

the auctioneer

APRIL 2019

The official publication of the National Auctioneers Association



Oferta

Bieten

**Bi-lingual auctioneers
are increasing business
with language**

BID

入札



**SELL HOMES TO
MILLENNIALS**

**RIDE THE AUTO
MOBILITY WAVE**

**NEW ABSENTEE
BALLOT INFO**

AuctionTime.com

Powered by TractorHouse.com, MachineryTrader.com, TruckPaper.com & MarketBook.com

The screenshot displays the AuctionTime.com interface. At the top, there's a navigation bar with categories like CONSTRUCTION, FARM EQUIPMENT, TRUCKS, and TRAILERS. Below this is a 'LIVE AUCTION BOARD' with two columns: 'Ring 1' and 'View Ring 2'. Each listing includes a photo of the equipment, a lot number, a brief description, a current bid amount, and a countdown timer. For example, in Ring 1, there's a 2015 McCormick X5.50 Tractor with a current bid of US \$3,600 and a timer of 0:38.

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Equipmentfacts[™]

Powered by TractorHouse.com, MachineryTrader.com, TruckPaper.com & MarketBook.com

The BidCaller website is shown on a desktop monitor and a smartphone. The desktop view features a large banner for a '2009 CATERPILLAR 340 Excavator' with a current bid of \$20,000. Below the banner are several smaller auction listings. The smartphone view shows a similar layout, highlighting the mobile accessibility of the platform.

The Equipmentfacts website is shown on a desktop monitor and a smartphone. The desktop view displays an 'AUCTION CALENDAR' with a list of upcoming auctions, including 'Manheim Auctions' and 'Ring One Heavy Truck and Trailer Auction'. The smartphone view shows a simplified version of the calendar, demonstrating responsive design.

LEVERAGE THE REACH & EXPOSURE OF ONLINE BIDDING

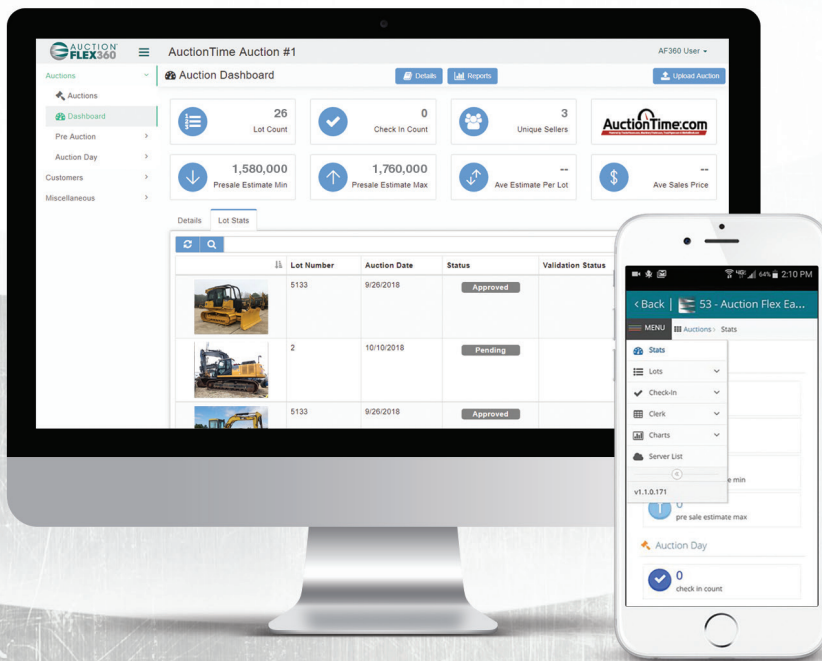
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www.Equipmentfacts.com



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Providing easily accessible, relevant content is a priority for the NAA

What are we talking about when we say Communities of Practice or CoP? This is a question that arises periodically. We have attempted to communicate to members what the Communities of Practice are, but questions still linger.

To put it succinctly, Communities of Practice provide a road map to quickly identify NAA content that is most relevant to you. Many of us specialize in specific types of assets that we sell at auction. Therefore, some content is more relevant to us than others. If you specialize in everything, that is fine, too—you have access to all the content the NAA provides. The point is, we want everyone to be able to pinpoint the subject of any content—whether it's a class, webinar or article—at a glance.

We are always looking to improve our services, so we have studied our membership. If we can provide relevant information in consumable pieces, then it's more likely that all the content the NAA provides will be utilized and valued. We believe this is a needed service that will assist you in becoming more successful, efficient and profitable.

We identified five Communities of Practice that we now categorize content in: Personal and Commercial Assets (PCA), Benefit Auctions (BA), Marketing and Management (MM), Contract (CO) and Real Estate (RE). As an added resource this month, take a look at page 30 to see how these Communities of Practice can help you map your time better at the Conference & Show in New Orleans.

As always, this whole issue is dedicated to providing ideas and tools to help you take your business to the next level of profitability. Erin Shipps, our new director of publications, has been exploring how some companies are finding opportunities to reach new markets by providing language assistance to clients and customers whose first language may not be English. Check out the story about bi-lingual auctioneers on page 38.

One of the privileges I have had during my time on the Board was the opportunity to attend the NAA Toy Auction for patients at St. Jude. St. Jude is a very special place, but at times it tears at your heart—particularly if you are a parent yourself, as I am. These children are at St. Jude because they are ill, and as

a parent, I can't imagine the anguish many of these parents find themselves in watching their children suffer. Because of my background—growing up in a home where our primary language was Pennsylvania Dutch (a dialect of German), and having become fluent in Spanish living in South America—for the past two years I have had the privilege of helping patients and their parents better understand what was going on and make them more comfortable by using both of these languages.

While the above example didn't make my business more profitable, it is an example of being able to assist people in understanding and being more at ease with the auction process. I like to say that uncomfortable and confused bidders are not bidders at all; they are spectators at best.

Other issues explored in this issue are: how to address a new generation of home buyers, and what impact Uber, Lyft and others are having on the car auction industry.

Check it all out! I think you'll be glad you did!



P.S. And if you haven't done so yet, don't forget to register for Conference & Show. Early bird registration deadline? May 15, 2019! It's coming up soon!



Tim W. Mast, CAI, AARE
NAA President

Tim W. Mast is executive vice president at Tranzon Asset Advisors. He has served as NAA Ambassador for Tennessee and was elected to the NAA Board in 2014.

40



“
**Total miles
traveled
haven't gone
down, it's
just—who's
doing the
driving.**
”

FEATURES

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Your
face
here

#NAAPro!

2019 National Auctioneers Week



April 29 - May 4

April/May 2019

April 29 Logo Monday

Overlay your social media profile pic with a specially created frame from the NAA or change your profile pic to the NAA logo.

April 30 Teach 'em Tuesday

Share the link to our Auction Adventures game along with what you would teach future auctioneers.

May 1 Walk the Talk Wednesday

Share the NAA infographic about the association's advocacy efforts and tag your elected officials.

May 2 Banner Success Thursday

Post photos and videos of your clients holding your "Success with our #NAAPro!" sign. Share why you are a member of NAA and why people should hire an NAA Pro. #NAAPro #AuctionsWork

May 3 Philanthropy Friday

Share photos and stories of how you've helped organizations and people throughout the past year. Tag them and #AuctionsWork #NAAPro.

May 4 Celebration Saturday

It's National Auctioneers Day! Share a message of thanks to your clients and invite them to connect with you. NAA will supply the "thank you" graphic. #NAAPro #AuctionsWork



@naaauctioneers
National Auctioneers Association



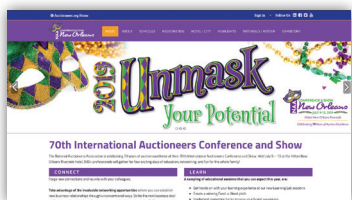
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CONFERENCE & SHOW



Website: The website is now live! Head on over to conferenceandshow.com for the latest on this year's event.

EMAIL NEWSLETTERS

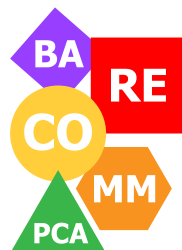


Auction eNews monthly newsletter

Relevant, important news from the NAA as well as the auction industry. Subscriptions are available at auctioneers.org > Content and Tools > NAA Publications > Auction eNews

Community of Practice newsletter

Are you receiving our e-mail newsletters targeted to your specific area of expertise? Update your member profile today at auctioneers.org. Login under Member Area, then select your community (or communities) of practice to receive monthly info especially for you!



PROMOTIONAL VIDEOS

Did you know the NAA developed a whole series of videos that you can use to promote the auction method of selling? Find them at auctioneers.org > Content & Tools > PR Toolkit > Promotional Videos.

Auctioneer issue 4 APRIL 2019 (ISSN 1070-0137) is published the first of every month, with the exception of combined issues in June/July and December/January, which are published in mid-June and mid-December, respectively, by the National Auctioneers Association, 8880 Ballentine St., Overland Park, KS, 66214-1900. There are 10 issues printed annually. Auctioneer is a means of exchanging ideas that will serve to promote the auction professional and the auction method of marketing. The views expressed by columnists do not necessarily reflect the opinions of the National Auctioneers Association. Periodicals postage paid at Kansas City, MO, and additional mailing offices (USPS 019-504). POSTMASTER: Send address changes to Auctioneer magazine (NAA), 8880 Ballentine St., Overland Park, KS 66214-1900. Copyright © 2019 by the National Auctioneers Association. Materials may not be reproduced without permission.

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Deadline is May 15.

Laissez les bons temp rouler!
Let the good times roll!



Your Association at Work

Pre-Conference Education includes CES designation

Personal asset auction professionals sometimes cross markets into real estate auctions because the home that houses the stuff is seen as more valuable. But what if the stuff could make money?

The National Auctioneers Association's Certified Estate Specialist (CES) program is designed to help professional auctioneers understand how to properly conduct and deal with the settling of estates. The course also educates professional auctioneers on working with family members and dealing with lawyers and accountants.

This designation is open to NAA members and non-members. New instructor Justin Vondenheuvel actually earned this designation while his membership was lapsed in 2009, and it sparked a renewed investment in the NAA.



"I had the opportunity to meet Jack Christy, Sr., who was teaching the course," Vondenheuvel said. "I then began to implement some of the things that were taught and later that very year, using those tools, my business grew to the point my wife and I were able to take it full-time."

Now he hopes his experience will be helpful for others.

"When the opportunity presented itself to be part of the CES designation team, I jumped at it in hopes that I would possibly be

“

Using those tools, my business grew to the point my wife and I were able to take it full-time.

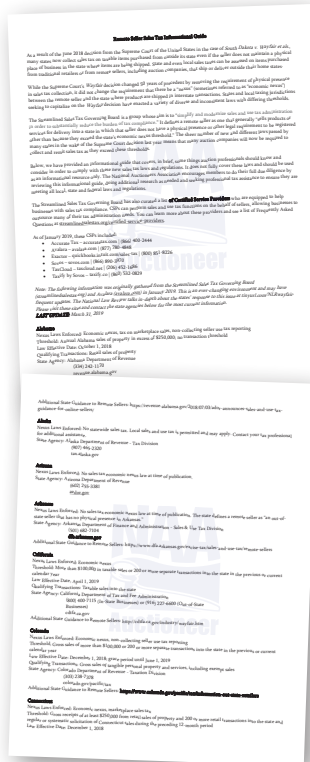
Justin Vondenheuvel, CAI, AARE, CES

”

able to have an impact on someone else's business the way Jack, Sr., did for us," he said.

Not all designations are available at Pre/Post Conference Education this year. We look forward to seeing you at Designation Academy in December!

For more information, visit conferenceandshow.com.



Updates to the Remote Sellers Sales Tax Informational Guide

We've constantly got our eye on the ever-changing landscape of remote seller sales tax. Since we published this informational guide, there have been many important updates at the state level.

Make sure you are well-informed and don't miss pertinent regulations for your business by checking back often at auctioneers.org/auction-tax.



Conference & Show scholarships available!

Established in 2015, the National Auctioneers Foundation Conference & Show scholarships award attendees with Pre-conference and Conference opportunities. Potential scholarship applicants are judged on the completeness and quality

of their application and their references. Preference is given to individuals who earn a majority of their income from the auction industry and/or who work full-time in the industry.

For more information, visit auctioneersfoundation.org.

Marketing webinar

Sign up now for our free, 30-minute webinar on May 1 about email marketing. You'll learn the basics of creating and delivering email campaigns that get measurable results! Visit auctioneers.org > Education > Upcoming Events.



NATIONAL AUCTIONEERS ASSOCIATION
2019 EDUCATION EVENTS

JULY 7-9

Pre- and Post-
Conference Education

- USPAP 7
- ICAP
- CES
- AMM

Registration open now!

For the full calendar of events,
visit the website:

<http://bit.ly/NAAeventscalendar>

JULY 9-13

NAA Conference
and Show

Registration open now!

DEC. 2019

Specific dates
TBA

Designation
Academy

- AARE
- AMM
- BAS
- CAS
- USPAP 15
- GPPA
- ICAP
- Real Estate Workshop

Registration opens
August 1

AUG. 25-27

Benefit Auction
Summit

Registration opens
May 1



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NAA Education
Department



Certified Auctioneers Institute advanced three more classes of auction professionals in March

For the 43rd time, some of the top auction professionals met in Bloomington, IN, for the industry’s top program: NAA’s Certified Auctioneers Institute (CAI).

Designed to help anyone build and grow an auction business, CAI is an intensive three-year program held one week per year at Indiana University. The curriculum is designed first to give learners exposure to different asset classes in year one, then to learn business practices in year two, and finally, to set strategy for their business in year three.

Additionally, there is work that happens between each year, such as completing an auction proposal, which is reviewed by CAI staff for clarity and presentation. The program awards the Pat Massart Award for the most outstanding proposal for the year, and this year’s winner was Jacob Barth.

