

the auctioneer

April/May 2023

The official publication of the National Auctioneers Association

Day on the Hill

April 23-24



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National Auctioneers Association

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Proactive advocacy

I hope this column finds you well and your auction business gearing up for a great spring and summer of auctions!

I want to start by saying thank you for being an NAA member. We appreciate you and are here for you! In the last issue we, focused on the awesome Board members and leaders serving the NAA and its members. In this issue of *Auctioneer* magazine, I wanted to shine the spotlight on the hardworking dedicated staff at the National Auctioneers Association headquarters in Overland Park, Kansas, to show how it all takes place for our organization to thrive.

I would like to start at the top with Aaron Ensminger, CEO, and say how fortunate we are to have Aaron back and at the helm of the NAA. His background, tireless work ethic and passion for education has produced great results in our educational offerings for both the auction entrepreneur and their support staff.

I can tell you firsthand that the NAA staff plays a vital role in the success of our association, in everything from organizing events and managing our finances to providing valuable resources and support for our members. In this issue, we will be highlighting some of the ways in which Aaron and the NAA staff work to make our organization great and keep it running smoothly and efficiently.

We will also be highlighting some of the upcoming events and opportunities available to our members, including the annual Conference & Show. Whether you're a seasoned pro or just starting out, there's something for everyone in Oklahoma City, and we encourage you to register and participate.

At the heart of it all, the NAA is a community of auctioneers and industry professionals who are passionate about what we do. We are dedicated to providing our members with the support, resources, and education they need to succeed, and we couldn't do it without the support of our members. As President of the NAA, I want to personally encourage you to renew your membership if you haven't already, and to register for our upcoming events. Your participation not only benefits you personally, but helps strengthen our industry as a whole.

One thing our staff can not do for us is establish a relationship with our political leaders in our hometown areas. That is why I want to personally invite you to our Day on the Hill April 23-24, in Washington, D.C. Advocacy is one of the most important things the NAA membership can do to protect our great profession. Technology has and will continue to shape our profession, especially with the advent of ChatGPT and

other AI tools. Just look at the changes in the Auction profession since the turn of the century in 2000—more is coming! However, what can drastically change our industry is the intervention of government laws, regulations and restrictions affecting our profession.

We need to be vigilant and proactive and not reactive when possible. Get to know the political people in your area on the national, state and local levels and have a personal relationship with them. It is not a matter of whether we will need those relationships to protect our profession, but when! Unfortunately, most politicians don't understand what we do or the problems we face unless you let them know. Our recently formed PAC and political watchdog group are our first great steps in that direction. The NAA can't do it all: we need you (our membership) and your personal relationships with politicians in your area. If you are not sure what or how to begin or how to improve your political relationships, we will teach you how to approach and establish a working relationship with your senators and representatives.

So join us as we explore the many ways in which the NAA staff helps our organization, and learn more about the upcoming events and opportunities available to you as a member. ❖




**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.



“
Customers are important, I get it, but it is team first. I’m going to get the right people with the right tools and the right job because they’re the ones who take care of customers.
”

Harry Campbell

FEATURES

- 18 Meet the Staff**
What does NAA staff do for you?
- 22 NAA Election**
Q&A with candidates
- 26 Hall of Fame**
Nomination form
- 28 Day on the Hill**
Take the auction industry to DC
- 30 Conference & Show**
Keynote speaker
- 32 Digital Marketing Summit**
Recap from Nashville

COMMUNITIES OF PRACTICE

- 34 BENEFIT AUCTIONEERS**
Value proposition
- 36 MARKETING & MANAGEMENT**
Leadership to keep employees
- 38 GENERAL**
The age of influencers

INSIGHTS

- 20 Business Practices**
Bankruptcy law
- 40 Faces of NAA**
Erin Kienzle
- 40 Faces of NAA**
BetterUnite

DEPARTMENTS

- 03** President’s Column
- 08** Association at Work
- 10** NAA News
- 14** State News
- 43** New Members
- 46** Auction Schools
- 47** In Memory
- 48** Board/Index
- 50** 50 Years Later



YEAH, WE TALK FAST, TOO...

NATIONAL AUCTIONEERS WEEK
MAY 1-6, 2023



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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

Apply for NAA education scholarships all year long!

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.

BENEFIT

AUCTION

SUMMIT

2023

AUGUST 27-29

Charleston, South Carolina

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Your Association at Work

2023 NAA Board of Directors candidates announced

The following candidates have been recommended by the Candidate Review Committee:

For Vice President:

- John Schultz, AMM

For Director:

- Wade Baer, CAI, AMM
- T. Kyle Swicegood, CAI, AARE, BAS, GPPA

Candidate for Treasurer:

- Ailie Byers, CAI, AMM, BAS

2023 Candidate Review Committee

- Sherman Hostetter, CAI, AARE, BAS, CES, GPPA (President)
- Beth Rose, CAI, AARE, AMM (Board Chair)
- Mike Fisher, CAI, AARE, AMM, BAS, CES, GPPA (Former EI Trustees Chair)
- Scott Mihalic, CAI (Foundation Representative)
- Bryce Hansen, CAI (State Representative)

NAA to form Political Action Committee

As the industry’s interface with government entities continues to increase, the National Auctioneers Association is forming a Political Action

Committee (PAC) to help with advocacy issues. Look for more information on this strategic Borad initiatiave to come at Conference & Show.



Volunteer Appreciation Workshop back, back, back again 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

NAA Board Election voting begins July 19 at 1 pm Central Time. Digital ballots will be emailed to current NAA members. The deadline to vote will be July 20 at 9:30 a.m. Central Time.

You cannot change your vote once it is cast.

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:

- **April 20 | Firearms:** Discuss the complex sale of firearms.
- **May 1 | Auction Schools:** Auction schools are an important pipeline for the NAA and we want to hear from you!
- **May 9 | Fundraising & Benefit Auctioneers:** Generate and share ideas with other fundraising professionals.
- **May 17 | New Members:** See who else is new here and make important connections!

iSeries

Upcoming monthly iSeries

Dozens and dozens of people have already checked out the return of a revamped iSeries.

Here’s a look at what’s coming up next:

- **May 3 | Blending Business and Benefits:** The Value Proposition of Professional Auctioneers
- **June 7 | Get-Real Mindset:** A Practical Approach to Winning Employees

2023 YEARLY PLANNER

January	February	March
April ISERIES COMMUNITY CONVERSATIONS: STATE LEADERS FIREARMS DAY ON THE HILL	May ISERIES NATIONAL AUCTIONEERS WEEK & DAY COMMUNITY CONVERSATIONS: NEW MEMBERS AUCTION SCHOOLS FUNDRAISING	June ISERIES
July ISERIES COMMUNITY CONVERSATION: NEW MEMBERS VOLUNTEER APPRECIATION WORKSHOP CONFERENCE & SHOW OKLAHOMA CITY, OK	August ISERIES BENEFIT AUCTION SUMMIT CHARLESTON, SC	September ISERIES
October ISERIES	November ISERIES	December ISERIES DESIGNATION ACADEMY LAS VEGAS, NV



volunteer appreciation

WORKSHOP

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Task force
Committee
Board

If you've served as a/an:
Ambassador
Volunteer speaker

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volunteering completed*

TUESDAY, JULY 18 | OKLAHOMA CITY | OMNI HOTEL
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AUCTIONEERS CONFERENCE & SHOW

COMMUNITY CONVERSATIONS

APRIL 12: STATE ASSOCIATION LEADERS (INVITE ONLY)

APRIL 20: FIREARMS

MAY 1: AUCTION SCHOOLS

MAY 9: FUNDRAISING AND BENEFIT AUCTIONS

MAY 17: NEW MEMBERS

auctioneers.org/naa/community





News from Nigeria

The Certified Institute of Auctioneers, Nigeria governing board has approved College of Auctioneers as a basic training school in Nigeria to help potential auctioneers in starting their careers.

New NAA designation holders

Congratulations to the following recent designation earners:

Auction Marketing Management (AMM)

- Keanuu Eraso
- Jill Hostad

Benefit Auction Specialist (BAS)

- Wendy Grimm, AMM
- Justin Wall, AARE

Certified Estate Specialist (CES)

- Richard Frandsen
- Shannon Schur, CAI, BAS, GPPA

Graduate Personal Property Appraiser (GPPA)

- Margaret Cece
- Chris Fisher, CAI, CES
- Rhonda Fisher



Carl Radde inducted into Minnesota HOF

Aligned Asset Group President, Carl Radde, was inducted into the Minnesota State Auctioneers Association Hall of Fame in January 2023.

This prestigious honor is reserved for those who have demonstrated honesty, high ethical standards, a willingness to share with others, and a high standing in their community and the Minnesota State Auctioneers Association (MSAA).

The Hall of Fame started in 1987 and has fewer than 80 inductees; MSAA has hundreds of members throughout the state.

New inductees are selected by current Hall of Fame members and enshrined in the Hall of Fame during a special presentation held at the President's Banquet at the annual Conference and Show.

Have industry news? Send us your press releases and images at communications@auctioneers.org.



Texas Lone Star Open Bidding Contest Names Grand Champion

When the final gavel fell at the 6th Annual Texas Lone Star Open Bidding (TLSO) Contest, Trey Gallaway, Belton, Texas, was named the 2023 grand champion. The event, held in conjunction with the Fort Worth Stock Show and Rodeo, Fort Worth, Texas, on Jan. 29 drew a standing room crowd and lots of active bidding.

Gallaway received a \$10,000 cash prize, a trophy saddle donated by Tony Langdon Auction Properties and a trophy belt buckle. He was the 2022 reserve champion prior to winning this year's title.

He was one of 23 contestants, featuring men and women, plus a bi-lingual contestant from New Mexico, Michigan, Oklahoma, Kansas, Alabama and Texas.

The five finalists included Gallaway, followed by Wade Leist

from Michigan, who was named the reserve champion; Sixto Paiz, New Mexico, in third; Kyle Dykes, Texas, in fourth place and Jarod Hamm, Texas in fifth.

