

the auctioneer

February/March 2022

The official publication of the National Auctioneers Association

2022 CONFERENCE & SHOW

See you in San Diego



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CONFERENCE
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Exciting times ahead!

This is one of my favorite times of year for the National Auctioneers Association—it's when we really start to focus on Conference & Show, happening July 26-30 in San Diego, and you'll find information starting in this issue of *Auctioneer*!

You've heard me talk about just how fantastic the new Town & Country is, but don't take my word for it—you can see lots of images and video if you join the NAA Auction Professionals group on Facebook and visit conferenceandshow.com (which will be updated soon)! As always, we'll have a full schedule of learning and networking with amazing sessions and one of the best spaces I've seen for our trade show in years.

There's so much happening this year, I want to be sure you have the full picture:

- Our keynote speaker will be Coach Burt! Those of you who were a part of the coaching program know just what a session with Coach Burt can do for your business, and he'll be there to get everyone motivated!
- Speaking of Coach Burt, we also will be holding a half day session with Coach that you can add to your conference registration. This will be on Tuesday before the Welcome Party kicks into gear Tuesday night!
- If you've been on the fence about competing in the International Auctioneer Championship, this is the year! The contest will have a new energy this year, and you'll appear on an expanded IAC Live! We're particularly looking for a strong showing this year from a lot of Benefit Auctioneers, because....
- In case you haven't heard, the Benefit Auction Summit will be held concurrently with Conference & Show this year at the Town & Country! We're so excited to bring this community together with the larger NAA for the general sessions of Conference & Show, as well as an expanded trade show! The Summit will wrap up on Thursday, just in time to watch or compete in IAC!

Registration will open in March, so get the dates on your calendar! But while we're excited about Conference & Show and San Diego, there's so much more happening.

If you haven't heard about the Tech Tools How-To series, be sure to check it out! These short, virtual, skills-based sessions are what you've been asking for: a hands-on walkthrough of skills like Google Analytics, SEO, and conversion tracking, they're the perfect way to get caught up with where you need to be.

We're so, so excited to talk about the return of Day on the Hill on April 27. We'll be helping you with skills to use in meeting with your Congressional Representatives and hosting a reception that you can invite your reps to!

Our Community Conversation series is in full swing! We've held sessions for Benefit Auctioneers and the Marketing and Management communities, as well as some invitation only conversations, with a full schedule for the rest of the year. Visit auctioneers.org/community for the entire schedule.

And those are just the events we've got happening! We're also working hard on the priorities we've talked about in previous communications. We're continuing to improve the website experience, updating our designation courses in advance of Designation Academy, getting the Data Forum ready for October, and working with government agencies to advance our industry.

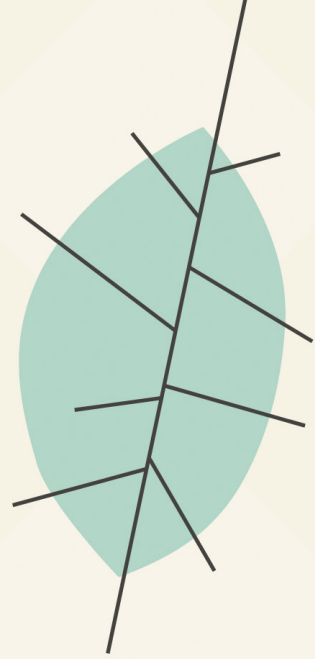
It's a lot, and your Board of Directors wouldn't have it any other way.

See you next issue ... and in sunny San Diego! ❖



Beth Rose, CAI, AARE, AMM
NAA President

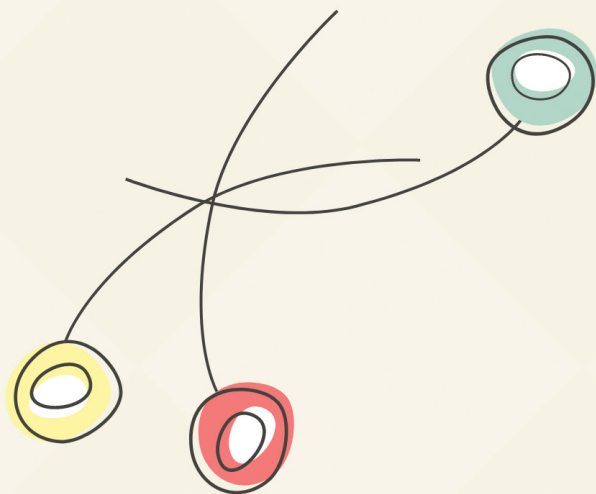
Beth Rose is the founder, owner and auctioneer at Beth Rose Real Estate & Auctions. She is a Rose award recipient, Volunteer of the Year award recipient, 2016 International Auctioneer Champion, and 2016 National Auction Marketing Campaign of the Year award winner. Beth has served the NAA on the Education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



NATIONAL AUCTIONEERS ASSOCIATION
CONFERENCE
& SHOW

San Diego, California

JULY 26-30, 2022



DIGITAL MARKETING SUMMIT

A HYBRID EVENT



FEB. 21-22, 2022
FORT WORTH, TEXAS

AUCTIONEERS.ORG/MARKETINGSUMMIT



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Better email management

“

If you want to get better at emails, stop constantly checking them—you're going to check them anyway.

”

Keith Johnston,
DAHLIA+ Agency

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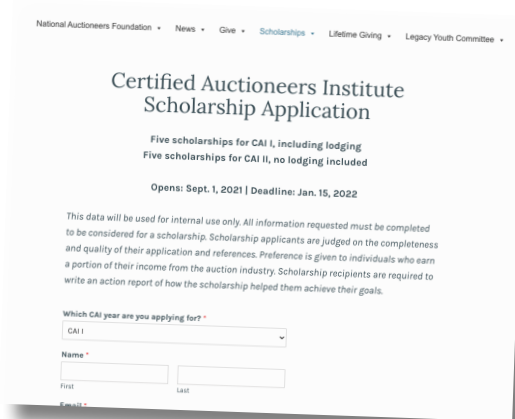
UPDATES TO AUCTIONEERS.ORG & WE NEED YOUR INPUT!

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

us a line at communications@auctioneers.org, and we'll make sure the Promotions Committee hears about it.

FOUNDATION SCHOLARSHIP APPLICATIONS ARE EASIER THAN EVER

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



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

**AUCTION
MARKETING
COMPETITION** NAA + USA TODAY

Deadline February 15

AUCTIONEERS.ORG/MARKETINGCOMPETITION

Your Association at Work



Day on the Hill returns this April!

Day on the Hill is back! Join NAA in bringing the auction industry to Capitol Hill. Schedule Meetings with your Senators and Representatives for April 27. Then join us in Washington, DC, April 26 for some training on our advocacy agenda, as well as how to

conduct your meeting. While you're meeting with your reps on the 27th, invite them and their staff to a reception that evening hosted by NAA.

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

“

I'm so excited for the return of Day on the Hill! As a locally elected official myself, I know the importance of communication and persistence to enact real change. See you all in DC!

Trisha Brauer, CAI, BAS,
Advocacy Committee
Co-Chair

”

HOTEL INFO

Hyatt Place
Washington DC/
National Mall

Use code G-NAA1

The Hyatt Place is in walking distance to Capitol Hill!

SCHEDULE

April 26
2-5 pm
Sessions and training on NAA advocacy agenda and how to conduct meetings

April 27
Individual meetings on your own

April 27
5 pm
Reception



Legacy Youth Scholarship application deadline extended!

Calling all children and grandchildren of NAA members—the 2022 Legacy Youth Scholarship application period has been extended to Feb. 14, 2022.

Look for the application at auctioneersfoundation.org/legacy-youth-scholarship-application.

Information on 1099-k forms

As you have probably read, the IRS has changed the rules surrounding issuance of 1099-k forms. After seeking guidance from numerous tax professionals and speaking with the Internal Revenue Service, we believe this is one of the sections of the 2022 tax code that will be clarified in the coming months. We are hopeful that as this rule becomes clarified

by the Internal Revenue Service, it's one to which our industry is not subject. Until we do have clarity, we recommend seeking the guidance of your tax preparer or accountant and consider collecting W-9 information from sellers in the event that our industry is subject to this rule. We will continue to seek clarity from the Internal Revenue Service and report on any progress.

2022 YEARLY PLANNER

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

Nashville Auction School transitions ownership

Nashville Auction School is transitioning to new ownership on Jan. 1, 2022.

Ownership will transfer from Rhessa and Wendall Hanson to Shane and Amanda McCarrell of Clarksville, Tennessee, and Jason and Natalie Deel of Clinton, Tennessee.

The new owners have a combined 40 years of service to our nation in the Armed Forces. They will bring their leadership experience, as well as their auction and business experience, to the school.

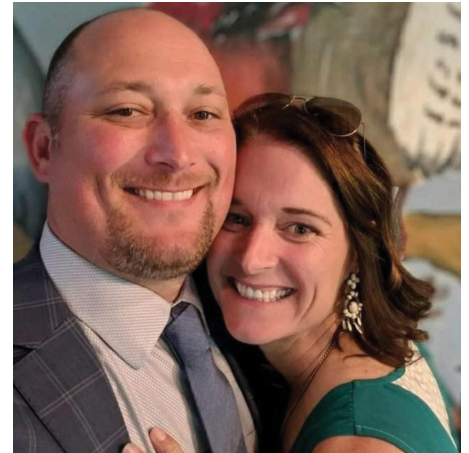
Wendall Hanson, CAI, AARE, GPPA, owner, said, "It is time to make a business transition moving into my retirement years and I fully anticipate an exciting future for Nashville Auction School."

Thousands of students from all 50 states have utilized the training offered at Nashville Auction School over the years, seeking to become auctioneers or current auctioneers interested in maintaining their licenses through online and in-person continuing education courses.



Jason and Natalie Deel

"We are very excited to be taking the reins and humbled that the Hanson's chose us to continue the legacy of exemplary training for our industry," stated Shane McCarrell, CES, and Jason Deel, CAI, GPPA.



Shane and Amanda McCarrell

"There is an energy and excitement in the auction industry today that is fueled by young and competent auction professionals," said Rhessa Hanson, CAI. "The McCarrells and Deels exemplify this enthusiasm."