During CAI, class two also learns how to conduct a benefit auction as a class. With the theme “Vision Beyond 2020,” attendees enjoyed a masquerade theme and a New Orleans-inspired menu while raising money for Lion’s Club, The NAA Foundation and NAA Education.

Between class two and three, learners create a business plan for their current business and receive feedback from NAA staff. Class three’s capstone project is a presentation and questioning of that plan by industry leaders. This year, students were examined by NAA Hall of Famer and Past President Tom Saturley, CAI; Past EI Chair and NAA Director Will McLemore, CAI; Current NAA Vice President and Past EI Chair and Trustee Jason Winter, CAI, AARE, AMM, CES; and, Current EI

Trustee and CAI Committee Vice Chair Kyle Swicegood, CAI, BAA, GPPA.



Former NAA Director of Education Aaron Ensminger received the Distinguished Faculty Award.

Education, advocacy and technical content from the NAA

Based on that examination, the Rose Award is presented to the student the reviewers deem best prepared and erudite in presenting his or her plan, and this year's Rose Award winner was Barrett Bray, CAI, AMM, BAS.

Bray also won the Pat Massart Leadership Award, an award presented by his class to the learner who demonstrated the most leadership qualities throughout the class' time at CAI.

CAI will be back in Bloomington March 22-26, 2020. To apply for admission to CAI, you must be 21, have

at least two years in the auction industry, and be able to provide three references, including one who holds the CAI designation and one who is an NAA member. We look forward to seeing you at CAI next year! ❖

For more information on Certified Auctioneers Institute, visit auctioneers.org/NAA/Education/CAI.



Barrett Bray, CAI, AMM, BAS received the Rose Award and the Pat Massart Scholarship Award.



Jacob Barth received the Pat Massart Award.



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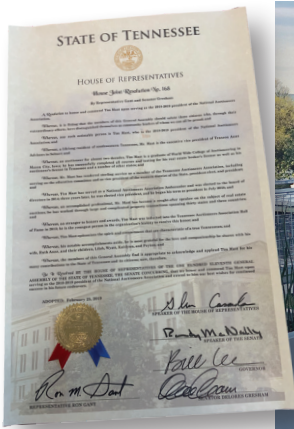


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State Watch



Tennessee Senator Delores Gresham, NAA President Tim Mast, CAI, AARE, and Ruth Anne Mast



Tennessee Auctioneers Association members with Lobbyist Addison Dower Russell

Tennessee

The Tennessee Auctioneers Association hosted its Day on the Hill, where NAA President Tim Mast, CAI, AARE, was presented with a resolution from the Tennessee legislature and Governor Lee honoring and commending his leadership at the NAA, in the state of Tennessee and in the auction industry.

Iowa

Jan. 31 – Feb. 3, the Iowa Auctioneers Association hosted 89 attendees at its annual convention. Speakers Joseph Mast, CAI, Peter Gehres, CAI, CAS, CES, and Chris Rasmus, CAI, taught about the auction industry. Twenty bid callers and seven rookies were

crowned in the bid-calling contest.

Election results

- David Whitaker, CAI – President
- Ryan Read – Vice President
- Rod Backes, CAI, AMM – Director
- Leon Martin – Director
- Corey Fraise, CAI – Director

Georgia

Stephen Burton of Quitman, broker/auctioneer of United Country Real Estate, Property and Auction in Gainesville, FL, was recently elected chairman of the Georgia Auctioneers Commission. As chairman, Burton will be one of six appointed members to help establish and administer standards for licensing of auction companies, auctioneers and auction schools, according to commission officials. They also evaluate applicants for licensure, issue and renew licenses, and enforce all requirements for licensure, including any disciplinary action necessary.

Michigan

On Jan. 31-Feb. 1, 2019, the Michigan Auctioneers Association held its annual conference in Mount Pleasant, MI. During the conference, NAA member Frank Leist, CAI, AARE, received the honor of being inducted into the Michigan Auctioneers Hall of Fame. A bid-calling championship was also held with 12 contestants, including five finalists. Winner Billy Peyton previously won the 2017 Ohio Auctioneers Association Junior Auctioneer Championship and the GoToAuction.com Midwest Auctioneer Championship in 2018. For the past two years Peyton was ranked in the top 15 finalists in the International Auctioneers Championship. Ringman Champion Bob Howe, CAI, previously served on the CAI Board of Governors.

Highlights

- Billy Peyton – Bid calling champion
- Samuel Baer – Bid calling first runner up
- Jason Clark – Bid calling second runner up
- Bob Howe, CAI – Ringman champion
- Mathias Donat, CES – Ringman first runner up
- Kelly Merryman – Ringman second runner up

West Virginia

The West Virginia Auctioneers Association held its annual convention Feb. 15-16, 2019, in Roanoke, WV, with 90 in attendance.

Election results

- John Spiker – President
- Andrew Yoder, CAI – President Elect
- Mark Mazzie – 2nd Vice President
- Teresa Kee – Executive Director

Additional highlights

- Ben Morgan – Bid calling champion
- Linford Berry, AMM, CAS – Rookie champion



Texas Auctioneers Association members participating in Day on the Hill

Texas

The Texas Auctioneers Association hosted its Day on the Hill in Austin on March 27, 2019. Items and information were distributed to all offices and TAA representatives educated the capitol on auctioneering.

Submit your news

Do you have state news to share with the NAA's auction professional community? Send it to eshipps@auctioneers.org.

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Thiel family recognized for 100 years in the auction industry

Work ethic, community involvement and teamwork has carried the Thiel family of Thiel Real Estate and Thiel & Thiel Auctions in Chilton, WI, into a century in the auction industry. The State of Wisconsin recently issued a Certificate of Commendation to the Thiel family in recognition of 100 years in the auction industry. This is in addition to the U.S. House of Representatives reading this significant milestone into Congressional record in Washington DC.

The legacy began with Andrew “Colonel A.J.” Thiel in 1919 when he conducted his first auction at a box lunch social. Third-generation auctioneer Jerry Thiel remembers seeing his grandfather conducting auctions. He said his grandfather was the best auctioneer the Thiel family has had, and that he used some methods that were unheard of in those days.

In the 1920s Andrew Thiel used his own airplane and airstrip at the back of his house to travel to auctions throughout Wisconsin and the Midwest, Jerry said. At the family farm he had an old Soo Line train coach in the yard that was called the Railroad Coach Bar, as well as a filling station with a building shaped like an airplane, and a brat stand.

According to a local newspaper article, Andrew Thiel would fly his airplane above a gathering of people and drop a dummy out of the plane, leaving some people thinking for a



Hard work isn't all it takes for a business to thrive for 100 years. Jerry and Kendall both emphasized involvement in their community.



moment that something terrible had happened.

Andrew’s son, Randy Thiel, joined the family business in 1946 and worked until 2004 when he retired at the age of 81, leaving the business to Jerry and his grandson, Kendall Thiel.

Many members of the Thiel family grew up helping with the auction business. But for both Jerry and Kendall the “auction bug” stuck.

“I think the auction business has always been something very unique to me,” Kendall said. “Even in college I wasn’t sure if I’d pursue the real estate end but I always knew

I’d be involved with the auction. It was always the intrigue of what’s around the corner, what’s the next item, what’s the next thing we’re going to find or unveil as we do setups.”

Family members growing up around auctions for multiple generations has contributed to a deep sense of work ethic, Kendall said.

From Andrew hustling to book more auctions in the 1920s all the way to the young family members helping set up the auctions today, the Thiels know that the work they put into their auctions is rewarding.

“I think it establishes good work ethic in their minds. It sure did for me,” Kendall said. “It definitely shows them that you’ve got to be working if you’re going to be in this industry.”

But hard work isn’t all it takes for a business to thrive for 100 years. Jerry and Kendall both emphasized involvement in their community.

In fact, Jerry was recently inducted as the Citizen of the Year in Chilton, WI, partially due to him conducting 30-50 benefit auction per year for no charge.

Kendall said the good reputation in the community that preceded him affects the business today.

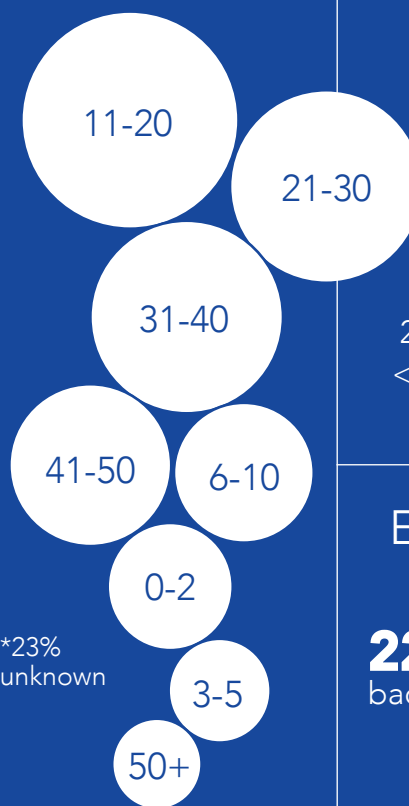
“We see a lot of returns of the same family farms and I get a lot of, ‘Oh, your grandfather or great grandfather did my grandfather’s auction, so we’re going to hire you guys to do this auction,’” Kendall said.

NAA Member Demographics

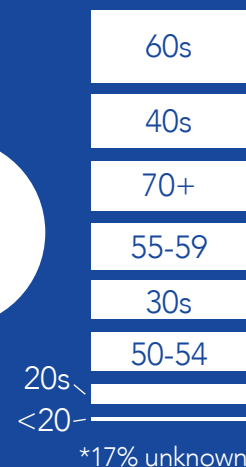


83% male
17% female
*1% unknown

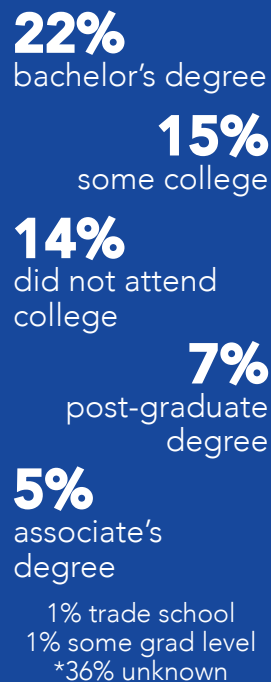
Years in the industry



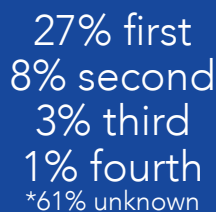
Age Group



Education Level



Generation



In 100 years, the Thiel family has seen many shifts in culture and the economy, which gives them perspective and credibility in their business. "We've seen the highs and we've seen the lows. You have to adjust for whatever the situation is," Jerry said. "It's just a cycle is what it is. You have to bear with it and be ready for it"

When Thiels witnessed shifts in prices of acreage, especially in their immediate area, they were one of the first groups in the area to push real estate auctions to see where the true value in farmland was going. And in turn, they set records in four of their neighboring counties in northeast Wisconsin for record amounts per acre.

So what is the secret to the Thiel family's success? Staying involved in not only local community, but also expanding community through associations.

Kendall, 2015 Wisconsin Ringman Champion and president of the Wisconsin Auctioneers Association, said he attributes much of his personal success to the invaluable relationships he has made through both his state and national auctioneers associations.

"I'm calling them about items and helping them out on deals and they're helping me out on stuff," Kendall said. "It's a true benefit to have, and I think that's the only way you move forward, is you keep connected. We're all small business people. The networking is incredible and well worth the time and effort you put into it"

With a rich legacy behind them and a bright future ahead, both Jerry Thiel and Kendall Thiel are proud to be a part of the family legacy and to be able to pass it down to those who come next. ❖

Current as of April 14, 2019

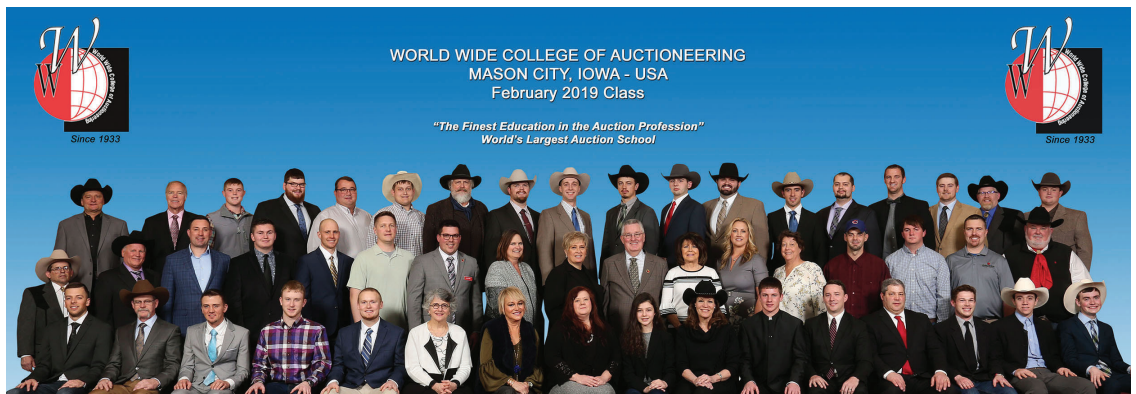
48 new graduates receive NAA memberships thanks to generous donation

There can be a lot of unknowns when you're just starting out in the auction industry. However, for 48 auctioneers fresh into the business, one more thing can be checked off their list thanks to a family's generous donation.

Steve Ashley, owner of S & S Classic cars and four other businesses in south central Kentucky, and his wife Serenna Ashley donated NAA memberships to all 48 graduates of the class of 2019 at World Wide College of Auctioneering,

Ashley's 16-year-old son, who has been interested in auctioneering most of his life, was in the class.

"There was just a lot of really good people there," Ashley said. "Some of them couldn't afford to do it. At first, we decided to do 10 of them. Then all of them got so excited that 10 people would actually do it, so then my wife



and I discussed it and just did them all"

Ashley is not an auctioneer himself, but he said he works with auctioneers, especially in his classic car business.

"You can just notice a difference in NAA members," Ashley said. "They're professionals."

