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MARCH 2019

The official publication of the National Auctioneers Association



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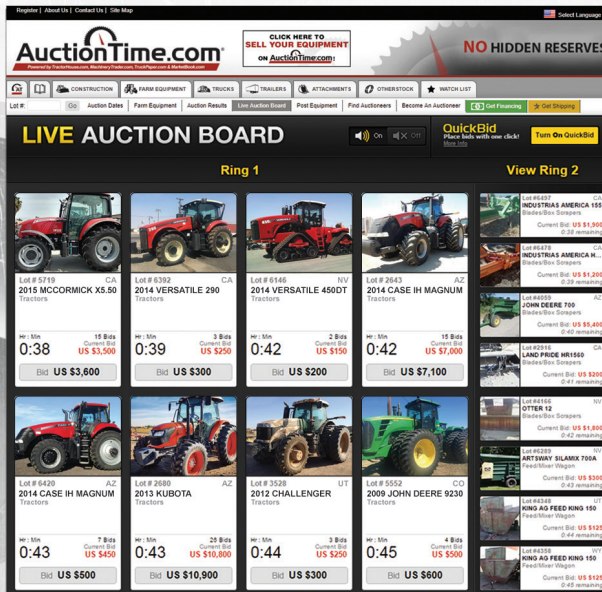
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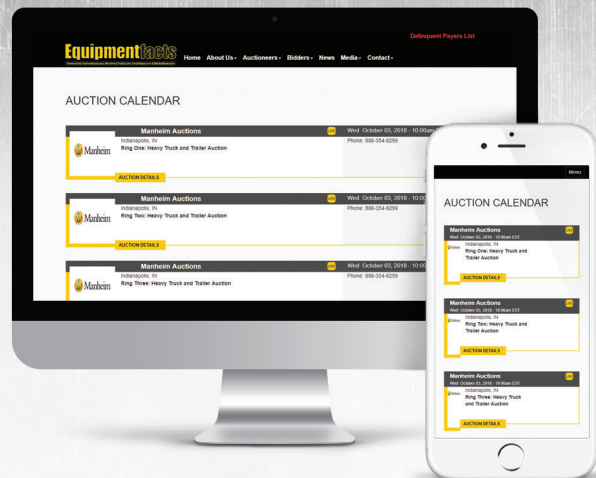
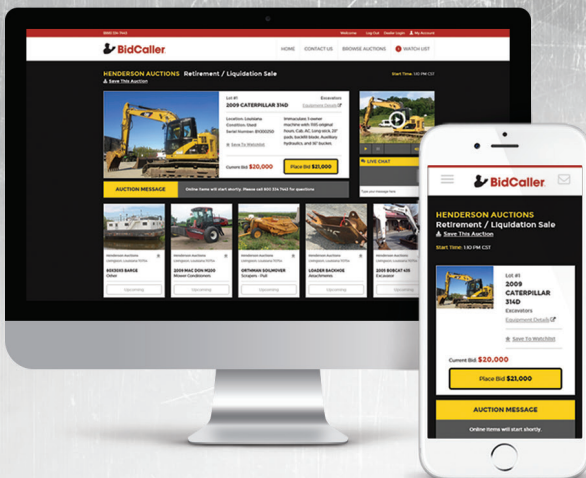


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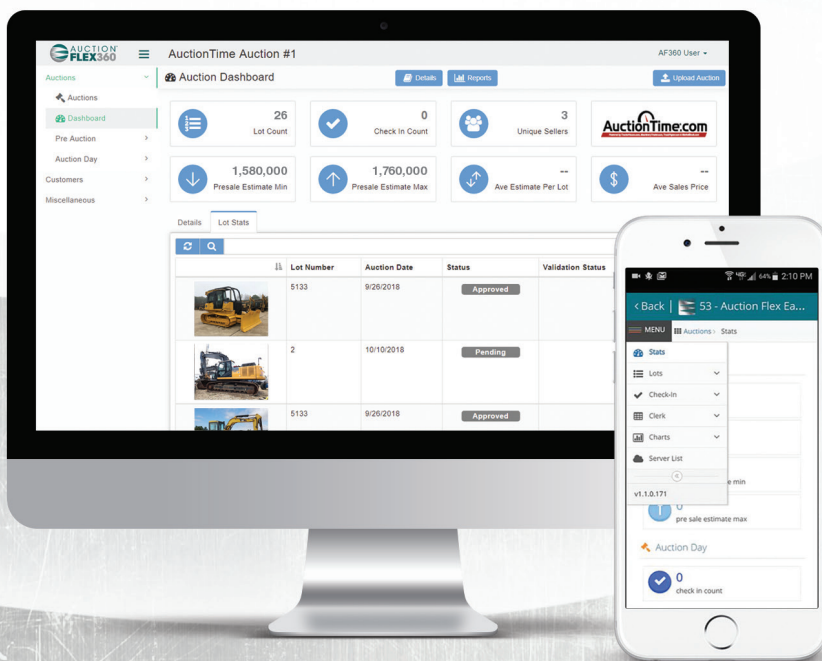
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Register now and make connections at the 2019 Conference & Show

You will notice that this month's packet containing *auctioneer* magazine is a little heavier than normal. That's because registration information for the 70th International Auctioneers Conference & Show is included!

I always start getting excited when I see the Conference & Show materials coming out. This year will be my 17th year attending—by many people's standard, I'm just getting started! But whenever anyone asks me if they should go, my answer is standard—absolutely, why wouldn't ya?

I always get the same answers: *The cost is too high. I don't know anyone. I don't have time. I don't think I can learn anything I don't already know.* The list goes on ...

But here's what I know: For me, the cost of *not* going is too high. If you don't go, you will miss out on hundreds of potential connections that can—and will—end up as business for you. Will it fall in your lap? No. You have to work to make connections, but NAA is providing the opportunity for you to network and make those connections.

For many people, connections happen on the golf course—it's where people get to talk and really know each other. NAA has the Welcome Party. This year's opening event promises to be a lot of fun and will be held on a Mississippi Riverboat. There will be a small gaming area and fun entertainment. There will also be plenty of opportunity to catch up with friends, make new ones and network in the air-conditioned cabin or the open upper deck. Prefer dry land? There will be an opportunity to dine and spend some time before we set sail.

If you are unable to join us for the Welcome Party, the following three days are packed with educational and networking opportunities. And if you can't learn something from some of the experts coming in to conduct Learning Labs, or the panels that are available, I would be really surprised! Educational sessions have been designed with two primary things in mind: How can we help you grow your business; or, how can we help you be more efficient and better at what you do? Quite simply, we want to help you keep or put *more* money in your pocket.

Still not convinced? How about the fact that the NAA offers the largest selection of vendors and

exhibitors in one place at one time within the auction industry? From technology and supply vendors to franchise and support companies—you will be able to look around and *compare* services, products and prices. The leaders in the industry choose Conference & Show as their preferred venue to showcase their products and services.

But wait, there's more—and this is, perhaps, the best of all—you will meet hundreds of people who, like you, are passionate about the auction industry. It is difficult to quantify the value of being with so many industry leaders, many of whom are likely to become some of your closest friends. I haven't found anything quite like it!

So shake out that packet that your *auctioneer* magazine came in and see what you need to do to make your trip to New Orleans for the 70th International Auctioneers Conference & Show happen. Don't wait; NAA has a limited block of rooms available, so call or go online at conferenceandshow.com and make your reservation. Commit to your attendance and book your auctions around this event.

And, the next time someone asks you why they should attend the Conference & Show, you can grin and answer "Well... why wouldn't ya?"




Tim W. Mast, CAI, AARE
NAA President

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

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“
**Can a seller
waive the
reserve and
accept a
bid below
the reserve
amount?**
”

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Is it your first time attending C&S this year? Or are you still thinking about going, but you need some convincing? Check out our First Timer's Guide.

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Deadline is May 15.

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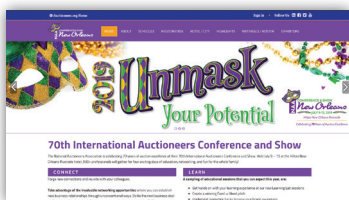


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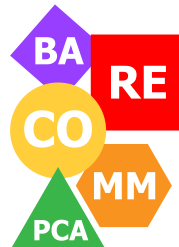


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PROMOTIONAL VIDEOS

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

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2019 National Auctioneers Week



April 29 - May 4

April/May 2019

April 29 Logo Monday

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

April 30 Teach 'em Tuesday

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

May 1 Walk the Talk Wednesday

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

May 2 Banner Success Thursday

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

May 3 Philanthropy Friday

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

May 4 Celebration Saturday

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



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National Auctioneers Association

Your Association at Work



Welcome to the new auctioneer

As an auction professional, you take on new challenges every day. You innovate. You evolve.

We recognize that in order to bring you the most relevant, engaging content, while keeping you up to date on the latest from the NAA, *auctioneer* had to evolve, too.

You will see many of the same elements you are used to in this month's magazine; they've just been given a user-friendly, consistency-driven facelift.

Because of the new order and flow, going forward you will easily be able to reference whatever parts of the magazine you love most.

As we've looked back at issues of the magazine from 50 years go, we were inspired by the *auctioneer* logo from 1969. That style, with its charming lowercase letters and tiny "the" attached to the "a," led us to our new logo. We find it classic, as well as memorable, and we hope you do, too.

We're also introducing the section you see here, called Your Association at Work, in an effort to show you that we're here for one reason: You.



State Leadership Conference

In early March, 68 state auction association leaders from 23 states convened in Kansas City for the State Leadership Conference.

Attendees heard presentations from National Auctioneers Association CEO Hannes Combost, FASAE, CAE, and NAA President Tim Mast,

CAI, AARE, on developing and managing an exceptional board; and Aaron Traffas, CAI, ATS, CES, on association technology.

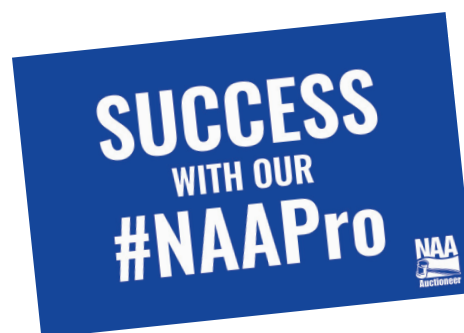
The conference also featured solution circles focused on recruitment, retention, young professionals, and member communications and benefits.

State auction association leaders from 23 states attended the State Leadership Conference March 4-5 in Kansas City.

“
We need to have boards make the tough decisions and be leaders, not operate out of fear.”

Tim Keller, CAI, AMM, CES, Pennsylvania, during solution circles

”



TEAR ME OUT!
(ON P.34)



National Auctioneers Week

National Auctioneers Week is April 29 - May 4. Find the full schedule of how you can help promote the auction industry on the previous page.

For Thursday, May 2, we're asking you to post photos with your clients and customers holding

the "Success with our #NAAPro" banner. So, you'll want to get started taking those photos now.

You will find the banner on pages 34-35, conveniently located in the center of the magazine, which makes it easy to pull out and take with you.

Marketing webinar

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

Correction

Wes Nickum, Billie Jo Schultz, and Larnecia Smith's names were misspelled in the February issue.



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MORE INFO

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NAA publishes Remote Seller Sales Tax Informational Guide

In February, the National Auctioneers Association released the Remote Seller Sales Tax Informational Guide detailing state-by-state considerations for auction professionals to comply with new sales tax laws and regulations. The following is an excerpt from that guide.

As a result of the June 2018 decision from the Supreme Court of the United States in the case of *South Dakota v. Wayfair et al.*, many states now collect sales tax on taxable items purchased from outside its state even if the seller does not maintain a physical place of business in the state where items are being shipped. State and even local sales taxes can be assessed on items purchased from traditional retailers or from remote sellers, including auction companies, that ship or deliver outside their home states.

While the Supreme Court's *Wayfair* decision changed 50 years of precedent by removing the requirement of physical presence in sales tax collection, it did not change the requirement that there be a "nexus" (sometimes referred to as "economic nexus") between the remote seller and the state where products are shipped in interstate transactions. States and local taxing jurisdictions seeking to capitalize on the *Wayfair* decision have enacted a variety of diverse and inconsistent laws with differing thresholds. The Streamlined Sales



Certified Service Providers

The Streamlined Sales Tax Governing Board has also curated a list of Certified Service Providers who are equipped to help businesses with sales tax compliance. CSPs can perform sales and use tax functions on the behalf of sellers, allowing businesses to outsource many of their tax administration needs. You can learn more about these providers and see a list of Frequently Asked Questions at streamlinedsalestax.org/certified-service-providers.

As of January 2019, these CSPs included:

- Accurate Tax – accuratetax.com | (866) 400-2444
- Avalara – avalara.com | (877) 780-4848
- Exactor – quickbooks.intuit.com/sales-tax | (800) 851-8226
- Sovos – sovos.com | (866) 890-3970
- TaxCloud – taxcloud.net | (206) 452-1686
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Education, advocacy and technical content from the NAA

Tax Governing Board is a group whose aim is to "simplify and modernize sales and use tax administration in order to substantially reduce the burden of tax compliance." It defines a remote seller as one that generally "sells products or services for delivery into a state in which that seller does not have a physical presence or other legal requirement to be registered other than because they exceed the state's economic nexus threshold." The sheer number of new and different laws passed by many states in the wake of the Supreme Court decision last year means that many auction companies will now be required to collect and remit sales tax as they exceed these thresholds.