Past President Shuman publishes book on auctions

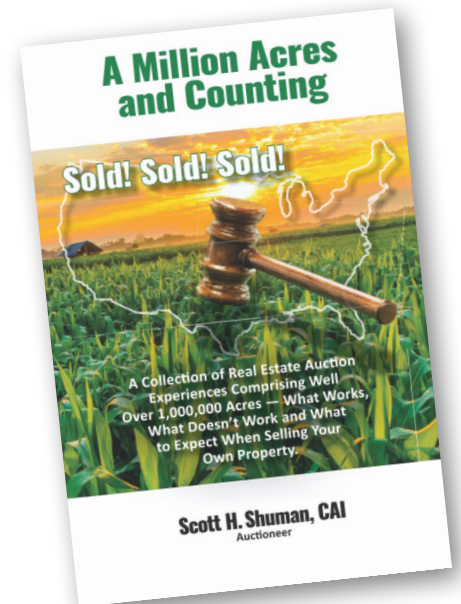
NAA Past President Scott Shuman, CAI, recently published a book on property auctions called, "A Million Acres and Counting: Sold! Sold! Sold!"

The book is a collection of real estate auction experiences comprising well over 1,000,000 acres—what works, what doesn't work, and what to expect when selling your own property.

Here's what the experts had to say:
 "Scott has gleaned information and expertise from many sources and woven them into an enviable career, a credit to the auction business, and an inspiration to our next generation of auctioneers." - Leroy Van Dyke, auctioneer/entertainer

"When it comes to land, Scott Shuman has seen it all: the good, the bad, and some absolutely unforgettable episodes that he shares in A Million Acres and Counting. Anyone who loves land will benefit from reading Scott's informative tribute to those who inspired him to rise from a one-man band to president of the National Auctioneers Association and the founding partner of Hall and Hall Auctions." - Eric O'Keefe, editor, The Land Report

"Scott always works to create a win-win situation. He is a situational advisor—he listens to understand the situation and uses past experiences to help his clients achieve top notch results. He makes auctions fun!" - Chuck Sylvester, general manager of the National Western Stock Show and Rodeo for 25 years
 Find this book on Amazon or Goodreads.



NAA Mission

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

NAA Vision

NAA will be the voice of the auction profession.

NAA Cornerstones

Promotions
 Advocacy
 Community
 Education



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State Watch

Indiana

The Indiana Auctioneers association held its annual convention Nov. 19-20, 2021, in Noblesville, Indiana. Andrew Wilson, CAI, CES, was inducted into the Indiana Hall of Fame.

Election results:

- Andrew Wagner, CAI, President
- Marc Huber, Vice President
- Mark Bisch, CAI, BAS, CES, GPPA, Treasurer
- Melisa Carothers, Director

Competition results:

- Senior Division Champion: Jordan Gilkerson, CAI
- Junior Division Champion: Tyce Freije



Left: Indiana Board of Directors. **Above left:** Andrew Wilson, CAI. **Above right:** Jordan Gilkerson, CAI.

Ohio

The Ohio Auctioneers Association held its annual convention Jan. 7-8, 2022, in Dublin, Ohio. Greg Rice and Chris Davis were inducted into the Ohio Hall of Fame.

Election results:

- Karen Huelsman, CAI, President
- Susan Johnson, CAI, AARE, BAS, CES, Vice President
- Cynthia Schillig, Treasurer
- Brian Davis, Director
- Billy Peyton, Director
- Chelsey Anglin-DeVotie, Director

Competition results:

- Senior Division Champion: Jerick Miller
- Junior Division Champion: Grant Phipps



Above left: HOF inductees Greg Rice and Chris Davis. **Above:** Vice President Susan Johnson, CAI, AARE, BAS, CES, and President Karen Huelsman, CAI. **Left:** Top three senior competition finishers: Landyn Butler, 1st runner up; Jerick Miller, champion; and Sam Baer, reserve champion.

Mississippi

The Mississippi Auctioneers Association elected officers to serve the 2022 term during its annual business meeting in Philadelphia, Mississippi, Jan. 7, 2022.

Election results:

- Steve Ryals, President
- Johnny Wright, Vice President
- Brett Hollingsworth, Treasurer
- Nick Clark, Director
- Don Monroe, Director
- Mike Rice, Director

Competition to be held at a later date in 2022.



From left: Mike Rice, Director; Johnny Wright, Vice President; Steve Ryals, President; Don Monroe, Director; Nick Clark, Director; Brett Hollingsworth, Treasurer.

Submit news: [auctioneers.org/statenews](https://www.auctioneers.org/statenews)




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2022 NAA HALL OF FAME NOMINATION FORM

Name of Nominee		
Residence Address		
City	State	Zip code
Phone		

BUSINESS INFORMATION

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

PERSONAL AND FAMILY INFORMATION

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

PROFESSIONAL INFORMATION

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

NAA ACTIVITY

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



2022 NAA HALL OF FAME NOMINATION FORM

STATE ASSOCIATION ACTIVITY

List state association involvement, offices held, etc.:

COMMUNITY INVOLVEMENT

List any notable community activities:

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

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

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

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

Submitted by (please print) _____

Address _____

City _____ State _____ Zip _____

Phone _____

Board of Directors

Director/Officer Requirements

An NAA member who wishes to be elected as an Officer or Director of the association at the 74th International Auctioneers Conference & Show in San Diego, California, must announce his or her candidacy by 4 p.m., CT, on Tuesday, March 1, 2022.

NAA POSITIONS AVAILABLE

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

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

BOARD RESPONSIBILITIES

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

APPLICATION PROCESS

Obtain a candidate packet by going to auctioneers.org or by emailing NAA CEO Aaron Ensminger, CAE at aensminger@auctioneers.org.

All applications must be submitted by 4 pm CT on Tuesday, March 1, 2022.

The packet includes the following:

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

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

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

Candidates who are not endorsed by the CRC but still choose to run must notify the Committee by 4 p.m. CT on Thursday, March 31, 2022.

2020 CANDIDATE REVIEW COMMITTEE:

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

◆ President Terri Walker, CAI, BAS, CES

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

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

◆ State Representative Charlotte Pyle, CAI, AARE

NAA Education Institute Trustee Candidate Requirements

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

TRUSTEE CANDIDATE REQUIREMENTS

NAA members and designation holders who wish to be considered for a position of Trustee for the NAA Education Institute (EI) must submit information declaring their interest by March 1, 2022.

Two (2) new Trustees will join the Education Institute as of the 2022 Conference & Show in San Diego. Terms are for three (3) years, and Trustees are expected to take a very active role in the planning and implementation of education efforts of the NAA. EI Trustees plan the educational activities of the NAA, including designation programs such as CAI, AARE, AMM, BAS, CAS, CES, GPPA and MPPA, summits and educational offerings at Conference & Show.

TRUSTEES MUST MEET THE FOLLOWING REQUIREMENTS:

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

TRUSTEE CANDIDATES SHOULD BE AWARE THAT:

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

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

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

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

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

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

Please submit all the items noted above in the
online application form located at:
forms.gle/RGCP6kf9AZmgUtp47



Kurt Bachman
Attorney and licensed
auctioneer from
LaGrange, Indiana

Business Practices

Silent bid auctions

Question: I have recently seen “silent bid” auctions advertised with little or no terms or conditions. Is this appropriate? What are the risks associated with these types of auctions?

I am also aware of these “silent bid” auctions. They seem to be more prevalent in rural communities for the sale of real estate. I am not aware of any current litigation related to these auctions yet; but, from what I know of them, I believe there are significant risks associated with their use. There are likely different variations, but what I have experienced is an auctioneer advertising a sale and then only accepting phone bids as provided in the advertisement. There is a time clock, or “window,” for when the bidding begins and when the bidding ends. It is a “live” auction, but in several key respects is similar to an internet auction. The primary concerns I have about these auctions are the following:

Announcements

In these auctions there would be little or no opportunity for the auctioneer to make public announcements prior to or during the sale. Announcements are often helpful to clarify the terms and conditions of the sale, get people excited about the auction, and to correct any errors or misunderstandings. For internet and live auctions, it is easier to make announcements. For these so-called “silent bid” auctions, it may be possible for the auctioneer to have some type of recorded announcement that each bidder would be required to listen to prior to bidding. However, that would take significant time and be inefficient; and, if utilized, would a bidder have to listen to it each time he or she called in to make a bid?

Registration agreement

The lack of a registration agreement with appropriate terms and conditions concerns me greatly, leaves many questions unanswered, and invites costly litigation. What payment methods are acceptable; what happens in the event of tie bids; who has the risk of loss; and, what happens if the phone lines are busy, etc? There are potentially hundreds of questions that need answered, and they are left unanswered without a good bidder’s registration agreement. In the event of disagreement, unhappy bidders or sellers could sue the auctioneer for damages. It seems only appropriate to address these issues up front with some sort of bidder registration agreement.

Proof of registration

In a traditional live auction, there can be a simple registration process. Each bidder is required to

produce identification and sign the registration agreement (or at least a statement agreeing to be bound by the terms and conditions). In an internet auction, the process can be simple also. Bidders have to provide information and follow the steps to register. Each bidder has the opportunity to review the terms and conditions for the auction and click a box agreeing to be bound by the terms and conditions of the auction. If an auctioneer is only accepting telephone bids in a silent bid auction, what does the registration process look like? How would the auctioneer document the bidder’s agreement to be bound to the terms and conditions?

The auctioneer could require bidders to register in advance. Bidders could potentially register in person or with an electronic signature (via internet, email, text, or facsimile). It is also much more difficult to prove, after the fact, an oral statement made over the phone agreeing to be bound by the registration statement. Perhaps the statement could be recorded with the knowledge and consent of both parties. There could be a separate verification process as well, but it would have to be developed carefully and would take additional time.

Limiting the market

Accepting bids solely over the phone could potentially limit the number of bidders who will participate. It may also limit the number of people who can call in to make bids. The number of potential bids is limited to the number of lines or individuals answering the phones. Limiting the bidding market is a potential breach of the auctioneer’s duty to the seller to properly market the property. To expand the crowd and potentially increase competition, there could still be a live or internet component of the auction.

Transparency

Auctions have traditionally been in public and handled so it is generally clear who is making the bid. Auctions have been traditionally open and visible. This allows bidders to observe the process. In general, the more transparent the auction process is the more bidders will feel comfortable with participation. Silent bid auctions are not transparent or visible to the public. This lack of transparency can lead to a feeling of dishonesty and mistrust, as well as buyer’s remorse. So, it will be interesting to

see over time how bidders participate and respond to the same.