He said he's happy that his son is pursuing a career in the auction industry.

Ashley saw the memberships as a way for his son and the other graduates to not only compete in the International Auctioneer

Championship, but also to boost their careers.

"I just know it'll put them in the position to be around the people who have already been down that road, and they can learn from those people. You can't learn from someone if you're not around them. There's a lot of good people that belong to that (association)."

Ashley said he thinks it's important to invest in young people entering the industry.

"We've got to prepare this younger generation coming up," Ashley said. ♦

Members' daughter visits St. Jude's

Alex Whitley, daughter of David P. Whitley, CAI, CES, and Casey Giddings, CAI, is vice president of Tri Delta sorority at the University of Wyoming. The National Auctioneers Association and Tri Delta are big supporters of St. Jude Children's Research Hospital. Last December, Alex had an opportunity to volunteer at the St. Jude Memphis Marathon and got a tour of the hospital.

"This place truly is where miracles happen, and the experience changed my life," Alex said. "One of the special parts of St. Jude for me is that it is a common ground for the National Auctioneers Association and Tri Delta; getting to see the name 'National Auctioneers Association' on the Donor wall was heartwarming."





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King



Gehres



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Pierceall



Schultz

2019 NAA election candidate endorsements announced

Two candidates run uncontested, while NAA Board approves new electronic absentee voting method

The NAA Candidate Review Committee endorsed a total of six candidates for four positions, including vice president (uncontested), treasurer (uncontested), and two director seats (four candidates).

The following candidates will be running for election at the Annual Meeting, July 19, at the 70th International Auctioneers Conference & Show in New Orleans. Vice President: Terri Walker, CAI, BAS, CES; Treasurer: Craig King, CAI, AARE; Director: Peter D. Gehres, CAI, CAS, CES; Larry “Chip” Pearce, AARE, ATS, CES, GPPA; Phillip Pierceall, CAI, BAS; and, John Schultz, AMM.

The review committee includes: Scott H. Shuman, CAI (Chair); Tim Mast, CAI, AARE; Tom Jordan, CAI, AARE, AMM, CES (Chair, Education Institute Trustees); Jay Nitz, CAI, MPPA; and Sue Doyle (representing state associations).

New Absentee Voting Method

In 2011, NAA Members first experienced absentee ballots, and since that time they have been requesting a way to vote electronically. As a result, in April, during their spring meeting at NAA Headquarters, the NAA Board approved the following process to be used in the 2019 election.

Absentee voting will begin at 10 a.m. CT on May 1; it will close at 4 p.m. CT on July 1.

Members who wish to vote absentee may either vote electronically through the Members Only area on the NAA website or they may download a ballot and send it in to NAA Headquarters following the instructions provided on the ballot form. Regardless of how they vote, members who vote absentee must include their member number on either the prescribed place on the electronic ballot or on the outside of the envelope they use to send in their paper ballot (with the paper ballot, a member must also include their member name).

All NAA members may vote. However, the only votes that will be counted on July 11 will be those submitted by members whose membership is active on that date.

Members who vote absentee using a paper ballot form will be allowed to cancel their absentee ballot and re-vote at Conference & Show by providing proof of their member number to the Election Committee. The paper ballots will be retrieved and destroyed

before being counted or before a new ballot packet is given to the member.

Members who vote absentee using the electronic online process will NOT be allowed to cancel their absentee ballot onsite and re-vote.

Members may only vote once. If a person votes more than once electronically, or once electronically and then uses a paper ballot, both of the member’s votes will be disqualified.

Paper ballots will still be used on site at Conference & Show. As in the past, members must show identification and their membership number to the election officials staffing the ballot process to obtain a ballot packet.

In the case of a tie, only members who cast a ballot at Conference & Show will be allowed to vote in any second or subsequent round of voting.

Absentee ballots will be sent digitally to elections@auctioneers.org

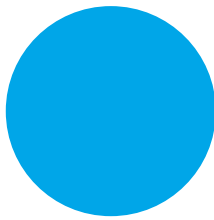
On July 2, the Elections Committee chair and the CEO will prepare a list of all members who have submitted absentee ballots either electronically or by paper ballot, with each such person’s membership number field, and check on each such member’s current membership status. If a person’s membership is no longer active or if a person did not provide their membership number, that person’s name and vote will be highlighted on the list.

Staff will notify members who have voted by absentee ballot but whose membership status is not current that their vote will be invalidated if their membership is not brought current by noon on July 10.

On July 11, the list will be provided to the Chair of the Elections Committee. The Committee will recheck the highlighted votes to determine membership status and the votes of any members who are still not active will be removed. The Committee will also check to see if there are double entries of member numbers; if so, both votes will be removed.

Absentee votes will be tallied after the ballot desk is closed and will be added to the votes cast in person by ballot at Conference & Show before the results are announced.

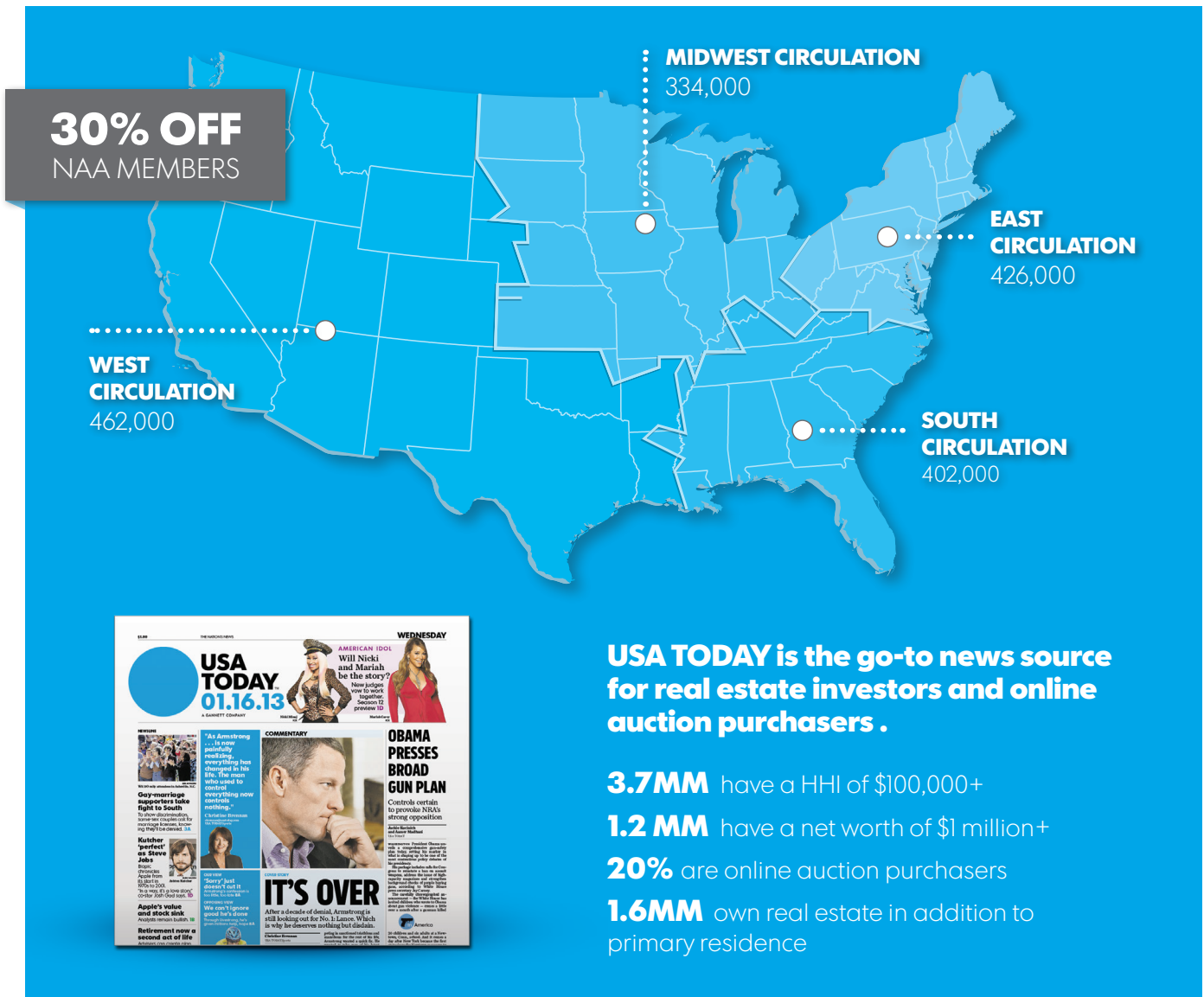
For any questions about the absentee voting process, please contact elections@auctioneers.org, or Brent Wears at brent@wearsauctioneering.com.org. ❖



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Kurt Bachman
Attorney and licensed
auctioneer from
LaGrange, IN

Business Practices

The importance of bidder registration

Question: What if a successful bidder at an auction did not register? Is there a valid contract? What should an auctioneer do?

It depends on the specific facts. In order to be legally binding, a contract generally requires four elements: (1) an offer, (2) an acceptance, (3) mutual assent and (4) consideration. When these four elements come together, a binding contract is formed. When a bidder does not register, there can be questions about the validity of the contract—such as, whether the bidder agreed to essential terms of the sale. There can also be questions about the terms of the contract.

The registration process and agreement are an important part of the auction. It becomes part of the final sales contract between the seller and buyer. The registration agreement protects the auctioneer, auction company and the seller. The registration process establishes specific terms of the sales contract. When bidders register, they should show their driver's license or another form of identity, provide contact information and execute a document containing the terms of the sale. By executing the registration agreement, the bidder accepts the terms and conditions of the sale, and agrees to be bound by them. The terms and conditions set forth in the registration form should supplement and complement any terms announced by the auctioneer prior to the sale. After registering for the sale, the bidder should be given a bid card and bid number.

The primary purpose of the registration agreement is to memorialize the terms of the auction and get the bidders to agree to them in writing. This reduces the likelihood of disputes over certain terms. The registration agreement should be drafted by a licensed attorney who is familiar with how auctions work. The terms of the registration agreement should be kept consistent with the auction contract and drafted in a manner to protect the auctioneer and his or her business. In addition, this registration process will help the auctioneer determine those bidders who are serious about bidding at the auction. If an individual does not intend to bid, he or she may not even register. The registration process will also help an auctioneer verify the identity of the bidders, learn

about his or her bidders and obtain contact information.

The registration form should request the bidder's full name, address, work and home telephone number, company's name (if any), driver's license number and e-mail address. Some individuals may want to request the bidder's date of birth and social security number. This information is helpful for attempting to collect debts and locating an individual. However, requesting the bidder's date of birth and social security number may discourage and prevent some individuals from registering and participating in the auction. If an auctioneer requests a bidder's date of birth and social security number, the auctioneer or auction company now has sensitive data and it becomes important to adequately protect and safeguard that information.

Auctioneers should have a policy or procedure to make sure everyone registers for the auction. After a bidder registers, the bidder should be given a bid number and/or bid card. The auctioneer should then only accept bids from registered bidders. If an individual wants to bid at an auction but has not registered, give him or her some time to register and make a bid. This is particularly true for big ticket items where a deposit or letter of credit may be required.

If someone is not registered but makes the highest bid, the auctioneer or ring man should take prompt action to determine why the individual is not a registered bidder. If the lack of registration was a mere oversight (someone walked in with a crowd and did not know he or she was required to register), then the bidder can correct the problem by promptly completing the registration process. If the bidder refuses to register and sign the registration agreement, then the bidder should not be permitted to participate in the auction. Someone may not register because he or she is not able (or willing) to produce valid identification. Others may refuse to register because they do not agree with the terms and conditions of the auction.

I am not aware of any cases where this issue has been specifically addressed. There is an argument that if the

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terms were posted and announced prior to the auction, the bidder is still bound by the terms of the auction. But, there are some questions about that and no guarantee. A bidder who did not register but was the successful bidder, could refuse to pay the buyer's premium or comply with the terms in some other manner. The best practice is to require all bidders to register for an auction. Registration should be a clear requirement for participation in the auction. It should be a "condition precedent." In contract law, a condition precedent is an event which must occur, unless its non-occurrence is waived or excused, before performance under a contract becomes due, i.e., before any contractual duty exists.

Auctioneers generally should not accept a bid from someone who has not registered for the auction. If an auctioneer inadvertently does accept a bid from someone who is not registered for the auction, there could be questions about whether there is a valid contract and/or the terms of the contract. Having registration for the auction as a clear condition precedent helps protect the auctioneer and seller. ❖



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Contact Kurt Bachman: (260) 463-4949;
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Kurt R. Bachman and Beers Mallers Backs & Salin LLP appreciate the opportunity to review and answer legal questions that will be of interest to auctioneers. The answers to these questions are

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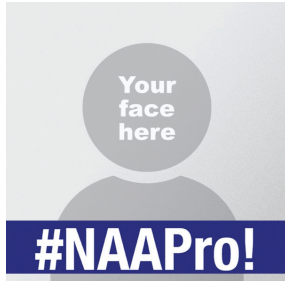
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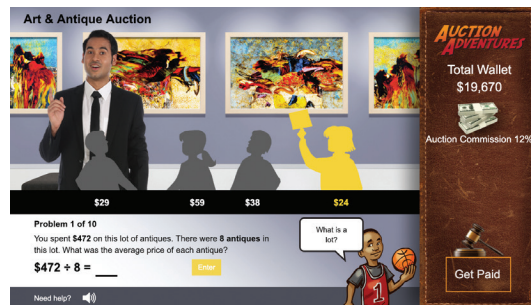
National Auctioneers Week Utilize these marketing tools to grow your business

National Auctioneers Day is the first Saturday in May (May 4 this year), and the week leading up to that day is known as National Auctioneers Week. NAA members traditionally take part in a week-long promotional campaign that highlights their community involvement, as well as educating buyers, sellers, and the general public about the auction method and what it means for auction professionals to be an #NAAPro.

