

# the auctioneer

December 2021/January 2022

The official publication of the National Auctioneers Association

*This could be you in 2022!*  
*(see page 24 for details)*



CANDIDATE  
REQUIREMENTS

DATA  
RESPONSIBILITY

VIRTUAL REAL  
ESTATE SALES

# DIGITAL MARKETING SUMMIT



FEB. 21-22, 2022  
FORT WORTH, TEXAS

[AUCTIONEERS.ORG/MARKETINGSUMMIT](https://AUCTIONEERS.ORG/MARKETINGSUMMIT)

## Halfway through

**B**y the time you're reading this column, nearly half my term as president will have been completed! The first six months have been an incredible experience and settling into the new way we work together as a Board, not to mention hiring a new CEO.

I'd like to share with you some new ways your Board of Directors are working in the era of Zoom. Instead of meeting a few times a year in person, we're now holding Zoom meetings of the full Board every month, as well as weekly meetings of the Executive Committee. As a result, things are moving quickly. By the time you get this, we'll have approved our annual budget for 2022, with lots more to tell you about, but I want to give you a few highlights of initiatives that'll be coming:

- First, we've engaged a Membership Consultant to investigate what we've been doing in the area of membership, where we've been, and where we're headed. He'll be returning a plan to us by the end of 2021, and Aaron, along with HQ staff, will work to put the recommendations in place.

- We've got a website "glow up" in the coming year, including some improvements to Find an Auctioneer, some of which have already been put into place! I think you will be impressed with the upcoming changes.

- There are also some big projects coming around data. As we work to incorporate the Board of Directors' statement on data ownership from the summer, we've also got some bigger initiatives coming your way. First, we've got a team that will begin working on the concept of data standardization within the industry, with the goal of helping us all with valuation, sales data and marketing the auction method of sale.

- At the same time, we're planning a whole new event for 2022: our first Data Forum. We'll be engaging experts from inside and outside of the industry to talk with us about current issues surrounding data and privacy and then have some time to debrief on how these issues affect the industry with other professionals.

- IAC and IAC Live! continue to be priority since this is our showcase of the talent and professionalism we portray to the world. Lots of focus and work is being discussed to enhance this to something even better!

And while all that's happening, we've got our other great opportunities, beginning with the Digital Marketing

Summit in Fort Worth, Texas, in February. In what's becoming a regular event, we'll have some of the best information around to take your marketing to a new level.

Our committees, chairs and volunteers have been hard at work to help bring you not only advanced education but to give you all the tools you need in order to succeed in business. Look for more updates from these committees and thank you to all of you for your hard work and willingness to serve.

I'm also looking ahead to what looks like it will be our first in-person CAI in Bloomington, Indiana, in two years, with already more than 65 learners registered! We are all excited to get back together in Bloomington for a great CAI experience!

And within a few months, registration will open for our annual Conference & Show, which this year will be held concurrently with the Benefit Auction Summit in San Diego at the completely revamped Town & Country. Your Executive Committee had the chance to visit the hotel this fall, and I have to tell you—we were impressed! We'll have lots of looks at this beautiful space, and it's my hope to see everyone there (but for those who can't, we will still have a virtual option).

I also want to be sure to speak to our strong, vibrant benefit community to reassure you of a few things: first, this concurrent event is intended to be a one-time occurrence. We're so proud of the community you've created. In fact, your example is what brought the Communities of Practice we use today in the NAA into being! It's because of the community you've created and this spectacular venue and city (where we had our largest Benefit Summit ever) that we're looking forward to seeing everyone together in one spot—and hopefully, seeing a lot more benefit auctioneers in the IAC!

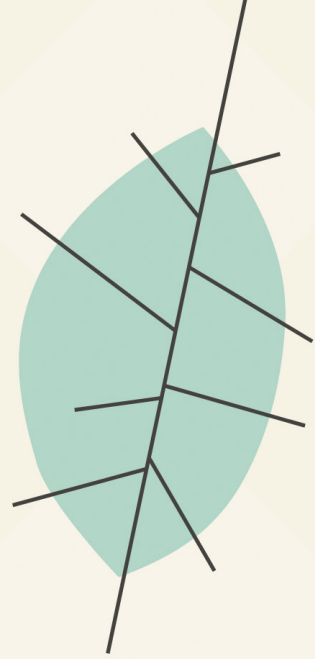
There's a lot that's happened over the last six months—and a lot more to come. I can't wait to share it all with you! ❖



**Beth Rose, CAI, AARE, AMM**  
NAA President

Beth Rose is the founder, owner and auctioneer at Beth Rose Real Estate & Auctions. She is a Rose award recipient, Volunteer of the Year award recipient, 2016 International Auctioneer Champion, and 2016 National Auction Marketing Campaign of the Year award winner. Beth has served the NAA on the Education Institute Trustees, as chair of CAI and IAC, vice chair of the Governance Committee, and chair of the Real Estate Workshop.

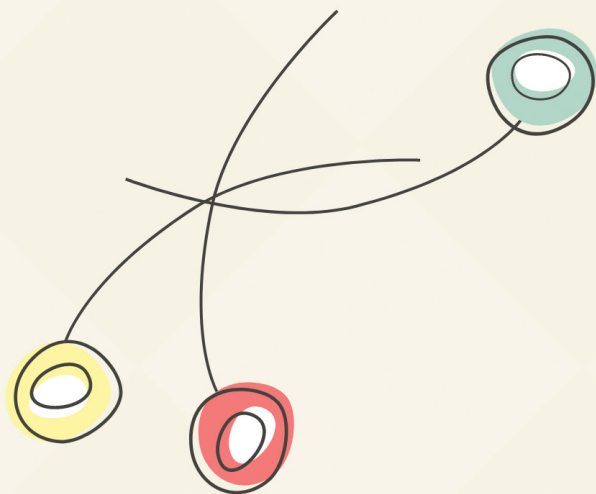
*Beth Rose*



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**& SHOW**

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**JULY 26-30, 2022**





**Aaron Ensminger, CAE**  
NAA CEO

## Three months in, cheers to the future

I've officially been back at NAA for about three months as you're reading this, and it's been such a whirlwind to this point, I haven't had a chance to take a moment to say hello to everyone!

For those of you who don't know me, I was the Director of Education at NAA for about seven years, went to another organization for a while, and I'm blessed enough to come back as CEO. As CEO, I've fielded a lot of questions about direction of the organization, what's next, and my vision, so this is a great opportunity to address some of those.

First, let me reiterate something that's been said a lot: this Board is working hard for the NAA. With monthly meetings, more committees and task forces than I could list here... there's a lot going on... and I'm thrilled to say that everyone is truly working in the same direction.

One of the first things we did was a strategic planning session with the full Board of Directors, and with everything that's come up, there's one thing everyone kept in mind, and that's NAA's vision: to be the voice of the auction profession. Your President, Beth Rose, is addressing some of the larger scale projects we'll be taking on, but it falls to me to talk some about how that vision affects the existing work of your association.

As the voice of the auction profession and industry, in July, your Board of Directors took a position on data ownership and the best practice of auction entrepreneurs owning their own data. We also know that the same way that discussions on marketing and metrics dominated the last decade, it seems likely that discussions on data, its ownership and usage will likely dominate the next.

As a result, expect to see this discussion showing up in all areas of NAA: designation classes, Conference & Show education sessions, and in our publications (starting this month). We've got a few columns on deck in *Auctioneer* already in 2022, and I know that our education committees are looking at ways to reinforce this stance. At the same time, be sure to read the white paper we've already published, as well as the podcast on data from October.

I think, though, what I'm most excited about in being back is being in such a vibrant, fast-paced community of vibrant, fast-paced people. When I left NAA in 2019, I said to NAA members, in part: "You're the leaders in an industry that has been around since humans decided to trade, and will be around until the last stroke of time is recorded... this organization's infectious and it has the power to change careers and lives." I believe it today, and it's what brought me back to an industry that's growing and exciting. I'm thrilled to be here with you all... let's do some great things together. ❖

A handwritten signature in black ink, appearing to read "A Ensminger". The signature is fluid and cursive, with a large loop at the beginning and a long horizontal stroke at the end.

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Get your entries in by Feb. 15, 2022!

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**Get in and diversify now**

“  
**Our digital stats have completely exploded. We now have more people bidding online than we do in real life.**  
”

Joff Van Reenen on virtual real estate auctions

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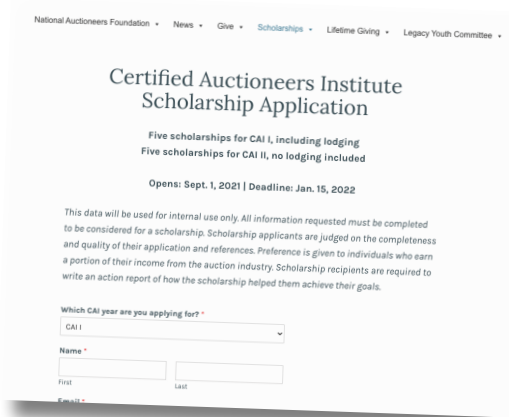
**UPDATES TO AUCTIONEERS.ORG & WE NEED YOUR INPUT!**

We've made updates to the home page at [auctioneers.org](http://auctioneers.org), including a rotating slider with current information. In addition, we've added easily accessible resources below the slider like the Auction Advocate podcast, the Auctions Work blog, and the Online Education Center. More updates will be coming in the next year. If you have ideas on how to improve the NAA's website, drop

us a line at [communications@auctioneers.org](mailto:communications@auctioneers.org), and we'll make sure the Promotions Committee hears about it.

**FOUNDATION SCHOLARSHIP APPLICATIONS ARE EASIER THAN EVER**

If you've ever considered applying for a scholarship from the National Auctioneers Foundation, now is the time to give it a try. It's never been easier! Forget filling out forms, scanning, emailing, etc. The Foundation's new online forms make applying simple. You still need to submit references, but you can easily upload those directly to the form so that the Foundation receives everything in one place. Apply today at [auctioneersfoundation.org](http://auctioneersfoundation.org).



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A target with concentric circles in yellow, red, and teal. A dart is shown hitting the center bullseye.

**AUCTION  
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# Your Association at Work

## Designation Descriptions

- AARE**  
Accredited Auctioneer, Real Estate
- AMM**  
Auction Marketing Management
- BAS**  
Benefit Auction Specialist
- CAI**  
Certified Auctioneers Institute
- CAS**  
Contract Auction Specialist
- CES**  
Certified Estate Specialist
- GPPA**  
Graduate Personal Property Appraiser
- MPPA**  
Master Personal Property Appraiser

## Find an Auctioneer

Welcome to the National Auctioneers Association's database of professional auctioneers. Use any of the search parameters below to find the right auctioneer for you. Members of the NAA abide by a strict Code of Ethics, participate in continued education, and are connected with an extensive network of auction professionals. Note the designation descriptions listed on the left side of this page. These designations mark an auction professional's area of expertise.

