

# the auctioneer

February/March 2023

The official publication of the National Auctioneers Association



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# 2023: Your challenges, our solutions

**H**ope 2023 is starting off with a bang for you and your business!! It's a new year, filled with new opportunities and challenges for all of us, the NAA, and our industry. I have enjoyed traveling to numerous state conventions and meeting with so many of our members. One of the best things about my position is being able to talk to so many of you and hear directly what your challenges and successes have been.

One of the challenges I continue to hear about and experiencing myself is staffing. How do you find people to work and how do you keep them working as part of your team? Then, the question is: How can I get them trained to work in my auction business when there is so much turnover? We've heard your concerns and NAA has two programs coming to help you, your company and your staff. Personally, I can't wait to enroll my company and staff in the educational program.

Members have told me they would like to have education and resources to grow and manage their auction companies and support team. Well, it's coming! You will want to be at the brand-new Business Principals Forum in Scottsdale, Arizona, May 7-8. We will be addressing employee recruitment and retention along with a myriad of other issues concerning owners and company CEOs. We will discuss building your company culture, strategically planning your company's growth and partnerships, as well as finding the right people, systems, resources and vendors to accomplish your goals.

Personally, in my company I have gone from being an auctioneer to being a manager of auctioneers, systems, programs, staff and social media!

We also have an exciting and extensive program for our auction staff being developed by the Educational Institute under Chairman T. Kyle Swicegood, CAI, BAS, GPPA. The Trustees are hard at work on a program that will help you take promising professionals from any industry and train them to work in auctions. Whether it's sales, clerking, marketing, setup, etc., the entire program is built around the timeline of an auction, and we can't wait to show it to you at Conference & Show in Oklahoma City!

Speaking of Conference & Show, registration is now open, so be sure to secure your spot soon! Save money by registering early and save the dates of July 18-22, in OKC.

However, before we see you in July, there are some other events and opportunities to remind you about: CAI and CAI Next—if you've been in the industry at least three years, I'd like to invite you to Bloomington, Indiana, to start your Certified Auctioneer Institute journey. This three-year program is the capstone of auction education, as well as being the opportunity to connect with the best and brightest in the industry.

And if you have your CAI designation, don't forget that this is a CAI Next year! Open to only CAI designation holders, it's an opportunity to connect with the top performers in the field while getting the latest education that's sure to make you think.

As I travel to state conventions I hear the same thing over and over—CAI was the single best thing I did to grow my ability, network and auction business!! As a second-generation auctioneer, I can attest that CAI was the single best thing I did for my auction career! I graduated in 1987 and it is still paying dividends today!

In April, I'd like to invite you to Washington, DC, for NAA's Day on the Hill. Every year, we get together and secure meetings with our representatives and senators to talk with them about the auction industry, our concerns, our needs and where policies affect our business. NAA holds a cocktail hour where you can invite your elected officials in conjunction with this event.

This is becoming a must for every auctioneer! If there is anything that can change our profession in a heartbeat, it is our governmental laws and regulations. We need to be abreast of what may be coming down the line, as well as having an ongoing relationship with our political leaders both state and national. That is why the Advocacy Committee, chaired by Wade Baer, CAI, AMM, is working on establishing a Political Action Committee to help as a watchdog for our industry.

Every president will tell you: your year in office is a whirlwind, and after six months—I am right there! It's been a blessing to be able to make an impact on the profession that has meant so much to me and my family. It is hard believe it's half over.

At this halfway mark, I'd like to personally thank the fantastic Board I have the honor of serving with this year. One of the things I wanted to be sure to do this year is to introduce you to the Board of Directors. So that is what we are doing in this issue! If the Board or I have not had a chance to talk with you this year, here's your chance—send us an email, a text or give any of us a call! We are here for ALL members, and we would like nothing more than to hear how NAA can help you achieve your goals and help you grow your business.

Thank You for being an NAA member—we need you and appreciate you. Together we can grow and protect our great profession! ❖



**Sherman Hostetter, Jr.,**  
CAI, AARE, BAS, CES,  
GPPA  
NAA President

Sherman Hostetter is the President and CEO of Hostetter Auctioneers. He is a past president of the Auction Marketing Institute, past president of the Pennsylvania Auctioneers Association, a Board member for the National Auctioneers Foundation, two-time Board member for the NAA, and past instructor for the Accredited Auctioneer Real Estate designation. He is also a 2015 inductee into the NAA Hall of Fame.

# 36



“  
**Get hired back  
next year by  
going above  
and beyond  
and asking  
those donors.  
Find out  
where they're  
sitting, what  
makes their  
item special,  
and ask that  
question.**

Jim Nye, BAS, "The  
Benefit Auction Guy"

”

## FEATURES

- 16 Hall of Fame**  
Nomination form
- 20 Meet the Board**  
What makes the members of the Board different?
- 24 Marketing Competition**  
Entry form
- 30 Conference & Show**  
Preview of Oklahoma City
- 32 Digital Marketing Summit**  
Preview of Nashville

## COMMUNITIES OF PRACTICE

- 34 CONTRACT AUCTIONEERS**  
**Opportunities in contract auctioneering**
- 36 BENEFIT AUCTIONEERS**  
**Get hired back year after year**
- 38 GENERAL**  
**Goal setting for the new year**

## INSIGHTS

- 18 Business Practices**  
**All sales final?**
- 42 Faces of NAA**  
**Jennie Wolff, CAI, AMM**

## DEPARTMENTS

- 03** President's Column
- 08** Association at Work
- 10** NAA News
- 14** State News
- 40** Auction Schools
- 41** In Memory
- 44** New Members
- 48** Board/Index
- 50** 50 Years Later



# DIGITAL MARKETING SUMMIT

*Nashville*  
*Feb. 20-21*



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National Auctioneers Association



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## National Auctioneers Foundation Scholarship Application

The information provided on this form will be used by the National Auctioneers Foundation.

What scholarship are you applying for?

Select items

If other, which event?

Other NAA event

### Personal/Contact Information:

Full Name \*

First Name Last Name

Address \*

Street Address

## Updated application form for NAA education scholarships

Through generous donations from people like you, the National Auctioneers Foundation funds scholarships for NAA educational events. The application process has changed, as mentioned in the last issue of 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](http://auctioneersfoundation.org/about-scholarships).



**NAA  
MARKETING  
COMPETITION**

*Updated!*



**DEADLINE  
MARCH 15, 2023**

**[AUCTIONEERS.ORG/MARKETINGCOMPETITION](https://AUCTIONEERS.ORG/MARKETINGCOMPETITION)**

# Your Association at Work

## Day on the Hill

Join the NAA in bringing the auction industry to Capitol Hill! Schedule meetings with your elected senators and representatives in Washington DC, for Monday, April 24, 2023.

“This is a must attend event as it is our chance to join together on Capitol Hill and advocate for our industry,” said Wade Baer, CAI, AMM, Chair of the Advocacy Committee. “It is important for us to meet with our legislators and do three things: Build relationships, inform them as to who we are, and why the auction method of marketing is important.”

On Sunday, April 23, the NAA will be hosting a workshop through our advocacy agenda titled: How to Conduct Your Meeting.

“Building relationships is the most important,” Baer said, “because if we try and wait until we need these individuals to act on our behalf it will be too late.”

The following day on Monday evening, the NAA will be hosting a reception.

“My favorite saying when it comes to advocacy is that our senators and congressman do not know what they do not know,” Baer said, “therefore it is on us to inform them, to let them know why we are members of the NAA and what the association stands for. We need to tell them how strong the auction industry is and the amount of economy that flows through it. So, please join me and the rest of the advocacy committee in Washington in April to show your support for the NAA and this great profession.”

This is a free event; however, we ask that you register so that we can have an accurate count for food and beverage orders.

Register now at: [auctioneers.org/dayonthehill](http://auctioneers.org/dayonthehill)

“  
It is on us to inform them...  
We need to tell them how strong the auction industry is and the amount of economy that flows through it.”

Wade Baer, CAI, AMM,  
Chair of the Advocacy Committee

## Community Conversations in 2023

The Community Committee has been hard at work on virtual networking conversations for 2023. Here’s what’s coming up this year:

- **Feb. 14 | International:** If you’re operating outside the U.S., join us!
- **Feb. 21 | Firearms:** Discuss the complex sale of firearms.
- **Feb. 23 | Fundraising & Benefit Auctions:** Keep up on the latest trends.
- **March 8 | Past NAA Presidents:** Invitation only
- **March 15 | New members:** Introduce yourself to the best networking group in the auction industry.
- **April 12 | State Associations:** Do you represent a state association? If so, this is the virtual meet-up for you!
- **May 1 | Auction Schools:** Auction schools are an important pipeline for the NAA and we want to hear from you!

## The return of iSeries

iSeries is coming back in a new and exciting way in 2023. Content from NAA education events is extremely valuable, so we’re extending that value not only through the Community of Practice articles you read in every issue of Auctioneer, but now through Community Conversations.

Look at the end of each Community of Practice article to

see which ones will be translated into virtual conversations with instructors or other top industry professionals.

These monthly Zoom meetings will be the perfect place to discuss important industry topics with your peers.

Watch for more information coming soon at [auctioneers.org](http://auctioneers.org).



## Volunteer Appreciation Workshop back for year two

All of the work of the National Auctioneers Association doesn’t happen without volunteers. This year we’re hoping to celebrate as many of you as possible,

so we’re adding the Volunteer Appreciation Workshop as a pre-con to Conference & Show in Oklahoma City.

Plan to come in a tad early and join us for a workshop made just for you. More info coming soon.



# YEARLY PLANNER

# 2023

|  |   |  |
|--|---|--|
| <p>January</p>   | <p>February</p> <p>COMMUNITY CONVERSATIONS:<br/>INTERNATIONAL<br/>FIREARMS<br/>FUNDRAISING &amp; BENEFIT AUCTIONS</p> <p>DIGITAL MARKETING SUMMIT<br/>NASHVILLE, TN</p> | <p>March</p> <p>CANDIDATE/COMMITTEE<br/>APPLICATIONS DUE</p> <p>COMMUNITY CONVERSATION: NEW<br/>MEMBERS, PAST PRESIDENTS</p> <p>MARKETING COMPETITION<br/>DEADLINE</p> <p>CERTIFIED AUCTIONEERS<br/>INSTITUTE/CAI NEXT<br/>BLOOMINGTON, IN</p> |
| <p>April</p> <p>COMMUNITY CONVERSATION:<br/>STATE LEADERS</p> <p>DAY ON THE HILL</p>   | <p>May</p> <p>NATIONAL AUCTIONEERS<br/>WEEK &amp; DAY</p> <p>COMMUNITY CONVERSATION:<br/>NEW MEMBERS<br/>AUCTION SCHOOLS</p> <p>BUSINESS PRINCIPALS FORUM</p>           | <p>June</p>  |
| <p>July</p> <p>COMMUNITY CONVERSATION:<br/>NEW MEMBERS</p> <p>VOLUNTEER APPRECIATION<br/>WORKSHOP</p> <p>CONFERENCE &amp; SHOW<br/>OKLAHOMA CITY, OK</p> | <p>August</p> <p>BENEFIT AUCTION SUMMIT<br/>CHARLESTON, SC</p>  | <p>September</p>   |
| <p>October</p>   | <p>November</p>   | <p>December</p> <p>DESIGNATION ACADEMY<br/>LAS VEGAS, NV</p>   |

# Board of Directors

## Director/Officer Requirements

An NAA member who wishes to be elected as an Officer or Director of the association at the 74th International Auctioneers Conference & Show in Oklahoma City, Oklahoma, must announce his or her candidacy by 4 p.m., CT, on Wednesday, March 1, 2023.