Starting April 29, 2019, here's what you can do and why you should do it:

April 29: Logo Monday

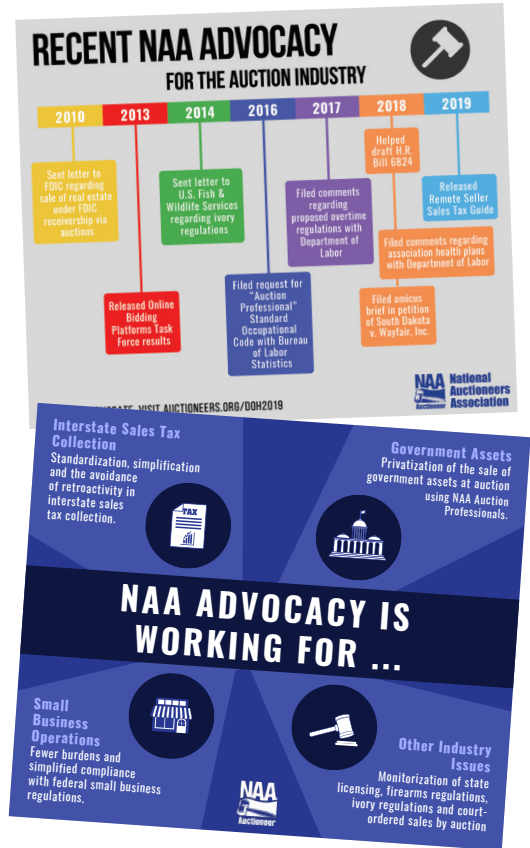
On the first day of the week, you can overlay your Facebook profile picture with a frame (see, above left) created by the NAA. If you don't want to do that, you can always change your photo to the NAA logo. Adding a frame to your picture changes up the routine, possibly causing more people to take a second look at you, and once they do, they'll see that you're a true professional in your field. Belonging to an organization that helps support and grow the industry in and of itself shows your passion for what you do.



April 30: Teach 'em Tuesday

Part of showing how much you care about the industry is in how you treat future generations. The NAA's Auction Adventures game was developed to raise children's awareness of how auctions work. Promoting the game and using that opportunity

to share what you would teach future auction professionals is a great way to show your dedication to the industry's longevity.



May 1: Walk the Talk Wednesday

This year the NAA is creating infographics about its advocacy efforts, which make it easy to pass along the important work the association is doing for the industry. As an NAA member, you're already a part of real change happening for auction professionals. Now is the time to show it off! And don't forget to tag your elected officials. Increasing awareness for the industry increases the likelihood that someone will choose the auction method for their needs.

If you have ideas for next year's National Auctioneers Week activities, send them to eshiggs@auctioneers.org



May 2: Banner Success Thursday

In this issue and the March issue of Auctioneer, the NAA has included a handy banner that you can use to interact with your clients. Take a few minutes with satisfied customers to snap a photo—or better yet a quick video—of them holding the banner. Then, share it to your audience and share what being an NAA member means to you, as well as why people should hire a #NAAPro. When someone checks out your business page for the first time and they see happy, satisfied customers and clients, and an auctioneer backed by a national organization, they’ll be more likely to want to be one of those happy, satisfied people.



May 3: Philanthropy Friday

Some businesses have seen huge success in recent years by attaching their charitable works to every purchase made by their customers. The fact is, people are already shopping, but if they can also do good in the world while shopping, that’s a win-win for them. Showcasing what you do for charity is something you should be doing all year because it shows your investment in the community and the greater good overall. But you can also make the most out of the good that you do by promoting it—not in a way that is attention seeking, but in a way that tells your audience there’s so much more to what you do as an auction professional.

May 4: Celebration Saturday

It’s National Auctioneers Day! And there’s no better way to celebrate than to thank the clients and customers who allow you to get up every day and do what you love. Businesses would not exist without people who buy in. So, the NAA will create the “Thank you” graphic, and all you have to do is share it, invite clients to connect with you, and continue to grow your business with gratitude.



The NAA put a lot of proactive thought into the very best ways to promote and grow your business by participating in National Auctioneers Week. But now it’s up to you. These are great ideas for a particular week, but they’re good ideas to keep in mind all year long. Keep asking yourself how you can be proactive and interactive, and stay present and relevant, to cultivate a successful business. ❖

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The Auction Sales: Developing Your Personal Brand iSeries webinar was hosted by Craig Fleming on March 13, 2019.

iSeries Recap

Developing your personal brand

The term “personal brand” seems to be thrown around a lot lately, but what exactly is it, and how can you use it to your advantage?

Craig Fleming, CAI, ATS, CES, said in the March iSeries that your personal brand is a combination of several factors. It is your reputation, defined by your character. It is also the way others remember you through your actions, your expertise and the emotional connections you make.

For example, Willie Nelson and his hair and bandana is recognizable because of his unique and strong personal brand, Fleming said, and you can develop your personal brand with these principals in mind, too.

First, you must define who you are. But, be authentic in identifying the characteristics that make you, you! Fleming gave a few questions to ask yourself:

- What makes you unique and memorable?
- What are you known for?
- What makes you different?
- What are you an expert in?
- What can you be best in the world at?

Auctioneers can have an upper hand in this.

“As a professional auctioneer you are already a very memorable person,” Fleming said. “Your chant makes you unique, and that fact alone helps you stand out.”

However, when you’re looking to stand out in the auction world, you should ask yourself what your specialty or area of expertise is. Fleming said your answer can’t be “everything,” as this will diminish your credibility instantly.

What can you do that few others know how to do? You have a unique set of experiences, life experiences and personal traits that create the foundation for determining your niche in the auction industry.

“The point here is you have to be differentiating yourself from everyone else,” Fleming said. “If you’re just like everyone else in your market, you’re a commodity, and you look the same to the customer. If your target determines nothing special about you, it’s easy for the customer to pass you by.”

Fleming suggests developing a tagline to go with your brand—something people can easily remember and associate with you. Find words to help define who you are, he said. Keep it simple (two to four words).

Another way to increase your personal brand

presence, Fleming said, is through advertising on billboards. It can be effective for placing your name and face in people’s minds.

However, it is important to know to which people you want to become visible.

“Personal branding is not about being famous; it’s about being selectively famous,” Fleming said. “It means knowing who needs to know you and being visible to them.”

Once you have developed your brand, you must maintain it in order for it to be effective. The best way to do this is to remain consistent in the message you have defined for yourself.

As far as standing out as an auctioneer, Fleming said the NAA offers several professional designations that you can earn to help differentiate you from the crowd. Use these designations as well as your connections with associations to build your credibility.

“It says to your client, ‘I abide by a code of ethics, take pride in my work and continue to educate myself so I can serve you better,’” Fleming said.

Finally, take an active role in your internet presence. What do people find when they Google search you? Or can they find you when they search for you? Fleming suggests investing in help from a search engine optimization specialist.

“You need to be on the front page of Google,” Fleming said. “Find an SEO person and let them help you get there. It is worth every dime you pay them.”

Social media can be a great tool to build your brand as well. Find groups of like-minded people and join them. Be an active member and make yourself memorable to the communities you associate yourself with.

When it comes to branding, it takes a combination of factors to build your personal brand. The formula is different for each person. Remember that you are the message. Share that message with others, and people will remember you for what makes you unique. ❖

To see more from this iSeries, visit auctioneers.org > Education > iSeries.



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CONFERENCE & SHOW

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PREVIEW

Continuing on with our Conference & Show sneak peek this month, we are taking a look at a few things. First, we hear directly from our International Auctioneer Championship winners from 2018. They're talking about what winning has done for their careers, and what the competition means for the auction industry.

Next, is a new feature this year. The team at NAA puts a lot of effort into serving each Community of Practice to the best of its ability. Part of that is making sure every area of auctioneering has something to look forward to each day of Conference. Check out our timeline and decide how to best utilize your CoP path.

Lastly, we're digging into some of this year's education highlights. Education is highly touted as one of the biggest benefits of Conference & Show, and we are sure you will walk away from these sessions (and others) with something to benefit your auction career.

in this issue

**HOW WINNING
THE IAC CHANGED
MY CAREER**

**EDUCATION
EXAMINATION**

HOW WINNING THE NAA IAC CHANGED MY CAREER



EMILY WEARS KROUL

How has winning the NAA IAC provided opportunities for you?

Being the IAC Champion this year has offered me a lot of new opportunities. I've been able to travel for the NAA as a representative to St. Jude and see first hand how our fundraising efforts are being put to work there. I also have been asked to speak at many state conventions and have greatly enjoyed that experience; not only did I get to meet a lot of new auctioneers all over the country, but I was able to promote the IAC and the NAA as an ambassador. I have been able to see the NAA from new eyes, which helps me to better understand our organization and why being a member is so important!

What has happened that you didn't expect?

I have competed for many years but honestly did not know what to expect. I have enjoyed the entire experience so far, and I think being a part of the hall of champions will continue to be rewarding in the years to come. I was surprised to be asked to so many conferences this winter—it's a great feeling when different states reach out to ask you to come and present to their organization.

What advice would you give to first-time contestants?

Be yourself. Have fun. Do your best. Too many people put too much pressure on themselves and on winning. Whether you're competing for the first time or the 10th, I think that being truly genuinely yourself will be the most rewarding trophy you can win, and if you walk off the stage feeling that you've done your absolute best, then it doesn't really matter whether the judges pick you as the winner. First timers—do not be intimidated by the “veterans.” Everyone was once a first timer, and there's no disadvantage to not having competed for years!

What do you think are the three most important qualities judges are looking for?

Passion for the auction industry; the potential to be a great ambassador for the NAA; and a genuine, humble, charismatic personality.

What does the IAC mean to the auction industry?

The IAC is the pinnacle of bid-calling and the auction chant, which is what our industry is known for throughout the world. The bid call is the most recognizable and unique aspect of our industry, and the IAC exemplifies the very best.



BARRETT BRAY

How has winning the NAA IAC provided opportunities for you?

Winning the IAC has provided opportunities that I couldn't have imagined, and in more ways than I would have expected. Beyond doors opening for potential employment, my favorite experiences have been traveling to different state association conventions and having the opportunity to meet and build friendships with fellow auctioneers across the United States. I also have appreciated the chance to become more familiar with the NAA as a whole. Through the orientation process, I've learned more about the different committees that work for the betterment of our industry, the benefits available to our membership, and I've seen the hard work of our leadership as they pour themselves into this association family.



What has happened that you didn't expect?

I didn't expect to build so many friendships from the pool of contestants in 2018. I've had fun keeping in touch and spending time with fellow contestants whom I didn't know before the IAC but counted as friends at the end of the day and when I left Jacksonville, FL.

What advice would you give to first-time contestants?

First, be yourself and have fun. The judges will be able to see if you're presenting truth or putting on a show. Second, get to know your fellow contestants. It's easy to get caught up in competitiveness, but everyone who walks across that stage will be there to encourage you and cheer you on, and they'll become long lasting friends if you open yourself up. Third, understand the point system of the competition and start practicing early. You'll only get one chance a year to throw your hat in the ring, so be sure that you're as prepared as possible to make it count.

What do you think are the three most important qualities judges are looking for?

Poise, communication and talent. In any competition, judges will always be looking for someone who is comfortable being themselves on stage and can communicate honestly and effectively. Beyond that, you have to present yourself as a professional with experience and strong auctioneering skills.

What does the IAC mean to the auction industry?

A lot. The IAC is the Super Bowl for auctioneers. Not only is it a staple and the end cap of our annual Conference & Show, but it is the best window from the outside in for what a wonderful national association we have. It gives an opportunity for auctioneers to better themselves and to learn from one another for the benefit of the industry everywhere.

COMMUNITIES OF PRACTICE THROUGH CONFERENCE & SHOW

You asked, we listened. You can now find sessions relevant to your Community (or Communities) of Practice throughout Conference (and Pre-Conference).

We know your time is limited and valuable during Conference, so we've created this handy breakdown to follow Communities of Practice through each day.

Start planning your days now to get the most out of your experience in New Orleans!