COVID-19

Since this variation of the auction method of marketing developed during the pandemic, it is worth considering whether there is some connection. It does help avoid crowds and permits social distancing. That is also true, however, for internet auctions and other forms of remote participation.

Confusion

The use of the phrase “silent bid” to describe an auction may also create some confusion. How are these auctions silent? Public charities and non-profits have frequently used auctions for fundraising. Some charities will have a live auction. Another common method used is the silent auction. This type of auction is silent because there is no auctioneer to call the bids or generate excitement. In the silent bid auction, however, a live auctioneer is conducting the sale. The primary difference is that there is no public communication. Instead, the communication is with each bidder separately.

In general, I have significant concerns about the use of these so-called “silent bid” auctions. This is especially true when there are little or no terms and conditions in writing agreed upon up front. I believe that this type of auction has significant risks and

invites costly litigation. There are likely numerous benefits as well to the use of these type of auctions. However, I would generally recommend caution, consider whether or not the benefits outweigh the risks, and seek the advice of an experienced auction law attorney to help with the auction contracts and the registration agreement. ❖

Kurt R. Bachman and Beers Mallers Backs & Salin, LLP appreciate the opportunity to review and answer legal questions that will be of interest to Auctioneers. The answers to these questions are designed to provide information of general interest to the public and are not intended to offer legal advice about specific situations or problems. Kurt R. Bachman and Beers Mallers Backs & Salin, LLP do not intend to create an attorney-client relationship by offering this information, and anyone’s review of the information shall not be deemed to create such a relationship. You should consult a lawyer if you have a legal matter requiring attention.

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

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

BONDS & INSURANCE

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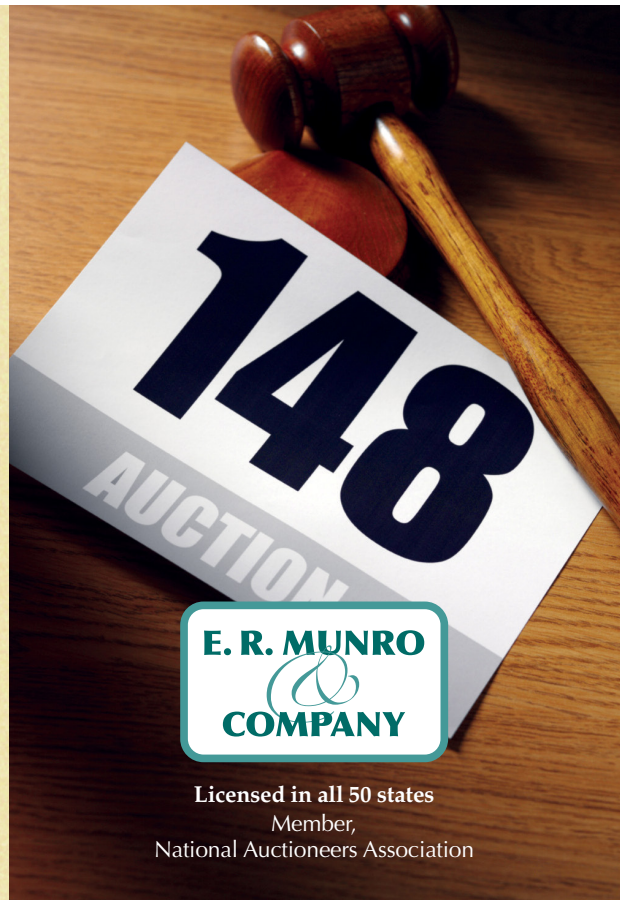
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Data Positions

Using and protecting data as an asset

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

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

If you've read the National Auctioneers Association position statement on data, read the whitepaper on data, listened to the Auction Advocate podcast on data, or consumed any of the several sessions/webinars on data, you're probably beginning to understand that data is an integral part of a successful modern business. However, as consumers and businesses learn more about the power of and the use of data in business, the dangers of data usage and ownership have become more evident.

An auctioneer's business model has long relied on the collection of data from consumers. Historically,

this data has come in the form of contact information. However, as we move farther into the 21st century, this contact information has begun to be combined with buyer and seller habits, including searching, bidding, buying, and selling habits. Increasingly, the combination of data has created powerful marketing opportunities for auctioneers. However, with these increased opportunities have come significant risks for the auctioneer to consider.

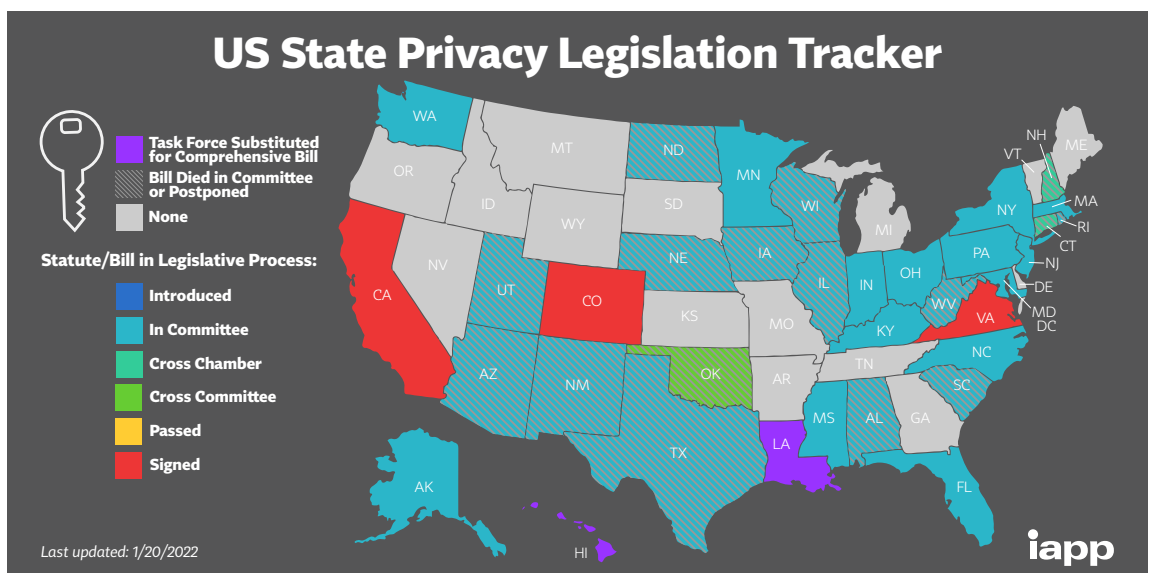
Data that is personally identifiable has especially become the focus of regulations around the globe. Generally speaking, these data regulations began with the General European Data Regulation, which defined personal data as any information relating to an identified or identifiable natural person (including name, an identification number, location data, an online identifier, or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person).

Data regulations and privacy laws are starting to work through the United States (see below). And, with these regulations and laws comes a wide variety of definitions of what constitutes protected data or personally identifiable information. For example, the U.S. Department of Labor defines

personally identifiable information as, "any representation of information that permits the identity of an individual to whom the information applies to be reasonably inferred by either direct or indirect means"

The recently passed California Consumer Protection Act has a similar definition and provides some examples "...it could include your name, social security number, email address, records of products purchased, internet browsing history, geolocation data, fingerprints, and inferences from other personal information that could create a profile about your preferences and characteristics." In addition, other states are beginning to pass regulations and laws that are similar and, in some cases, broader in the definition.

A quick read through the examples reveals auctioneers collect a great deal of information that is considered personally identifiable. However, with that collection comes the significant responsibility to maintain the confidentiality and privacy of that collected information. In some cases, the personally identifiable information is collected by a third party on your behalf and then shared with you (think third-party online bidding provider). In those cases, you should pay particular



attention to the terms and conditions and user agreements you've entered into with the third party and the bidder or seller have entered into with the third party. The ownership of that data may be with the third party, but the responsibility under the regulations and laws may be with you.

So just what rights do consumers have, and what obligations do businesses have?

In most regulations and laws, the consumer has the following rights:

- The Right of Access
- The Right of Rectification
- The Right of Deletion
- The Right of Restriction
- The Right of Portability
- The Right of Opt-Out
- The Right Against Automated Decision Making
- The Private Right of Action

In most regulations and laws, businesses have the following obligations:

- An opt-in requirement age
- Notice/Transparency Requirement
- Risk Assessments
- Prohibition on Discrimination for a consumer exercising their rights
- Purpose/Processing Limitation

As you can see, there are a tremendous amount of rights and obligations. Some of these are easy to comply with, and some others are more difficult. For example, imagine a bidder coming to you and asking that you provide them all data you have on them so they can give it to your competitor (the right of portability), or a consumer requesting that all data you have on them be deleted, or any other number of scenarios that involve a consumer rights, or a businesses legal obligations.

As a business owner, it is essential to ensure that you have clear privacy policies, terms, and third-party agreements that address who owns the data, who is responsible for it, with whom the data can be shared, and how the data can be used. Failure to do so creates significant risks to your business. ❖

The following resources are also available at auctioneers.org/data

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



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MARKETING COMPETITION ENTRY FORM

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CITY

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PHONE

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WEBSITE

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

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

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

NAME ON CREDIT CARD

SIGNATURE

CREDIT CARD NUMBER

EXPIRATION DATE

CVV

HOW TO ENTER

- Complete the **registration form**
- Complete a separate **entry form** for each submission
- Submit all entries by **Feb. 15, 2022**

Mail entries to NAA headquarters:

Marketing Competition
8880 Ballentine St.
Overland Park, KS 66214

Email submissions for radio, video or photography categories to:

entries@auctioneers.org

Questions? Contact Adam Kenne:

akenne@auctioneers.org

GENERAL RULES

1. Entries must be reflective of the auction industry in some capacity and must have been created between Jan. 31, 2021 and Jan. 31, 2022.
2. Each entry must be accompanied by a \$25 entry fee. Campaign of the Year requires a \$50 entry fee.
3. Every entry requires an entry form and a corresponding registration form.
4. Printed entries must include two copies.
5. The member whose name appears on the entry form must be a current member of the NAA, or the entry will be disqualified. Forms must clearly list the member name and official company name, as this cannot be changed once submitted.
6. The NAA reserves the right to move an entry to another category if it does not clearly meet the criteria for the category in which it was entered.
7. Submissions will not be returned.
8. Images submitted for this contest may be used in future Auctioneer magazines or for other NAA promotional and marketing purposes.
9. Each entry will be judged by a panel of marketing professionals according to standards of excellence. Entries are not judged against one another, but rather by a pre-determined set of criteria to reach certain award levels.
10. All entries are eligible for a "Best of Show" award. Awards can be given by judges in any category.