"We appreciate all the contestants who competed and really showcased the auction method of marketing, as well as their individual skills. The contest is made possible by our sponsors and the Fort Worth Stock Show and Rodeo. We plan to be back in Fort Worth the last Sunday of January in 2024 to name our next champion," said Troy Robinett, TAA president and co-founder of the contest.

Have industry news? Send us your press releases and images at communications@auctioneers.org.

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



Did you know the Auction Advocate has been downloaded 8,300+ times. Do you know what you're missing?

Marketing for the Future

Featuring Brooke Gillespie, AMM, content marketing lead at Steffes Group; and, JD Miller, digital marketing executive at Jeff Martin Auctioneers.

Family Dynamics in the Auction Industry

Featuring Frank Imholte, CAI, AARE, CES, Andy Imholte, AMM, BAS, Joe Imholte, Bryce Hansen, CAI, and Chase Hansen.

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State Watch

Pennsylvania

The Pennsylvania Auctioneers Association held its 75th Conference and Trade Show Jan. 10-13. Daniel Trace was inducted into the Hall of Fame. Kimberly Douglass was named Auctioneer of the Year.

Election Results

- President: Lon Clemmer, CAI, AARE, CES, MPPA
- President-Elect: Thomas Saylor
- Vice President: Michael Calvert
- Treasurer: Robert Enslinger
- Immediate Past President: Jamie Shearer

Competition Results

- Champion: Brian Burke, II
- Runner-up: Shawn Carbaugh
- Rookie: Spencer Karns
- Top Female Competitor: Dana Balsamo
- Champion of Champions: J. Meryl Stoltzfus
- Champion runner-up: John Stauffer
- Champion third place: Patrick Morgan





Michigan

The Michigan Auctioneers Association held its annual Conference Feb. 1-3 in Mt. Pleasant, Michigan. Chuck Ranney raised \$633 for St. Jude Children's Research Hospital singing karaoke with Jordan and Jeremy Miedema. Ray Tosch was inducted into the Hall of Fame.

Competition Results:

- Auctioneer Champion: Ridge Bollheimer
- 1st Runner-up: Darby Walton
- 2nd Runner-up: Colt Johnson
- Ringman Champion: Ridge Bollheimer
- 1st Runner-up: Brad Stoecker
- 2nd Runner-up: Greg Holiday

Board of Directors:

- President: Noah Smith
- Vice President: Mathias Donat
- Secretary/Treasurer: Lynnae Osborne
- Chairman of the Board: Jordan Miedema
- Directors: Jason Clark, Phillip Currie, Sid Michael, Jeremy Miedema, Tim Tobey

RECOGNIZED LEADERSHIP



CAI EXPERIENCE

- CURRENTLY IN 5TH YEAR SERVING
- VICE CHAIR 2018-2019
- CHAIR 2019-2020
- CHAIR 2020-2021
- VICE CHAIR/ADVISOR 2021-2022
- CHAIR 2022-2023

EI TRUSTEE EXPERIENCE

- CURRENTLY IN FOURTH YEAR
- 3-YEAR TRUSTEE TERM 2018-2021
- CHAIR TERM 2022-2023
- PRESENTLY SERVING ON BOARD AS EI CHAIR

VOTE

T. KYLE SWICEGOOD, CAI, BAS, GPPA

FOR NAA BOARD OF DIRECTORS



FOUNDER AND LEAD AUCTIONEER,
THE SWICEGOOD GROUP, INC.

2012 NC BID CALLING CHAMPION



North Carolina

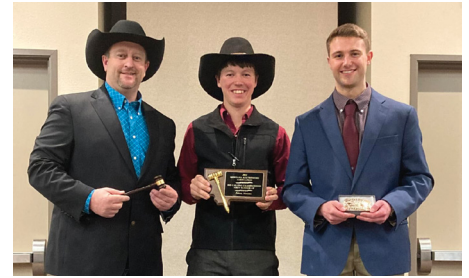
The Auctioneers Association of North Carolina held its annual Convention and Contests Jan. 21, 2023.

Competition Results:

- Grand Champion: Bucky Hathcock
- Reserve Grand Champion: Augustus Hartness
- First Runner-up Grand Champion: Mike Hutchens
- Rookie Champion: Randy Yost
- Rookie Reserve Champion: Wade Messina
- Rookie First Runner-up: Jon Canupp

Board of Directors:

- President: Kelly Williams
- President Elect: David Bailey
- Vice President: Michael Parker, BAS
- Treasurer/Secretary: Matthew Price, CAI, AMM, CES
- Chairman of the Board: Rick Lashmit
- Directors: Susan Holder, Russell Aycock, Ricky Higgins, Kelly Nicholas, Bill O'Neal, GPPA, and Jimmie Johnson, CAI, AARE, CES



Montana

The Montana Auctioneer Association held its annual convention Jan. 20-21 in Polson, Montana. The association also voted on a new logo, the first since the 1970s.

Competition Results:

- Champion: Cole Morrison
- 1st Runner Up: Daniel Yoder
- 2nd Runner Up: Brian Young.

Board of Directors:

Nick Bennett, Wade Affleck, Merton Musser, CAI, Tucker Markovich, Reed Tobol, Brian Young, Blaine Ophus, Hannah Busby, Jonathan Kinsey, and Cole Morrison.



Idaho

The 2022 Northwest Auctioneer Convention was held Oct. 2-3 in Boise, Idaho. Matt and Rose Backs were inducted into the Idaho Association of Professional Auctioneers Hall of Fame.

Competition Results:

- Auctioneer and Ringman Champion: Luke Nolte
- Auctioneer Champion: Luke Nolte



Kentucky

The Kentucky Auctioneers Association held its annual convention on Jan. 21, 2023. Lifetime Achievement was awarded to Sam Ford, CAI, and 2023 Hall of Fame inductees were Steve Henry, CES, and Tim Haley, CAI, CES.

Election Results

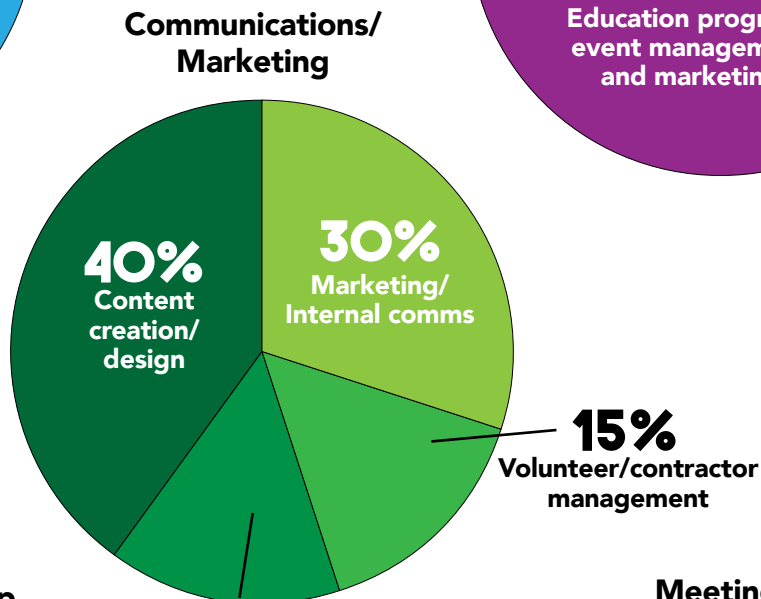
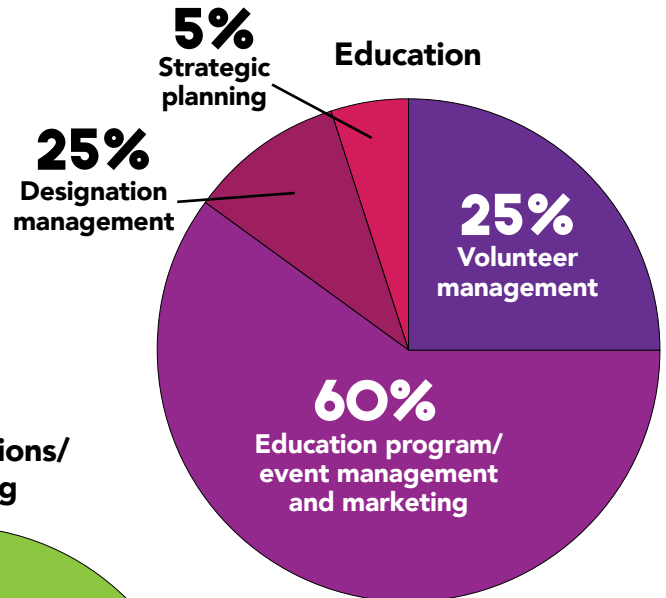
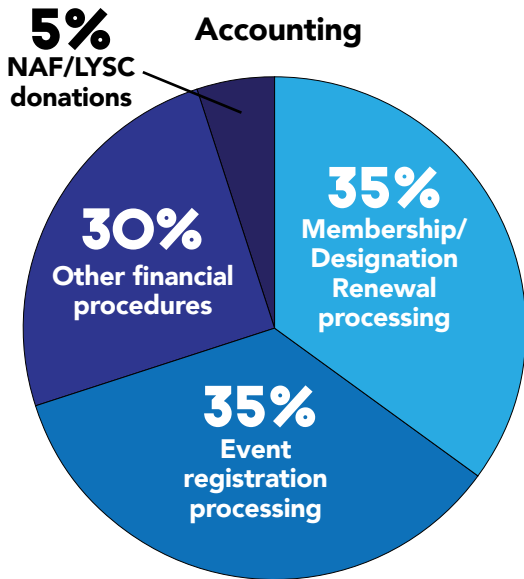
- President: Willie Baker, CAI, AMM
- President Elect: GERALD WELLS, CAI
- Vice President: Will Gregory
- Director Expiring 2024: Davin Smith (Immediate Past President), David Asher, George Coomer, Wayne Long, CAI, AMM, CES
- Director Expiring 2025: Lloyd Ferguson, CAI, Tyler Mounce, AMM, Michael Dale Harris
- Director Expiring 2026: Caitlin Wardlow, CES, Alex Popplewell