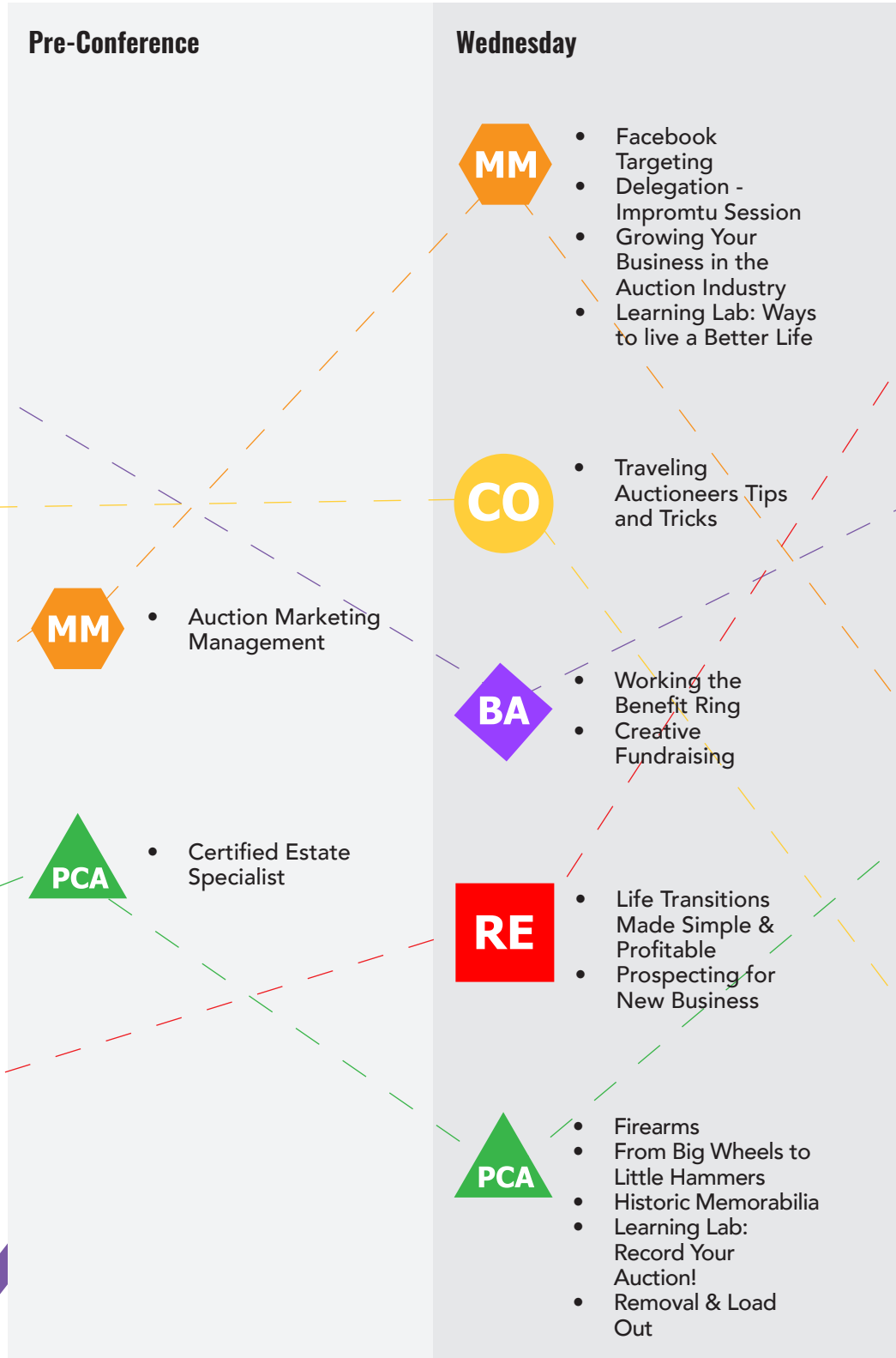
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- Successful Fundraising Auction Show Flow Explained
- Benefit Negotiation and Closing the Deal

PCA

- Deal or No Deal
- Jewelry and Precious Metals

MM

- Emerging Markets Panel
- Learning Lab: Google AdWords
- Creating a Marketing Plan
- Teen Leadership and Communication Workshop

CO

- IAC Champions Session
- The Art & Science of Working the Auction Ring
- Transitions into Auto Auctioneering

Friday

PCA

- Antique Signs & Advertising: Real vs. Reproduction
- Sales Tax
- How to Make Money in Personal Property

RE

- Valuing and Setting Reserves vs. Absolute
- Collaboration, Joint Ventures, Partnering & Strategic Alliances

CO

- Workplace Harassment

BA

- Learning Lab: Creating a Fund-A-Need Pitch
- Developing Benefit Auction Contracts

MM

- Hire Smart
- Organizational Software
- Learning Lab: Tracking and Marketing

Saturday

BA

- Fundraising in Rural Areas

CO

- IAC Finalist Session
- Independent Contract vs Employee: How Should We Classify People?

Session information current as of April 16, 2019. Sessions subject to change.

FIND THE RIGHT PIECE OF THE PUZZLE FOR YOU

Celebrating our 70th annual Conference & Show in New Orleans also means enjoying a week jam-packed with education events. This year, the NAA has its eye on Communities of Practice, working diligently to make sure everyone has an opportunity to learn more about their community and what's trending. From new Learning Labs to Impromptu Sessions, this year's conference education is sure to quench your thirst for knowledge in "The Big Easy!"

Facebook Targeting

On Wednesday, attendees get an in-depth look with Jason Roske, CAI, as he dives deep into the world of Facebook Targeting. As we all know (and loathe, perhaps), the metrics and analytics behind Facebook's algorithms seem to change daily. It can be frustrating to keep up. Jason breaks it down to show you how to manage the changes, track your data, and target your audience for a better client and user experience. Bring your questions and come prepared to walk away with tools to use for your business.



Emerging Markets Panel

Speaking of prospects, what about those markets with which you are unfamiliar? On Thursday, TiWanna Kenney, BAS; Meggie Mei, BAS; Daniel Gutierrez; and Sara Adams, CAI, AMM, GPPA, are getting down to business in this panel discussion all about new and emerging markets. You'll gain insight into what to look for, how to hire people to attract new business, how to approach new clients, and the resources you need to not only gain, but keep them as clients. This diverse panel of experts will discuss their experiences with expansion and growth in business and as individuals.



Prospecting Panel



We all know we need new business, but how do we go about getting it? On Wednesday afternoon, join a legendary panel of NAA pros as they discuss Prospecting for New Business. Craig King, CAI, AARE; Kurt Aumann, CAI, ATS, CES; and Jimmy Dean Coffey, CAI, AARE, AMM, BAS, CES, MPPA, will talk about how they operate, chase leads and make the most of their time and resources.

**Transitions
into Auto
Auctioneering**



As a contract auctioneer, how do you make the transition from just starting out to becoming a highly sought-after auto auctioneer? Michael Riggins, CAS; TJ Freije; Chad Bailey; and Laura Mantle, CAI, CAS, will discuss on Thursday how they got to where they are now, what it takes to work auto auctions, and how you can start your journey to work for some of the greats!



**IAC Champions
Session**

If you've ever been interested in competing in the International Auctioneer Championship, or if you're just curious about their experience, stop by our IAC Champs session on Thursday afternoon.

Join Barrett Bray, CAI, AMM, BAS and Emily Wears Kroul, CAI, ATS, BAS, to learn more about answering interview questions, maintaining poise, selling unseen items, and what to expect as you go through the process step by step—from turning in your form to competing in the finals.



**Fundraising in
Rural Areas**

Are you a Benefit Auctioneer who is challenged by raising the money an organization needs in under-resourced areas? Round out the week and make the most of your

time at Conference with a Saturday morning session before you head back home. Michael Parker, BAS, and Stan Young, BAS, are going to discuss fundraising in underserved areas from 9-10:30 a.m. (right before the Foundation's annual Children's Toy Auction). Find out how these veteran auctioneers handle this challenge and what steps you can take next time you're working in a rural community.



**Conference & Show
Exhibitor List**

- 1-800-The-Sign.com
- Anchor Audio
- APRO
- Auctioneer Software
- AuctioneerInsurance.com
- AuctionLook
- AuctionZip.com
- Basinger Audio Systems
- BidWrangler LLC
- Blue River Digital
- Currency
- CUS Business Systems
- E Title Agency
- E.R. Munro and Company
- Fellowship Of Christian Auctioneers International, Inc.
- Galaxy Audio
- Global Auction Guide.com
- GoToAuction.com
- Greater Giving/Auctionpay
- Kiefer Auction Companies
- Land.com
- Level
- LiveAuctioneers
- MarkNet Alliance
- NextLot, Inc.
- Performance Printing
- Proxibid, Inc.
- Sandhills Publishing/Auction Time
- Shearer Printing Service
- Tractor Zoom
- TSYS Merchant Solutions
- W2 Auction Solutions

Exhibitor list is current as of April 12, 2019.

NEXT ISSUE

In May, we'll explore the trade show floor and get in depth with our candidates in an election profile.

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The largest generation in the workforce

What can young professionals bring to the auction industry?

By James Myers

A few years ago, young professionals surpassed other generations as the largest group in the workforce, according to Pew Research. Companies are finding that they can benefit from what this generation brings to the table.

For the auction industry, this crop of 23 to 38-year-olds is eager to dive into the industry, bring new skillsets and actively seek out opportunities for employment. These are the up and coming auctioneers that Laura Mantle, CAI, CAS, an instructor at Ohio Auction School, sees on a regular basis.

“Young auction professionals are the future of the auction industry,” said Mantle, who got her start as a 10-year-old, clerking, cashiering and setting up auctions for her family’s business before becoming a contract auctioneer working in three states. She said as more and more young auctioneers bring “enthusiasm and ideas into our industry,” auctioneering will continue to evolve.

Young auctioneers, she said, are more willing to take risks to figure out what will

work for the industry; they’re not set on particular ways of doing business and don’t feel that “we should do things a certain way just because we always have.”

Rather, they’re more likely to venture into the unknown, she said, whether it’s bringing in new technology, establishing new avenues of how and what to sell at auction, or seeking out new marketing methods.

Robert Almodovar, AMM, GPPA, himself a young auctioneer, said his generation sees the value of good communication and uses their knowledge of technology to build relationships with new audiences that may have been out of reach in the past.

“Communication requires multitasking nowadays,” he said, adding that his generation communicates telephonically and through email, but they’re also using applications such as WhatsApp to communicate with international clients. Where communication tools are concerned, Almodovar said, “we have very little trouble handling ourselves.”

Employers and employees in this generation are finding mutual benefits in learning from one another. Young professionals are eager to build their credibility through hard work and experience, and employers are looking for ways to evolve and keep up with where technology is taking business.

Because of the technological environment many young professionals grew up around, they tend to have a technological savviness that can adapt to the constant changes of technology and how it relates to business.

“I was able to learn from my employer,” Almodovar said, “and they would learn simultaneously from my knowledge of technology and how it can be applied to the auction business.”

Mantle said a majority of young professionals begin as contract auctioneers, finding work with established auction companies rather than venturing out on their own right away.

“However, this doesn’t mean they are limiting themselves to only one type of auction,” she said. “It’s not unusual for auctioneers in my age group to sell real estate at auction, ring (or sell) at car auctions, sell household goods, antiques and collectibles at a consignment auction, and conducting benefit auctions, etc.”

Almodovar said his generation of auctioneers is adaptable and hungry for knowledge so they can grow within the industry. For example, he said he never shied away from asking “why, why, why” of his employers.

For Joel Lemley, this new generation of auctioneers injects a bit of freshness to his workforce at Lemley Auction Services. Lemley, who got his start in the auction industry before recent graduates of auction schools were even born said, “When you get old like me, (the company) needs a fresh face occasionally to bring some energy into your business.”

Almodovar said young professional are looking for employers (like Lemley) who are accepting of the latest crop of auctioneers and have long-term goals for their development.

He said his generation is looking for mentors who can not only teach the ropes of the auction business, but also how to balance the hustling lifestyle of an auction professional.

Lemley said young auctioneers have a lot to grasp as they enter the industry and learn all the ins and outs. For example, they have to be knowledgeable of state and local laws, tax laws, banking and association issues that affect the auction industry, to name a few.

But young professionals are eager to take it on and build a career for themselves—and there’s no better way to learn than to experience it firsthand.

“You’ve got to find somebody who will let you work and let you learn,” he said.

When seeking out an employer, Mantle advises young auction professionals to look for the one that is comfortable being on the cutting edge of modern auctioneering and is welcoming of new ideas and input.

“Because of the evolution of the auction business,” she said, “an open mind and the willingness to be somewhat of a risk taker is essential for any company to ensure their long-term future as a successful auction company.”

And as far as employers looking for ways to grow, hiring young professionals can be a way to not only bring new perspective to your business, but it can also be a way to take part in teaching the next generation of auction professionals. ❖

James Myers is a freelance writer in Oregon.

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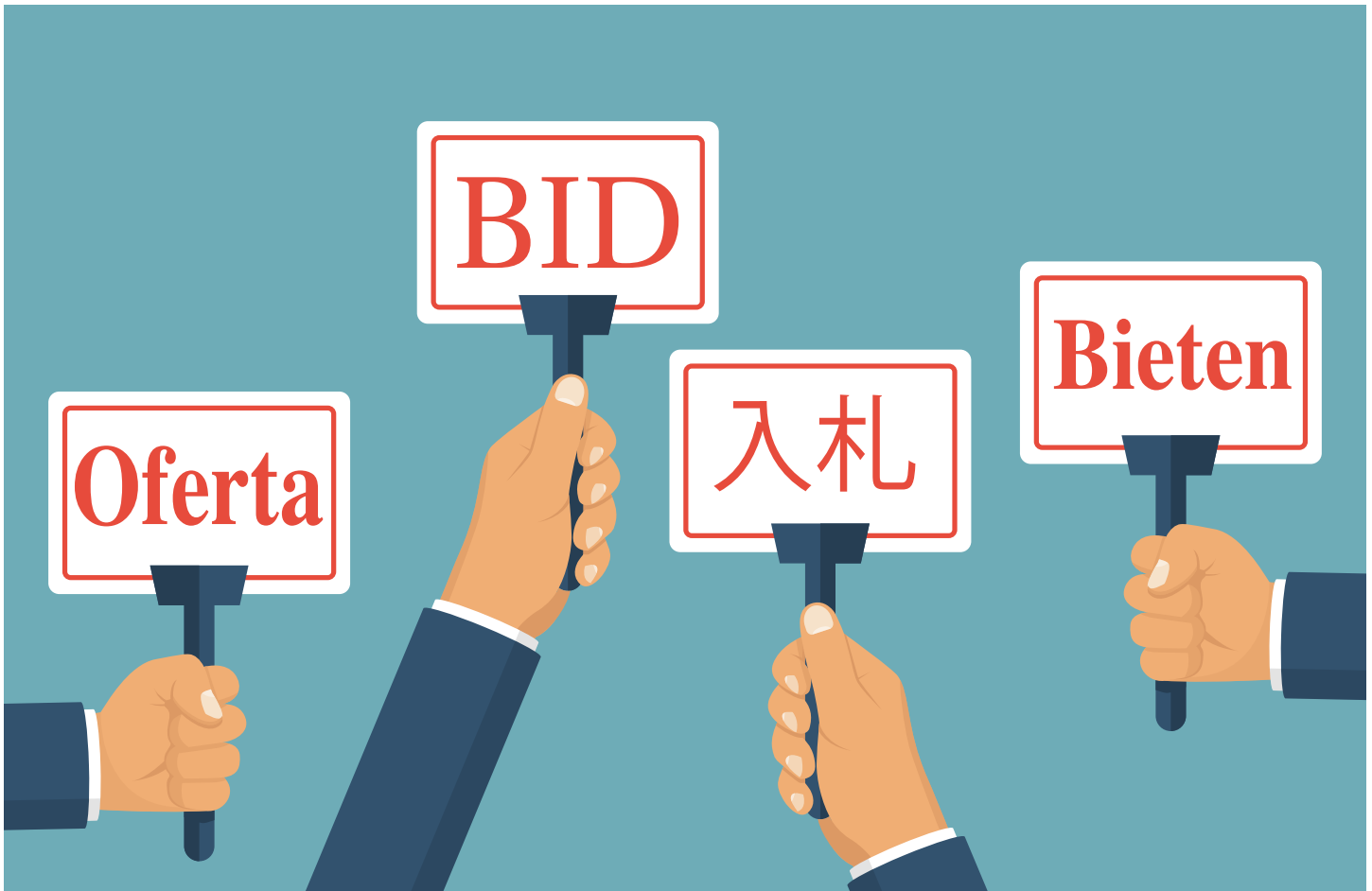


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Opening Doors with Language

Auctioneers speaking multiple languages find career success

By Nancy Hull Rigdon



Auctioneers fluent in two—or even three—languages use words including “tremendous” and “game-changing” to describe how their skills impact business.