### NAA POSITIONS AVAILABLE

**Vice President:** One-year term. Will ascend to the presidency the next year. Must have served a full term on the Board of Directors, Education Institute Trustees, AMI Board of Governors or National Auctioneers Foundation Trustees.

**Directors:** Candidate must be a member of the NAA in good standing for at least three consecutive years; must have served on an NAA committee/task force; must have completed CAI or taken the NAA Leadership Development course. Directors may serve two, three-year terms. Two Directors are elected each year.

### BOARD RESPONSIBILITIES

Board members are expected to attend all scheduled face-to-face meetings and those called by Zoom. In addition, Board members are expected to serve on committees as requested by the President. Committees typically meet by electronic means. In addition, it is expected that the Board communicates the work of the organization and shows support for the NAA. The Candidate Packet includes complete job descriptions for both Officers and the Board positions.

### APPLICATION PROCESS

**Obtain a candidate packet by going to [auctioneers.org](http://auctioneers.org) or by emailing NAA CEO Aaron Ensminger, CAE at [aensminger@auctioneers.org](mailto:aensminger@auctioneers.org).**

**All applications must be submitted by 4 pm CT on Wednesday, March 1, 2023.**

An interview with the Candidate Review Committee (CRC) will be held during the first two weeks of March.

Candidates will be notified if they are being recommended by March 18.

Candidates who are not endorsed by the CRC but still choose to run must notify the Committee by 4 p.m. CT on Friday, March 31, 2023.

The packet includes the following:

1. A signed and completed application
2. A separate document indicating how the candidate demonstrates the “Characteristics and Attributes of an Ideal NAA Board Member.”
3. The names and addresses of three references
4. A professional photograph
5. A one-page document which answers the following questions:
  - Why are you interested in serving on the NAA Board of Directors
  - What have you learned from serving on a volunteer board?

### 2023 CANDIDATE REVIEW COMMITTEE:

◆ Chair of the Board Beth Rose, CAI, AARE, AMM

◆ President Sherman Hostetter, CAI, AARE, BAS, CES, GPPA

◆ Representative of the Education Institute Trustees, T. Kyle Swicegood, CAI, BAS, GPPA

◆ Representative from the National Auctioneers Foundation, Scott Mihalic, CAI

◆ State Representative Bryce Hansen, CAI

### NAA Mission

NAA serves auction entrepreneurs with services provided based on four cornerstones: promotions, advocacy, education, and community.

### NAA Vision

NAA will be the voice of the auction profession.

### NAA Cornerstones

Promotions  
Advocacy  
Community  
Education



# YEAH, WE TALK FAST, TOO...

NATIONAL AUCTIONEERS WEEK  
MAY 1-6, 2023





## Cornerstone committee member applications due March 1

There are literally dozens and dozens of committees and task forces that help guide the NAA in its decision making every year. If you've ever felt the urge to make your voice heard, start talking to committee leaders now.

Cornerstone committees will be selecting new members to serve on the 2023-2024 committees this coming spring. Applications for committees are due March 1, 2023. Links to applications will be available at [auctioneers.org](http://auctioneers.org).

Each committee has different requirements. Some of them are as follows:

### Promotions

Two new committee members will join the Promotions Committee as of Conference & Show 2023. Terms are for three years and committee members are expected to take a very active role in the planning and implementation of Promotions Committee efforts. The Promotions Committee is responsible for encouraging the auction methodology of competitive bidding to the public and the value added to the auction entrepreneurs by their association. New committee members are recommended by the Promotions Committee to the Vice President and then to the Board of Directors for confirmation. The Chair and Vice Chair are elected by the Promotions Committee members.

### Advocacy

Two new committee members will join the Advocacy Committee as of Conference & Show 2023. Terms are for three years and committee members are expected to take a very active role in the planning and implementation of Advocacy Committee efforts.

The Advocacy Committee looks for

opportunities to advocate for the auction industry, whether that be in a governmental space or the private sector. A passing familiarity with auction law is helpful, but not mandatory. This committee drives strategy for the Advocacy Cornerstone as well as creating the framework for tactically achieving those goals.

New committee members are recommended by the Advocacy Cornerstone Committee to the President and then to the Board of Directors for confirmation. The Chair and Vice Chair are elected by the Advocacy Cornerstone Committee members.

### Community

Two new committee members will join the Community Committee after the Board strategic planning meeting in August 2022. Terms are for three years and committee members are expected to take a very active role in the planning and implementation of Community Cornerstone Committee efforts. The Community Cornerstone Committee is responsible for providing opportunities for members to engage with and support each other through various venues by working to identify topics and hosts for NAA's virtual Community

Conversations; identifying possible in-person events, including purpose/topic, location, attendees best suited to attend, speakers, etc.; and doing generative work on how NAA can foster community both inside and outside of events.

New committee members are recommended by the Community Committee to the Vice President and then to the Board of Directors for confirmation. The Chair and Vice Chair are elected by the Community Committee members.

### Education

Trustees are expected to take a very active role in the planning and implementation of education efforts of the NAA. EI Trustees plan the educational activities of the NAA, including designation programs such as CAI, AARE, AMM, BAS, CAS, CES, GPPA and MPPA, summits, educational offerings at Conference & Show, and online education programs.

NAA members and designation holders who wish to be considered for a position of Trustee for the NAA Education Institute (EI) must submit information declaring their interest by March 1, 2023.

Two new committee members will join the Education Committee as of the 2023 Conference & Show in Oklahoma City. Terms are for three years and are appointed by the Vice President of the NAA Board of Directors.

NAA Education Institute (EI) Trustees and former EI Trustees who wish to be considered for a position of Trustee Chair or Vice Chair for the NAA Education Institute (EI) must submit information declaring their interest by March 1, 2023.

One Chair and one Vice Chair will continue with or join the Education Committee as of the 2022 Conference & Show in San Diego. Terms are for one year and are elected each year. The Chair will also serve on the NAA Board of Directors.

The NAA Vice President makes the final recommendation of new Trustee candidates to the NAA Board for approval.

*Find more requirements for and information about Cornerstone Committees at [auctioneers.org/volunteer](http://auctioneers.org/volunteer).*

# PROMOTION ADVOCACY COMMUNITY EDUCATION



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**Part Two: Tips and Tools for Auctioneers to Work Smarter, not Harder**

Featuring fan favorites Erik Rasmus, CAI, AMM, and Russ Hilk, we're talking about client managed sales, quality bidders, problem solving, hiring and educating, and how to prepare sellers for the future.

**An Open Discussion on Auctioneer Licensing**

Featuring Wade Baer, CAI, AMM, Nick Bennett, CAI, AMM, BAS, Joe Gribbins, BAS, CES, Shane McCarrell, CES, Darron Mearns, CAI, BAS, MPPA, and David P. Whitley, CAI, CAS.

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# State Watch

## South Carolina

The South Carolina Auctioneers Association held its annual convention Jan. 13-14, 2023.

### Election Results

- John Slaughter, president
- Jared McGaffee, secretary/treasurer
- Gordon Amstutz, director
- Jessica Ludwig, director
- Glenn Hartshorn, director
- Holli McGee Roberts, director
- Gwen Bryant, CAI, AARE, CES, GPPA, past president



### Competition Results

- Grand Bid Calling Champion: Rafe Dixon, CAI, AARE, CES
- Reserve Big Calling Champions (tie): John Helms and Brandon Meares
- Rookie Bid Calling Champion: Brian Cauthen

## Wyoming



Tom Hupp, WAA Gun of the Year Winner, presented by Veldon Kraft, President



Bid calling contestants



WAA Board of Directors



WAA current HOF members getting ready to welcome Al Weston into the HOF. The HOF award was presented to his wife, Rosie Weston, GPPA, (second from left), as Al Weston passed away in a tragic accident July 2022.



WAA convention attendees

# Minnesota

The Minnesota State Auctioneers Association held its annual Winter Conference Jan. 12-14, 2023. Kaija Kokesh and Carl Radde were inducted into the hall of fame.

### Competition Results

- First place: Cody Aasnes
- Second place: Tony Wisely, CAI, BAS
- Third place: Dylan Kallenmeyn
- Rookie Champion: Riley Widboom
- Ringman Champion: Kurt Johnson, CAI, BAS



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# 2023 NAA HALL OF FAME NOMINATION FORM

|                   |       |          |
|-------------------|-------|----------|
| Name of Nominee   |       |          |
| Residence Address |       |          |
| City              | State | Zip code |
| Phone             |       |          |

## BUSINESS INFORMATION

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

## PERSONAL AND FAMILY INFORMATION

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

## PROFESSIONAL INFORMATION

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

## NAA ACTIVITY

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





# 2023 NAA HALL OF FAME NOMINATION FORM

### STATE ASSOCIATION ACTIVITY

List state association involvement, offices held, etc.:

### COMMUNITY INVOLVEMENT

List any notable community activities:

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

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

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

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

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

Address \_\_\_\_\_

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

Phone \_\_\_\_\_



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

## Business Practices

# All sales final?

**Question: Are sales at the conclusion of an auction intended to be final; or, are additional terms and conditions allowed?**

**A** sale at the conclusion of an auction is generally final. The terms and conditions should explain to the bidders the type of auction, the conditions (if any) for the completion of the sale, and that it is final with the fall of the hammer. One of the benefits of the auction method of marketing is that finality of the sale. When the hammer falls, unless the terms and conditions provide otherwise, the sale is over and complete. The buyer is not given time to reconsider or to “return the purchase” like when goods are purchased from a store.

The finality of auctions even extends to auctions conducted under judicial supervision. The historical standard regarding the finality of auction sales under judicial auspices was set by Justice Learned Hand in *Knight v. Wertheim & Co.*, 158 F.2d 838 (2d Cir. 1946): “Except upon the extremist provocation, courts will not upset a judicial sale at auction on the grounds that a new bidder has appeared who offers more than the knock-down price.” However, there have been some exceptions in bankruptcy sales recently, where the goal is to secure the highest price for the bankruptcy estate.

Regardless, there was a recent decision by the New Jersey Supreme Court upholding the finality of a real estate auction. See *Sullivan v. Max Spann Real Estate & Auction Co.*, (A-57-20 - 085225) (decided June 9, 2022). The auction company had conducted real estate auctions for more than 50 years. It had established standard procedures and documents it required prospective bidders to review and sign before participating in the real estate auction. In more than one place, the bidder is informed that, by signing the document, the bidder “recognize(s) that this is an auction sale and is not subject to an attorney review period.”