Competition Results

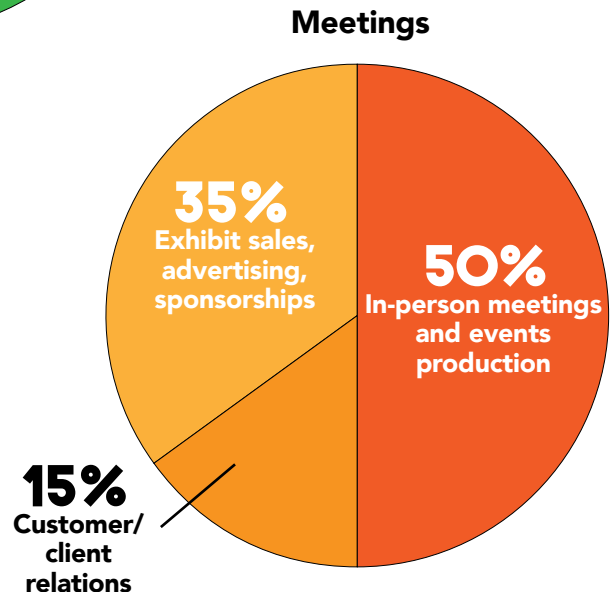
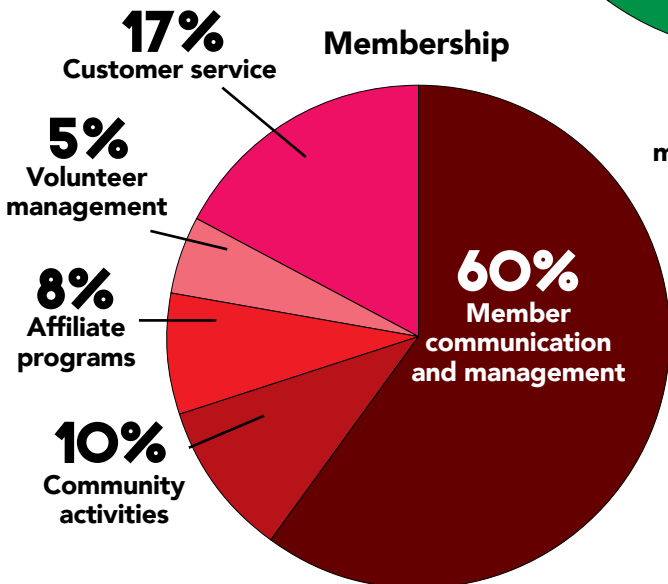
- Junior Division Runner Up: Adler Puckett
- Champion: Wesson Burton
- Apprentice Division 2nd Runner Up: Corbin Cowles
- 1st Runner Up: Hunter Ashley
- Champion: Luke Wood
- Ringman Division Runner Up: Brad "Bones" Harris
- Champion: Dustin Mallory
- Women's Division Champion: Deonica Asbery
- Professional Division 2nd Runner Up: Joshua Jasper
- Reserve Champion: Alex Popplewell
- Champion: Rylan Shea



What does the NAA staff do for you?



15% Website management



Guess who?

Get to know NAA staff a little better by guessing which photo is from their office. The winner will receive some sweet NAA swag!

TAKE THE QUIZ!





Kurt Bachman
Attorney and licensed
auctioneer from
LaGrange, Indiana

Business Practices

Bankruptcy law and auctions

Question: In light of the current national economic situation, what are some of the essentials that auctioneers need to know about bankruptcy law as it relates to the auction method of marketing?

There are three primary areas of bankruptcy law that auctioneers should learn about relative to the auction method of marketing. Bankruptcy is a legal proceeding initiated when a person, married couple, or business is unable to repay outstanding debts and obligations. It offers a fresh start for honest, but unfortunate debtors, who can no longer afford to pay their bills. The goal of bankruptcy law is to provide an orderly process for creditors to assert claims and to liquidate any non-exempt assets of the debtor. The three key main points that auctioneers should be aware of are the (1) how a bankruptcy is started; (2) the automatic stay; and, (3) the bankruptcy estate.

How is a bankruptcy started?

In most of the cases, the debtor (the person, married couple, or business declaring bankruptcy) files a voluntary petition with the United States Bankruptcy Court. In most cases, a voluntary bankruptcy petition is filed to obtain protection from creditors. There is, however, another route into bankruptcy court; it is known as an involuntary bankruptcy. Involuntary bankruptcy is a legal proceeding where creditors seek to force a business, married couple, or individual into bankruptcy. This is rare, but may be appropriate when creditors think an individual, married couple, or business is engaging in fraud, intentionally trying to waste assets, or otherwise improperly seeking to avoid the payment of debts.

Auctioneers can have customers who end up filing a bankruptcy petition or could be a creditor of an individual or business that seeks bankruptcy protection. According to different sources, there was an increase of bankruptcy filings in January and February of 2023.

What is the automatic stay?

The automatic stay is built into the Bankruptcy Code to make sure there is an orderly process for examining assets, liquidating non-exempt assets, and paying creditors. The minute an individual, married couple, or person files a petition for bankruptcy, federal law imposes an order (the automatic stay) prohibiting creditors from taking additional collection actions without the Bankruptcy Court's knowledge and consent. The automatic stay temporarily halts

most lawsuits, collection activities, foreclosures, and other similar collection efforts. There can be severe consequences if a creditor violates the automatic stay. The automatic stay is intended to give the debtor some breathing room. There are some limits and exceptions, however, to the automatic stay.

How long does the automatic stay last? The automatic stay typically lasts until a bankruptcy case is closed or dismissed, or until a discharge is granted—meaning the debt is forgiven—or a discharge is denied. The Bankruptcy Court does have the authority to terminate the automatic stay earlier if there is good cause.

How does the automatic stay affect auctions? The automatic stay would stop foreclosure auctions, receiver auctions, tax sales, or other types of auctions where the property is being sold in an effort to collect a debt. In addition, if a buyer or seller fails to pay money owed to an auctioneer and subsequently files bankruptcy, the automatic stay would stop any type of collection activities.

What is the bankruptcy estate?

Whenever an individual, married couple, or business files a petition for bankruptcy, a bankruptcy estate is automatically created. The bankruptcy estate generally consists of the property or assets that the business, individual, or individuals filing bankruptcy own. There are some exceptions, but most of the assets, including real, personal, and intellectual property owned by the debtor are included in the bankruptcy estate. For a married couple, the assets include everything they own or have an interest in, such as cars, household furnishings, electronics such as computers and televisions, clothing, jewelry, cash, bank accounts, pensions, retirement accounts, and real property. For a business, the assets could include (for example) inventory, equipment, leases, accounts receivable, contract rights, websites, domain names, real estate and just about anything else it owns.

Why does it matter to the auctioneer? Let's consider a hypothetical situation. A business approaches an auctioneer to schedule an auction. It can be a sale of specific assets of the business or a complete liquidation of the business. If that business ends up in bankruptcy court prior to the auction, either from a voluntary or an involuntary petition, the property of the business

is part of the bankruptcy estate and cannot be sold without the court's approval. If it is a Chapter 7 or Chapter 13 bankruptcy, the most common types of bankruptcy, there will be a trustee appointed to the case that will be involved in determining what assets (if any) are sold and the disposition of the sale proceeds.

Auctioneers should be aware of bankruptcy issues; there are a lot of opportunity in this area. Auctioneers can help businesses liquidate assets in an effort to help it avoid bankruptcy. Auctioneers also frequently work with Bankruptcy Courts and Bankruptcy Trustees to sell assets of individuals or businesses in bankruptcy. These bankruptcy concepts are important to avoid violating the Bankruptcy Code. There can be significant consequences for violating the Bankruptcy Code. Auctioneers should seek the advice from a licensed auction law-bankruptcy attorney when a bankruptcy issue arises, and develop a strategic plan to properly address these issues prior to proceeding. ♦

create an attorney-client relationship by offering this information, and anyone's review of the information shall not be deemed to create such a relationship. You should consult a lawyer if you have a legal matter requiring attention.

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

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

Kurt R. Bachman and Beers Mallers Backs & Salin, LLP appreciate the opportunity to review and answer legal questions that will be of interest to Auctioneers. The answers to these questions are designed to provide information of general interest to the public and are not intended to offer legal advice about specific situations or problems. Kurt R. Bachman and Beers Mallers Backs & Salin, LLP do not intend to

BONDS & INSURANCE

THE COVERAGE YOU NEED:

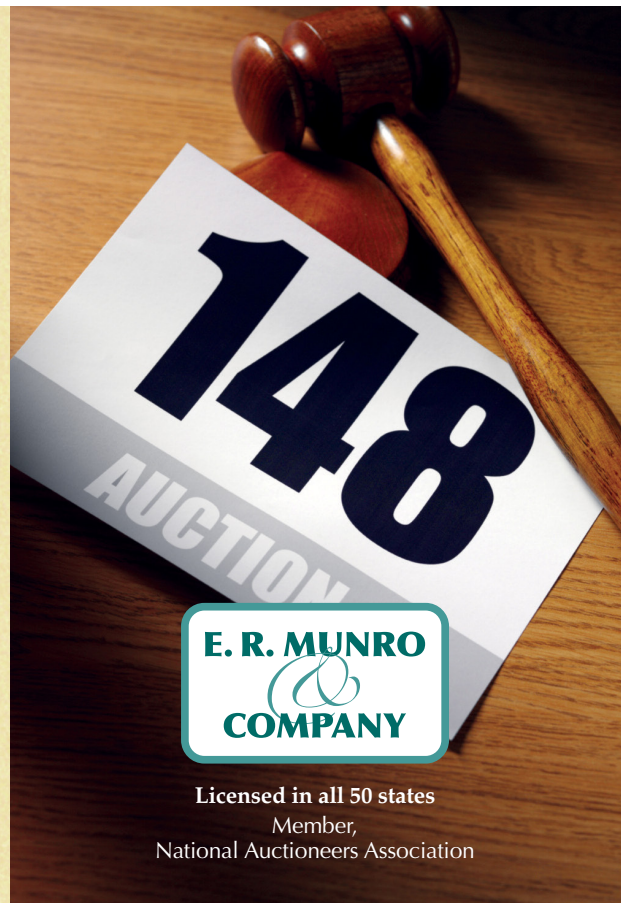
- ♦ Liability Insurance ♦
- ♦ Property Coverage ♦
- ♦ Cyber Liability Coverage ♦
- ♦ Consignment Property ♦
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VOICE



John Schultz, AMM Candidate for Vice President

What spurred your decision to run for the office of NAA vice president?