These NAA members didn’t sit down one day and decide to learn a new language. Instead, a series of circumstances opened doors.

For Wayne Wheat, his trigger circumstance was driving 1,200 miles a week for auctions. He decided to learn Spanish while driving.

“In any profession, you want to continue to grow and improve your skill set. I realized that if I learned to sell in Spanish, I would have additional opportunities to help buyers and sellers that may not understand an English-only auction,” Wheat said.

He’s based in College Station, TX, and came to that conclusion through his experience with Latino real estate customers in Texas, Arizona, California and Florida. Now that he’s bilingual, he has a process for determining what languages to speak while selling: He surveys the crowd at registration and during opening announcements to figure out demand for Spanish bid-calling.

“Buyers feel much more comfortable with their bids if they understand the language. And the additional bidding activity benefits the seller as well,” Wheat says.

His dual language skills have led to business opportunities. An auction in a southern California hotel ballroom served as the

beginning of a successful domino effect. He was auctioning about 300 homes, and he sold one in Spanish. His performance caught the attention of the FDIC, and he was selected to auction 500 homes in Puerto Rico. While selling in Spanish in Puerto Rico, a seller asked him to conduct an auction in Barcelona. He’s auctioneered in Puerto Rico and Barcelona many times now. He’s also learning Portuguese to further his international reach.

“The takeaway is that by using my time wisely while traveling, I developed a skill that has led to some big opportunities and not-so-bad paychecks,” he said.

The defining moment for Kelly Nicholas, GPPA, occurred during her first NAA event.

She had the opportunity to witness Stan and Lou Ann Riley Young sell.

“He was calling bids, and she was signing bids. Her hands were flying just as fast as he was speaking. It was a beautiful dance that made a lasting impression,” Nicholas said. She’s an auctioneer with Lifetime Auctions and Estate Services in Raleigh, NC

Fast forward to the day a deaf family walked into her auction house. The communication barrier was frustrating.

“I remembered my experience with Mrs. Young and was determined to include this family,” Nicholas said.

She focused her free time on learning to count in American Sign Language. When the family returned to the auction house, she did her best to put her new sign language skills to work. She laughs recalling that auction: “I totally failed in keeping my hands up with my mouth, and I probably said things with my hands equivalent to a toddler talking”

But it was the effort that counted.

“That family knew I was trying to make



them feel welcome, and that small act of inclusiveness turned them into loyal clients, and more importantly, lifelong members of my auction family,” Nicholas said.

Born in China, Meggie Mei’s, BAS, first language was Japanese. She also speaks Mandarin. When she moved to the United States, she was fixated on learning English to succeed in American auctioneering. Once she conquered that goal, her next language-related opportunity came into view.

“I realized that due to cultural and language barriers, there were so many misconceptions

within Asian culture about American culture as well as misconceptions within American culture about Asian culture,” Mei said. She owns Mei Auctions in Dallas.

Mei now serves as a cultural translator of sorts. For example, she led an NAA Conference & Show session on understanding Asian business culture. And she’s educating Asian buyers and sellers on the ins and outs of American auctions.

She’s incorporated these skills into her business plan. The mission statement for her company reads: “To be the leading auction broker service on a global scale. To be the bridge builder between auction industry in the United States and the auction industry in Southeast Asia.”

Mei added, “I didn’t set out to be a translator, although now that I’m doing it, I see how big of a need there is for this. I’m glad I can help fill the need.” ❖

Nancy Hull Rigdon is a freelance writer in Colorado.

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Auto auctions: Along for the ride sharing

Are ride hailing services making a dent in the auto auction industry?

By James Myers

People have more options today in how they arrive at a destination, thanks to ride sharing and ride hailing services. It's impacting car ownership, which in turn has an effect on how auctioneers working in the automobile industry approach their work.

For example, according to a Pew Research Center survey, 36 percent of adults say they use ride-hailing services. Does this mean Americans are buying fewer automobiles? That's true for Millennials: According to an Ohio State University study, car ownership dropped 30 percent between 2007 and 2014.

Another aspect impacting car ownership involves the rate at which adults are becoming licensed drivers. While the United States has one of the highest percentages of licensed drivers in the world, fewer people are choosing

to get their license, especially those in the 16- to 44-year-old cohort, licenses for which have consistently declined since 1983, according to a study by Car Group.

Then there's the University of Michigan's "Monitoring the Future" survey, which shows that the number of high school seniors with a driver's license dropped from 85.3 percent in 1996 to 71.5 percent in 2015, which represents a record low. The explanation for the decline has been placed on a number of factors, from helicopter parents who do all the driving, to social media's role in keeping people connected, and ride hailing services such as Lyft and Uber.

Some television news personalities have gone so far as to claim that ride sharing—such as Zipcar, Car2Go and ReachNow—ride

hailing, rising interest rates and other factors create an ominous future for the automobile industry. However, the numbers that auctioneers see at their auctions simply don't support the fear mongering.

Auctioneers see the shift

Linford Berry, CAS, AMM, owner of Mountain Valley Auction Group, said there is an obvious shift taking place, and it's probably still developing. The shift is a movement away from personal ownership of vehicles and toward leasing vehicles or utilizing ride hailing services and subscription services.

"People are still moving around," he said, "going from point A to point B. And total miles traveled haven't gone down in this country, it's just—who's doing the driving?"

Linford said despite this preference in ground travel, the volume of cars he's moving hasn't changed.

"The fleet markets have had to adjust," he said, "because the types of vehicles being sold, taxi services for example, are not really distinct from the regular automobiles that people are driving around. That's one change that has occurred and I'm not sure it's a negative or a positive, it's just a way the fleet vehicles are bought and sold."

Rental cars at auction

Toya McLeod, CEO at Continental Auctioneers Inc., has witnessed first hand how the ride-hailing industry has reshaped the way traveling auctioneers (such as himself), car buyers and sellers get around.

Before Uber and Lyft grew into prominence, McLeod would rent a car upon reaching his destination. This allowed him some autonomy, and he didn't have to rely on shuttle services from the auction company. These shuttle services have also largely been discontinued, he said, as it's more economical to choose ride hailing services.

"Now I never rent a car," he said. "I just grab an Uber."

Rental car companies are finding a new market in renting their cars to people driving for Uber and Lyft, and they're buying these cars at auction. McLeod has worked auctions where representatives from rental car companies bid on many used cars at a single auction, and it's "made the market a lot stronger," he said.

"Those cars will have to be remarketed and reconditioned," he said of rental cars, "and the auctions will get a lot of business from that."

Positive numbers despite change

Chad Bailey, president of the National Auto Auction Association, said industry data from 2015 to 2017 (2018 numbers aren't yet available) show that business is actually getting better. Projected gross units sold in 2015 totaled \$90.9 billion, but jumped to \$105.6 billion in 2017. The projected units sold grew from 9,346 in 2015 to 10,014 in 2017.

"Despite all the ride sharing and all this stuff," Bailey said, "our market and industry is as strong as ever! Used cars are coming into the lanes in big numbers and projections are not changing."

Bailey said where auctioneers are concerned, navigating through the changes in the way people travel should not be alarming. He's not seeing any short-term concerns about auctioneers losing their jobs or that they should feel the need to downsize their operation.

"Having said that," Bailey began, "auctioneers need to be diversified and have their eggs in many baskets. I am very fortunate at my auction to have world champions such as Joseph Mast, Andy White, and Peter Gehres on my staff. I also have auctioneers that sell many things and have options."

While the way people move around is quantifiably shifting, it seems the auto auction industry is shifting in tandem. If auctioneers can diversify and continue to adapt, changes like these will not significantly change the landscape of selling cars at auction. ❖

James Myers is a freelance writer in Oregon.

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Millennials & home buying

Is this frugal bunch finally ready to buy?

By Nancy Hull Rigdon

Millennials aren't known for settling down. We've seen this with marriage, jobs and, historically, home buying. But with housing prices expected to level out, new first-time homebuyer incentives and promises of swift mortgage application processes, could things turn around? Is 2019 going to go down as the year of the millennial home buyer?

We queried a few real estate auctioneers to find out.

Max Spann, President of Max Spann Real Estate & Auction Company, said the answer could be "yes"—if the real estate industry caters to their wants and needs. As one example, he points to the urban versus suburban decision.

"We know millennials prefer urban locations to the suburbs. They want locations that are amenable to walking and biking, near thriving downtowns and near mass transit. And they don't want the costs and headaches of home maintenance. If we can give them great options there, they'll buy," Spann says.

The term millennial typically refers to the generation of people born from the early 1980s to the mid-1990s. Today, they range in age from early 20s to late 30s. Spann thinks their housing preferences may change with time.

"As millennials age, will they find suburban areas more attractive?" Spann asked. "That remains up in the air."

He adds: "Anecdotally, we are seeing some millennials reconsider the suburbs now because in some cities the urban areas have gotten so expensive. Millennials are known for decisiveness. So they either will or they won't."

Millennials represent less than one-third of home-buyers, according to a 2018 Millennial Homeownership Report from the Urban Institute. The commitment of homeownership has been known to steer them toward renting. Aside from Spann, the other real estate auctioneers we queried said they aren't noticing factors one way or the other that could potentially alter the statistics anytime soon.

But let's dig into the habits and tendencies of millennials a bit. The *LA Times* called millennials "the best educated and most diverse population of young people in U.S. history." They are unusually optimistic, especially considering their career trajectories were affected by the 2008 recession, and they tend to be weighed down by student loan debt. These factors have made millennials a frugal and resourceful bunch, which in turn makes them somewhat "risk-averse" when it comes to finances.

This group is getting married and having families later, which means they rent longer, delay home buying, and in some cases skip the typical starter homes. Millennials have finally seen a shift in income for the better in the past few years, but the traditional housing market can be competitive, so they may be more open by nature to look at alternative methods of buying a home. Considering their need for financial security, passive income through investment properties may also be an attraction into the real estate auction realm.

There are some concrete ways real estate auction professionals can reach millennials.

Technology is key to the answer, Spann said. "Millennials are much more receptive to online bidding versus live events. If we can make the online buying experience simple and easy, then auctions will become more and more appealing to millennials," he said.

Nailing the technology side is, of course, just one part of the home-buying equation.

"The auctioneers that can marry ease of use from a transaction standpoint with the ideal product type—we're talking the most desirable types of homes—can have tremendous success with millennial home-buyers," Spann said.

Nancy Hull Rigdon is a freelance writer in Colorado.

This group is getting married and having families later, which means they rent longer, delay home buying, and in some cases skip starter homes.



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Q&A

Lucas Hunt, BAS



1. What sparked your interest in becoming an auction professional?

My inspiration came from a hospital in Southampton, NY. Eight years ago, a friend asked if I could serve as the auctioneer at a bra auction for a women's cancer benefit. Local artists had made incredible bras that would be modeled by survivors and models, then auctioned off to a supportive crowd. At that time, I'd never done an auction in my life. However, my mother's best friend died of breast cancer. And, the mayor of my hometown of Dixon, IA, was Bruce Dahms, a famous local auctioneer. I grew up studying Bruce and even assisted him at a few events. He was such an incredible auctioneer and personality that his chant left an indelible mark. When it came time for the bra auction, I simply channeled Bruce. Our goal was 5k—we raised 15k that year and 30k the next year.

2. What road did you take to get there?

My career began in the Hamptons. I volunteered and worked as a benefit auctioneer for various local non-profit organizations for three years, and then moved to New York City in the fall of 2014. The city was a whole new ballgame. There I met the legendary CK Swett and Charles Antin, both former Christie's auctioneers who had become gala benefit auctioneers on their own. They helped me land a life-changing job for The Estate Auction of The Most Interesting Man in the World. This was a marketing campaign by the beer company Dos Equis and led me on an 8 city national tour performing before crowds of up to \$1,500. It was my big break—an auction show of sorts. (It was) a real auction with fake money of real items from a fake person's estate. I LOVED IT. There was music and dancing and

performers—we called it the auction show. But here's the thing, for eight weeks straight I was rehearsing live auctions with a team. It got me in shape. And right after the Dos Equis tour, I went straight to Worldwide College of Auctioneering in Mason City, IA. My teachers were JillMarie Wiles, Kurt Johnson, Trisha Brauer, (and) Anthony Lopez, just to name a few! Paul C. Behr is an amazing steward of our profession, and runs an incredible institution with Vicky Ginder. One month later, I took the BAS course with JillMarie Wiles and Lance Walker (Fast Talker) at Conference and Show in Grand Rapids, MI. Sherry Truhlar was also a big influence on my early decision to become an auctioneer. Jenelle Taylor helped me take my business to the next level, and working with Kathy Kingston, "The Queen of Fundraising," has shown me new worlds of growth. In short, my road has been a shared path of success with fellow auctioneers,

or as we say AHA!—Auctioneers Helping Auctioneers.