For more information about auctions, visit [howauctionswork.com](http://howauctionswork.com)

LAST NAME	COUNTRY
<input type="text"/>	please choose
COMPANY	SEARCH BY LOCATION
<input type="text"/>	please choose
SPECIALTY	DESIGNATION
Ctrl + click to select multiple categories	Ctrl + click to select multiple designations
<ul style="list-style-type: none"> <li>Antiques &amp; Collectibles</li> <li>Appraisals</li> <li>Art &amp; Galleries</li> <li>Auto &amp; Motorcycles</li> <li>Bankruptcy</li> <li>Benefit &amp; Charity</li> <li>Boats &amp; Water Sports</li> <li>Business Liquidations &amp; Office Equipmen</li> <li>Coins</li> </ul>	<ul style="list-style-type: none"> <li>AARE</li> <li>AMM</li> <li>ATS</li> <li>BAS</li> <li>CAI</li> <li>CAS</li> <li>CES</li> <li>GPPA</li> <li>GPPA-M</li> </ul>
<b>SEARCH</b>	

## New features added to Find an Auctioneer tool

The Find an Auctioneer tool at [auctioneers.org](http://auctioneers.org) sees more than 1,000 visitors a month. A quick Google search for “find an auctioneer” and the NAA is at the top. What’s second on the list? Likely, it’s our blog post from How Auctions Work called, “How to Hire an Auctioneer.”

The NAA is making it easier than ever for the public to find

you, as well as understand exactly what you do.

The Promotions Committee recently noticed some changes the NAA could make to the Find an Auctioneer tool.

### Link to blog

We’ve also added a link to the How Auctions Work blog to further inform public visitors about the auction method of

“  
The Promotions Committee recognizes what an awesome and effective tool we have in Find an Auctioneer. We’re excited to develop and optimize it even further!  
”

John Schultz, AMM,  
Promotions Committee Chair

marketing. Since launching the blog in September 2020, it has referred 600 new people to Find an Auctioneer. And the number of referrals continues to grow!

### Links to designations

We’ve added links to the list of designations on the left side of the page. These links lead directly to our public pages about what each designation means.

### Link to yourself!

Perhaps most exciting of all, you can now link directly to your profile in Find an Auctioneer. Want to show your affiliation with the NAA via your website? Search your name and find your unique url.

You’ll want to make sure your profile is up to date, as always!

We’re still making improvements to this tool—including making your profile searchable in Google, and more ways for buyers and sellers to filter their search results—so be on the lookout for those in the near future.



## Legacy Youth Scholarship apps now open!

Calling all children and grandchildren of NAA members—the 2022 Legacy Youth Scholarship application period is open.

Look for the application at [auctioneersfoundation.org/legacy-youth-scholarship-application](http://auctioneersfoundation.org/legacy-youth-scholarship-application).

## Entry forms for Marketing Competition up now!

The time has come to assemble the best of the best from your marketing efforts in the last year. Marketing Competition entries are due Feb. 15, 2022. Don’t be late!

Find the form in this issue of Auctioneer, or online at [auctioneers.org/marketingcompetition](http://auctioneers.org/marketingcompetition).

# 2022 YEARLY PLANNER

January	February MARKETING COMPETITION DEADLINE DIGITAL MARKETING SUMMIT FORT WORTH, TX	March CANDIDATE/TRUSTEE APPLICATIONS DUE CERTIFIED AUCTIONEERS INSTITUTE BLOOMINGTON, IN
April BUSINESS PRODUCTIVITY COACHING PROGRAM BEGINS	May NATIONAL AUCTIONEERS WEEK & DAY	June
July BENEFIT AUCTION SUMMIT SAN DIEGO, CA PRE-CONFERENCE EDUCATION SAN DIEGO, CA CONFERENCE & SHOW SAN DIEGO, CA	August	September DESIGNATION DUES BUSINESS PRODUCTIVITY COACHING PROGRAM ENDS
October	November	December DESIGNATION ACADEMY LAS VEGAS, NV

## Board decisions from November meeting

At their Nov. 1, 2021, meeting, the NAA Board of Directors made some big commitments to priorities in PACE to 2030.

First, the Board has formed a task force dedicated to the International Auctioneer Competition and IAC Live! This group will focus on improving the competition and how it reaches the public and the industry. The Board is very committed to the continued and future success of IAC and all who participate in it.

Second, the Board recognizes that membership is and has always been a key concern. While numbers have stabilized, the Board is engaging an outside membership

consultant with years of experience in membership management to help identify ways membership experience and outreach can improve.

Third, the Promotions Committee is working hard on making needed changes to auctioneers.org. While many improvements have already been implemented on Find an Auctioneer (and there are more to come), the website as a whole will continue to see functional and visual updates in 2022. Stay tuned.

Fourth, the Board is forming an industry watchdog group to identify issues and trends to address at a national level, whether that is through education, idea sharing, or advocacy.

This group is tuned in on their asset classes and ready to share with the Board.

Lastly, the Board continues the important work on data issues. The Board has a group working on auction data standardization. Without standards, it is difficult to take on more projects. This measure will be pivotal to the successful use of data.

Next, the NAA is planning a data forum for fall 2022. This forum will feature experts sharing current issues and legal cases so you know what you need to know about data, as well as sharing your own experiences.

There was one more big announcement from November, but more on that below...

## Benefit Auction Summit will be co-located with Conference & Show in 2022

The Board of Directors is excited to announce that the 2022 Benefit Auction Summit will be co-located with Conference & Show in San Diego in July.

When the NAA's conference in San Diego had to be canceled due to COVID-19 in 2020, we were able to re-book at the amazing Town & Country Resort for 2022, but the available date fell a little later in July than the usual Conference time frame. This meant there would be very little time between Conference and the Benefit Auction Summit in August. This causes issues for staff in preparing for the event, and could be prohibitive to members who typically attend both events. Thus, the idea to co-locate the two events came about.

This one-time co-location has many benefits. For Benefit Auction Summit attendees who also attend conference, this means less travel expenses in 2022. For Summit attendees who have never attended Conference, this is a great opportunity to be in the infectious atmosphere of Conference.

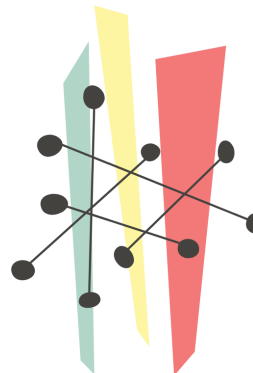
The same high-quality Summit sessions will be held in a separate part of the hotel, giving attendees a typical Summit experience, with the added bonus of an expanded trade show, tons of networking opportunities and Conference events to attend.

At Conference, the Annual Business Meeting, International Auctioneer Competition and Junior competition, Don Shearer Children's Auction, and Town Hall meeting are all free to attend. These events give you more insight into what the NAA is doing. And that's not to mention all the incredible networking opportunities with more attendees inherent during the week.

In addition, Benefit Auction Summit attendees will be able to purchase a Conference add-on package that includes tickets to the Welcome Party, President's Gala, Conference education on Friday, all Conference session recordings, and more.

Finally, co-locating the two events makes it more convenient than ever for benefit auctioneers to compete in IAC. This event is hugely promotional for auctioneers and a big priority for the Board in 2022 and beyond. This is your year to start competing!

More information coming soon.



NATIONAL AUCTIONEERS ASSOCIATION  
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*San Diego, California*

## Auction Advocate hits stride



### Top three episodes from the past year:

- Tips and Tools for Auctioneers to Work Smarter, not Harder with Russ Hilk & Erik Rasmus
- 5 Things You Can Do Right Now to Improve your SEO with Garry Grant, SEO, Inc.
- Facebook vs. Google Marketing: What's Best for your Business? with Billie Jo and John Schultz

**3,706**  
podcast  
downloads  
since launch

### Recent up-and-coming episodes:

- Supply Chain Issues and the Auction Industry, Part 1 with Matt Ackley, Ritchie Bros.
- Data Collection: Responsibility, Liability, and Where We Go From Here with John Schultz and Peter Gehres

### LISTEN AT

[auctionadvocate.buzzsprout.com](http://auctionadvocate.buzzsprout.com)

### 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

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# State Watch

## Illinois

The Illinois State Auctioneers Association held its annual conference and trade show June 25, 2021, and competition Aug. 17, 2021.

### Competition results:

- Illinois State Auctioneer Champion: Cody Hanold
- Reserve Auctioneer: Cody Crum
- Auctioneer third place: Spencer Smith
- Illinois State Ringman Champion: Cissy Tabor, CAI, BAS
- Reserve Ringman: Bill Burke, CAI
- Ringman third place: Larry Harb

### Election results:

- President: Renee Jones, CAI, AARE, BAS, CES
- President-elect: Jeff Prochnow



**Auctioneer champions (l-r):** Cody Crum (reserve), Cody Hanold (champion), and Spencer Smith (third place).



ISAA contestants



**Above left:** Ringman competition champions (l-r): Larry Harb (third place), Cissy Tabor, CAI, BAS (champion), and Bill Burke, CAI (reserve). **Above right:** ISAA Board.



Cody Hanold



Cody Crum



Spencer Smith

## Washington

The Washington Auctioneers Association partnered with the Idaho Association of Professional Auctioneers to host the Northwest Auctioneer Convention Oct. 3-4, 2021 at Musser Brothers Inc., in Pasco, Washington. The featured speaker was Trey Morris, CAI, BAS, CAS, 2019 IAC Men's Division Champion.

### Election results:

- President: Rose Backs

### Competition results:

- NW Auctioneer Champion: Cotton Booker

**Right:** NW Auctioneer Champion Cotton Booker with 2019 Champion Jack Riggs. **Above far right:** Chantel Booker Kimball, CAI, and Trey Morris, CAI, BAS, CAS. **Below far right:** Emily Wears Kroul, CAI, ATS, BAS.



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*Daniel Pruitt, Ritchason Auctioneers, Inc. Lebanon, TN*



# Meet the NAA staff: Accounting department

We have a lot of new faces around here, so it's time you "meet" them!



*Jordan Crupper*  
 Director of Finance and Administrative Services

**What's a fun fact about you?**

The first auction I ever experienced was IAC at my first conference (Jacksonville 2018).

**What would you like members to know about what you do?**

Accounting affects every member of the association and we're happy to be of service to you!

**What do you love about auctions?**

The high pace atmosphere, and the excitement it brings to everyone.

**What do you love about working with NAA members?**

Learning about a profession I knew very little about, and hearing about the different experiences each member has had on their path to becoming an auctioneer.

**How long have you been at the NAA?**

The first time was from June 2018 to May 2020 as a part-time accounting associate after earning my Master's in Accountancy. During the pandemic, my position was eliminated, but as luck would have it, the NAA wanted me back and I have been the Director of Finance and Administrative Services since September 2021.

**What hobbies do you like to do in your spare time?**

I enjoy spending time with family, going to wineries with friends, outdoor activities with my two dogs, shopping, and spending time at the beach whenever I can get out of Kansas!



*Genny & Niones*  
 Accounting Coordinator

**How long have you been at the NAA?**

I started working for NAA in March 2021 part-time, to help with C&S, and then transitioned full-time into the accounting department.