One notice states that the real estate broker “represent[s] the seller, not the buyer” and that “[t]he title company does not represent either the seller or the buyer.” The notice discloses that the bidder “will not get any legal advice unless you have your own lawyer”; that “[s]igning the contract is a big step”; and that “[a] lawyer would review the contract, help you to understand it, and to negotiate its terms.” The notice also advises prospective bidders that “[t]he contract is final and binding”; that “[a] buyer without a lawyer runs special risks”; and that “[w]hether you retain a lawyer is up to you.”

Additional relevant facts in this case are as follows. It was an absolute auction of residential real estate in Bernardsville, New Jersey. Liu signed all of the documents required to register for the auction and participated in the same. She submitted the highest bid—her bid was for \$1.1 million. After the auction, she signed additional documents for the purchase of the property, including the contract, and paid \$121,000 as an earnest money deposit. Defendant Liu was unable to satisfy her obligations under the contract and did not purchase the property. The subject property was subsequently sold at a second auction for \$825,000. The sellers were unhappy with the second sale price and filed suit against the auction company and Liu.

In the lawsuit, Liu argued that the auction company engaged in the unauthorized practice of law by filling in the blank spaces on the contract because it did not provide for the three-day attorney review period that is usually provided in residential real estate transactions in New Jersey. The New Jersey Supreme Court rejected Liu’s argument and decided that “a residential real estate sale by absolute auction is distinct from a traditional real estate transaction in which a buyer and seller negotiate the contract price and other terms and memorialize their agreement in the contract.”

The New Jersey Supreme Court acknowledge that “Were we to impose the three-day attorney review prescribed in State Bar Ass’n on residential real estate sales conducted by absolute auction, we would fundamentally interfere with the method by which buyers and sellers choose to conduct such sales.” The Court explained: “Indeed, the attorney review period prescribed by that decision is incompatible with the sale of residential real estate by absolute auction.” The Court understood that it would deprive buyers of the “opportunity to purchase property at a bargain price” and “sellers would lose the benefit of an accelerated and final sale.”

Instructively to the auction community, the Court did find the notices cautioning bidders to be important. It said: “We view the notice and template sales contract that [was ...] provided to Liu prior to the auction – cautioning her that any sale at the auction would be final with no attorney review period – to serve the consumer protection objectives that we sought to achieve in State Bar Ass’n.” The Court

concluded: "We find no unauthorized practice of law in this case and hold that the contract signed by Liu was valid and enforceable."

An interesting question to consider is what would have happened if the auction company had not provided those notices to the bidders? It is not possible to say for certain, but based on the language used in the opinion and the importance stressed on the notices, the case may have been decided differently. The Court also limited its decision in footnote 5. It stated: "We do not address traditional real estate sales in which multiple potential buyers make competing offers in a 'bidding war.' Nor do we consider online auctions. Our decision is limited to the setting of this appeal, in which the Property was sold at an absolute auction or auction without reserve conducted in person." The fact that the Court made this footnote means that its decision could be different in other contexts.

In conclusion, the Sullivan case is a great example for auctioneers in supporting the legal conclusion of finality of an auction sale. Auctions are designed for the sale of goods or real estate to be final with the fall of the hammer. This can be used to further promote the auction method of marketing to potential clients. It is also supportive of the fact that the terms and conditions of the auction are important. Auctioneers should exercise caution and review their terms and conditions regularly. ❖

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*Kurt R. Bachman and Beers Mellers 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 Mellers 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 Mellers 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@beersmellers.com

## BONDS & INSURANCE

### THE COVERAGE YOU NEED:

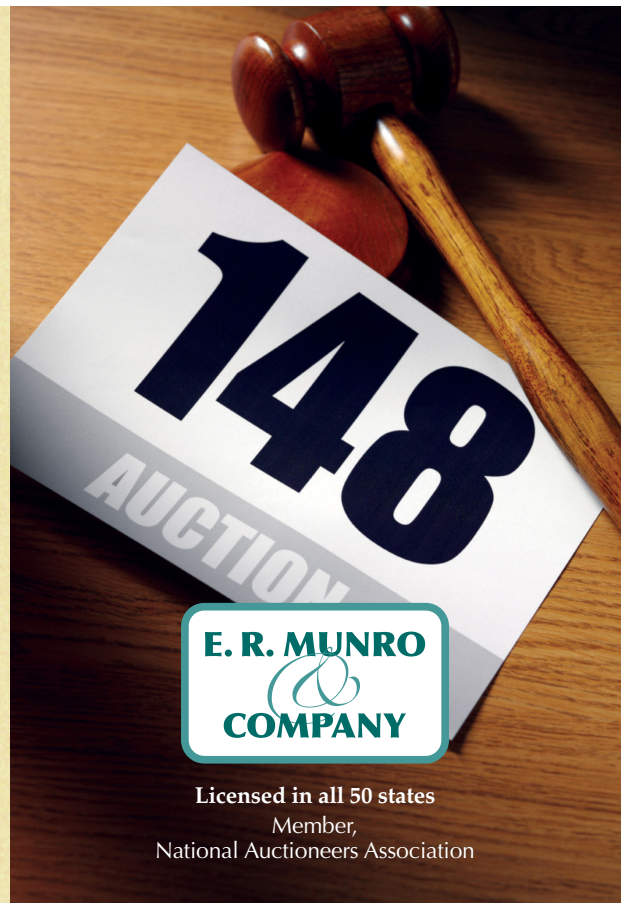
- ◆ Liability Insurance ◆
- ◆ Property Coverage ◆
- ◆ Cyber Liability Coverage ◆
- ◆ Consignment Property ◆
- ◆ Errors and Omissions ◆
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Member,  
National Auctioneers Association

Meet the Board



**Sherman Hostetter, Jr., CAI, AARE, BAS, CES, GPPA**

The NAA Board is blessed with a passionate and talented group of auction professionals that love the auction business and love serving our membership! A benefit of this Board is that we all come from different backgrounds, different age groups, different life experiences, different skill sets, different asset classes and even different countries.

What do I bring to the table, is a good question and one I have wondered about myself several times. Words that come to mind are experience, logic, competitiveness, problem solving and team player. I believe at my age, I bring a wealth of experience and common sense having been raised in the auction profession, a multiple asset class auctioneer most of my life (real estate, business liquidations, estates and fundraising), and heavily involved in both PAA and NAA

associations since the mid 1980's. I have a strong work ethic and understanding of the auction profession, our Association and how we got where we are today. I bleed auctions!

In life, I believe you need to work on having a good positive realistic attitude, do your best in every situation and make it fun and enjoyable, if at all possible! Like the other board members and most of our NAA members, I have a passion for the auction profession and want to build my auction business to the best of my ability, but most importantly, I want to preserve this great profession for my children, grandchildren and hopefully my great grandchildren!

My family had a saying that was instilled in me by my parents from the time I was a kid, "Leave the place better than you found it." My hope is that I can say that come the end of July!



**Joff Van Reenen CAI, AARE**

Joff is arguably the most unusual member of the NAA's Board professionally and personally, which are both the result of a passionate 30-year love affair with auctions on four continents.

"Personally, I'm unique in being the first international member ever elected to serve on the Board, which simultaneously humbles and delights me," Joff said. "With South Africa so far from big auction markets, I've always had to think completely out the box, innovating for survival and success. And ironically, it's those qualities that probably got me elected. Well... those and the fact that my 'diplomatic immunity' gives me licence to say most things without getting into trouble!"

Since Covid, Joff's career now unconventionally straddles two auction spheres.

"Like others on the Board I continue to be a professional auctioneer, but my gut and unorthodox thinking have increasingly pushed me toward auction technology," Joff said. "The result has been a year-long deep dive into digital auction platform development, because while we auctioneers will never be obsolete, I'd rather be the one designing the tech that makes the most sense for our industry."



## Chris Rasmus, CAI, AMM

Chris is an innovator, futurist and early adapter. His business model is continually changing to adapt to changing buyer and seller opportunities. He serves this year as the always valuable Presidential Appointee.

“We enthusiastically embrace change and encourage other auctioneers to expand their thinking to fundamentally change the auction industry,” he said. “I enjoy being an instructor and mentor dozens of auctioneers and their staff to help diversify, grow and create efficiencies. I have shared many of my thoughts and experiences with President Sherman Hostetter on matters of employment, collaboration, workflows, marketing, succession planning, syndication, production, communication, technology and product development.”

## Morgan Hopson, CAI

As a Board member, Morgan’s unique perspective is shaped by her experiences as a first-generation auctioneer, a musician, and working on a management team that runs a community banking association.

“As a first-generation auctioneer, I understand the challenges faced by members who don’t have the established traditions and practices of a family business and can relate to their struggles as they create their own legacy,” she said. “I’m proud to be a voice at the table and can say with confidence that the NAA is dedicated to providing education, networking opportunities, and support to help all members build a successful business.

As a musician, Morgan has learned to adapt to changing circumstances and perform under pressure, which allows her to navigate unexpected situations and obstacles and collaborate with a diverse range of people.

Her experience working for a management company outside of the auction industry has helped her understand the inner workings of budgeting, vendor relations, education, and promotion.



## Beth Rose, CAI, AARE, AMM

A good Board Chair needs to provide leadership and be an effective strategist and a good networker. Beth epitomizes these attributes.

“One of the unique characteristics that makes me different is that I do the groundwork behind the scenes by researching, talking to others and doing the leg work, so I have all the information to present to the Board to make an informed decision and avoid delays,” she said. “I am conscious of using the Board members’ time wisely, which is why our meetings have been so efficient. The Board is able to make informed decisions that will impact members and enhance the NAA experience. I am fortunate to have an amazing and talented Board. The experience for me has been amazing!”





## Trisha Brauer, CAI, BAS

Trisha is in her second term as a director on the NAA Board. She is the only Board member whose focus is solely on benefit auctions.

“The NAA represents a lot of fundraising professionals,” she said. “It’s important to have a voice on the Board who lives totally in that world.”

Trisha’s public service also extends beyond the Board, as she serves as a city council member for Roeland Park, Kansas.

“I really enjoy getting to make a difference in both the NAA and as a city council member,” she said. “Both have their challenges and rewards, and I wouldn’t have it any other way.”



## Lance Walker, CAI, BAS, CES

Most people choose to run for VP very soon after their term on the Board. Lance chose to wait for several years, which has given him a unique perspective.

“I have been an active NAA member for 42 years, so stepping away from Board leadership allowed me to see the NAA from a “regular member” perspective for those years,” Lance said.

He also spent 15 years focusing solely on

benefit auctions, before becoming a general auctioneer.

“This has allowed me to easily relate to most of the members with various specialties such as real estate, estate, equipment, business liquidations, farm, collectibles and benefits,” he said. “This is an opportune time to be involved in the auction industry and I am excited about the future or auctioneering!”

## Phil Gableman, CAI, AMM, GPPA

Phil is a first-generation auctioneer who never thought he’d be involved in the auction industry.