3. Were there any challenges you faced?

Yes, not being a part of the Christie's and Sotheby's elite in New York City at first felt like an obstacle. It has since become a virtue. And I think learning to be and accept yourself on stage and off stage is crucial. I've worked with an incredible acting coach for the past few years who helps me to understand that what we do is for ourselves, but the ripple effect we can have in the lives of others is WHY we should be doing it to the best of our ability every time we take that microphone in our hands.

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

Not really. I have more and more respect for people who are different than me and do things differently. If anything, I've sought a diversity of influences, and (I) am most impressed with individuals who find their own special way of expressing themselves. Being an auctioneer is like being an artist. You must practice and hone your craft. Perfection is impossible. The industry itself is too vast for my comprehension; however, I'm grateful every day to everyone in our profession. We are so fortunate to be auctioneers!

5. Why do you love what you do?

So many reasons. The attention, hahaha. Helping others. Every time I get the chance to fundraise, I know that the greatest impact we can have in our lives is to help improve the lives of others. Happiness is not a given that we should expect life to hand over to us in time. Rather, it's a gift we receive when we give of ourselves. This is the reason why I love auctioneering and auctioneers—we are in a position to give so much.

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

Auction professionals can keep an open mind and heart and dedicate themselves to empathetic learning, which means, caring about what other people are going through in their lives. Help other auctioneers. Continue to study and practice and learn. Look for ways to grow in our personal and professional lives

that will, in turn, serve our communities. And mentor. I wouldn't be here if it weren't for those who came before me.

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

Through education programs like the BAS designation. By bringing together the smartest, most ambitious group of auctioneers possible every year at Conference & Show. By serving as a body of integrity, responsibility and values.

8. When and why did you decide to become a writer?

Now we are taking a turn into the sublime! Growing up in a small town in Iowa, I was always amazed by the great silence around us at all times. The fields, the woods, the wind—all these elements of nature put a spell on me as a child in the countryside. When I could first use language, I wondered what the world around us would say if it had a voice? As a young man in college at the University of Iowa in Iowa City, I was exposed to poetry and poets for the first time. Like auctioneers, their influence was impossible for me to ignore. I loved listening to poetry readings, which led to my first experimentations at home. "Can I do that?" was my first thought as a writer.

When was your first book published and what does the future hold?

My first book was published in Austin, TX, in 2006! My next book came in 2011 from a small publisher in the Hamptons. Then in 2016, Thane & Prose of New York put out IOWA, the first of a five-book series of poems about places. Iowa is very much about rural life, and there are a couple of poems that have auctioneers in them! This year, the second book in the series, HAMPTONS, will publish. There is a poem about crashing a benefit in there, kind of like wedding crashers, except the non-profit version. This book is about summer, leisure and a way of life that was new to me. My next book is NEW YORK, and will be about living in the big city for the past few years.

Is there any tie to auctioneering in your books?

I have a lot of names for auctioneering. Number rapping. Fancy panhandling. And yes, there is a tie in to it in my books. Poets and auctioneers both exist to give a voice to those who have no voice or cannot be heard. As a benefit auctioneer, I strive to represent the underserved in our society. As a poet, I strive to express the beauty of life in a world of suffering. Recently, I wrote my first poem specifically about a benefit auction at the Plaza Hotel in New York. It's called Galamites.



Has branching out into another field helped your auction career?

Yes. Poetry came first in my life. Poetry, literature, music, theater, dance and art. Culture informs my humanity as a poet and auctioneer. Without the freedom of language and expression, our corporate lives would be empty of meaning. As people who champion the democratic values of inclusion, diversity and security, it's crucial to remember that all voices matter. Even our economic ambitions depend upon the recognition of the needs of others, in addition to our own. I think poetry is a way to listen to people who are different than us and a way to learn how to understand how attractive and powerful it is to be different. It's something we all have in common and brings people together. So yes, poetry has helped me become a more compassionate auctioneer. ❖

Find out more about Hunt's books at lucashunt.com.

Q&A Tractor Zoom

1. When and how did your business start?

Tractor Zoom was created in 2017, as a way for farmers to easily search for and find farm equipment at auction. Kyle McMahon (CEO), was trying to find a Kinze 3600 for the 2017 planting season and was surprised to find out how difficult it was to easily search the internet for planters going to auction. Tractor Zoom was built on the feedback of hundreds of farmers that wanted an easier way to connect with auction companies and browse their farm equipment inventory.

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

The online listing services for auctioneers weren't easily searchable and could be cumbersome for equipment buyers to navigate. Sites that hosted digitally scanned sale bills weren't easily findable and searchable for farmers. Tractor Zoom was built so that auctioneers can

easily upload their auction inventory onto our marketplace, and have it viewed by a very specific audience: people looking to make farm machinery purchases at auction.

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

We're a farmer-first service aiming to connect a farmer/equipment buyer with all farm machinery on auction. They prefer the auction method, so we work with our auctioneer partners to list their sales for free. Base posting is free as we never want a farmer to miss out

on that specific piece he may be looking for. The benefit for our auctioneer partners is that we introduce them to a very targeted niche of buyer; users are only on Tractor Zoom to find farm machinery on auction. Ultimately, we're bringing new bidders and buyers to sales they may not typically know about.

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

The auctioneer community is full of hard working, salt of the earth folks. We can relate and love the fact that this group feels like



Kyle McMahon, founder/CEO



Jeremy Hewitt, director of customer success



one big family. We have a real passion for the auction industry, and we want to make it easier for auction professionals to reach more bidders and keep growing their businesses. Our team thrives off success stories from either auctioneers telling us we brought them buyers, or farmers telling us they never knew so many auctions existed and they are finding the equipment their operation needs.

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

We're excited to keep growing our geographical footprint into other agricultural regions outside of the Corn Belt. We're also really excited about our newly launched advertising platform, Preferred Partners. Preferred Partners is a value-add to the farmer

as we allow lenders and insurance agents to advertise their services in the context of a farmer looking to make a purchasing decision. What's best, it allows us to continue to keep base posting free for our auctioneer partners.

6. What's on the horizon for the next few years?

The short answer is growth and expansion to bring our users more value. Every farmer needs a semi-truck to haul grain and most farmers have bull dozers and excavators for pulling drainage tile and building terraces. This means you'll see Tractor Zoom evolve and include other heavy equipment markets and possibly a multi-national brand. What's great about this industry is we get to hear our customers (auctioneers and bidders) tell

us things they'd love to have. When we get enough requests from them we build more software to solve more problems!

7. How has the NAA helped your business grow?

NAA has been invaluable in connecting us with auctioneers across the country. Through NAA events and conferences we're able to meet our current and potential customers face-to-face, spend some time getting to know them, and get their feedback on Tractor Zoom and how we can continue to add value to their sales. ❖

Learn more about Tractor Zoom at tractorzoom.com.

Mecum's \$39 Million Auction in Arizona Smashes First-Year Event Record

WALWORTH, Wis. — March 22, 2019 – Mecum Auctions' inaugural Phoenix•Glendale collector-car auction was held this past weekend, March 14-17, at State Farm Stadium in Glendale, Arizona, and the staggering results achieved were unprecedented. As more than 1,300 vehicles crossed the auction block in just four days, sales totals for the Phoenix-area auction rapidly climbed to more than \$39 million, an unbelievable 85-percent increase over Mecum's previous record total for an inaugural event.

An event that was originally intended to span just two days and feature 600 collector

cars quickly doubled in size as news of Mecum coming to Arizona spread. Throngs of enthusiasts flocked to State Farm Stadium to take part in the action, and the quality of consignments was as great as the quantity, presenting everything from entry-level to investment-grade vehicles among a wide variety of makes, models and vintage. The auction's top three highest-dollar sales demonstrate that diversity well, with the No. 1 spot claimed by a factory 4-speed and Super Track Pak-equipped 1970 Dodge Hemi Challenger R/T Convertible (Lot S101) that demanded a final sale price of \$1.43 million. Following was a stunning

1932 Duesenberg Model J Rollston Torpedo Berline (Lot S123) that sold for \$880,000 and a contrasting 2011 Ferrari 599 GTO (Lot S71) that brought \$770,000.

"State Farm Stadium was an incredible facility to work with and provides a wonderful foundation for growth," Mecum CEO Dave Magers said. "We're also thrilled that the City of Glendale and Mayor Jerry Weiers proved to be natural and valued partners in the promotion of this great event and that our visions for Mecum's growth in Arizona are in total alignment. We have bold plans for future successes like this, and we can hardly wait for our 2020 return."





The private sale of a 2016 Ferrari LaFerrari Aperta took place off the block at the Phoenix auction, adding \$5.5 million to overall totals, and Mecum's Bid Goes On department is continuing to finalize post-auction sales that will contribute to the impressive \$39 million already achieved.

The complete top 10 collector-car sales at the Mecum Phoenix 2019 auction include:

1. 1970 Dodge Hemi Challenger R/T Convertible (Lot S101) at \$1,430,000

2. 1932 Duesenberg Model J Rollston Torpedo Berline (Lot S123) at \$880,000

3. 2011 Ferrari 599 GTO (Lot S71) at \$770,000

4. 1970 Plymouth Superbird (Lot F164) at \$357,500

5. 1969 Chevrolet Yenko Camaro (Lot F140) at \$231,000

6. 1967 Ford Mustang Fastback (Lot S144) at \$225,500

7. 1969 Ford Mustang Boss 429 Fastback

(Lot S80.1) at \$209,000

8. 2009 Rolls-Royce Phantom Drophead Coupe (Lot S192.1) at \$195,250

9. 1962 Chevrolet Corvette Convertible (Lot S110) at \$187,000

10. 1989 Ferrari Testarossa (Lot S76.1) at \$181,500 ♦



Ritchie Bros. sees record attendance for US\$56+ million auction in Fort Worth, TX

FORT WORTH, TX (March 14, 2019) – Ritchie Bros.’ Fort Worth auction site set a new bidder record during its first auction of the year this week, attracting close to 7,200 people to participate in its US\$56+ million auction.

More than 4,800 items from 670+ owners were sold in the two-day event (March 12 – 13). Approximately 88 percent of the assets were purchased by U.S. buyers, including 44 percent purchased by buyers from Texas. International buyers from such countries as Mexico, Malaysia, and Australia purchased 12 percent of the equipment. Online buyers purchased 64 percent of the assets.

“We are pleased with our Fort Worth auction this week, attracting 38 percent more bidders year over year,” said Neal Black, Regional Sales Manager, Ritchie Bros. “Texas continues to be a robust market for Ritchie Bros., where consignors and buyers look to us as a destination of choice to help manage

their fleets, whether through our live onsite auctions in Fort Worth and Houston or our online solutions through IronPlanet and Marketplace-E.”

Mr. Black continues, “In fact, we have an IronPlanet online auction this week with more than 130 items from Texas sellers. Our next onsite auctions in Texas will be in April (Houston) and May (Fort Worth).”

Equipment highlights in the Fort Worth auction included 440+ truck tractors, 190+ aerial work platforms, 150+ excavators, 95+ loader backhoes, 90+ skid steers, 65+ flatbed trucks, 50+ wheel loaders, 45+ telehandlers, 40+ dump trucks, 30+ dozers, 25 motor graders, and more. All items were sold without minimum bids or reserve prices.

Specific sales highlights:

- Two 2011 Caterpillar 725 5,000-gallon 6x6 water wagons sold for a combined US\$300,000
- A 2011 Caterpillar 980K wheel loader

sold for US\$237,500

- A 2008 Grove TMS900E 90-ton 8x4x4 hydraulic truck crane sold for US\$195,000
- A 2013 Hagie STS10 90-ft 4x4 sprayer sold for US\$160,000
- A 2013 Peterbilt 367 10x6x4 w/ QMC 70100R 25-ton boom truck sold for US\$135,000

AUCTION QUICK FACTS: FORT WORTH, TX (March 2019)

- Total gross transactional value – US\$56+ million
- Amount sold to online bidders – US\$35+ million (64 percent)
- Total registered bidders (in person and online) – close to 7,200
- Registered online bidders – 5,600+
- Total lots sold – 4,800+
- Number of sellers – 670+♦

Moran’s *Traditional Collector* auction realized strong prices for European furnishings and fine art



Lot 190, A pair of kingwood marquetry commodes, price realized: \$21,760

MONROVIA, CA – Moran’s first Traditional Collector auction of the year achieved strong prices across the board for fine art and objects sourced from Southern California estates as collectors vied for rare examples of fine French furniture and masterworks of European art. If this trend continues, Moran’s next Traditional Collector auction in July is sure to perform just as well.

A pair of kingwood marquetry commodes with stunning gilt-bronze mounts was one of the most beautiful pairs of commodes Moran’s has auctioned in recent memory. The pieces soared above their \$5000-7000 estimate to sell for \$21,760 (all prices include Moran’s 25% buyer’s premium). A French Louis XV-style gilt-bronze vitrine with a door lock signed by

Ct. Linke sold comfortably above its \$3000-5000 estimate for \$6,250. A stunning pair of French Empire fauteuils de bureau were one of the most highly anticipated items leading into the auction. The chairs, after a design by Napoleon's throne maker François-Honoré-Georges Jacob-Desmalte for the palace of Napoleon's brother Jérôme Bonaparte, King of Westphalia, sold to a happy buyer for \$40,625 (est.: \$2000-3000).

Fine Art and objects from Europe achieved strong prices realized during the sale. The auction opened with a bang when a stunning biblical painting attributed to Pieter Bruegel the Elder car to the block. The second lot of the day sailed well past its \$4000-6000 estimate to sell for \$37,500. A beautiful autumn floral still life from German artist Adelheid Dietrich was one of the top lots of the auction, selling for \$34,375 to a lucky floor bidder (est.: \$15,000-20,000). A silver gilt and enamel icc of the Mother of God, Joy of All Who Sorrow from famed maker Ivan Khlebnikov sold well above its \$3000-5000 estimate for \$14,843. An Evgeni Alexandrovich Lanceray bronze sculpture of a be charmed previewers leading into the sale, selling just above its \$3000-4000 estimate for \$4,687.

