous learning. As a board member, I would strive to amplify the voices of auctioneers from all backgrounds and specialties, ensuring that their needs, concerns, and aspirations are heard and addressed. I want to create an environment where all auction professionals feel empowered to share their experiences and contribute to the collective success of the industry.

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

Fifteen years into my career, I made the decision to join the NAA, and looking back, I can confidently say it is one of the best choices I have made. The wealth of knowledge, professional development, and networking opportunities I have gained through the NAA have been invaluable in shaping my success. For anyone looking to maximize their membership, the key is full immersion. Attending Conference & Show, networking with seasoned professionals, Day on the Hill and taking advantage of the exceptional educational opportunities offered are essential steps to evolving in the industry. The NAA provides countless resources—continuing education courses, specialized training, and expert-led classes—all designed to enhance skills and refine business strategies. Members who commit themselves to learning and growing within the association and profession will find themselves more equipped, more knowledgeable, and more competitive in this industry.

## Meet the Candidates

## SCOTT MIHALIC, CAI CANDIDATE FOR DIRECTOR

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

The rise of online marketplaces such as eBay, Facebook Marketplace, TikTok, and other digital selling platforms presents a significant challenge to traditional auction professionals and auction houses. However, this challenge can be transformed into an opportunity by integrating online bidding services into traditional auction businesses. By staying current with industry trends and leveraging digital platforms and marketing correctly, auctioneers can expand their reach to a global audience, offering greater value to both buyers and sellers. Additionally, incorporating online bidding through platforms that promote auction professionals allows us to compete directly with independent online sellers while maintaining the integrity and excitement of a traditional auction. We need to not only be the Voice of the Profession but also the Voice of the Industry. It starts with all of us uniting for the betterment of our industry.

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

One of the most important steps the NAA can take is to expand its educational programs, ensuring that auction professionals have access to the latest technological advancements, marketing strategies, and business innovations. Technology is transforming the way auctions are conducted, and providing our members with ongoing training in digital marketing, cybersecurity, and artificial intelligence applications in auctions will be essential. Additionally, I would like to see the NAA introduce a membership rate for auctioneers over 75, provided they have been members in good standing for at least 10 years before reaching that milestone. Many veteran auctioneers have spent their entire careers contributing to the industry. However, as they begin to slow down or step back from full-time work, they may find it difficult to justify the full membership cost. Implementing a membership rate for these seasoned professionals would allow them to remain engaged in the industry that has been such an instrumental part of their lives. By focusing on technological education and ensuring that veteran auctioneers remain integral to our auction community, the NAA can strengthen its membership and provide even greater value to the industry. The auction industry has always been built on relationships, experience, and expertise—by preserving and strengthening our foundations, the NAA can ensure its ongoing success well into 2030 and beyond.



## Meet the Candidates

JOFF VAN REENEN,

CAI, AARE

CANDIDATE FOR DIRECTOR

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

I am a current sitting board member and feel I have more work to do. It's been an incredibly challenging as well as rewarding period for me. Still, I know I haven't yet discharged my full duty to the NAA. With the membership's permission and vote, I wish to finish what I started by continuing to give my time and expertise to improve what we started after the pandemic changed our global community.

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

My wife told me to! She's way smarter than I am, so I listened. It's also had the most significant impact on my 31-year auction career. There are so many resources that the NAA offers. Even after being a member for 20 years, I am still finding new avenues, classes, and mentors that improve both my calling as well as my life. The networking and friendships I have garnered during my decades in the NAA have literally changed my life.

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

Relevance! We currently live in a very segmented and angry world. Everybody wants to be secure and have their families safe, prosperous, and healthy while being offered the necessary respect and space to live. To do this, we need to take care of both our personal and professional lives. If this is out of balance, one's life will be as well. We need to secure our industry through lobbying and keeping

ahead of any potential future legislation that would affect our industry. We also need to stay relevant to our members as well as the public. This encompasses myriad issues, i.e., growing the association and embracing a very fast-evolving and changing future through technology by empowering our members to understand it and leverage it for their benefit. We also need to focus on keeping ahead of industry and market trends with a think tank of junior and senior members. The executions will give back to our members as well as empower and prepare them for an uncertain but exciting future.