My decision to run for the office of NAA vice president was spurred by my deep passion for the mission of the National Auctioneers Association and my desire to contribute my skills, experience, and knowledge to help guide the organization and make critical decisions that align with its goals and objectives. Having served in various capacities within the NAA and the Minnesota State Auctioneers Association, I can effectively serve as vice president and promote the auction profession.

What is the most pressing issue for the auction industry?

The most pressing issue for the auction industry is adapting to the rapidly changing technological landscape and embracing digital advancements. As technology evolves, the auction industry must stay ahead of the curve to remain competitive and relevant. This involves investing in online platforms, incorporating data-driven marketing strategies, and providing education and resources to members to help them navigate the digital world and capitalize on new opportunities.

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

As the NAA looks to 2030 and beyond,

I would like to see the following initiatives included:

A stronger focus on technology and digital solutions, with the development of user-friendly online platforms and tools that cater to the needs of auction professionals and clients.

Enhanced education and training programs to help members stay current with industry trends, regulatory changes, and technological advancements.

Greater collaboration and partnerships with other industry organizations, educational institutions, and technology providers to foster innovation and develop new solutions for the auction industry.

Expansion of outreach and marketing efforts to increase public awareness of the benefits of the auction method of marketing and to attract new talent to the profession.

Continued emphasis on diversity and inclusion to ensure that the NAA represents and supports auction professionals from all backgrounds and perspectives.

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

The current climate of the auction industry is dynamic and evolving, with significant potential for growth and innovation. While technological disruption and economic fluctuations exist, the auction industry has proven its resilience and adaptability. By embracing change and focusing on continuous improvement, the industry can seize new

opportunities and maintain relevance in an increasingly competitive marketplace.

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

I initially joined the NAA to connect with fellow professionals, stay informed about the latest industry trends, and gain access to valuable educational resources and networking opportunities. To get the most out of their NAA membership, members should actively participate in NAA events and programs, take advantage of the educational offerings, engage with fellow members through networking opportunities, and consider volunteering for committees or leadership roles. By being proactive and involved, members can maximize the benefits of their membership and contribute to the growth and success of the auction industry.



T. Kyle Swicegood, CAI, AARE, BAS, GPPA Candidate for Director

What spurred your decision to run for the office of NAA director?

My career has been transformed by my involvement with the NAA. As someone who is always seeking new challenges, I was drawn to the NAA's mission to support and nurture auction entrepreneurs. Through my various roles as Chair of the CAI program, Chair of the Education Institute Trustees, and my current pursuit of a director seat, I have been able to tap into the powerful synergy between my entrepreneurial spirit and the values of the NAA. The organization has given me an invaluable platform to grow and develop my skills as an auctioneer and expand my business in ways I never thought possible.

Beyond the tangible benefits, my involvement with the NAA has allowed me to connect with a diverse and passionate community of auctioneers who share my love for this craft. Through these relationships, I have gained unique insights and perspectives to become a better auctioneer and

entrepreneur. Looking back, I am grateful for the opportunities the NAA provided me and the impact it has had on my career.

As I look to the future, I am committed to giving back to the NAA and helping others benefit from the organization, as I have. I am excited about the prospect of fostering the growth of auction entrepreneurs and to expand the reach of this craft. I believe that by working together, we can create a vibrant and thriving community that will support and inspire the next generation of auctioneers.

What is the most pressing issue for the auction industry?

The world of auctioneering is evolving rapidly, and with it comes a host of new challenges and opportunities. As a member of our association, I believe one of the most pressing issues we face today is the need to foster and promote the distinctiveness of the auction entrepreneur. In order to stay competitive in an increasingly crowded

marketplace, we must continue to emphasize the unique skills and qualities that set us apart from other businesses. At the same time, we must also grapple with the revolutionary technological thrust reshaping our industry. As we navigate this new landscape, it is crucial that we understand the concept of whose "marketplace" we operate in and take steps to build our own brand identity, establish data ownership, and create our own marketplaces. By embracing these best practices and continuing to promote the auction entrepreneur, we can ensure that our association remains at the forefront of this dynamic and exciting industry.

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

As a member of our association, I am always on the lookout for initiatives that can help us stay ahead of the curve and grow our membership base. That's why I am particularly excited about the auction staff training program the Education Institute has been working on. This program promises to deliver a range of offerings tailored specifically to support staff and to help our member companies thrive in today's fast-paced auction marketplace. With its potential to boost the strength and growth of our member companies, this initiative has the power to transform our association and create new opportunities for us all.

In addition to the education program, I also believe that it's time to overhaul auctioneers.org. While it has served us well over the years, I believe there is always room for improvement when it comes to user experience. By taking steps to refine and enhance the website, we can create a more intuitive and engaging platform that will make it easier for members to connect with one another, access resources, and stay up to date with the latest news and developments in our industry. With these initiatives and more, I am confident our association will continue to lead the way in fostering the growth and success of the contemporary auction entrepreneur.

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

The auction industry is one that is both strong and rapidly evolving, and recent economic changes have only underscored its importance. As we look to the future, I am convinced that the auction method of selling assets will be more important than ever. With its efficiency, transparency, and flexibility, the auction model is uniquely suited to help

businesses adapt and thrive in an increasingly dynamic marketplace.

As a member of the NAA, I have experienced firsthand the many benefits our association has to offer. Not only has it provided me with valuable networking opportunities and industry insights, but it has also given me access to a community of like-minded professionals dedicated to helping one another succeed. Through initiatives the Education Institute offers, we are building a culture of mutual support and collaboration that is second to none in our industry. This year alone has provided me with multiple leads and closed deals. Members are taking to heart the axiom, AHA: auctioneers helping auctioneers.

Looking ahead, I am excited to see how the auction industry continues to evolve, and I am confident the NAA will remain at the forefront of this transformation. For anyone looking to stay ahead of the curve and succeed in this dynamic and exciting industry, I believe membership in our association is truly a no-brainer.

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

The advice we receive from those who have come before us can often be the key to unlocking our greatest potential. In 2009, as I was finishing up my auction school class, I had the opportunity to ask then Senator Dennis Kruse, CAI, what his advice would be for someone just starting out in this industry. Without hesitation, he told me to get involved in the NAA.

Taking his words to heart, I joined the association that very month and began immersing myself in all it had to offer. I attended the following year's Conference & Show, and the experience was truly transformative. It opened doors that I never even knew existed and set me on a path toward success that I never could have achieved on my own.

Looking back on that experience, I am struck by how much it shaped not only *my* career but also my family's. My wife and children are now members of the NAA, and they, too, are benefitting from the same opportunities once pointed out to me by Senator Kruse. For that, I am forever grateful, and I feel a deep sense of indebtedness to him and to the association as a whole. That's why I am passionate about passing on the same kind of leadership and mentorship I received to the next generation of auctioneers. By getting involved in the NAA and sharing our knowledge and experience with others, we can create a community of professionals that is truly second to none.



Wade Baer, CAI, AMM Candidate for Director

What spurred your decision to run for the office of NAA director?

To run for NAA Director was something that I would occasionally think about over the last few years with no real time frame involved. However, starting in January 2022, I was approached by several of those in leadership urging me to consider the possibility of running for the board. Over the past year I debated on whether or not the timing was right and talked it over with not only my family and friends but also several respected auction professionals. I had one question for all of those who urged me to run, "why Wade Baer?". There was a clear answer every time and as the year went on it was clear that my presence on the board was not only requested but I could see where I could make a difference. I am not one to run for a board or a committee just to say that I am on it or to carry a title. There must be a need for the skills that I possess and at this time I can see that need and am ready to fill it.

What is the most pressing issue for the auction industry?

Corporate consolidation. We are seeing more and more large companies, inside and outside of the auction industry, continue to consolidate and form partnerships. While this makes them stronger it is also a limiting factor on competition in the independent marketplace. I believe that the NAA needs to continue to advocate for free enterprise and

support our auction entrepreneurs with the tools and education they need to compete in the current marketplace.

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

My skill set mostly lies in the realm of advocacy. It is no secret that I am of the opinion that the advocacy cornerstone has been, at times, almost forgotten, or treated as though it is not as important. But it is a cornerstone, and to those who understand the importance of advocacy and, if handled properly, what positive effects could come from it, they know that advocacy has the potential to move the needle the most into the future of the auction industry. As the current Advocacy Committee Chairman, we are starting to set the wheels in motion for some programs that, if given the attention necessary, will be programs that will have a large impact on the auction industry and the NAA into the future.

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

The auction industry is stronger than ever and the opportunities for growth into the future is great. We are experiencing the largest shift of generational wealth in history and auctioneers are placed right in the middle. Also, with the rise of new technologies like ChatGPT and generative AI technology it makes me excited to see where this industry is headed and where it will be in 10 years.

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

I was a member of the NAA out of auction school for a period of a few years on the direction of my mentor and oldest brother Ken. I left my membership because I was too young and naive to see what was available to me. In 2011, after becoming re-engaged with the Ohio Auctioneers Association, I became a member again as. At that time I was re-energizing my career and starting to focus on the growth of our company. I was told to look to the NAA for a higher level of education, and that is exactly what I found. While the education drew me in, the relationships that I built and the growing passion for the industry is what made me stay.



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 _____



Day on the Hill

Join the NAA in bringing the auction industry to Capitol Hill!

Note: 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 at auctioneers.org/dayonthehill

Sunday, April 23

The NAA will be hosting a workshop through our advocacy agenda titled: How to Conduct Your Meeting.



Monday, April 24

Schedule meetings with your elected Senators and Representatives in Washington, D.C. for Monday, April 24, 2023.

We also encourage you to invite your congressmen/congresswomen and their staff to the NAA reception during your meeting(s).



Hotel information

The NAA's hotel discount deadline has passed. Please contact the hotel directly to make reservations.