FOR MORE INFORMATION, VISIT AUCTIONEERS.ORG/MARKETINGCOMPETITION



AUCTION MARKETING CAMPAIGN OF THE YEAR

One entry will be selected as Campaign of the Year

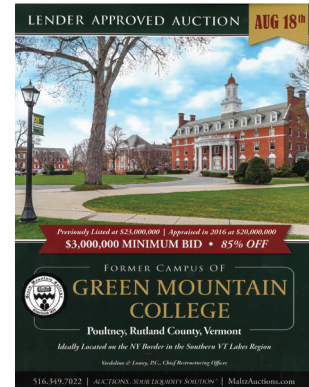
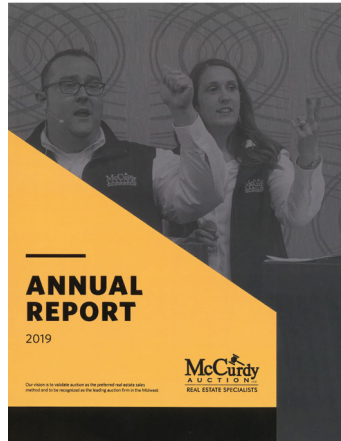
Submit a binder with title pages dividing major sections that includes any or all of the following:

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

PRINT & DIGITAL

Categories

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



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

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

For company websites, include URL on entry form.



PHOTOGRAPHY

Categories

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

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

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

Photos must measure 8x10 inches at 300dpi.

Submit two copies of printed photos, or submit digitally to entries@auctioneers.org.

ENTRY DETAILS | ONE FORM PER ENTRY IS REQUIRED

NAA MEMBER/CONTESTANT NAM

NAA MEMBER #

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

CATEGORY

OFFICIAL COMPANY NAME

TITLE OF ENTRY

ENTRY DETAILS | ONE FORM PER ENTRY IS REQUIRED

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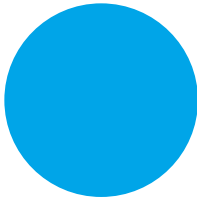
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CIRCLE ONE: CAMPAIGN OF THE YEAR PRINT & DIGITAL PHOTOGRAPHY
DIVISION

CATEGORY

OFFICIAL COMPANY NAME

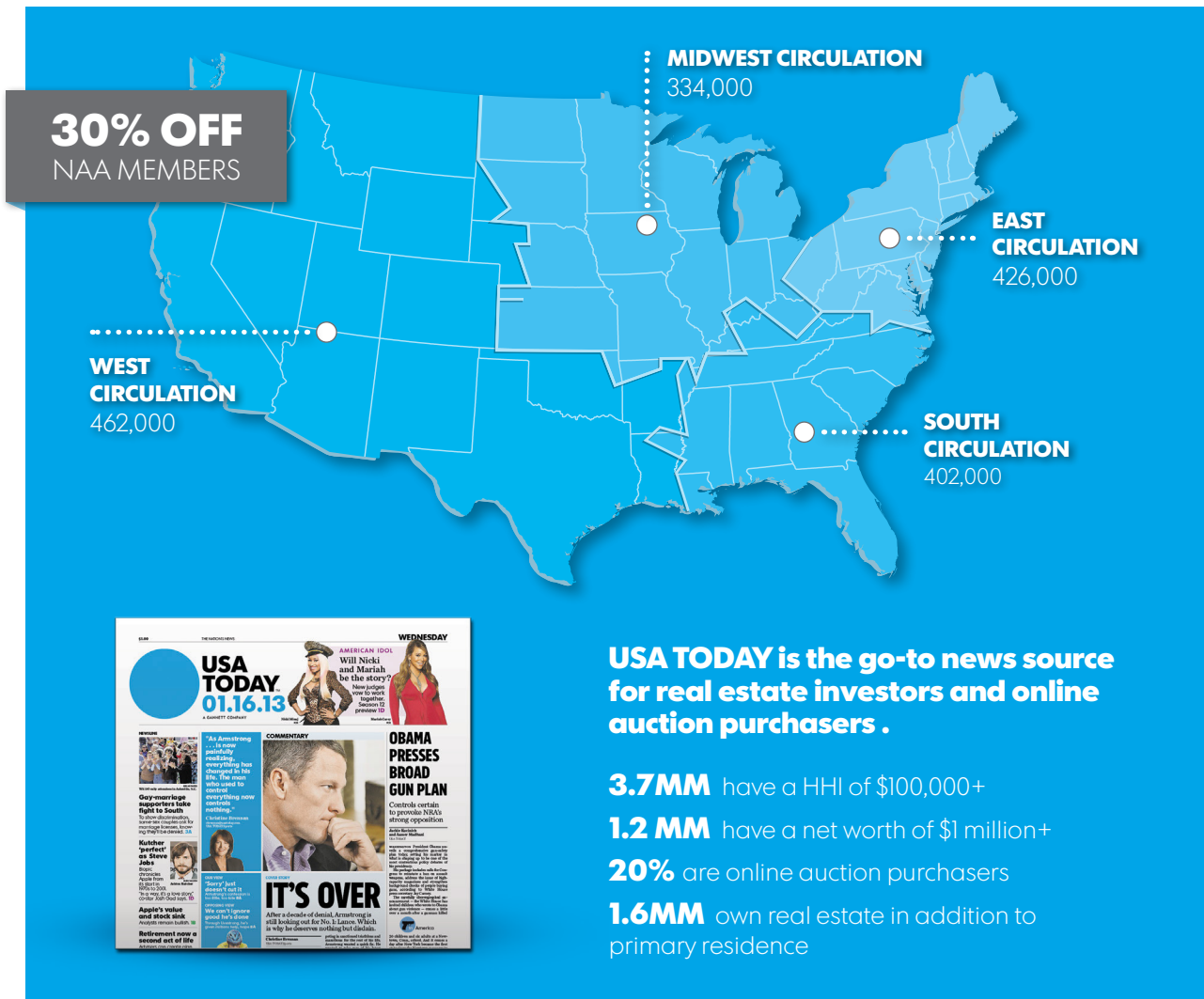
TITLE OF ENTRY



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1.2 MM have a net worth of \$1 million+

20% are online auction purchasers

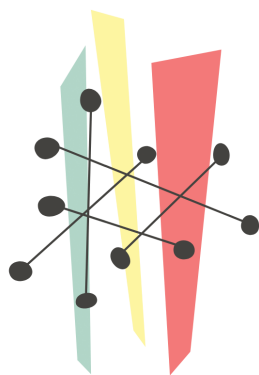
1.6MM own real estate in addition to primary residence

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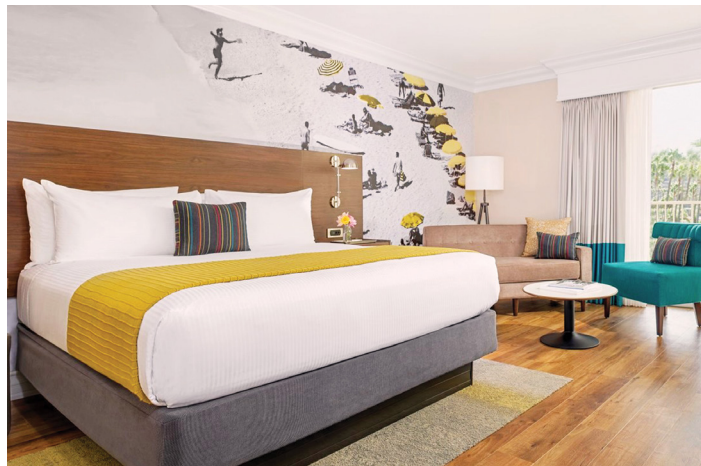


Sources: 2012 Mendelsohn Affluent Survey, adults 18 or older, HHI \$100,000 or more; September 2012 ABC Publisher's Statement (print copies only)



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San Diego, California

REGISTRATION OPENS MARCH





TOWN AND COUNTRY RESORT

The Town and Country Resort in San Diego is simply spectacular—a renovated, throwback hotel with all the California vintage vibes you could ever need. The resort features modern guest rooms, a sprawling pool complex and chef-driven dining.

EAT

Arlo is the Town and Country's signature restaurant, serving innovative scratch-made cuisine, craft cocktails, regional wine and local craft beer on draft. Monkey Bar serves small plates and sharable bites at the bar or around the fire pits on the patio. Lapper is the hang-out spot dreams are made of with flat screen TVs, craft beer, and elevated gastropub faves. And don't miss THE MRKT for all your grab-and-go needs.

PLAY

Relax after a day of intense education at the new pool, or take your kids to the children's pool. With so many pools to choose from, you're bound to find the perfect spot. Other amenities include a sand volleyball court, fire pits, Jabberwalky fitness center with outstanding views, and the 3-acre River Park.

STAY

Guest rooms and suites at the Town and Country Resort are nostalgic hideaways of mid-century modern design. With ultra-plush platform beds and local artwork, it will be hard to leave your room; but, with the fantastic Conference & Show we have planned, you'll want to.

towncountry.com



BALBOA PARK

Balboa Park encompasses 1,400 acres of historical buildings, museums, gardens and green space. Created for the Panama California Exhibition of 1915-1916, most of the buildings remain from that event. Stroll through The Museum of Man, the Museum of Natural History, or the San Diego Museum of Art. The park is also home to the famous San Diego Zoo—one of the largest in the United States.

balboapark.org



GASLAMP QUARTER

The hub of the city's nightlife, the Gaslamp Quarter National Historic District offers buzzing entertainment venues, art galleries, trendy shops and restaurants of every kind. The district runs for about 16 blocks and is a quick 10-minute car ride south of the Town and Country Resort.

gaslamp.org



USS MIDWAY

One of the US military's largest ships, the decommissioned USS Midway now serves as a museum featuring 60 exhibits and 25 restored aircraft.

midway.org

TOP ATTRACTIONS IN SAN DIEGO

OLD TOWN

Old Town San Diego State Historic Park takes you back in time to experience the rich culture of San Diego's early days. The park features a working blacksmith shop, authentic Mexican crafts, art studios, live Mariachi music and no admission fee!

oldtownsandiego.org

WHALE WATCHING

In the summer season, several hundred blue whales migrate into southern California to feed on huge amounts of krill. A whale-watching excursion before or after Conference & Show could also include sightings of dolphins, finback whales, humpback whale, minke whales, and others. Once you've seen a whale breach the surface of the ocean up close, you'll never forget it!