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

Future-proofing our association as well as ourselves on a number of levels so that all the uncertainty, anxiousness, and concern is dealt with as best we can given the shifting global tides. We urgently need to convene that think tank of the brightest minds to deal with the short, medium, and long-term goals we have set and will continue to set. Communicating to our members more about what this will entail and engaging with them more to dive deeper into our wealth of membership knowledge and wisdom will help us draw an excellent blueprint for our future. Only through these measures will we grow the wealth of intellectual property in our members and future-proof ourselves by driving more relevant education. These channels must be made accessible to our members and, more importantly, to the public. This will grow the NAA brand to make it the leading and only voice of the industry. We have to do this. Auctions must be great again.

ELECTIONS WILL BE HELD THURSDAY,

JULY 17<sup>TH</sup> IN SCHAUMBURG.

FOR MORE INFORMATION,

VISIT AUCTIONEERS.ORG/ELECTION



## Meet the Candidates

#### JENNIFER GABLEMAN, CAI, ATS CANDIDATE FOR TREASURER

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

I decided to run for Treasurer of the NAA because I believe in financial transparency and accountability within our organization. With my background in business management and accrual bookkeeping, I can bring a fresh perspective to the board and ensure that our financial resources are used effectively to support the NAA's mission and goals. I am committed to working collaboratively with other board members and NAA staff to strengthen our financial position and enhance the value we provide to our members.

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

I initially joined the NAA with the guidance of my mentors, Rob & Sue Doyle, to expand my knowledge of the auction industry, network with other professionals, and gain access to resources that could help me grow in the auction industry. Members should actively participate in NAA events, utilize the educational resources offered, and take advantage of networking opportunities to maximize their membership. Engaging with other members, attending events, and pursuing

designations are great ways to get the most out of an NAA membership.

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

Today's most pressing issue facing the auction industry is keeping up with technological advancements and adapting to changing consumer preferences. As we've seen over the past 10 years, as more transactions move online, auctioneers must embrace digital marketing strategies, virtual bidding platforms, and data analytics to stay competitive and reach new audiences. Additionally, ensuring transparency and trust in online auctions is essential to maintaining the integrity of the industry and attracting a new generation of bidders.

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

I'd like to see the NAA prioritize initiatives that focus on attracting and retaining younger members and advocating for policies that support the interests of auctioneers at the local, state, and national levels. Additionally, the NAA should invest in research and development to explore emerging technologies and innovative business models that can help members thrive in a rapidly changing marketplace.

### Important Conference & Show Deadline Dates

IAC CONTESTANT ENTRY & EARLY REGISTRATION:

<u>MAY 28</u>

HOTEL GROUP RATE LAST AVAILABLE:

JUNE 16

### NAA MARKETING COMPETITION

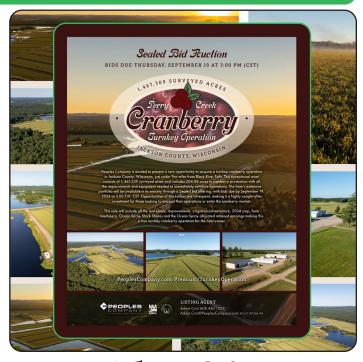
## **3025 Finalists**

#### Campaign of the Year



David Whitaker

Whitaker Marketing Group



Adam Crist Peoples Company



**Matt Hurley** *Hurley Auctions* 



**Braden McCurdy**McCurdy Real Estate & Auction Co.

#### **Short-Form Video**







**Janet Johnson** Hansen Auction Group





McCurdy Real Estate & Auction Co.

#### Social Media Influencer Sara Rose Bytnar



Beth Rose Real Estate & Auctions

#### Podcast David Whitaker



Whitaker Marketing Group

#### Paid Social Media Advertisements

#### **Commercial Assets**



**Dennis Biliske** Resource Auction



Nicolas Smock

Don Smock Auction Co., Inc.

#### **Personal Assets**











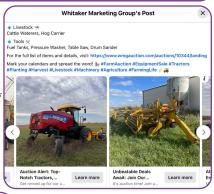




#### **Real Estate**



Whitaker Marketing Group













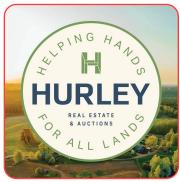


#### Social Media Campaigns

**Seth Cable**"Unleash Your Bids"



**Matt Hurley**"Myths &
Misconceptions"





**David Whitaker** "Farmland Targeting"



**Rick Brock**"Elite Property, Elite Method"

#### **Email Campaigns**

Real Estate

#### Sara Rose Bytnar

Beth Rose Real Estate & Auctions









**Kevin Howell**Weigand Auction



Isaac Klingman
McCurdy Real Estate &
Auction Co.