On our website, we have provided an informational guide that covers, in brief,

some things auction professionals should know and consider in order to comply with these new sales tax laws and regulations. It does not fully cover these laws and should be used as an informational resource only. The National Auctioneers Association encourages members to do their full due diligence by reviewing this informational guide, doing additional research as needed and seeking professional tax assistance to ensure they are meeting all local, state and federal laws and regulations.

For more information and resources on remote seller sales tax collection, visit auctioneers.org > Advocacy > South Dakota v. Wayfair.



Working for you!

From informative how-to articles to tips for planning your next federal, state or local meeting, the National Auctioneers Association has many resources to help you take advocacy to the next level. Visit auctioneers.org and click on the Advocacy tab for more information.

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State Watch



From left to right: Montana Bid-calling Champion Steven Goedert, 1st Runner-up Robert McDowell III, 2nd Runner-up Jayson Shobe, Rookie Champion Daniel Yoder

Montana

The Montana Auctioneers Association held a state convention Jan. 25-26. A major highlight of the convention was Tim Mast, CAI, AARE, speaking on “5 Keys to Successful Auctions” and “Sales & Negotiating.” He was very approachable and helpful during the networking opportunities, which really benefited the attendees.

In the marketing competition, Montana Auction Company won the Color Brochure/Poster category. Kinsey Auction Service won four categories: Postcard, Black & White Ad, Company Booklet and Website.

Election results

- Kevin Hiller – President
- Nicolas Bennett – Vice President
- Merton Musser, CAI, AARE, AMM, BAS, MPPA – Treasurer
- Robert McDowell III, BAS – Director
- Reed Tobol – Director

Bid-calling contest results

- Steven Goedert – 2019 Bid-calling Champion
- Robert McDowell III – 1st Runner-up
- Jayson Shobe – 2nd Runner-up
- Daniel Yoder – Rookie Champion

North Dakota

The North Dakota Auctioneers Association held its annual convention Jan. 31-Feb. 2, with 64 in attendance.

Highlights

- Andrew Jossund – Bid-calling Champion

Election results

- Cliff Sanders – President
- Glenn Trautman II – Vice President
- Scott Erickson – Secretary Treasurer
- Dale Haugen – Director
- Mike Ostrem – Director
- Terry Moe – Director

Virginia

The Virginia Auctioneers Association state convention Jan. 11-12 included 120 attendees.

Election results

- Tony Wilson, President
- Clyde “Fred” Wilson, ATS – President Elect
- Josh Puffenbarger – Vice President
- Glenn Graves – Treasurer
- Brian Damewood – Chairman
- Wendy Grimm, AMM – Director
- Amberleigh Wankel – Director

Additional Highlights

- Kelly Strauss, CAI – Auctioneer of the Year
- Ernie Rogers, CAI, AARE, CES, and Cathy Cole – Hall of Fame inductees
- Harold Entsminger, Jr. – Jake Horney Memorial
- Sam Thomas – Bid-calling contest, Rookie winner
- Spencer Williams – Bid-calling contest, Ringman winner

Wyoming

The Wyoming Auctioneers Association held its state convention Jan. 10-12. A big highlight of the event was the speaker – reigning IAC Champion Emily Wears Kroul.

Election results

- Deb Gay – Director
- Larry Forsberg, GPPA – Director (re-elected)
- Jim Cooper, GPPA – Director
- Shelley Musser, AMM – Treasurer (re-elected)

Bid-calling contest results

- Rick Darcy – 1st place
- Justin Biesheuvel – 2nd place and People’s Choice
- Jacob Gay, GPPA – 3rd place

Minnesota

The Minnesota State Auctioneers Association attracted more than 150 attendees for its state convention Jan. 16-19.

Election results

- Dave Thompson, BAS – President
- Tammy Tisland – Vice President
- Cody Aasness – Director
- Jolene Jokela-Veo – Director
- Kevin Maring – Director

Bid-calling contest results

- Scott Mihalic – 1st place
- Andrew Jossund – 2nd place
- Cody Aasness – 3rd place
- Shareif Eisa – 4th place
- Brooke Gillespie – 5th place
- Luke Schubert – Rookie Champion

Other awards

- Pat Ediger – Classic Auctioneer
- Bret Walters – Ring Person of the Year
- Sara Fahey – Auxiliary Hall of Famer
- LeeAnn Vande Kamp – MSAA Hall of Famer
- Bill Harguth – MSAA Hall of Famer
- Frank Roering – Members Choice

Additional highlights

- A \$2,000 donation will benefit the President's charity – Young Life
- Twenty-two 1st place plaques were awarded in the marketing contest for Best of Show

North Carolina

Jan. 18, 110 attendees visited the Auctioneers Association of North Carolina's annual convention.

Election results

- Rick Lashmit – President
- Troy Hall, CAI – President Elect
- Dustin Rogers, CAI, CAS – First VP
- John Ley, Jr. – Secretary/Treasurer

Additional highlights

- Allen Todd – Bid-calling Champion

**Submit
your news**

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

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Kurt Bachman
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Business Practices

Legal options for auctions with reserves

Question: What happens when bids fail to meet the reserve at an auction with reserve? Can a seller waive the reserve and accept a bid below the reserve amount?

Before getting to the answer of these questions, it is important to remind auctioneers of the key differences between auctions with reserves and auctions without reserves.

In an auction with reserve, the seller, in placing the property up for auction, is merely advising the public of its willingness to entertain bids. Each bid constitutes an offer, which the seller is not obligated to accept. Conversely, in an auction without reserve—also commonly known as an “absolute auction,”—the seller, through its agent (the auctioneer) is deemed to make an offer by virtue of putting the property up for auction. Each bid made on the property is an acceptance and therefore forms a contract, subject only to the contingencies of a higher bid/acceptance or the withdrawal of the bid made before the fall of the hammer, i.e., the conclusion of the auction.

So, what happens when the bids fail to meet the reserve at an auction with reserves? In an auction with reserve, the seller reserves the right not to sell the property and can withdraw the property from the auction before acceptance of the highest bid. See UCC 2-328(3) (“In an auction with reserve the auctioneer may withdraw the goods at any time until he announces completion of the sale.”). At an auction with reserve, this generally means the seller may choose to withdraw the property at any time before the fall of the hammer. If the highest bid is too low the offer is not accepted and no contract is formed.

In 2008, the Supreme Court of New Hampshire had the opportunity to consider what happens after the auction if the bids are less than the reserve and the seller wants to complete the transaction. *Foley v. Wheelock*, 950 A.2d 178 (N.H. Sup. 2008). The essential facts of the case are interesting. There were two owners of real estate who decided they could not get along. One individual filed a lawsuit requesting the court to partition the real

estate. Because they could not resolve their dispute, the court ordered the property to be sold at a public auction with a reserve of \$179,000. The auction was advertised and five qualified bidders participated. At the end of the auction, the high bid was only \$140,000. Despite the reserve of \$179,000, the trial court decided to accept the bid and complete the sale. The other party objected and later appealed.

The Supreme Court of New Hampshire affirmed the decision of the trial court. It stated that the law generally does not prevent “a seller, after having held an auction ‘with reserve’ at which the reserve price was not met, from subsequently accepting a sub-reserve offer for his property. In such circumstances, a sale may still be consummated by the seller’s acceptance of an offer.” It continued, “In other words, while a seller who reserve price has not been met at auction is under no further obligation to complete the transaction, this does not mean the seller cannot subsequently accept a sub-reserve price.” The reserve is established by the seller to protect the seller, but the seller can waive the reserve.

The Supreme Court of New Hampshire explained: “A reserve price is not an immovable minimum price at which bidding must start; it acts only as a floor below which bids need not be automatically accepted by the seller.” The reserve price limits the auctioneer’s authority to accept a bid on behalf of the seller but does not limit the seller’s authority to waive the reserve and accept a bid below the reserve.

There are some issues relating to documentation and authority auctioneers should consider. For example, the best practice would be for any acceptance of a bid below the reserve price to be in writing. Otherwise, if the seller later denies accepting a bid below the reserve price, it exposes an auctioneer to possible litigation. When the seller is a trust, estate, corporation, or LLC, there could be questions as to who has authority to make the decision

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and sign the document accepting a bid for less than the reserve price. For corporations and LLCs, is the resolution granting authority broad enough to include acceptance of a price below the reserve? Auctioneers should consider these issues and adopt policies and procedures to protect themselves.

Auctioneers must be aware of these issues. An auctioneer does not have authority to accept a bid that is less than the reserve price set by the seller, unless the seller specifically waives the reserve and decides to accept the highest bid. ♦



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

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

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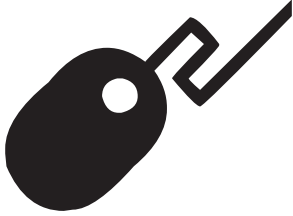
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The Internet Only Auction Summit was held February 25-26, 2019.

Internet Only Auction Summit Cybersecurity

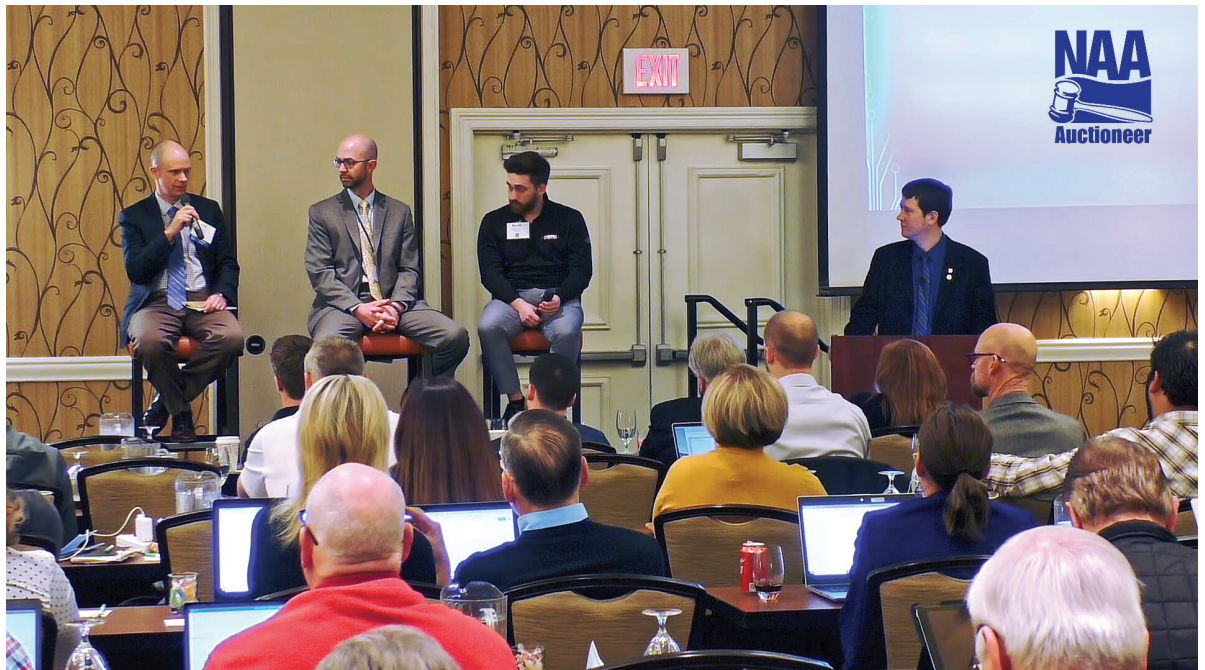
The Internet Only Auction Summit held in late February in San Antonio hosted a wealth of information for attendees interested in online business. One topic that ties directly into actions currently being taken by the NAA's Cybersecurity Committee, was of course, cybersecurity. During the Summit, panelist Scott Gartner from Steffes Auctions recommended that people never use a hotel's Wi-Fi, but instead set up a VPN (Virtual Private Network).

Phil Gableman, CAI, AMM, GPPA, from Absolute Auction and Realty, and chair of the Summit's committee, decided to see what would happen if he did use it—on one personal and rarely used email account. True to Gartner's word, within 15 minutes Gableman had been hacked and emails were going out to his friends asking them to send "him" money. As you can imagine, it wasn't Gableman asking for money but someone using his email. Gableman knew what would happen, so he performed his test in a very controlled environment and nothing in his business was affected.

For many of the 108 attendees, Gartner's information was new, and wheels began turning. The panelists in this session (including Gartner; Aaron Traffas, CAI, ATS, CES, from Purple Wave, Inc.; Will McLemore, CAI, from McLemore Auctions; and, Matt Corso, CAI, CES, CEO of MarkNet Auctions) discussed how to make online auctions more secure.

The panel discussed how they protect themselves and their companies against some phishing schemes and social engineering. Recommendations included making sure that your company has a staff policy manual outlining these scenarios, and if in fact a staff member inadvertently opens an email that is dangerous, what to do to mitigate its negative effects.