“I’ve been surrounded by business since I was a child with family involved in small businesses and Wall Street,” he said. “After entering the auction industry full time, I quickly learned the importance of being involved to get the most out of it and the organizations I’m a part of.”

Phil started with leadership on the national level first and then served on the state level.

“I enjoyed working on committees and

eventually worked my way to the Education Institute, which has been one of the most enjoyable experiences to date,” he said. “Having a strong business and finance background, a very diverse auction business from real estate to heavy equipment and personal property, along with being a ‘techie’ has given me a unique perspective as serving as a Board member, especially when trying to look several years down the road in how certain decisions we make will affect us.”



## T. Kyle Swicegood, CAI, GPPA, BAS

T. Kyle is a 32-year real estate veteran and a first-generation auctioneer. He is the founder of The Swicegood Group, Inc Auctions—Real Estate where he works alongside of his wife Elizabeth and children Lewis Swicegood and Ashton Burton who are all NAA Members.

“Our firm is licensed in multiple states and focuses on real estate, raw land, and estate solutions.”

T. Kyle is currently Chair of the CAI board and EI Trustees, the latter affording him a seat on the Board this year.

“Elizabeth and I enjoy our business and love to travel,” he said. “Swicegood has served on mission with Operation Smile working with a surgical team operating on children with cleft lip and palate. This has taken us to Kenya, Africa and Paraguay, South America.”



## Jay Cash, BAS, CES

Despite being one of the youngest Board member, Jay’s been in the auction business all 38 years of his life. This has allowed him a deep understanding of the day-to-day challenges members face.

“The typical NAA auctioneer has a core staff of four or less people and my company structure is similar,” Cash said. “My areas of practice range from real estate, estate settlements, and fundraising to farm machinery, consignments and even occasional contract work. On any given day, I’ll meet with potential clients, book an auction, handle marketing, put up signs, line up equipment or haul out boxes, catalog and inventory, bid call, cashier, clerk. On top of that, I get to come home and be dad to a 4 and 2 year old!”

## Ailie Byers, CAI, AMM, BAS

“I grew up in a small northern New England town,” Ailie said. “I was fortunate enough to travel to multiple countries while relatively young and see the world for the larger space it is. Once completing my undergraduate degree, I worked mostly for large multinational corporations in various sectors of the economy and in varied positions. Those experiences have coalesced into a unique outlook on work, travel, and the interconnectedness of economies and businesses in our world.”



## Mike Fisher, CAI, AARE, AMM, BAS, CES, GPPA

Mike has a lot of volunteer experience under his belt. From Education Institute Trustee and Chair to Certified Auctioneers Institute Chair and 2020 NAA Volunteer of the Year. His auction experience is just as diverse.

“I specialize in real estate and more complex asset sales and have worked in more than 40 states and internationally, which has given me experience across different asset classes and a very broad geographic area,” Mike said.

Mike has also served as vice chair of Alabama State Board of Auctioneers, past president of the Alabama Auctioneers Association and was inducted into the Alabama Auctioneers Hall of Fame.

## Scott Mihalic, CAI

Scott serves as the Foundation Representative on the Board.

### Interested in joining this group?

The NAA Board is made up of auction professionals who represent a variety of assets, generations and experiences. If you would like to add your own unique perspective to the Board, applications are due March 1, 2023. Contact Aaron Ensminger for more information: [aensminger@auctioneers.org](mailto:aensminger@auctioneers.org).



**NAA**  
**MARKETING**  
**COMPETITION**

**ENTRY FORM**



# REGISTRATION FORM

NAA MEMBER/CONTESTANT NAME

NAA MEMBER #

OFFICIAL COMPANY NAME

BUSINESS ADDRESS

CITY

STATE

ZIP

PHONE

EMAIL

WEBSITE

PAYMENT INFORMATION \*PLEASE NOTE FREE ENTRIES ARE NO LONGER ACCEPTED\*

( \_\_\_\_\_ X \$25) + ( \_\_\_\_\_ X \$50) = \_\_\_\_\_  
# OF ENTRIES # OF CAMPAIGN ENTRIES TOTAL AMOUNT DUE

PAYMENT TYPE (PLEASE CIRCLE): CHECK: CHECK NO. \_\_\_\_\_ CREDIT CARD

NAME ON CREDIT CARD

SIGNATURE

CREDIT CARD NUMBER

EXPIRATION DATE

CVV

## HOW TO ENTER

- COMPLETE THE REGISTRATION FORM
- COMPLETE A SEPARATE ENTRY FORM FOR EACH SUBMISSION
- SUBMIT ALL ENTRIES BY MARCH 15, 2023

### MAIL ENTRIES TO NAA HEADQUARTERS:

MARKETING COMPETITION  
8880 BALLENTINE ST.  
OVERLAND PARK, KS 66214

### EMAIL SUBMISSIONS FOR RADIO, VIDEO OR PHOTOGRAPHY CATEGORIES TO:

ENTRIES@AUCTIONEERS.ORG

### QUESTIONS? CONTACT ERIN SHIPPS:

ESHIPPS@AUCTIONEERS.ORG

## GENERAL RULES (CHANGES FOR 2023 IN BOLD)

1. Entries must be reflective of the auction industry in some capacity and must have been created between Jan. 31, 2022 and Jan. 31, 2023.
2. Each entry must be accompanied by a \$25 entry fee. Campaign of the Year requires a \$50 entry fee.
3. Every entry requires an entry form AND a corresponding registration form.
4. The member whose name appears on the entry form must be a current member of the NAA, or the entry will be disqualified. Forms must clearly list the member name and official company name, as this cannot be changed once submitted.
5. **Each entry will be judged by a panel of marketing professionals. There will be one top winner in each category, with up to four finalists.**
6. **Finalists will be announced May 1, 2023, and featured in the June/July issue of *Auctioneer* magazine.**
7. **Winners will be announced at a ceremony during NAA's Conference & Show in Oklahoma City. Winners will also be interviewed for the October/November "Champions" issue of *Auctioneer*.**
8. The NAA reserves the right to move an entry to another category if it does not clearly meet the criteria for the category in which it was entered.
9. Submissions will not be returned.
10. Images submitted for this contest may be used in future *Auctioneer* magazines or for other NAA promotional and marketing purposes.

FOR MORE INFORMATION, VISIT [AUCTIONEERS.ORG/MARKETINGCOMPETITION](https://www.auctioneers.org/marketingcompetition)

# AUCTION MARKETING CAMPAIGN OF THE YEAR

## One entry will be selected as Campaign of the Year

Submit a binder with title pages dividing major sections that includes any or all of the following:

- A brief, one-page summary of your auction campaign.
- Important information on why the auction was noteworthy
- Marketing strategy and tactics used
- Goals for the auction
- Copies of photographs, advertisements and any other promotional materials
- Innovative marketing or techniques employed
- Online marketing
- Target markets



2022 CAMPAIGN OF THE YEAR WINNER

## CATEGORIES

### Postcards

*One- or two-sided*

- Real Estate
- Commercial Assets
- Personal Assets

### Brochures

*Multi-page promotional piece*

- Real Estate
- Commercial Assets
- Personal Assets

### Video\*

- Benefits
- Real Estate
- Commercial Assets
- Personal Assets

### Email Campaign\*

*Include copy of email and any relevant statistics*

- Benefits
- Real Estate
- Commercial Assets
- Personal Assets

### Podcast

*Produced by company*

### Company or Self Promotion

- Audio\*
- Video\*
- Print
- Social\*

### Paid Social Media Ads\*

- Benefits
- Real Estate
- Commercial Assets
- Personal Assets

### Social Media Influencer\*

*Include examples of content*

### Social Media Campaign\*

*Include copy of campaign and any relevant statistics*

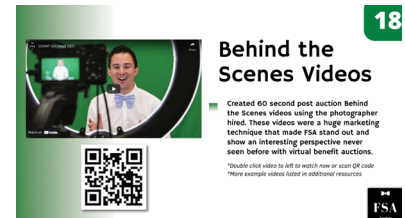
### Short-form Video for Social Media\*

*Include video and any relevant statistics*

### Photography\*

*Photos may be produced in house or by a professional photographer. If relevant, the same photo may be entered into more than one category.*

- Auction Crowd
- Auction Team
- Auctioneer in Action
- Buyer Excited About Purchase
- Creative Photography
- Fun at Auction
- Auction Lots
- Behind the Scenes
- Real Estate



SOME 2022 PLATINUM WINNERS

**Sub-categories:** These are noted with bullets. Entry forms must include sub-categories, if listed.

**Printed submissions:** Only submit original copies of printed work, not photocopies.

\*May be submitted digitally.

- Send files to [entries@auctioneers.org](mailto:entries@auctioneers.org).
- These categories can also be submitted via flash drive, CD/DVD, or with a url on the entry form.

## ENTRY DETAILS | ONE FORM PER ENTRY IS REQUIRED

---

NAA MEMBER/CONTESTANT NAME

NAA MEMBER #

---

CATEGORY

SUB-CATEGORY (SELECT FROM BULLETED LIST)

---

OFFICIAL COMPANY NAME

TITLE OF ENTRY

---

## ENTRY DETAILS | ONE FORM PER ENTRY IS REQUIRED

---

NAA MEMBER/CONTESTANT NAME

NAA MEMBER #

---

CATEGORY

SUB-CATEGORY (SELECT FROM BULLETED LIST)

---

OFFICIAL COMPANY NAME

TITLE OF ENTRY

---

## ENTRY DETAILS | ONE FORM PER ENTRY IS REQUIRED

---

NAA MEMBER/CONTESTANT NAME

NAA MEMBER #

---

CATEGORY

SUB-CATEGORY (SELECT FROM BULLETED LIST)

---

OFFICIAL COMPANY NAME

TITLE OF ENTRY

---

## ENTRY DETAILS | ONE FORM PER ENTRY IS REQUIRED

---

NAA MEMBER/CONTESTANT NAME

NAA MEMBER #

---

CATEGORY

SUB-CATEGORY (SELECT FROM BULLETED LIST)

---

OFFICIAL COMPANY NAME

TITLE OF ENTRY



CATES AUCTION REAL ESTATE COMPANY

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*Auction Style*

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SUNDAY, JULY 11TH AT 1:00 PM  
NO MINIMUM BID NO RESERVE • SELLS TO THE HIGHEST BIDDER!