#### **Personal Assets**



**Daniel Robison** 

Hurley Auctions

#### **Commercial Assets**



**Seth Cable** Equip-Bid Auctions

#### Video Benefits



**George Franco** Red Cloud Auctions



Lynne Zink Lynne Zink Productions, LLC.

#### **Commercial Assets**



Janet Johnson Hansen Auction Group

## **AUCTION MASTERS**

Sarah Ness **Auction Masters** 

#### **Personal Assets**



**James Weigl**Blue Box Auction Gallery



**Jeff Bush** Wiregrass Auction Group



**Andrew Wilson**William Wilson Auction & Realty, Inc.



**Janet Johnson** Hansen Auction Group

#### **Real Estate**



**Janet Johnson** Hansen Auction Group



**Jeff Bush** Wiregrass Auction Group



**Kevin Howell** *Weigand Auction* 



**Mark Manley** Wiregrass Auction Group

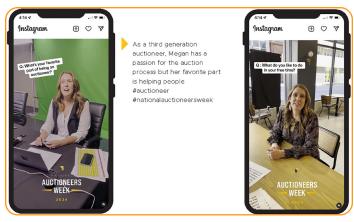
#### Company / Self Promotion

#### **Social Media**

















**Kaleb Hurley** *Hurley Auctions* 



**Nicolas Smock** *Don Smock Auction Co., Inc.* 



#### **Print**

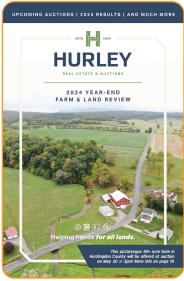


Brooke Gillespie Steffes Group LLC.



**David Whitaker**Whitaker Marketing
Group





Matthew Wiseman Schrader Real Estate & Auction Company





**Matt Hurley** Hurley Auctions



**Christie King**C King Benefit Auctions, LLC



#### **Brochures**

#### **Commercial Assets**



**Dennis Biliske** Resource Auction







Kurt Mingerink Miedema Asset Management Group

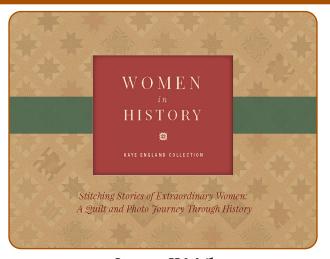






Josh Loewensteiner

Guyette & Deeter



**James Weigl**Blue Box Auction Gallery

**Personal Assets** 



**Braden McCurdy**McCurdy Real Estate & Auction Co.

#### **Real Estate**

Jordan Miedema Miedema Asset Management Group





**Daniel Robison** *Hurley Auctions* 



Hall & Hall Auctions



**Kurt Mingerink** Miedema Asset Management Group



Hansen Auction Group

**Personal Assets** 

# Postcards

## **Commercial Assets**



**Brandon Ritchason** 

Ritchason Auctioneers



Dennis Biliske

Resource Auction



**Seth Cable** *Equip-Bid Auctions* 

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Brooke Gillespie Steffes Group LLC.



**Kevin Howell**Weigand Auction



#### Sara Rose Bytnar

Beth Rose Real Estate & Auctions

Real Estate

#### **Personal Assets**



#### Kevin Jordan

Schrader Real Estate & Auction Company



#### William Sheridan

Sheridan Realty & Auction Company



#### Jess Nighswonger

Schrader Real Estate & Auction Company



**Brooke Gillespie** 

Steffes Group LLC.



#### **David Whitaker**

Whitaker Marketing Group



#### **Kaleb Hurley**

Hurley Auctions

**Real Estate** 

# **Photography**

#### **Real Estate**

## **Auction Crowd**



**David Whitaker**Whitaker Marketing Group



Dennis Biliske
Resource Auction





Chad Metzger Metzger Property Services, LLC.





Chad Metzger Metzger Property Services, LLC.







**Keanuu Eraso** Alaska Premier Auctions & Appraisals



# **Buyer Excited About Purchase / Fun at Auction**



Aaron Pitts
Four 13 Auction
Services

Megan
McCurdy
Niedens
McCurdy Real
Estate &
Auction Co.





Brooke Gillespie Steffes Group LLC.