The panelists agreed that it is important for all auction companies that conduct online auctions to have cybersecurity insurance. This is simply a cost of doing business, similar to ensuring that their businesses are PCI compliant.



The cybersecurity panel from the Internet Only Auction Summit included (from left to right): Will McLemore, CAI; Matt Corso, CAI, CES; Scott Gartner; and Aaron Traffas, CAI, ATS, CES.

Traffas noted that he and Corso are on the Cybersecurity committee for the NAA. Ori Klein from PropertyAuctions.com and Larry Harb from IT Risk Managers are also on this committee. Traffas said the committee is working on developing a self-assessment for auction professionals to identify gaps within their efforts to minimize cybersecurity issues. The group hopes to have this assessment complete and to the general membership before Conference & Show in July.

In addition, Corso said this committee is working on a set of questions that auction professionals can provide their vendors to ensure they are hiring the most well-equipped vendor to meet their technology needs. When the first draft is complete, it will be provided to the online bidding platforms that are supporting NAA to obtain their feedback. The committee plans to have this assessment also ready by Conference & Show. ♦

Committee members responsible for the content of this program included Gableman as chair; Robert Mayo, CAI, AARE, AMM, GPPA; Bryce Hanson, CAI; Larry "Chip" Pearce, AARE, ATS, CES; Doug Sheridan, CAI, ATS; and Traffas.

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June is "full of fun, happy all the time," said her mom. "She pushes a doll stroller around the inpatient floor, just happy."



June
4 years old
acute lymphoblastic leukemia



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The Online Only in 2020 iSeries webinar was hosted by Russ Hilk on Feb. 6, 2019.

iSeries Recap Online Only in 2020

Yes, we're only three months into 2019, but as far as online technology is concerned, we need to be looking at 2020. Russ Hilk, CAI, AMM, GPPA, is a 15-year NAA member, owner of Fram Fram, a capital equipment management company, and vice president of business development at Proxibid. He recently led an iSeries webinar on online only auctions.

While the focus of the discussion was on the future, Hilk pointed out that auctioneers are far from late to the game.

"Auctioneers were actually early adopters of internet technology," Hilk said. Ineed, Maxanet, Proxibid, BidSpotter and others were all around before Facebook, YouTube and Twitter.

Traditionally, there are two types of online auctions: white label and portal auctions. White label takes place on your website so all the traffic and marketing are pointed toward your assets. Portal auctions include a bunch of auctioneers sharing a marketplace.

In a white label auction, you photograph and describe assets, select the number of lots that close per minute, set bidding increments and the amount of time you can extend bidding. In an online only portal, or webcast, it's a traditional simulcast auction, just without a live audience. It gives the auctioneer more control and can be a one-lot-at-a-time experience.

But there is a growing online technology that is a hybrid of the two: a white label auction where that inventory also exists in a marketplace.

"If you feel like you have a good buyer base, or you want your marketing to point back to your business and your brand, it's something you should consider," Hilk said.

Hybrid webcasting puts the best of both worlds together, he said.

"You close one lot at a time sequentially," he said, "but there's an automatic timer. So each lot could be open for six, 10 or 30 seconds; and if there's not a bid, that lot closes and the next lot is immediately in the ring."

An auctioneer can participate if they choose to—chant along or interact, which is especially useful when the he or she is an expert in the specific items being sold. They can also hold an item open for an extra punch.

"This is a really interesting technology that I would expect to see much broader adoption going forward," Hilk said.

Marketing will only grow and change in the future.

"In 1987, 30 lines in the Star Tribune may have cost \$300-\$400," Hilk said. "You can now market at the item

level with thousands of photos through social media for the same price and reach thousands and thousands of interested buyers."

And to add to that, the marketing landscape has exploded.

"In 2011 you had 150 marketing options on the internet," Hilk said. "Now it is more than 5,000."

With all those options, auction professionals need to measure where their buyers are coming from.

"When someone is paying their invoice ask them how they heard about the sale and keep track," Hilk said. "The only thing you have to do is go back and measure the cost of that marketing, how many bidders you had and then figure out the cost per bidder. I would encourage you to spend a percentage of every marketing budget trying something new."

Hilk also suggested that the NAA's Auction Marketing Management (AMM) designation is not to be missed.

"If you're serious about marketing your auctions—and you should be—I can't recommend strongly enough the AMM designation from the NAA," Hilk said. "It's taught by true professionals and visionaries who have their finger on the pulse of what's working because they're doing auctions each and every day."

So what should you have on your radar for 2020?

The first thing is American Disabilities Act (ADA) compliance. From closed captioning for videos, to alternative text for images, to compatibility of websites with screen reader technology, the ADA movement is moving online.

Next, the tax landscape has changed for online sales. South Dakota vs. Wayfair is something you need to be aware of.

Finally, check out some auctioneer driven portals.

"I'm starting to see more auctioneer-driven portals," Hilk said. "Like a marketplace, but where likeminded auctioneers are coming together and creating their own alliance to promote themselves and each other."

With all the options available for online only auctions, the best advice for any auction professional is to find the best technology partner for you.

"Only through talking to vendors and finding out who best fit your needs can you be best positioned for your company in 2020," Hilk said. ♦

To see more from this iSeries, including Hilk's best practices in 2020, visit auctioneers.org > Education > iSeries.



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CREDIBILITY

Why do credibility issues exist for auction professionals, and what can be done to address them?

“Credibility is someone else’s idea of what I should be doing.”
—Paul Stanley

With a business model that deals with new clients and customers around every turn, auctioneers are regularly scrutinized for their credibility. While true auction professionals know differently, preconceived notions about the auction community have tainted public opinion. This issue persists, in part, because of a lack of public knowledge about what auctioneers really do.

“In the past, auctioneers were looked upon as the person of last resort, to come in and clean up assets that no one else really wanted to deal with,” said Craig Fleming, CAI, ATS, CES, CEO of Tired Walls. “Our personal branding was almost non-existent and media coverage only focused on the fast-talking

auctioneer. We had an image problem and some people still believe that today.”

Rebecca Solnit, author of 17 books and a contributing editor for Harper’s Magazine, calls credibility a “basic survival tool;” while that idea rings true in many professions, it is paramount for an auctioneer. So, knowing questions of credibility exist—whether valid in actuality or not—what can auctioneers do to combat this everyday battle?

Show your values

In his presentation on Successful Business Strategies, Tom Saturley, CAI, interim CEO of Trazon Auction Properties, says in order to be a true auction professional, you should make

customer satisfaction your top priority. He said this can be accomplished through doing more than expected, being true to your word, communicating effectively, praising your peers and sharing your knowledge with them, and finally, keeping a smile on your face.

In other words, it’s one thing to say you have values and another thing to show them. Going out of your way to work ethics out loud can be a huge factor in this industry. Or, as Saturley puts it: “Ethics determine character; character determines perception.”

However, Rome wasn’t built in a day and character doesn’t magically appear to the public overnight.

“In many cases it takes a lifetime of doing what’s right in your community to earn people’s

NAA offers keys to building authority

NAA networking, designations and education play essential roles in credibility. But don’t just take our word for it.

“Being an NAA member and fully embracing its resources has propelled our company’s image and brand, which has, in turn, helped our credibility. As a result, I am certain our company wouldn’t be where it is today without the NAA network.”

—Sara Rose Bytnar, CAI, AARE, AMM

“Over the past several years, we have seen a resurgence in our association — a commitment to help support each other through education, sharing and legislative commitment. I believe the NAA, through their newly designed education designations, is the first step in helping to bring increased credibility to the industry. As a member of CAI, I also find this

designation helps to set a person apart from the crowd. It says to the general public: I care about you and my business enough to stay up to speed on the latest trends in the world of auctioneering. Achieving designations from the NAA will give you the confidence and skills to serve your clients in a more professional way.”

—Craig Fleming, CAI, ATS, CES

“My association with other auction professionals in the NAA has been one of the keys to my success. I am

trust and loyalty,” Fleming said. “Be on time, volunteer, raise your hand, do the work, follow through and praise others each step of the way.”

Know your product

Another credibility hurdle auctioneers face is product knowledge and valuation. Hudgins stressed that, at a very basic level, auction professionals must know the product they are selling and have some understanding of value.

Remember, angling yourself as an expert when you are not hurts the credibility of the industry as a whole. In a profession that can come across as just “selling things,” nailing down the basics of product knowledge actually takes quite some time. The best results are achieved through experience, education and research. Dive in, immerse yourself, and become the expert your clients and customers need.

“Continuing education is a must,” Hudgins said. “Look for every opportunity to attend an educational class, a conference, a meeting—anywhere someone is sharing something of importance to your business and profession.”

Connect with your audience

Branding and marketing are essential tools for any business. With a multi-generational audience, auctioneer professionals need to stay up-to-date on current technologies that assist their businesses. Understand that people today don’t buy the way people did 50 years ago. If you are struggling in this area, some members suggest hiring tech- and social media-savvy young professionals.

“One of the biggest credibility issues auctioneers face is generational marketing.

constantly challenged by my peers to not only maintain knowledge of the market and technology, but to share my experiences with others. Today, the NAA offers more educational opportunities than ever before. I have taken advantage of many of the vast educational programs, conferences, summits and designation programs. There is much more for me to do, and I hope to see many of my peers joining me. Being a part of the NAA has been very rewarding!”

—David Hudgins, CAI, AARE

When you stand before a crowd at a live auction, how many generations are represented as bidders in the crowd? How do you target those potential buyers? If your current auction marketing strategy is based on ‘spray and pray,’ you might be faced with a credibility issue,” Hudgins said.

Understanding the psychology of your buyer is also an important tool in regard to marketing.

“For some reason, consumers haven’t connected the method of auction at a local level to the same method that’s used to sell high-dollar assets on a national stage,” said Sara Rose Bytnar, CAI, AARE, AMM, partner, auctioneer, broker of Beth Rose Real Estate & Auctions. “But why is that? I see a massive culture strategy gap. It all comes back to branding. Auction buyers are emotional by nature, so when auction professionals begin to understand what motivates a buyer, they can begin to build a culture around its driving force. When culture is at the forefront of a company’s brand strategy, credibility becomes a byproduct of these efforts.”

Despite credibility issues lurking around, Fleming said he believes the professional auctioneer is making a great comeback. As the public experiences more true professionals capable of selling assets efficiently (sometimes with record-breaking results) and making big impacts in fundraising for worthy causes, perception is bound to change.

“People come to us in time of need, they come to us for help, support and guidance. It might be a recent passing of their parents, a divorce, a bankruptcy, large medical bills piling up or a number of other life changing events. If you have built your life and your business on a solid foundation people will seek

“I display the NAA and Benefit Auction Specialist logos on all documents and communications from my office. I wear this badge proudly. I make it a point to educate my clients, prospective clients and the fundraising community at large about why I am an NAA member, what a BAS designation is and why it exists. This has created a greater understanding of the auction profession and an appreciation of the attributes that differentiate a credentialed, ethical, educated auction professional.”

—Layne, The Auctionista, BAS

you out in their most trying times,” Fleming said. “I believe the auction business is still one of the best kept secrets in America.” ♦

Credibility begins with ethics. Read the NAA’s Code of Ethics at bit.ly/2EJ3ZLX or auctioneers.org>About NAA>Code of Ethics.



Layne, The Auctionista, BAS

First-hand Experience

“In my profession as a Benefit Auction Specialist, my experience with credibility was very challenging in the early years. In Canada, in my area, the term BAS was unheard of; there was no language around this and no data to support investing in a professional charity auctioneer to perform a duty that had otherwise been performed for free. Over time, one client at a time, I built strong, trusting relationships. I brought critical and game-changing knowledge to the table. With integrity and loyalty, I proved that I was 100 percent ‘on their team.’ Their brand reputation and outcomes were top-of-mind. The measurable outcomes (revenue raised and guest experience) built the historical data that proved the investment into BAS services was valuable. With education, lots of face-to-face meetings and continued professional development for myself, I established strong relationships and became a non-negotiable asset to the client.”

2019 NAA HALL OF FAME NOMINATION FORM

PAGE 1

Name of Nominee		
Residence Address		
City	State	Zip code
Phone		

BUSINESS INFORMATION

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

PERSONAL AND FAMILY INFORMATION

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

PROFESSIONAL INFORMATION

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

NAA ACTIVITY

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

STATE ASSOCIATION ACTIVITY

List state association involvement, offices held, etc.:

COMMUNITY INVOLVEMENT

List any notable community activities:

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

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

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c/o National Auctioneers Association
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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.

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CONFERENCE & SHOW

New Orleans

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PREVIEW

Welcome to the National Auctioneer's Association Conference & Show preview. For the next several months, we'll be diving in to elements of the event, including education exploration, tips and tricks for first-timers, IAC information, trade show showcase, fun to have outside of the event and everything else you need to know before you meet us in New Orleans.

We hope this special section encourages you to attend the biggest education and networking event for auction professionals, whether you're a first-timer (Check our our First Timer's Survival Guide in this issue!) or a veteran attendee. This issue also showcases our new Learning Labs—a hands-on addition to the Conference that is sure to help you run your business in the best way possible. After all, that's what we're here for—to help you succeed.

Without further ado, on with the show!

in this issue

**NEW
LEARNING
LABS**

**FIRST TIMER'S
SURVIVAL
GUIDE**

NEW!