**What hobbies do you like to do in your spare time?**

I love puzzles, kayaking, shooting guns, the outdoors and wine tasting.

**What's a fun fact about you?**

I am a sea turtle lover from my scuba diving experiences.

**What would you like members to know about what you do?**

I am available if you need help registering for an event, paying your dues, updating your membership information or to just say, Hi!

**What do you love about auctions?**

I love watching the auctioneer's energetic personalities come alive!

**What do you love about working with NAA members?**

Everyone has a story!





We asked NAA members in our Facebook group, "As a business owner, what trophy do you want on your mantle?" Here are some of our favorite responses.

- My state championship!
- A check
- It would be an honor to be recognized for business leadership/innovation
- A mantle worthy of a trophy
- A picture of family
- A photo of family on an awesome vacation paid for by the business
- My house is my trophy! The auction business is what made it possible.
- The ones that I have from my community!! I have 'best website in the state' several Marketing awards, Hall of Fame, etc... BUT the ones that I am most appreciative of and the most PROUD of are from 'Pennies for People, the local 4-H, the Salvation Army, the Twin Cities Free Clinic'..

**Congratulations to these recent designation earners!**

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 Bradley Stoecker, AMM,  
 CES  
 Justin Wall

GPPA  
 Emilee Holman  
 Lee Parson, CAS, CES



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# 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 San Diego, California, must announce his or her candidacy by 4 p.m., CT, on Tuesday, March 1, 2022.

### 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

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 Tuesday, March 1, 2022.**

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?

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 Thursday, March 31, 2022.

### 2020 CANDIDATE REVIEW COMMITTEE:

◆ Chairman of the Board Jason Winter, CAI, AARE, AMM, CES

◆ President Terri Walker, CAI, BAS, CES

◆ Representative of the Education Institute Trustees, Sherman Hostetter, CAI, AARE, BAS, CES

◆ Representative from the National Auctioneers Foundation, Jennifer Gableman, CAI, ATS

◆ State Representative Charlotte Pyle, CAI, AARE

# NAA Education Institute Trustee Candidate Requirements

ALL INFORMATION IS DUE BY 4 P.M.  
CENTRAL TIME ON MARCH 1, 2022

## TRUSTEE CANDIDATE REQUIREMENTS

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, 2022.

Two (2) new Trustees will join the Education Institute as of the 2022 Conference & Show in San Diego. Terms are for three (3) years, and 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 and educational offerings at Conference & Show.

### TRUSTEES MUST MEET THE FOLLOWING REQUIREMENTS:

- ◆ Member of NAA for three (3) years
- ◆ Hold an NAA designation (CAI, AARE, AMM, BAS, CAS, CES, GPPA or MPPA)
- ◆ Served on an NAA volunteer committee or task force
- ◆ Submit a letter confirming a commitment to serve
- ◆ Attend the International Auctioneers Conference and Show

### TRUSTEE CANDIDATES SHOULD BE AWARE THAT:

- ◆ Trustees are required to participate in monthly virtual meetings and attend one (1) face-to-face meeting each year (which takes place at Conference & Show).
- ◆ Trustees recommend to the NAA Vice President new Trustee candidates for appointment
- ◆ The NAA Vice President makes the final recommendation of new Trustee candidates to the NAA Board for approval
- ◆ Only two (2) Trustees will be appointed annually
- ◆ Terms are three (3) years
- ◆ Trustees may not serve two consecutive terms and may not serve concurrently on the NAA Board, other than the NAA Vice President and the Chair of the Trustees
- ◆ Leadership positions of Chair and Vice Chair are elected by the Trustees
- ◆ Trustees may not be newly hired to teach in seminar or designation programs during their tenure.
- ◆ Trustees may be asked to chair volunteer committee or task force groups

### CANDIDATES MUST SUBMIT THE FOLLOWING BY 4 P.M. CENTRAL TIME ON FEB. 28, 2022:

1. A signed letter of intent to seek a Trustee position
2. A brief response (75 words) for each of eight questions listed below
3. A color photograph of yourself
4. The following profile information:
  - ◆ Number of years in the auction profession
  - ◆ Number of years as an NAA member
  - ◆ Work history
  - ◆ Education
  - ◆ Prior NAA volunteer activities

Candidate profiles will be reviewed by the Education Institute Trustees. The profile is intended to help Trustees and Board members learn more about the candidate and their respective goals and views. Any questions about these requirements or this process should be sent to [education@auctioneers.org](mailto:education@auctioneers.org).

### PLEASE ANSWER EACH OF THE FOLLOWING QUESTIONS WITH 75 WORDS OR FEWER:

1. Why do you wish to serve on the NAA Education Institute Trustees?
2. What specific talents and skills would you bring to the Education Institute?
3. Should you be appointed, what would you like to accomplish during your term with the Trustees?
4. What is your vision for the education of an auction professional?
5. How has education affected your success in the auction industry?
6. What changes do you foresee in the auction profession in the next five to ten years, and how can the Education Institute make sure the NAA is positioned to address those changes?
7. In your opinion, how can auction education through the NAA enhance the auction professional's image, skills, success and satisfaction?

Please submit all the items noted above in the  
online application form located at:  
[forms.gle/RGCP6kf9AZmgUtp47](https://forms.gle/RGCP6kf9AZmgUtp47)



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

## Business Practices

# Sherman Act

**Question: Have there been any recent enforcement of the Sherman Act? Is this something that auctioneers should know about?**

**Y**es, there have been recent enforcement actions of the Sherman Act as it relates to auctions. And, yes, the Sherman Act is something that auctioneers should know about and keep in mind. It was proposed by John Sherman, an Ohio Senator, and became law in 1890. Its purpose was to promote economic fairness and competitiveness and to regulate interstate commerce. It provides, in part, the following:

Every contract, combination in the form of trust or otherwise, or conspiracy, in restraint of trade or commerce among the several States, or with foreign nations, is declared to be illegal. Every person who shall make any contract or engage in any combination or conspiracy hereby declared to be illegal shall be deemed guilty of a felony, and, on conviction thereof, shall be punished by fine not exceeding \$100,000,000 if a corporation, or, if any other person, \$1,000,000, or by imprisonment not exceeding 10 years, or by both said punishments, in the discretion of the court.

15 U.S.C. § 1. The phrase “restraint of trade” means any action that interferes with free competition in a market. It was originally aimed at preventing improper trusts, monopolies, and cartels, but has taken on a broader purpose. There were two recent press releases from the Department of Justice about its enforcement activities relating to the Sherman Act.

The first was about an individual, Alan Gaines, who pled guilty to a one-count indictment filed in the United States District Court in Minneapolis. Alan conspired with other to rig bids at online public auctions of surplus government equipment. The bid rigging went on for approximately 6 years—from about July 2012 until May 2018. Alan was one of three individuals who were charged with bid rigging. All three individuals pled guilty. The primary purpose of the conspiracy was to suppress and eliminate competition. The indictment states that Alan and his co-conspirators made agreements about who would submit bids for particular lots offered for sale. They even made agreements about which conspirator would be designated to win a particular lot. This violated the Sherman Act. (“Bidder Pleads Guilty to Rigging Bids at Online Auctions for Surplus Government Equipment,” April 7, 2021.)

The second was about another individual, Yama Marifat, who pled guilty to bid rigging at public foreclosure actions. He was indicted for conspiring with

other real estate investors to rig bids when purchasing selected properties at foreclosure auction in San Joaquin, California. Yama entered into agreements with other co-conspirators to reduce prices and competition. The individuals agreed not to bid against each other on selected properties. Instead, they designated one conspirator to bid at the public action, then they conducted a second, private auction and made payoffs to one another. This violated the Sherman Act. The press release stated that “Marifat is the 11th individual to plead guilty in the investigation of fraud and bid rigging at real estate auctions in San Joaquin County.” The Justice Department also noted that its efforts to prosecute bid rigging and fraud at real estate foreclosure auctions “in regions across the country have resulted in charges against 140 individuals, including 124 guilty pleas and 12 individuals convicted at trial.” (“Real Estate Investor Pleads Guilty to Rigging Bids at Foreclosure Auctions,” August 6, 2021.)

These actions by the Department of Justice show that the Sherman Act is alive and well. It is still something that auctioneers need to be aware of and guard against. In both of the examples referenced above, bidders were attempting to manipulate the auction method of marketing and artificially reduce prices. As shown by the above examples, this can happen at both live and online auctions.

If an auctioneer suspects this is going on in some manner, it may be necessary for him or her to educate bidders regarding the Sherman Act and the possible consequences. It also may be appropriate to auctioneers to educate both sellers and buyers of the Sherman Act from time to time. The risks that individuals take when they conspire like this is quite significant. The maximum penalty for violation of the Sherman Act is ten (10) years in prison and a \$1 million criminal fine for individuals. However, the maximum fine can be increased in certain situations. The maximum fine may be increased to twice the gain derived from the crime or twice the loss suffered by the victims of the crime, if either of those amounts is greater than the statutory maximum fine.

Auctioneers should encourage the proper use of the auction method of marketing. They should be aware of the Sherman Act and make sure they do not, directly or indirectly, participate in any agreement that would interfere with the free competition in a



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.

market. In addition, auctioneers should be vigilant and guard against bidder attempts to manipulate the auction method of marketing. These attempts to manipulate the auction method of market and interfere with free competition can occur in any type of auction. These attempts distort the auction results and harm the seller. ❖

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@beersmallers.com

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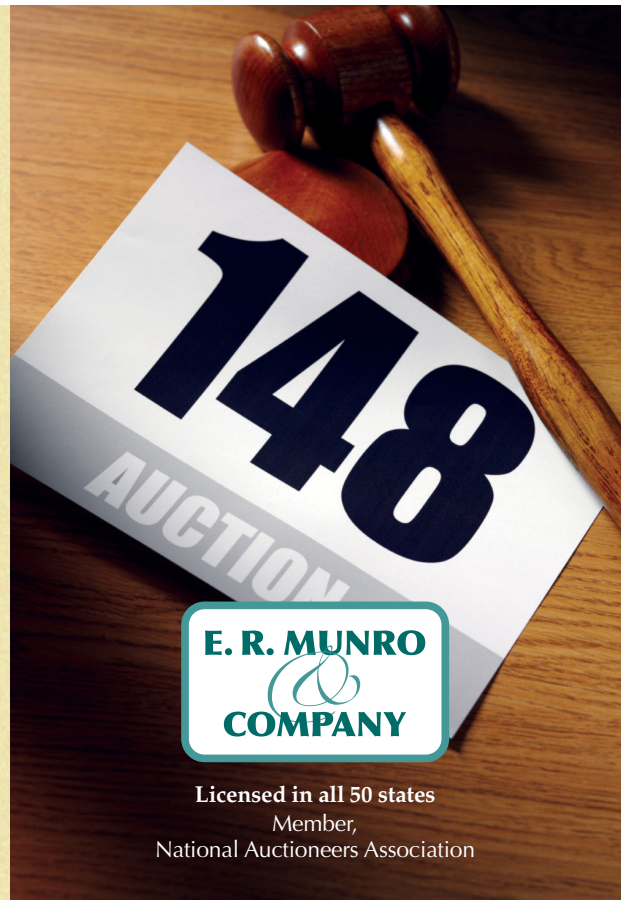
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## Data Positions

# Why data collection and responsibility matter

*In July 2021, the NAA Board released this position statement regarding data ownership: The National Auctioneers Association shall recommend exclusive data ownership by auction entrepreneurs in order to promote their own brand, drive traffic to their own websites and create their own online marketplaces. The National Auctioneers Association is promoting the accepted best practice of enabling and empowering auction entrepreneurs for success and long-term viability in the auction industry. The National Auctioneers Association will promote and educate auction entrepreneurs on the reasons for this best practice and how to implement and market this practice.*

*As a follow-up to that statement, the NAA released a white paper, Auction Marketplaces, Auction Data, and the Impact, in the August/September issue of Auctioneer. We recommend reading (or re-reading) that white paper before engaging in this content. As we continue to educate auction entrepreneurs on this subject matter, this column will serve as a regular progression of thought and best practices.*

What data are you collecting from your buyers and bidders? Is it direct collection or facilitated by a third-party vendor? Why is this data important?