**Janet Johnson** Hansen Auction Group

# **Photography**

### Auctioneer in Action / Auction Team / Behind the Scenes



**Matt Hurley** Hurley Auctions



**Chad Metzger** Metzger Property Services, LLC.





Nicolas Smock Don Smock Auction Co., Inc.



## **Creative Photography**

Four 13 Auction Services



Chad Metzger Metzger Property Services, LLC.

**Auction Lots** 



Janet Johnson Hansen Auction Group







**David Whitaker** Whitaker Marketing Group



Leon Stoltzfus PA Auction Center



Janet Johnson Hansen Auction Group





# INDUSTRY FACES OF NAA Q&A **ESHIPPING SAINT**

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

Our entry into the Auction industry came through a side door. In 2016, a local independent pack-and-ship store contacted our founder, Paul Gibson, an accountant & efficiency expert, to help analyze their operations. They were overwhelmed and knew there had to be a better way. As it turned out, a neighboring auction house was outsourcing their online auction shipping, causing many of the challenges they faced. An in-depth investigation revealed that shipping was a significant pain point within the online auction industry, along with several post-auction processes. This led to the idea of using technology to create a centralized hub that connects auction houses, platforms, buyers, shipping carriers, and insurance providers, streamlining the entire post-auction experience for everyone.

#### What differentiates your business from others in the auction industry?

What truly sets us apart is our focus on everything that happens after the auction. There are many great service providers who support auctioneers before and during the auction. But auctioneers know the work doesn't end when the auction closes. In fact, a lot of hours of work remain even after the auction closes: sending winning bidder notifications, coordinating in-person pickups or deliveries, verifying and confirming shipping details, managing shipping, insurance, labeling, invoicing, inventory, packing, providing tracking information, handling damage claims, etc. Shipping Saint's dedication to all these post-auction tasks ensures auctioneers can manage their time more efficiently.

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

Our Mission Statement is: "Shipping Saint seeks to be a blessing to all within its influence using automation software to maximize efficiency in our customers' business." Our goal is to improve our customers' work lives by streamlining their tedious, time-consuming post-auction tasks, freeing up valuable time for them to spend with their families or focus on growing their businesses. We're always looking for Win/Win/Win opportunities for everyone we work with.

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

We love the relationships we've built and nurtured with our customers. People in the auction industry are, by and large, good, hard-working, and, in many cases, family-oriented people. We enjoy the opportunity to connect when and where we can, and our customers seem to respond to the fact that we're working for them. Our customers are our very best marketers with their word-of-mouth referrals and vocal support of our product and service. The gratitude and love is mutual.

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

We're excited to be working on several innovative features to be launched or expanded this year, including:

- Integration with advanced vision technology camera systems to help with inventory management, cataloging, and shipping estimation processes for our customers.
- API integration with online auction platforms, enabling seamless carrier rate estimates, local delivery, and white glove delivery options for
- Expansion of our Shipping Saint Store and transfer hub network, offering more cost-effective delivery solutions for auction houses and their buyers. These enhancements are part of our ongoing commitment to provide our customers and industry partners the best possible service and efficiency.

#### How do you envision your business evolving with the auction industry in the next 5-10 years?

We've experienced incredible growth over the last nine years, a true testament to God's hand of blessing and to our deep commitment and passion for serving our customers. We're humbled by this journey and are excited to continue that growth in the next decade. By keeping our customers at the center of everything we do, adapting to market trends, and always striving to improve and innovate, we look to continue to serve our clients well for years to come.

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

The NAA's membership and business partners are the best of the best in the auction industry. Their level of professionalism and commitment to excellence are top-notch, bar none. The NAA is an invaluable resource for us, providing access to a vast network of top-tier auctioneers, fellow service providers, and other industry professionals. They uphold the highest professional standards in the industry, and that's why we're proud to sponsor and be associated with the NAA.



Learn more at shippingsaint.com





# **New Members**

Todd Anderson Integrity Sales and Auction Granton, WI

Beto Beas BBB Auctions Stockton, CA

Olga Alexandra Bergfeld Southwestern Gallery Georgetown, TX

Stephen Blanchard Village Auctions LLC West End, NC

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Caden Ward French Camp, MS

Dalton Woolsey Canyon City, CO

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Skyler Zochert Kingwood, TX

New members that joined between January 16 - March 31, 2025.