MISSION BEACH

Southern California's sunny lifestyle is alive and well at Mission Beach. Swimming, sunbathing, surfing and beach volleyball are popular here, as well as a three-mile scenic boardwalk that follows the shore. If you visit Mission Beach you can't miss Belmont Park, an East-Coast-style amusement park—a favorite for the kids!

sandeigo.org
belmontpark.com

LA JOLLA CAVES

La Jolla caves have been attracting visitors since 1902. These nearly 75 million-year-old caves were carved out from a 200-foot high cliff of Cretaceous-age sandstone. Take a kayaking tour through Clam Cave, see fossilized marine life in Sea Surprise, or access Sunny Jim by land. Bonus:

these caves were once used by pirates!
lajolla.com



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skill and determination**

**Marketing your auction business well takes
strategy and intention**

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While there are many ways to market well, this year's Digital Marketing Summit provides two days of the best education—either in-person or virtually—in digitally marketing auctions and auction businesses.

Join your fellow marketers—from inside and outside the auction profession—to learn how to enhance your online presence and digital engagement while increasing your bottom line.

You won't want to miss this hybrid summit! But if you do have to miss it, register anyway and get access to the recorded sessions on demand!

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JASON DEEL, CAI, GPPA
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AUCTIONEERS.ORG/MARKETINGSUMMIT

Schedule

subject to change

MATTHEW WILCOX

Author of "The Business of Choice," winner of American Marketing Association Book prize; developer of the Behavioral LENS©, behavioral insights consultancy and training

MICAH BROOKSHEAR | CHLOE BETH ARMSTRONG

Marketing professionals from Slamdot, a website design and hosting company with a retail store and a proprietary control panel.

MARCELA DE VIVO

An industry veteran with nearly 20 years of digital marketing experience, and founder of Gryffin, a customizable productivity platform where teams can create a collaborative environment to work smarter, not harder.

JOSHUA CULP

Battalion Administrative Officer at Louisiana Army National Guard

DAVID HART

Managing Director, Transatlantic Pricing and Revenue Management at Delta Air Lines

AUCTION INDUSTRY SPECIALISTS

Sara Rose Bytnar, CAI, AARE, AMM, BAS, Beth Rose Real Estate & Auctions, LLC
Ray Caruso, K-BID Online, Inc./Online Auction Solutions
Jason Deel, CAI, GPPA, JD's Realty & Auction
Lindsay Doll, McCurdy Auction, LLC
Philip Gableman, CAI, AMM, GPPA, Absolute Auction & Realty, Inc.
Timothy Mast, CAI, AARE, Tranzon, LLC
Chris Schwartz, CAI, AMM, K-BID Online, Inc.
Billie Jo Schultz, CAI, AMM, Auction Marketing Partners
John Schultz, AMM, Grafe Auction Co.

DENNIS YU

Founder of BlitzMetrics, a digital marketing company that partners with schools to train young adults.

Monday, Feb.21

- 8:00 a.m. Coffee & Conversation
8:30 a.m. Welcome
8:45 a.m. How Choice, Marketing, and Human Nature Affect Your Business | **Matthew Willcox**
10:00 a.m. Break
10:15 a.m. Marketing on "Other" Social Media Platforms | **Micah Brookshear; Chloe Beth Armstrong**
11:15 a.m. Lunch Break
12:15 p.m. Not Just Auctions: Marketing Your Auction Business | **Sara Rose Bytnar, CAI, AARE, AMM, BAS**
1:15 p.m. Break
1:30 p.m. RACE to Success: An SEO Framework to WIN at Digital Marketing | **Marcela De Vivo**
2:30 p.m. Break
2:45 p.m. Google Ads Marketing: Benefits, Limitations, and Automations | **Billie Jo Schultz, CAI, AMM**
3:45 p.m. Break
4:00 p.m. Battle Rhythm Planning for the Marketing Executive | **Joshua Culp; Philip R. Gableman, CIA, AMM, GPPA; David Hart; Timothy W. Mast, CAI, AARE | Moderator: Jason Ray Deel, CAI, GPPA**
5:30 p.m. Break
5:45 p.m. Reception (in-person)

Tuesday, Feb. 22

- 8 a.m. Coffee & Conversation
8:30 a.m. Welcome
8:45 a.m. Why Budget Matters: Strategies and Tips for a Busy Auction Marketers | **Lindsay Doll**
10:15 a.m. Break
10:30 a.m. Creating, Maintaining, and Capitalizing on Your Brand | **Ray Caruso, Chris Schwartz, CAI, AMM**
11:30 a.m. Lunch Break
12:30 p.m. Using Google Analytics 4 (GA4) to Inform Business Decisions | **John Schultz, AMM**
2:00 p.m. Break
2:15 p.m. The Metaverse: Uncovering What Is Real and What Is Not | **Dennis Yu**
3:15 p.m. Closing Comments and Adjourn
3:45 p.m. Virtual Happy Hour (virtual)



YouTube tips for auctioneers

This underutilized marketing avenue is easy to enter and can be very successful

Jaime Resendiz might be a Realtor by trade, but he's widely known as an informative/influential YouTuber. His channel offers advice on bringing actionable content to business owners through online marketing. For auctioneers considering YouTube as a channel for drumming up business, Resendiz said they'll be getting in on the ground floor, so to speak.

"Invest in this marketing platform that has a huge upside that the auction industry is not tapping into," Resendiz advised. "Now is the time for you to invest in something different, something that is completely unique to your industry and you'll see the amazing benefits that come from it."

There are many social media channels that auctioneers use to promote their brands; aside

from being underutilized by the industry as a whole, what makes YouTube so attractive? Resendiz said the answer is that 80-plus percent of online traffic today is video. Secondly, YouTube has roughly two billion monthly users, which is twice the amount of Instagram.

"The audience is here," he said of YouTube. "The traffic is here. The attention and the people are here and you want to go where they are."

“Now is the time for you to invest in something different, something that is completely unique to your industry and you’ll see the amazing benefits that come from it.”

Jaime Resendiz

Ease of Entry

Resendiz generates thousands of dollars in revenue per month via YouTube alone, which means he can afford to invest in higher-end equipment, including microphones, multiple lighting sources and cameras. However, he’s quick to stress that auctioneers just starting a YouTube channel need nothing more than their smart phones and that they can “level up” later.

“Your phone has a good enough camera to get started on YouTube,” he said. “Once you start doing your videos you get into the groove and understand how it works, then you can level up”

His recommendation is to improve the audio first, which can be something as simple as a \$20 microphone that attaches to a lapel (lavaliere microphone). Users can achieve closer to broadcast-quality sound with this type of microphone and minimize background noise. Boom microphones are more expensive but should be considered for YouTube users who eventually become focused on top-quality audio.

The next level-up category is lighting. In the beginning, auctioneers can sit in front of a window for ample natural light to illuminate themselves or their products in videos. Improving lighting, which can include soft boxes and umbrella lights, helps to control the mood of the visual, as well as offer consistency to the videos.

Finally, cameras, which can be the most expensive upgrade in the level up process, can vastly improve the quality of the video. Resendiz recommends an affordable but “powerful” mirrorless camera, the Canon M50, which costs around \$600.

Creating Content

Before YouTube beginners can level up, they must first focus on content. Resendiz has a mnemonic that helps users remember the important elements of content creation: BOSRED, which stands for brainstorm, optimize, script, record, edit and distribute.

Brainstorming ideas for video should include focusing on the needs of the target audience and what is valuable to them, Resendiz said. For example, what are some of the most common questions they have?

“This is a great opportunity for you to make a video about that,” he said.

From the list of ideas generated from the brainstorming session, Resendiz said he will optimize, which involves narrowing down the ideas, which in his case is from 50 to 10 videos. For auctioneers just getting started, he said optimizing could be narrowing from 10 ideas to just one.

Scripting is extremely helpful in efficiently addressing how you will convey the content in your video. Resendiz writes bullet points that help him remember exactly what he wants to address in his videos, but he said you can also write out the complete text and follow it while recording the video.

By this point, given all the pre-planning, recording the video is relatively easy. Resendiz said to check the audio, make sure the lighting is right, the camera is in focus and hit record. However, he

said newcomers to video are often intimidated by the editing process.

“Don’t be (intimidated),” he said. “Just cut out the parts you don’t like”

There is plenty of easy-to-use editing software, some free, on the market today that can be used for editing videos for YouTube. But when you’re leveling up, implement more professional editing software that offers many, many options for improving video, including Final Cut Pro (Mac users) and Adobe Premier (available in PC and Mac).

Finally, distribution of the video puts it out for consumption. Before uploading, be sure you’ve chosen a quality thumbnail, which is the snapshot of your video that viewers will see as they browse YouTube. Next, the title needs to reflect what is most relevant when someone searches for content related to your video. When choosing the right keywords in your title, you have a better chance of higher search rankings.

“YouTube is like no other,” Resendiz said. “It is a marketing platform that is heavily underutilized today and has an incredible upside if you decide to focus on it.” ❖

This article was excerpted from a 2021 Digital Marketing Summit session. The full session is free on demand at pathlms.com/naa.



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Best practices for setting up an auction business

Yes, your business structure matters.

Auctioneers are often reminded as they come up in the ranks that “you’re a business.” Maintaining this mindset can be helpful in making good decisions and reaching goals, but it’s also helpful in maintaining a business structure that protects assets.

Mike Brandly, CAI, AARE, CAS, founded his auctioneering business in 1979 and continues to operate it today. He’s also invested in taking the knowledge he’s built up since then to others in the industry, teaching classes throughout the country for state associations, the NAA, CAI and Designation Academy. He’s an excellent candidate for discussing business structure and the best practices auctioneers should consider as they navigate what can be the complex process of running an auction company.

Brandly said that when most auctioneers graduate from auction school and enter the

industry, they have a car, a home, they start a family and everything, including their auction business, is mixed together. Given the fact that we’re living in a rather litigious world, bundling everything together can be risky.