First, a little context when we're looking at buyers/bidders and data: there was a Deloitte study done a few years ago about consumer privacy that found 97 percent of people ages 18-34 accept terms and conditions without reading them. This means those notices you give about what you do or do not do with consumer data is most likely not being read.

On top of not reading terms and conditions, the study found that more than 80 percent of consumers believe companies use their personal data and only 13 percent choose to never share personal information. A whopping 78 percent believe their personal data is shared with third parties.

Consumers are bombarded with notices

about terms of use, privacy policies, cookie storage, data sharing, etc., multiple times a day, every day of the week. It's part of our lives now. And part that 97 percent of people don't give a second thought.

If buyers don't care, why should auction companies?

Here's why. In October 2021, FTC Commissioner Rebecca Kelly Slaughter gave a speech on the state of digital advertising at the Better Business Bureau National Advertising Division conference. She argued that "notice and choice is not enough" and that advertisers will have to shift to "data minimization."

What started as privacy regulations in Europe under the General Data Protection Regulation (GDPR) has reached the United States and multiple states have already enacted privacy laws of some kind.

"When you boil it down in the United States, there are privacy laws that define what is personally identifiable information," John Schultz, AMM, chief marketing officer for Grafe Auction said. "When you get down to the nitty gritty, there's really very little data that isn't personally identifiable information."

And with regulation comes responsibility.

"It's an interesting time to be alive because we are, for the first time in human history, taking data back and being able to monetize it," Peter Gehres, CAI, CAS, CES, chief operating officer for Jeff Martin Auctioneers. "Eventually every single state is going to have regulations, and we're going to be responsible for knowing what those are."

So, what types of data are you collecting on your bidders/buyers? Schultz points out that regardless of live or online auction methods, auction companies are generally asking for a driver's license, an address or other personally identifiable information.

"Everything we've done as auctioneers since the beginning of auctions is collect data on consumers," he said. "The auctioneer is going to use that information to market to [buyers] later."

Thus, data is crucial to the business of auctions. Success will be dictated by data and

how you use it. This is one reason why certain auction companies have become known for certain specific assets.

"One of the value propositions for auctioneers is that we bring the buyers," Gehres said. "The big auction houses—regardless of what asset class you're in—one of their sales points is, 'Consign with us, sell with us, we have all the buyers, we will bring them to your auction.'"

Those buyers do not come without collecting data. And it begins with zero-party and first-party data, which is most often utilized by auction companies who collect their own data. This is information that a consumer intentionally and proactively shares directly with a brand.

Second-party data is what many auction companies receive from third-party bidding platforms. The vendor collects the data and then provides that data to the auction company and may share that data with other companies.

Third-party data is information collected by companies and then shared with other companies that don't have a direct relationship with the consumers. This happens when you buy a list for marketing, for example. Auctioneers can and do use all three of these data collection methods.

"I might go buy a list from a broker," Schultz said. "I have no idea how it was collected. When a customer registers with a marketplace, a lot of times, that's second-party data because they're collecting it and sharing it with the auction company."

But Schultz said the closer to zero-party you are with the data, the more valuable it is to an auction company.

"So much of our auction business is zero-party data," Gehres said. "If you get this asset, let me know, because I want to buy it. We love that kind of information and the more we have the better."

Aside from its usefulness in marketing and future sales, there is good reason to be collecting buyer/bidder data, as it levels the playing field for the seller.

St. Jude patient  
Riku



“Auctions are a transparent, open method of conducting business. We as the auctioneer stand in-between as the agent for the seller and we’re trying to get as many offers as possible,” Schultz said. “But to do that in an equitable way, everyone has to be on the same playing field. There is a need to collect this information, otherwise you can degrade the auction process, and if the transaction has a problem, what do we have to fall back on? It puts distrust in the process. We want to collect as much as we can, but keep it minimal, enough to keep it transparent and fair.”

Which brings us back to responsibility. Schultz’s last point is why FTC Commissioner Slaughter’s words are so important. Notice and choice is not enough, she said, and advertisers will have to shift to data minimization. More regulations around personally identifiable information will come to the U.S. In the future, simple notice of privacy policies will not be enough. As we’ve seen, most consumers don’t read them anyway. Is all the data you collect (or receive) necessary? It’s something to think about now.

It is the responsibility of the auction company to educate buyers/bidders on data collection. As Gehres previously noted, it will be the responsibility of the auctioneer to understand regulations.

“We have spent the last couple of years arguing about who—the auction firm, the third-party auction platform—owns the data,” Gehres said. “But governments have come through and said, ‘Hey, guess what, neither one of you own the data. It’s the person, it’s the bidder, it’s the seller. You don’t get to decide who owns it.’”

“We spend so much time talking about data ownership, and almost no time in the auction profession speaking about data responsibility,” he continued. “What’s becoming the main topic now is what is our responsibility with that data we collect. That’s where we’re going to get in trouble.”

What is your responsibility with the data you collect? We’ll talk about that in the next issue of *Auctioneer*.

### These resources are also available at [auctioneers.org/data](https://auctioneers.org/data)

- Auction Marketplaces, Auction Data, and the Impact white paper
- Podcast: Data collection: Responsibility, liability, and where we go from here podcast
- Blog post: Is my personally identifiable information safe with an auction company?
- Auction Business Branding for the 21st Century
- How to make the most of your auction data
- Town Hall: Online bidding platform providers
- Using Your Business Model to Choose Your Online Solutions

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# MARKETING COMPETITION ENTRY FORM

# REGISTRATION FORM

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NAA MEMBER #

OFFICIAL COMPANY NAME

BUSINESS ADDRESS

CITY

STATE

ZIP

PHONE

EMAIL

WEBSITE

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

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# 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 **Feb. 15, 2022**

### 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 Adam Kenne:

akenne@auctioneers.org

## GENERAL RULES

1. Entries must be reflective of the auction industry in some capacity and must have been created between Jan. 31, 2021 and Jan. 31, 2022.
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. Printed entries must include two copies.
5. 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.
6. 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.
7. Submissions will not be returned.
8. Images submitted for this contest may be used in future Auctioneer magazines or for other NAA promotional and marketing purposes.
9. Each entry will be judged by a panel of marketing professionals according to standards of excellence. Entries are not judged against one another, but rather by a pre-determined set of criteria to reach certain award levels.
10. All entries are eligible for a "Best of Show" award. Awards can be given by judges in any category.

**FOR MORE INFORMATION, VISIT [AUCTIONEERS.ORG/MARKETINGCOMPETITION](http://AUCTIONEERS.ORG/MARKETINGCOMPETITION)**



## AUCTION MARKETING CAMPAIGN OF THE YEAR

One entry will be selected as Campaign of the Year

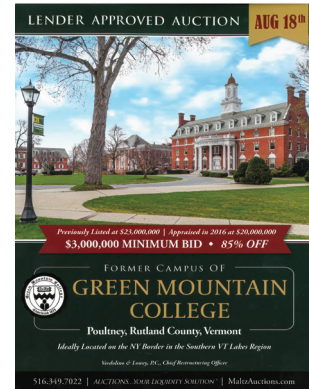
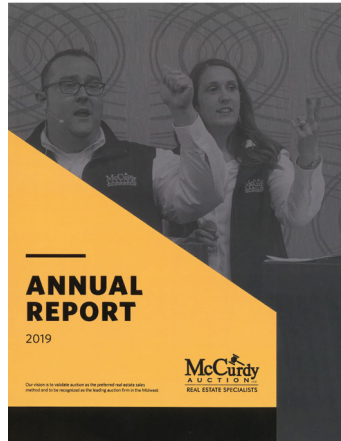
Submit a binder with title pages dividing major sections that includes any or all of the following:

- 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

## PRINT & DIGITAL

### Categories

- Postcards
- Brochures & Catalogs
- Bidder Cards
- Newspaper/Magazine Print Advertising
- Public Relations & Company Promotions
- Email & Website Communications
- Social Media Presence
- Social Media Post/Campaign
- Radio
- Video



Submit two copies of printed work. Only submit original copies of printed work, not photocopies.

Digital entries are accepted for Radio and Video categories. Send files to [entries@auctioneers.org](mailto:entries@auctioneers.org). These categories can also be submitted via flash drive or CD/DVD.

For company websites, include URL on entry form.



## PHOTOGRAPHY

### Categories

- Auction Crowd
- Auction Team
- Auctioneer in Action
- Buyer Excited About Purchase
- Creative Photography
- Technology in use at Auction

- Fun at Auction
- Auction Lots
- Behind the Scenes
- Real Estate

Photos may be produced in house or by professional photographers. The same photo may be entered in more than one category.

Photos must measure 8x10 inches at 300dpi.

Submit two copies of printed photos, or submit digitally to [entries@auctioneers.org](mailto:entries@auctioneers.org).