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Keynote Speaker Q&A w/Hart Brown CEO of Future Point of View

Hart Brown is an author, technologist, futurist, and executive. His dynamic, engaging, thought-provoking, and entertaining presentations include live demonstrations and audience participation with unique collaboration tools called Immersyiv. He remains a trusted advisor to some of the largest companies in the world and more than 50 governments in the areas of artificial intelligence (AI), digital communications, quantum computing, and internet of things (IoT).

Topic: Ready Your Future, Amplify your Business: AI Opportunities on the Horizon

Over the past 6 months we have seen an explosion of generative Artificial Intelligence (AI) products, like ChatGPT and DALL-E, and it took only weeks for some of them to be integrated into business applications. If that is any indication of how quickly technology can create change, the next 10 years will feel like a true “age of entanglement” between technology and business. How do we harvest these tools and use them to create profit amplification? Can we find a virtuous cycle to increase our businesses every year using these technologies? Join us for this interactive session to answer these questions and more with futurist, technologist, and executive Hart Brown, CEO of Future Point of View.

Briefly list three areas of the auction industry that AI will affect most.

This is primarily based on the horizon or timeline used. We will look out to a 10-year horizon during the presentation and interactively to determine what is possible, plausible, and probable.

There will be a separation of those adopting the technology and those that resist the technology. Using multiple megatrends, areas that are likely to move to the forefront are in appraisal and long-term pricing models, AI generated items, and auction design.

What are some misconceptions about AI?

One primary misconception in 2023 is that current AI systems are true intelligence. They are powerful and the computing power generally exceeds what can be done by a human brain. But we are still in an age of “hybrid intelligence” meaning it requires human involvement to ensure it is appropriate. We have to learn to “co-work” with these systems.

What kind of data is required to train AI models for use in auctions, and how can this data be obtained?

Training of AI systems vary based on sophistication and the intended outcome. Many data problems are due to the fact that the systems are trained on whatever data is available. It may or may not be accurate. It may or may not be biased. Some systems need large data sets, small data sets, zero shots (or no data). There are many types of data that are of interest, such as location, timing, sequence, etc. But the data sought for the systems is in behavior, decisions, and actions of those bidding to use in real time.

How can employees be trained to work effectively with AI and leverage its capabilities to drive business growth?

Training is a means of “decentralizing” knowledge within an organization and “upskilling” employees. We now need to give knowledge to everyone, not just IT professionals. One of the biggest areas is in how to use the AI systems with prompts or becoming a prompt “engineer.”

How can AI be integrated with existing systems and processes in my business?

AI is being integrated with everything right now, this includes Microsoft, Google, Salesforce, Amazon, etc. Most of the major platforms have or will have AI integrated in the next few years. The real question is one of contract language and accessible use for employees. The question is more of, “When is it appropriate?” and, “When is it not appropriate?”

What are the costs associated with implementing AI in a business, and how can people ensure a good return on investment?

Most of the current costs involve the costs of managing the data. Those will gradually come down. In order to identify ROI, there are three primary factors—increased efficiency in operations, ability to grow the business, and the risk that the AI presents.

What kind of tasks or processes can AI help automate or streamline in a business?

There are countless examples of where and how these systems are creating impacts. Just a few examples include: Content creation, data analysis, human capital management, customer relationships, pricing, forecasting, inventory, new market identification, payment processes, shipping, driving, insurance and loans.

What do you see as the future of AI, and how will it continue to evolve?

For most people, AI started commercially in 2022 and has already improved significantly in the last 6 months. The challenges are with data and computing power.

The systems need more data. Therefore, AI Part 2 will grow with more Internet of Things (IoT) from now through 2024. Then it will need more computing power. This will be solved from 2025 to 2026 as quantum computing becomes commercially available. At that time, the systems will be able to handle more data. Part 3 will then start with haptics becoming available about 2026 and 2027 and we will see 6G in 2030 when even more devices can be connected.

Questions for this Q&A were generated using AI.

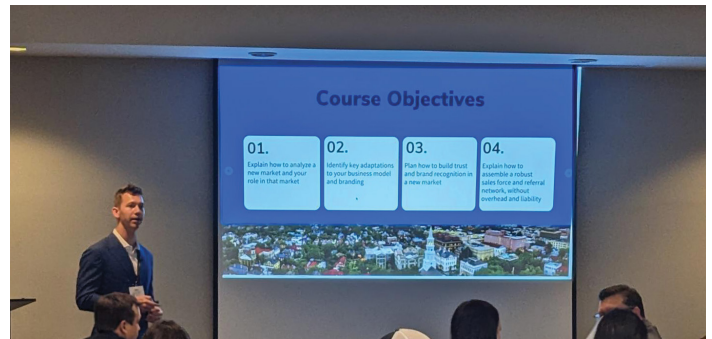
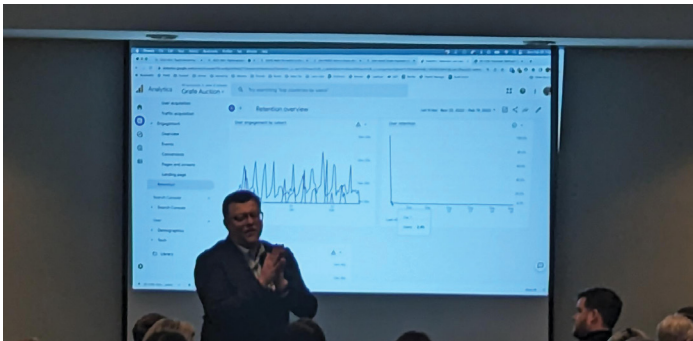
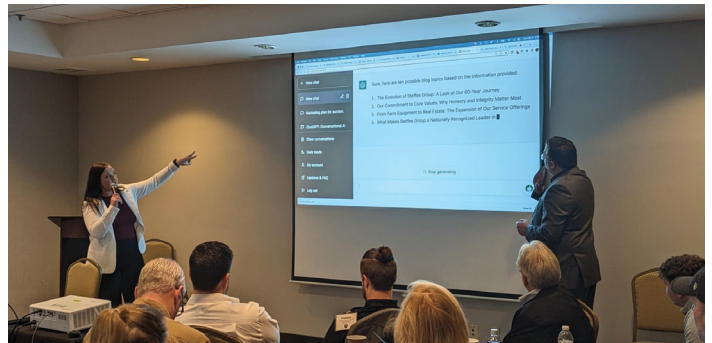
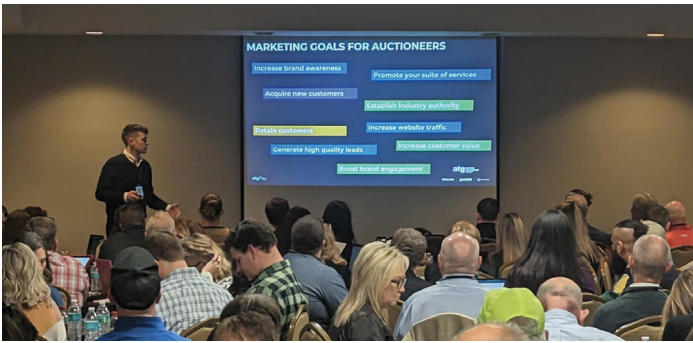


More than 120 professional marketers descended upon Nashville, Feb. 20-21, to engage with the best digital auction marketing content all year. The sold-out event featured education on everything from GA4 to AI.

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EDUCATION





Blending business and benefits

The value proposition of professional auctioneers

by James Myers

Looking to improve your benefit auction business? Take some pointers from a guy who leads a company that earns seven figures a year and much, much more for his clients.

Heath Hale is known in many circles as the “cowboy auctioneer,” which is also the name of his company. Auctioneering is the family business, so he has it in his blood, but he remembers the auction that infused him with passion—it was the first legit charity auction he worked and he fondly recalls the hugs and cheers, the tears of joy and the feeling that he had truly made a difference in the lives of others.

“That night changed my life and my perspective on auctioneering,” he said. “It also

changed my definition of success.”

For most auctioneers, one of the most common ways of defining success is in terms of their value. Hale said if you create value for your client and your bidders, you create value for yourself.

Valuing the client

Getting asked back year after year as the auctioneer for what might be a charity’s biggest night of fundraising means you’re doing something right. But to get to that point, you have to prove that you value the client.

Hale says there are numerous ways benefit auctioneers can prove they value the clients, but one that makes the biggest difference is consulting. His company insists on having

a point of contact with the client—someone who is a decision-maker his company can consult with set the path of the event in motion.

During consultation calls, Hale and his team will offer guidance that ultimately leads to higher value packages to be auctioned and one or two consignment auctions that will be strategically placed in the auction to gain up to five times their worth. The consultation over the course of however many months a charity needs to plan will include discussion about the run of the show and how to make it a memorable event.

But before the first discussion, Hale values the client by learning as much as he can about

the organization and their mission. When that first conversation takes place, the client knows he is serious and committed.

“I talk to them and can tell them why I’m passionate about what they do,” he said.

By the time he hits the stage, his passion is evident and he becomes an ambassador for that charity, so the emotion is genuinely felt by the audience and potential bidders.

Valuing the bidder

Cowboy Auctions has up to seven spotters on the floor during an event, and they play a huge part in bringing value to the bidder. For example, when someone wins a package, they interact enthusiastically with them, maybe even throw a high five in there, but more importantly, they let the winner know they’ve just made a positive impact on the charity’s mission.

Throughout a benefit auction, Hale’s team will project “impact slides,” which are stats and figures related to what the previous years’ benefit auctions have done to help people.

These slides resonate with the audience and they begin to understand their value.

Hale will drop what he calls “one liners” on the mic when a package is sold, giving a heartfelt and personalized thank you to the winner. He also approaches each of them following the event to further extend his gratitude for what they have done for the charity.

Value yourself

Charities can shell out a lot of money for their benefit auctions. The caterer, valet parking, event organizer, audio/visual professional, bar service—they all cost the charity. The only entity making money for the charity that night is the auction company.

“We bring in way more money than we cost,” Hale said, adding that auctioneers need to accept the value they bring to the process.

Hale says he struggles, like all benefit auctioneers, with anxiety about raising his rate or his quote and perhaps losing out to an auctioneer that under-prices him. But he says everyone needs to take a moment

to prioritize their importance, their worth and their business. But sometimes the client needs proof of your value.