“If this is your box,” Brandly said, referring to all assets being lumped together under one entity, “then all of this would be of interest to the attorneys on the other side. The point of painting this picture is that you want to avoid this.”

Choosing a business structure

There are four basic business entities recognized in the United States: Sole proprietorship, partnership, limited liability company (LLC) and corporation. Brandly said the definition of each can vary somewhat from state to state, but when it comes to recommending a structure, LLC and

corporation offer the most protection.

“Protect assets including your home, retirement, stocks, bonds, college funds and the like,” Brandly said. “You might have personal property as well as real property. How do you protect those assets?”

When operating as a sole proprietor, Brandly said there are no provisions for operating as a business, which means for an auctioneer, “their business is them.” He said every asset they have “could be subject to a lawsuit.”

He refers to LLCs as a “touch less complicated than a corporation,” and they are fairly new to the scene—some states didn’t adopt LLC laws until the late 1990s. Brandly’s company, Brandly & Associates, was a partnership until he was advised to re-establish as an LLC because, “it’s a better situation.”



“A partnership is a glorified sole proprietorship,” he says, adding that there is a lack of protection of assets and a lack of tax benefits, which is why he steers auctioneers away from choosing sole proprietorship or a partnership structure.

Choosing the corporation structure could be the best option if the company is growing at such a rate that there are more liabilities that could become a target for lawsuits. While more complex to establish, a corporation offers the most protection. For example, in a corporation, the auctioneer can own the auction house and the corporation leases it from the auctioneer. All high-value items are only leased by the corporation, which means there is essentially nothing for the lawyers on the other side to go after in a lawsuit.

“The corporation is poor on purpose,” Brandy said.

Developing an “A” Team

The best business structures are backed by three important people, Brandy said, all of which should, if possible, be friends. These include an attorney, an accountant and an insurance agent.

While trial attorneys are preferable when being sued, establishing a relationship with a transaction attorney is the priority for auctioneers.

“Transaction attorneys are advisors,” Brandy said. “They give advice on contracts and terms. They are also evaluators.”

There aren’t many attorneys specializing in auction law because it’s such a niche market given the number of lawsuits auctioneers face, but Brandy recommends hiring a real estate attorney with a background in real estate licensing and law.

“A lot of the principles are similar to auction law,” Brandy said.

Bringing an accountant into the mix, specifically a CPA, is also desirable. Brandy said they are just as important as an attorney, as they offer advice on business structure and taxes. They know about depreciation schedules, expenses, etc.

Finally, an insurance agent can also be a valuable advisor to auctioneers. Brandy said it’s fairly easy to find insurance coverage online, but the “problem is you don’t have a person you can talk to who can help” when it’s needed the most. Again, having a good relationship with this person is also a benefit, as they are more likely to look out for your best interests. ❖

This article was excerpted from a 2021 Benefit Auction Summit session. The full session is available to Benefit Auction Summit registrants/attendees at pathlms.com/naa.

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5 tips for better email management

Save your time and your sanity with these digital boundaries

Sometimes they're large, sometimes small, but they're often energy-draining and take up too much time and focus. They're your emails, and they never stop flooding your inbox.

"Email is overwhelming everybody," said Keith Johnston with DAHLIA+Agency. "Stop checking your email! If you want to get better at emails, stop constantly checking them—you're going to check it anyway. You don't need to check your emails on your days off; you are choosing to do that, not the other way around."

With that being said, let's go over some ground rules for your inbox that Johnston laid out in a presentation at last year's Conference & Show.

Turn off all notifications

In a world of instant messaging, we've trained ourselves always to have our phones in hand and ready to respond. While this may be the case in our personal lives, it doesn't have to be this way in our working ones. Go into your phone and computer settings and turn off those pesky notifications. You're going to check your emails anyways, so don't give yourself stress or anxiety by being constantly reminded of them.

Set filters and add labels

When you open your email, you want to look at your most important ones first. You

can automatically categorize and prioritize by creating filters and labels rather than scrolling up and down trying to navigate through junk emails.

Use canned responses

Canned responses are preset answers that you can set up in your email to answer people and quickly save you time and mental energy. When you have a flood of emails to answer, don't spend time thinking about how to craft a perfect response for everyone because most of them don't need it.

Create separate inboxes for subscriptions and news/alerts

Having one email may not be enough due to the influx of messages you receive daily. Creating separate email accounts is an additional tool to help you filter emails to designated spots, especially while working in the corporate world.

Set hours of the day by creating a block schedule when you respond to emails

Block scheduling is a time management tool that helps you focus on specific tasks during the day's scheduled hours (block). Find a time later in the day to accomplish your email goals instead of the beginning.

Doing so allows you to focus on more important and immediate tasks while your mind is fresh in the morning.

The reason for setting rules on emails is because every email you receive represents a task to be completed. These tasks can include: Filtering out information, absorbing information and filing it, including and looping the right people into an email, creating a deliverable, and responding to an email.

Emails are a communication tool that doesn't have to be an immediate response, so don't instantly answer. By always being available to answer emails, you are subconsciously training yourself, coworkers, and clients to expect your immediate availability when they send you an email. Answer them during your scheduled hours because nobody expects an instant email reply unless you train them to. ❖

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



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Q&A

Wendy Lambert, BAS

What sparked your interest in becoming an auction professional?

After going to many auctions with my husband, I began working the floor for him just for fun. As I got to know more and more people on a professional level, I met more women auctioneers. I realized to be taken seriously in this business I needed to get my license and see where that road would lead.

What road did you take to get there?

I enrolled in Texas Auction Academy and continued to work and attend auctions to learn as much as I could. Shortly after getting my license, I attended the NAA Designation Academy to get my BAS. The decision to go for my BAS was probably the one that helped launch my career. I became a specialist in the field I wanted to pursue. I acquired valuable knowledge and ideas that I could offer my clients as a part of being a benefit auctioneer. Along the way, I made friends with other women auctioneers that were willing to coach me and mentor me. For these mentors, I am forever grateful.

Were there any challenges you faced?

In the beginning my biggest challenge was that I was married to a champion bid caller and I feared people would compare my career to his. It didn't take long to figure out our careers were very different. Although we both loved the auction method of marketing, our industries were very different. He specialized in selling livestock, automobiles and property. I specialized in benefits and property. Our selling environments, clients, and approach to selling were not even similar. Being in my own industry soon gave me the confidence I needed to forge ahead!

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

As an auctioneer you are constantly growing and changing and looking to improve what you



do. My perception in the beginning was feeling like it was my role, and my role only, to get the job done. Now I have a team that I count on to make it a great auction. They are a huge part of our company's success. I have an industry-wide family who I now realize is willing to share their ideas, wisdom and even partner with me if the timing is right. At the beginning of my career there was little-to-no online presence in the auction world. Now we can offer bidding opportunities to bidders across the planet.

Why do you love what you do?

I love the magic of helping to bring the most money in at an auction for a non-profit organization. NPOs are all working to make the world a better place. The bidders in the seats want to support that mission and be a part of helping with the resources they bring to the event. I love being the caveat to bring the buyers and sellers together. The same magic happens when you have a win/win for a buyer and seller at a property auction. Smiles, hugs and handshakes are a sign of the hard work that went into creating the auction magic.

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

To stay relevant we have to stay connected and keep up with not just our own results, but the auction results of other auctioneers. I cannot call every member of the NAA weekly, but I can keep up through my favorite networking groups and *Auctioneer* magazine.

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

The NAA has been so instrumental in my growth as an auction professional—from



personal development, to my presence on stage, to writing a business plan. In whatever area you need to grow your expertise, there is a place for you to find it in the NAA educational programs. The training is presented by auctioneers who are at the top of their game. This is where growth happens!

What do you love about this point in your career?

At this point, I love sharing my knowledge about the auction industry. Much of the general public still does not realize being a licensed professional auctioneer can be a full-time job. They are all ears and want to know more when I tell them in my elevator speech that I help people solve problems and that my job is magical! I was blessed to be the ambassador for the NAA when I won the 2014 IAC Women's division. And this is also the year I fell in love with my NAA auction family. We have some magic in those family ties, as well.

You recently attended Designation Academy ... what was your experience and why did you go this year?

I attended AARE in Las Vegas so we could diversify our business into more real estate auctions. I went home with a toolbox overflowing with ideas and best practices that I could immediately put to work. I have been going and blowing ever since!

What are you looking forward to in 2022?

Looking forward to exceeding our goals in real estate and benefits. Let's make the magic happen!

For more information on Wendy, visit wendylambert.com.

Q&A



When and how did your business start?

I worked at a CPA office and enjoyed analyzing business operations for improvements in efficiency. Subsequently, I became known in our area as an efficiency expert. A local pack-and-ship retail store was struggling to keep up with the packing/shipping demand from a neighboring auction house that moved scores of items through the pack-and-ship store every week. When that auction house mentioned doubling their volume, the owner of the pack-and-ship store knew they couldn't handle it and reached out to me. I loved doing that kind of thing and would do it just to help people out. So after many hours observing and tracking their workflow, I thought we could develop software to semi-automate what they were doing manually. That is when Shipping Saint was born.

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

We know that the market and consumer buying habits are converging in e-commerce. Online auctions are essentially e-commerce sales, using the auction method of sale. So then it comes down to transfer of those goods. It's either, 1. buyers coming to your place, 2. delivery, or 3. shipping. For distance purchasing, shipping is the logical step that needs to take place. It really streamlines and controls the workflow to make you money, versus buyer-pickup which costs you labor. "Why not get paid for your time?" is my thinking.

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

We hope they recognize the changing market and realize that shipping is a great way to increase their profits for today's auctions.



Not only do they expand their buying market outside their local area, they increase hammer prices by increasing the bidder base, and they become more efficient in transferring those goods after the sale. It's just a tool to be competitive and efficient.

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

It's great hearing the skeptical auction house that HATES shipping—they hate it because of the time, the hassle and so on—but they see the need to ship. And then they call back and tell us that Shipping Saint reduced their phone calls by 90 percent using our communication tools. The buyer pickup scheduler integrated into Shipping Saint had 98 percent of the buyers select it when they came into work today. We have users that literally tell us that Shipping Saint saves them 2-1/2 man days of time to close out a sale. That gets me excited since I love efficiency!