## ENTRY DETAILS | ONE FORM PER ENTRY IS REQUIRED

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NAA MEMBER #

CIRCLE ONE: CAMPAIGN OF THE YEAR   PRINT & DIGITAL   PHOTOGRAPHY  
DIVISION

CATEGORY

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OFFICIAL COMPANY NAME

TITLE OF ENTRY

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NAA MEMBER #

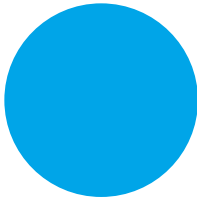
CIRCLE ONE: CAMPAIGN OF THE YEAR   PRINT & DIGITAL   PHOTOGRAPHY  
DIVISION

CATEGORY

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OFFICIAL COMPANY NAME

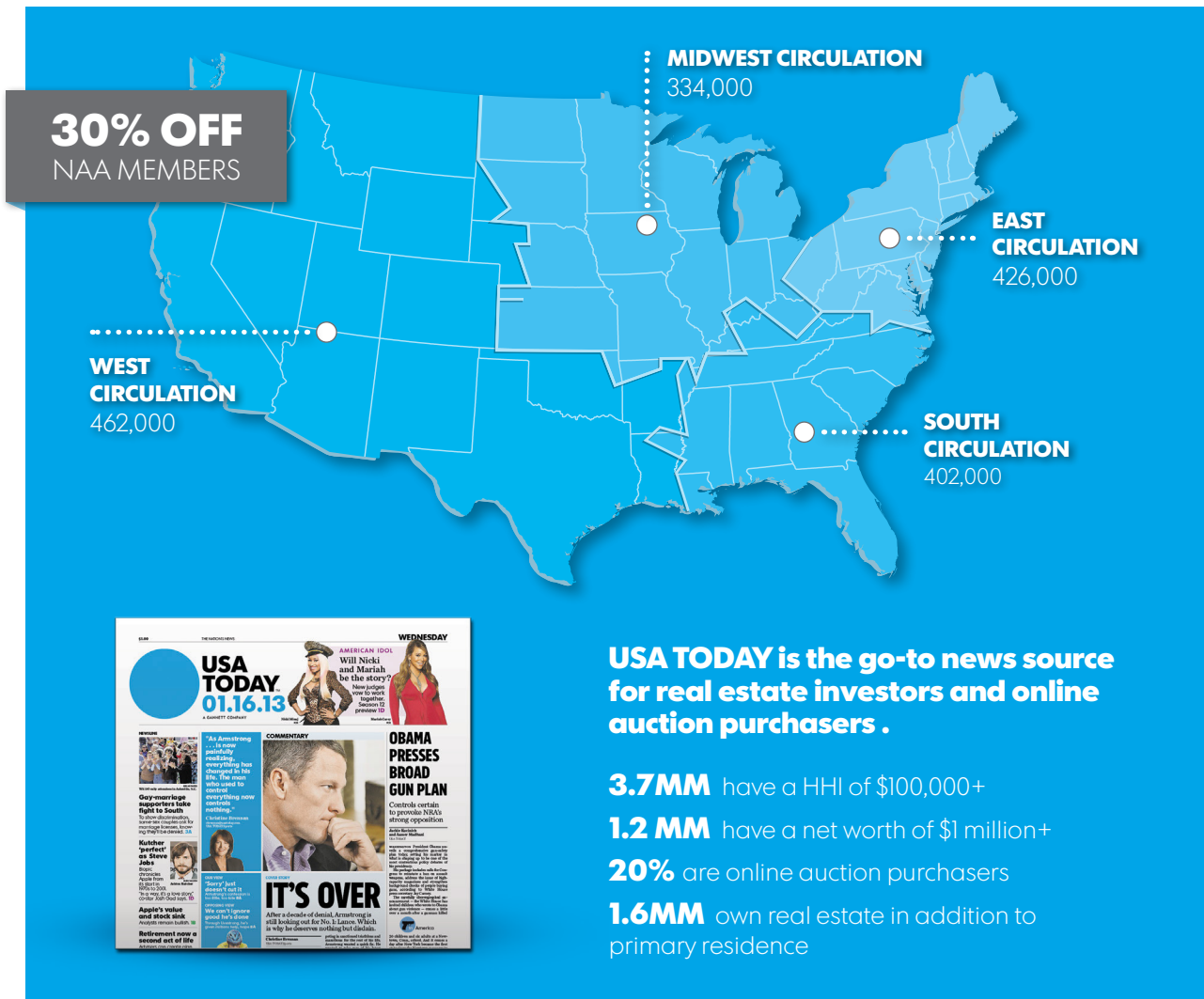
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Sources: 2012 Mendelsohn Affluent Survey, adults 18 or older, HHI \$100,000 or more; September 2012 ABC Publisher's Statement (print copies only)

## Explaining your value and getting paid

What you do is not more important than you who are, and sharing your beliefs could get you more business



**B**usiness Coach Micheal Burt will tell you everything he believes. Why? Because when you're explaining your value to prospective clients, at the end of the day you're selling a set of beliefs.

"Selling is really partnering with other people who believe in the same things you do," he said.

In speaking to attendees at the 2021 Benefit Auction Summit, Burt said how you explain your value determines your worth.

"You are good. Isn't it a shame that other people don't know it?" he said. "If you don't know your value, you can't explain it to me."

Burt's advice comes from a place of revelation at 6 years of age when someone important to

him told him he was going to be a great coach one day. That revelation became conviction, which became action. When he is selling people on why they need a coach in their life, it's because of deep seeded convictions.

What is your revelation moment? When you're asked what you do for a living, what do you tell people? Do you tell them you're a benefit auctioneer? A fundraiser? Is your focus on what you do rather than who you are?

Burt says that's a mistake because you are not a commodity. If you tell people you are an auctioneer and they don't need an auctioneer, you've lost them before you have a chance to tell them why you can solve their problems.

"Specialists earn the most income," Burt said. "You believe you're a specialist, not a generalist. You have a special skill set. Nobody can do what you do the way you do it. When you articulate your unique value, it's based on where you come from."

Burt recommends telling prospective clients about your personal history and experience that makes you uniquely qualified to be able to solve their problems better than anyone else. There are plenty of people who say they do what you do for a living who charge a lot less, Burt says.

"You think everybody understand what you do, but they don't," he said. "How you explain it to them is important. Never tell people what you do. Tell people what you believe."

Burt also recommends not being discouraged by rejection or the fact that it takes time to land business.

"If you don't want what I have to offer, that's not rejection to me," Burt said. "I don't have to chase you; I don't have to convince you I'm good enough for you. I'm going to share my convictions and the people who like it are going to move toward me and become clients."

New business takes time and action. According to Burt only 2.5 percent of people will jump right on board when you share information with them. Early adopters are 13.5 percent and the majority of early and late adopters make up 68 percent of people, who take many touch points to make a decision.

"This is why volume is so critical to your business," Burt said. "Your

number one problem is obscurity. You're really good, but not enough people know it. I would write books, I would have my own podcast, I would do speaking engagements, I would be as visible as I could be.

But says 67 percent of people use the first person they think of when a need arises. He says auctioneers need to seek to become a person of interest, become known, and the more contacts you have, the more contracts you have.

Auctioneers use multiple avenues to get new business. Number one? Referrals. Second, social media marketing is important, but Burt says it should be used to get people to buy into your story, what you believe, buy into you and believe you are an interesting person. Third, networking is a great tool, but many people leave networking events having no idea what other people do. It is your responsibility to explain your value, not up to others to figure it out, Burt says.

So, what do you believe? Do your clients, customers, potential non-profit partners know what you believe? Who are you?

"Every decision I make is based on what I believe," Burt said. "Every benefit auction should be worth six more auctions if you do a good job and follow up." ❖

*This article was excerpted from a 2021 Benefit Auction Summit session with Coach Michael Burt. The full session is free on demand for Benefit Auction Summit attendees at [pathlms.com/naa](http://pathlms.com/naa). On-demand registrations are still open! Learn more about Coach Burt at [coachburt.com](http://coachburt.com).*





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## 5 frequently asked questions about firearms

Avoid potential issues for yourself, your client and your business by following these tips for FFL holders

**W**hat are the most frequently asked questions and common potential problem areas for an auctioneer with a Federal Firearms License.

**Can't I do an estate sale and bring the guns to my gallery for a preview, then on sale day have them on site?**

NO! When it comes to the estate sale exemption, the exemption specifically states that firearms must remain on site. For non-licensees, possession of the firearm is prohibited unless the firearm is transferred to a non-licensee through

a proper 4473 form and NICS background check by a licensee. In short, when it comes to estate sales, the guns must remain on premises if you are not a licensee.

**I am a licensee. I am going to have one of my employees go and pick up a collection of guns for me. No problem there, right?**

Maybe. Anyone working on behalf of a licensee on a full time basis can indeed pick up a firearm. The employee picking up the guns must also be accompanied by an





“Agent Letter” where they are authorized by the person who is the responsible party for the license to pick up the guns on their behalf. The letter should be signed and dated by the licensee and specifically name the employee picking up the firearms. Guns and ammunition should be transported in a separate locked compartment from the driver. Your agent should have a complete listing of each gun they have on their vehicle identified by make, model, serial number, and caliber with them at all times as well as a current copy of the FFL.

### **Do I need to keep a copy of my FFL on me if I am transporting firearms for my firm?**

Yes! You should always have a copy of your license with you if you are transporting firearms from a pickup back to your premises. You should also have a detailed inventory log of the firearms you are transporting identifying each firearm by make, model, serial number, and caliber.

### **Can I sell a firearm as an item in a fundraising auction as a non-licensee?**

No. The firearm must be transferred from the donor through a licensee to the purchaser. The

firearm must be transferred and a Form 4473 and NICS background check must be completed for the purchaser before the gun can be legally transferred by a licensee. As a non-licensed person you can call the auction, but you cannot transfer the firearm legally without the assistance of a licensee.

### **When should I send in my FFL license renewal application paperwork? What if I send it in late?**

As with any licensing paperwork, sending the application paperwork back in a timely manner is very important. It is important to make sure the paperwork is completed in a timely fashion and completed accurately to assist the processor in issuing your license renewal. If you are late in sending in your paperwork, it is probably best to call your local ATF Branch office to ask for advice on continuing operations until your renewed license is issued and delivered to your premises.

In general, other best practices include:

- Keep your log book updated and never allow entries (acquisitions or dispositions) to sit- certainly never more than 24 hours unless for some extraordinary circumstances.
- Keep 4473 Forms in numerical order in an easy to access folder. Always double check 4473 forms to make sure they are completed accurately and free from errors.
- Never use whiteout in your FFL log books. If/when you make a mistake, simply cross it out and write in the correct information.
- Be sure to have a copy of your license prominently displayed in your place of business as well as other important signage required for licensees.

Being an auctioneer with a Federal Firearms License isn't inherently difficult, but awareness of some of the common pitfalls is an important part of staying within the confines of the law. The ATF Issued “FFL Handbook” has a tremendous amount of great information in it and becoming familiar with it is important as a licensee. If the question you have isn't answered in the FFL handbook, you should feel comfortable calling your local ATF Branch office. Your local office is typically happy to help you and answer any questions that you have. ❖

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*Josh Loewensteiner contributed to this article. He has been working with firearms full-time at auctions since 2013.*



# Virtual real estate

Is this the future of real estate auctions around the world?

**J**off Van Reenen, CAI, AARE, might be on the other side of the world from U.S.-based auctioneers, but that doesn't mean the pandemic didn't have a great impact on his vocation. As the lead auctioneer and founding partner of The High Street Auction Company, Van Reenen said he and his team have been "stealing with our eyes" and learning what they can for the future.

"I'd like to give you some of the facts of what's happened in the last sort of year or 12 months since our world has turned on its head," he said during a recent Conference & Show session.

## Digital transformation

Van Reenen offers that with 4.3 billion people on the planet being internet users, 3.4 billion using social media and roughly 3.2 billion using mobile social media, "we don't have a choice on whether we digitally transform—the choice is just how well we do it. You literally do not have a choice."

Van Reenen said that given the power of new technologies, at least 40 percent of all businesses will die in the next 10 years if they don't evolve with technology. He said his company found out the hard way at the onset of the pandemic that they were "backward" in their approach to technology, specifically live-streaming auctions.