LEARNING LABS

By Nancy Hull Rigdon

Register now to get your metaphorical hands dirty for your business

Experiential learning—learning by doing—is gaining popularity in educational settings. The performance boost for participants that often follows drives the trend.

This summer, the NAA will bring this benefit to Conference & Show attendees. Called Learning Labs, these hands-on, interactive sessions for small groups will guide attendees through the process of doing or creating something. While there isn't a charge for the sessions, they are limited to 25 attendees a session. Pre-registration and a ticket are required to attend.

The idea for Learning Labs grew out of a Conference & Show committee conversation. Committee Trustee Sherman Hostetter, Jr., CAI, AARE, GPPA, CES, explained:

"In a large group, unless you're the person asking questions, it can be hard to learn certain topics. In a small group, you have the ability to drill down deeper into a topic and share information among the group in a really valuable way."

Plus, he said Learning Labs offer one-on-one training in addition to the hands-on aspect.

"You're always looking for better, more in-depth education. And the Learning Labs will be great for the new person and seasoned auctioneer alike," said Hostetter. He is president and CEO of Hostetter Auctioneers.

Here's a look at what instructors have in store for their Learning Labs.



Bobby D Ehlert, CAI, AMM, BAS Record Your Auction!

Q: Why are you excited about Learning Labs?

A: I love how bite-sized these courses are and that attendees will be able to receive the information they're looking for in an efficient delivery.

Q: What do you think will be the most valuable part of your session?

A: The ease of recording and utilizing video in your marketing and data capture.

Q: Who is the ideal learner for your course?

A: Someone who is intimidated with all of the video options that are out there and not sure where to start. The learner will be able to walk away with ideas to immediately implement to help their business.



Mike Fisher, CAI, AARE, ATS, BAS Contracting & Terms of Real Estate Contracts

Q: Why are you excited about Learning Labs?

A: The Learning Labs will give us the opportunity, through class participation, to share knowledge in a group setting and build upon our experience. We will be taking the knowledge of everyone attending to build better processes for everyone involved, and they will be able to take something tangible away to immediately implement in their business.

Q: What do you think will be the most valuable part of your session?

A: We will focus on documents for real estate auctions, and that will include listing agreements and purchase contracts—but we will also discuss terms and conditions. We will take these agreements and build upon them using the knowledge of each person in the class so that by the end of the session, we will have documents with content that has been proven effective through the experience of many auction professionals.

Q: Who is the ideal learner for your course?

A: I think it really covers everyone from the beginner to the seasoned professional. For the beginner, it will give them a starting point, and for the seasoned real estate professional, hopefully they will walk away with several ideas that they haven't thought about before. That is the beauty of the Learning Labs—combining the experiences of many to better our industry as a whole.

LEARNING LABS



TiWanna Kenney, BAS Creating a Fund-A-Need Pitch

Q: Why are you excited about Learning Labs?

A: Learning Labs will allow us to learn and apply the learnings immediately. Tell, Show, Do—that's the foundation of a positive learning experience. Lecture is great in some settings. I truly feel this format will be so much more impactful for our industry.

Q: What do you think will be the most valuable part of your session?

A: The instruction combined with feedback from our peers. We all know that the better we are, the more we elevate our industry.

Q: Who is the ideal learner for your course?

A: Any auctioneer that is seeking to become more compelling with their language, especially those who raise funds for non-profit organizations.



Tim Luke, CAI, BAS, MPPA Managing Stress

Q: Why are you excited about Learning Labs?

A: To me, the Learning Labs are all about the takeaways—the information, strategies and techniques that people can do right now to make a difference in their lives. It is always the little tweaks we incorporate in our lives that make the biggest changes.

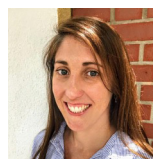
Q: What do you think will be the most valuable part of your session?

A: My course is called “Ways to Live a Better Life.” I want to provide individuals with basic how-to and “try this” advice along with quick fixes for everyday situations. The valuable part will be the information on tackling the roadblocks in the participants’ lives that hold them back from their best life. If it is stress, we’ll go through how to deal with it. If it is feeling overwhelmed, I’ll provide a how-to on overcoming it.



Q: Who is the ideal learner for your course?

A: Participants ready to be challenged, open to making changes and thirsting for self-awareness. Anyone who is feeling stressed, overwhelmed, overworked, looking for life’s meaning or eager to make some life changes make for an ideal learner for the course.



Billie Jo Schultz, CAI, AMM Google AdWords

Q: Why are you excited about Learning Labs?

A: I’m excited to share the benefits of Google Ads and, through a hands-on experience, show other auction professionals how they can use it to promote their business and individual auction events.

Q: What do you think will be the most valuable part of your session?

A: The hands-on approach is most definitely the valuable part of this course. During the Learning Lab, we will be able to walk auction professionals through the actual set-up of a Google Ads campaign. This will provide them with the experience needed to do it themselves in the future.

Q: Who is the ideal learner for your course?

A: The auction professionals looking to further understand how Google Ads works and how to utilize it in their auction business.



John Schultz, AMM Tracking Your Marketing

Q: Why are you excited about Learning Labs?

A: It will give me as an educator an opportunity to teach a more advanced topic in a classroom setting where the learners and I can get hands-on with the topic rather than just conceptual.

Q: What do you think will be the most valuable part of your session?

A: The ability for learners to walk away having taken the steps necessary to implement the education.

Q: Who is the ideal learner for your course?

A: An individual that uses Google Analytics as a part of their marketing analysis, who is looking to take the analysis to the next level with advanced analytics and tracking features, including goal setting and tracking based on a variety of factors such as device type, marketing type and user type. ♦

Register for Learning Labs at conferenceandshow.com.

Nancy Hull Rigdon is a freelance writer in Colorado.

CONFERENCE & SHOW FIRST TIMER'S SURVIVAL GUIDE

FIRST-TIMER TESTIMONIAL: C&S 'catapulted' Mike Witten's career

By Nancy Hull Rigdon

Entering Conference & Show (C&S) last year, Mike Witten was a few months into his auction career. His goals for the event included learning how to get into contract auctioneering, improving his chant and getting up the nerve to approach what he called "the YouTube rock stars"—bid-calling champs he'd watched and admired from afar.

The result? He shattered his own goals, and he attributes the experience with setting him on the path that led to a celebrated first year in auctioneering: Since C&S, he's won championships in Missouri and Iowa auctioneer association competitions. The connections he made at those competitions and the NAA's Conference & Show have grown his contract career.

"Without a doubt, attending the NAA's Conference & Show catapulted me to where I am today," Witten said. His business is M/W Auctions in Trenton, MO.

The Fun Auction at Conference & Show was pivotal for Witten.

"Want to get up and sell?" he was asked. Out of fear of failure, he debated saying no.

"I decided there was no way I was going to get that kind of opportunity and not take it," he said.

He sold old, classic issues of Auctioneer magazine.

"There was this camera pointed at me, and I thought, Holy cow, this is intense," he said.

Afterward, multiple members came to him to pay compliments and asked for his business card. He also received helpful critiques. One of those conversations led to him securing an upcoming contract auction job on the East Coast.

"I'm going to New York this spring because I had the courage to get up there," he said.

From attending the NAA's International Auctioneer Championship (IAC) competition and talking to other members, Witten learned what it takes to win bid-calling championships.

"Going in, I thought it was about having the best chant. But I learned it is about being a great auctioneer and professional all



Mike Witten (left) networking with fellow NAA members Jennifer Gableman, CAI, ATS, and Courtney Jo Weaver at the 2018 Conference & Show.

around. It's about who will represent the industry and the association the best," he said.

NAA members encouraged him to compete in state competitions to gain experience, so he joined the Iowa and Missouri auctioneer associations. He won the Iowa Rookie Bid-calling Championship. In Missouri, he won the Ringman Championship and reached the final four in the Bid-calling Championship. He now sits on the Missouri Professional Auctioneer Association's board.

"That was all because of what I learned from the NAA," he said. "I knew not to go up there and rattle. I thanked the people and the judges first and prioritized interview questions."

He added, "Winning these competitions has kicked up the dust on contract auctioneering. People watch me compete, and then we start talking business."

How did it go with those YouTube rock stars? He learned they were just as excited to talk to him as he was to talk to them. He was surprised and grateful for all the advice they willingly passed along.

"I was viewing them as movie stars, but turns out, they're not much different than I am when you meet them," he said.

Witten serves on the C&S committee this year, and he's looking forward to returning. During this year's event, he plans to network as much as possible and, again, stretch his comfort zone to further his career.

"Last year, the benefits of attending more than paid for my trip. And I'm sure this year will be the same," he said. ♦

Nancy Hull Rigdon is a freelance writer in Colorado.

FIRST TIMER'S SURVIVAL GUIDE

Top 10 things to be sure to do at Conference & Show

(compiled from our super-scientific Facebook poll)

10. Plan out your day. You can't make it to everything.
9. Be selective of what you attend, and don't be afraid to go elsewhere if the session is not what you expected.
8. Get involved and volunteer: Try the election committee or be a ringman for Auction & Appetizers
7. Bring a lot of business cards
6. Meet all the vendors; you will eventually need their number.
5. Take a designation class at Pre/Post Conference Education
4. Enter the IAC
3. Attend the Welcome Party
2. Go to the First Timer's Breakfast
1. Network, network, network.
 - Don't be shy, introduce yourself to as many people as you can—multiple times.
 - Ask an NAA staff member to introduce you to someone.
 - Know that some of the best conversations happen in the hallways between sessions.
 - Eat with people. Dine with your colleagues. Get drinks with people you just met.
 - Understand that many of the big names and people who seem to know everyone are regular people, people who have their own challenges and things they want to improve. Ultimately, they want to share their knowledge and help you. Just ask!
 - Follow up with people you meet after the event.
 - Finally, wear your first-timer badge and be prepared to be adopted into the best family around!

Q&A WITH A VETERAN



Bryce Elemond, CAI, BAS

1. What made you come to Conference & Show for the first time?

I made a decision to attend my first C&S in 2014 because I knew that I would gain lifelong friends and valuable

knowledge in the classes that I engaged in. I started my career in 2013 and had not been a member long enough to make up my mind to attend my first year. I needed to work rather than spend time away and spend money so early in my career. After speaking to many other people in the profession, I soon learned that I needed to make time to attend so that I could take advantage of what the NAA could offer me in the way of making contacts that later turned out to be contract work that really paid for my conference and more.

2. What makes you want to keep coming back?

I have been able to make many friends and grow relationships that have provided me opportunities to work with other professionals. The classes I sat in on have also helped me conduct my business with fewer mistakes by learning from others what failed them or set them back.

3. What are the benefits for someone who hasn't attended before?

Social media give us great opportunities to meet, follow and learn from professionals all across the country. I have then been able to meet with them face to face at Conference & Show, engaging in personal and professional conversations that have cultivated into work. That has given me the chance to move faster through my business.

4. What are you looking forward to most for this year's event?

I am excited to make my debut as a contestant in the IAC this year. In the past, I felt I was not seasoned enough to get up on the stage and compete with some of the finest professionals in the industry. I have since learned that in order to get better I need to compete and gain confidence and maturity by being on stage in front of my peers (and the many that view online). Education is also always at the front of my list, as I gain so much more confidence in hearing how to make my profession stronger, and also what I can do to help keep the auction method alive and push the core values that make our industry valuable to our customers.

Q&A WITH A VETERAN



Kelly Strauss, CAI

1. What made you come to Conference & Show for the first time?

I wanted to broaden my auction experience, meet and speak to other

auctioneers from across the country, and get involved with the NAA.

2. What makes you want to keep coming back?

Once you attend your first C&S you get hooked and you don't want to miss anything. I always look forward to renewing friendships and relationships that I have made because of the NAA and keeping up with our ever-changing technology and education.

3. What are the benefits for someone who hasn't attended before?

Education, forming relationships with other auctioneers, getting immersed in the auction profession, world and experience.

4. What are you looking forward to most for this year's event?

New Orleans, fulfilling my first year on the NAA Board, finding out what's new in the auction world, and what can I take home that I can use in both my personal and professional life. I'm looking forward to meeting first-time attendees and helping them and their families have an experience that makes them want to get involved with NAA and come back to the next C&S.

One final note: Get involved, Participate in the Fun Auction. Enter the auctioneer contest. Don't stand back, C&S is a once-in-a-year opportunity for you to change your life.

NEXT ISSUE

In April we'll check out the IAC, learn how to utilize Communities of Practice through Conference & Show, and take a closer look at education.