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

We like how the buyer pickup scheduler is streamlining loadouts, but this year we have some new features like customer risk evaluation, that allows auction houses that use all auction platforms to report buyers that are no-pay or

chargeback (risks). We go by addresses and hope to reduce the risk factors when it comes to shipping to buyers. But also this year, with freight and white glove shipping services, we're going to be able to have users purchase boxes and get the benefit of this large buying pool to get the best rates I've seen anywhere. So (there is) a lot that I'm excited about.

What's on the horizon?

More semi-automation, use of vision camera sensors to capture item dimensions, track what material the packer is using as they are packing—that kind of thing. We look to using cutting-edge technology to help the small business. Our challenge—and we love it—is how to make it easy for anyone to use.

How could the NAA help your business grow?

The connections with so many auction houses. It's interesting that even though some are competitors, at the same time they give advice and share information on tools that have helped them save time or grow and that has really helped Shipping Saint. Users telling other users about us is our best marketing.

Learn more at shippingsaint.com.



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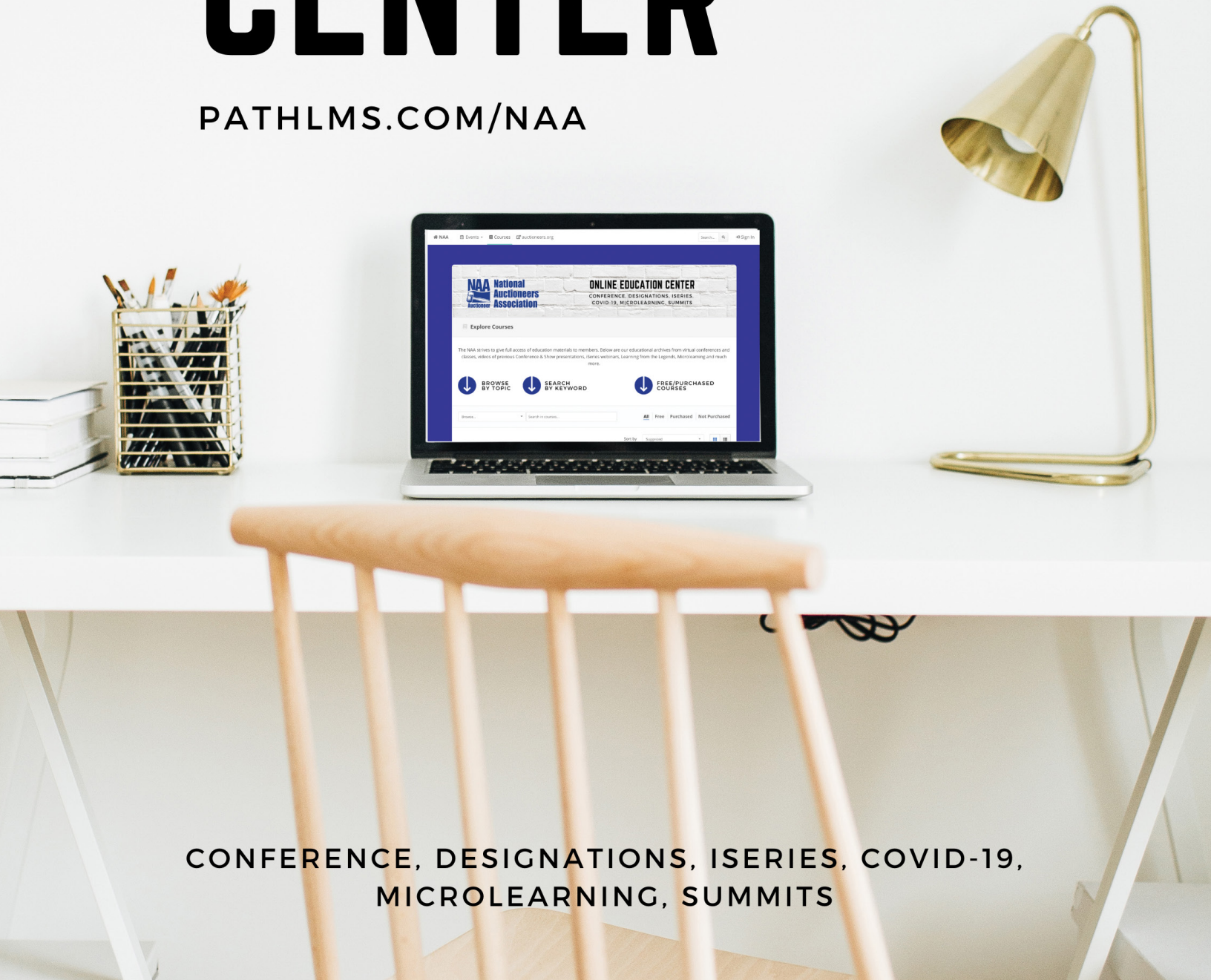
“I joined the NAA because I wanted the opportunity to network with as many like-minded individuals as possible to learn and grow as an auctioneer/business. All my life I have been involved with many different organizations—locally and nationally and I know how important it is to be a part of. Along with our new company—Big D Auctions, Inc.—we hope to help others in the auction profession with technology with our sister company—Big D Technology Solutions, Inc.”

Dan Anderson

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In Memory



Thomas "Eddie" Haynes Past President Hall of Fame

Thomas Edward Haynes, known in auction circles "The Colonel," was born on Sept. 26, 1939, on a farm outside Leedey, Oklahoma. He was the son of Alpha and Ollie Haynes. Eddie was young when he started to ride horses and, like his dad, loved to rope. Eddie said that if he roped the dummy 50 times straight his dad would "go get the goats." He had wins or championships in trail classes, cow cutting, reining, calf roping, steer heading, ("headin and heelin"), and more. Eddie's recent wins were considerable. He won saddles, spurs, buckles, trophies and the American Quarter Horse Association (AQHA) Senior Championship Cutting at the young age of 75 years old. He won several saddles in the National Cutting Horse Association (NCHA) as well. He never lost his passion for a good horse.

Eddie held a great love for Oklahoma. Though his work was worldwide, when once asked the question, "Where would you live if you could live anywhere? His reply was, "Oklahoma!"

Eddie's hard work ethic began when he was young—driving a tractor and plowing family

fields by the age of eight. When he discovered his true calling in life, it was all about "calling" (for bids from the auction block). He worked hard for his client. When doing his first land auctions, he would take handbills door to door around the section lines to discover prospective buyers or possible sellers. He would leave no stone unturned to do the job right. He loved his auctioneer work saying, "If you love what you do, you never work a day in your life." That belief led him to serve as president of both the Oklahoma and National Auctioneers Associations and he was inducted into both Halls of Fame. He taught real estate as a guest speaker in auction school. In his career, he held more than 30 National Board of Realtors licenses and state auctioneer licenses and was traveling North America coast to coast. He was chief auctioneer for National Auction Group, (NAG), whose distinction was expertise in multimillion dollar property sales, "trophy properties." He sold the United States Treasurer's 10,000-acre ranch, then a town in Texas, an island off the Atlantic Coastline covered by CNN television network. Eddie was also an auctioneer for the Oil and Gas Clearinghouse in Houston, Texas. Probably his proudest accomplishment was in mentoring other auctioneers, and he was a respectful and kind leader.

Eddie loved life. He loved to have fun and was a talented fiddle player. He especially loved country music, and had the honor and joy of playing for his Canadian County Cowboy Church (CCCC).

Eddie succumbed to complications from Parkinson's disease on Dec. 15, 2021, after a long battle. He is survived by his wife of 20 years, Darla Haynes, who shared his many interests; stepson, Todd "Houston" Perry and his wife, Laura Kahan, and their children; Jackson, Charlie and Maya Perry; a stepdaughter, Holly Perry Williams and Abigail "Abby" Williams, all of Seattle, Washington. He is also survived by his sister, Mrs. Arthur Welty, nephews Todd and Tom Welty all of Leedey; and several great nieces and nephews.

Donations in lieu of flowers can be made to the Parkinson Foundation of Oklahoma, Horseman for Christ (HFC, P.O. Box 9524, Wichita Falls, Texas, 96308), Canadian County Cowboy Church of Yukon, Oklahoma, or National Auctioneers Association – Educational Fund.



David Allen

David passed away peacefully at home on Dec. 12, 2021, surrounded by his family. He is predeceased in death by his father, Charles E. Allen and brother, Thomas E. Allen. He is survived by his mother, Grace S. Allen, wife, Lissa W. Allen, son, Jack Edward Allen, daughter, Catherine Lea Allen, sister, Jenny Allen Cunningham (Jack), mother-in-law, Nancy Arseneault (Frank), sister-in-law, Robin Harper (Brett). Other surviving family members include Aunt Ruth Allen, nieces, Grace Ann Lukach (Matthew), Molly Snow (Michael), Justine Qualls (Drake), and nephew, Logan Harper (Alyssa). And cousins, Jody and Kim Wright, Julie, Steve, and Michael Minton, John and Kim Allen, Ted Allen. And great nieces and nephews, Brooks, Josephine, Lila, Paige, and Violet.

David graduated from Hillsboro High School where he received the outstanding faculty award and was president of the student body, and a graduate of Rhodes College. He first worked in Austin, Texas, then later joined his father, Charles Allen as a buyer of decor for TGI Friday's. Through this work, he developed his love for auctions and antiques. He is a graduate of Tennessee School of Auctioneers, was elected to their Tennessee Auctioneer Wall of Fame in 2018, and he owned the Music City Auction Company. David loved sports, especially playing basketball at Westminster Church and the Green Hills YMCA. He never met a stranger and he welcomed all with kindness and grace. His favorite times were being with his family and friends, being at the beach, listening to the Beatles, and being an auctioneer. His smile was large and he had a rare gift of gab and ability to listen, which made him a true leader and a true friend. He adored his kids and cared only to make their lives as great as he possibly could.

In lieu of flowers, donations can be made to your favorite charity in David's name.



Wilbur Mull

Wilbur Charles Mull was born on July 17, 1941, to the late Wilbur Willis and Gladys Thompson Mull of Albion, New York, and passed away on Dec. 5, 2021, in Athens, Georgia. His formative years were spent in the West Barre, New York, community on the farm purchased by his ancestors in 1861. Wilbur and his late brother David spent many happy days in the fields and barn at Maple Lane farm.