250 HIDDEN LAKE ROAD • HENDERSONVILLE, TN

REAL ESTATE SELLS AT 1:00 PM ON SITE AT THE HOME - SIMULCAST BIDDING AVAILABLE

James R. Cash II Auctions & Real Estate  
FOR MORE INFO: 615.785.8982 or www.JamesRCashAuctions.com

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17657 HWY EE, SEDALIA, MO

REQUEST DETAILS

**ROTHER FARM & RANCH**

LAND AUCTION  
OFFERED IN 28 TRACTS & COMBINATIONS

36,558+ ACRES  
34,000+ DEERED | 1,800+ STATE LEASE

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TIMED ONLINE ONLY  
TUESDAY, NOV. 2 • 6PM  
FRIDAY, OCT. 29 3-6PM

**Vehicles • Firearms • Tractor Lawn & Garden • Household**

11503 Maples Road  
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INSPECT & BID AT SCHRADERFORTHWAYNE.HIBID.COM  
800.451.2709  
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First Sale at Auction • Bidding Ends Thursday, September 24th @ 4pm • www.TrophyPA.com

PHIL BROWN (314) 783-2444  
philbrown@trophy.com

**SOME 2022 PLATINUM WINNERS**

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Tim Miller  
Kaufman REAL ESTATE & AUCTIONS

**BOOKER AUCTION**

31 Eltopia West Road  
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**Get It Sold**  
Combin 509-988-1263  
Auction 509-988-3052  
Home 509-988-6767 Office 509-988-3052

**Stunning Country Setting MINIMUM BID AUCTION**  
1425 N LATHROP ROAD | SWANTON, OH 43558

MINIMUM BID \$185,000  
LIVE & ONLINE AUCTION DATE: Wednesday, September 1st at 6pm  
OPEN HOUSE: Sunday, August 22nd from 12-3pm

**BOOKER AUCTION**

**B** BOOKER

**Mill Creek Falls Retreat**  
Ideal Retreat Center / Wedding Venue • Endless Possibilities  
Secluded Wooded 32 Acre Property

Tuesday, October 26th, 2021 at 11am

**REAL ESTATE AUCTION**

303 E Telegraph Rd., Yorkville, York County, PA

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HK Keller.com

**2022 NATIONAL COMMERCIAL TURF & GOLF COURSE EQUIPMENT AUCTION**  
MARCH 23-26 • 2022

CONSIGN ONLINE TODAY!

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4 BIG DAYS OVER 4 LOCATIONS! - 1,000+ LOTS!

MARCH 2022  
Mississippi/Florida, March 23rd  
South Carolina, March 24th  
Indiana, March 25th  
Minnesota, March 26th

**ONLINE AUCTION**

SPECTACULAR  
*Southern Farmhouse at The Grove*

6281 WILD HERON WAY • COLLEGE GROVE, TN

BIDDING OPENS January 14th  
BIDDING CLOSES January 21st

J.P. KING  
When a lot matters.

**4,500 SQ. FT. New Custom Sign Company RETIREMENT AUCTION**  
COMMERCIAL BUILDING & FULL LINE OF SIGN TOOLS/EQUIPMENT IN STILLWATER, OK

Tuesday  
**MAY 18 AT 1:00PM**

415 E 14th AVENUE, STILLWATER, OK

BERRY AUCTIONS  
BERRY AUCTIONS

# COMMUNITY CONVERSATIONS

New Members: March 15, May 17, July 19  
International: Feb. 14  
Firearms: Feb. 21  
Auction Schools: May 1

[auctioneers.org/naa/community](https://auctioneers.org/naa/community)



# DIGITAL MARKETING SUMMIT

*Nashville*  
*Feb. 20-21*



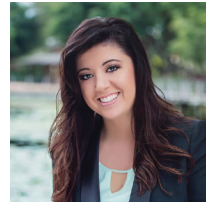
## Session highlights



### CONTENT MARKETING

**Chandler Lyles, High Beam Marketing**

More than just marketing an auction event. Blogs, videos, platforms, and more help you tell stories not pointed at a specific event, but a broader business goal.



### HOW TO MARKET DIFFICULT ASSETS WHEN SOCIAL MEDIA ISN'T ALWAYS THE ANSWER

**Moderators: Sara Rose Bytnar, CAI, AARE, AMM, BAS; Ethan Vick, AMM**

We all know Social Media has been the catch-all answer when asked, "How do I market my assets coming up for auction?" What happens when social media isn't a viable option for the assets you are bringing to market? This session is your opportunity to discuss how to market difficult assets from Real Estate to Firearms. We will



discuss possible marketing strategies for barriers such as targeting restrictions, using the MLS, social media limitations, narrow markets, other selling methods, and more. Share your ideas and what you've found successful and hear new ideas from each other on what works best!

### ORGANIC SOCIAL MEDIA MANAGEMENT

**Chandler Lyles, High Beam Marketing**

Beyond paid and promoted social media marketing, what tools and topics are best for which platform and audience to capture organic attention?



### DEVELOP A SEO-FRIENDLY CONTENT STRATEGY

**Lexi Grafe, Terakeet**

Search Engine Optimization (SEO) is the most valuable and cost-effective marketing tool for auctioneers. In this practical workshop, walk through

a step-by-step guide to developing a content strategy for your website and how to take advantage of new opportunities presented by AI software that automatically generates content. By attending, you'll gain a deeper understanding of how to effectively incorporate SEO into your digital marketing strategies and successfully drive new customers to your website.



### STYLE GUIDE AND BRAND WORKSHOP

**Hope Buckner, Belmont University; Jeff Bush, Weeks Auction Group**

Work through voice and tone, words that convert, photos, and video and animation, to walk away from this hands-on workshop with an immediately usable start to your brand and style guide.

- **How to Use Language to Convert Your Audience to Action!**
- **How to Keep Your Photo and Video Process Simple**



Wrap things up in a moderated discussion with our experts on style guides and branding. You will see how all the elements come together and walk out with the start of or additions to your own style guide.



### GOOGLE UNIVERSAL ANALYTICS: IT'S ALL OVER JULY 1 - A GA4 WORKSHOP

**John Schultz, AMM, Grafe Auction**

On July 1, 2023, standard Universal Analytics properties will stop processing traffic. To ensure you

don't get left behind with Universal Analytics, you must prepare to use Google Analytics 4 going forward. Bring your laptop and get ready to get into it! In this hands-on workshop, learn how GA4 provides deeper insights, better data accuracy, and access to more powerful features. You will explore the tools GA4 has to offer that help you understand customer behavior, measure and monitor the success of your campaigns, and gain insights into your website traffic.



### TEXT MESSAGING AND AUTOMATION

**Chris Rasmus, CAI, AMM**

Using and automating text messages to market your brand is an easy and under-utilized opportunity - and you can do it with out-of-the-box platforms.

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*Preview*

# **CONFERENCE & SHOW**

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*July 18-22, 2023*





# Fast Facts for 2023

**Toast the end of Conference & Show and bid farewell to friends with a **wrap-up celebration** before attending the Don Shearer Children's Auction on Saturday.**

## Tentative Education Topics

*Subject to change*

### **BA** Benefit Auctioneers

- Fundraising auctions post-pandemic
- Lead generation as a revenue stream
- Tracking data to track trends

### **CO** Contract Auctioneers

- Opportunities to generate alternative revenue
- Contracts and contracting
- Chat with the IAC Champs

### **G** General

- Divesting two generations at the same time workshop
- Great solo-preneur case studies
- Support staff training
- Hiring third-party professional services
- Blue Ocean strategy and your business
- TechByte tech tools

### **MM** Marketing & Management

- Managing website content workshop
- Creative ways to market firearms
- Sizzle reel and visual portfolio workshop
- Building your brand
- MM Mastermind Discussion

### **PCA** Personal & Commercial Assets

- Always be prospecting
- SOPs and the customer service experience
- PCA Mastermind Discussion

### **RE** Real Estate

- Convincing sellers to use the auction method
- Trends in Real Estate
- Auction versus traditional RE workshop
- RE Mastermind Discussion



## Contracting complexities

Tips for securing contract work in 2023 from three experts in the field.

by James Myers

**T**here are many, many different types of jobs in the auction industry and most auctioneers have held the bulk of those positions before being handed the microphone. Angie Meier, a fourth-generation auctioneer who has worked full time in the auto auction industry since 2007, says due to her extensive time block clerking that she could “do it in my sleep.” But one thing is certain, being 100 percent ready for taking command of the microphone is important for contract auctioneers.

Meier says the automobile auction market is particularly unforgiving and that contract auctioneers need to fully understand the market before giving it a go.

“You’ve got one shot at it,” she said, “and if you get up there and you fail, you get blackballed and you won’t have the opportunity to do it again because people judge you right away and very few people get the second chance to have an opportunity at it. I really feel it is important to understand the market and the ins and outs of it and be a student of the craft, of the game.”

Nick Bennet, CAI, AMM, BAS, is the CEO of Ascent Auction Services, and past IAC Champion. His best advice is to be proactive and to not sit idle and expect work to come to you. He was three or four years out of auction school when he decided to try contract work, sending a recording of himself selling cars with his resume to a client, and it worked.

“Nobody knows you’re interested in that job unless you step up and ask the question,” Bennet said. “It’s also being out there and letting people know this is what you do. The

job you're doing today is the performance you're being hired on for the next job. Ultimately, I think you need to be out there, showing people, asking the questions and saying that you're available and want the job."

Cody Shelley, founder and CEO of Shelley Auction Services, said there are many paths to getting to the prime spot of auctioneer and up-and-comers need to be flexible as they work their way up. When he got his start selling cars at auction, nearly every auction house in the country was adding new lanes. The situation isn't so fertile today.

"You've got to be willing to work for less than what you want and got to be willing to work the ring or whatever," he said. "People that have a full contract schedule, they didn't start holding a microphone."

### Treating contract work as a business

There is some glamorous idealism associated with contract auctioneering—being out on the road week after week, independent and free, blazing your own trail making money and working for a variety of people. Veteran auctioneers can provide some sage advice about mistakes they made early on in their careers (letting the tax debt creep up on you), which is why Bennet recommends being professional and reliable with every client, because despite what some contract auctioneers believe about the world revolving around them, "it does not," and for one contract auctioneer, there are a dozen behind him or her wanting the same job.

"We're all replaceable," he said. "You have a skillset that might not be as replaceable, but it's important to be there every single time you say you're going to be there."

Bennet also recommends being insured to safeguard yourself should you be sued. He suggests setting up a business entity and "run all of your contract work as a business entity, not through your personal name."

"Do your own billing," Bennet said. "I submit invoices to my clients and provide them with any paperwork they need. I don't want any of my clients that I contract with to say, 'man, Nick is high maintenance. He doesn't run a good business.'"

Shelley warned future contract auctioneers to avoid being too carefree and "fly by night," because not paying attention to such important details as paying taxes can represent a significant problem.

"Get a good CPA that understands what we do," he said.

### Marketing yourself

Perhaps one of the most difficult aspects of establishing a career as a contract auctioneer is making people aware that you exist. And while all three have different advice about getting their name out there, they all agree that entering auction competitions is a good idea.

"I feel doing the contest is how to market yourself," Meier said. "At competitions I'm trying to win it, but as long as you make a showing and people know who you are in the industry and this is the line of work that you do, you stay relevant."

Meier has gained traction on social media, too, branding herself in a positive light for future employers to see. She and Shelley both agree that it can feel a bit awkward "tooting their own horns," but Shelley said he's handed off that duty to someone else who can post on his behalf.

"Creating a brand," Shelley said, "digitally, on social media, is one way that you can be different from most everybody else."