"Simply live streaming auctions was nowhere near good enough and we literally had to turn ourselves inside out and on our heads within a space of about 30 days when it happened," he said.

On March 26, 2020, South Africa went into a "level 5" lockdown, which he defines as one of the longest and strongest in the world. Nobody was allowed to leave their homes unless it was for food or emergency services.

"We literally took a flying leap into the abyss," Van Reenen said, "and this was us, in my garage using beer crates as (television) prompters and, due to the fact that I was not allowed to leave my home, we brought the auction to my house and the quietest place with two five-year-olds was in the garage."

From those rustic beginnings, within six months Van Reenen was using computer generated imagery (CGI), bringing a professional-looking virtual television studio to viewers with Van Reenen sitting at a desk in his suit and tie. The feedback he got was promising.

"Our clients and our opposition and our colleagues of auctioneers in the country thought we built this enormous, elaborate set in a television studio," he said.

## The path to virtual success

Van Reenen is quick to point out that when they first started with the virtual auctions they were basically taking a "flying leap into the dark unknown," and hoping the landing would be soft. When they were allowed to go back into their offices, they used a studio next door and upgraded their CGI technology. He said they had to think so far out of the box they created a new box. This took hours and hours of online research, trying to find a path forward via virtual and hybrid auctions.

Van Reenen said they also reached out to benefit auctioneers in the U.S. who were members of the NAA, because he noticed they were having success with virtual auctions and were "already far ahead of the times." He spoke to some of them and got pointers on how to succeed, such as how making the auction more realistic.

While The High Street Auction Company had its own app roughly two years before the pandemic, they'd never received a single bid through it. Van Reenen said this is no surprise, as South Africa's auction industry is "very old and traditional in its way." Buyers were reluctant to try new tech-savvy methods, either because they were too old, too scared or simply weren't interested. But when the pandemic forced everyone's hand, they were able to do in three months what they'd tried for 10 years.

"Our buyers trusted us," Van Reenen began, "they trusted our brand. They also didn't really have a choice but to use the technology."

To offer more realism to the experience, Van Reenen said they sent GoPro cameras to their three offices around the country and started doing virtual tours of buildings, properties, houses, shopping malls and hotels they were auctioning. This proved not only informative for buyers, but also cost effective for the company.

"We now save between 80 and 90 percent of our costs that we were using for a huge event we had at an enormous venue with suppliers and with food, drinks and with refreshments," Van Reenen said. "Now we have none of that. All we have is one or

two wizards sitting in front of tech screens, working their magic on a computer."

Van Reenen said they now utilize automated workflow systems to enhance their efficiency, but they also have accelerated digital marketing platforms and campaigns running on every auction. They rely on big data and artificial intelligence, as well as their CRM systems to manage client relationships.

## The impact of evolution

Since going to the virtual auction platform where they take bids on anything from a telephone to Zoom to Google (meetings) or Microsoft Teams, the digital traffic has exploded for Van Reenen and his company. He said they have created positions in the company that didn't exist prior to going virtual, including an app administrator, a public relations and content manager, digital marketing manager, social media and SEO manager and virtual auctioneers.

"We are selling more assets to people overseas—real estate assets—than we've ever done in the last 10 or 11 years," Van Reenen said. "Our digital stats have completely exploded. We now have more people bidding online than we do in real life."

Van Reenen cites a Charles Darwin quote relevant to auctioneers today: "It's not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change." He said they didn't know how to adapt to change at first and had to "get to the edge of the cliff and jump." However, he credits the NAA for being an enormous help.

"You have to be able to change," he said. "You have to be able to jump that millennial gap. And if you don't know how to do it, turn around to somebody in the room where you're sitting right now and ask them. That is literally what we did. We knew nothing about virtual auctions 18 months ago. We phoned a few brothers and sisters and we asked. And slowly but surely things started happening." ♦

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*This article was adapted from a 2021 Conference & Show session. This content is free on-demand for Conference registrants at [pathlms.com/naa](http://pathlms.com/naa). New on-demand registrations are still open at [conferenceandshow.com](http://conferenceandshow.com).*



## Diversifying as a contract auctioneer

Becoming and branching out as a contractor are more important than ever

**C**ontract auctioneers live exceedingly busy lives. Months of travel per year makes them experts at living out of a suitcase. And while some gigs are dependable month to month, most contract auctioneers survive from one auction to the next and are always looking of new opportunities. When the pandemic caused a worldwide shutdown, contract auctioneers had to reconfigure their lives and focus on some fundamentals to drum up work.


Fortunately, long-time contract auctioneer Matt Hostetter, CAI, CAS, CES, has some valuable tips for diversifying in a post-covid world.

While the auction industry claws its way back to normalcy, contract opportunities are still far from what they were prior to the pandemic. Hostetter says that in order to be successful, auctioneers need to work harder than ever to position themselves to get work, and that means diversifying.

“The more diverse you are the more marketable you’ll be,” he says. “Cars, horses, wherever you’re good at—be a chameleon—be able to take other jobs ... don’t put all your eggs in one basket—be the total package.”

### Be Part of the Network

“Networking is huge,” Hostetter begins, identifying one key component that all seasoned contract auctioneers know is



# Cars, horses, wherever you're good at—be a chameleon—be able to take other jobs ... don't put all your eggs in one basket—be the total package.

Matt Hostetter, CAI, CAS, CES

bids. After a while they let me sell. Get your foot in the door and don't be afraid.”

Also, be prepared to eat crow. Hostetter recalls a time years ago when the heavy equipment industry took a hit he went from selling to clerking. He initially saw it as a demotion, but realized very quickly how invaluable the experience was, as he had a front row seat watching seasoned auctioneers in action.

“It humbled me some,” he said, “as that would, but I got to sit next to these guys and see how they handled themselves selling. I was next to some of these great equipment auctioneers and saw how they handled the crowd and problems and bidders ... when things started coming back around, I was there.”

## Contract auctioneers are a business

Hostetter knows from experience that too many contract auctioneers focus too heavily on getting jobs and they forget about structure. “You are a business,” he said, adding that having structure will add a layer of protection when the unexpected happens. For example, part of the business structure is being tax savvy.

“A lot of guys, they get these contract jobs and they're riding high,” Hostetter said of that first big check that comes in. “Don't forget about taxes—you're going to be dinged for thousands of dollars.”

Hiring a CPA offers a huge return on investment for tax reasons alone. Hostetter also recommends hiring an attorney to look over contracts so you're aware of various liabilities and situations where you could use some protection.

Hostetter said another important part of business structure is having a vision statement. Know where you want to be in 5, 10, 15 and 20 years. What is the financial goal and is there an industry cap that will get in the way of that goal?

## Teamwork

Job security only happens when auctions are run smoothly. Contact auctioneers that don't work well with the entire auction team are not going to be asked back, Hostetter said. He makes it a point to ensure everyone knows they are valuable.

Hosting a pre-auction meeting with the team 20 to 30 minutes before the auction is also something he recommends, as this is a chance to ensure everyone is aware of any potential snags that could occur or irregularities that might present themselves.

“They're working their job to make yours easier,” Hostetter said. “You're the icing on the cake sometimes—you're the showman, but there has been a lot of work done before you even got there. Appreciate that team. I can tell you from experience that words of encouragement go a long way.” ❖

probably the most crucial aspects to success. “Build relationships and get involved in your local chapter, state auction association and the NAA.”

Self-promotion has always been a big part of getting jobs for contract auctioneers, and part of that self-promotion is to do whatever it takes to get a foot in the door. Hostetter, who has made a name for himself in the heavy equipment industry, said he edged his way in by driving trucks at auctions.

“Be willing to do any job and start at the bottom,” he said. “After a while they let me hold the auction pole. Then they let me catch

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# Auction School Graduates

## Western College of Auctioneering



The October pre-licensing course held at Western College of Auctioneering. First row: Robby Hintz, Hartley, WI; Parrish Terry, Craig, CO; Madison Ramirez, Tucson, AZ; Gabriel Rodriguez, Lemon Grove, CA; Pat Busby, instructor. Second row: Nick Bennett, WCA President; Joel Neumiller, Washburn, ND; Adam Thiessen, Copeland, KS; Cory Neumiller, Washburn, ND; Client Conner, Coweta, OK. Third row: Sean Christensen, Sidney, MT; Beau Matson, Watford City, ND; Hunter Williams, Hutchinson, KS; Ethan Hope, Boaz, AL; Wesley Floyd, Dumas, TX; Carson Stevenson, Hobson, MT.

## World Wide College of Auctioneering



2021 October Graduates from America's Auction Academy. Row 1: Shawn Hagler, Reece Hagler, Jimmy Pursell, Jennifer Henderson, Carrie Uphus, Steve Dayton, Crystal Hanson, Tyler Lynne. Row 2: Mike Jones, Lori Jones, Peyton Fravel, Brandon Ritchason, Billy Casner, Ben Maples, Jason Bender, Jim Hanson, Trent Kerr, Angie Meier, Paul C. Behr. Row 3: Jesse Garber, DJ Wedel, Daren Anderson, Jonathan Collins, Garret Minihan, Pedro Guevara, Clay Miller.



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DOROTHY KRONEMER  
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GA



HEATHER DAWSON  
SC



JOHN SHELOR  
VA



KELLY THOMAS  
VA



LENORA BROOKS  
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SC



SHELBY HARDIN  
SC

FOUR ADDITIONAL STUDENTS  
GRADUATED BUT NOT LISTED.

## Southeastern School of Auctioneering Online Distance Learning Session

## America's Auction Academy



2021 September Graduates from America's Auction Academy. Row 1, sitting: Dayna Sturgeon, Garrison, TX; Lodie Stacy, Wylie, TX; Diane DeMarco, Crosby, TX; Christi Crawford, Midland, TX; Andrea Cepale, Sachse, TX; Amanda Hollins, Arlington, TX. Row 2: Mike Jones, School Director, Dallas, TX; Lori Jones, School Administrator, Dallas, TX; Shawn Hill, League City, TX; Clay Wilson, Wheeler, TX; Tim Bowers, New Braunfels, TX; Josh Joplin, Tyler, TX; Derrald Choate, Wichita Falls, TX; Cary Holloway, Moreland, GA; Jose Deshotel, Mamou, LA Row 3: Scott Swenson, Instructor, Lakeway, TX; Mike Jansta, Leander, TX; Ryan Jennings, San Antonio, TX; Gustavo Casarez, Weslaco, TX; Trader Cheney, Houston, TX; Jimmy Treas, Hickory, KY; Bo McBratnie, Orangeburg, SC.

# Q&A

## Jason Deel, CAI, GPPA

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

Before I retired from the U.S. Army I knew I wanted to be an entrepreneur. I wanted to continue to serve in some capacity. I always enjoyed helping people and working through problem solving. I also enjoyed buying and selling items so the auction profession was a perfect fit.

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

Just prior to retirement I attended North Georgia School of Auctioneering. I assisted my good friend in Savannah Georgia who at the time ran a company called Savannah Auction Exchange. That was my first peek on the selling side of running an auction company.