Paintings from the Americas also tipped the scales on Sunday. A painting of a lady punting with a basket of flowers by Peruvian artist Albert Lynch was one of Moran's favorite works in the sale. It proved to be a bidder favorite as well when it sold above its \$15,000-\$20,000 estimate for \$22,500. The coveted status of top lot at the auction belonged to an Antonio Nicolo Gasparo Jacobsen to a painting of the tugboat "E Heipershausen" on open waters. The ship sailed past its \$3000-5000 estimate to sell for \$46,875. ❖



Lot 208, A pair of French Empire mahogany and gilt bronze-mounted fauteuils de bureau, price realized: \$40,625

Lot 2, Attributed to Pieter (The Elder) Bruegel (17th Century Flemish), "Abraham and the Three Strangers," price realized: \$37,500



Lot 301, Adelheid Dietrich (1827-1891 German), Autumn flowers, 1880, price realized: \$34,375

Lot 189, Albert Lynch (1851-1912 Peruvian), A lady punting, price realized: \$22,500

Lot 261, Antonio Nicolo Gasparo Jacobsen (1850-1921 West Hoboken, NJ), The tugboat "E Heipershausen" on open waters, 1891, price realized: \$46,875

Fine Art Drives Strong Results at Thomaston Place Winter Auction

THOMASTON, ME: A diverse and enticing selection of artwork attracted frenzied bidding from a worldwide audience at Thomaston Place Auction Galleries Winter sale on March 1, 2 & 3.

Thomaston Place Auctioneer and President Kaja Veilleux said: "I am delighted with the results from our first major auction of 2019. The major artwork was stellar, and objects across virtually all categories performed well."

"Sunset in Crimea", a luminist oil on canvas harbor scene painting by 19th Century Russian artist Ivan Aivazovsky (1817-1900), brought \$132,000 after a battle between telephone and internet bidders.

The sale produced a new auction record for a work by Dahlov Ipcar (ME/VT, 1917-2017). Determined bidders pushed her charming painting of two cats, titled "Encounter", to a final sales price of \$21,060.

A graphite drawing by renowned New England artist Winslow Homer (MA/ME, 1836-1910), "Portrait of John Murray Brown" (of Boston publishers Little, Brown & Little), also fetched \$21,060; and a lovely oil on canvas painting by Le Pho (France/Vietnam, 1907-2001) captivated multiple players and ultimately sold for \$18,720. And, strong interest in Waldo Peirce's famous work, "Nude in the Hay", pushed its selling price to \$16,380.

Several Chinese items also generated fierce bidding competition, including: two early blue and white porcelain bowls, one with interior unglazed stacking band and the other with Phoenix bird decoration, that rocketed to a final selling price of \$23,400; a Ming Dynasty gilded bronze figure of seated Shakyamuni Buddha that achieved \$21,060; and a red lacquered carved seat Guanyin figure on lotus platform above a multi-tiered stand that brought \$12,870.

The auction presented a variety of hotly contested small items of value, including: a Patek Philippe gent's wristwatch with 18K gold head and original black band that realized \$18,000; a rare Gold Rush era compact push dagger by Michael Price of San Francisco that raised \$13,200; a four-piece Josef Hoffmann Wiener Werkstatte silver tea set that raised \$12,870; and a Tiffany & Company platinum ladies ring set with a 1.25 carat Columbian emerald flanked by round brilliant cut diamonds that brought \$9,000.



1



2



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6

Two Tiffany Studios lamps generated strong prices, including a table lamp with Acorn pattern leaded shade and bronze "Four Virtues" base that sold for \$17,550, and a bronze Scarab desk lamp with iridescent green and purple luster Favrite glass shade that fetched \$15,210.

Stand-outs from the antique furniture collection were a Sheraton mahogany sideboard attributed to the shop of John & Thomas Seymour that brought \$14,040 and a pair of boldly carved Queen Anne mahogany lyre back armchairs that reached \$11,115. Several examples of contemporary hand crafted furniture that also attracted spirited bidding included: an Eldred Wheeler tiger maple Chippendale style secretary that sold for \$8,775; a tiger maple highboy by Eldred Wheeler that reached \$7,605; and a set of eight D.R. Dimes Windsor chairs that brought \$5,100.

Other high flying lots included: a late 19th Century palace size West Anatolian Ushak carpet that sold for \$21,060; a 1930s era Temperance themed hooked rug that raised \$8,400; a 5th Century Nolan Italian amphora form vase that brought \$8,190; and an English William III lantern clock by Holloway of

Stroud that reached \$7,020.

Attached photos:

1. Ivan Aivazovsky (Russia, 1817-1900) 1853 oil on canvas work depicting a sunset in Crimea
2. "Encounter", an oil on canvas work by Dahlov Ipcar (ME/VT, 1917-2017) that raised a new world record price for this artist
3. Ming Dynasty gilded bronze figure of seated Shakyamuni Buddha
4. Rare Gold Rush era compact push dagger by Michael Price of San Francisco
5. Josef Hoffmann Weiner Werkstatte Austrian silver tea service
6. Tiffany table lamp with Acorn pattern shade
7. Sheraton mahogany sideboard attributed to the shop of John & Thomas Seymour
8. 1930s era Temperance themed hooked rug that brought \$8,400 ❖





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2019 NAA HALL OF FAME NOMINATION FORM

PAGE 1

Name of Nominee		
Residence Address		
City	State	Zip code
Phone		

BUSINESS INFORMATION

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

PERSONAL AND FAMILY INFORMATION

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

PROFESSIONAL INFORMATION

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

NAA ACTIVITY

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

STATE ASSOCIATION ACTIVITY

List state association involvement, offices held, etc.:

COMMUNITY INVOLVEMENT

List any notable community activities:

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

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

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

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

Submitted by (please print) _____

Address _____

City _____ State _____ Zip _____

Phone _____

Auction School Graduates

America's Auction Academy

The January 2019 graduating class from America's Auction Academy included students from 10 states.

First row (l-r): Jimmie Dean Coffey, instructor, Mike Brandy, instructor, Kimberly Grennan (Missouri), Sandra Brown (Texas), Laura Reutter (Texas), Teresa Tong (Texas), Scott Swenson, instructor, and Donovan Tinsley, guest speaker.

Second row (l-r): Mike Jones, school director, Kelly Kirby (Tennessee), Todd Ahrens (Texas), Kye Bond (Mississippi), Ben Pedersen (Louisiana), Allen Lu (Texas),



James Mills (Arizona), Will Pahl (Texas), Jake Hubbell (Colorado), Lucas Baldrige (Texas), Skip Domingos (Texas), Rodney Hamby (Missouri), and Lori Jones, school administrator.

Third row (l-r): Rylan Shea (Texas), Robert Welch, Jr. (Texas), Michael Shannon (Texas), Brad Bell (Texas), David Lopez, Jr. (Texas), Matthew Lopez (Texas), Trent Jones (Texas), Tyler Rife (Arizona), Bill Burgan (Texas).



Southeastern School of Auctioneering

The Southeastern School of Auctioneering graduated eight new auctioneers at the February 2019 class. The new auctioneers were from South Carolina, Georgia and Pennsylvania. This year marks the 36th year for the Southeastern School of Auctioneering.

Back row (l-r): Lola Whitworth, school director, Bruce Bartz (South Carolina), Dakota Bolin (South Carolina), George Scranton (South Carolina), Tanner Mooney (Georgia), James Glover (Pennsylvania), and Larry Meares, president.

Front row (l-r): Edward Venticinque (South Carolina), Jared McGuffee (South Carolina), and Angela Rowland (Georgia). Tyler Weaver, Nathan Bice and Heath Stark.



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“I joined the NAA as a valuable tool in networking and marketing in future projects. Having worked with United Country’s Strategic Client Services division, I saw the importance in having an auctioneer’s license, education in the world of real estate, and expanding my expertise to help clients.”

Jake Hubbell
Crawford, Colo.



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Earn your designation

The NAA provides its members with a diverse range of professional designation courses specifically built to help auctioneers specialize while expanding their professional knowledge.

Check out the Education Calendar on page 55 for upcoming NAA education opportunities.

You can also visit the full education calendar on the NAA website at: auctioneers.org > Education > Upcoming Events.



Requires 32 classroom hours, a detailed written auction summary report, proof of at least 10 real estate auctions, and 24 hours of continuing education every three years.



Requires 24 classroom hours, completion of a custom auction summary report based on knowledge from the designation course, and 24 hours of continuing education every three years.



Requires 21 classroom hours, a detailed written auction summary report, proof of at least six benefit auctions and 24 hours of continuing education every three years.



Must have been practicing full-time auctioneers for at least two years (prior to attending the institute), attend all three years of CAI with more than 120 classroom hours, complete all special projects and complete 24 hours of continuing education every three years.



Must pass the prerequisite exam or hold another NAA Designation, complete the course in its entirety, and submit four evaluations from a contract auction.



Requires 21 classroom hours and completion of 24 hours of continuing education every three years.



Requires completion of 35 classroom hours, a detailed written appraisal report and proof of at least two affidavits of appraisals.



MPPA designees specialize in one or more of the following areas: antiques & estates, plant machinery & equipment, construction & agricultural equipment or small business valuation. Must already be credentialed with the GPPA.



While USPAP is not an NAA designation, it is offered at Designation Academy and Conference & Show, and USPAP compliancy is a part of the GPPA.

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In Memory



Forrest Mendenhall **Hall of Fame Member**

Forrest Arnold Mendenhall passed away on March 31, after a long courageous battle with cancer. He was 87 years old.

Forrest was born on Dec. 4, 1931, at the house on his parent's dairy farm on Prospect Street in High Point, to the late Verna Mae Stone Mendenhall and Robert Reid Mendenhall. He studied business at High Point College. While there, in 1953 he got a call from Col. Fred Matthews, an auctioneer in Hertford, NC, to come work for him. He told Fred that he was going to auction school first. He went to the Reppert Auction School in December of 1953. After he got out of auction school he began selling automobiles

and livestock every Tuesday and Thursday for Fred. He lived with Fred Matthews and his family from Monday to Friday for 4 years. Forrest often said his experience with Fred Matthews was the best education he could have ever gotten, and he did not receive a diploma for it.

Forrest started the Mendenhall Auction Co. in 1956. At the time he was working 7-9 automobile auctions every week in New York, New Jersey, Ohio, Pennsylvania, Virginia, etc. Forrest would travel more than 100,000 miles a year for 6 years. Every Friday on his way home he would stop by Corn Oil Company to have his oil changed. Forrest

and his brother started the High Point Auto Auction in February 1960. Many remember that opening day, the highway and local roads were so backed up with traffic trying to get to the auction, the local police were called in to direct traffic. It was the largest auto auction east of the Mississippi. Forrest and his brother then started the Mendenhall School of Auctioneering in 1962. In 1970, Forrest bought out his brother and continued on with the auction school. In 1975, he built a permanent facility for the school, which remains strong today. More than 8,000 students from all 50 states and 17 foreign countries have graduated from the

auction school. The students, just prior to graduating, hold an auction under Forrest's supervision for the St. Jude Children's Research Hospital. More than \$400,000+ has been raised to date.

Forrest was a Life member of both the Auctioneers Association of North Carolina and the National Auctioneers Association. He was inducted into the Hall of Fame of both associations. He was the first recipient of the Bernie Hart Auctioneer Award and a Warren Young Fellow by the National Auto Auction Association. He received many other awards for his dedication to the auction industry. He sat on the boards of many associations.

He is survived by his wife of 54 wonderful years, Betty Jo Turner Mendenhall; daughter, Julie Mendenhall; son, Wayne Mendenhall; his grandson, Johnathan Mendenhall Thayer and a host of nieces and nephews.

In lieu of flowers, memorials in Forrest's memory may be made to:

- Springfield Friends Meeting: 555 East Springfield Road, High Point, NC 27263
- Hospice of the Piedmont: 1801 Westchester Drive High Point, NC 27262; hospiceofthepiedmont.org
- St. Jude Children's Research Hospital, 501 St. Jude Place, Memphis TN, 38105; donors@stjude.org.

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Ambassador Spotlight



Bob Dann, CAI

What about your membership in NAA do you value?

I value the friendships and contacts I have made at NAA. All the Auctioneers I have had the pleasure of working with from the Benefit Auctioneers to the Real Estate Specialists are

hardworking, fun loving and passionate about our great auction profession.



Shelley Musser, AMM

What about your NAA membership do you value most?

The education, the seminars, the friendships, and the support from both peers and the NAA staff have been truly invaluable to me!

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50 years later

May 1969: First NAA convention attracts 107

Around this time 50 years ago, the NAA published the list of 107 registrants from the first official and exclusive NAA convention July 13-15, 1950, in Roanoke, VA.

Following is a list of those who attended the 1950 convention as taken from the registration roster. Whose names do you recognize?

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NEW YORK

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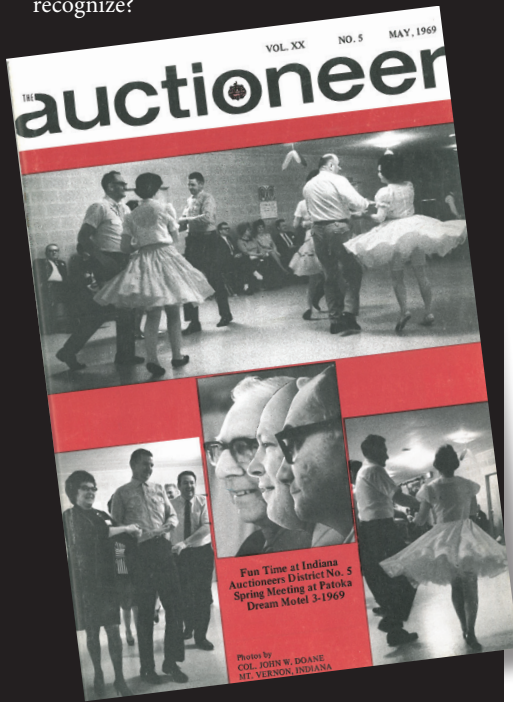
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