### Realities of ringmen

Some corporate auction houses have discontinued the use of ringmen, but contract auctioneers continue to have an important relationship with that vital piece of the auction process. Shelley said that when "the corporates fired the ringmen, this independent owner went out and hired two of them." In fact, at one of his quarter horse auctions where he works as a pedigree reader, "the auctioneer there is just keeping score—that's all they're doing. Everything is handled on the floor by the ringmen. Everything. If you've got great ringmen, all you have to do is keep tally."

Meier agrees, adding that her years of working as a contract auctioneer, she's seen the communication between auctioneer and ringmen play out to great effect.

"I feel like the relationships between auctioneer and the ringman is huge," she said. "A good ringman can make a bad auctioneer look amazing. A good auctioneer can make a bad ringman look amazing." ❖

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*This article was adapted from a 2022 Conference & Show session. Watch for an upcoming community conversation on this topic in the next two months.*

*James Myers is a freelance writer in Oregon.*

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# How to get hired back next year

Little things you can do to make a big impression on your fundraising clients



**D**uring a benefit auctioneer's time on stage, the client's mission is the most crucial concept for them to remember. The audience does not care about the auctioneer's accolades; they care about the organization's mission.

"When I'm introduced to the stage for a benefit auction, I like for them to say, 'please welcome a good friend of the [organization], Jim, come on up.' That's all I need," said Jim Nye, BAS, "The Benefit Auction Guy."

"[The audience is] tired, they're drinking, they're bored," he said. "I don't need to bore them with other things that don't involve the mission. I want to get straight to it as fast as I can."

Before the auction begins, Nye introduces the audience to bidding and builds engagement. He starts by saying, "We're going to ask you, the person sitting in your chair, to do one of two things: Number one, we're going to ask you to raise your bid card and give." He then pauses for effect. "The second thing you can do is this," he pauses, "you can encourage those people who are

giving." Holding a pause helps retain the audience's attention toward the auctioneer. Nye always uses this strategy during his auctions, saying, "I love pauses and getting that voice a little slower."

To help the audience get accustomed to bidding and clapping for their fellow participants, Nye introduces a fake item to sell for fun.

"Do your homework and find the person everyone loves," he said. "If the organization is a school, then I find the principal and sell their car. I want [the audience] to engage. I want them to raise their bid card at least once because if they do it once, they're likely to again."

After fake selling an item, Nye starts with item 1A, a random item selected from the table in front of him.

"It doesn't matter what it is," he said, "it is something you can grab from the table and establish that every item is a live auction item."

The example Nye uses is a glass of water, or a random centerpiece, both of which he has sold countless times.

"On the first item, bid call slowly," Nye said. "Bid calling slowly helps the people that are scared of auctions or have never been to this event before. If you go fast and raise the bid high, you lose those people to engage for the rest of the event."

Nye starts the bidding at one dollar and gradually raises it until he gets to higher numbers like \$100; he then calls an auction foul and highlights the table with the person who's bidding. For instance, he will say, "They are giving \$100 for a glass of water, and no one at this table is clapping for them. Every time we clap, we get closer to helping. Every time you clap and cheer, we get closer to our goal."

By using these instructions and prompting strategies before the real auction starts, Nye is training the audience to stay engaged and help him, by either bidding, or clapping for those bidders.

"I think it's so important to get that first item, to get people to understand that we're just here to give," he said. "It has nothing to do with what the items are."

To help encourage bidding, Nye loves starting low. "I get more when starting low; it gets more people involved and interacting by starting as low as humanly possible," he said, "so that more people in the back are raising their bid cards and feel like they can be part of this."

Nye also encourages slowly calling the last winning bid and not rushing through it. "I want to give people as much time as humanly possible to make that last-second bid," he said.

Another engagement tool Nye uses on stage is open-ended questions. He prompts the audience with questions like, "What is this item worth?" "I know it's worth \$1,700; nobody else does," he said. "If I did my job right in the pre-game, they know not to put the value on the PowerPoint or the catalog. If it does say \$1,700 on the screen or anywhere else, I now embrace that. Is it worth \$1,700? Is it worth \$2,000? Is it worth \$3,000? The true value of this is whatever you give to the organization tonight. I never say how much an item is worth. I ask them the question, and the item is worth whatever they decide to give."

Nye takes extensive notes with voice recordings before and during his events. "I record every phone call and Zoom session with my clients, and I will listen to those constantly," he said. "A committee member will say something six months ago, and I'll use it to talk about the mission during the auction."

When introducing auction items, remember to acknowledge and hype up the people donating them, especially if they are in attendance, he said. Taking extensive notes will help you remember the organization's mission and facts about your donors, clients, their goals, and accomplishments. After selling the first listed auction item, praise the winning bidder for helping accomplish the organization's mission and then reinforce the mission.

"Every paddle raise is an opportunity to remind the guests and the committee that you are talking about the mission," Nye said. "You're keeping the mission in mind all night long. The committee sits there blown away that you are just constantly talking about why we are there and what they said on the call four months ago that you still remember, and you bring it back into the chant, into the live auction."

Nye's experience as a benefit auctioneer has also taught him to replace auction chant filler words and phrases like, "Can you give me?" or, "I've got" and, "I have," for more appropriate ones such as, "Will you give?" or, "Are you able to give?" and, "If you give, we're able to help more people."

"I'm constantly using the word 'you,'" he said. "It's not 'me' or 'I,' it's 'you.' That's the best thing I've ever come across."

Another tactic he implements is to talk about committee members and donors as much as he can throughout the night. "For our team and I, we get hired back because of the donors in the room," he said. "We have to know who the donor is, and we have to know if they're in the room. We have to know what table they're sitting at, and we have to know more about their item and what makes it special. You can ask about the item directly from the donor during dinner before the auction. It's important information you can then share with the audience and have the audience know that you are part of this organization. This deeper level of engagement with donors and being a part of the mission can get you hired back. The committee will get that in the feedback."

When speaking to donors, Nye asks then the most important question they can help him with: "If we get to some crazy amount of generosity, are you okay if we double the benefit for the organization? What number is that? As opposed to asking, can we

sell this twice?"

Let's say the donor says you can sell it again for \$10,000; you can then negotiate down \$1,000 and then another \$1,000 and then to the lowest amount the donor feels comfortable with.

"Afterward, I love running up to the committee and informing them that we're able to sell [the package item] twice because I got permission from the donor," he said. "Get hired back next year by going above and beyond and asking those donors. Find out where they're sitting, find out what you can, what makes their item special, and ask that question."

The final tactic Nye uses to help fundraise is what he calls Auction Hero. Auction hero is used right before the lead gift and Nye asks the audience if there is anyone who is willing to give more. He does not allow silence to happen while reinforcing the mission, phrasing his open-ended question as an opportunity for donors to give more than they have to.

"At least half the time somebody raises their bid card in the air," he said. "It is beautiful, and it will get me hired back every time we get an auction hero."

Auction hero is planned with permission from the client committee. "Auction hero does work, and it can also fail," he said, "but it's not a big deal because you're not letting crickets chirp, and you already have your lead gift that you can directly transition into." ❖

*This article was adapted from a 2022 Conference & Show session. Watch for an upcoming community conversation on this topic in the next two months.*

  
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## 5 tips for a great 2023

An auctioneer's advice for creating your best year yet

**A** new year is a great time to reflect on the things we accomplished and the things we want to improve upon.

Here are a few ideas that might help shape your future and create more opportunities for success in 2023!

### **1** **Actions speak louder than words. Live with good actions, not just good intentions.**

We are all guilty of getting so busy we forget the small things in

the life. The simple task of calling to say, "Happy Birthday," or sending a note congratulating someone on a great auction can be a lot easier said than done. Or, perhaps it's the uncomfortable task of sending condolences or flowers to a friend when they've lost someone. We all have good intentions, and that's great, but having good actions is even better!

### **2** **Have an abundance mindset.**

Surround yourself with those who want you to succeed, and who

recognize what it takes to be successful. When you play at the highest levels, you must make commitments and be open to new ideas. You must be exposed to opportunities that you never knew existed.

Surrounding yourself with other successful people will increase the likelihood of you generating more money and success. Set a goal of attending conferences, networking, and exposing yourself to new possibilities. If you want to be a great auction professional, surround yourself with other great auction professionals!

St. Jude patient  
Riku



Do not have a fixed mindset. Be willing to do whatever it takes to get in a room or to get to a new level. You must commit mentally, then physically. There is no one to blame or anyone else who can take the credit for where you are in your life or business. You are where you are in life because of past decisions. So make the decision today to show up and always be present!

### **3 Failure is not an option. You will learn something from every experience.**

No matter the size of the auction, if it's live or online, the stubbornness of the seller or the anxiety caused from the buyers, failure is not an option.

You might learn you enjoy a particular asset class, or learn you do not. You might learn a new style of chant from another auctioneer. You might learn how to set up and manage better. You might learn anything is possible. You might learn you never want to do this again.

There is no such thing as failure because we learn and grow from all of our experiences.

### **4 Dream so big that others can see their futures with you in it.**

Creating a Successful team is hard. Your dreams and business goals have to be so big that your teammates and partners can see their own dreams being fulfilled working with you.

Strive to add value to those you are working with. Prepare and expect them to go out on their own and be successful; if they do, sincerely wish them the best. Never forget that every position can be replaced.

### **5 Embrace the grind**

Crave the results so intensely, that the work is irrelevant. Embrace it. Doesn't mean you have to love it. Go beyond what you think is possible. The glass isn't half empty or half full. It either has water in it or it doesn't. Everything you need to be great is already inside you.

Don't ask, "why me?" when something doesn't go your way. Ask, "What did I do to contribute to this?" or, "What can I learn from this?" It's ok to get upset and be disappointed, but move on. Don't allow yourself to get in that negative space when you lose out an auction or someone disappoints you.

This year, refuse limitations and make 2023 the greatest year yet! Be relentless! ❖

---

*Jay Cash, BAS, CES, Auctioneer, and Director for the National Auctioneers Association, contributed to this article. Excerpts were taken from his class, "The Relentless Auctioneer" 2023.*

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# Auction School Graduates

## Carolina Auction Academy



Students from the recent class of Carolina Auction Academy raised more than \$2,200 for St. Jude Children's Research Hospital by hosting a student-directed auction. Graduates include: Jon Canupp, Dave Scott, Dana Douth, Connie Beatty, Sylandra Massey, Wade Messina, Jason Smith, Kenneth Myers, Rob Walker, Hunter Davis, Ryan Sabedra.

*Instructors: Michael Parker, BAS; Betty O'Neal; Bill O'Neal, GPPA.*

## Reppert Auction School



Class 262 of the Reppert School of Auctioneering hosted a student auction on Saturday, Dec. 10, with nearly 100 lots offered entirely without reserve.



## *In Memory*



### **Greg Hurst**

Greg Hurst, 55, of Morristown, Tennessee, passed away on Jan. 14, 2023, at Morristown Hamblen Health Care System.

He was the owner of Hurst Real Estate and Auction Company. He served as the immediate past president of the Lakeway Area Association of Realtors and as a board member of the Tennessee Auction Association. He was a graduate of the Certified Auctioneers Institute.