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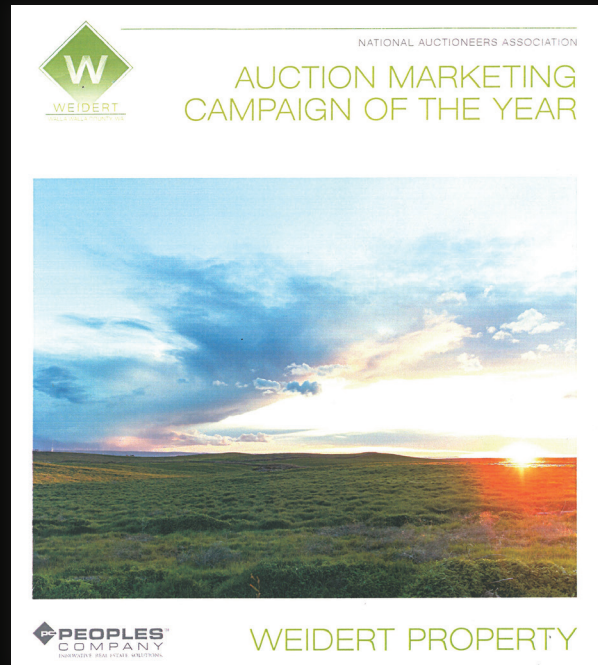
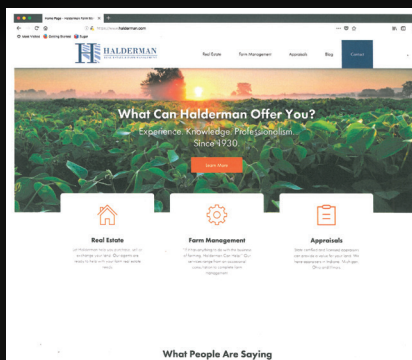
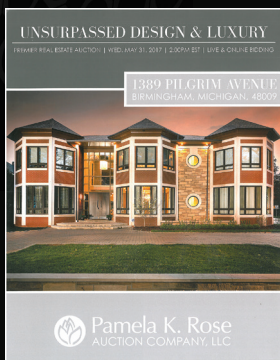
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Overcoming a fear of public speaking

Try these techniques next time you face the fear of the mic

By James Myers

Some people have an intense fear of clowns, while others are terrified of flying or of small spaces. But one common phobia that many people share is a fear of public speaking—or glossophobia. For auction professionals who are often put in a position where they must speak in front of a crowd, dealing with glossophobia in a constructive manner is a must.

Tim Luke, CAI, BAS, MPPA, an auctioneer with a background in antiques and collectibles, fine arts and benefit auctions, has appeared on HGTV, and as an expert on Today, Oprah, The View and Good Morning America, among others. Most importantly, Luke has extensive knowledge in public speaking and has great tips for helping people who experience glossophobia.

“We’re talking about fear,” said Luke, who has an acronym for two ways to approach

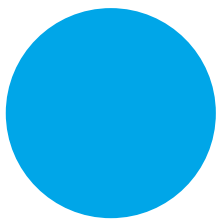
F.E.A.R.: Forget Everything And Run, or Face Everything And Rise.

Luke explains that the body’s reaction to fear is not that different from its reaction to excitement. Those who interpret the feeling as fear are more likely to run, while those perceiving it as excitement will rise to the occasion.

“The choice is yours,” he said. “How many times do we allow our body to make the choice as opposed to our minds?”

If you’ve experienced anxiety in front of a crowd you know the symptoms: fast heart rate, sweaty palms, muscle tension, the urge to flee the scene, dry mouth, shaking hands and voice—the physiological response can be dramatic.

Fortunately, Luke has several tips that help presenters overcome those physiological reactions while giving them

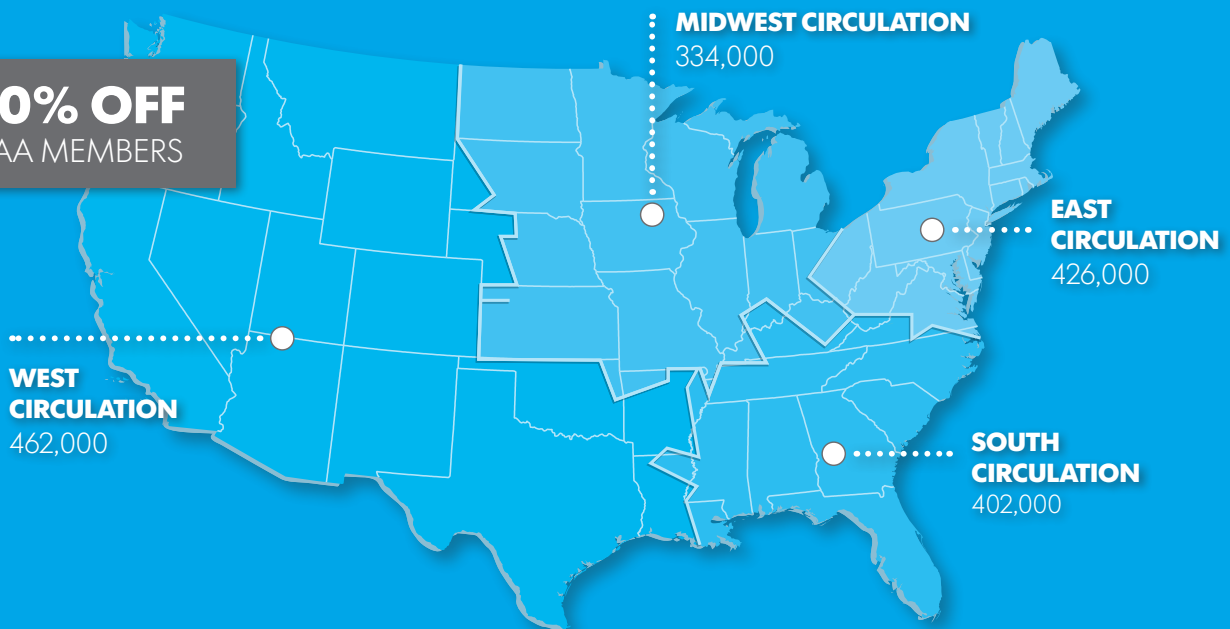


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Sources: 2012 Mendelsohn Affluent Survey, adults 18 or older, HHI \$100,000 or more; September 2012 ABC Publisher's Statement (print copies only)

“By grounding yourself, breathing and smiling, you’re presenting your best self.”

Tim Luke, CAI, BAS, MPPA

”

Don't be a victim of negative self talk.

the tools to assist in presenting their best selves so the presentation will be a success.

That initial fear that speakers feel in the moments leading up to facing the audience is often followed by a series of thoughts that take the presenter into a “fear spiral,” so Luke recommends

taking control by surveying the room: Find five things you can see; four things you can touch; three things you can hear; two things you can smell and one thing you can taste.

“What this does is called grounding,” Luke explained. “You’re getting out of your head.”

Breathing exercises also assist in calming down the body and mind. Luke recommends breathing in through the nose while focusing on relaxing the body, and

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breathing out through the mouth while smiling.

“The act of genuinely smiling changes your body’s chemistry,” he said.

By grounding yourself, breathing and smiling, you’re presenting your best self, which is another step in being a good presenter—you’re focused not solely on the content of your words, but how you present them to the audience and are clearly communicating a message.

Perception is also important, Luke said, especially the ability to change your perception of something you might find to be negative, but then have the ability to see the positive.

“Without change there is no progress,” Luke said, adding that when we are open to changing our perceptions, “that’s when the magic happens, because you’re not doing it the exact same way—you’re open to change.”

Don’t be the victim of negative self talk.

People who do this will talk themselves into fear, and they’ll spiral down instead of rise up.

“You’ll talk yourself into negativity and fear, or you’ll talk yourself into success, growth and the most incredible presentation you’ve ever done,” he said.

Engaging the audience is important in just about any public speaking situation, but it is also a step in the right direction for those who are feeling anxiety and need to unlock the knees, take that first step forward and breathe. It’s also a way to excite the audience—even if you’re engaging directly with a select few people in the crowd—there is a psychological effect that engagement has on the crowd as a whole, and they feel more involved.

Finally, it’s as true when you ask, “How do you get to Carnegie Hall?” as it is when you talk about how to succeed at public speaking: practice, practice, practice.

“Whatever it is that is thrown at you,”

Luke said, “you’ll be able to react easily, because you prepared.”

Luke said that while these tips are a good start, there is no “magic bullet” when it comes to mastering public speaking and overcoming fear. He recommends going through the Interpersonal Communications for Auction Professionals (ICAP) designation (offered this year at Pre/Post Conference Education), and getting involved with Toastmasters International, an organization that helps people practice public speaking, improve communication skills and build leadership skills. ♦

James Myers is a freelance writer in Oregon.

A graphic for "AUCTION ARENA Safety Training for Auctioneers". On the left, a cartoon auctioneer in a grey polo shirt, brown pants, and a blue cap with "AUCTIONEER" on it stands next to a green chalkboard. The chalkboard has the website "auctioneer.naaa.com" written on it. A red banner at the top right says "FREE". A circular logo in the center features the auctioneer's face and the words "COACH" and "CAUTION". To the right of the logo, it says "Everyone is Responsible for Safety" and "Auctioneer Safety Certification". At the bottom right, the NAAA logo is shown with the text "Provided by the National Auto Auction Association". Handwritten notes on the chalkboard include "Look for" with an arrow pointing to the logo and "sign up!" with an arrow pointing to the website.

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Contractor for Hire

Tips for contract auctioneers from those who've been around the block

By James Myers

Whether you're fresh out of auction school or have been slugging it out for years and want to boost your business, veterans of the auction industry have some advice for contract auctioneers.

It's all about relationships

Doak Lambert, CAS, became an auctioneer in 1988, struggling in the first few years to get his name out there. He worked purebred livestock auctions, but "wasn't killing it yet." He'd been a member of the Texas Auctioneers Association but had never gone to one of the state conventions. He finally attended

one, traded business cards with many fellow members, entered the competition and learned that making it in the auction business required establishing relationships.

"You've got to develop some relationships," Lambert said. "People have to have some confidence in you that they know you can do the job before they're going to hire you as a contract auctioneer."

It was because of that first convention, where he met a gentleman from Houston, that he evolved to sell more outside of livestock auctions. He got a call inquiring if he'd ever sold cars. The answer was "nope." But he tried out for the job, and today, he's doing six auto auctions a week.

"It started with that relationship with that individual," he said.

Most auctioneers will diligently practice their chant and work to enhance their stage presence, but to consistently land jobs, it takes more than an impressive presence. That's something Kurt Johnson, CAI, BAS, can attest to. He operates a successful benefit auction company out of the Midwest and relies on a large team of individuals who operate like a well-oiled machine.

When he's looking at individuals to hire, he's not necessarily looking for the auctioneers lighting up the stage at competitions. In fact, he's seen some that have an excellent chant

and charisma. But for Johnson, without the right character and demeanor, it's a no-go situation.

"Our approach is we want to see people," Johnson began, "not just as auctioneers, but how they behave as human beings, how they handle themselves at dinner, how they handle themselves at night, with their family, because we need to know they are good people."

Furthermore, contract auctioneers who are persistent in their efforts to land a job impress Johnson. For example, if he's approached once about work and never hears from that person again, he's not going to reach out to them.

"If you contact me twice, I'll pay attention," he said. "It's the twice and thrice without being pushy (that matters)."

Face-to-face interaction

Getting face time with people is what works for Lambert, and it's something he's witnessed younger auctioneers fail to take advantage of. He'll even drive around cattle lots with potential employers to gain their confidence.

"Younger competitors aren't willing to spend the time, money and resources to go see these people," he said. "They've got a beautiful chant, they've won some contests, they've got a big buckle and an ad in The Cattleman Magazine and they don't know why their phone isn't ringing off the wall with people trying hire them."

Education and integrity

Successful contract auctioneers are also well educated in their field. Lambert, for example, nearly became a veterinarian after college and always wanted to work with livestock. Jack Christy, CAI, BAS, CES, MPPA, looks for auctioneers who "know value." And because



“
Our edge is not saying we're too big to take the little ones. It's about the yes—yes we will. No matter what, we'll help you.
”

Kurt Johnson, CAI, BAS

they might be selling railroad equipment one day and guns the next or wild game the day after, his company interviews individuals very carefully to see how they might fit in—not just as experts in their field, but as individuals who can perform well under pressure in a hectic auction situation.

"What catches my eye is somebody that can sell," Christy said, "and has the integrity and the patience to work with people. We're working with people who have personal property with a lot of sentimental value—

when mom dies, you're selling the stuff that was very near and dear to her."

No job too small

Johnson has learned from some of his clients that his competitors gave him the reputation that he doesn't take "small" benefit auctions. However, Johnson says his willingness to say yes to an auction that might only bring in \$4,000 is what has given him the opportunity to work auctions that rake in seven figures.

Saying "yes" to just about any type of work is something contract auctioneers can use to gain experience, but also to build a client base that one day could be massively profitable.

"Our edge is not saying we're too big to take the little ones," he said. "It's about the yes—yes we will. No matter what, we'll help you."

It's worked for Lambert, as well. He'll work four-lane auto auctions and 23-lane auto auctions. Saying yes to work on a consistent basis, visiting people, no matter how far away, to make a connection and see if they have work—it's what can get you to the top of the call list when someone needs help.

"If you're known to be available and have made yourself known," he said, "you're going to be front of the line when that occurs." ♦

James Myers is a freelance writer in Oregon.



Appraisals for the IRS

For donations and estates, consider these factors for the IRS

By James Myers

As an auctioneer, you're no stranger to doing appraisals for your clients. But when it comes to doing appraisals for donations and estates that the IRS will scour over, you're entering into a whole new level where every "i" must be dotted and every "t" crossed.