Hale recommends putting together a Power Point that lists every service you bring to an auction, from your consultation services to your highly experienced spotters working the crowd. Let them know that you can help brainstorm to get higher value packages. You can even ask them to attend one of your auctions so you can see how entertaining, professional and successful your events can be.

“That makes you more valuable and that’s really the only chance we have to beating out the person who ‘costs less,’” he said. “We understand that the person who costs less ends up costing them much more.” ♦

This article was adapted from a 2022 Benefit Auction Summit 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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Get-real mindset

A practical approach to winning employees

by James Myers

As a former president of two Fortune 500 companies, Harry Campbell has had an incredibly unique view into what makes a good leader and how to motivate employees. The organizations he's been involved with have employed between 25 and 3,500 people. In the early 1990s while working at Proctor & Gamble he had the opportunity to have Sam Walton, founder of Walmart, as a mentor. To say he's had some valuable insights about employee relationships and what makes a company successful is an understatement.

And while no auction company can boast a payroll of 3,500 employees (Ritchie Bros.

comes close), there are lessons to be learned about managing even a handful of people, because as Campbell said, "the issues are all about people."

"People hire people," he said. "People fire people. People leave companies because of people. People join companies because of people. It's all about that."

Now retired, the former senior executive stays busy on speaking tours where he addresses the topic of leadership. His talk at 2022's NAA convention was titled, "Get Real: A Practical Approach to Winning Employees," which draws from information in his books, "Get-Real Culture" and "Get-Real Leadership."

Attracting employees

One of the tenants of Campbell's leadership ethos regards being an "attractor," which is "the person you want to walk down the hall with. You might not even know their name, but they are a person who has a good vibe to them."

Attractors have a variety of positive attributes, one of which is that they are very open to sharing so employees can see that you're human. Campbell says the "don't let them see you sweat" saying is meant to convey the importance of hiding vulnerabilities, but that's actually not a valuable commodity in a leader.

“Sharing is an amazing thing,” he said. “It’s not easy. Vulnerability is a hugely important point in regard to being an attractor because people are more attracted to people who will say, ‘oh, man I suck at that.’”

Part of sharing is asking questions and opinions of employees. It’s something he would see Walton do daily when he’d get out from behind his desk and say, “let’s take a walk.” He’d approach employees, learn their names if he didn’t already know them, and ask if they needed anything.

“One way to support employees is to get them involved and engaged,” he said, “because if they are involved and engaged, they are much less likely to disengage. I don’t care if you’ve got 18 employees or 1,800, your front line employees are the ones who know stuff.”

Which is why he take issue with the common phrase in business that the “customer comes first.”

“Team first, customers second,” he said. “Customers are important, I get it, but it is team first. I’m going to get the right people with the right tools and the right job because they’re the ones who take care of customers.”

Hire smart

Anyone familiar with Campbell’s career, especially as a speaker, will know about his “7 words” credo describing someone’s “personal branding.” The gist of it is that before hiring or promoting someone, Campbell will send voicemails to several people familiar with the candidate asking for them to return the call with seven words that describe the candidate. This also works for a company as a whole where people with experience with the company are asked to give seven words that describes what they think the company is.

“I go to the ends of the earth to find out what their personal brand is,” Campbell said, adding that he will find people not listed as references. “I gather those and look at them. You get words that are a pattern. I will hire the person that has what I consider a personal brand that is more optimistic, open and team oriented.”

On-boarding over orientation

Orientation is often a part of a new employee’s first interactions with a new employer, but it can’t be confused with on-boarding. Orientation is where healthcare documents are signed, benefit packages are

explained and credentials doled out. While that’s important, Campbell said it pales in comparison to on-boarding, which is the process through which an employee learns about the company culture and develops an understanding of what the auction company stands for.

“Make them feel like they’re part of something bigger than they are—not like they’re just working on a task, but that they are a part of something,” he said. “They’re much more productive because they feel like they are needed, wanted and things are working.”

Recognition is also vital in the company culture of successful organizations. When an employee goes above and beyond, they need to be recognized, whether it’s a sincere acknowledgment from leadership a small gift or a promotion—no good deed should be ignored.

“You can’t believe how powerful that is,” Campbell said. “It is hugely important to individuals.” ❖

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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The age of influence

How auctioneers can use social media to build influence

Influence through social media is an extension of the same influence that has existed for centuries. Cambridge dictionary defines influence as the power to have an effect on people or things. What makes an influencer influential? They perform/speak on TV, in movies, radio, magazines, or at large events. The newer influencers are those that publish content, such as YouTube, podcasts, blogs, and social media.

“You can’t build a following or build influence on social media without publishing content,” said Neal Schaffer, fractional CMO at multiple companies, author of *Maximize Your Social* and *The Age of Influence*, and host of the podcast *Your Digital Marketing Coach*.

“Anybody can publish content,” he said. “Before [social media], we had to buy ad space. We can create content easily; all we need is a smartphone to publish on social media. And therefore, media does not influence us as much as it used to. New people and new media influence us as much as old media used to back in the day.”

Those who publish content yield influence. Neil described what he calls the 90-9-1 rule: that the internet is 1 percent creators, 9 percent commenters, and 90 percent viewers.

“Ninety percent of us social media users, I would argue, are not even publishing content,” Neil said, “we’re not even engaging; we’re just looking. The 9 percent of us are liking, commenting, engaging. Only 1 percent are creating content. So, 1 out of 100 is posting content consistently. Those are the people that, over time, gain visibility to their content and begin to build influence.”

But Neil said having lots of followers don’t have an effect.

“If you only have 10 followers, but they act upon your advice when you say something, you have influence,” he said. “So, if you can influence one more person today



than you did yesterday, you’ve increased your influence.”

People buy from people they know, like, and trust.

“Social media doesn’t change anything,” he said. “When you publish content, it gives you the ability to be known because people search hashtags, scroll through feeds, find your reel, and there’s a bit of trust that goes in when you’re consistent and respond to their comments. There’s a likability feature when they jive with what you’re saying, that you build this likability and a new type of influence that will feed into your business over time.”

The more your audience trusts you, the more you can influence them to take action

“In order to get people to trust you, you need to publish content; and you need to get them to like you as well,” he said.

The cycle looks something like this:

- You can’t have influence unless people trust you
- You can’t build trust if people don’t like you
- You can’t get people to like you if they don’t know you

- Social media builds the know, content builds the like, and authenticity builds the trust

Build a digital mind share of search, social, and email.

“We are a digital-first society, especially post-covid,” Neil said. “People are consuming content digitally; a lot of it is through search engines, which is why SEO is as important as ever. Email is also important; some email is becoming SMS text, and some is becoming Facebook Messenger’s WhatsApp. Whether you like or hate social, it is where people consume content today. So you want to have all three of these going (search, social, and email) to engage people wherever they are.” ❖

This article was adapted from a Conference & Show session.

A 7-step strategy to help you build your influence

1. FIND YOUR NICHE

"If you specialize in auctions for a certain industry, that's your niche," Neil said. "The niche helps you build influence because you begin to be known for something outside of being an auctioneer." What do you want to be known for (outside of being an auctioneer) that you can talk about on social and attract clients? What are you good at? What do you love to do? What do people ask you for help on? How can you help people? What are you passionate enough about to talk about for years?

2. DEVELOP YOUR PERSONAL BRAND

You create emotional attachment through your brand. You are what you post, whether it's personal passions, professional strengths, or differentiators. Place keywords you want in your bio and the content you publish. Post what might differentiate you in content or visuals from similar people in the market.

3. CHOOSE YOUR CONTENT FORMAT/SOCIAL NETWORKS

Everybody consumes information differently: text (blog), video (YouTube), shortform video (TikTok/Instagram), photo (Instagram/social media), audio (podcast/radio) You don't need to be everywhere. Focus on the big three: Facebook (#1 Gen X/Boomers); Instagram (#1 Millennials); LinkedIn (#1 B2B/professionals).

4. PUBLISH CONTENT FOR INFLUENCE

Influencers publish content and build community by being active on social media. Your niche and your work are two different types of content. Keep your feed diversified with personal content to yield more engagement for your business content. Niche content shows your subject matter expertise, indirectly promotes your company, speaks to potential customers and partners and indirectly sells your product. Personal content shows your human side, promotes your personal brand, speaks to your broader network, sells your authentic self, and gets broader engagement giving your niche content more visibility.

5. ONLY PUBLISH QUALITY CONTENT

Digital influence is not about being loud—it's not about frequency. It's about quality, authenticity, and relevance. Treat every post like a love letter. Every post should somehow deepen a relationship with your followers.

6. ENGAGE WITH YOUR FOLLOWERS

Social media amplifies but doesn't necessarily accelerate; it still takes time to build relationships. You want to "show up" in their notifications. It's the first thing people do when they get online. Find people in your sphere of influence by uploading known contacts to social media, utilize local hashtag searches, keyword searches, profiles searches, local establishment check-ins, people that follow you, people who engage with those who follow you. Then, start liking, commenting, sharing and following content.

7. COLLABORATE WITH OTHER INFLUENCERS

Influencers give you credibility and help cross-pollinate audiences. Identify the influencers in your community: Active social media users, trusted professionals, community leaders, local businesses, nonprofits, schools, and media. Engage and bring them further down the funnel of social media relationships.



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Q&A

Erin Kienzle

What sparked your interest in becoming an auction professional?

I work in TV and host a lifestyle show on the ABC affiliate in Charleston, South Carolina. My co-host, Tom Crawford of Ultimate Benefit Auctions, is also an auctioneer, and he was kind enough to invite me to fundraising auctions years ago. I started out simply describing the items from stage, and was wowed at how you could raise so much money so quickly.

What road did you take to get there?

I went to the Southeastern School of Auctioneering in 2018. I remember walking in on day one thinking, "What am I doing here?!" However, I met so many amazing people and was inspired by how many paths you can take in the auction industry. I never in a million years thought I'd be an auctioneer, but it's always wonderful how life can take you in unexpected directions.

Were there any challenges you faced?