Greg was preceded in death by his parents, Kenny and Helen Hurst.

He is survived by his children, Nick (Kasey) Hurst, and Ethan Hurst and fiancée Tinsley; grandchildren, Alexandria Hurst and Riley Collins, Bella and Geri Smith; sister, Dawn (Johnny) Wilson and niece, Emily Wilson.

*In lieu of flowers, the family requests donations be made to Shriners' Hospital for Children at [donate.lovetotherescue.org](http://donate.lovetotherescue.org).*

### **Don Johnson**

Donald McLean Johnson was born on May 16, 1938, and passed away on July 28, 2022. He is preceded in death by his parents, Carl and Jeanne Johnson; his brother, Wallace Johnson; and his beloved wife, Carolyn Johnson.

He was a lifelong resident of Humboldt County, California, and raised millions of dollars as an auctioneer for local charities and fundraisers. Humboldt County Junior Livestock Auction, CASA of Humboldt, Humboldt State Athletics, Boys and Girls Club, Humboldt Arts Council, Ducks Unlimited, Dream Quest, Special Olympics, and many 4-H, FFA, and local schools have all benefited from his talents as an auctioneer and generous volunteer.

Don believed in two things—hard work and family. In 1948, Don's father opened The Carl Johnson Company. Don worked part-time during his youth in the livestock auction at the store, and when he was 19 years old, he drove cross country with his grandparents to auction school in Iowa. He graduated from The Reisch School of Auctioneering and became Colonel Don Johnson. His lifelong love of auctioneering continued throughout his career and was one of many of his jobs at work. Salesman, delivery driver, furniture mover, and buyer were some of his other titles.



In 1975 he added owner to that when he and his wife, Carolyn, bought the business from his parents. Being raised on a dairy farm as a child, Don loved the work ethic of farmers and ranchers and hired many young adults who had been in 4-H and FFA. If an employee didn't start with a work ethic,

they'd sure learn one from him.

His other passion was his family. Don is survived by his two sons, David (Lisa) Johnson, and Dan (Kendra) Johnson. He was proud to have worked side by side with Dave and Lisa for 45 years, who helped him keep the store up to date with technology and helped usher in a new era for the store. He was in awe of Dan's business talent and watched Danco grow from just three employees to over 400.

But even more than that was his delight in his grandchildren, McLean (Dayna)Johnson, Sydney (Jasonn) Binz, Carter Johnson, Madison Johnson, Jayden Johnson, and her fiancé Logan. Don was also blessed this year with his first great-grandchild, Memphis Johnson.

*In lieu of flowers, please honor Don by shopping at a local store. He believed in supporting small businesses and local charities to maintain the unique personality of our area, keep our economy strong, and bond us as a community. Donations can be made to The Don and Carolyn Johnson Memorial Scholarship at PO Box 4467 Arcata, CA 95518.*



### **Robert C. Burkheimer**

Robert Carl Burkheimer, age 83, passed away on Nov. 1, 2021, at Christiana Hospital, Newark, Delaware. He died from Non/Covid pneumonia contracted in the hospital after a fall.

Bob was born in Baltimore, Maryland, on Aug. 8, 1938, to the late William and Marie Burkheimer.

After high school he joined the U.S. Air Force and was a veteran of the Korean War.

Col. R.C. Burkheimer, auctioneer for 59 years, had

an auction house on Rt. 40, North East, Maryland.

His favorite hobbies were scuba diving, fishing and golf. Bob spent 33 winters in Puerto Vallarta, Mexico. He was the Champion of the 2003 Pez Vela Fishing Tournament there—a tournament with 144 fishermen on board 58 fishing boats.

Robert was preceded in death by his parents, and younger brother William (Bill) Burkheimer. He is survived by his soul mate, Carole Coleman, Odessa, Delaware, and his brother Paul Burkheimer, Aberdeen, Maryland, along with nieces and nephews and many friends.

# Q&A

## Jennie Wolff

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

I never intended to become an auction professional. When my husband, Will McLemore, CAI, started McLemore Auction Company, LLC, in late 2006, he quickly realized he could not run the business alone, especially after he got his first auction contract. I started working in the business in early 2007, and have been there ever since.

### What road did you take to get there?

My background is in art and photography. After majoring in visual art in college, I worked for an art museum installing exhibits, a fine art photographer getting her prints ready to show, and taught elementary school art. I also ran my own photography company, where I photographed real estate to be



sold at auction. All of this experience with photography, lighting, and design came in handy when we decided from the beginning to sell all personal property assets in online only auctions.

### Were there any challenges you faced?

I think the hardest part about entering the profession had little to do with the profession itself, and more with the timing. Will and I were juggling a toddler and a new baby, and couldn't afford childcare, as we were trying to live off our savings. I did most of my work with a breastfeeding or sleeping baby in my lap! We believed we could pull an income from the company, but it took years longer than we thought, and also required us to restructure the company.

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

Like so many people, my first perceptions of the auction industry were outcry auctions. I knew auctions worked, but until I joined the NAA I didn't know how many innovators there are in our industry.

### Why do you love what you do?

The best part of my job is that every day can be different. I never know what is coming around to the corner to sell, and that makes it interesting. I've traveled to corners of the state I never knew existed, and have sold assets I previously knew nothing about. I also love that my job permits me to make my own schedule, which has allowed me to work, attend all of my children's sports games and school events, and given me a day to myself at home when I can pursue my hobbies.

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

Always be learning. There is a huge unknown and remarkable world out there, and no one can know everything about a business, or a place, or a person. I've challenged myself to try and live outside my comfort zone as much as possible, and most of the best parts of my life have come from the times when I was anxious, scared, or unsure. I love to read both fiction and non-fiction books, and read 74 books in 2022.



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

All of the educational opportunities have helped me become a better auction professional. Over the years, I've attended AMM, ICAP, and CAI, and all of them changed my life in multiple ways both professionally and personally (see above about always be learning and living outside your comfort zone).

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

I'm proud of the company Will and I have built. Running our own business has not been easy, and we've had to make a lot of hard, unpopular decisions. I've learned to be flexible, to be transparent, and to stay positive even when my work or my personal life has been challenging. I love that my career has helped support my family, and allowed us to travel in the U.S. and internationally. I also love that my children have gotten to experience what it is like to run a business, as well as participate in the business when they want to.

### **What did last year in particular teach you professionally and personally?**

In 2022, I committed to walking for an hour outside everyday with my dog no matter the weather, and I unintentionally learned the power of a daily morning walk. Not only did my fitness increase, but I was able to listen to a lot of books (see book count above), watch how my world changed throughout the seasons, and experience the joy my dog gets from being outside. I also learned that my whole day is better when I begin it walking outside. I'm able to manage my life better, and have little trouble falling and staying asleep.

### **What do you see happening in the world of online auctions this year?**

Online auctions will continue to grow and become a larger percentage of total auctions. We've been able to sell so many different types of assets in new locations because we sell online. Online auctions are key to growth. In the last two years, we increased our number of auctions per year by almost 200 percent without hiring any new staff because they were all online auctions.



### **You were selected to serve on the Promotions Committee starting in 2022. What would you tell anyone interested in volunteering for a committee?**

The best part about volunteering for a committee is getting to know a new group of people. Besides education, the best part of the NAA is all of the people.

The Promotions Committee has a very important job, and working together with an awesome group of volunteers and NAA staff is really fun.

# New Members

## James Ables

Ea Auctioneers & Auctions  
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biddernow@gmail.com  
Columbia, TN

## Wesley Adkins

Highlands Elite Auction Group  
(931) 400-8820  
wesley@heretn.com  
heretn.com  
Cookeville, TN

## Alaba Apata

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## Buster Bishop

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bishopmerchandising.com  
Simpsonville, SC

## Sandy Brown

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Ballwin, MO

## Kevin Campbell

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## Margaret Cece

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**I am a Nigerian auctioneer, estate realtor and valuer, and a member of the Certified Institute of Auctioneers, Nigeria. I entered the auction industry in 2020. I hold a postgraduate diploma in real property auctions from Nigeria's first university, the University of Ibadan. I became a member of the NAA because it is the leading body of auctioneers in the world that provides auction education and training to both practicing and aspiring auctioneers. The certifications NAA awards to its members, who wrote the CAI exams, is second to none worldwide. I aspire to become a world renowned auctioneer and a leading light in the profession in my home country. This aspiration drove me to become a member of the NAA.**

Alaba Apata

## Seth Ceciliani

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**I am a Nigerian auctioneer, estate realtor and valuer, and a member of the Certified Institute of Auctioneers, Nigeria. I entered the auction industry in 2020. I hold a postgraduate**

**diploma in real property auctions from Nigeria's first university, the University of Ibadan. I became a member of the NAA because it is the leading body of auctioneers in the world that provides auction education and training to both practicing and aspiring auctioneers. The certifications NAA awards to its members, who wrote the CAI exams, is second to none worldwide. I aspire to become a world renowned auctioneer and a leading light in the profession in my home country. This aspiration drove me to become a member of the NAA.**

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**I joined the NAA to build relationships beyond my home state of Iowa. I recently joined the land brokerage and auction team at Peoples Company which is based out of Clive, IA, however, our brokerage team holds licenses in 30 states throughout the US. Being part of the NAA will allow me to make more connections on a National level.**

Jesse Meyer

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**Shalaine Wirth**

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Appraisal  
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**I joined the NAA for the resources offered at a national level and to enhance our business to be the preferred auction professionals utilized in our marketplace. Also, I joined for the fellowship and support of peer auctioneers. We are all in competition naturally, but the industry is stronger when we are united and work together for our trade.**

**Wesley Woolery, Jr.**

530-604-2320  
woolerywesley@gmail.com  
Meridian, ID

Chris Froetschner

## NEW MEMBER RESOURCES



**LISTEN TO THE  
PODCAST**



**READ THE BLOG**



**FOLLOW THE NAA  
ON FACEBOOK**



**FOLLOW THE NAA  
ON TWITTER**



**JOIN THE FACEBOOK  
GROUP**



**FOLLOW THE NAA ON  
YOUTUBE**



**FOLLOW THE BLOG ON  
FACEBOOK**

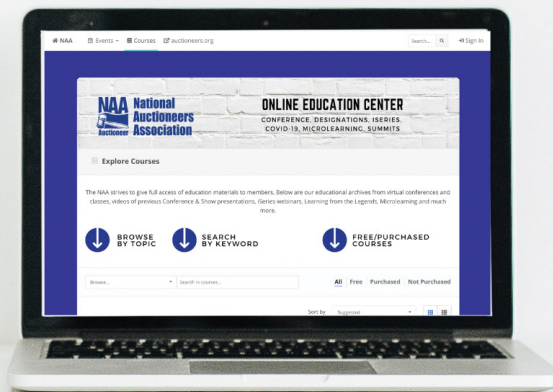


**FOLLOW THE NAA ON  
INSTAGRAM**

NATIONAL AUCTIONEERS ASSOCIATION

# ONLINE EDUCATION CENTER

[PATHLMS.COM/NAA](https://pathlms.com/naa)



CONFERENCE, DESIGNATIONS, ISERIES, COVID-19,  
MICROLEARNING, SUMMITS



# Association Index

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## Foundation Board of Trustees

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### Foundation Administrator

**Rebekah Ferguson**  
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## Advertiser Index

|   |    |
|---|----|
| 1-800-The-Sign .....                        | 13 |
| Basinger Audio Systems .....                | 13 |
| Bidpath.....                                | 13 |
| E.R. Munro and Company.....                 | 19 |
| Kiefer.....                                 | 15 |
| Lampi.....                                  | 35 |
| St. Jude Children's Research Hospital ..... | 39 |
| United Country Auction Services.....        | BC |

To advertise: Contact Adam Kenne (913) 563-5421 akenne@auctioneers.org

# 50 years later The way it was



## NATIONAL AUCTIONEERS WEEK APRIL 2 - 7, 1973

April 2-7, 1973, is NATIONAL AUCTIONEERS WEEK. This date has been established by official action of the Board of Directors and approved by the membership of the National Auctioneers Association.