Wilbur attended a one-room school in the community. He graduated from Albion High School in 1959. With the encouragement of several teachers and the benefit of his local and state FFA involvement, he attended Alfred Tech in Alfred, New York. Completing two years of study in ag business, he transferred to the University of Georgia. His formal studies at UGA earned him a Bachelor and Master of Science degree in agricultural economics. He continued study as a doctoral student in marketing in the business school. As a graduate assistant, completing all but his dissertation, he taught marketing and served on the Institute of Community and Area Development staff.

Auctioneering was a lifelong passion and part-time avocation for Wilbur who learned a basic chant from his father and practiced on the farm in New York. He attended the Missouri Auction School in 1980 and later earned the CAI, AARE and CES designations. He shared his auctioneering skills within the industry serving as auctioneer for many state associations. He was a participating member of the Georgia Auctioneers Association and the National Auctioneers Association. Many of his

auctions were of benefit to local not-for-profits and schools. He devoted the same attention and excitement to a local school cake auction as a real estate auction. Wilbur was honored with induction into the Georgia Auctioneers Association Hall of Fame (2011).

Nothing was greater than his love for his family who survive him: his wife of 41 years, Susan, his son, Casey, and his daughter, Shellie. His pride in his children surpassed all pride in his personal accomplishments. He is also survived by several cousins. The extended family he embraced with his marriage includes a sister-in-law, Mary D. Garrison, and beloved nephew and niece and their families: Kelly (Kelly) Dixon, children Riordan, Rowan, Reilly Jane, and Ruth Marian; and Amy Dixon (Rusty) Perry, children Whit and Sutton.

Memorial donations are welcomed to the charity of one's choice, to the Mull Scholarship Fund for the Georgia Green Industry Association, P.O. Box 539, Woodbury, GA 30293, or to the First Christian Church, 268 W. Dougherty St., Athens, GA 30601. Memorial donations may also be made online at ggia.org/donations or at fccathens.org/giving.



Myron Bowling

Myron Curtis Bowling died unexpectedly at home on Aug. 30, 2021, his wife beside him. He was born on April 3, 1952, in Hamilton, the son of Eula (Wilson) and Hugh Bowling. He married the former Cheryl Ann Johnson on Nov. 24, 1976. She was the love of his life, his best friend,

and most trusted confidant. Together, they raised their family on a beautiful farm in Ross, on the same land where his parents once raised cattle.

Their children—Jenny (Greg); Tom (Tena); and Kate (Brock)—have lost not only their beloved father but also their biggest cheerleader. Nothing brought Myron greater joy than his grandchildren Trevor, Owen, Everett, Gus, Arlo and Caroline.

A born salesman, Myron began his career selling household auctions, moving onto motorcycles, boats, and trucks before transitioning into industrial machinery. A founding member of the Industrial Auctioneers Association, he was a pioneer in the field and one of the most respected industrial auctioneers in North America. He was also an exceptional mentor; more than one teenager in Butler County started out as a weed-whipper on his farm and ended up a businessman with Myron Bowling Auctioneers, Inc.

Myron was a true cowboy; he was always on the move and, for many years, on the back

of a horse. He was adventurous and loved the outdoors. Not three weeks ago, he learned to fly fish, besting Tom and Greg by out-fishing them on a trip to Montana. A lion of a man, Myron was an empire builder, a risk taker, and an inspiration to many. He was also a philanthropist, though he would never admit as much; countless lives were changed for the better through his quiet acts of generosity.

In addition to the aforementioned, Myron is survived by his father-in-law, Tom Johnson; siblings Brenda (Bill) Oliver and children Joe (Whitney) and Bill (Deanna) Oliver, Mark (Crystal) Bowling and children Loren (Steven) Zettler and David (Kaitlyn) Bowling, Ronald Bowling, Lisa Bowling, and Lesa Milders and children Tim (Brittany) Milders and Annie (Casey) Henn; and many great-nieces and -nephews.

In lieu of flowers, memorials may be made to Badin High School or the Cleveland Clinic. Condolences may be left for the family at Webb-Noonan.com



Arthur Parker

Arthur Lewis Parker, 76, of Greeley, passed away peacefully on Dec. 25, 2021, surrounded by family. Art was born on May 15, 1945, in Laramie, Wyoming, to Ruth and Marbel Parker.

Art spent his younger years growing up on the family's ranch in Walden, Colorado. His family later moved to LaSalle, Colorado, where his father served as the Weld County deputy sheriff and town marshal. Art met the love of his life, Fran, while attending Colorado State University. They married on June 26, 1965, celebrating 56 years of marriage.

Art served in the United States Navy as an electronics technician. He was able to identify his work on an A7 model plane when visiting the Smithsonian Air and Space Museum, as well as a missile on display while visiting the Kennedy Space Center with his family.

After leaving the Navy, Art returned to college, and later moved to Greeley with his family where he began his career in real estate. Later, he attended auctioneering school, and started his long-term career in the industry, which led to the creation and success of Parker & Company Real Estate and Auctioneers.

Art's true passion was to support his family in all their endeavors and to serve his community. Art was a constant patron of community groups,

always willing to step up and volunteer his auctioneer skills. He was an active member of St. Peter's parish for nearly 50 years. He was an avid supporter of youth and the agricultural industry where he served on the 4-H horse council alongside his daughters and as president of the Weld County Fair Board. In addition to his many positions in leadership, Art served as the president of LaSalle Jaycees, Colorado Auctioneers Association, chairman of the Greeley Stampede and recipient of more awards and recognitions than his office walls could display. Art was the longest serving Wrangler with the Greeley Stampede and recipient of the coveted Carl Hirsch Award in 1983. He was often found with a microphone in hand supporting the youth in the kid's rodeo, the art auction or other announcer duties. He served on the Greeley Stampede Committee from 1989-1996 and remained involved in the Old Buckers' Organization, serving in positions of leadership and as a member until his passing.

Art's devotion to his community and colleagues has been recognized twice through Hall of Fame Inductions—the Colorado Auctioneer Association Hall of Fame in 1999 and the Greeley Stampede Hall of Fame in 2018.

Art is survived and forever loved by his wife, Fran. He was the proud father of three daughters: Terri, Casey, Shelley; and doting grandfather to: Trent, Allie, Keaton, Parker, Reagan, Tynlee and Kyle. Art's quick wit, constant smile, wisdom, generosity, and kindness made those around him always feel welcome and supported, leaving many extended family members, friends, and colleagues mourning his loss. Art was preceded in death by his parents, Ruth and Marbel Parker, his brother, Ovid Parker and a brother who passed at infancy.

In lieu of flowers, please consider a memorial gift to the Colorado Auctioneers Foundation to be used to recognize Art's auctioneering colleagues who display Art's same generosity toward others. Contributions can be made in Art's honor at: Colorado Auctioneers Foundation c/o Walt Partridge 6577 Windfield Avenue Parker, CO 80134, or coauctioneers.com/foundation.



David Muirhead

David Muirhead, 77, of Overton passed away unexpectedly Jan. 4, 2022, at Kearney Regional Medical Center. David, son

of Neil and Mary Jane (Robbins) Muirhead, was born July 11, 1944, in Kearney, Nebraska.

Dave married the love of his life Garlan Linn on June 7, 1964, and they had three children: Daniel, Amy, and Amber.

Dave attended Kearney State College starting in 1962. After taking a year off to tend to the family farm after his father's sudden death, he graduated with a Bachelor of Arts in 1967.

In the fall of 1967 Dave started his teaching career as the Industrial Arts teacher in Overton. He taught more than just shop; he taught life lessons and truly cared about his students. Dave continued to teach there for 35 years before retiring in the spring of 2002.

In June of 1983 Dave attended Reisch World Wide College of Auctioneering in Mason City, Iowa, with his son Dan. Together they went on to start Muirhead Auction Company. Colonel Dave served as president of the Nebraska Auctioneer's Association in 1997 and was recognized as Auctioneer of the Year in 2005. He received his Real Estate license in 1985 and his insurance license in 1986. He and Garlan had currently been operating Muirhead Agency in Overton.

Dave leaves to celebrate his life; his wife Garlan of Overton; son Dan (Traci) of Overton; two daughters: Amy (Vern) Schutz of Elwood; and Amber (Justin) DeBrie of Gibbon; seven grandchildren: Hayden, Dalton, Lindsay, Leah, Logan, Wyatt and Barrett; and sister, Jennifer Stover of Kearney. Dave was preceded in death by his parents; and granddaughter Aliya Schutz.

Memorials are suggested to the Overton Area Community Foundation or to the family for later designation.



Ronald Steinman

Ronald Steinman, 71, passed away on May 20, 2021, at home. Born in Fort Wayne, he was the son of the late Orville "Bud" and

Vivian (Yoder) Steinman. He was a member of New Haven United Methodist Church. He was also a New Haven City Council Member, New Haven Festival Committee President, Citilink Board Member, President of New Haven Chamber of Commerce, and District Chairman of Indiana Auctioneers Association.

He was the owner of AAA Auction Service for the last 35 years and was well known for his passion with appraisals. He also enjoyed golf,

politics, football and spending time with his grandkids. He is survived by his wife of 36 years, Cathy (Weaver) Steinman; son, Eric (Connie) Steinman of Fort Wayne; grandchildren, Grant and Hannah Steinman of Fort Wayne; brother, Barry (Judy) Steinman of Woodburn; and sister-in-law, Deborah Steinman. He was also preceded in death by his brother, Allen Steinman.

Preferred memorials are to the church. For online condolences, visit harperfuneralhome.com.



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50 years later Indiana: 1972



Fifty years ago, the *Auctioneer* published pictures of the Jan. 9, 1972, Indiana Convention. That year, one of the guest speakers included Tony Mason (4), a college football head coach for the University of Cincinnati and Arizona. At their luncheon, Mason took the group into the locker room and onto the field, speaking about his tales of coaching.

In addition, a representative from the U.S. Department of Agriculture (7) spoke about future planning, and a ventriloquist provided some entertainment (16).

Lastly, National Director Roy L. Crume, CAI (17), was awarded Indiana's Auctioneer of the Year. He was later inducted into the NAA Hall of Fame in 1993.

You can see what happened at the Indiana Auctioneers Association convention this year on page 14. This time of year many state conventions are wrapping up and we love to see photos and news from your events. Make sure to submit them to auctioneers.org/statenews.



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