### Were there any challenges you faced?

As a first generation auctioneer and company we worked extremely hard—long hours and many days and nights my wife Natalie and I would pull 24-hour shifts. We were familiar with this concept from the Army.

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

100 percent, yes. My initial perception of the auction industry was that of a fast-talking seller liquidating property on a Saturday night. As we evolved over the past 6 years I have continued to work to educate the public that we believe the finest assets are sold at public auction. We believe that every family deserves a professional to assist them and lead them through one of the most important decisions of their life. To use Jay Cash's quote we also believe that selling the American Dream (home) should not be a nightmare.

### Why do you love what you do?

Put simply, we enjoy helping families.



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

Education, and listen to consumers. Do what consumers want and not what you have always done because it's worked in the past. Surround your company with staff that are eager to help people and solve problems.

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

The people and the education. The relationships I have built through CAI, Designation Academy, and attending Conference & Show.

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

I love that the auction industry has given me the freedom and flexibility to spend time with my family and coach little league sports.

### How did you become involved in Netflix's Swap Shop?

We were contacted by the production company Hit & Run productions. They found us online through some of our marketing and promotions, and reached out to gauge our interest in participating in the show.

### What was that experience like?

Amazing... The Swap Shop is part of our daily lives. Many people grew up with the show or a similar show. Many cities across the United States have a program like the Swap Shop. It has been exciting to allow the world to take a peek inside our lives for a brief moment to see how this form of trade and swapping works.

### What do you think the show will do for the auction industry?

All of the items that we pick on the swap shop are sold at public auction. When asked value and profit potential I tried to ensure I spoke about "at auction" I can get xxx amount.

### What are you looking forward to in 2022?

To quote Pitbull, every day above ground is a good day. 2022 has the possibility to be an amazing year. The auction industry is as strong as ever. The thought I want to leave everyone with is the only thing standing in the way of your success is you. You must have the vision to see it, then implement the team to execute. 2022 will be an unbelievable year for our industry and we are all looking forward to getting to California for the Conference & Show.

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For more information on Jason, visit [jdsauctions.com](http://jdsauctions.com).





# Q&A



**When and how did your business start?**

Bidpath was established in California in 2001 by auctioneer and online auction technology pioneer, Adam Alexander. Bidpath is still independently owned and now employs a team of more than 100 in-house developers, account managers and customer support agents working across six offices globally to service more than 750 auctioneers.

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

Adam understood that online bidding technology was going to shape the auction industry of the future. He also saw that technology providers of the time were selling technology to auctioneers and harvesting data to re-market auctioneers’ assets to their competitors. As an auctioneer himself, Adam wanted to find a proprietary software alternative and being who he is, when he couldn’t find one, he developed one himself! Adam shaped the Bidpath philosophy we still stand by today—At Bidpath we believe auctioneers should own their data and their bidder information and build their brand to grow their business, not someone else’s.

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

We put our clients at the heart of everything we do, and we are passionate about delivering

technology solutions that will empower auctioneers to take their businesses to the next level. From our mobile cataloging app to our feature-rich auction management and online bidding technology, we create customized solutions that work for an auctioneer’s business, reducing the time and money they spend managing their auctions, to give them more time to do what they are passionate about—selling the assets.

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

We are all about empowering auctioneers because we love the industry we work in, the people we work for, and we want to protect the long-term viability of all auctioneers. Our team has unparalleled experience in every aspect of the auction and technology industries so we really enjoy connecting our clients within the Bidpath global community and working to add value in whatever way we can.

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

This year we launched our all-new mobile cataloging application—AIM. AIM helps auctioneers streamline their workflow and save hours preparing their auctions so they can get their catalog online sooner and maximize the marketing exposure of their assets. Available on Desktop, IOS and Android, AIM is one of the most flexible and intuitive pieces of software on

the market and the feedback from clients has been amazing!

“This is going save me an entire pair of shoes this year by not walking back and forth as much in my warehouse!” Chris Campbell, Captains Auction Warehouse

**What’s on the horizon for the next few years?**

We will continue to develop our suite of products in line with feedback from our auctioneer clients, creating products, services and solutions that truly matter to them.

**How has/will the NAA help your business grow?**

We are always so grateful to the NAA for keeping our business and our team up to date with everything that is important to our industry, and for providing opportunities for us to meet with clients old and new.

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*Learn more at [bidpath.com](http://bidpath.com).*



**Adam Alexander**



**David Brindley**



**Joanne Carncross**



**Marcus Rasmussen**



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# LICENSING

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**“I graduated from Reppert Auction School August 2021, received my Indiana State License in September 2021 and have had online auctions weekly since then. I wanted to surround myself with auctioneers and a community I could learn from and that could help me grow my business. The NAA offers many connections to experienced auctioneers and classes to advance my knowledge, I just took CES in October. Being part of the NAA also gives my clients reassurance, when I tell them I am a part of this national organization, they realize I am not alone, and I can tackle any problem that comes my way.”**

Sherry Love

**“I am very excited to be a new member of the NAA! I decided to join while attending The World Wide College of Auctioneering this July. As a member of the NAA I look forward to connecting with other NAA members, expanding my auctioneering horizons and gaining valuable information about the auctioneering industry!”**

Buffy Fisher



# New Members



**“I’m always looking to strengthen my skillset. As our business continues to grow into year four and beyond, we aim to expand our professional offerings by refining our**

**services, systems, and strategy. The NAA is the perfect distilled learning environment with other auction industry professionals! How great to connect with experienced folks who specialize in a myriad of backgrounds and uphold the same industry standards. See you all in Vegas for AMM & AARE at Designation Academy!”**

Abigail McLagan

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## New Members!

Connect with other NAA members by joining the NAA Auction Professionals group on Facebook!

Also, follow along with the NAA:



facebook.com/naaauctioneers  
facebook.com/auctionswork



instagram.com/naaauctioneers



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youtube.com/naaauctioneers



National Auctioneers Association



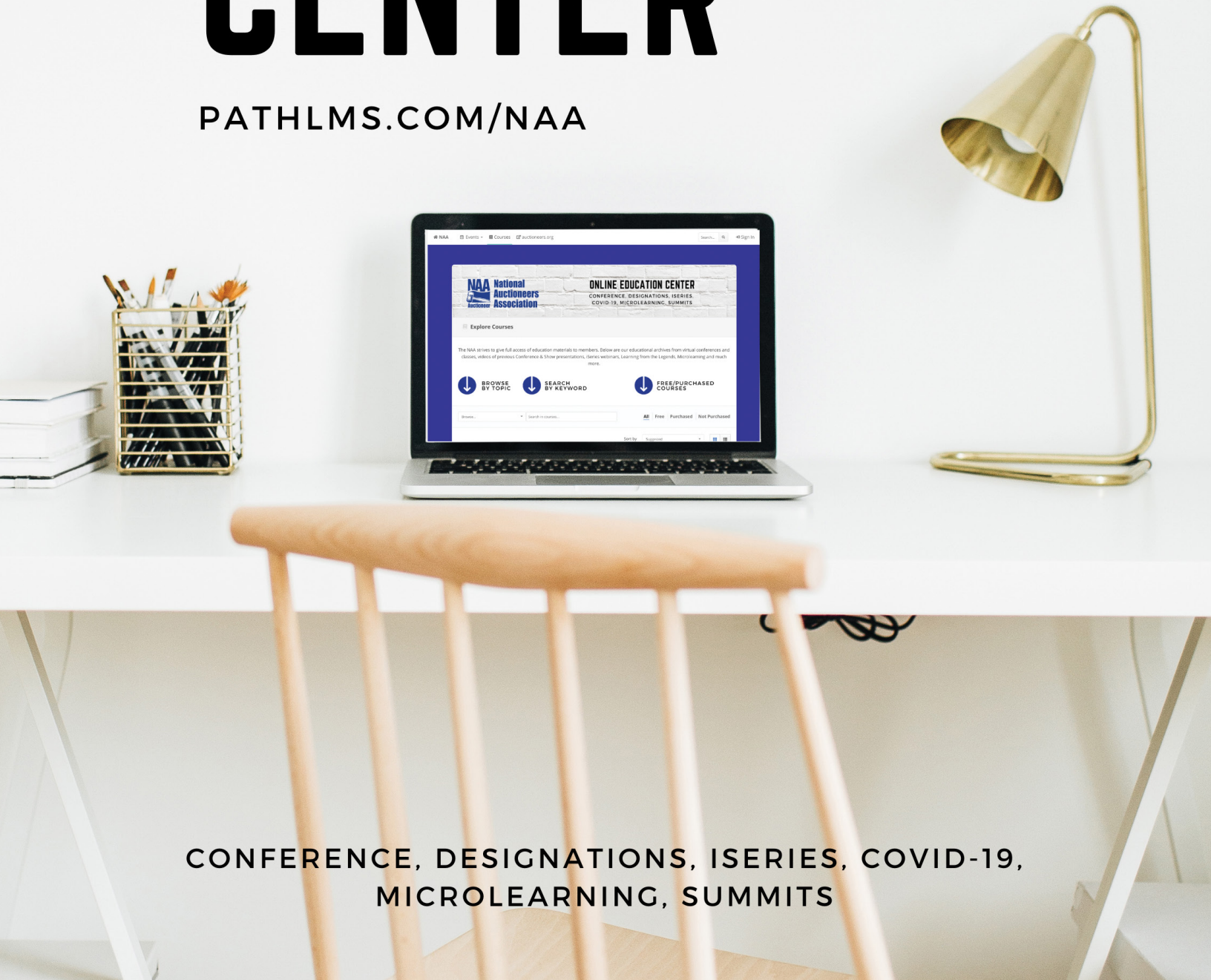
**“The reason I joined is because this organization is full of professional members that I feel like can help me take my career in the auction business to any level that I desire.”**

Jimmy Treas

NATIONAL AUCTIONEERS ASSOCIATION

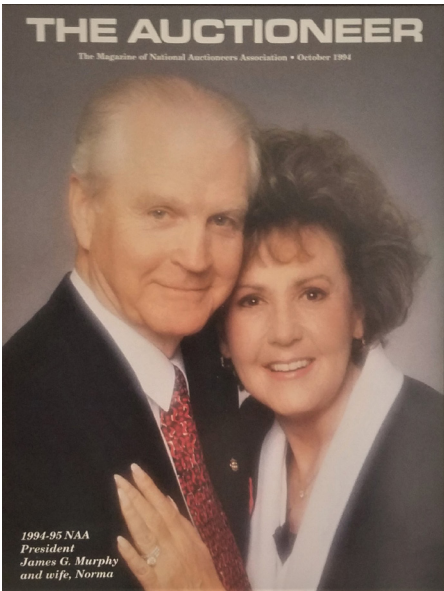
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CONFERENCE, DESIGNATIONS, ISERIES, COVID-19,  
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## *In Memory*



### Norma Murphy

Norma J. Murphy (Palmer) age 92 of Edmonds, Washington passed away on Oct. 25, 2021. She was born on Sept. 25, 1929, in Scotland, South Dakota to Olinda and Lauren (Sharky) Palmer.