For example, the IRS requires that appraisers offer "clear, convincing and compelling support of the value conclusion." This means you're providing all of your market analysis and your scope of work that leads up to your value conclusion.

Rich Schur, CAI, BAS, MPPA, an instructor for the NAA's Graduate Personal Property Appraiser (GPPA) designation, said that appraisers who are accustomed to doing industrial appraisals might have a sentence or two in their report about market trends and market analysis, but for the IRS, you need to be exhaustive in your documentation.

"What are the trends and what data do you have to support it?" Schur said. "Because the

more you, in essence, overwhelm them with all this data, the less they're going to go, 'Well, I have questions.' Ultimately, we don't want them to question where we came from; they want to follow our path and go, 'Okay, that makes sense.'"

Before you can jump into an appraiser's shoes, there are requirements that must be met. The IRS requires that you have earned an appraisal designation for a recognized professional appraiser organization or have met minimum education and experience requirements. Furthermore, you have to regularly prepare appraisals, for which you are paid, and demonstrate verifiable education and experience in valuing the type of property being appraised, according to treasury regulations.

Disqualifying factors include doing an appraisal for family, friends or someone with whom you have a close relationship, as this can create a bias that will cause some red flags to go up with the IRS.

The IRS requires that appraisers offer “clear, convincing and compelling support of the value conclusion.”

Tim Luke, CAI, BAS, MPPA, an instructor for the GPPA designation, has a mantra in regard to keeping a comfortable distance from appearing biased, and that's to practice being “IIO:” Independent, Impartial and Objective. Furthermore, the appraisal will have a section that requires the appraiser to prove they're qualified.

“If you can maintain that,” he said of being independent, impartial and objective, “that's what you want to showcase (in the appraisal).”

In regard to providing documentation on fair market values, Megan Mahn Miller, MPPA, also an instructor for the GPPA designation, sites the treasury regulation regarding fair market value that all appraisers need to follow.

“The fair market value is the price at which the property would change hands between a willing buyer and a willing seller,” she said, “neither being under any compulsion to buy or sell and both having reasonable knowledge of relevant facts.”

Luke points out that the second part of that regulation addresses the fact that you have to pull your data from the proper marketplace, because with personal property, there are multiple levels of markets that must be considered.

Many of these appraisals will be related to non-cash charitable donations. Miller says inspections of the items being donated are important, and when she is working on one that will be reviewed by the IRS, she will only make inspections in person—not via photograph. Furthermore, if that item is a piece of art worth \$50,000 or more, it will trigger the IRS's Art Advisory Board, which will charge an appraisal fee of \$1,500 per item. However, the appraiser can choose to assume the risk and make the appraisal on their own.

Some changes that went into effect last year will impact who will be required to undergo an estate tax appraisal for the IRS, which in turn impacts appraisers. Due to the tax overhaul bill, which was signed into law December 2017, the amount of money that is automatically exempt from federal estate taxes doubled. That means individuals who have \$11.2 million or less in their estate, or for married couples with \$22.4 million or less, aren't required to have their property appraised before it is dispersed to heirs.

Luke said that the caveat to that is that many heirs will go ahead with the appraisal to determine the actual value of the estate.

“They may not need the appraisal for the IRS,” Luke said, “but they may need for equitable distribution amongst the heirs.”

The auctioneer who earns a GPPA designation proves that they are qualified as property appraisers who adhere to strict standards of practice and code of ethics. This designation can be a clear indication to potential clients that you have the knowledge, skills and talent to provide an extremely thorough appraisal. For more information, visit the NAA's GPPA designation site at auctioneers.org/naa/education/GPPA. ♦

James Myers is a freelance writer in Oregon.

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Dan Newman, BAS

Q&A



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

The idea that I could own my own business—and it incorporated many of the skills I already possessed in terms of business development, networking, sales and marketing—was very appealing. I had always considered myself a bit of a closet entrepreneur and was just waiting for the right opportunity to break out. When I finally took a real, serious look at the auction industry, it just sort of clicked that I could develop something brand new in my market out of an industry that had been around for years. I had fresh blood and insight into how things could evolve and grow if given the right opportunity with technology, networking and business sense—along with a desire to just want to help people.

2. What road did you take to get there?

I attended the Missouri Auction School to get certified as an auctioneer and completed training for the Certified Appraisers Guild of America so that I could learn personal property appraising. I also joined the NAA, earned my BAS designation and plan on earning others like AMM, CES, GPPA and eventually CAI.

3. Were there any challenges you faced?

Yes, building a business from scratch and establishing all the systems and processes to get things running smoothly is a never-

ending marathon. Bringing the right people on board for my team and establishing the key industry support partners for my business, while still learning the industry, is an exciting challenge. Working in my business and on my business at the same time is a fun balancing act. We have to auction off estates and bid call/emcee charity auctions to earn enough working capital for the company, while also focusing on investing in technologies and equipment to build our brand and grow our audience of buyers and sellers. We need to have the right tools and assets in place so that when opportunities present themselves, we can take on that work. As the business owner, I also have figure everything out from scratch:



from hiring new people, to payroll and time keeping, to insurance, to marketing, to shipping logistics, to certifications for myself and the business, to website and social media implementations, to warehouse facilities, to commercial fleet vehicles, to business development and contract negotiations, to HR and customer services departments, to computer and phone system technologies. The never-ending list goes on.

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

Yes, I got into it with a desire to just be a benefit auctioneer specialist, and now my business has evolved into charity fundraisers, estate sales, business liquidations, personal property appraisals and being a marketing professional.

5. Why do you love what you do?

Because it's mine! No one was ever going to hand me a business on a silver platter and tell me good luck and to be on my way. So, I finally realized that if I ever wanted to own anything of value, I would have to go out there and hustle and create it from nothing. Everything we have done so far is in part due to my efforts or the efforts of those that I have brought on board. It feels good to be able to help people through sometimes tough situations in a way that they come out better for it on the other side. Plus, if I can learn new things every day, meet and talk to new people, develop new skills or opportunities for myself and those on my team, or build new relationships, who wouldn't love that?!

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

Get your marketing right! There are thousands of ways to cut/divide the marketing pie and a million different pieces of the puzzle to try to fit together and figure out for our companies' messages. We as auction professionals need to make sure the biggest slices of that pie are proving effective for growing our companies and capturing the right buyers and sellers. All those pieces of the puzzle should form the clearest picture possible in terms of broad reach of targeted individuals, consistent relevant messaging and engaging content for our clients and customers.

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

The NAA has provided me with connections to professionals that I need to learn from to better improve my skills as an auctioneer and business owner. It provides programs like the designation courses and introduced me to companies with resources to help grow my business—whether through consignment travel packages for fundraisers, online cataloging/clerking software or mobile bidding platforms—which are all now the lifeblood of my company, and how we do the volume and type of work that we do. ♦

Dan Newman has been an NAA member since January 2018. Contact him at dan@alaskapremierauctions.com.



Vendor: NextLot

NextLot's auction software has been helping auctioneers for 12 years and counting

By James Myers

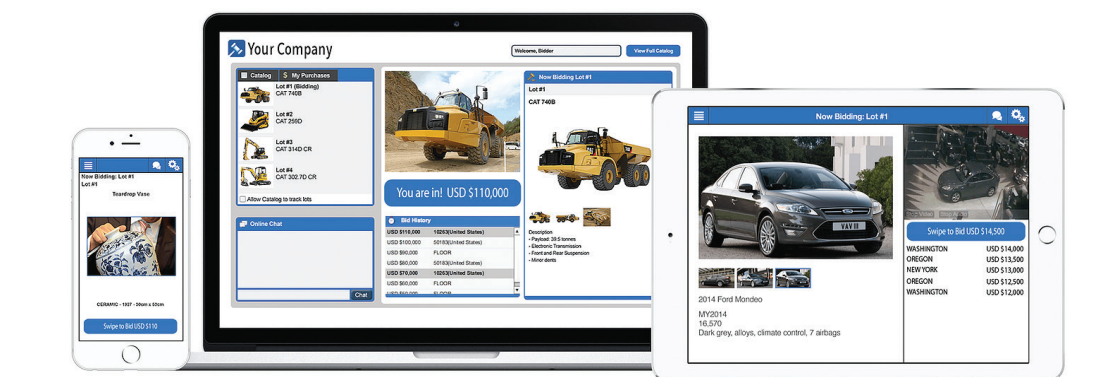
There will always be a need for the live auction experience, but most auction houses have sought out a way to give their sellers and buyers an online experience that fits their needs. That's something Norman Finkelstein realized after three-plus decades working with auctioneers at plant machinery auctions, and he knew whom to call to help him establish a valuable service—his son. Scott Finkelstein grew up around the auction industry but established himself in a different industry, developing cutting-edge business software.

Based in Raleigh, NC, NextLot was established in 2007 after about a year in development. It has provided online solutions for more than 21,000 auctions to date, selling \$20 billion-plus in assets.

"When the internet came around," Finkelstein said, "(my dad) noticed a need to bring brick and mortar auctions online, but to do it in a way that auctioneers could retain their data and would be able to hold auctions on their own sites, so they didn't have to share their most valuable asset with their competitors."

Finkelstein knew how to make software easy to use for the average person, and with his dad's auction industry background, they put their heads and skills together and NextLot was born.

They started with a prototype, never taking any outside money—just taking the bootstrap approach. But they did take advice from the people they knew in the industry. They asked the question: What do auction professionals want to see in an online platform that could help them improve their businesses?



“We focus-grouped it and showed it to a bunch of friends in the industry and started to get customers right away,” Finkelstein said. “We worked with auction companies to tweak the product and develop features that people thought would be valuable.”

One of the biggest differences between NextLot and competitors is that NextLot is a privately branded auction platform; the company doesn’t list customers’ auctions side-by-side with competitors on a public platform. Rather, clients use the platform to list their auctions on their own websites. This provides a branding advantage because the site platform is consistent with the design of the client’s website.

“We like to let them do what they do best,” Finkelstein said, “which is go out and find assets and sell them, and allow us to do what we do best, which is to run the technology for them in the background and take that burden off their head.”

Of course, much has changed since the company launched, most notably the use of mobile technology. Now, users spend more time on the internet using their mobile phones rather than laptops or desktops. NextLot developers began designing a platform that



Scott Finkelstein (left) and his father Norman Finkelstein are the CEO and president of NextLot.

made their solution mobile responsive, which led to NextLot becoming the first to offer mobile bidding. The company also builds branded mobile apps to assist clients in enhancing brand identity.

“When we started,” Finkelstein noted, “there was no such thing as mobile bidding

because phones couldn’t accommodate it. Today, two-thirds of our traffic comes off a mobile device.”

The evolution continues as NextLot develops its platform for people who want to build their brand, have ownership of valuable assets such as bidders and their data, and desire to run online auctions in a seamless and intuitive way, giving bidders a user experience they will truly enjoy. Furthermore, NextLot offers solutions that cover bidding, accounting, clerking and cataloging. Finkelstein said they can build software solutions for any aspect of the auction process that the client needs.

“We’ve brought a lot of innovations to the industry, and we’ve been the first to do so,” Finkelstein said. “We definitely have seen that the speed of technology has increased—we stay ahead of the curve and keep trying to push the industry forward.” ♦

Check out all that NextLot can do at nextlot.com. Contact them at: info@nextlot.com.

James Myers is a freelance writer in Oregon.

Mecum auctions starts 2019 with \$133.8 million in sales

WALWORTH, Wis.—Feb. 5, 2019—Mecum Auctions kicked off its year with its highest-grossing month to date this January. After the close of the company's annual Kissimmee, Florida, auction and the 28th annual Vintage and Antique Motorcycle Auction in Las Vegas, total sales for January 2019 reached \$133.8 million. In all, Mecum offered a mind-boggling 7,517 lots of collector cars, motorcycles and Road Art in January with an amazing 6,267 hammering sold for an 83 percent sell-through rate.

Mecum's annual auction in Kissimmee, the largest collector-car auction in the world, continues to grow each year. This year's event, held Jan. 3-13 at Osceola Heritage Park, saw nearly 3,500 classic and collector cars cross the auction block and 2,328 change hands for a 72



percent sell-through rate and \$107.5 million in overall vehicle and Road Art sales.

Kissimmee 2019 saw the hammer fall on the most valuable Mustang ever sold at public auction. In a flurry of eager bidding, the one-of-one 1967 Shelby GT500 Super Snake's (Lot F124) final sale price climbed to a whopping \$2.2 million. [Complete top 10 sales list below.]

Mecum's Road Art division also had its most prolific month to date for consignment auctions with more than 4,000 items crossing the auction block in January. Road Art in Kissimmee featured 17 private collections and a separate stage exclusively for auctioning Road Art, and the Vegas event boasted a newly discovered investment-grade estate of Indian Motorcycle collectibles.

In all, the January Las Vegas motorcycle auction this year reached an unprecedented \$26.3 million in overall motorcycle and Road Art sales, an increase of 87 percent over the previous record-setting 2018 auction. Held Jan. 22-26 at the South Point Hotel and Casino, the world's largest motorcycle auction achieved a 91-percent sell-through rate as more than 1,340 motorcycles hammered sold.

Highlighted by Sweden's MC Collection of 230 masterpieces of motorcycle history, the auction elicited excited and aggressive bidding resulting in strong individual sales across the board and a top 10 sales list of exclusively six-figure sales.