Promotion of the "Week" is pretty much the responsibility of the members of the auction profession. There are many ways this can be done. We will enumerate a few.

- (1) Schedule as many auctions for that week as possible. Prepare an attractive mailing piece, advertising all these auctions, and tell everyone you are celebrating National Auctioneers Week.
- (2) Do the same as above and run a large ad in your local newspapers. A full page is recommended if the sales warrant that much space.
- (3) Prepare a news article for your local newspapers, advise that as a member of the National Auctioneers Association you are celebrating National Auctioneers Week.
- (4) Do some special advertising using yourself as an auctioneer and the advantages of the auction method of selling as subjects.
- (5) Distribute souvenir items with your name on them.
- (6) Work with the officers of your State Association in getting your Governor to officially proclaim April 2-7, as NATIONAL AUCTIONEERS WEEK. Have a photographer as well as news media present when the Governor signs the instrument in the presence of members of your state association. A suggested Proclamation follows:

## ADVERTISING CONTEST

One of the most important items in an Auction, is of course, the advertising. The National Auctioneers Association, each year, holds an advertising contest to point up different styles and ideas, used by auctioneers from across the nation. As Chairman of this contest this year, I would like to invite each and every auctioneer to submit any sale bills or brochures that he feels are very good. The rules are simple. You MUST be a member of the National Auctioneers Association, AND you must use either the words "Member of the NAA", or the NAA emblem, on the advertising piece.

Each piece must be in the hands of the National secretary at least one week before the Convention. There will be eight categories. These are: 1) Real Estate; 2) Commercial & Industrial; 3) Farm & Implement; and 4) Antique and household. These will be judged color and black and white, making the eight categories. Certificates will be given each category winner with a trophy given to the grand winner.

Judges are the five auctioneers serving on this committee, along with a professional advertising man from the area of the convention. Many good ideas are shared through this contest so let's all get a few in.

SEE YOU IN FLORIDA!

Garth Wilber, Chairman  
Advertising Contest

IN UNITY THERE IS STRENGTH

## Auto Auction Group Has Film Presentation

A color slide production with a taped narration has been produced by the National Auto Auction Association. The project is for the purpose of better acquainting auto dealers and fleet and leasing officials with the advantages of buying and selling used automobiles at auction, through facilities offered by members of the NAAA.

Pictures illustrate the auction in progress, the preparation of cars for sale and the facilities and personnel of the member auctions is featured. The audio portion of the presentation is highlighted by testimonials from nationally recognized used car merchandising men, both from a factory and leasing viewpoint. Advantages of the auction method and the facilities of the auctions are expounded upon and at times the auctioneer's chant is in the background.

This is a highly professional type production and drew many favorable comments from its first showing, at Scottsdale, Ariz., February 3.

50 years ago, the NAA was pushing to establish National Auctioneers Week nationwide through state proclamations (top). In other news, the NAA advertising competition looked a little different based on this magazine section (above) describing the contest by 1986 Hall of Fame member Garth W. Wilber, Bronson, Michigan. This issue also featured 1974 Hall of Fame member Jim Messersmith, Jerome, Idaho (right), and a recognition of the National Auto Auction Association's professional video production project (left).

## Know Your Director



JIM MESSERSMITH

Jim Messersmith, Jerome, Idaho, graduated from the Western College of Auctioneering in 1956 and has been selling ever since. His first job was selling miscellaneous but in a year he was selling farm sales with a neighbor auctioneer. Today, he heads the firm of Messersmith Auction Service, consisting of himself, his father, J. W. Messersmith, who has clerked sales for the past 30 years and four other graduates of "Western".

In 1972, Messersmith Auction Service conducted 201 auctions. Jim sells three weekly livestock auction markets, at Shoshone and Jerome, leaving him three days of the week for farm, antique, and business liquidation auctions. It is not uncommon for the firm to hold two sales on the same day and his associates conduct auctions on the days Jim is at one of the livestock markets, when necessary.

Jim has been an instructor at Western College of Auctioneering, Billings, Mont., for many years. Graduates of the School number among his many friends

throughout the country. Early in his career he started attending the annual conventions of the National Auctioneers Association and his personality and knowledge destined him to become an active participant in the affairs of the association.

In July of this year, Jim will have completed nine consecutive years as an officer or director. He was elected to a three year term as a director in 1964, at Des Moines. Three years later, in Chicago, he was elected 2nd vice president, leading to his election as president, in 1965, at Roanoke.

As would be expected, Jim Messersmith is active in the affairs of his community. He is a member and chairman of the Finance Committee of the local Methodist Church, has been a member of the Jerome School Board for four years, one of which he was chairman, has been a 4-H leader for many years and has conducted 4-H and benevolent auctions too numerous to mention. He also served four years in the U.S. Air Force.

He and his wife of 23 years, Justine, have a daughter, Janet, presently enrolled in Kinsman Business University, Spokane, Wash., and a son, Jack, a student and basketball player at Jerome High School. The family enjoys skiing, golfing, livestock and living on a farm, where they feed out 200 Holstein steers annually.

"Sell each and every sale as if it is your last one," is Jim's motto as if you don't give your best it most certainly will be your last. Jim says there is no shortage of auctioneers but there is some things a little bit better. The things he does as an auctioneer are the following ways:

- (1) They have two special built mobile trailers with cooking and food service in the front area and a cashier office with two settlement windows in the rear.
- (2) Bulletin boards, with their permanent advertising are placed throughout the area in restaurants, banks, P.O. offices, grocery stores and recreation parlors or wherever farmers and potential buyers congregate.

# Auction Adventures

available at  
[myamericanfarm.org](http://myamericanfarm.org)

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Learn about auctions!



Real Estate Auction

\$1,260

\$1,409

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\$12,600

Problem 1 of 10

There are 9 acres of land for sale and you have the winning bid of \$1,400 per acre. How much money did you spend?

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

Enter

What is an acre?

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Total Wallet  
\$0

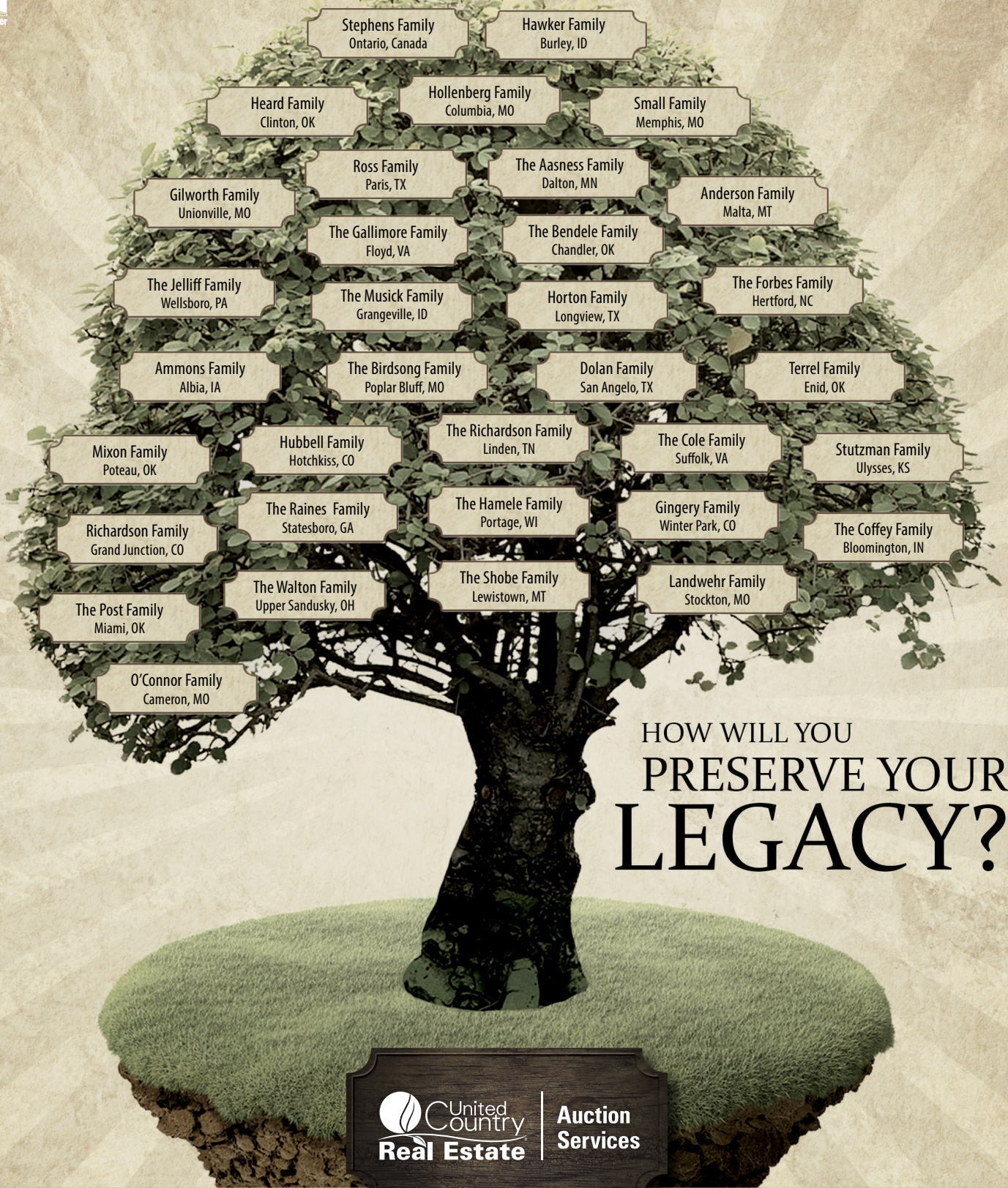


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While United Country Auction Services is proud to call nearly 500 real estate and auction offices our family, we want to celebrate some of our partners that are second, third and in some cases fourth generation legacy operations including those auction firms noted above. As auctioneers, we understand that preserving a multigenerational legacy business is often more significant than the next deal or what hits the bank account. With nearly 100 years under our belt, we recognize the importance of your legacy.

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