# **Auction School Graduates**

# **Western College of Auctioneering**



From Left to Right (First Row) Katya Peterson, Instructor; George Tsamouras, North Bethesda, MD; Beau Kelley, Artesia, NM; Russell Floyd, Prince George, BC; Karen Wrege, Rockville, MD; (Second Row) Nick Bennett, Instructor; Rusty Trzpuc, Instructor; Matt Ritchie, Alexandria, LA; Stephen Byers, Douglas, AK; Ben Kelley, Artesia, NM; Ryan Dann, Branchport, NY; Cory Kolilis, Coeur d'Alene, ID; Pat Busby, Instructor; David Whitaker, Instructor; (*Third Row*) Benjamin Schneider, Caldwell, ID; Zack Ekstrom, Pocatello, ID; Colter Hansen, Riverton, WY; Caleb Dorenkamp, Holly, CO; Kasper Roy, Mossleigh, AB; Landon Schneider, Logan, KS; Branson Harden, Falun, AB; Nick Chapman, Aurora, OR; Jason Campbell, Abernathy, TX.

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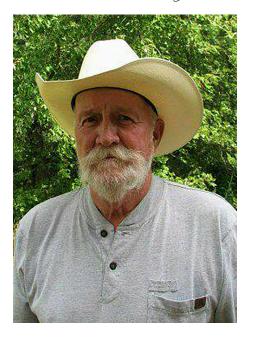
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# In Memory



#### **Fred Wolff**

Fred W. Wolff, 82, of Republic, Ohio, passed away unexpectedly on Monday, January 20, 2025, at Bellevue Hospital. Fred was born on August 23, 1942, to William Frederick and Lola Ruth (Stine) Busdicker in Fremont and was the oldest of twelve children. He was a proud Fremont Ross High School graduate, Class of 1960. On November 23, 1988, in Nashville, TN, he married his sweetheart Pam Drown. Fred was a member of Reflection Ministries, Bettsville, where he served as vice president of the church board. He is also a member of the Zion Lutheran Church in Republic.

Fred worked for Ohio Fish and Wildlife early in his career before accepting a job with the Ohio Power Company, now known as American Electric Power. He spent more than 35 years with them before retiring in 2001. In the early 1970s, Fred owned Mud Creek Tavern and enjoyed playing pool, hunting, and fishing. More recently, he found his love as a member of the National Auction Association and spent over 20 years as a certified auctioneer in the State of Ohio.

Fred gave back to the community in many ways. He served as an announcer for the Sandusky County Fair and was involved with 4-H for over 45 years. He taught 4-H Shooting Sports, Hunter Safety, and shotgun safety. He would do anything to help the 4-H kids. Fred made sure they had everything they needed, and if he couldn't, Pam would fill the gaps.

Fred loved dirt track racing, and you could find him at Fremont Speedway and Attica Raceway Park during race season. For the past 50-plus years, he either owned or sponsored a local race car and driver. In 1967, he was behind the wheel of his own race car and won a race at Fremont Speedway. He was very proud of that win, and Fremont Speedway celebrated him on his 80th birthday at the annual Sandusky County Fair Race.

He was an avid supporter of the United States military, as can be seen by the American Flag that flies high above his and Pam's home. One of his favorite annual events was helping with the disabled American Hunts at the Isaac Walton League.

Source: https://auxter-recker.com/obituaries/fred-wolff

# **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

# **National Auctioneers Week Circa 1975**



**Check out some of the highlights from** NAW '75 along with some of the many jokes and inspirational quotes we used to publish in *The Auctioneer*!



TENNESSEE



**NEBRASKA** 

IN UNITY THERE IS STRENGTH



MISSOURI



IOWA

A marriage counselor began to question a woman concerning her disposition:
"Did you wake up grumpy this morning?"

ing?"
"No," she replied, "I let him sleep."

#### **New Chapter Established** In West Pennsylvania

In West Pennsylvania

A new North West Chapter of the Pennsylvania Auctioneers Association has been established. Due to the large area encompassed by the Western Chapter it was decided to make the division and eliminate long distances to meetings for some of the members.

The following counties comprise the North West Chapter: Clarion, Crawford, Elk, Erle, Forest, Jefferson, Mercer, McKean, Venango, Warren and Tioga. Officers of the new chapter are: President, Pete Stewart; Vice President, Larry Reed; and a secretary to be appointed. The counties of Allegheny, Armstrong, Beaver, Butler, Cambria, Fayette, Washington and Westmoreland now comprise the Western Chapter.

#### SLIPS

If your foot slips you may recover your balance, but if your tongue slips you cannot recall your words. — Martin Vanbee.

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