I struggled to gain confidence. Not only am I the only female benefit auctioneer in

town, but since I'm on TV, I had a difficult time getting people to take me seriously. They assumed I was at an event because I'm on TV. I can't tell you how many times I've had to say, "No, I'm a licensed auctioneer and this is my business."

Has your perception of the auction industry changed since you started? How?

Yes! I am blown away by the amazing people in the industry, the businesses they've created and the success they have.

Why do you love what you do?

How many people can say they change lives on the weekends? I spend months consulting with my clients, and I cherish that moment when I leave the stage and we hug or high-five because we just met or exceeded the fundraising goal.

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

Continuing education! I love learning and I'm always open to trying something new. So many events become stale, so I love that I have a network of auctioneers where I can ask questions and get feedback. I'm



also very data-driven and constantly study the psychology of giving. I'm always reading books on marketing, copywriting, sales, etc. and I love when my clients aren't afraid to try new strategies.

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

Before I joined the NAA, I honestly thought I was done with auctions. I have four kids, a full-time job and another online coaching business, I didn't have time for auctions to be a main career focus. But when I joined the NAA and met other professionals it's like I came alive. Everything changed. I saw their business structure, their innovative ideas, and for the first time I saw women running auction companies, doing incredible things. I received so much support and encouragement that I finally saw how my business could truly grow and the difference I could make. I've also learned to scale my company. I now offer emcee services, bid assistants, videography and copywriting.

What do you love about this point in your career?

I love that I can do something that helps others. I'm serving non-profits who are truly





create trust and build authority. I teach business owners how to make easy videos in a way that is authentic, comfortable, yet strategic. It's like magic seeing my students transform in front of the camera. They relax, learn to have fun and are wowed at the business that comes in when they start using video.

And my non-profit clients can tell you that video is my specialty. I work very closely with them to make sure their video before the fund-a-need is perfect. Sometimes a few small edits and shifts to the storytelling can make a huge difference in the amount of money they raise.

Learn more about Erin Kienzle at: thatauctionlady.com

making a change in this world. For example, I recently helped a non-profit raise money for female artisans. The women were walking 3 hours to get their kids to school, and then they would sit in the hot Columbian sun and work on their crafts. The money we raised not only built them a shelter, but made it so they could train other women. Now they have an entire community of women who are working and earning good money to feed their families.

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

Last year I learned so much about community. I purposely surround myself with people who are better than me, who can teach me, and can help me grow. I joined a mastermind of female entrepreneurs that helped to scale my business and increase my confidence.

You took the Benefit Auction Specialist course from the NAA last December. What was your experience like?

It changed my life. Sounds dramatic, I know. But I have no other words. Not only did I fine-tune my auction strategies, but I learned the business side of auctions. Since leaving class, I have tripled my auction business and I have met so many life-long friends and professionals that are only a text away. I've never met a community that was so supportive of one another.

You have a large Instagram following coaching people about videos/reels. How can the auction industry and auctioneers capitalize on this type of content?

If you want to be seen on social media, you need to be making videos. It's the fastest way to



Q&A

Leya Simmons



When and how did your business start?

BetterUnite began in 2017, a couple of years after I had an experience as a board member with a small nonprofit that needed to raise money but had no staff, infrastructure or funds for the software required to do it well. I complained about this to my co-founder, a software architect with Microsoft Dynamics (CRM) who had expertise in fintech. As a result, he created BetterUnite to solve my problem. We then continued building for the following two years and rounded out the “super app” idea—pulling all of the software nonprofits need into a single platform.

The other piece that bothered me about the software I had used for nonprofits I worked for as development director was they seemed “dumbed down” or less than their enterprise counterparts. I wanted to democratize access to nonprofit software and remove financial barriers, and at the same time, have the very best tech available that would stay abreast of the latest possible innovations in each module.

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

We saw a need for nonprofit event software that was accessible from a funding standpoint as well as easy to use from the guest and admin side. The auction tools available to end users (bidders/guests) typically required downloading an app or creating an account. We wanted to create a frictionless and easy experience for those supporting nonprofits.



We also were very early in launching a virtual event tool for nonprofits during the COVID era. We worked with auctioneers to perfect the live auction experience and built-in collaboration. Because we have in-house developers, we can be responsive to our products.

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

Success! For both! Our goal for BetterUnite is to be the single nonprofit juggernaut of software—the only place a nonprofit would turn for any software needed for their organization. We want to make the work of nonprofit staff (fundraising, events, volunteer management—whatever) easier and reduce error and redundancy. We see that as a big way to save money and resources for nonprofits.

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

I am the type that can get excited about other people’s passion projects, so I am ideal to speak with nonprofit organizations about how they are going to support their missions. I’ve also spent many years in the nonprofit space as development director, executive director, board member, and event manager. I love getting to flex those muscles when I can consult or brainstorm with clients about how to raise money or better serve their organizations.

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

BetterUnite has in-house dev, and we have consistently built in collaboration with our customers and organizations, so every year has brought many different things I get excited about.

Right now, I would highlight our AI module and our launch of BetterInsights—wealth screening and donor insights built into the BetterUnite account. Our AI module has some cool event-specific features, including alerting the organization if their highest donors to last year’s event have not yet bought tickets to this year’s event and other cool things like that.

What’s on the horizon in the next few years?

We continue to grow and learn from our organizations, allowing that to be our guiding principle and north star. We have hired additional account managers to further our efforts at KYC (know your customer) and be able to provide proactive support to organizations. We will also expand our admin app functionality and innovate around the in-event experience.

How has the NAA helped your business grow?

Our first time at the BAS/NAA conference in 2022 was beautiful—we met many great auctioneers who have already begun using BetterUnite with their clients and at their events. I look forward to leaning into these mutually beneficial relationships and learning from auctioneers what they want to see in an ideal auction/event software solution. We’ve already created a few pieces of tech in the past 3-4 months in response to feedback or requests from BAS auctioneers, and I look forward to that continuing.

Learn more about BetterUnite at: betterunite.com

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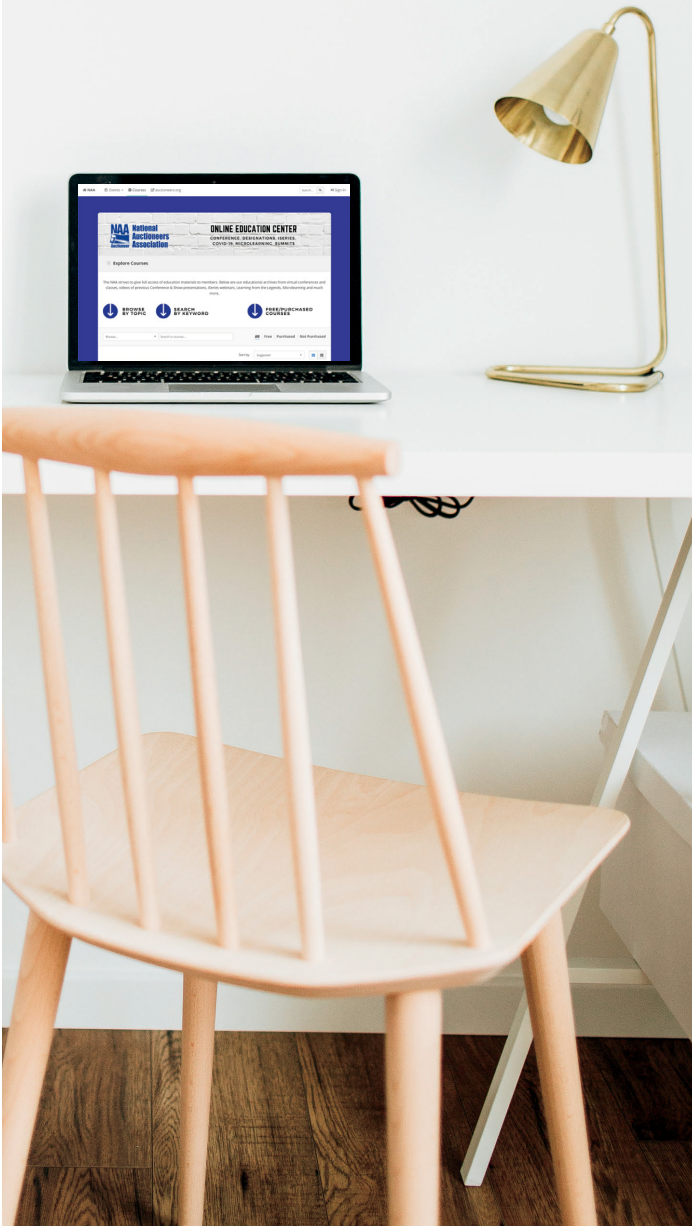
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Auction School Graduates

America's Auction Academy



January 2023 graduates: (Front row) Clint Hunter, Fair Grove, MO; Matt Simpson, Texarkana, AR; Christopher Link, Richardson, TX; Portia Bagley,

Baltimore, MD; Stacey Greb, Mangum, OK; Stacey Stricker, Elk City, OK; Kristie Perkey, Elk City, OK; Justin Terry, McLeod, TX; Brett Taylor,

Norman Park, GA; Chris Luther, Wilmington, NC. (Row 2) Joel Leake, Sulpur Springs, TX; Shawn Massey, Sulphur Springs, TX; William Tell Kincaid, Rockwood, PA; Wes White, Cleveland, TX; Burke Zimmerman, Rowlett, TX; Earl Feese, Mustang, OK; Tony Porras, Parker, CO; Blayton Duncan, Moultrie, GA; Ron Beggan, Ireland; James Brodrick, Dallas, TX; (Row 3) Billy Slaton, Bogata, TX; Jackie Hatcher, Antlers, OK; Tanner Jenkins, Orange, TX; Kevin Loftin, Buna, TX; Burl Stricker, Elk City, OK; Roy Flora, Dayton, TX; Adam Thompson, Watonga, OK; Joshua Buscher, Chico, TX; Caleb Norwood, Cunningham, TX.

Instructors: Mike Jones, School President/Director; John Schultz, Instructor; and Lori Jones, School VP/Administrator.