The auction's top two sellers were both of the extremely rare Crocker brand; the first, a 1939 Crocker Big Tank (Lot F111) demanded a jaw-dropping \$704,000, while its little brother, a 1937 Small Tank 61-25 (Lot S151) reached a selling price of \$423,500.

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

1. 2014 Ferrari LaFerrari (Lot S114) at \$3,300,000
2. 1967 Shelby GT500 Super Snake (Lot F124) at \$2,200,000
3. The 1969 L88 Corvette Offering (Lot F151) at \$990,000
4. 1930 Duesenberg Model J Torpedo Phaeton (Lot S103) at \$935,000
5. 1969 Chevrolet Camaro ZL1 (Lot S171) at \$495,000
6. 1954 Chrisman Bonneville Coupe (Lot S149) at \$484,000
7. 1966 Shelby GT350 Fastback (Lot F101) at \$440,000



8. 1955 Imperial Convertible (Lot F98) at \$418,000
9. 1963 Chevrolet Corvette Z06 (Lot S174) at \$396,000
10. 2005 Ford GT (Lot S224) at \$352,000

The complete top 10 motorcycle sales at the 28th annual Vintage and Antique Motorcycle Auction include:

1. 1939 Crocker Big Tank (Lot F111) at \$704,000
2. 1937 Crocker Small Tank 61-25 (Lot S151) at \$423,500
3. 1925 Brough Superior SS100 Alpine Grand Sport (Lot F123) at \$357,500

4. 1912 Henderson Model A (Lot F115) at \$302,500
5. 1975 Ducati 750SS Green Frame (Lot S126) at \$247,500
6. 1925 BMW R37 (Lot F147) at \$220,000
7. 1913 Pierce T Four (Lot F135) at \$192,500
8. 1992 Honda NR 750 (Lot F155) at \$181,500
9. 1923 Ace Four Cylinder Sporting Solo (Lot F118) at \$176,000
10. 1915 Henderson Four Model D (Lot F136) at \$170,500 ♦

Ritchie Bros. hits US\$297+ million in world's largest equipment auction



ORLANDO, FL, Feb. 25, 2019—A sea of equipment stretched over the 220-acre Ritchie Bros. auction site in Orlando, FL last week as the company hosted its largest auction ever. Over six days the company sold a staggering 13,350+ assets for a record US\$297+ million—up seven percent from last year's US\$278+ million total.

The massive selection of equipment attracted more than 15,900 people from 88 countries—setting a new site record—including 11,300+ bidders participating online in real time from around the world. At the end of the six-day event, approximately 84 percent of the assets were purchased by buyers from outside Florida, showcasing the auction's wide appeal. U.S. buyers purchased 85 percent of the equipment, while international buyers from countries such as Australia, China, Colombia, Germany, Nigeria, and the United Arab Emirates purchased 15 percent. Online buyers purchased approximately 49 percent of the equipment.

"We had a great week in Orlando, helping more than 1,150 companies sell their surplus equipment to buyers from nearly every corner of the world," said Ravi Saligram, Chief Executive Officer, Ritchie Bros. "Orlando is the Super Bowl of auctions and our team was prepared and performed tremendously, helping us set multiple company records, including our largest ever gross transactional value (GTV) and the most equipment we've sold in one auction in 60-plus years of business. On Day Five alone we sold approximately 2,300 items for more than US\$82 million—the largest single auction day in our history!"

Ravi continued, "We achieved GTV of US\$297 million for the 13,350 items sold in Orlando, representing growth of seven percent in both GTV and lots sold versus prior year, a positive indicator of loosening supply. Our results reflected strong pricing for premium construction assets with low

hours. Conversely, we witnessed pricing pressure on assets with higher hours, which indicates supply may have begun to harmonize with demand. Transportation assets, including over-the-road trucks and vocational units, continue to achieve strong prices. Importantly, I want to thank all our consignors and buyers for their confidence in us—and our employees who worked very hard to make the auction a tremendous success and add value for our customers."

Conducting an auction of this size and scope without incident epitomizes Ritchie Bros.' operational expertise. Equipment highlights included 800+ excavators, 640+ compactors, 430+ loaders, 395 skid steers, 385 dozers, 210+ articulated dump trucks, 240+ dump trucks, 465+ aerial work platforms, 465+ truck tractors, and so much more. Every single item was sold without minimum bids or reserve prices. ♦

USDA New Jersey foreclosures fetch \$2.985 million in fall online only auctions

WOODSTOWN, NJ, February 1, 2019 — Warner Real Estate & Auction Company, a leader in the accelerated marketing and disposition of quality real estate, is pleased to announce the results of the September and October Online Only Absolute Auctions of 57 New Jersey residential foreclosures on behalf of USDA Rural Development. The properties were located in ten counties throughout New Jersey and stretched from Sussex to Cape May County.

A highly visible multi-faceted marketing campaign produced more than 2,806 inquiries, 143 registered online bidders of which 122 actively participated placing 2,352 total bids. The terms and conditions of the auction stipulated the successful buyer return the executed contract along with the required \$5,000 deposit within 24 hours of the conclusion of the auction. Firm President and auctioneer, Richard Warner was pleased with results of the online auction with the final prices realized for the 57 properties totaling \$2,985,796.

The successful bidders purchased the properties “as is” but with a deed restriction in place which would be released upon submission of a New Jersey certificate of occupancy or a certificate of compliance pursuant to the New Jersey building subcode. “Thanks for another great job for the USDA!”, said Michael Mathews, Housing Program Director, New Jersey State Office, USDA- Rural Development. It was a good day for both the USDA and the buyers. USDA sold 57 residential foreclosures in two time-certain online only auction events which will eliminate the carrying costs of these properties and the buyers were able to bid their prices and pick up some great deals. ♦





\$8.9 million for Rock Island Auction Company's February regional auction

Rock Island Auction Company's 2019 February Regional Auction was nothing short of a colossal four day event. With nearly 10,000 guns offered and over 5,100 lots up for bid from February 14-17, RIAC felt the Valentine's Day love with one of their best Regional Auctions to date.

Bidding before the start of auction hit astounding number with around 30,000 sealed bids. From the packed auction hall to

the numerous phone and online bidders, RIAC had tens of thousands of bidders from around the world battling for various items. Plus, the auction hall capacity was nearly doubled all weekend long with over 300 bidders participating live online using RIAC Live.

Highlights include a "1 of 1,000" factory inscribed Winchester Model 1873 rifle that sold for \$37,375. It was one of the 700 different Winchester firearms for sale in during the Regional Auction. Another rifle that fared well was 65th Indiana Volunteer Infantry Civil War Henry rifle which brought \$25,875 on the third day of auction. It was one of two well-preserved New Haven Arms rifles that sold in the auction.

For the wheel gun and Colt enthusiasts, a beautiful pair of factory engraved and cased Colt Model 1851 Navy revolvers stirred up a bidding war, pushing the set's sale price to \$25,875. From various Colts to numerous Smith & Wessons, Rock Island Auction Company had nearly 1,000 lots of revolvers from dozens of manufacturers.

Collectors and shooters continue to respond strongly to the ever-increasing quality of guns available in the Regional Auctions. The \$8.9 million figure achieved this February doubles the results from the same auction six years ago and also approaches the sales totals of the company's top end Premiere Auctions at that same time. ♦



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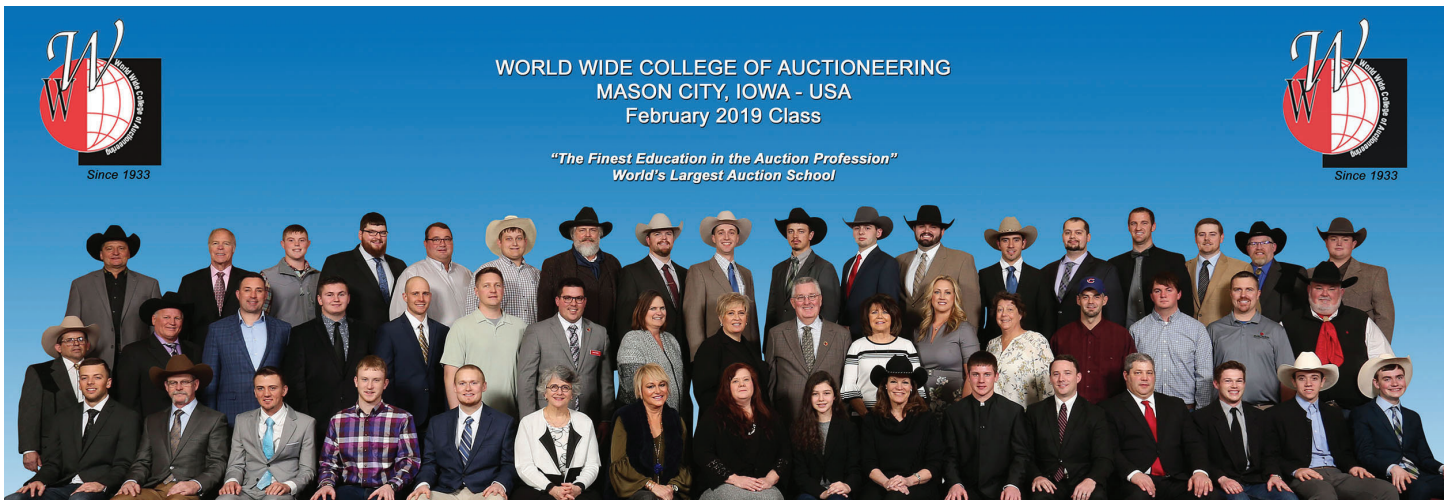
Mendenhall

Fifteen students from three states, including North Carolina, Virginia and West Virginia, graduated the Mendenhall School of Auctioneering on Feb. 10, 2019. Graduates were: Overton Bennett, Riley Bergman, Clinton Brooks, Casey Conrad, Gregory Green, Joseph Perry Harris, Ronald McNally, Jr., George Metz, Jr., David Millard-Lowe, Chelsea Peoples, William Rice, Kendall Richardson, Elaine Shaw, Elizabeth Tumbelekis and Alexander Winstead.



Western College

Western College of Auctioneering's 247th class included students from Wyoming, Idaho, Montana, Alabama, Washington, South Dakota, Texas, Illinois, Oregon, Nebraska, California, Oklahoma and Saskatchewan, Canada. Back row: Joel Nightingale, Kail Lichtenfeld, Howard Hunt, Cy Naber, Glenn Wiens, Michael Jardine, and Quaid Ericsson. Second Row: Nick Bennett (WCA President), Billy Peterson, Trey Ulmer, Tadd Mann, Rhett Musser, Zach Rincker, and Ray Granmoe (WCA Instructor). Front Row: Colter Klemm, Theodore Knutson, Dave Gandolfo, Barry Sempstrott, Andy Atkinson, Bruce Butler, Jeremy Hamel and Cole Mettler. Not pictured: Ed Earnest.



World Wide College of Auctioneering

The February 2019 graduating class from World Wide College of Auctioneering consisted of students from 22 states and Canada. Students raised \$11,337.50 for St. Jude Children's Research Hospital. Front row: Elijah Wolgemuth, John Moyer, Jonas Gingerich, Anthony Glotfelty, Cody Noel, Maura Lynch, Lisa Rooney, Kelly Corder, Ava Stuart, Susie Knight, Tyler Miller, Robert Kranz, Brett Ulrici, Kenny Pfeiffer, Tilon Mast and Blaine Huston. Second row: Ricky Flicek, Danny

Lee Hormann, Jesse Johnson, Cole Ashley, Bryce McVicker, Brian Cramer, Jerrick Miller, Sara Broers, JillMarie Wiles, Paul Behr, Vicky Ginder, Trisha Brauer, Dawn Stoltenberg, Jerry York, Tyler Morton, Luke Stessman and Jim Bob Cross. Back row: Randy Taylor, Darryl Ferdinand, Cole Scanlon, Tyson McClain, Kipp Pfeiffer, Brent Pribnow, Rusty Corder, Rusty Durham, Harrison Backer, Ty Milleson, Ethan Johnson, Austin Johnson, Brandon Suarez, John Santiago, Jesse Wagler, Tyler Weaver, Nathan Bice and Heath Stark.



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“I have been in the classic car business all my life and have attended classic car auctions nationwide for many years. I joined the NAA in order to stay connected with national members and [be part of] an organization that reflects the ethical character of the industry, wherein I can pass that along throughout my business practices in my classic car auction business.”

Rick Duncan
Allen, Texas

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Earn your designation

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

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

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



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



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



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



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



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



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



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



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



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

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In Memory



Harvey C. Lambright

**Past NAA President
Past AMI President
Hall of Fame Member**

Harvey C. Lambright, 87, of Howe, IN, died Feb. 17, 2019, at Parkview Noble Hospital in Kendallville, IN. He was born on Sept. 23, 1931, in LaGrange County, IN, to Charles William and Elizabeth (Eash) Lambright. On Oct. 14, 1956, in Brighton, IN, he married Patricia "Pat" M. Lewis, who preceded him in death in 2015.