Norma's family moved to Seattle when she was four years old. She attended Maple Leaf Elementary where she met her future husband, Jim Murphy. She graduated from Lincoln High, Seattle in 1947. She worked at Frederick's & Nelson, and was Santa's and the Easter Bunny's helper. In 1950 she married Jim Murphy. They moved to Edmonds in 1953 and raised their family in the big colonial house at the corner of 8th and Main St. That house became known as the "Old Murphy House". She was a long time and valued member of Holy Rosary Parish,

Edmonds. Norma enjoyed her group of friends that became known as The Zorts

In 1970 Jim founded the James G. Murphy Co. auctioneers. Like most family auction businesses, Jim was the auctioneer and Norma ran the office. They were both involved in the National Auctioneers Association. They spent many years attending auction conventions across the country and developed some lifelong friendships. In 2008 Norma was inducted into National Auctioneers Association Auxiliary Hall of Fame.

She will deeply be missed by her three children; Tim (Laurie) Murphy, Julie (Bob) Rice, Jay (Dawn LeBar) Murphy, six grandchildren, and three great grandchildren. She was predeceased by her husband, James (Jim) G. Murphy, daughter Lorraine Schlanser (Murphy) and brother Robert Palmer.



### Patricia Kiko

Patricia (Trbovich) Kiko, age 80, of Plain Township peacefully went home to the Lord on Wednesday, September 22, 2021. She joins her beloved husband of 52 years,

Richard Kiko, Sr.; parents Helen and Pete Trbovich; and brother Rudy Trbovich. A truly amazing person! Patricia was a registered x-ray technician, wife to a farmer-auctioneer-pilot, loving mother and grandmother, always devoted to supporting her children's and grandchildren's participation in sports, the arts and 4-H. She was the ultimate cheerleader. She never missed a birthday and was the champion of family vacations.

She was a devout Catholic and an extremely generous giver who cared for and fed many. She touched everyone she met with her Serbo-Croatian warmth and enthusiasm. Patricia graduated from Sandy Valley High School where she was a cheerleader and played trumpet in the band. She was active in her community serving on several boards including St. Joseph's Care Center and the National Auctioneer Association Women's Auxillary. She enjoyed working with her husband at Kiko Realtors and Auctioneers.

They also enjoyed showing cars together in the Lincoln Continental Owners Club and hosting the annual Big Brothers Big Sisters

Halloween Party and Hayride. She considered her family her greatest joy. She is survived by her children Kristine (Jeff) Kiko- Cozy, Lori (Randy Compton) Kiko, Colene (Rob) Stevens, Richard (Maureen) Kiko, Jr., Peter (Joni) Kiko, Sr., Kathleen (Andy) Cozy, William (Tiffany) Kiko, Trisha (Jay) Gainey, 19 grandchildren and 15 great grandchildren. She was full of love and life. We will miss her dearly. Much gratitude to the Mercy Medical Center ICU team for their compassionate care.

*In lieu of flowers, donations may be made to the American Diabetes Association or Saint Joseph Care Center.*



## Samuel Godby

Samuel Ray Godby 88, of Somerset, passed away on Monday, September 13, 2021, at University of Kentucky Medical Center. He was born December 24, 1932, in Norwood, Kentucky, to the late Samuel Ramey and Anna Belle Butt Godby.

He is survived by his wife of 18 years, Marilyn Jane Godby, two daughters, Debbie Rogers (John) and Donna Ray (Mickey), both of Somerset; a stepdaughter, six grandchildren, seven great-grandchildren, two step great-grandchildren, four siblings and numerous nieces and nephews.

In addition to his parents, Ray was preceded in death by his wife, Barbara “Joann” Linkes Godby; daughter Julie Ann Godby Hamilton, M.A., Lee, Joe and Ned Godby and Geneva Godby Randall.

He was a lifelong, faithful member of the Science Hill United Methodist Church, serving as a Board Member, singing in the choir and several quartets with his deep bass voice.

Samuel Ray worked for over 27 years as a livestock auctioneer with the majority of those years spent at Bourbon Stockyards in Louisville, Kentucky. He left the livestock auction business in 1974 and opened his real estate business in Somerset, working with Gene Dunnington of Monticello. He built a most successful business

selling everything from residential properties, business properties, family farms, and personal property consisting of all manner of box lots full of treasures.

He was the founder of the Lake Cumberland Auctioneering School, and a 60 year member of the Kentucky Board of Auctioneers, past President of the Kentucky Auctioneers Association and was selected to the KAA Hall of Fame. He was a member of the Lake Cumberland Board of Realtors and received the Lifetime Achievement Award in 2016.

Samuel loved a good auction and conducted thousands of auctions in Pulaski and surrounding counties. His smooth, clear chant kept auction bidders on their toes. He was a proud Gideon serving for over 50 years speaking in churches and spreading the word of God.

*In lieu of flowers, monetary donations can be made to the Gideons International at P.O. Box 540, Somerset, KY 42502.*



## Robert Blackford

Robert L. “Bobby” Blackford, age 78 of Russellville, Kentucky, passed away Sept. 3, 2021, at his home. He was a Logan County native born June 12, 1943, to the late Willie Lee Blackford and Ada Margaret Strode Blackford. He was founder and owner of Blackford Real Estate and Auction Company in Russellville was a member of the National Auctioneers Association, and Kentucky, Tennessee and Alabama associations. He was Board President of the Russellville Rural Fire Department, a member of the Logan County, Adairville and Robertson County Chambers of Commerce and was a member of New Friendship Baptist Church.

He is survived by his wife Carolyn Blackford.

*Memorial donations can be made to the Logan County Humane Society or to St. Jude Children’s Research Hospital.*

## Submit obituaries

Obituary notices may be submitted to [communications@auctioneers.org](mailto:communications@auctioneers.org). Hi-resolution photos and information about NAA involvement appreciated.



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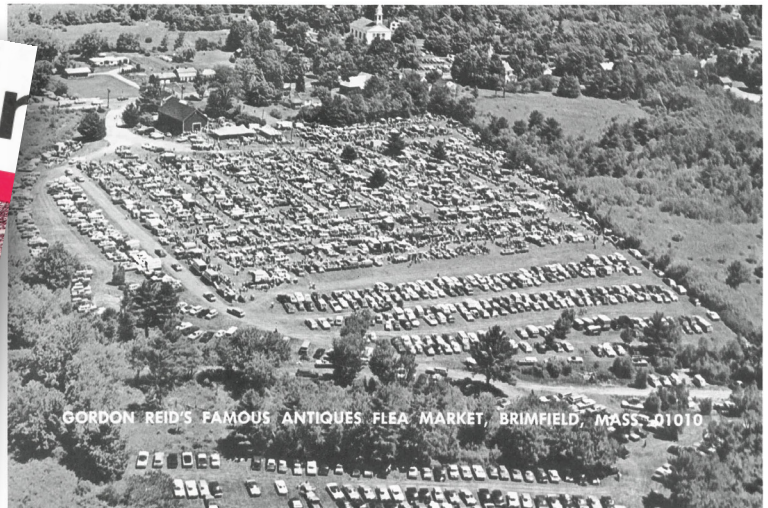
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To advertise: Contact Adam Kenne (913) 563-5421 [akenne@auctioneers.org](mailto:akenne@auctioneers.org)

50 years later

# Aerial photos and advertising contests



GORDON REID'S FAMOUS ANTIQUES FLEA MARKET, BRIMFIELD, MASS. 01010

### Ohio Convention Offers An Advertising Contest

The winter meeting of the Ohio Auctioneer's Association will be held at the Imperial House (Rt. 171 and Morse Rd.) Columbus, Ohio, on Jan. 28th & 29th. Activities will begin for the Colonials and their ladies on Saturday evening at 7:30 with a Real Estate Conference, followed by entertainment, round & square dancing and a social hour.

The business session for the O.A.A. will be at 10:00 A.M. on Sunday with President Don Standen presiding. Main speaker for the banquet will be Grover Howell of Dallas Texas, President of the National Auctioneer's Association. The Ladies Auxiliary will host a coffee hour for everyone on Sunday morning at 9:00. In the afternoon the Auxiliary has arranged for an unusually fine speaker, Mrs. Rose Frennick, of Lodi, Ohio, a well known authority and author of books and articles on Carnival Ware will show a number of items and talk about this speciality.

Of special interest at this meeting will be an advertising contest with \$200.00 to be allocated in four categories:

- 1) Industrial and Construction Equipment
- 2) Farm sales and Purebred livestock
- 3) Real Estate
- 4) Antiques and household goods

Prizes in each class: \$25.00—\$15.00—\$10.00  
Chairman of the Committee, Ford Good, asks that the following ground rules be observed:

- 1) The contest is open to members of the Ohio Auctioneers Ass'n. only
- 2) All entries are to be made on Saturday evening, or before 10:30 A.M. on Sunday.
- 3) A member shall make only one entry in a given category, but may enter all four categories if he wishes.
- 4) An entry may include posters, news items, advertisements, brochures, or other items for a sale held in 1971 or 1972.

Members are also encouraged to bring pictures and other items for display. This is a fine way to share your experiences and to learn from one another.



Charles Rainwater of the Zirkle-Rainwater Auction Co. Jefferson City, Tenn., selling the Davis property in Pigeon Forge, Tenn. A 24 foot frontage, brought \$20,500. In the lower photo, David Hayes of the same firm is selling the antiques and household furnishings. Photos by Frances Thompson, Knoxville, Tenn.

### Holstein Feeder Steers Bring Half Million

A new record was established recently at the Norfolk Livestock Auction Market, Norfolk, Nebr., when 1707 Holstein feeder steers were sold by Putnam Ranches, Inc., O'Neill, Nebr. The sellers received a check for \$489,042 from the Market, representing the net proceeds.

This is believed to be the largest consignment of Holstein steers by one consignee at any market as well as the greatest net receipts.

IN UNITY THERE IS STRENGTH

A couple of happenings from 50 years ago in December 1971 caught our eye this month.

Above is an aerial photo from Gordon Reid's Famous Antiques Flea Market in Brimfield, Massachusetts. The photo was taken at Gordon's July 1971 show. In a letter to the editor, he wrote: "We have conducted thirty auctions during the Spring, Summer and Fall throughout Massachusetts and Connecticut and several at our business place and home, Auction Acres. All the other auctioneers have been just as busy." In regard to the photo, he wrote: "Thought that other auctioneers that have the available space together with time and the staff may consider entering this field."

At left, the Ohio Auctioneer's Association was promoting its advertising competition. The competition categories were Industrial and Construction Equipment, Farm sales and Purebred livestock, Real Estate, and Antiques and household goods. Entries included posters, news items, advertisements, brochures, or other items.

The NAA's own marketing competition is now open and closes Feb. 15, 2022. While the categories and entries may look a bit different in a digital world, we think auctioneers from 50 years ago would be proud of the work you're doing today!

# Statement of Ownership

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18. Signature and Title of Editor, Publisher, Business Manager, or Owner: **Director of Marketing & Communications**  
*Erin Shipps*

Date: **9/7/2021**

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— **JOHNNY HORTON, AUCTIONEER**



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