Western College of Auctioneering



(Front row) Dale Aerni, Albany OR; Nathanael Gartzke, Weyers Cave, VA; Alex Veon, Purvis, MS; Nichole Glynn, Waunakee, WI; Crystal Durham, Purvis, MS; Wyatt Erdmann, Barnesville, MN; Greg Mengarelli, Prescott, AZ. (Second row) Clay Bixby, Ellsworth, NE; Marshall Nestor, Belington, WV; Justin Seifert, Minot, ND; David Long, Walsh, AB; Roger Weber, Sayner, WI; Mathew Hagedorn, Twin Bridges, MT; Dave Austin, Billings, MT; Dean Eshelman, Crystal City, MO. (Third row) Grady Larson, Sidney, MT; Bo Marek, Caldwell, ID; Jonathan Epperson, Galax, VA; Tyler Speck, Chehalis, WA; Michael Drotzmann, Yankton, SD; Brad Resch, Veteran, AB; Chris Colgan, Poplar, MT; Colton Heffern, Iola, KS; Joel Sewell, Lewistown, MT; Trent Johnson, Fort Scott, KS.

Instructors: Nick Bennett, Hannah Busby, Pat Busby, Rusty Trzpuć, David Whitaker

In Memory

George Foster, IV



George Sanford Foster, IV passed away peacefully on the morning of March 6, 2023, at Hyder Family Hospice House in Dover, New Hampshire. After a courageous battle with advanced pancreatic cancer, George passed surrounded by family and eternal love.

George was born in Ogdensburg, New York, on Nov. 22, 1970, to Jeanne and George S. Foster III. He graduated from Pembroke Academy in Pembroke, New Hampshire, in 1989 then spent time studying at the UNH Whittemore School

of Business and Economics. In his early adulthood, George jumped into restaurant management which lead him to connect with many restaurant lovers and owners from New Hampshire's Seacoast (Hampton Beach) to the Florida Gulf Coast (St. Pete Beach and Clearwater). George's love for antiques, natural intelligence and drive for learning led him to pursue a lifelong career in appraisals and antiques. He found enjoyment in his work and traveled frequently to network with many auctioneers, dealers, and museums nationwide. More importantly, the friendships that he made during this work have been lifelong and are everlasting.

A gregarious, big-hearted, and tenacious soul, George found great joy in all things outdoors. As a young man, he was an active member of the Boy Scouts. Many community service projects and mentoring of younger scouts led George to achieve his Life Scout rank. During his summers, George could most always be found soaking in the sun at Seabrook beach, exploring New Hampshire's woodlands with his hiking boots and kayak, and motorcycling throughout New England. At winter's turn, George loved snowmobiling and downhill skiing as well as

traveling to Florida to explore St. Pete Beach, where he had spent his last three winters snow birding with Diane. To say that George loved "good" craft beer, in addition to the camaraderie and laughs available at local watering holes, is an understatement. All that were fortunate enough to be connected to George can attest that he was an amazing cook, lover of live music, golf enthusiast, and could be caught wearing shorts year-round. His strong and generous nature made him an exceptional support system for all close friends, family, and loved ones. He loved his children, Logan and Isabella Foster, dearly and made great efforts to always share with them knowledge, love, and the joys of his life.

He is survived by his life partner Diane Stratton, father George S. Foster III, mother Jeanne Foster, sister Holly Foster Allen, brother-in-law Mo Allen, and two children Logan and Isabella Foster in addition to many, many dear friends who are revered as family members.

At this time, there are no formal services planned. However, a celebration to commemorate George's fruitful life will be upcoming and announced later this spring.

In lieu of flowers, any donations may be made to the Lustgarten Foundation, a research-driven private funder that works to make pancreatic cancer a curable disease (lustgarten.org), and the Hyder Family Hospice House, in Dover, New Hampshire, the facility that so warmly and respectfully cared for George in the final stages of his illness (friendsofhyderfamilyhospicehouse.org). We ask that all donations be made in memory of George S. Foster IV.

Submit obituaries

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



Association Index

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Advertiser Index

1-800-The-Sign	13
Basinger Audio Systems	37
Bidpath.....	37
E.R. Munro and Company.....	21
Kiefer.....	35
Kuntry Kustom RV.....	13
Lampi.....	35
St. Jude Children's Research Hospital	39
T. Kyle Swicegood.....	15
United Country Auction Services.....	BC

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50 years later Three Hall of Famers and a Model A

THE Auctioneer

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Know Your Director

Joe Donahoe graduated from the Report School of Auctioneering, Decatur, Ind., in 1940, and has been engaged in the real estate and auctioneering profession since with the exception of four and a half years during World War II. While serving with the Army he obtained the rank of 1st Sgt. and participated in several battles in the South Pacific area. He received the Pacific Service Medal with four bronze stars in addition to many other meritorious citations.

Some highlights of his auctioneering career include the selling of the Junior Livestock Show sale at Madison since its inception in 1944, auctioneer at the Wisconsin State Fair, Governor's Blue Ribbon Beef Sale for the past five years and he has served as a member of the Sales Committee and Auctioneer for the Wisconsin Beef Improvement Association Sale at the new test station in Platteville, since it was established in 1970. These are in addition to the many auctions of all types he has conducted for individuals.



JOSEPH W. DONAHOE

He built and operated as a partner the Belmont Livestock Auction Market for 18 years. He continues to sell weekly sales at the Milwaukee Stockyards and special feeder sales at the Belmont Market. In 1962 he was named "Wisconsin Auctioneer of the Year."

Joe has always been active in association work. He has served the Wisconsin Auctioneers Association in every office and it was while he was Secretary/Treasurer that the group's publication, The Badger Chant, was initiated. Before his election to the NAA Board of Directors, in 1968, he had seen service on various NAA Committees and it was here that his good judgement on association matters was recognized.

At the expiration of his three year term as an NAA Director, he was elected to the office of 2nd Vice President and is now serving as 1st Vice President. His services to others has not been limited to auctioneering groups. Joe is currently serving a three year term on the Board of Realtors of Southeast Wisconsin. He spent six years as an alderman and as Mayor of his home town of Darlington, two terms as supervisor on Lancaster County Board and was chairman of the county condemnation commission.

He is a member of the Knights of Columbus, American Legion and VFW and served as Commander of both service organizations.

Joe and his wife, Ann, have eight children, four boys and four girls. They now have two granddaughters. One son operates a 540 acre farm stocked with registered Polled Herefords. The Donahoes have been residents of Darlington for many years.

A modern mother was overheard to say, "I always wanted a child with long, blond curls—but I had hoped it would be a girl!"



WRITE: General Material & Bookings
IN UNITY THERE IS STRENGTH

Kansas Auctioneers Honor

Dick and Virginia Brewer

opened their 18th Annual Convention with a Chuckwagon Buffet Dinner at the White House Inn, Abilene, Kansas. Following dinner the Chad County 2-C College presented "The Great Society" under the direction of Everett Miller.

President Roy Wood then declared "Dick and Virginia Brewer Nite" in honor of the time and effort given by them to the Kansas and National Auctioneers Association. Gifts were presented to Dick and Virginia by Secretary Bob Jessup.

Dick Brewer had served as Secretary-Treasurer of the Kansas Auctioneers Association for ten years, followed by a year as Vice-President and finally as President in 1972. He is presently a member of the Board of Directors. Virginia is a Past President of the NAA, Ladies Auxiliary and so capably served as registration-receptionist at many state

conventions. This presentation was a complete surprise to the Brewers.

The annual Fun Auction and a dance completed the Saturday evening's entertainment.

The convention group was served coffee and rolls during registration Sunday morning by GRASS AND GRAIN, a Manhattan, Kansas newspaper. Mayor Jewell Jones, Ben Newcom arrived at Convention to the Chicago Real Estate Seminar.

Following the noon banquet the group was addressed by Dr. Don W. Wilson from the Eisenhower Foundation, Delbert Winchester, Esq., Oklahoma auctioneer, spoke preceding a panel discussion.

The new officers installed by Burns and Hart, NAA Secretary are President, Ben Newcom; Vice-President, Larry La-



It was Dick and Virginia Brewer Nite the evening of March 31 at the Annual Convention of the Kansas Auctioneers Association, KAA president, Roy Wood, (right) presented each of the Brewers with a flaking red and real.

IN UNITY THERE IS STRENGTH



John L. Cummins, Cynthiana, Ky., past president of the National Auctioneers Association and a recipient of "Auctioneering's Highest Award", gives some instructions to Gary Crump (left) and Greg Kearns (right), FFA auctioneers, in preparation for an auction they were conducting for the school board. Cummins celebrated his 50th anniversary as an auctioneer on March 28.

Model A Brings \$2,575

Henry, Jake and Conrad Frick moved with their parents to a farm near Fort Morgan, Colo., nearly 50 years ago. After having operated the farm continuously since that time the three brothers, all bachelors, decided to have an auction and retire.

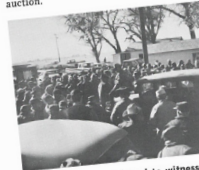
Their Model A Ford Tudor, bought new in 1928, was in good running condition and sold for \$2,575. Many other antique items were sold including an old trunk for \$48 and a kraut cutter for \$20.



The three Frick brothers, Henry, Jake and Conrad, and their 1928 Model A Ford that brought \$2,575 in their closing out farm auction.

All their farm equipment sold for very good prices.

C. E. "Kam" Reed and Joe Yearout, members of the Colorado and National Auctioneers Association, conducted the auction.



A huge crowd gathered to witness the selling auction of the Model A Ford in the Frick auction.

SCORE ONE FOR MOM
My son has trimmed his dangling locks.
He's cut and let them fall.
And all because of what he termed
"The cruelest words of all."
"The cruelest words of all."
But now he's past the long-hair stage.
And though I'm no contriver,
It did me good to hear him called,
"A crazy woman driver."

IN UNITY THERE IS STRENGTH

50 years ago, in 1973, this issue of *The Auctioneer* featured three Hall of Fame recipients. Former NAA president John L. Cummins, Cynthiana, KY (above); former NAA president Joseph W. Donahoe, Darlington, WI (top left); and past NAA director Richard "Dick" M. Brewer, Mt. Hope, KS (top right). Additionally, an auction was held where an original Model A Ford Tudor bought in 1928 sold for \$2,575, an equivalent to \$17,768 in 2023.

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