Harvey served in the United States Navy from 1951 until his discharge in 1955. He then began his career as an auctioneer after graduating from Repperts School of Auctioneering in Decatur, IN. It was at this time that he formed a partnership with his father-in-law and Lewis and Lambright Auction and Real Estate firm began. In 1972,

he and his wife formed the corporation of Lewis and Lambright, Inc. Auctioneers and Realtors. He held the designations of GRI, CAI, CREA, SCAP, AARE, and M-CES. Every Wednesday, for the past 64 years, Harvey had worked at the Shishewana Antique Auctions.

A member of several organizations, he served as president of the Indiana Auctioneers Association in 1970, the National Auctioneers Association in 1979, and the Northeastern Indiana Board of Realtors in 1972. He was on the Indiana Auctioneer Commission for 16 years serving as the Chairman for three of those years, honored in 1970 by the Northeastern Indiana Board of Realtors as the Realtor of the Year, inducted in 1982 into the Indiana Auctioneers Association Hall of Fame and in 1984 into the National Auctioneers Association Hall of Fame.

Memorials may be made to the LaGrange County Community Foundation for the Chase Scott Memorial Fund.



Rufus Hansford

Kentucky Auctioneering Legend Rufus Hansford of Campbellsville, KY, passed away Feb. 20, 2019. Rufus was a Past President of the Kentucky Auctioneers Association, KAA Hall of Fame Member, and KAA Lifetime Achievement Award recipient. In addition, he was a Kentucky State Champion Auctioneer and a World Tobacco Auctioneering Champion.

The son of a farmer and real estate speculator, he had professed early on that he wanted to be a truck driver. His father could see his path leading to auctioneering as Rufus was mimicking the auctioneers as early as age five. On Fridays at Jacktown Elementary, he held an auction featuring the lost pens and pencils and his talents grew until he began to win state FFA contests at the state fair as a teenager in 1957. Only two weeks into a summer job as the pull boy for American Tobacco Company in South Carolina, Rufus filled in for an ill auctioneer. In 1959, he began employment as an auctioneer with Kessler & Cowherd Auction & Real Estate Company. In 1970, he founded the Hansford Auction & Real Estate Company.

Expressions of sympathy requested to be donations to Hosparus of Green River and may be made at Parrott & Ramsey Funeral home.

Marvin A. Henderson

Hall of Fame Member

Marvin A. Henderson, 82, passed away in his home in Livingston, on Feb. 20, 2019. He was a native of Frost, and graduate of Baton Rouge High School. Immediately after marrying his sweetheart Audrey McMorris Henderson in 1957, he left for Reppert School of Auctioneering. Upon returning from auctioneer school, Marvin founded Henderson Auctions, creating not only a life for himself, but for many in his community and for generations to come.

He joined the National Auctioneers Association in 1957 and remained an active member for 62 years. He was a Louisiana Auctioneers Hall of Fame inductee and was inducted into the National Auctioneers Hall of Fame in 2012. He served nine years as a member of the National Auctioneers Association Foundation. The auction community was family to him and he helped many young auctioneers begin their career, even those that he knew would eventually become his competition.

Much earlier in his life he was elected to



serve his community on the Livingston Parish School Board where he served from 1966-1976. He proudly served his country in the U. S. Army Reserve and was a charter member of Oakview Baptist Church in Livingston. He was an entrepreneur and philanthropist who helped raise more than a million dollars for

local charities and hundreds of thousands for St. Jude Children's Research Hospital. He was always willing to help others and was everyone's friend.

In lieu of flowers donations may be made to St. Jude Children's Research Hospital.

Gary W. Cain



Gary W. Cain, 81, of East Springfield, OH, passed away peacefully on Feb. 4, 2019, at Trinity West Hospital in Steubenville.

He was a 1955 graduate of Springfield High School and immediately following graduation, pursued his dream of receiving his Certified Auctioneers license. He went on to become a licensed realtor and started Gary W. Cain Realtors and Auctioneers in 1967, servicing Ohio, West Virginia and Pennsylvania. Following in his footsteps, both his son and grandson went on to become licensed realtors and joined the family business.

Throughout his career he served as President of the Steubenville Board of

Realtors; Ohio Association of Realtors District 2 Vice President and led several committees; and President of the Ohio Auctioneers Association in 1975. His success in business led him to be the recipient of many prestigious honors, including Realtor of the Year for the Steubenville Board of Realtors multiples times; Distinguished Service Award for the Ohio Association of Realtors; inducted into the Ohio Auctioneers Hall of Fame in 1993; Jefferson County Chamber of Commerce Businessperson of the Year 2008 and Lifetime Achievement Award recipient 2015; and inducted into the East Central Association of Realtors Hall of Fame in 2018.

In Memory

Beverly Wiggins

Beverly Wiggins passed away Feb., 19, 2019, at her home near Ringwood, OK. She and Perry Wiggins were married in Enid on Dec. 8, 1961, and just celebrated their 58th wedding anniversary. She attended auction school with Perry in December 1962. They opened an office in Enid in 1972 and Beverly became the general manager of their auction business and continued in that capacity until her health forced her retirement in 2012.

Beverly was a good business manager, especially skilled in designing auction advertising, winning many state and national awards for brochure design. She was the national chair person for the auxiliary of the National Auctioneers Association for their annual convention in Oklahoma City in 1998. In 2009 she was inducted into the Oklahoma



State Auctioneers Association Hall of Fame, becoming the first and, to date, the only lady to receive that honor.

Memorials may be made to Free Home Cemetery, the Ringwood Education Foundation, First Baptist Church of Lahoma or the charity of your choice through the funeral home.

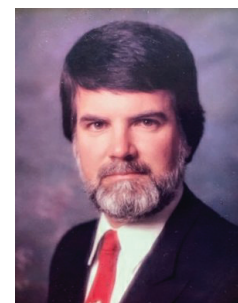
Timothy "Tim" Barkley

Timothy "Tim" Barkley of New Concord passed away peacefully in his home on Dec. 21, 2018; he was 59 years old. Tim was an amazing father and



husband. He was a huge Buckeye fan, and loved watching football, auctioneering, playing horseshoes, and planning his dream retirement. He was a New Concord Volunteer Firefighter for 10 years, and worked at OSU in the IT Dept.

Thomas Clark Blackmon, Sr.



Thomas Clark Blackmon, Sr., passed away at the age of 78 on Feb. 11, 2019, after a long battle with Lewy Body Disease. He died at home, surrounded by

family, friends and his devoted caregivers.

In 1969, Tom took over Blackmon Auctions and expanded his father's seasonal business, begun in 1938, into an internationally renowned auction company. Over fifty years later, loyal customers still attend the auctions, hoping to hear Tom sing "Waltz Across Texas." The Blackmon Auctions legacy continues today under the ownership of Thomas Blackmon, Jr.

In lieu of flowers, donations can be made to the Pulaski County Humane Society, Arkansas Hospice, and the Friendly Chapel Church of the Nazarene in North Little Rock.



Charles Randolph "Randy" Ruby

Charles Randolph "Randy" Ruby, aka Mr. Wolfe, of Rocky Ridge, MD, died at home surrounded by his loving family, on Nov. 17, 2018, following a brief illness with Acute Myeloid Leukemia. He was born on May 14, 1954 in Frederick to the late Harry "Ruben" and Louise (Johnson) Ruby.

He received his auctioneer's license from the Missouri Auctioneer School in Kansas in 1970 and later graduated from Damascus High School in 1972.

In 1970, he began his auctioneering career with Trout's Auctioneers. In 1985, he purchased Wolfe Industrial Auctions and became the president and sole owner, where he worked up until his illness.

Randy belonged to numerous organizations, including the Frederick Farm Bureau, National Auctioneers Association, MD Association of Appraisers, Thurmont/Emmitsburg Grange, Thurmont Community FFA Alumni, Rocky Ridge 4-H Club, and Friends of Frederick County 4-H Program.

In lieu of flowers, memorial contributions in Randy's name may be made to The Thurmont-Emmitsburg Community Show Improvement Fund, c/o Rodman Myers, 15727 Smith Rd., Thurmont, MD 21788 or to the Rocky Ridge 4H Club Memorial Fund, c/o Brenda Seiss, 215 Eyler Rd., Thurmont, MD 21788.

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Ambassador Spotlight



Trey Morris

Why did you join the National Auctioneers Association?

As a first-generation auctioneer I knew it was very important to learn and network with industry leaders. Every mentor and idol that I've ever had in the auction business is deeply rooted in the NAA.

Describe one of your best experiences with the NAA.

I've traveled coast to coast, overseas, been on national TV, met some of my closest friends, and had more opportunities than I deserve! I can't tell you my best experience but I can tell you that the common denominator for them all is the NAA!

What about your membership in NAA do you value?

I deeply value the relationships above all.

Photo credit: Myers Jackson



Jodi Reynolds

Why did you join the National Auctioneers Association?

I joined the NAA to surround myself with professional people who are engaged in their business and adhere to a unified code of ethics.

Describe one of your best experiences with the NAA.

Receiving the Rose Award in my CAI Class

What about your NAA membership do you value most?

The tools and the resources I have available to me if I need them

Why did you become an auctioneer?

I'm not an auctioneer, I'm an auction professional. I found this is the best platform to provide the public with an open and transparent marketplace.

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50 years later

April 1969: NAA celebrates 20 years of progress

Fifty years ago, the National Auctioneer's Association was gearing up for its 20th Annual Convention and 20th anniversary of the association since its 1949 conception.

The convention was to be held at the Hotel Roanoke in Roanoke, VA, which was a significant location from the time period when the NAA was born out of the former National Society of Auctioneers.

Roanoke was home to the first president of the NAA, Foster Sheets, and the location of the NAA's 1950 convention. Roanoke was also the location of the NAA headquarters in 1950.

The 1969 article (shown below) looks back at the first year of the NAA.

"No records nor roster of members of the N. S. of A. was ever obtained. Notices were sent to auctioneers throughout the country, requesting they mail the annual dues fee of \$10.00 to the Roanoke office," the article states.

This month, 50 years later, the NAA is gearing up for the 70th International Auctioneers Conference & Show coming up in July.

Just as the NAA in 1969 had reason to celebrate 20 years in existence, we are excited now to celebrate our 70th year serving our members. We invite you to join us in New Orleans, July 9-13, as we recognize 70 years of auction excellence as the NAA! ♦



20 Years Of Progress

When auctioneers and their families gather at the Hotel Roanoke in Roanoke, Va., July 10-11-12 they will be celebrating the 20th Anniversary of the National Auctioneers Association as well as the 20th Annual Convention of the NAA. Before continuing with this resume we will offer a short explanation of why the 1969 convention will be the 20th and not the 25th anniversary as some of the veteran members will think.

In August of 1949 the National Auctioneers Association came into being. It resulted when the officers and directors of the National Society of Auctioneers met in Pittsburgh, for the purpose of reorganizing that five year old body. It is reported that all were present except the Secretary, J. A. McClintock, of St. Louis.

Foster Sheets, Roanoke, Va., had been elected 1st Vice President of the N. S. of A. at the July meeting of that organization. J. Albert Ferguson of North Dakota, had been elected President. It was N. S. of A. Policy to elect officers in July but they would not take office until the following January 1. Mr. Ferguson passed away before the Pittsburgh meeting so Mr. Sheets was named as the first president of the National Auctioneers Association. His brother, Garland Sheets was drafted as the first Secretary.

In visiting with Garland Sheets at the Virginia Auctioneers Convention, last December your current Secretary was told in with many of the details of that first year of the NAA. No records nor roster of members of the N. S. of A. ever obtained. Notices were sent to auctioneers throughout the country, requesting they mail the annual dues fee of \$10.00 to the Roanoke office. From the minutes of the 1951 Roanoke convention the Secretary's report was reported as follows:

Appointed temporary secretary the 14th of August, 1949. Unable to secure records of former organization. Received approximately

240 new members (some came in through state organizations and might have been members before.)

The Treasurer's report at that same meeting gave receipts as \$1,442.00 and disbursements of \$1,145.87. The year's disbursements would pay for the printing and mailing of one monthly issue of THE AUCTIONEER today.

To continue the history of the former N. S. of A., they apparently held four conventions as the Roanoke convention in 1950 was billed as the Fifth Annual. Two of these were in St. Louis, and one each in Asbury Park, N. J., and Sioux City, Ia. The N. S. of A. had five different Presidents covering its approximately five years of existence, namely, Bud Cutter of Oklahoma, Jack Gordon of Illinois, Bill McCracken of St. Louis, and B. G. Coats of New Jersey.

Choosing Roanoke for this 20th Annual Convention would seem to be an ideal selection. There will be some in attendance, including the Sheets Brothers, who will be able to see the growth and accomplishments of the first 20 years of the NAA. In 1969 we will also be returning to the same Hotel which housed that first convention. There no doubt have been some changes in the Hotel but probably not the contrast that we will show the Hotel in our own 20 years of progress.

In the next few issues of THE AUCTIONEER we will be bringing you more past history of the NAA over its first twenty year span, including the names of the registrants at that first convention in 1950.

We believe we have something to celebrate and we hope that all the members will join us in Roanoke, July 10-12, 1969, for this 20th Anniversary celebration.

It was as helpful as throwing a drowning man both ends of a rope.

Arthur "Bugs" Baer

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